

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

INTERNSHIP REPORT

**Internship carried out at Nuevo Mundo Africa from
the 2nd of August to the 30th of October 2022**

Submitted in partial fulfillment of the requirements for the degree of
Bachelor of arts (BA) in information and communication studies

Option: Publishing and graphic arts

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Special Thanks

I address my sincere thanks to the director of ASMAC for permitting us to do internship every year of our formation there by making us benefit from professional experience.

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INTRODUCTION

As a publishing and graphic arts student, professionalism should be our motto. In line with this, it is important to learn being professional and having professional skills in the course of our formation then leading to us doing internship. Students of The Advanced School of Mass Communication (ASMAC) have the privilege to be sent for internship every single year of their training so as to get experience in their domain of activity. As for me I had the opportunity to do my internship in a music distribution company called Nuevo Mundo Africa basically publishing songs of all sort on all legal streaming and download platforms, where I spent two weeks from August 1st to September 23th. The interest of this was to make me as a student learn by seeing for myself how the publishing and distribution process goes on in the field and the different actors involved in this studios process. During my stay in the company, I had passed through all the different services by which a song goes through before having it streamed on different platforms as the final product. I spent two months in this music distribution company where I had the opportunity to be considered as a full worker and live the realities of the field being it human relationship amongst workers to work pace and flow. In this report, I will keenly expose how the internship went on and what I learned and observed from my stay in the company coordinated by Cyriac Neudjou director of the company. My report will first of all present the enterprise as a whole, give a detailed explanation of all the tasks I went through during this period then conclude with some critics and suggestions on behalf of the company as we unroll bellow.

Definition of Key Terms

I. Master(song)

In the music industry, a master recording is the official original recording of a song, sound or performance. Also referred to as Masters, it is the source from which all other copies are made.

II. Record Label

A record label, or record company, is a brand or trademark of music recordings and music videos, or the company that owns it. Sometimes, a record label is also a publishing company that manages such brands and trademarks, coordinates the production, manufacture, distribution, marketing, promotion, and enforcement of copyright for sound recordings and music videos, while also conducting talent scouting and development of new artists

III. Producer

Music producer or record producer on one hand is a recording project's creative and technical leader, commanding studio time and coaching artists, and in popular genres typically creates the song's very sound and structure. On the other hand, he is the financier of any work of art.

IV. composer

A composer is one that composes songs especially, a person who writes music. He can also find the melody and rhythm of a song.

V. Manager

Music manager is a person or group of people who oversees the business affairs of a musician or band and manages their career for eventual growth.

VI. Streaming

The technology of transmitting audio and video files in a continuous flow over a wired or wireless internet connection then permitting us to listen to music over the internet.

VII. Royalties

Royalties: Music royalties are compensatory payments received by rights holders like songwriters, composers, recording artists, and their respective representatives in exchange for the licensed use of their music

PART I
PRESENTATION OF NUEVO MUNDO
AFRICA

I. History of the company

Nuevo Mundo Africa was created in 2015 by Mr. Isidore TAMEU CEO of said structure as a one-person or freelance company. His first activities were the management of Public Relations. Then the services proposed by the company were added in relation to the demand by clients, making the company one of the leaders in music distribution in Cameroon since 2017. An organization of technical direction have been present since 2020 January 1 with the director known as Mr. Cyriac Neudjou. Nuevo Mundo Africa proposes services to clients like:

Music distribution

- Artist Management
- Production Label
- Event Planning
- Public Relations
- Marketing
- Human Resources

Since its creation in 2015 by Mr. TAMEU PFEUDIE Isidore, specialist in creative industries and public relations, the mission of Nuevo Mundo Africa has been to provide expertise to individuals and companies who are experiencing difficulties in the context of their communication, their relationship with the public and their brand images.

This company intends to develop to conquer more market share in the music, culture and entertainment industry in Cameroon. The work carried out so far, such as the organization of the Yaoundé Music Expo which is a seminar on the various issues of the music industry and digital communication in the local context, the production of various musical productions by young talents until their global rise, including CYSOUL and TENOR, positioning on the artistic management market, to name but a few, have been

means for Nuevo Mundo Africa to establish itself as the interlocutor of choice in the field of culture, communication, public relations and show business.

II. Presentation of the company

Nuevo Mundo Africa is a global communication agency specializing in public relations that takes care of all the communication needs of an individual or a company. Its mission is to bring more visibility to them by developing communication strategies and carrying out actions to achieve the targeted objectives.

In addition, Nuevo Mundo Africa is established in the music industry where it offers digital distribution services for musical projects, production and management of artists and has a recording studio for this purpose.

The establishment located at the Simbock entrance aims to develop the Cameroonian music industry and participate in the development of young artists. For this, it offers digital distribution, digital marketing, communication, music production, public relations, event and booking services.



NAME	Nuevo Mundo Africa
DATE OF CREATION	2015
JUDICIARY FORM	SARL
CAPITAL	6 000 000 F CFA
ACTIVITES	Digital distribution Digital Marketing

	Communication Musical Production Public Relations Events Booking
N° CONTRIBUABLE	M072014867852P
COMMERCIAL REGISTER	RC/YAE/2020/B2453
LOCALISATION	Yaounde entrée Simbock
DIRECTOR GENERAL	Mr NEUDJOU Sali Cyriac
TELEPHONE	+237 690177980
EMAIL	info@nuevomundoafrica.com
WEB SITE	www.nuevomundoafrica.com

