

UNIVERSITÉ DE YAOUNDÉ II



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École Supérieure des Sciences et
Techniques de l'Information et
de la Communication



Advanced School of Mass
Communication

TECHNICAL RECORD

Music Label and Distribution: NNF STUDIOS

Project work submitted in partial fulfilment of the requirements for the degree of
Bachelor of arts (BA) in information and communication studies

Option: Publishing and graphic arts

By:

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Level 3 in Publishing and graphic arts

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Introduction

As a publisher, the burden of educating and developing the mind-set of a particular society is automatically activated as cultural products and the messages transferred via them are all controlled by publishing. If we follow the thoughts of this great American author, Stephen King, “To write is human, to edit is divine”. This showing the supernatural dimension in which publishing is important for mankind and education. Defining publishing has always been complex and varies from person to person due to the broad nature of this profession. Nevertheless, a simplified definition can be the collection of raw work of art, processed, managed and marketed in its best form to the general public. Our 3 years of intense training in the Advanced School of Mass Communication, field Publishing and Graphic Arts grant us the title of professional in this domain thereby indirectly giving us that duty of revolutionising this profession for its evolution in line with time and new world technologies. There are so many sectors in which publishing intervenes like in television, radio, book but the one we are working on is music publishing.

Music Publishing can be defined as the exploitation of a song composition copyright either for distribution, promotion or sale purposes. A music publisher is a key role in an artist career as publishing handles everything else after the masterpiece has been produced. We have decided to work with a young artist doing in the music style called **AfroTrap** which is one of the top music trends in the world during the last decade. **NNF STUDIOS** which is our publishing company will present in a detail manner the work process of music publishing emphasising on how important it is for the entertainment industry.

**PART I: PRESENTATION OF THE ENTERPRISE,
NNF STUDIOS**

I- Project Description

A. Context and Justification

Being in a country blessed with more than 300 diversified ethnicities where music is a great cultural asset, it is just normal that different music genres come to exist and patronised in Cameroon. Unfortunately, this cultural wealth is not yet exploited to its fullest so don't generate the income it had to. Music in Cameroon is still sold and distributed in an archaic way not permitting artists and record labels to grow their capital thereby drawing back the entertainment industry and countries economy as a whole. The music industry has always suffered with problems of piracy since the beginning 2000's and digitalisation have not yet solved this problem in our country not because it is not the solution, rather because it has not yet been assimilated by most Africans thereby not using its real potential.

It is important to note that a study carried out by the media company **Gramophone** came to prove that the music industry in the United States of America reached a revenue of more than **9.8 Billion** dollars in the year 2021 thanks massively to digitalisation of this industry. It's quite embarrassing to know that most of the urban music genres that perform well in USA are inspired from African music like Jazz, Soul, Afrobeat just to name a few. This statistic is just to show the urge for Africans in general and Cameroonians in particular to master the digital part of this business as others use their own cultural heritage and make much money out of it.

Cameroon has always had lots of problems with this industry let it be concerning the copyright as the company in charge of it known as **SONACAM** has gone from failures to failures since its creation. Looking at all these problems we undergo in the industry in this country, we youths who have the duty of changing things decided to create a music label called **NNF STUDIOS**. This label is created build a new ecosystem around the music industry by digitalising most of its sectors like distribution, merchandising, lip-syncing, and even copyrighting. To put in place our strategy and make sure that it

works, we worked with an unknown Cameroonian artist called **Hunter Latrappa** for whom the label produced a mini album called in the music jargon EP (Extended Play) entitled **Mouna 4 Street** which globally tells the story of a child growing up in very difficult conditions but determined to follow his dreams and succeed.

b. Description

As mentioned above, the project **Mouna 4 Street** which is an EP of 7 songs lasting 22 minutes 35 seconds, all songs interpreted and composed by a young upcoming artist known as **Hunter Latrappa** is the masterpiece of our record label **NNF STUDIOS**. This mini album is mostly made up of the music genre known as **Afro Trap** created and vulgarised in the late 2014 by a renowned Guinean urban artist known as **MHD** which is a mixture between African traditional music and urban music totalising more than 1 billion streams on digital platforms. Afro Trap figured out as the most streamed music genre in these recent years on streaming platforms like Spotify, Apple Music, Deezer just to name a few. This then makes our move towards this music genre very strategic as it much appreciated in Africa and validated by the rest of the world.

The EP **Mouna 4 Street** tracklist is as follows;

Track 1. D'où Je Viens

Track 2. Mélodie

Track 3. Ma Lune

Track 4. Equilibrer

Track 5. Détour

Track 6. Viens On Bosse

Track 7. Partir

All these tracks basically follow a story line recounting the challenges a young African man that grew up in a very poor and unstable family, abandoned by the father so had no other way out than to fight for himself and pull the family out of misery. This mini album is a great didactic material as it pushes youths of nowadays to push hard so as to succeed in life knowing that their background is not an excuse for failure. Knowing that as publishers we have the moral duty to impact our society positively by the work of arts we put out there for the public, it was then following this logic that we worked on the whole process of creation and distribution of this mini album bearing a lot of motivational quotes targeting the youths of our country.

II- **Enterprise Description**

a. Company's history

NNF STUDIOS is a company thought and created a young ASMAC (Advanced School of Mass Communication), student doing Publishing and graphic arts. This label was created on the 12th July 2021 in the town of Yaoundé. As legal status we are a Limited Liability company with a capital of **10,000,000 FRS** and we act for the development of our culture. This music label aims at selling Cameroon talents both in the country and outside of it using digitalisation as main tool.

