

The impact of new technological distribution channels to Nollywood

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Abstract

This artifact examines how new evolving digital technologies have transformed the distribution practice of Nollywood industry. The new distribution channels have brought change on the operations of the whole value chain of filming and erase the dominating distribution companies through the platforms such as internet where viewers can now access any genre of film at their own convenient time inexpensively. However, the research also argues that the new technological distribution channels have disrupted the old traditional film distribution model which profited the Nollywood industry. The introduction of some of the new technological channels like internet has being a barrier to the successful of Nollywood as a business as it gives the leeway to unauthorized persons to access, distribute or broadcast productions that they are not contracted to, pirate and make copies of these productions. This has resulted in most of companies to suffer, henceforth there is need to create more formal new innovative business strategies to distribute film which will not only benefit Nollywood but the world at large.

Keywords

Digital, technology broadcast and piracy.

Biographies

Fortunate Tatenda Mauyakufa is a young researcher and also a filmmaker, who attained her honours degree from Midlands State University in Zimbabwe. While studying in Zimbabwe, she took the initiative on rising an awareness to different communities about children in probation institutes. She further directed and produced a documentary on Blue Hills, which is one of the largest probation institutes in Zimbabwe. In 2011, she worked as a temporary teacher. She recently was an assistant facilitator of theatre and arts for the new curriculum, which the ministry of Primary and Secondary schools had introduced, under Pfumvudza Media Company. Currently, she is a regular contributor at Women Arts Festival and a member of Zimbabwean theatre.

Anup Pradhan is Senior Lecturer in the Department of Quality and Operations Management under Faculty of Engineering and the Built Environment at the University of Johannesburg, Johannesburg, South Africa. He is NRF (National Research Foundation) rated researcher in South Africa. He is registered engineer with the Nepal Engineering Council. He earned his B.Sc. in Agricultural Engineering from Bangladesh Agricultural University (Bangladesh), M.E. in Agricultural Engineering and Systems from Asian Institute of Technology (Thailand) and PhD in Biological and Agricultural Engineering from University of Idaho (USA). He has held posts at Alternative Energy Promotion Centre, Nepal and Institute of Engineering, Nepal. His research interests include life cycle assessment, renewable energy, sustainability, farm mechanization and operations management. He has published in peer-reviewed journals and conference papers. He is member of ASABE, Gamma Sigma Delta, and Golden Key International Honor Society.