An Overview of Music Recording Industry Manufacturing Process

By

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Abstract

Nigeria's music recording and manufacturing industry has a rich and diverse history, with a vibrant musical scene covering various genres, including Afrobeat, hip-hop, highlife, juju, and gospel music, among others. The industry has evolved significantly over time, transitioning from the days of vinyl records, cassettes, and CDs to the current digital era of streaming and online distribution. However, the recording industry faces several challenges that hinder its development. Issues such as inadequate marketing, distribution, and promotion. Limited partnerships with streaming platforms, unfair licensing deals for artistes, insufficient collaboration with tech companies, ineffective distribution of monetized music, and outdated copyright and licensing models are key obstacles. This paper aims to provide an overview of the Nigerian music recording and manufacturing industry, highlighting the processes involved. The industry's objectives are multifaceted and focus on promoting growth and development within the sector. Key goals include effective music distribution, fostering collaboration, enhancing music promotion and marketing, and ensuring high-quality music production. The relevance of this study lies in the essential for the music sector to fully embrace streaming services as the dominant method of music consumption. Recording companies must partner with streaming platforms and negotiate fair licensing deals to compensate artistes and rights holders adequately. This study adopts the psychoacoustics theory as its theoretical

framework. The data collection method used is secondary research. The Nigerian music recording industry has undergone significant changes, with pre-production, actual production and post-production stages playing a vital role. Affordable recording equipment and software have enabled many artistes to produce professional-quality recordings from home, empowering independent artistes to release their music without relying on major record labels or expensive studios.

Keywords: Music, Recording Industry, Manufacturing Process, Nigeria.

Introduction

The music recording industry and its manufacturing process in Nigeria have played a significant role in bringing music to existence in physical formats such as CDs, vinyl records, cassette tapes, and others. Knowing how these music products are made might give one a summary of the complex stages involved in their creation. In recent years, there has been a remarkable explosion in the industry amongst music lovers, individual artistes, corporate artistes, including record labels, and the entire music community at large, which has benefited tremendously from the music industry. The music recording industry's manufacturing processes have come a long way since the existence of the music manufacturing industry. According to Smith (2015), the recording industry dates back to 1877, which marked the beginning of the story of sound recording and reproduction, with Thomas Edison, a man of a thousand patents developing the phonograph (turntable).

Insight into the past and the present of music recording industry and the processes employed for its manufacturing process are to be critically examined in this article. However, in conjunction with technological innovations in the past, the improvement of sound reproduction in the late nineteenth century and its production operations have changed for musical recordings in the industry's manufacturing process (Pras and Guastavino, 2018). Holistically, According to Johnson, the recording manufacturing process is divided into three key phases: pre-production, production, and post-production (Johnson, 2018). Pre-production involves planning and preparation, the production phase involves editing and mixing while post-production involves mastering.

The recording industry and its manufacturing process have over the years, moved from analog to a predominately digital manufacturing process. According to Thompson, the introduction of digital equipment in the 1980s transformed the music industry, significantly changing how music is made and recorded (Thompson, 2020). He further emphasized that the music recording industry manufacturers could experiment with new sounds and genres due to more accurate and effective sound manipulation, which is made possible by digital recording and editing tools in the industry. This study shows that the music recording industry and manufacturing process in Nigeria face several challenges that impact their development. These problems are crucial to address to produce a more vibrant and sustainable music recording industry in Nigeria. Some of the problems include inadequate deployment of streaming services, which have become the dominant method of music consumption, lack of partnership with streaming services and negotiating fair licensing deals for artistes, collaboration with music technology companies, appropriate distribution of monetized music, adaptation of music copyright and licensing models and others. The goals of the music recording industry and manufacturing process in Nigeria are multi-faceted and encompass various goals aimed at promoting the growth and improvement of the industry in Nigeria. Some key objectives include effective music distribution, enhancing collaboration, music promotion, distribution and marketing, and quality music production. This study is geared towards the presentation of the entire music recording industry and its manufacturing process in Nigeria.