The project is carried by young dynamic youths who love their culture and all their values, thereby putting in place means for the promotion and eternalisation of this culture so as it can easily be transmitted from generations to generations. Thus NNF STUDIOS was created to accomplish this task and adapt new music genres to fit the markets needs.

b. Localisation and Contacts

NNF STUDIOS is located in Yaounde at the Ngoa Ekele neighbourhood. This position is strategic as it is at the centre of the town making it very fluid for business. We are also found on different social media pages like:

Whtasapp: 237 654 84 48 56

E-mail: [nnfstudios2017@gmail.com](mailto:nfstudios2017@gmail.com)

Facebook: NNF STUDIOS

Twitter: @nnfstudios

Instagram: @nnfstudios2017

YouTube: NNF STUDIOS

c. Objectives

NNF STUDIOS aims at redefining the Cameroon's musical world to better meet the changing needs of the industry. As technology continues to improve and expand, NNF STUDIOS is working to stay at the forefront of these new technologies and find meaningful ways to incorporate them into our entertainment industry.

While others may be comfortable doing the same thing day in and day out, our record label continues to invest in time and resources to bring better value to our artists, through the innovation brought by digitalisation. Our ambitions are as well, incorporating additional services to give our clients a wider range of options.

Ultimately, we truly believe that our high level of personal service is the driving force behind NNF STUDIOS growth and future success.

d. Vision

The vision of NNF STUDIOS is an entertainment industry weighing a very big slide in the economy of Cameroon in the next 5 years with a key role played by music income generated. This making the entertainment industry great again as in was the case in the years 1980's and 1990's where we had our musicians like Tête Brulé, Bebe Manga, Manu Dibango who were touring the world and promoting our culture. The vision of this record label is making the country's music industry the best in Africa.

e. Mission

NNF STUDIOS mission is to exceed artist expectations by being the leading provider of affordable, responsive, value-added services in the music industry.

At NNF STUDIOS we truly make the artist live from their art. This means, that we work diligently to relate to our artist and understand their overall goals and objectives so that we can deliver professional competences that live up to their expectations.

We partner with our artist throughout the entire process, ranging from pre-planning, production, distribution to promotion and support during and after the release of their different projects.

f. Editorial Line

NNF STUDIOS aims at promoting local music but also adapting it to fit new market needs thereby encouraging the fusion of different sound types for a more universal music. This then means we only produce artist who come with the fusion of traditional and urban sounds so genre likes Afro Trap, Afrobeat, Mbole, Afro Bikossa are our main focus. This permits the new generation to fit in more with our culture since they seem more externalised.

Following this philosophy, we create hybrid sounds which be appreciated by locals and foreigners thereby permitting to connect more people to the music and promote Cameroon more to the rest of

the world. This then makes our editorial line to be the production, promotion and marketing of hybrid sounds created by the fusion of African local sounds and urban music.

A perfect example is the first album **Mouna 4 Street** by the artist **Hunter Latrappa** produced and marketed by the label. It is a perfect mixture of local and urban sounds that which is very appreciated especially by the youths thereby developing a great market for that.

g. Graphic Chart

The companies graphic chart colours are red and black. This is as these colours fit better the music industry as most of the equipment and tones used have these colours.



This Logo is a very simple one as seen on the image above but it says a lot just by looking at it. We can see initials NNF accompanied by a Studios beneath all that in a cinema frame and a Rec for record. This shows that the label, after production, proposes services in cinematography let it be for the directing of music videos and others.

The red colour symbolises vigour as we at NNF STUDIOS work in a vigorous way to achieve our goals. This shows how determined we are to change and make this industry advance in the right path.

Black colour symbolises power and strength showing we have the power to change this industry and make it evolve with the new means we put in place for artists and the public.

**PART II: FUNCTIONAL ORGANISATION OF
NNF STUDIOS**

I- HUMAN RESOURCES

NNF STUDIOS is a serious company employing people only for full time jobs with professional aptitudes and skills needed for the smooth running of the company.

As a newly created company, it has a reduced workforce. The staff of the company is small and consists of versatile and less experienced professionals in the music and cinema industry. The staff from the leading board is comprised as follows; accompanied with the obligations:

a. General Manager

- He defines the administrative policy of the structure and ensures the respect and application of the guiding lines, specific to the company.
- He also ensures compliance with the labour code and the related laws.
- • He equally ensures compliance with the rules of ethics and professional conduct.
- He is the Manager of the company. It is role also his duty which is that of mobilizing financial resources for the execution of projects, and defining its objectives in order to achieve the targeted goals.
- • He coordinates activities to ensure the progress of the company's projects and objectives.
- • It is also his job to control and supervise human and material resources.
- • He sets up action plans and represents the company within the legal framework.
- He represents the brand image of the company.

b. Artistic director

- He defines the graphic identity of the media communication strategy.
- He takes care of the dressing of the set for music videos and of the design of the design of Virtual sets
- He also takes care of the design that will best fit an artist for his or her releases.

c. Marketing and Commercial manager

- He defines the commercial strategy, coordinates its implementation and monitors its results.
- He recommends to the General Management a commercial policy and development projects.
- He sets out the sales strategy and defines the means and organization of the sales force.
- He coordinates the execution of action plans and implements corrective actions if necessary.
- He monitors and analyses the results in terms of objectives and budgets.
- He supervises his team which he leads, organizes and motivates.
- He supports commercial development, market analysis, customer search, takes care of business competitively.
- He assures the acquisition of advertisement contracts with different companies.
- He supervises and updates customer files.
- He engages the subscriber loyalty strategy with a multichannel and digital perspective.
- • He is equally responsible for elaborating commercial business plan with a requirement for commercial profitability (objectives, budgets, levers, offers, and channels), produce balance sheets and activity reporting.

