

TRACE

**AFRO-
BEATS**

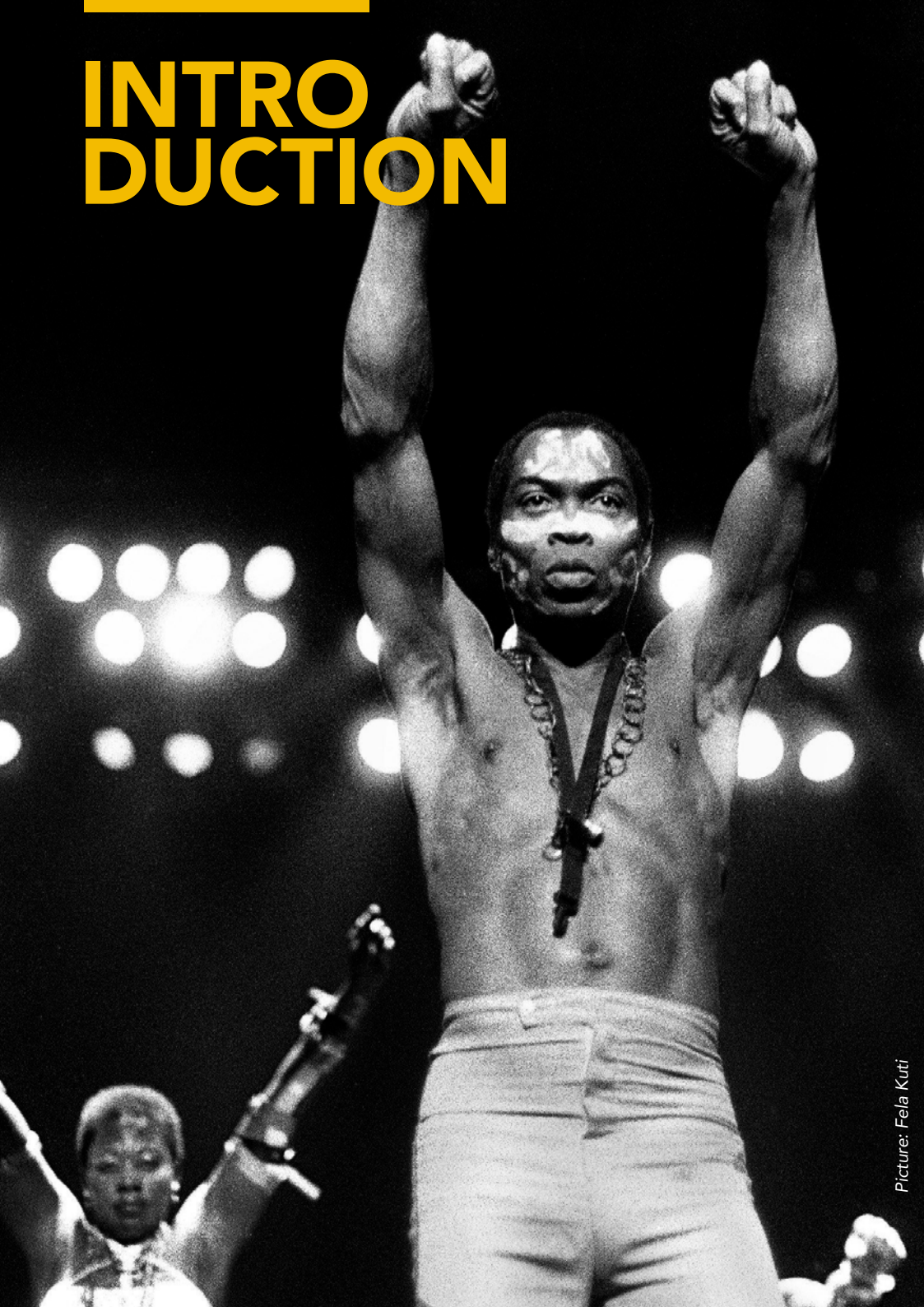
FROM NIGERIA TO THE WORLD

A story of Afrobeats by **Hugo Claveau** | 2017 | Documentary | 112 min

PRESS KIT



INTRO DUCTION



Picture: Fela Kuti

TRACE PRESENTS “AFROBEATS, FROM NIGERIA TO THE WORLD”

THE DOCUMENTARY IS A FOUR-PART SHOW WHICH EXPLORES THE HISTORICAL GROWTH OF THE BIGGEST AFRICAN PHENOMENON WITH THE PAST 50 YEARS : THE MUSICAL MOVEMENT THAT IS AFROBEATS.

