

https://dspace.org/

The role and significance of Multichoice and its Africa Magic channels in the development of Nollywood

Ernest-Samuel, Gloria Chimeziem

2017

https://hdl.handle.net/10539/24627

Ernest-Samuel, Gloria Chimeziem (2017) The role and significance of Multichoice and its Africa Magic channels in the development of Nollywood, University of the Witwatersrand, Johannesburg, <https://hdl.handle.net/10539/24627>

Downloaded from a DSpace repository. https://dspace.org/

Abstract

This thesis explores the contribution and significance of Multichoice Nigeria and its Africa Magic channels in the development of the Nigerian film industry. The main objective of the study is an interrogation of the terms of Multichoice contracts with Nollywood content producers as well as a review of the effect of the programmes of Multichoice on content producers. The second key objective is to examine the development impacts of these initiatives on the Nigerian film industry. Semi-structured in-depth interviews were conducted with industry practitioners, representatives of the Multichoice and officials of government agencies in Nigeria in addition to analysis of policy documents. The thesis is influenced by critical political economy and the critical media industry studies approach developed by Haves, Lotz and Tinic (2009) whose study of creative and entertainment industries focuses on content producers and cultures of production in media corporations. The study examines Multichoice's production initiatives as perceived by Nollywood content producers, and provides situated accounts of Nollywood filmmakers' experiences, encounters, pressures and tensions which undermine Multichoice's apparent social objectives. It modifies the production culture to the culture of business in the media industry and exposes the need for industry practitioners to engage intellectual property lawyers in their business dealings with Multichoice and other corporate agencies in order to forestall exploitation. While highlighting the complexities, contradictions and ambiguities in the Multichoice-Nollywood relationship, as well as the challenges confronting Nollywood, I argue that contrary to the reservations of the content producers, the industry has benefited from Multichoice in direct and indirect ways. These include improved quality of film production, the increased online presence of Nollywood films, enhancing the local tourism and hospitality industry and promoting professionalism. The study therefore recommends government intervention to address the existing mistrust between Multichoice and Nollywood. The study inspires the "early bird theory" to interpret the Multichoice-Nollywood relationship and experience; studying similar relationships between media corporations and the local film industries in Third World nations. This thesis makes original contribution to knowledge by providing resource material to the scarce literature in critical media industry studies with particular regard to the African film industry.

Key words: Nollywood, Multichoice, Africa Magic, agency, exploitation, domination, contracts, development.