- He coordinates pricing policy and commercial offers related to product marketing

d. Human resource manager

- He carries out all administrative activities related to the employees of the company, in particular on the human, legal and contractual level.
- He contributes to recruitment and training, knowing that we are a new enterprise; we will recruit and train employees in the handling of work software such as Premier Pro, After Effect, FL Studio, Adobe Photoshop and all its constituent software.
- He will be responsible to keep records for the business regarding income, expenses, purchases and a summary of business transactions.
- • Responsible of updating employee records; including their individual tax forms, the business license, inventories, insurance records and any other relevant business information.
- • It will equally be of his responsibility to take care of employee performance improvement plans which will contribute to the establishment of safety and risk management because we have an obligation to provide safe working conditions in accordance with the regulations of the administration of safety and health at work.
- • Maintaining a precise pace of work and developing programs that reduce the number of accidents at work

e. Production manager

- He is in charge of coordination all production equipment.
- He is responsible for the management of staff during shooting on set.

- • He is as well responsible for the preparation, pre-production, production and postproduction of the projects to be filmed.

NB: These Managers will do much of the work themselves because as a young company we do not yet have the financial capacity to hire more than what we can't bear. This will be possible from the end of the second year, when the company would have made substantial profits.

f. Staff competences

1. Music producer

We need a music producer who:

- Produces beats for artists.
- He records artist voices to produce the song.
- Ensures mixing of the recorded audio.
- He does the mastering of the audio for the final product.

2. Videographer

- He is in charge of directing music videos and planning their shooting.
- The videographer is also in charge of the equipment needed in the audio-visual realisation of artist projects.
- He coordinates the staff needed on set during shooting and gives a precise role to everyone.
- He edits music videos and other videos concerning different artists.

3. Graphic designer

- He does all the editing work for the different shows.

- • He works with publishers and other professionals to provide work in the distribution format, suitable for social networks, mobile applications, web, television etc.
- He also does the artwork for artist projects covers.

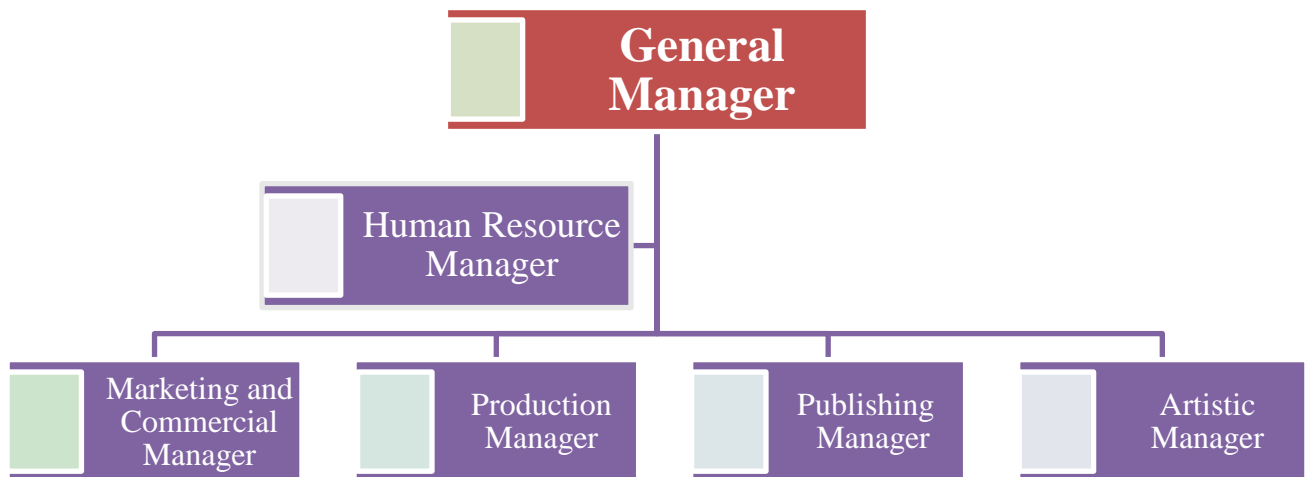
4. Music publisher

- He assures music distribution on all streaming platforms.
- He assures the protection of the songs released and the management of copyright.
- Responsible for assuring a good functioning of DRM (Digital Rights Management) for different artist projects.
- Also plays the role of community manager and assures the monetization of all digital platforms.
- Manages our different social network pages and assures online presence.

All these roles will be handled by the staff we put in place thereby making any member having more than one role to handle in the company.

Names	Competences	Office
Nguimkeng Njukeng G. Fred	Music publisher	General Manager
Linda Mafoue	Human Resources	Human Resources Manager
Gilead Kinz	Videographer	Production Manager
Alphonsa Munchi	Graphic designer	Assistant Artistic Manager
Ng Black	Music producer	Artistic Manager
Asaph Junior	Advertisement	Marketing and Commercial manager
Bilioce Djoua	Graphic designer	Assistant Marketing and Commercial

II- ORGANISATIONAL CHART



III- MATERIAL RESOURCES

MATERIAL RESOURCES NEEDED	
DESCRIPTION	QUANTITY
Studio Speakers	2
High Definition Video (HDV) Main Camera for Studio	1
Crane	1
Sliding Jib System	1
Background Set Light Kit (green, white, brown)	2
Studio Mic Kit	1

Digital Single-lens Reflex (DSLR) Digital Video Cameras	3
Gimball	2
Audio studio mixer	1
Tripods	3
Soft box light	3
Hard light	2
Steady Cam	1
Green Screen carpet	1
Studio Piono	1
Studio Guitar	2
Camera monitor	2
Telephoto Lenses	3
Wide Angle Lenses	3
Reflector Sets	3
Memory Cards (128 GB)	4
Clamps	Varies
Cords	
Power cables	
Rolling carts	
Computer and computer accessories	
	3

Resources contributed by founding members of the company

A company for its creation does not only needs human resources and skills, but also financial and material resources. Reason why the various members participated in the realisation of the building, each bringing a modest contribution. Their contributions are of various kinds and are therefore, specified in the following table.