Directed and written by Hugo Claveau, the narrative explores the difference between Afrobeat vs Afrobeats whilst gaining an insight from different celebrities within the Afrobeats scene as they provide an elaborate explanation on the penetration of the musical genre from its birth till present.

The documentary will be broadcasted in two to four parts across the UK and the US on TRACE Prime and in Africa on TRACE Naija, TRACE Africa, TRACE Mziki (see scheduling on Page 7). Viewers in the UK and the rest of the world will be able to watch the documentary on our SVOD platform Trace-Play.

“Fela Kuti and Tony Allen’s Afrobeat has opened the doors for today’s “Afrobeats”, a musical style that has evolved with its era and which continues to deliver a message of emancipation and celebration of African pride.

From Lagos to Paris by way of New York and Joburg, this music leads the way for today’s urban youth in their everyday life. TRACE had to pay tribute to it.”

says Olivier Laouchez,
CEO, Chairman
& co-founder of TRACE.



Picture: Tony Allen

SYNOPSIS

Afrobeat is a multifaceted style of music with an eclectic range of musical influences from High Life to Fuji to Jazz and Funk. The legend Fela Kuti played an integral role in the development of Afrobeats as his timeless recordings continues to transcend across borders and generations. Today, the modern term Afrobeats, is a sound that has been adopted around the world and gained a ubiquitous presence on the Radio, TV, Social Media and on the dancefloors of most nightclubs around the world.

Afrobeats has achieved mainstream success outside of Africa, with big names in the music industry such as Drake, Chris Brown, Alicia Keys, Jidenna, MHD, Booba, Maître Gims, Major Lazer collaborating with African superstars. Apart from this, new generation key players such as Wizkid, D'Banj & Tiwa Savage are signing international record deals. It is clear that Afrobeats has reached a pivotal turning point with the intergenerational body of work changing the landscape of Africa as a global culture.

Under one umbrella, we now have Afro-Pop, Afro-Dancehall, Afro-House, Afro-Trap with many more to come. As a result of this, questions arise:

WHAT EXACTLY IS AFROBEAT?

HOW DID THIS MUSICAL GENRE IMPOSE ITS STYLE SO RAPIDLY? WHERE DOES IT COME FROM? WHO ARE ITS FOUNDERS? AND MOST IMPORTANTLY, WHAT DOES THIS NEW WAVE OF MUSIC MEAN FOR THE FUTURE OF THE MUSIC INDUSTRY?

In order to answer these questions, TRACE travelled for nearly 5 years around Europe, Africa and in the United States to collect over 40 testimonies from the movement's key participants such as Davido, J Martins, P-Square, D'banj, Bracket, Skales, Akon, Femi Kuti, Flavour, Jidenna, Yemi Alade, MHD, Niska, Sidiki Diabaté, Fuse ODG, Sarkodie, Wizboyy, Eddy Kenzo, Youssou N'Dour, Passi, Mafikizolo, Khuli Chana, Cassper Nyovest, Banky W and many more...

WATCH THE TRAILER [HERE](#).



Picture: Fuse ODG

A CINEMATOGRAPHIC APPROACH IN 7 PARTS

THROUGH THE **PROLOGUE** “WHAT IS AFROBEAT?” WE DEFINE THE TERM AND EXPLAIN WHY WE WERE INTERESTED IN CREATING A DOCUMENTARY DEDICATED TO THE MOVEMENT. WE DEFINE AFROBEATS, IN TERMS OF SEMANTICS, MUSICAL PERCUSSION, CULTURE AND ECONOMICS.