Theoretical framework

This paper employs a theoretical framework based on psychoacoustics. The field of psychoacoustics did not originate with one person. Rather, it evolved through the collaborative contributions of numerous scientists, researchers, and psychologists. Psychoacoustics is a discipline that examines how humans physiologically respond to sound and how our auditory system perceives and processes different sounds. One of the early pioneers in psychoacoustics was Ernst Terhardt, a German physicist and psychoacoustician. His work on auditory perception and sound localization laid the groundwork for understanding how the human ear processes different sound stimuli. (Terhardt, 1974). According to Byrd, psychoacoustics investigates how humans distinguish and interpret sound,

focusing on areas such as pitch, loudness, and timbre (Byrd, 2019). Psychoacoustics theory is significant to this study owing to the connection between sound and music production. Psychoacoustics theory applies to this study because it enables studio engineers and music makers to perceive and interpret sound concerning pitch, timbre, dynamic level, and note-in or off-key during musical production.

Overview of Music Recording Industry in Nigeria

Nigeria's music industry, manufacturing sector, and music recording commercials have grown and changed significantly in recent times. A wide variety of musical genres that represent the cultural and regional diversity of the continent make up Africa's rich and diversified musical legacy. Nigeria, often called the "Giant of Africa," has a vibrant and diverse musical scene that encompasses various genres like Afrobeat, Afro-pop, Highlife, and Juju. Afrobeat started in Nigeria in the nineteen seventies and was promoted by the legendary musician Fela Kuti. It blends features of traditional Nigerian music, highlife, jazz, funk, and soul, characterized by complex rhythmic patterns, horn sections, and socially mindful lyrics. (Ajayi, 2016). Afro-pop is a popular musical genre that emerged in Africa, fusing elements of African music with contemporary pop sounds and influences. Igbi (n.d), emphasized that Highlife is known as one of the oldest popular music styles in Nigeria. Amidst its prominence, there were mixed reactions to its general acceptability. It combines West African beats with European instruments and influences, incorporating features of jazz and palm-wine music. According to Adams, Juju is a genre of popular music from Nigeria that emerged from the blending of Christian congregational singing, traditional Yoruba vocal and percussion styles, and influences from various popular African and Western genres (Adams, 2021).

The recording industry is saddled with the business of recording, producing, distributing, and marketing musical works. The term "music Industry" denotes the network that makes it possible to create and distribute music through a process of diligent work and communication supported by cutting-edge technologies. Owing to the outcome of these technologies, music becomes available to the public, and mass consumption of it is achieved, (Tschmuck, 2012). The recording industry comprises the complete procedure of creating recorded music, from the inception

of recording sessions to the finished product, which will be available for consumption by the masses. The recording industry has some important aspects and developments, which include: being equipped with modern, specialized paraphernalia and technology that aid in the capturing and editing of audio and sounds in wave format. Despite the existence of professional studios, advancements in digital recording have made it possible to create high-quality recordings. An enterprise that centres on the creation, marketing, and distribution of music recordings is recognised as a record label. Record companies are an important sector in the music recording industry and play a vital part in the industry. They are concerned with the signing and promotion of artistes, the funding of their recording projects, and handling areas regarding marketing, promotion, distribution, and licensing of their music. However, through online distribution channels and self-publishing, independent artistes today have additional options for releasing music without the backing of a conventional record label. Digital music dissemination has benefited artistes due to the increase and expansion of the internet and digital technology; the industry has experienced a substantial shift from physical formats to digital formats. Lots of streaming platforms like Spotify, YouTube Music, and Apple Music have emerged and become popular platforms for music consumption. This has also affected and changed revenue models, with streaming platforms paying artistes based on the amount of streams their music generates. It is imperative to note that music recording industry is dynamic and continually changing due to developments in technology and shifting customer preferences. Nigeria is home to a great number of recording studios, both commercial and home-based, outfitted with cutting-edge technologies and paraphernalia, as well as multiple music companies that sign and promote musicians. In a bid to promote artistes in live performances and support the recording, marketing, and dissemination of music, all these are important facets of the Nigerian music industry that labels offer. With the support of the music industry, musicians can, however, regularly plan concerts and tours across the nation to show off their skills and engage with fans.