NAMES AND SURNAMES	CONTRIBUTION	WORTH
Njukeng G. Fred	Capital income 2 imac retina	4, 650,000 FCFA
Gilead Kinz	1 sound card, 3 tables, 2 chairs and microphone	1, 324,000 FCFA
Linda Mafoue	A year rent 1,500,000 F, (paid 1year rent) Wifi box, 2 studio speakers	1, 324,000 FCFA
Asaph Junior	Steadycam Guitar Piano	3, 118,800 FCFA

**PART III: PRESENTATION OF THE MARKET
STRUCTURE**

I- Diagnostic analysis

a. Internal analysis

NNF STUDIOS is a limited liability company

Date of creation: July 12, 2021

Located at: Ngoa Ekele, Yaounde

Chief Executive and Label manager: Nguimkeng Njukeng G. Fred

Capital: 10 00 000 Fcfa

Products: music

Colours: Red and Black

Number of employees: 5

II- External analysis

a. Political, economic, social, technological, ecological and legal environment

(PESTEL)

I. POLITICAL

The 2020 digital strategic plan which is in line with the policy of major achievements advocated by the Head of State, should greatly contribute to the achievement of the growth objectives of full employment targeted through the extensive use of ICT, in the production hold resulting in a significant improvement in national digital integration.

This plan is of great help to reach our target as it is based on three important points relating to aspects like Supply, Demand and Regulation. These 3 points are;

- Develop broadband infrastructures
 - Increase the production and supply of digital content
 - Ensure the digital transformation of enterprises and corporate administration

We can therefore see that the political environment favours a company like NNF STUDIOS since we go in line with the state's objectives.

II. ECONOMIC

Cameroon being a growing economy is suitable to welcome companies with digital plans ready to boost this economy. Being member of CEMAC (Community of Central African States), the country's economy is the most diversified in Central Africa. This then makes any product from the country to have a direct market in the 5 other CEMAC countries making it suitable to contribute to the growth of the sub-region.

ii. DIGITAL ADDED VALUE IN CAMEROON

Following a study made by the company **Data portal**, there are **10.05 million** internet users in Cameroon in 2022. This figure with an internet penetration rate of **36.5 percent** in the start of the same year showing that the digital world is becoming a reality in the country. Cameroon's economy encompasses the economic activities that are activated through platforms such as: social, mobile and sensor networks, including e-commerce.

In addition, digital technology is still far from having completely changed production habits, buying products through mobile money, online purchases, or access to certain bank account management products is still difficult in our country but the attitude is changing gradually. A study published by the statistic based website **Statista** shows the number of Cameroonians buying and streaming music online will surpass **2.7 million** in less than 3 years as the user penetration rate of streaming platforms

is expected to be more than 5.6 percent in 2022. This shows that Cameroonians do buy music online with the help of their mobile money accounts or visa accounts.

iii. SOCIAL

Cameroon is multicultural country with more than 250 ethnic groups and 248 linguistic groups characterised by their cultural habits.

Demographic: a population of **27.57 million** inhabitants following the study released in January 2022 by **Data Reportal** made-up of women, men, and children.

Cultural groups: Cameroun has more than 250 ethnic groups.

The study on in companies according to **Green It**, noted the following:

The rapid development of digital technology is disrupting our production and consumption models every day. This digital transformation can also present a means of accelerating the ecological transition, but the environmental challenges linked to the development of digital technology and its uses are not always taken into account sometimes poorly treated.

While environmental impacts of digital technology affect the entire life cycle of equipment, the main ones are concentrated in the upstream phase (manufacturing) and downstream (end of life).

We should take note that in Cameroon internet is gradually vulgarised in our environment and the number of connected person increase every day, which give the possibility to a new enterprise that only concentrate itself in selling online to have a large market.

The upcoming of online stream, downloading music or applications has also facilitated life and people are more willing to buy online rather than buying physically.

iv. TECHNOLOGICAL

The arrival of internet and digital technology has favoured the transition from analogue to digital signals in most countries of the world thanks to the development of the fibers which facilitates data connection.

The present 4G and upcoming 5G also develop the digital sector in Cameroon, which encourages online streaming.

V. LEGAL ENVIRONEMENT

Decree No.79/390 of September 22, 1979 establishing the cultural charter. In its article the decree stipulates that: cultural activities are free throughout the national territory. They are subject to the provisions of law No. 67/LF/19 of June 12, 1967, relating to freedom of association, subject to the prescriptions issued by decree (ministry of culture 2016:155) of arts and culture as mentioned in article 3.

Cultural associations are placed under the supervision of the Minister in charge of Culture. They are approved by the Minister in charge of Territorial Administration, after advice from the minister in charge of culture

In this regard they must submit to the declaration formalities provided for by the text in force. People interested in cultural activity can indulge in it individually or join together in cultural associations

Decree No 99/443/PM of March 25, 1999 establishing the modalities of application of Law No 98/006 of April 14, 1998.