Picture: Lagos (Nigeria)

CHAPTER 1 THE ORIGIN

The first chapter analyses the origins of Afrobeat and its musical evolution. We dig into the history of its creation with Fela Kuti but also with the other kinds of music genres related to recent Afrobeats, such as the Nigerian Highlife of the 70's and 80's.

CHAPTER 2 A NEW ERA

Who are the creators of modern Afrobeats? What influence did Afrobeat have on the sound we've grown to love today? What has inspired the sudden mainstream success of Afrobeats? We asked some of the innovators who played a crucial role in the early 2000's on the development of Afrobeats (2 Face Idibia, Donjazz and D'Banj, Psquare and J Martins).

CHAPTER 3 GENERATION AFRICA

In this section we get to grips with some of the new generation of artists (Davido, Wizkid, Skales, Yemi Alade) who took over from the first generation of pioneers to help the movement spread throughout Africa. Now from Lagos to Joburg via Abidjan and Nairobi, Afrobeats is a sound that is enjoyed across the continent and beyond.

CHAPTER 4 BEYOND THE OCEAN

Although Fela Kuti was a worldwide success recognised beyond the borders of Africa, Afrobeats continues to grow at a rapid speed whilst having huge influences on pop culture as a result of globalisation. African superstars can now sell out concerts overseas with no hesitation as Afrobeats receives a huge acceleration of airplays and streams on platforms around the world.

CHAPTER 5 INSPIRING THE WORLD

With collaborations between Afrobeats musicians and mainstream artists becoming increasingly frequent, it is undeniable that Afrobeats is about to take over the world and leave a mark in history. The diaspora are embracing their cultures like never before and even foreigners want a piece of the African flavour. Could this be the African Renaissance?

EPILOGUE THE FUTURE

Afrobeats is on the rise and here to stay. What does this mean for the future of Afrobeats but more importantly the future of music as a whole? Afrobeats is changing the perception of Africa as the music continues to illustrate the richness of the culture whilst winning global appeal.

DIRECTOR'S STATEMENT

WHY AFROBEATS?

"Afrobeats is the most important African music phenomenon of the past 50 years. With such a huge increase in worldwide presence, it seemed appropriate to explore in depth, the origins of this movement. TRACE's privileged position in the heart of contemporary and African music has enabled us to follow the evolution of today's Afrobeats in a daily and unprecedented way."

A UNIVERSAL SOUND

"Afrobeats has an irresistible rhythm. Calibrated most often around 120 bpm, it coincides perfectly with the rhythm of a heartbeat when dancing. Because of its history, it is the culmination of fusions of multiple musical genres within the same rhythm. Afrobeats is open to a multitude of influences and is at the origin of many musical genres: Afro-Rnb, Afro-Pop, Afro-Dancehall, Afro-Ragga, Afro-Funk, Afro-Electro, Afro-House, Afro-Zouk... Originally Nigerian and now African, we have tried to understand how over the years, how Afrobeats has become the soundtrack of Africa and a worldwide limitless phenomenon."

NIGERIA

"Often referred to as the African Giant, Nigeria has Africa's fastest-growing economy and a population of nearly 200 million people. Composed of numerous ethnic groups, cultures and religions, the country is a cultural hub not to be missed in Africa and the world.

Nigerians are generally proud of their identity, country or ancestry and they are the spokespeople for this rich identity that often shines through their music and beyond."

IMAGES

"This movie is mainly visual and musical. Archive footage and music videos serve as punctuation for words and music and vice versa. The documentary is the fruit of a meticulous work that is articulated in a great conversation with over 40 interviews collected on three continents and 8 countries, for nearly 5 years by the TRACE team."



ABOUT HUGO CLAVEAU

Journalist and director, Hugo Claveau defines himself as a music and people lover. Specialist of Urban and African music for 5 years at TRACE, he has travelled across Africa in order to meet those who give life to African music today. From Congolese Koffi Olomide to the international star Akon, by way of the Angolan artist Yuri Da Cunha or the Cameroonian Charlotte Di Panda, he has made many documentaries, music videos and has covered several festivals in various parts of the world.

