

Kenyan Music

Reflections of Music Listeners
2021



Viffa Consult

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Kenyan local music defined in this report as written, composed and produced in Kenya has experienced great transformation over the last 50 years and continues to reflect the changing social economic fabric of the country.

The transformation of Kenya's local music continues to take place both from the supply (music production value chain) as well as demand side (Taste and preference of listeners).

The supply side has seen transformation in; the genres being produced, mediums carrying music, revenue model and industry technology among others. The supply side transformation being more pronounced in 2020 courtesy of COVID 19 leading to loss of revenue from physical related music engagements with instance of artists virtually launching albums and performing virtual shows among others.

The demand side has experienced transformation in; taste and preference, disposable income and level of education among others more generally but specifically due to the negative effects of COVID 19 which led to reduced disposable income, restricted movement, closure of bars, restaurant and house of worship among others which has had an impact on music consumption.

There continues to be an ever-increasing concern by Kenyan artist and music practitioners that end consumers and mediums such as radio, TV stations and DJs don't appreciate and consume enough of music produced by local artist.

Similarly, on the flip side there have been concerns from a section of music listeners on the declining state of depth both from a spiritual and cultural perspective as well as weakening role of music in catalysing social justice conversations.

Viffa conducted its third edition survey in January 2020 to bring out the reflections and perception of Kenyan audiences in regards to Kenyan music.



Methodology

Sample Size:

300

Survey Tool:

Online & Telephone Interview

Sampling method:

**Purposive: Counties
Random: Within County**

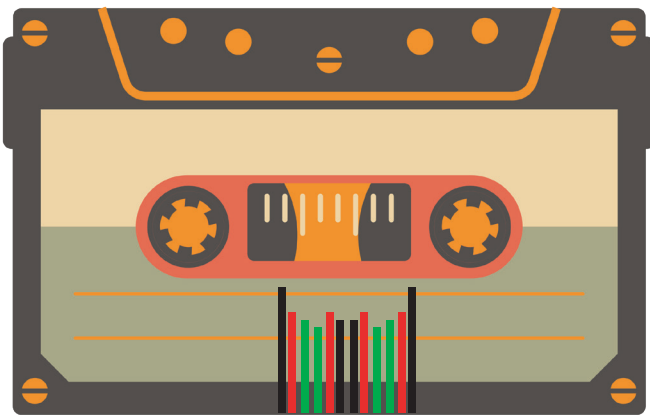


The objective of the survey was to establish

- i. Genres Kenyan audience listens to
- ii. Factors affecting consumption of local music
- iii. Medium through which Kenyan audience access music

Survey Results

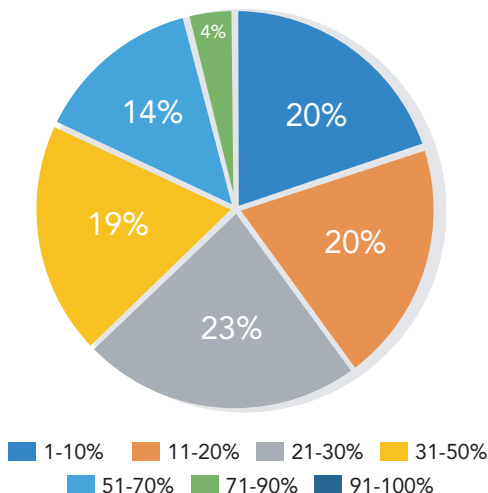
Top 10 music Genre Listened to in 2020



1. Gospel
2. Rhumba
3. Reggae
4. Hip Hop
5. GengeTone
6. Vernacular
7. Bongo
8. AfroPop
9. Lingala
10. AfroBeat (Nigeria)

Share of local music out of total music listened to in 2020

Share of Local Music listened to out of total Music listenership in 2020



Notes:

The chart shows the percentage of local music out of a full basket of playlist that the respondents listened to in 2020. For example, 19% of all respondents indicated local music accounted for between 31-50% of all the music they listened to in 2020 with 23% of respondents indicating local music share of 21-30%.





Factors that encourage uptake or listenership of local music

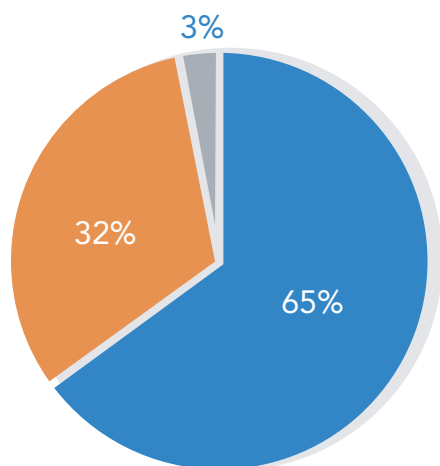
1. Solidarity with local artist
2. Originality
3. Spiritually nourishing
4. Relevance
5. Easy to access

Factors preventing or discouraging listenership of local music

1. Vulgar language
2. Lack of originality
3. Lack of spiritual depth
4. Not reflecting good cultural norms
5. Lack of quality