Table 1: Presentation of Nuevo Mundo Africa

Localisation and Physical structure

Nuevo Mundo Africa is located in Yaounde, Entre Simbock facing Afriland First Bank. The enterprise is found in Mfoundi Division and Yaounde 6 subdivision. The building that serves as host for the company is a story building horizontally spread on a large area of about 100m still under construction. The top floor is not yet finished and constructions are still going on nevertheless, the ground floor is completed and painted white on the ceiling and brown on the walls. The structure containing 2 levels bearing about 4 apartments on every level with a parking all that enclosed in a gate having a brown colour for the walls, blue and white one for the main iron gate. The interior is rather painted in shining brown colours and the tiles all white having shoe cleaners at the entrance and at the entrance to prevent dirtying the floor with

mud or sand. In entering the building, we see posters with the enterprise's name on the gate. In entering the gate, the enterprise is just at the left turn, count two doors while advancing then you see the apartment of the company separated from the other apartments from a staircase leading to the second floor. While entering the main apartment owned by the distribution company, we find a long chair at the waiting room for clients to settle after their arrival. Then a panoramic view of this room portrays a hall with 2 working office tables bearing computers and office chairs. The apartment possesses 1 office, 1 toilet, a little kitchen and the main hall which is also used as living room. Being in the house we find a big roll up with the logo of the enterprise with red and black writings on it presenting the different services proposed by the enterprise in such a way that clients coming can easily see all these services. All rooms are well structured with different sizes having a pair of windows in each for illumination. The main hall is equipped with a large television, a printer for documents, and a computer. In general, that's the physical part of the enterprise.

III. Internal Environment

A. Personnel Organisation

Nuevo Mundo Africa is not strict in its organization hierarchically for sure there is a director but his not of ultimate powers as for decisions he always contact his collaborators. At the top head of the company is Mr Isidore Tameu who is the CEO of the company, any decision taken should be consulted and approved by him before being implemented. His work is basically to supervise the workflow and advancement of different projects handled to the company clients and also in charge of handling artist management and production for those signed under production. He doesn't often work directly in the office. Then the company has a financial directed Kevin Nwatchap who is at the center of all financial operations. He also works with artist signed under the company for management of their careers. After him comes the label director known as Cyriac Neudjou, here, he basically controls everything concerning the label in general

since he is the one that is there every day. He works on advertisement strategies to help artist's songs sell out attract, more artist for their music distribution and is in charge of putting the artist songs on all legal websites. His office possesses a little toilet, office table, chair and other didactic utensils on the table. He also handles distribution contracts with artists and is the coordinator of all students coming for internship in the company. To continue, we go to the service of marketing and communication department led by Dylan Akame who is in charge handling everything that concerns the company's communication both on the web and through other means. Going to the service of creation and graphic arts we find that is Fabrice Ngounou, his work is basically to deal with anything concerning the company's communication supports, posters, roll ups and many others. This is basically how the team is organized for fluent workflow.

B. Organisational Structure and Operations

i. Executive Management

It is the management and coordination body for the various activities of the company. Its missions are:

- Definition of the strategic orientations of the establishment: it must think about the overall policy of the company in terms of commercial development, marketing, finance and structural
- Operational management of the establishment: she supervises the work carried out by the staff, ensures that it is carried out correctly, the profitability of customer accounts and also measures customer satisfaction
- Representation of the establishment: The General Manager promotes the skills of the establishment, ensures its visibility on the market and maintains the brand image with customers.

Some positions are attached to the General Management but are not within the structure, they are external bodies.

- Accounting: it is in charge of the establishment of accounting operations, the control of banking operations, and the preparation of documents dedicated to the tax and social administration

-Computer graphics: she is responsible for creating graphic visuals and videos for content on social networks, brochures and the company's brochure.

ii. Technical Direction

This is the cell for carrying out the various technical tasks of the structure. It is involved in the management of the service part, operation, upkeep, maintenance and control of certain high-tech equipment. Its main tasks are:

-The management, maintenance of the company's website, its digital showcase which presents all its products and services and also the updating of the various necessary information

-The digital distribution of all musical projects on legal download platforms. Once online, the manager ensures the back stage of the platforms by informing the client about the evolution of the "stream" of his project as well as the elements related to it (the country of origin, the number of listen)

-The management of the recording studio which consists of supporting each artist in the instrumental and vocal part of their music.

iii. Marketing-Communication Department

It is the unit responsible for marketing and communication actions within the company. Its mission is to generate the funds that allow it to run and also to make it known to the public. Its action plan to carry out this is to sign as many artists as possible in digital distribution in order to increase turnover thanks to the various revenues generated by their streaming while offering them a standardised communication.

Its action plan also provides for prospecting companies and individuals with communication gaps with the aim of selling them one of our communication plans.

In terms of communication, this body makes it possible to maintain the flow of information within the company to facilitate cohesion and understanding among the staff. He is also at the origin of the various communication actions of Nuevo Mundo Africa with their public.

C. Work Process

i. Music Distribution

In order to offer an ever more effective and efficient distribution service, there is a set of steps to follow which are:

- The presentation of the distribution contract to the producer of the artist, the explanation and the signature.
- Receipt of data for publication (music audio in WAV format, project cover, lyrics, artist biography)
- Putting the project online
- Sending the availability link to the producer
- The publication of the output of the project on the pages of Nuevo Mundo Africa

ii. Communication

For the realization of campaign plans, the steps are as follows:

- Identification of communication difficulties of the client
- Definition of the objectives to be achieved
- Listing of the different actions to be carried out
- Drafting of pro-forma

And once the client has given us their consent:

- Determination of the campaign period
- Development of a schedule of actions
- Distribution of tasks to be performed
- Evaluation of the actions carried out
- Analysis of results at the end of the campaign

iii. The Recording Studio

Depending on the service desired by the client (instrumental, mastering, voice recording, mixing, etc.), the sound engineer invoices him for the service. Once payment has been made in full, the customer receives a document containing the audio file.

IV. External Environment

i. Activities

Through the various activities of Nuevo Mundo Africa, the company tends to develop mainly in the market of the music industry and culture but also in that of communication and events.

ii. Regulations

For the sake of transparency between the company and its customers in distribution, a contract between the two parties is signed before any service is provided. This contract is signed by the producer of the artist, real holder of all the rights on the projects of this one.

For all other activities of the company, the document that can serve as proof of a contract for the provision of services between Nuevo Mundo Africa and its customers is a receipt given to the latter.

iii. Actors

The market is a system of interactions between publics which can be individuals or companies that play a role in the transaction of the company. The major players in the Nuevo Mundo Africa market are its customers, competitors and partners.