Concept of the recording industry

Marketing is a key component of turning artistes into a star in the music recording industry, as it amplifies artistes' hard work and talent to potential fans. According to Thompson, the music industry comprises various processes, including the

production, marketing, and selling of recorded music (Thompson, 2020). Historically, the music recording industry started with the development of the phonautograph, which allowed for the mechanical reproduction of sound. However, it was the invention of magnetic tape and vinyl records in the mid-twentieth century that transformed the music recording industry and made music generally accessible. According to Roberts, the identification of key actors in the industry can differ depending on the specific context and time (Roberts 2022). However, several key players make up the music recording industry, which includes artistes, musicians, songwriters, record labels, producers, engineers, and the distributors of the finished work. Artistes are responsible for the conception of music, while record label companies are saddled with the responsibility of music production and promotion, assisting artistes to record and release their music. Producers and engineers work in close synergy with artistes to capture and refine the sound throughout the recording process. To acclimatise to the concept of the digital era, the music recording industry has embraced digital distribution platforms, which include iTunes, Apple Music, Spotify, and YouTube. Additionally, the democratization and independence of music creation and promotion have allowed independent artistes to flourish. With inexpensive recording equipment, online platforms for self-promotion, and direct-to-fan engagement through social media, music recording artistes have more prospects to produce and distribute their content without depending on major record labels.

Music industry and manufacturing process

The music recording industry is a multi-faceted ecosystem with many different phases and processes, from the production of musical works to consumption. According to Efurhievwe and Okpeki (2018), musical production is an act that deals with the recording of a song by a music producer... The creation of a musical work is managed and overseen by a record producer or music producer. Pre-production, production, and post-production are all important processes involved in the industry for music producers, as stated above. Numerous personnel are involved in the manufacturing process, which includes performers, songwriters, recording companies, music publishers, streaming services, concert promoters, and others. According to Carroll (2005), the process of music recording is complex due to the personalities involved and the processes, which include pre-production,

production, and post-production. Below are the manufacturing processes in the music recording industry.

Pre-production

In the music production industry, the pre-production phase is crucial for organizing and preparing the manufacturing process. It involves various tasks to ensure a smooth and successful production. According to Tahmasbi (2015), Pre-production is the fundamental process of musical production. This stage involves planning, consolidating, and making decisions about various aspects of a musical project to guarantee a smooth and successful recording process. The key elements involved in pre-production include songwriting and arrangement, demo recordings, preparing charts and music scores, pre-production meetings, selecting studio gear, preparing budgets and schedules, rehearsing, preparing production notes, session musicians, studio setup, and others. Overall, pre-production in music is a critical stage that permits artistes, producers, and engineers to plan and prepare for the recording procedure, which guarantees the final product meets the intended artistic vision.

Actual production

The actual production stage is where several hands-on activities take place. According to Martinez, the music production process encompasses several stages, including pre-production, recording, editing, and mixing (Martinez, 2023). This stage deals with creating, recording, and manipulating sound to create a finished musical piece. In the manufacturing process, the production phase is engaged in various aspects to achieve the desired quality of musical production. It is imperative to note that musical production can differ greatly depending on the genre, style, and artistic preferences of the artistes and producers involved in the music production. Technologies for music production have made little advancement over the past few decades. Technology has made it possible for advancement in the music industry; it has made the manufacturing process achieve reasonable recording within a short time.

Post-production

The final stage in any music production process is post-production; this stage handles audio production that takes place during the production (recording)

process. In the context of musical production, post-production comes after recording and editing, where additional processes are applied to enhance the final product. It encompasses various activities and techniques intended to enhance and refine the recorded sound to achieve the desired sound and overall quality. Post-production is critical to the shaping of the finished product and can significantly impact the audience's experience. The common aspects and techniques involved in post-production in music are editing, mixing, equalization (EQ), compression, effects processing, and vocal tuning. Post-production involves rearranging and editing music sections to improve flow, structure, and impact, adjusting intros, outros, verses, choruses, and transitions. According to Neil and Sandra (2016), post-production fixes any glitches with the location sound by removing or replacing dialogue in post-production and by using processors in mixing to maximize clarity and decrease unwanted noise. Unwanted or inappropriate recorded sounds in post-production are resolvable and achievable.

Musical record production

The procedure involved in producing a recorded music track or album in a recorded format (CD, tape, cassette, and others) is known as record production. It entails supervising and organizing numerous processes, including song selection, arrangement, recording, editing, mixing, and mastering of recorded work. The art of record making, sometimes termed "the musicology of record production," is a distinctive scholarly field that emerged largely out of practice-led research initiatives in British universities, (Eliot and Samantha, 2015).