The above laws and decree permit us to establish NNF STUDIOS in Cameroon because the law is suitable for that. The government is for the promotion of cultural values.

III- Market segmentation

The market in this country is mainly divided into two main groups which are;

- Music listeners that prefer buying physical supports like CD's, cassettes for life music which is more characterised by people ranging from 45 years upward.
- Music listeners that prefer digital consumption like digital concerts, streaming platforms and others which is more characterised by people below 45 years.

Positioning: NNF STUDIOS is out to be the leading company in music publishing and distribution in Cameroon.

a. Target

Main Target: Youths from 40 years below understanding French language in the world able to stream and buy music online.

Secondary Target: All music lovers from the globe's 4 corners.

b. The Market

The market consists of collecting information and analysing it, identifying the characteristics and challenges of the market. Here, we are interested in the different components of the market, namely; the demand and supply, to be able to know the various distribution channels that exist in the music domain. This approach allows us to measure the feasibility of our project and to confirm or not that our project corresponds to the needs of the consumers and of the market.

i. Added value brought by NNF STUDIOS

The label brings to a better collaboration between music lovers and their musicians, the services offered will go from production, publishing to distribution and commercialisation of the song and better reach to the targeted audience.

The Product: NNF STUDIOS is a music label enterprise which produces and publishes, hybrid songs to reach a greater market in the world from Cameroon.

Low cost: The prices of our different services are relatively cheap compared to other competitors.

Mass Communication: Having social media pages which are followed by thousands of people make it a great add on for the communication of our different clients and services proposed. We also have good relationship with classic media actors like radio stations and televisions who are ready to broadcast any work of art from us.

Digital distribution: The label brings music distribution on all legal music stores which is not common for a music label. We distribute and make sure the artists have financial benefit from their songs on platforms like Spotify, Apple music, Deezer just to name a few.

Beats production: NNF STUDIOS with its record studio produces and sells beats for different artists even those not signed in the label.

ii. The demand of the market

The market is very diversified and very broad. Music market now is dominated by Nigerian Afro beat and South African Amapiona which are mostly hybrid sounds as they are a mixture of different original songs. This makes it favourable for our music label as our editorial line is mostly the production of hybrid sounds.

iii. Competitors

In Cameroon there exist many production and music publishing houses and our major competitors are:

- i. Universal Music Africa (UMA Cameroun)
- ii. Def Jam Recording Africa
- iii. Empire Company
- iv. Big Dreams Entertainment
- v. Alpha Better Records
- vi. War Machine
- vii. Lion Production
- viii. Nuevo Mundo Africa
- ix. Big Dreams Entertainment

To continue, we will set a table presenting the strengths and weaknesses of our competitors right below.

Strengths and weaknesses of our competitors	
STRENGTHS	WEAKNESSES
These labels are very experienced in the production domain and will better know what to release and when to release	Most of them neglect the publishing part of music
Most of the top list Cameroonian artist are signed by these labels making them more notorious	Most of these artist are not encouraged to release new vibes that will keep them rising

Many of them have companies who trust them to have a paid partnership helping the finance of their different projects	These companies are not always satisfied with the partnership as the labels don't often respect contracts
They master the Cameroonian and the international market.	Few innovations in their different productions
A more qualified personnel as they have the means for	So few stay for long with the same employees making the starting over and over
Have a bigger capital to realise their different projects	This capital is often dilapidated and not used to do initial project

vi. SWOT ANALYSES

After studying the market, it is important to do a study of the Strengths, Weaknesses, Opportunities and Threats of our project for better understanding of our target market. Below is a table presenting the SWOT analysis we did for our project in a detailed manner.

SWOT ANALYSES	
<u>STRENGTHS</u>	<u>WEAKNESSES</u>
Staff qualified and professional at their different duties	Limited capital
A young talented, and motivated and dynamic team already having achievements in the music industry market	New company so lack of experience
Social network presence and activeness making it faster and easier to communicate with our clients	Absence of financial partners
Mastering of digital distribution and digital music publishing	A large part of our entries depend on foreign electronic wallet holders and streaming platforms

Suitable political and social state of the country

Partnership with some classic media like Vino tv and Sky One Radio

SWOT ANALYSES

OPPORTUNITIES

A fast penetration of internet and ICT devices in the country is a great opportunity for the digitalisation of music

Music publishing is not mastered in the country making it suitable for our company to come with this service

Possibility of signing promotion contracts with different companies wanting to use the image of our artists

An unlimited market as digitalisation makes the world become a global village

Possibility for the company to enter stock exchange market to attract investors

THREATS

Competition is mostly done with majors and foreign companies

Most of the technological devices and platforms used are foreign built so any breakdown in the original company can affect us

Presence of Cyber criminals and hackers in the country

High failure rate of start-ups in the country due to many field problems

Part IV: FINANCES

I- Financial Forecast

MATERIAL RESOURCES NEEDED				
DESCRIPTION	QUANTITY	UNIT COST	TOTAL COST	ESTIMATE
Studio Speakers	2	150,000frs	300,000frs	Fixed cost
Audio Mixer	1	100,000frs	100,000frs	Fixed cost
Crane	1	500,000frs	500,000frs	Fixed cost
Sliding Jib System	1	75,000frs	75,000frs	Fixed cost
Background Set Light Kit (green, white, brown)	2	70,000frs	140,000frs	Fixed cost
Studio Mic Kit	1	60,000frs	60,000frs	Fixed cost
Digital Single-lens Reflex (DSLR) Digital Video Cameras	3	1,000,000frs	3,000,000	Fixed cost
Gimball	2	300,000frs	600,000frs	Fixed cost
Tripods	3	75,000frs	225,000frs	Fixed cost
Soft box light	3	60,000frs	180,000frs	Fixed cost
Hard light	2	80,000frs	160,000frs	Fixed cost
Steady Cam	1	400,000frs	400,000frs	Fixed cost
Green Screen carpet	1	60,000frs	60,000frs	Fixed cost
Studio Piono	1	150,000frs	150,000frs	Fixed cost
Studio Guitar	2	80,000frs	160,000frs	Fixed cost
Camera monitor	2	30,000frs	60,000frs	Fixed cost
Telephoto Lenses	3	500,000frs	1,500,000frs	Fixed cost
Wide Angle Lenses	2	400,000frs	800,000frs	Fixed cost
Reflector Sets	3	25,000frs	75,000frs	Fixed cost