CLIENTS

Activity Sector	Customer Base
Digital Distribution	Musician artist who have carried out or are in the process of carrying out musical projects and who have not yet carried out a digital distribution of these
Recording studio	Musicians who want to be accompanied in the realization of their musical projects
Communication consulting agency	Companies or individuals with communication difficulties

Table 2: Services offered to clients

iv. Partners

For the development of digital communication campaigns, Nuevo Mundo Africa has established partnerships with the media so that they can publish the news and information of the client that is the subject of the campaign. Among these we have:

- Culturex
- Actukuo
- Traculte
- Kultra

For communication campaigns the company also collaborates with "web influencers" for the creation of content and the dissemination of the message within their community.

v. Prospecting

For the distribution offer

In order to increase the catalog of artists signed for distribution at Nuevo Mundo Africa, it was necessary to resort to prospecting actions. For this, we have defined our targets beforehand, namely:

-Main: All Artist Musicians

-Secondary: Those who have made or are in the process of making a musical project

- Core target: Those who have not yet digitally distributed their project

Then, we identified these targets during the course of events where they had to perform, in the various discussion forums dedicated to artists (Facebook groups, WhatsApp group) and on their personal pages on social networks.

And finally we contacted them by phoning and sending messages to briefly present our offer and offer them an appointment in our offices to concretize the act by signing the contract.

For the communication offer

As communication is carried out at the level of artists as well as at the level of companies and individuals, we have established our targeting in a distinct way.

For artists

-Main: All Artist Musicians

-Secondary: Those who distributed their project

- Core target: Those having difficulty generating listens on their project

For companies/individuals

- Main: Businesses/Individuals

-Secondary: Those who require support in their communication campaign

- Core target: Those with communication difficulties

Close to the artists, we present them at each of their visits our communication packages with an explanation of the choice of each of our actions. As for companies and individuals, they usually approach us for our campaign plan proposals.

PRODUCT DESIGN

In order to overcome the communication shortcomings of certain artists, we have designed a standardized proposal for a communication plan to offer more visibility to their project. This offer comes in the form of three packages with the most common communication actions for the release of a project and priced respectively at 50,000 F CFA, 80,000 F CFA and 100,000 F CFA. Each pack entitles you to:

- Distribution in 240 countries via streaming platforms
- Distribution on local streaming and paid download platforms
- Content monetization on YouTube, Facebook, Instagram, Tiktok
- Integration to Nuevo Mundo Africa playlists on different platforms

Each of the offers are specified by:

V. Contextual Environment

The music industry is a branch of the tertiary sector. This industry in recent years is revolutionized by the digital equipment's and digital age. Compact disk now leave room for various download and streaming sites. New technologies allow consumers to listen to more easily online music and new artists to promote and sell their music directly to consumers. Nuevo Mundo Africa exercises most of its activities in this sector. Nevertheless, it is a very competitive domain and Nuevo Mundo Africa is not alone in the race to digital music.

VI. Competitors

Below are some local and foreign competitors of Nuevo Mundo Africa when it comes to music distribution and artist management.

A. Universal Music Group

Universal Music Group is an American music label created in 1998 headquartered in California in the United States whose activities are listed in the music industry. Its partners are among others the group Canal +, Def Jam Music Group. This label has branches all over the world even in Cameroun and distributes some Cameroonian artists



universal music group logo

B. Big Dreams Entertainment

Big Dreams is a Cameroonian music production label created in 2014, in London by Gervais Ngoungang. They have worked with major Cameroonian artists like Locko, K-oc just to name a few. This makes them a major competitor for Nuevo Mundo Africa both in the production domain as in the distribution domain.



Logo BIG DREAMS Entertainment

C. Ach4life

This is a Cameroonian music production label created in Douala in 2007 by Achille Djoumessi. This label is one of the leaders when it comes to Cameroonian music industry thanks to its big names like Mink's, Duc-Z, Z-Tra just to name a few.



logo Ach for life

D. Keyzit

Keyzit is a sarl registered in France in 2010 specialized in sound recording and music publishing The Keyzit Edition service protects artists' works with copyright management companies around the world; They also have artistic teams and communication teams to promote music on all platforms and canals.



logo de Keyzit

E. Easygroup

EasyGroup works in all Central Africa and offers solutions in operational marketing, event, printed and audiovisual. They operate with local and international trademarks in the field of telecommunications of the media hotels. They are a strong challenger when it comes to event organizations as they work on major events like the African Cup of Nations.



PART II
INTERNSHIP COURSE

In this part, we are going to describe our internship in this music distribution company Nuevo Mundo Africa. We are going to describe our first contact with the employees, the different tasks performed and finally our last contact with the workers.

I. Introduction day

The very first contact we had with the publishers was on the 1st August 2021 at 8:00AM. The day began with presentations with our first contact being other students undergoing internship in the same enterprise coming from different schools. They started presenting the company and how they work daily, for my better understanding I asked questions like; how many artists they receive per day, who does the distribution when it comes to many websites, just to name a few. Some of my questions were answered by the interns but I had to wait for the director to come so I could ask have my complete answers.

The director came just some minutes after, then we did complete presentation again of all the interns and workers. He later on called me in his office for an interview where he asked me questions about ASMAC, my field that is publishing, my motivation in coming to Nuevo Mundo Africa for my internship. We had a long exchange on music publishing, its advantages and disadvantages, role played by music publishers in Cameroon. We also exchanged on music distribution, advantages for songs of an artist to be distributed on all legal streaming and download platforms, the difficulty of music distribution to be done and fruitful in Cameroon.

II. Task performed

A. Song distribution

In the first instance, an image of physical albums being transported to shops around the country may spring to mind. In essence that is the main concept. Music distribution is the process of getting music from artist to store, making it available to the public for purchase. This is the same whether that store be a physical store or digital music retailer. In the more traditional method of distribution; this is how albums get into shops. A music distribution company signs deals with record labels or artists which then gives them the right to sell that their music to shops. A distributor can only sell to shops that have an account with the distributor. In other words, the distributing company act as a middleman between the artist/record label and the store.