Strategies for sales of record music production

In Nigeria, the popularity of musician-qualitative music, marketing, and promotion initiatives are numerous factors that can affect record sales. In the music recording industry, sales of productions have always been a challenge for artistes. According to Waife (2021), in Africa, music artistes need recording companies to finance musical production, marketing, and distribution. Record companies have contributed tremendously to the sales of musical production. According to Davis, following 1979, the global market for recorded music, including vinyl records, cassettes, and CDs, grew significantly, rising from approximately $12 billion in 1981 to $29 billion by 1992 (Davis, 2015). He further emphasized that when a new record format of disc was introduced, sales of vinyl

albums and singles releases increased. As a result, record labels were able to sell their back catalogue, which raised the price of their goods. Thanks to the CDs, which helped to rekindle consumers' interest in music.

Like in any other country, the magnitude of the music marketplace, consumers, methods, and the general state of the economy all affect the sales of record production output in Nigeria. Regarding the sales of record production, it is significant to note that Nigeria has a vibrant and thriving music industry, often referred to as the "Nigerian music industry" or "Naija music." The growing music market in Nigeria encompasses various genres, including afrobeat, highlife, hip-hop, R&B, gospel, and more. In recent times, there has been a significant shift from physical sales to digital distribution and streaming platforms. The music recording industry in Nigeria is distinct, in its traits and trends. The overall sales figures and income from record production in Nigeria might change depending on numerous factors, including the level of popularity of an artiste, advertising strategies, distribution systems, and regional market dynamics.

Marketing

In the music recording industry, sales of musical products contain some elements for effective marketing, which involves a marketing plan. According to Meler (2013), the elements employed in marketing in the Nigerian music industry are physical marketing and digital marketing; these are the activities and strategies undertaken to promote and create awareness for a music product. Whether it is a single, album, or EP, effective record marketing is crucial for reaching and engaging the target audience, increasing visibility, and ultimately driving sales and streams. Physical marketing deals with interaction with consumers in the marketplace. The industry has meaningfully changed since the introduction of the internet and digital technologies. Digital marketing is necessary for artistes and recording companies to efficiently reach their target audience and support their music and earnings. The music recording industry has a significant demand for music, and the market for cable and TV channels is increasingly expanding, while the cost of recording equipment guarantees that there is competition among users, (Efurievwe and Okpeki 2023). Social media services like Facebook, YouTube, Twitter, Instagram, and TikTok play an important role in marketing digital music alongside streaming platforms like Spotify and Apple Music, which have become

the primary medium for music consumption. Artistes can place their music on these platforms and optimize their profiles by engaging visuals, artistes' bios, and playlists to attract listeners to promote sales. According to Andreeva (2021), digital marketing has expressively changed the business operations of recording companies. Digital music marketing has constantly evolved, which enables artistes and music professionals to be updated with the latest trends and techniques that will effectively support their 1 music in the digital space.

Distribution

In the Nigerian music industry, manufacturing, packaging, and delivering music in physical formats such as CDs, vinyl records, cassettes, and others are part of the distribution channel in the distribution chain. According to Johnson and Smith, physical music delivery was the principal method for distributing music products in the past, but this traditional approach has become increasingly less relevant and is now rarely applied, (Johnson and Smith 2023). The physical medium of record distribution has always been the top priority in Nigeria's musical production and distribution before the commencement of the digital space. According to Ofochebe (2020), before the digital era, channels for the music market in Nigeria were usually physical retailers, public performances, films, TV, and others.

Making music accessible to the general populace through a variety of platforms and channels has changed the distribution process in the music industry over time. It entails bringing music from performers or record companies to audiences while ensuring accessibility across several formats, locations, and media. In Nigeria, distribution has changed significantly as a result of the development of digital platforms and the popularity of streaming services. Digital musical content distribution is the key to getting musical releases into various online music retailers and digital streaming platforms globally, (Karkinen, 2021). Digital distribution is the prevalent form of music distribution today, with the aid of online platforms and streaming services such as Spotify, Apple Music, YouTube Music, Amazon Music, and others. For effective distribution, a strategy that combines both digital and physical distribution methods and leverages the strengths of various platforms and channels to maximize revenue potential must be employed.