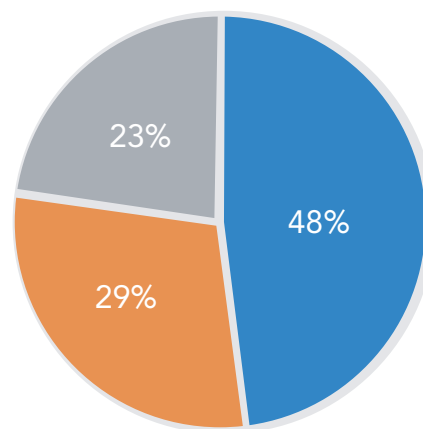
Frequency of purchasing local music (Either digital or physical format)



■ Not at all ■ Sometimes ■ Often



Frequency of streaming local music online in 2020

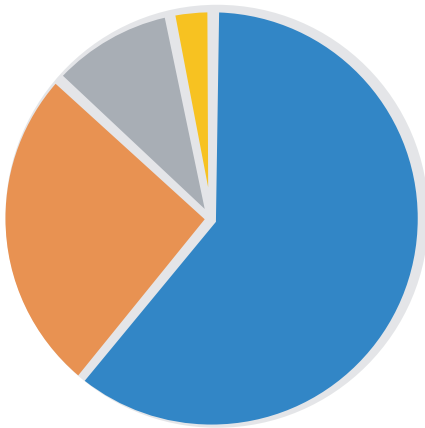


■ Very Often ■ Often ■ Sometimes





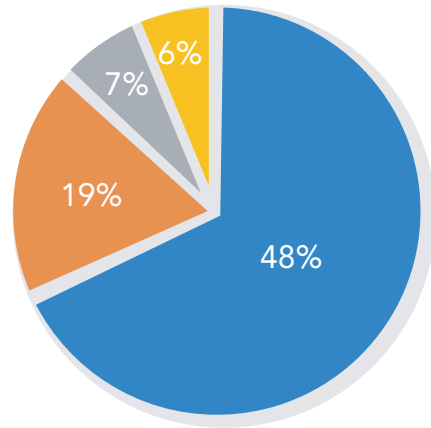
Frequency of downloading local music from file sharing website/App



■ Not at all ■ Sometimes ■ Often ■ Very Often



Frequency of attending live musical performance in 2020



■ Not at all ■ Sometimes ■ Often ■ Very Often



Insight

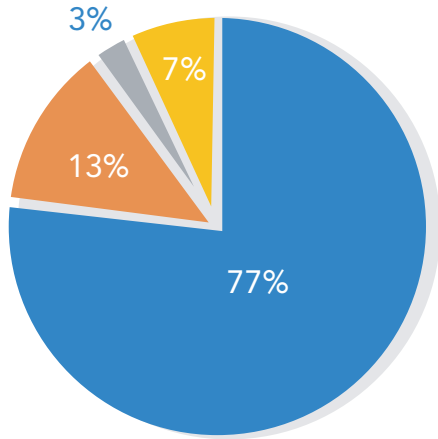
68% of respondents indicated that they didn't attend any live musical which included bars, restaurant as well as places of worship attributed to closure of these institutions due to COVID 19 protocols.

Music supply players must focus from generating revenue from slae of physical albums, music download from platforms as well as live performance to revenue from streaming their music based on subscription to a platform cognizant of the changing consumer trend driven by behavioural change instigated by the pandemic.





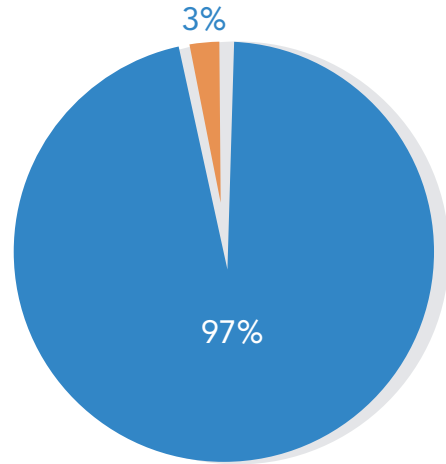
How many hours in a day did you spend listening to a music streaming website/App in 2020



■ 1 Minute 5 Hours ■ 6-10 Hours
■ 11 - 20 Hours ■ Over 20 Hours



How many hours in a day did you spend listening to the radio in 2020



■ 1 Minute 5 Hours ■ 6-10 Hours

Insight

Although most listeners (97 percent) spent between 1 minute to 5 Hours listening to music on Radio as compared to streaming online (77 percent), a significant (23 percent) of music listeners still spend more hours (Between 6 to over 20 Hours in a day) listening online as compared to radio of 3 percent who listen for between 6-10 Hours

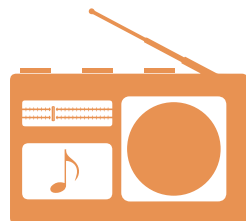




Platforms used to discover newly launched local music



YouTube



Radio



Facebook



WhatsApp



Twitter



Music App



Instagram



TV



Live Performance





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