Digital music distribution works much the same, just on a different platform. Instead of transporting albums to a physical store, the distribution company will distribute music in digital format (usually mp3 or .wav). The music is sent to online music platforms such as iTunes, Spotify and AmazonMP3. It is then the distributors job to ensure that royalties for the use of the music is passed back to the artists and rights holders. Some digital distributors accept everyone that wishes to sell via their site. While others also sell via their own site but are more selective with who they allow to sell on it.

Nuevo Mundo Africa as music distributor sales all type of songs all over the world to maximize the artist revenue that his/her revenue generates. My task over there was to handle artist music distribution and it goes as follows. Then the artist comes with his song for distribution, we first of all present him a distribution contract with all clauses stipulating the company's rights and duties in line with the artist's song. After the artist has read and approved the terms on the contract, signature is made on two copies where one is kept

by the artist and the other one by the company. On the contract the artist has to specify his full name as presented in the birth certificate, his artist name, the producer, title of the song or title of the album, musical genre, writer of the song, composer of the song and finally release date. After all this is done the song in WAV format is now transferred to the company's machine with an artwork of the song which should be at size 3000*3000pixels. Then the songs details are inscribed in the computer through a specific software called, verified and sent to the different platforms for them to upload in their servers. If there is any problem the platform will send a mail telling us exactly what the problem is then we will adjust or ask the artist to do so then send back.

Once the song is distributed on sites like Spotify, Deezer, Amazon music and more, the number of streams made by the artist is calculated and these sites send the money to the distributor depending on their policies. For example, Spotify pays about 0.0014 US Dollars per stream for a song. These royalties are then cumulated by Nuevo Mundo Africa and paid to the artists concerned every 3 months. Nuevo Mundo Africa then takes a 30% wage on the money collected and the rest of 70% is handed to the artist. During my stay I received about 10 artists that came for their music to be distributed all over the world.

Procedure of online distribution

- Contract signature
- Taking the photo with the artist or producer
- Publication of the photo on social networks
- Upload the song on believe
- Upload the song to **Afreeka play**
- Upload the song to **Stillac play**
- Upload the song to **Colorfol**
- Publication of the release of the song
- Create the project link
- Send the project link to the artist

- Publication of the links on the project page
- Lyric video creation
- Generate the identifier for your Backstage account

Nuevo Mundo Africa send their music to Believe which is a major distributor based in France where other Cameroonian distributors sign into their backstage in order for the major to distribute in all the platforms in the world.

For the processes of distribution to carried out in good conditions, the artist have to make sure the project handled is in the good format. Once the artist sends the project and audio, the size of the documents is checked meaning it should either be 3000×3000 or 1400× 1400 pixel in jpeg format. If it doesn't attain these size it will be adjusted in Photoshop to either reduce or increase the size.

Once it's done, the distribution process then begins.

They have a believe account which is their backstage. From there, the artist's information is filled and then distributed to all platforms.

B. Artist Management

Nuevo Mundo Africa have a big catalog of artists the company manages where we can name artist like Tenor, Les Medecin De Medelin and many others. During internship, I had the privilege to assist in some task when it comes artist management done by the company. Behind every successful artist is a talented and hardworking manager. Artist management in the music industry is an incredibly hard and fast paced job that is perfect for someone that loves music and wants to play a significant role in shaping an artist's career. An artist manager is the professional representative and advisor for a musician or band. Managers help build an artist's career and get their client's music in the hands of producers and label executives, as well as negotiating contracts and setting up tours. For example, we had a role of manager so as to handle

a problem between **Scanner Neville** and his producer. We organised a Visio conference where Taphis, the producer and the artists intervened since only the artist was here in Cameroon and the others out of the country. We then acted as mediators to appease tensions and talk about contract terms linking the artist to the producer. A good manager has to wear a lot of hats in handling the business and professional development of their clients. Nuevo Mundo Africa has a wide array of responsibilities when it comes to artist management including:

Negotiating contracts

Music industry contracts are incredibly complicated. A large part of artist management is advising a client on business decisions and negotiating on their behalf. Because managers have a financial stake in the success of their client, it's in their interest to negotiate hard for the best possible deals. A good manager has strong interpersonal skills and negotiating acumen. For example, the company had to find the contract with the best clauses for the group of artist Medecin de Medelin and their producer where we had to make sure that the contract favours artists career on legal basis.

Marketing and image

The success of an artist depends a lot on good marketing and branding. A manager helps in crafting a musician's public image with an eye towards current trends in music and culture. This is to make the artist attract big brands and a particular public for advertisement contracts.

Touring

Managers work with an artist's record label and booking agent in putting together their client's touring schedules. Tours have a lot of moving parts and require strong logistical and planning skills. Managers work to get their clients booked in good venues and markets and follow through to make sure that tours run smoothly. In Nuevo Mundo Africa we worked on the artist Tenor's Europe tour schedule and booking.

Artist development

Managers help to nurture an artist creatively. Music managers must have contacts in the industry with music producers or other artists who can collaborate with their clients and help them grow as artists. Managers often talk with their clients on a daily basis and help guide them through a variety of musical and business decisions.

Promotion

An artist's success is contingent on good promotion. Nuevo Mundo Africa works hard to promote their client's music and get them featured on music websites and publications that can help spread their reach.

Budgeting and money management

The management company a build team around an artist to help the latter manage their finances and keep tours and production under budget. Artists rarely have the business acumen or interest in micromanaging every area of their finances. Artist managers often connect their clients with good business managers and accountants to help them manage their money.

Multimedia opportunities

As artist's grow more successful, opportunities crop up outside of the music industry. Music superstars often appear on TV shows and in film in order to diversify their brand and expand their reach beyond just their country and domain.