Promotion

The music recording industry is thriving and growing owing to the nation's rich musical impact and the recognition of Nigerian music both domestically and abroad. According to Johnson, writing the song is only half the task in the music industry, especially in Nigeria, where attracting the attention of major record labels such as Starboy Entertainment, Mavin, DMW, and Chocolate City can be particularly difficult, (Johnson, 2022). He further said that artistes still need to figure out how to get people in Nigeria to hear their music without the assistance of recording companies and promoters. He also noted that, for artistes to make a musical promotion plan, a consumer should be conscious of the records through concerts and broadcasts. Hearing the music often makes people fall in love with the record. Owing to the current digital age, a marketing strategy is very important in Nigeria's music industry. How music is promoted may determine whether or not it connects with an audience. For effective promotion in the industry, the following strategies need to be taken into consideration:

- Radio airplay: In Nigeria, radio still plays an important role in music promotion. Numerous radio stations nationwide run special music programs and shows where new songs are promoted.
- Online platforms: Nigerian musicians and record labels primarily rely on online promotion 1 due to the increase in popularity of the internet and digital music platforms. Platforms and social media play a significant role in promoting music, reaching a global audience and building a fan base.
- Music blogs and websites: In Nigeria, there are several music blogs and websites that focus on promoting and displaying new music. These platforms offer remarks, interviews, and features on developing artistes' music, to promote awareness.
- Music videos: In Nigeria, music videos are a common form of advertising. High-qualitative music videos are produced by artistes and broadcast on music television and radio networks like MTV Base, Soundcity, Trace TV, and others; in addition, they are also shared on websites and different services such as iTunes, Spotify, Apple Music, YouTube, and others.
- Live performances and concerts: In Nigeria, live performances are a medium for promoting music. Artistes frequently take the stage during concerts, music festivals, and club performances to interact with fans, generate promotions, and introduce new musical products to the crowd.

- Record label support: Many Nigerian artistes have contracts with recording companies that help in the promotion of their songs financially and logistically.

Relevance of music record production

Music production has made possible several positive impacts on individuals, communities, and society at large. Music production allows artistes and producers to unleash their creativity and express themselves through sound. It provides a platform for artistes to experiment with diverse genres, styles, and techniques, fostering innovation and pushing the boundaries of creative expression. According to Chen, articulating the social dimension of the contemporary use of traditional music helps to underscore its universal relevance, (Chen, 2021). It has the power to induce strong emotions and can be a source of comfort, inspiration, and healing for consumers. The procedure of creating music allows producers and artistes to channel their emotions and experiences into their work, providing a therapeutic outlet. Music production plays a crucial part in the preservation and promotion of cultural legacy. It allows artistes to showcase their unique cultural personalities and traditions, helping to uphold cultural diversity and prevent the loss of valuable musical traditions over time. Musical production ensures there is a constant supply of new and diverse music for people to listen to, dance to, and connect with. Musical production enhances social gatherings, celebrations, and events, adding to the overall enjoyment and quality of life for individuals and the masses at large. These are a few instances associated with the positive impact of musical production. However, it enriches lives, stimulates creativity, connects people, and contributes to the cultural, emotional, and economic fabric of society.

Recommendation

The music recording industry has undergone significant alterations in recent times, leading to advancements in technology and changes in consumer bit. To thrive in the future, the music recording industry can consider adopting the following approaches: Embrace streaming service platforms, which have become the prevailing method of music consumption. Recording companies should continue to partner with streaming platforms and services and negotiate fair licensing deals to ensure artistes and rights holders are properly compensated. Data analytics should be put into consideration to offer valuable insights into consumer preferences, trends, and market demands. There should be a

collaboration with music technology companies to explore innovative ways to distribute and monetize music. The adaptation of copyright and licensing models should be required to protect artists' rights while accommodating changing consumer expectations. Overall, the way onward for the recording industry lies in accepting digital platforms, leveraging data analytics, fostering direct fan engagement, adapting to new technologies, and diversifying revenue streams.

Conclusion

Nigeria's music recording industry has improved substantially over time, reflecting both the country's rich musical legacy and the expanding impact of technology. Despite difficulties, the industry has demonstrated adaptability and development potential. Below are some important points about Nigeria's music industry.

The digital revolution, as a product of the rapid development and widespread adoption of digital technology across many socio-economic sectors, including communication, entertainment, commerce, and more, has had a major impact on how we work, live, and connect with the outside world.

Pre-production is the first phase of the recording process where decisions about songwriting and arrangement are made, followed by the production process involving postproduction, where recorded sounds are mixed and mastered to produce the required sound quality.

With the accessibility of affordable recording equipment and software on the internet, many artistes can create professional qualitative recordings at home. The do-it-yourself (DIY) approach has empowered independent musicians to produce and release music without the requisite for major record companies' technical or financial assistance or recording their songs in an expensive studio.

In conclusion, the increase of digital music platforms, such as streaming services and online stores, has transformed the distribution process. Physical formats like CDs, cassettes, and others have dropped in popularity.

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