

Boosting Economic Value in Ghana's Film Industry: Rethinking Media Policy, Regulation and Copyright Law

Authors : Sela Adjei

Abstract : This paper aims to rationalize the need for media policy implementation and copyright enforcement to address various challenges faced within Ghana's film industry. After Ghana transitioned to democratic rule in 1992, critics and media professionals advocated a national media policy. This advocacy subsequently resulted in agitation for media deregulation and loosening of grip on state-owned media organizations. The reinstatement of constitutional rule in 1992 paved the way for the state to lax its monopoly of the media within the democratic context of a free market economy. The National Media Commission proposed a media policy and broadcast bill which was presented to parliament but has still not been passed into law. This legislative lapse partly contributed to the influx of unregulated foreign content. Accessible foreign media content subsequently promoted a system of unfair competition that radically undermined locally produced content, putting a generation of thriving film producers out of work. Drawing on reflections from a series of structured interviews, focus group discussions and creative workshops, the findings of this study maintain that the various challenges confronting Ghanaian filmmakers is centred around inadequate funding opportunities, copyright violation and policy implementation issues. Using the film industry structure and value chain analysis, the various challenges faced by the selected film producers were discussed and critically analyzed. A significant aspect of this study is the solution-driven approach adopted in outlining the practical recommendations that will boost the aesthetic, cultural and economic value of Ghanaian film productions. Based on the discussions and conclusions drawn with the various stakeholders within Ghana's creative industries, the paper makes a strong case for firm state regulation, copyright enforcement and policy implementation to grow Ghana's film industry.

Keywords : film, value, copyright, media, policy, culture, regulation, economy

Conference Title : ICCMCF 2024 : International Conference on Contemporary Media, Communication and Film

Conference Location : Zanzibar, Tanzania

Conference Dates : August 29-30, 2024