C. Marketing

The company also deals in marketing for different companies both traditional marketing and digital marketing. I had the opportunity being in the company to assist in the marketing strategies of a new product from a tea production company called Mon Tchai. In essence, product marketing is the process of bringing a product to market, then promoting and selling it to a customer. A dedicated product marketing team exists to execute this process, and product marketers and product marketing managers are there to understand the product's target audience and use strategic brand messaging that will increase demand for the product and boost revenue for the business. In general, a product is a good can be a physical object that

instantly becomes yours to own once purchased or it can be a service that results in a measurable change of state for the purchaser from the service provider.

One thing to remember about products is that they can be tangible or intangible. A tangible product is generally a physical object that you can touch and perceive directly (a computer, etc.), but there are intangible products that you can perceive indirectly, such as an insurance policy.

C.1. Roles of a Marketer

Regardless of how big or small the company size is, the responsibilities of a product marketing team or product marketing manager will likely be fairly similar across industries and verticals. Both the product marketer and product marketing manager need to be able to identify the buyer personas and target audience of a particular product and ensure that the product actually meets the needs of the target audience.

From there, product marketers not only need to determine a product's positioning with the market but make sure that the strategy that they come up with is successfully built and implemented, working alongside the sales team to reach the right customers for the product that is being promoted or advertised.

Depending on the size of the company, the product marketing managers may sit in either the marketing team or R&D.

C.2. Steps of Product Marketing

Advertising

As a method of mass communication, advertising is any paid form of non-personal presentation and promotion of a good or service by a business or individual, and is usually a form of one-way communication or messaging. Advertising is one of the more popular methods of product promotion as there are a number of news and social media channels that one can use to advertise and promote their

product (such as television, radio, magazines, social media or billboards) in order to sell what is being advertised.

Personal Selling

Personal selling is a marketing activity that involves personal, face-to-face communication with your prospects or existing customers, and the goal is to promote your product or service and help increase revenue.

Personal selling uses two-way conversations and often involves a presentation to prospects or clients. As one of the costlier methods of product promotion, personal selling can, however, be one of the more effective ways of promoting your product.

Publicity

Publicity is a form of public relations that aims to increase brand or product awareness. To create interest in a product, person or brand, either a PR person or publicist will usually issue a press release, pitch media outlets that could be interested in covering the story or organizing appearances at conferences and tradeshow.

Sales Promotion

The purpose of a sales promotion is to get customers to purchase your product or service immediately. Sales promotions are usually short term incentives and include activities such as trade shows, seasonal discounts, coupons or contests. Oftentimes, sales promotions are carried out at the point-of-sale or in-store.

Public Relations

Public relations are a form of promotion and its activities are meant to build and maintain a favourable image for a business, as well as a favourable relationship between the business and the public.

Much like how publicity can be carried out in traditional media channels, public relations can be carried out through these channels too, alongside digital and social media, in an effort to manage the release and spread of information between a person or business and the public.

D. Video Editing

A video editor's core function is to cut, trim and sequence separate video clips into a comprehensive narrative structure. This sequence eventually becomes the final release of a film or video. The video editor needs to understand aspects of the pre-production phase such as the shot lists and storyboarding and from the production phase such as continuity and cinematography.

The video editor spends most, if not all, of their time in post-production. This is where they possess the majority of their skills. It is essential to learn a few key terms in the video, audio and color categories to grasp how to work on a project. Additionally, it is advantageous for the video editor to be familiar with motion graphics and visual effects. In Nuevo Mundo Africa, I worked on many artist video clips editing like Hunter Latrappa ft Chimita Yang in their song Bami Attitude produced by NNF STUDIOS and directed by NNF PICTURES. Where I had to select the rushes, cut them and place them on the final time line for the final clip. I Also worked on Bling Bling another artists video editing and compositing that helped me better understand how it works and ameliorate my video directing skills.

E. Digital content monetisation

We were taught in detail how to use Creator Studio, by Mr. Brandon Nguimapi who is in charge of digital content. Creator Studio which is an application which helps community managers to; upload, publish schedule and manage your publications. The application also helps in assessing the performances pictures, videos or any other thing that someone may post on his or her Facebook page. Mr Brandon taught us how to use it because he noticed that we had a very low knowledge about the software. This helps the work of

a community manager to be done smoothly as Instagram and Facebook pages can be managed all at ones in a single application or software.

We have to take note that **Studio Creator** also helps a content creator to know the amount of money he/she can earn at the end of each month; it also shows statistics of one's publications. Mr Brandon taught us how we could use the application to produce contents, schedule and program them. After the teachings we were now able to schedule contents using Creator Studio. We were asked to create Facebook pages that will help us to apply what he was just from showing us. We did what he told us to do and we tested the application and we saw that it was a very good one and it was very simple to use.

We spend half of the day learning how to use the application supervised by of Mr. Brandon, who continued the teachings by showing us how he does to schedule Liht's, who is an artist from the company, contents using the application. The application helps to monetize content of pages like Kultra, Kulture just to name a few and we were shown how to check statistics of a content to know how much income it can generate. This income is called **In-stream** defined by Facebook and to start collecting this money your page must have at least **10,000 followers** and **100,000 minutes of videos watch**. After having these statistics, you can now submit your page for monetization still through creator studio which Facebook will analyze in about two weeks and if you respect all the terms and conditions, you can start generating income from your contents.

F. Yaoundé Music Expo

Yaoundé Music Expo (**YAMEX**) is a music training exposition organised by Nuevo Mundo Africa to train music amateurs let it be producers, managers, video directors, and all other actors in the music industry. The main aim is to organise a meeting between professionals of this industry and the upcoming actors so as to talk and share experiences for the evolution of our industry. The expo has been existing since 2019 with the original idea coming from Isidore Tameu CEO of Nuevo Mundo Africa and very important actor in Cameroon's music industry with partners like Kultra, My Channel and other media.

This year's Expo was done in March, since we did our internship in the same company last year, I was called to come and help for the organisation of this big festival. The Festival year ran from the 24 of March to 27 of the same month making a 4 days' event held at the Ubuntu Cultural centre at quartier Fouda, Yaounde. The program for each day was music rehearsal from 8 am to 1pm, conferences from 2pm to 5pm and the rest of the evening was for live music concerts. We had very good panellist this year as we can name Adah Akenji, Ful, Cysoul, Adib Bachirou, Diplomate BCBG just to name a few. It was very interesting as there were not less than 100 participants per day who were willing to get teachings from music industry professionals. My task was basically to assure that the hall was ready before and after every workshop, making sure all the invitees we well installed and doing a report for the daily activities carried out at this exposition.