Memory Cards (128 GB)	4	50,000frs	200,000frs	Fixed cost
Computer and computer accessories	3	400,000frs	1,200,000frs	Fixed cost
Wifi box	1	40,000frs	40,000frs	Fixed cost
Rent	12 months	150,000frs	1,800,000	Fixed Cost
TOTAL	11,725,000 FCFA			

II- Annual Turnover Anticipation

Product/Services	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Song releases (for one artist of the label)	1	/	1	/	/	10	/	1	/	/	1	/
Number of Music Videos shot	1	2	2	2	2	3	3	2	2	4	3	1
Number of Shows(for one artist)	1	2	2	2	4	4	4	3	2	5	5	7
Number of Songs for distribution	5	5	10	10	30	30	30	5	10	20	20	5
Number of songs for publishing	/	2	2	2	10	10	10	1	3	5	5	2
Beats sold	3	3	5	7	20	20	20	10	5	10	15	3
MONTHLY INCOME GENERATED												
Income from streaming	50,000frs	50,000frs	150,000frs	150,000frs	200,000frs	250,000frs	300,000frs	400,000frs	400,000frs	350,000frs	300,000frs	300,000frs
copyright and publishing	/	/	100,000frs	/	/	200,000frs	/	/	300,000frs	/	/	400,000frs
Income from recording studio	100,000frs	100,000frs	200,000frs	200,000frs	600,000frs	600,000frs	600,000frs	100,000frs	200,000frs	400,000frs	400,000frs	100,000frs
Income from videography	100,000frs	200,000frs	200,000frs	200,000frs	200,000frs	300,000frs	300,000frs	200,000frs	200,000frs	400,000frs	300,000frs	100,000frs

Income from shows	100,000frs	200,000frs	200,000frs	200,000frs	400,000frs	400,000frs	400,000frs	300,000frs	200,000frs	500,000frs	500,000frs	700,000frs
TOTAL	350,000f	550,000f	850,000f	750,000f	1,400,000f	1,750,000f	1,600,000f	1,000,000f	1,400,000f	1,250,000f	1,500,000	1,600,000f
Annual Budget:	14,000,000 FCFA											

III- Balance Sheet

Fixe Charges	Cost/Month	Cost/Annually
Rent	150,000	1,800,000
Database management	125,000	1,500,000
Material cost	828,000	9,925,000
Data bundle	25,000	300,000
Assurance	75,000	900,000
Salaries	60,000	720,000
Taxes	30,000	360,000
Legal procedures	350,000	4,200,000
Total (1)		19,705,000F CFA
Variable Charges		
Transport	30,000	360,000
Water	15,000	180,000
Electricity	15,000	180,000
Total (2)		720,000F CFA
TOTAL (1+2)		20,425,000F CFA
Anticipated Revenue (1st year)		14,000,000 FCFA
Anticipated profit(1st year)		-6,425,000 FCFA
Anticipated Profit (2nd Year)		13,280,000 FCFA
Taxes (33%)		4,382,400 FCFA
Net Total Profit		8,897,600 CFA

From this table, we can see that the company have great chances of not being profitable the first year because of the fixed cost of production invested on. Nevertheless, NNF STUDIOS the following year have great chances of having a profit **8,897,600 FCFA** as the fixed cost will be constant for at least 5 years. More to that the companies profit will triple in the 3rd year and so on and so forth. This by making this company a very profitable one with a positive balance sheet as time goes on.

PART V: PRESENTATION OF THE EXTENDED PLAY

< MOUNA 4 STREET >

HUNTER

LATRAPPA



Design Mr. twenty



MOUNA
4 STREET

I- Definition of Mouna 4 Street

Mouna 4 Street is an extended play (EP) of 7 songs all aligned chronologically to tell a mind-blowing story and impact the listener. This EP is composed of two words “**Mouna**” meaning child in Duala language with “**4**” an artistic way to write “for” and the last word is “**Street**” signifying the ghetto in a city. In a nutshell Mouna 4 Street signifies a child from the streets or from the ghetto.

II- Context and Presentation of Mouna 4 Street

The EP Mouna 4 Street is brought up in a particular context following the lifestyle of most youths in our country. The society is more and more characterised by youths who are not willing to work but want to live in opulence therefore undergo some horrible and delinquent practices. More to that the unemployment rate which is very high in the country favours the rise of criminality done by these youths so as to survive in harsh conditions. There are measures taken by the state to fight against this flaw but these measures are not always sufficient and the message for youths is not always transmitted by the right person to give them a moral boost. NNF STUDIOS following the ethic and deontology of a publishing house, have that duty to educate the population too through the releases done. Knowing quite well that the entertainment industry has a great impact on our society, we then decided to use music as a communication canal to reach our target for this particular project which are youths and transmit our message in a subtler way making them to feel more concerned. The project Mouna 4 Street was then conceived and produced to be as a medicine and moral boost for the people who have lost hope or are undergoing hard time so as they can take back confidence to realise their dreams by hardwork. This EP falls more in the music genre **Afro Trap** and the language used is **French**.

