

Africa's Creative Economy 2026: Navigating Global Economic Shifts in Film, Music, and Fashion

Creative Economy, Africa · Answer Key · 4 Questions

1. Despite the global success of Afrobeats and a significant increase in international streams, a June 2026 report by the Music Economy Development Initiative (MEDI) highlighted a critical challenge for Nigeria and Kenya. What primary economic factor contributes to these nations losing substantial music-sector income despite their global musical reach?

- A) Lack of demand for African music globally.
- B) Insufficient number of internationally recognized Afrobeats artists.
- C) Underdeveloped copyright frameworks, royalty systems, and fragmented monetisation infrastructure preventing value retention.**
- D) Over-reliance on physical music sales instead of digital platforms.

2. According to a February 2026 report on Africa's film industry trends, what significant economic challenge have global streaming platforms posed, creating uncertainty for local production companies and filmmakers in regions like Nigeria and South Africa?

- A) A complete withdrawal of all global streaming services from African markets.
- B) Tightening of African content budgets by global streaming platforms despite prior investments.**
- C) A shift to exclusively funding documentaries, neglecting fictional narratives.
- D) Mandatory requirement for African content to be filmed entirely outside the continent.

3. The Sub-Saharan African fashion industry faces intensified global supply chain risks in 2026. Beyond tariffs and trade disputes, what major external event directly impacts the cost of importing essential textiles and components, significantly pressuring African designers and local manufacturers?

- A) A sudden decrease in global consumer demand for luxury fashion items.
- B) New international regulations mandating the exclusive use of locally sourced materials.
- C) Instability in the Middle East affecting fuel prices, global trade, and maritime shipping costs.**
- D) A global surplus of raw cotton leading to price deflation for African exporters.

4. As of June 2026, experts at the Africa Digital Innovation Forum (ADIF 2026) in Addis Ababa discussed the significant potential of Africa's creative economy, projecting it could reach \$200 billion by 2030. What crucial economic barrier was identified as hindering this growth, beyond just individual artistic success?

A) An over-saturation of creative talent without sufficient artistic outlets.

B) The absence of global interest in diverse African cultural exports.

C) Insufficient investment, less than 1% of GDP, into the creative economy and inadequate infrastructure for value chain development.

D) A decline in intra-African cultural exchange and collaborations.