The event is welcomed by all music professionals as there are very few of the kind here in Cameroon so people travelled from other cities like Douala and Bafoussam to attain the exposition. Some of the themes for masterclasses chosen to be discussed about were;

- Tips to build up a solid musical career
- Mastering music distribution and royalty collection
- Mastering Digital Rights Management and copyrighting
- How to produce quality songs and quality visuals

At the end of the expo, the participants were all satisfied as they portrayed signs of gratitude to the organisers. It was a very good experience for me student in Publishing and Graphic arts as we are also taught how to organize events but this one was really being on the field and participating for the success of the event.

PART III
EVALUATION AND SKILLS ACQUIRED

I. EVALUATION OF INTERNSHIP

Throughout our internship, we were able to acquire a lot of knowledge when it comes to music distribution, artist management and production. We also studied how to handle professional life and live with colleagues so as to produce effective results. The internship was quite an interesting one as other interns were very had a very welcoming attitude which eased the collaboration between us. Our supervisors too were very opened and always ready to give explanations about particular activities we didn't really understand. Room was given to all interns to express themselves and merge what they learnt from school and what is done on the field. What was also beneficial for us is that compared to other companies that don't really know the role of a publisher, here we were instead seen as capital and very important for the smooth running of the music industry which was really pleasant.

More to that, one of the things that made the internship to be easily efficient is that the staff of the company is made up of open minded and very professional youths mastering what each and every one of them was doing. Being in a company that manages so many top list artists in Cameroon and seeing how many things are done in the industry was really pleasant as I personally handled the files of so many of them. I basically handled the digital distribution of artists that I had never believed meeting them in real life. For example, I was in charge of distributing the music video and audio of artists from Petit Pays label, Raba Rabi Productions with songs from Petit Pays himself, Tony Bele just to name a few.

All these evidently showing that the internship was an efficient one that we evaluate as a good one as all the teachings were very well assimilated. Below are some professional skills acquired in the company then some difficulties and suggestions we have for the growth of the company. During my stay in the company Nuevo Mundo Africa, we encountered many difficulties when comes to work and the working environment. These difficulties are common in most growing enterprise it was basically more of the working environment.

INTERNSHIP CONTRIBUTION

This internship in a company like Nuevo Mundo Africa contributed greatly to my evolution as a person and as a professional. We can classify these contributions at 3 levels, those are; the academic, professional and personal levels.

i. Academic Level

- Putting into practice the theoretical knowledge acquired, in particular commercial prospecting, commercial negotiation and the development of a campaign plan.
- The improvement of my academic skills such as my writing skills during the production of articles and the description of social media posts.

ii. Professional Plan

- Understanding the different methods of teamwork in carrying out a task.
- Teamwork with staff and other interns allowed me to understand what the professional world is and how to behave in order to evolve in this environment.
- Learning to use new work tools in terms of content creation and community management.
- Knowledge of the advantageous prerequisites to be effective in the world of work
- The customization of the offer according to the needs of the customer

iii. Personal and Social Level

- Enrichment of my professional address book
- Deepening my knowledge in the music industry
- Improved my work organization skills
- Acquisition of new skills in content creation

II. Professional skills acquired

This internship offered us the opportunity to observe the functioning of a music distribution in real life and better understand the teachings that were given to us in school. It helped us to understand the production and distribution from the conception to the publication of a piece of art. Through the different exercises we worked on, we were able to understand a lot of concepts in music publishing like “streaming and royalties”. We also understood how a professional milieu functions in terms of punctuality and rigor. This internship was therefore of great help to us not only for our professional training in the domain of publishing but also for our future projects. From the different works we did over there, it permitted us to acquire experience in this music publishing domain making us as publishers feel more complete. If I had to do a list of the professional skills acquired with all the tasks carried out in this company during my stay it will be the one below;

- Mastering of the music distribution canal and tips.
- Mastering of digital rights management with platforms like **Believe** and **Tunecore**.
- Skills acquired in music artist management.
- Skills acquired event organisations and planning.
- Skills acquired in contract negotiations with clients.
- Monetizing content on social media like Facebook, Instagram, YouTube.

PART IV
DIFFICULTIES ENCOUNTERED AND
SUGGESTIONS

I. Difficulties encountered

As in every company, we work with the realities of the environment in which we are let it be good or bad factors. This therefore means that all companies face difficulties in some particular domains. We faced some difficulties for the smooth running of work in this milieu but nevertheless it did not prevent us to have results.

First of all, there was no internet connection in the building. This did cause many problems because we work more with internet connection due to the website where we distribute music. So every time you have to distribute a song we had to put personal internet connection from a phone then share to the computer. So as we can get internet access to distribute the song on all the other platforms. The lack of Internet connection was also a drawback to have accurate information about artist movements and about showcases that will help us know about the trends in the music industry we are part of. Nevertheless, this was because the company is moving its offices from their current location to a new one. So internet connection would be rehabilitated in the new office. So the company can get internet access directly from internet service provider.

Another problem we encountered was the too small working space in the company. This is because the company has only two rooms and one of these in between these two rooms is the office. This small working space was forcing the company to use the main hall as offices too putting tables for interns and other workers of the company to work in this main room. This was then a great problem because the customers and clients were mixed up with the workers in the company making it difficult to distinguish who is who when you enter. Nevertheless, the company's relocation permits us to see that the offices they are taking now it bigger and the working space is larger so that we can easily work and be free of any disturbances in the new company offices.