Mouna 4 Street was released on **June 11, 2022** as this is a suitable period for albums to be released because there is a huge audience at this time due to summer vacation. It was produced, distributed on

all streaming platforms and protected at **SONACAM** and **Believe**, all these task done by the label **NNF STUDIOS**. All these tracks are protected by a unique identifier called **ISRC** which is an **International Standard Recording Code** permitting an artist to perceive his royalties and controlled by **Digital Right Management (DRM)**. In order to transmit our message of positivity, we had to use an artist who understands the milieu of these youths and can be a better messenger. The EP **Mouna 4 Street** is then interpreted and composed by the young talented artist **Hunter Latrappa** who is striking the music industry right now and highly appreciated by the youths. He was best to be the interpreter of this project as he had a tough childhood too so know more what happens in the streets and had the inspiration to talk about it bringing solutions in music. The Ep is made up of 7 songs called **Tracks** each one building up the general themes which are **Hard work** and **Self Confidence** as we do a brief presentation of each track below:

Track 1. D'ou Je Viens (ISRC TCAGG2226583): This title is the introduction of the mini album mainly talking about people being proud of their origins and culture as that is what defines who they are.

Track 2. Mélodie (ISRC TCAGG2226609): It is a song which recounts the story of a young boy abandoned by his father who had to quit school because of his financial conditions but rather did not abandon on his dreams to succeed in life.

Track 3. Ma Lune (ISRC TCAGB2262869): Ma Lune is a love song purposely inserted in the EP to attract and include more of the female gender to listen to the messages transmitted in a subtler way.

Track 4. Equilibrer (ISRC TCAGG2226650): The song basically recounts the story of someone whom has never had an easy life or favourable conditions by the society to succeed but has always put in all efforts to do so and has never abandoned. It is the song that we more focused on as it is considered as the **Hit** of the EP.

Track 5. Détour (ISRC TCAGG2226668): Recounts the life of ghetto streets mostly abandoned to themselves.

Track 6. Viens On Bosse (ISRC TCAGG2226683): Incites youths to get up and work hard for their dreams and merit their revenue.

Track 7. Partir (ISRC TCAGG2226692): The song encourages people to quit any bad influence and company so as to follow their dreams.



From all these different songs, the one we chose to present is the title **Équilibrer** as it is the song that stroke our target audience more. We will further present the production process of this song and the profitability plan of the song.

II- Production Process of the title **Equilibrer**

The song as all the album was registered in the recording studio known as **Echoboys Records** which is a partner to our music label. It is 3 minutes song which has as main theme, **never back down** no matter the situations faced in life. The message transmitted by this song composed and written by **Hunter Latrappa** is destined to everybody and had to be done with professionalism.

The production duration of the audio part took 4 days in the hands of the sound engineer **Mystik Music** who recorded and mixed the sound then it was transferred to a more experienced sound engineer in Canada known as **Doc Records** who handled the mastering of the sound before we had the final song. Concerning the music video of the song, it was shot in Yaoundé for two straight days in 4 different sets which totalised with preproduction and planning took us 3 weeks. Producing the audio and video version of this song took a big team as we will present using a table put in place for the realisation of this project.

A. HUMAN RESSOURCES		
COMPETENCE	CAST AND CREW	BUDGET
Production Manager and Director	Nguimkeng Njukeng G. Fred	/
Sound Engineer	Mystik records	20,000frs
	Doc Records	30,000frs
Beatmaker	Echoboys Records	20,000frs
Scenarist	Alphonsa Munchi	20,000frs
	Njukeng G. Fred	
Director of Photography	Gilead Kinz	40,000frs

Camera man	Bilioce Djoua	30,000frs
Make Up Artist	Cyndy make up	15,000frs
	Marry Njombe	20,000frs
Actors	Sillas Negou	5,000frs
	Gilbert Oyono	5,000frs
	Maxwell Godeon	5,000frs
	Niyo Christelle	5,000frs
	Jakin Touwole	20,000frs
Script	Alphonsa Munchi	10,000frs
Set sound manager	Maxwell Godeon	5,000frs
Editor	Njukeng G. Fred	
Communication agent	Linda Mafoue	15,000frs
Production	NNF STUDIOS	Total: 265,000 frs

B. MATERIAL RESSOURCES

MATERIAL NEEDED	USE	BUDGET
Digital Distribution	Digital sales and streaming	30,000frs
Shooting locations and Props	For the shooting set and scenario	/
Shooting Material	To Record on set	30,000frs
Transport and Logistics	Movement and refreshing of people	20,000frs

Digital Media (Bimstr, Urban Bridge, Tiktok, Peupah Zouzoua)	Digital promotion	100,000frs
TOTAL		150,000frs

PART VI: COMMERCIALISATION PLAN

I- Promotion Plan

This part is dedicated in showing how the single **Equilibrer** is promoted in Cameroon. Our main focus is online presence so digital media is best for us. Nevertheless, classic media is not left out too even though not our main focus since music lovers can be found anywhere. Below we will present tables showing the media and frequency at which promotion will be done in this different media. The first table presented is that for digital promotion.

