

# SABC, AIRCO sign distribution agreement for broadcast

The [SABC](#) and Association of the Independent Record Companies of South Africa ([AIRCO](#)) signed a long-awaited distribution agreement on 13 December 2011, AIRCO chairperson Dodo Monamodi announced yesterday, Thursday, 2 February 2012.



"The agreement's primary purpose is for AIRCO to make its members' and non-members' music products available for broadcast on SABC platforms (TV and digital). In return, the SABC will pay AIRCO an appropriate amount for the benefit of its members and non-members and distribution to those whose products are used by the SABC at any given time in all its platforms.

## Official collection, distribution agent

"This deal provides us with an opportunity to be an official collection and distribution agent for all Southern African independent recording labels, sound recordings royalties as well as to play a crucial role in the music business to arm the independent recording labels with music business knowledge," said Monamodi.

The SABC's group chief executive officer, Lulama Mokhobo says, "As the country's only public service broadcaster, it continuously strives to empower the local music industry. This agreement means the corporation will have access to more local music videos and artists. In turn it will create space for aspiring local musicians and provide them with the required exposure and also assist in advancing their fledgling careers."

## Music piracy, unauthorised file sharing

According to AIRCO, the economic downturn, coupled with music piracy and unauthorised file sharing, has negatively affected the businesses of independent recording labels making it difficult for most of them to stay in business. The Association's continuing efforts in rallying their stakeholders (artists, communities, retailers, media, collecting societies, government and business) intends to assist in saving the ailing music industry, by keeping the proceeds it generates in the country.

Monamodi added, "The deal comes at a time when the board of directors took a decision to make the development and promotion of local content and sound recordings central in its operation both locally and internationally, and exhibit these to

platforms such as Moshito, Midem, Womex and the African Music Trade Fair."

For more, visit: <https://www.bizcommunity.com>