More to that a problem we encounter was the recurrent absences of personnel and the late coming of many of them with the interns not left out too. This was because of common opening time was set at 8am but wasn't respected by any of them. Late coming was a serious problem as many of us not to say all we're coming late to the company at past eight most often. This wasn't professional and it was a great difficulty. We encountered during a stay in the company because when we come late the walk and the task that has to be accomplished during the day is also late and then we have to deliver the works kind of late

III.2.2- Suggestions

As suggestions we can talk about several things at our little student level not force fully knowing if it will work or not for the company. Below are some suggestions to solve these difficulties encountered.

Concerning the slow rate of artist coming to distribute their music in the company, We suggest that the company should do more advert for its services over social media and sponsor them. By creating posters saying that music distribution is free for local artist and sponsoring it, it has greater chances of attracting many artists who will come for distribution. It will help in adding the companies catalogue and make more money at the long run for the company.

When it comes to the late coming of a problem, the direction has to take responsibilities so as to set rules that should be respected and punish people that don't respect them. This should be rigorous and taken very strict so as the company should run smoothly and be more effective.

For the small working space, the problem will be solved soon as the company is relocating to a new and bigger area.

In order to overcome the difficulties encountered and provide more to the Nuevo Mundo Africa company, we have proposals to make.

For customer satisfaction

We found that most clients, after distributing one of their projects, no longer called on the services of Nuevo Mundo Africa. This leakage of the loyalty tunnel is justified by the non-satisfaction of the customers either by the delay when going online or by the non-satisfaction of the number of listens generated.

To improve the relational aspect of the company by managing the after-sales customer relationship, a customer service should be put in place. His role would be to maintain links with customers by means of messages or email to remind them of their importance for the company and our availability to meet their needs while giving them the opportunity to share their comments, concerns and suggestions.

On the communication level

To overcome the difficulties related to the prospecting of the communication service within the company, the latter should communicate more on its media pages about this service. Indeed, we notice a lack of communication of this service on the company's various social networks, but these represent the main communication medium used by Nuevo Mundo Africa to keep its public informed.

Therefore, it would be wise to create more content to present the communication consulting component offered by Nuevo Mundo Africa and also to highlight it through the campaigns already carried out as well as customer feedback.

For content creation

Due to the great flow of information and content shared on the various social networks nowadays, the attention span of the Internet user is reduced. Therefore, you have to be able to attract attention with an eye-catching visual and a brief but precise message.

For this, we suggest that the company use their graphic designer to create a template in the company's bright colours which will attract more attention, distinguish the page from those of competitors while harmonizing the content of the page.