A. DIGITAL PROMOTION

PLATFORM	PAGES	FREQUENCY
Facebook	Bimstr	4 times (monthly)
	Zalu: Zick A La Une	8 times (monthly)
	Peupah Zouzoua	4 times (monthly)
	Urban Bridge	5 times (monthly)
Instagram	Urban Bridge	5 times (monthly)
	Zik Loop	8 times (monthly)
	Buzz Ou Rien	5 times (monthly)
Youtube	Addixion	2 times (monthly)
TikTok	Petitebop	4 times (monthly)
	Monsieur Chantal	1 time (monthly)
	Chelsy Suzy	2 times (monthly)
	Betty Christy	2 times (monthly)

Some televisions will be used for promotion of the music video as seen below.

B. TELEVISION PROMOTION		
TELEVISION	PROGRAMS	FREQUENCY
CRTV	Tam Tam Week-end	2 times (monthly)
	Laugter work	8 times (monthly)
Canal 2 International	Nous Chez Vous	5 times (monthly)
	C'Comment	5 times (monthly)
Boom Tv	Access Africa	4 times (monthly)
Info Tv	New Generation	4 times (monthly)
Canal 24	Show time	4 times (monthly)

Some Tv channels have already received the artist concerning promotion of his song as will be presented some posters below.





Radio channels too are not left out as shown below.

C. RADIO PROMOTION

RADIO	FREQUENCY
Radio Balafon	8 times (monthly)
Sky One Radio	15 times (monthly)
Sweet FM	8 times (monthly)
Planete Campus	20 times (monthly)
Runa Fm	20 times (monthly)



II- Profitability Plan

The main source of income for this project is royalties made on digital platforms like Apple Music, Spotify, Anghami, Digster, Deezer just to name a few. The album is for sale on platforms like **Amazon Music** and **Stillac Play** at **1,000frs** for those to which to have the integral digital copy. More to that public executions and shows too are sources of income not leaving out products advertisement as in the music video of **Equilibrer** there is a paid promotion of the biscuit brand **Smiley**. Below will be presented some means of income from our project

a. Online Sales

Equilibrer is sold in the mini album not as one song on platforms like **Stillac Play**, **Amazon Music**, **Afro Charts** at the unique price of **1,000frs** and payment can be done through mobile money accounts, VISA and MasterCard. Our objective is selling at least **1,000** copies per trimester making a

total of **1,000,000frs** knowing that the artist has more than **10,000 followers** on social network. This revenue can multiply as time goes on and the album more viral.

b. Orange Funtones

Equilibrer will also be present on Funtones, a funtone is a choice of on-hold music when someone receive calls. To subscribe to it you have to spend **150frs**.

You are paid in funtones depending on how many people download your song. Subscribing to one song is **150frs** the contract with Orange Cameroon is; each time someone subscribe to our song we have **50frs**. In a month **100** people subscribe to our song making it **5000frs** a month still acknowledging the fact that this figure will rise as the song goes more viral.

c. Digster and other streaming platforms

It is an orange service that recently signed a partnership with **Uiversal Music Group** and **Canal+**. Digster is a service that will permit us to sell our product in the international sphere, because the service is present in more than 16 countries.

The different ways of subscribing to digester as many other streaming platforms is as follows:

Daily: **150 FRS**

Weekly: **800 FRS**

Monthly: **2500 FRS**.

The streamers that have a premium account on these different streaming platforms generate us income whenever they listen to our music. The amount generated per 1000 streams on platforms vary from but we will estimate the revenue we can make on in the table below.

STREAMING PLATFORMS	PRESENT DATE STREAMS/VIEWS	AMOUNT PER 1000 STREAMS	PRESENT DATE INCOME
Youtube	4,000 views	2,500 frs	10,000frs
Spotify	1,000 streams	1,800frs	1,800frs
Apple Music	600 streams	3,000frs	1,000frs
Deezer	1,500 streams	1,500frs	2,250frs
Tidal	100 streams	6,000frs	400frs
Amazon Music	1,600 streams	1,800frs	2,880frs
Boomplay	2,300 streams	2,000frs	4,600frs
Digster	1,700 streams	2,000frs	1,700frs

As seen on the above table the streaming side is not yet very fruitful but as time goes on more Cameroonians stream music and this is for an artist who is still growing up in the industry. These figures will automatically rise as the song goes more viral.

d. Public executions and shows

This is booking the artist to come and perform the song for a particular occasion. In Cameroon this is the biggest source of revenue for artist as most of them depend on shows to live. Nevertheless, **Hunter Latrappa** is booked for shows at least 3 times per month with an amount of at least **75,000frs** per booking making a monthly revenue of about **225,000frs**. We expect the number of shows to double during December period as there are more events. Below are some posters showing our artist have already been booked to perform after the release of his song.

15 H **YSM, PRINCE TIKS, COEURS BRAVES** Ven OCT 14
Presentent



Show by LOCKO BACK 2 SCHOOL

PREMIERE PARTIE
HUNTER LATRAPPA

SALLE MULTIMEDIA
 PALAIS DE JUSTICE DE DSCHANG

POUR PLUS D'INFORMATION CONTACTER LE
 (237) 658 81 42 27 / (237) 655 95 45 87 / (+86) 13724099170




HUNTER
 Latrappa



CLAIRE FONTAINE SHOW

9 Septembre
 17 Heure

PROGRAMME
 Live Music
 Défilé de mode
 Concours de danse

Nkoabang
 Entrée Itambé

+ 2 3 7
 6 9 4 5 3 7 1 5 7

Conclusion

The title **Equilibrer** and whole EP **Mouna 4 Street** is a project done for the public and for evolution of our society. Professionalism has always been the key put in place for the future success of this project thereby showing that Cameroon's music industry has a lot to give to the world. There is quote saying "If you believe in your dreams, you might succeed while if you believe in yourself, you will succeed" this to show that faith in yourself for any project is essential for its success.

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