



THE DIGITAL ECONOMY: THE CASE OF THE MUSIC INDUSTRY

Event organized by UNCTAD in collaboration with the Commonwealth and the Government of Indonesia

E-commerce Week, 4 April 2019, 10 to 11:30 am, Room XXI, Palais des Nations, Geneva

With digital revenues now accounting for more than half (54%) of the global recorded music market, this session will discuss the opportunities and challenges created by the digital transformation of the musical landscape. The disruptive influence of digital technology on the music industry has been observed throughout the value chain, from funding to monetization to copyright ownership. In this new era, key challenge for all musical artists, in both developed and developing countries alike, is to secure their fair share of income from digital music sales and advertisements.

New forms of media, creative content and digital delivery have allowed for the rapid globalization of ideas and opportunities. As connectivity has increased, especially among mobile users in developing countries, so too has the level of demand for digital content. This has resulted in the creation of more and new, but not necessarily stable or lucrative, employment opportunities for creative entrepreneurs in either developed or developing countries, especially in the music industry.

In its recent report, UNCTAD described how, in developed countries at least, the digital and the creative economies are becoming increasingly interconnected, and that the digital-creative economy nexus is being driven by advances in big data capture and analytics, augmented reality (AR), artificial intelligence (AI), virtual reality (VR), blockchain, digital marketing, online advertising and so on.

Creativity and talent thrive in many developing countries and, for some, in an increasingly globalized marketplace, music represents an important digitally-creative business opportunity. For the Caribbean, for example, with its endless supply of artists, has made an important contribution to the global cultural economy, particularly through its popular music. However, the region has struggled to capitalize on its cultural heritage. Digitalization may finally allow its music industry to fulfill its earning potential. This is an approach that Indonesia has taken by exploring the application of blockchain technology to vigorously develop the market for the digital music as well as protect copyright of artists.

This session will seek to identify ways in which developing countries can fulfill the economic potential of the digitalization of the music industry by:

- developing policies and measures to support digital music creatives, expanding existing markets and improving digital skills, market access and infrastructure.
- boosting responsible investment in the digital music industry through the use of technical assistance programmes, structural reforms, development assistance as well as trade and investment agreements.
- mainstreaming digital services and technologies across all sectors of developing economies. This will involve, *inter alia*, providing affordable connectivity, supporting digital entrepreneurship and securing sustainable growth and decent jobs.
- adopting innovative policy approaches with respect to the production and trade of digital music goods and services



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Speakers

Opening remarks and moderator: **Marisa Henderson**, Chief, Creative Economy Programme, [Trade and Development Division \(DITC\), UN Conference on Trade and Development \(UNCTAD\)](#).

- 1) **H.E. Hasan Kleib**, Ambassador/Permanent Representative of Indonesia to the United Nations in Geneva, Switzerland.
- 2) **Dr. Keith Nurse**, World Trade Organization Chair, Senior Fellow [Sir Arthur Lewis Institute of Social and Economic Studies, University of the West Indies](#)
- 3) **Ms. Xenia Iwaszko**, Director of International Trade, [International Federation of the Phonographic Industry, \(IFPI\)](#).
- 4) **Mr. Irfan Aulia**, Managing Director, Massive Music Entertainment Ltd. Indonesia.
- 5) **Mr. Andreas Maurer**, Chief, International Trade Statistics Section Economic Research and Statistics Division [World Trade Organization \(WTO\)](#)
- 6) **Benoit Muller**, Director, Copyright Management Division, [World Intellectual Property Organization \(WIPO\)](#)

eCommerce
Week

Palais des Nations, Geneva



**Thursday, 4 April 2019
10–11.30 a.m.**

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Digitalization of the creative economies
The case of the music industry