PART IV
ANNEXES

V-Annexes

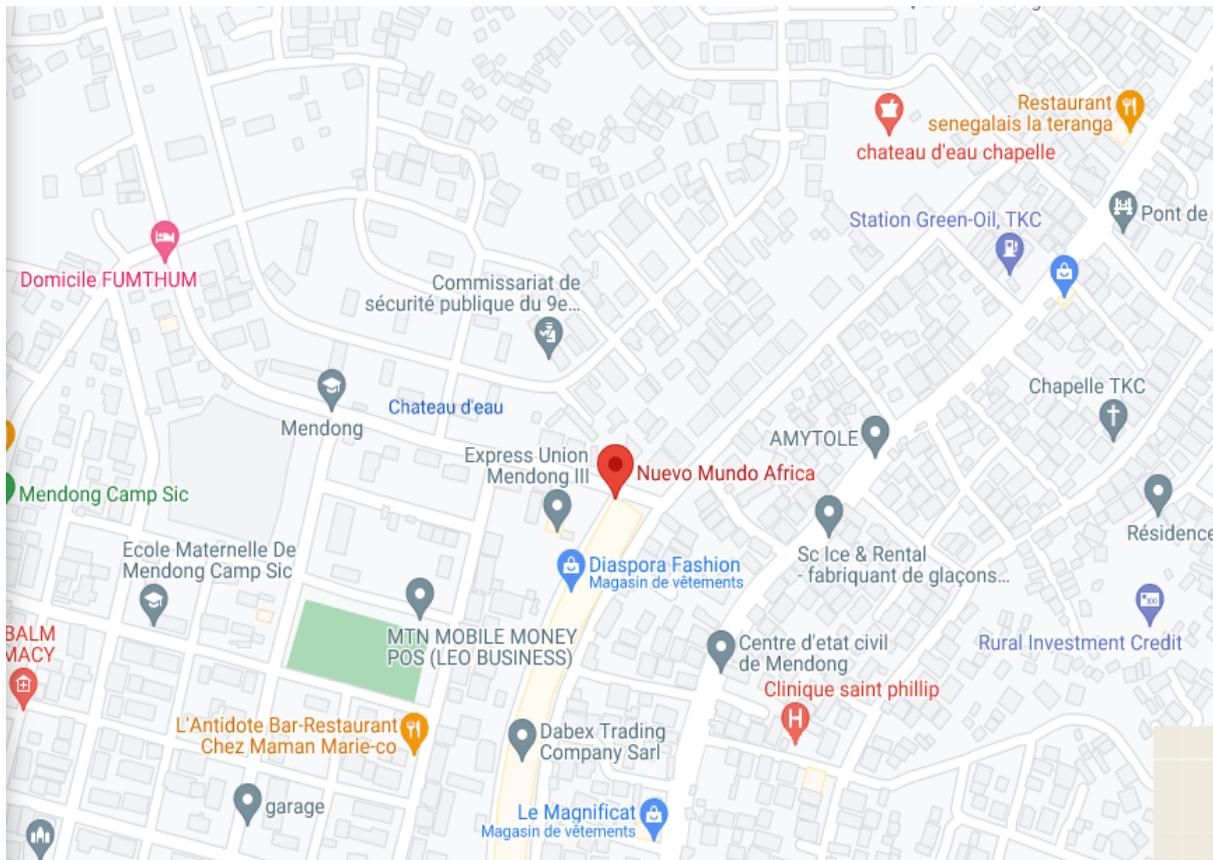


Image 1. Enterprise Location

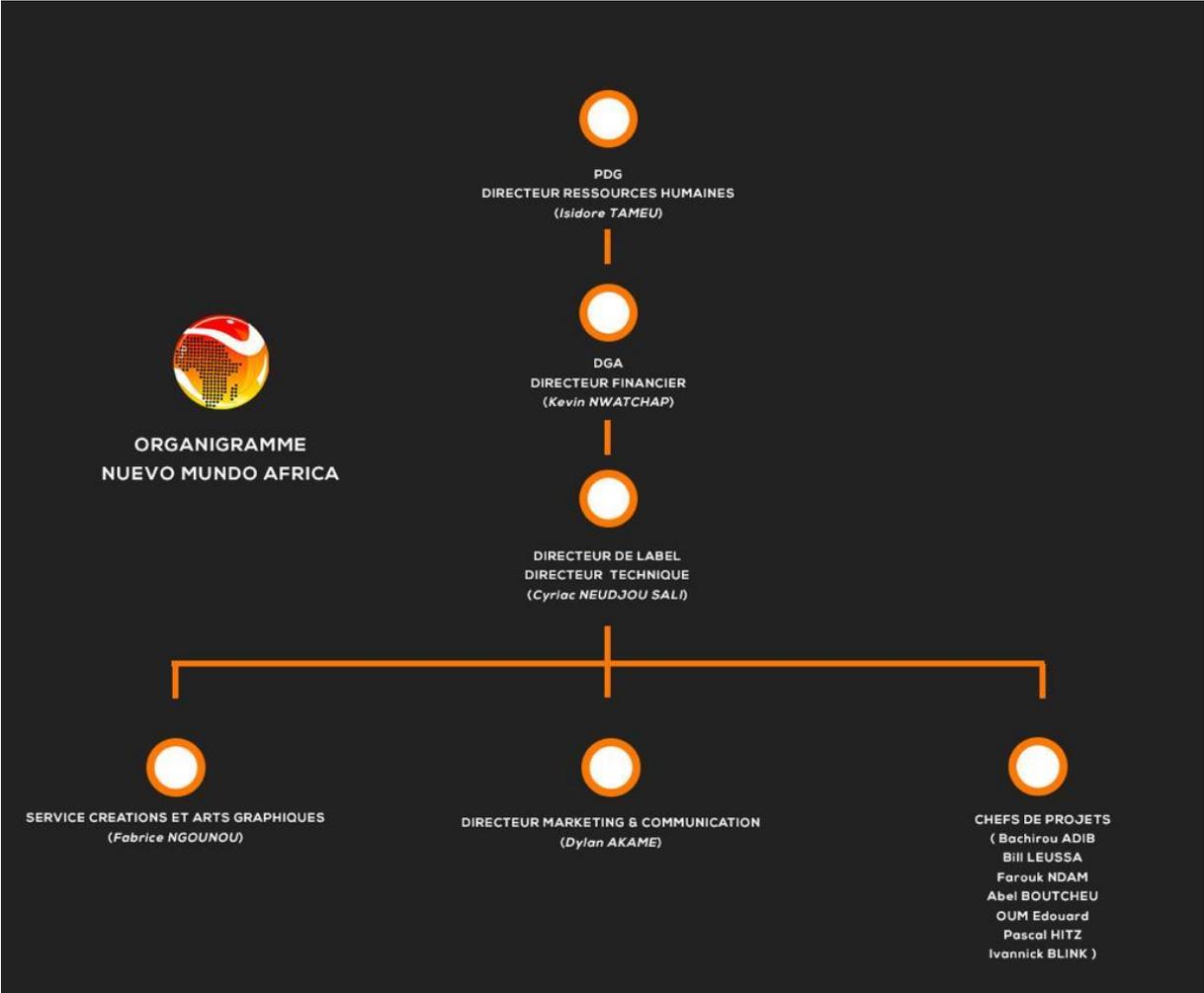


Image 2. Organigram

YAOUNDE MUSIC EXPO

MASTER CLASS SUR LES BASES DU BEATMAKING ET LA PRODUCTION DE SON

EKIE BOZEUR ENT. CYSOUL ADAH AKENJI FUL

Intervenants

JEUDI 24 MARS 14h - 17h CENTRE CULTUREL UBUNTU (Face Mansel Hôtel - Quartier Fouda)

Sponsors: AMER digital, NFIX Studio, Kultra, True Label & Consulting, ecc cite, ABio, AQ ACTUQOO, CULTUREX, LE 4 FEMME, M, KULTURE, CONTINENTAL, K, CULTUREBNE, URBAN, BEX MUSIC, SERIAL SHOOTER, M, RYF, T-JAT MAG, WB, Binstip, ACTU BUZZ, G-PICTURE, GPS.

Image 2. Yaounde Music Expo panel

NUEVO MUNDO AFRICA | PRÉSENTE

23^{au} 26
MARS 2022

YAOUNDE
MUSIC EXPO



NUEVO MUNDO AFRICA



Vendredi 25 Mars 2022

10h - 13h : Atelier sur les bases du Community Management /
Gestion de l'image sur le digital.

13h - 14h : Pause

14h - 17h : Atelier de renforcement de capacités sur le management
artistique, l'Arketing et le Marketing d'influence

19h : Concert "Spécial Musiques Urbaines et Actuelles"

LIEU : CENTRE CULTUREL UBUNTU
(Face Mansel Hôtel - Quartier Fouda)



Centre culturel UBUNTU



@yaoundemusicexpo - @yaoundemusicexp - @yaoundemusicexpo
yaoundemusicexpo@gmail.com

Image 3. YAMEX program sample



Image 4. YAMEX Workshop



Image 3. Music distribution deal with artist Scanner Neville

PART V
CONCLUSION

CONCLUSION

Throughout the eight weeks spent in Nuevo Mundo Africa, we were able to observe the said house and its functioning. We observed how music publishing is being put into practice in real life. We were able to understand how a music distribution company functions in general and in Cameroon in particular. Our expectations were met while carrying out this internship. It was a great experience and we studied a lot for the better apprehension of what is done in school to what is done on the field. We can effectively conclude that the internship in this company really prepared us to face the professional world and have the correct arsenal to succeed in this milieu.