FILMOGRAPHY (DOCUMENTARIES)

- 2016 | Jidenna, The African Dream (writer, editor)
- 2016 | Charlotte Dipanda, La Grande D'âme
- 2016 | Génération Coupé Décalé
- 2015 | Akon by Akon, An African Dream Come True
- 2015 | Yuri Da Cunha, O Interprete
- 2015 | Koffi Olomide, Le Treizième Apôtre
- 2013 | Booba, de Boulbi à Miami (co-directed with Sébastien Lamaison)
- 2013 | Stromae en 10 leçons (co-directed with Sébastien Lamaison)

FEATURED INTERVIEWS

ARTISTS FEATURED IN THIS DOCUMENTARY INCLUDE

PSquare, J Martins, D Banj, Bracket, Skales, Yemi Alade, Sarkodie, Chidinma, Flavour, Davido, Eddy Kenzo, Burna Boy, Jidenna, Blitz the Ambassador, Mokobe, Passi, Niska, Danny Synthe, Jovi, Tony Adams, Banky W, Binetou Sylla (Syllart Records), Force One, Maahlox le Vibreur, Mafikizolo, Khuli Chana, Nneka, Fuse ODG and many others.



YEMI ALADE



JIDENNA



FEMI KUTI



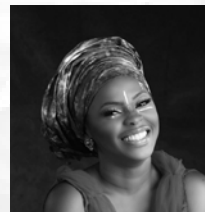
BANKY W



AKON



P-SQUARE



CHIDINMA



FLAVOUR



MAFIKIZOLO



J MARTINS

TIMELINE

1970

Fela Kuti's band was renamed The Afrika '70 et Africa 70: Afrobeat was born



1976

The Nigerian HighLife song 'Sweet Mother' by Prince Nico Mbarga became an international success



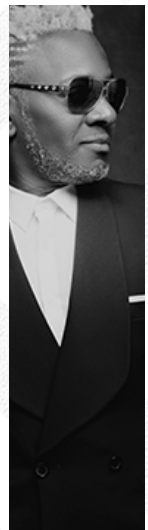
1980

Oliver De Coque is recognised as the King of Highlife as he achieves over 73 albums and coins the Ogene Sound



1982

King Sunny Ade pioneers Juju Music was a fusion between traditional Juju and modern Afrobeat



1990

Sir Shina Peters released his hit songs 'Shinamania' and 'Afrojuju' thus creating a new sound that a fusion between traditional Juju and modern Afrobeat

1994

American Jazz saxophonist Branford Marsalis samples Fela's 'Beast of No Nation' on his 'Buckshot LeFonque' Album

1997

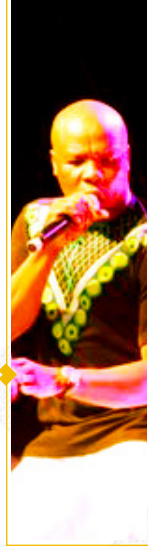
Remedies hit song 'Shaka Mo' changes the face of Afro-Rap/Hip Hop

1998

Congolese musician Awilo Longomba released his second studio album 'Coupe Bibamba' which spreads throughout Africa, Europe and America

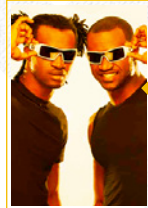
1999

Magic System released smash hit 'Premier Gaou' which sold over 300,000 copies in France and remained in the Top 100 Charts for 28 weeks



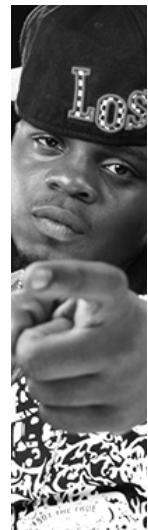
EARLY 2000S

The creation of the Afro-Pop sound is brought to life with artists like JJC, Olu Maintain, Tony Tetuila, StylPlus, 9ice, Zule Zoo and Wande Coal in the limelight



2001

Lagbaja releases 'Konko Below' fusing African drums and Jazz



2004

2face Idibia: the song 'African Queen' became internationally acclaimed

2005

'No Long Thing', D'Banj's first album was produced by Don Jazzy on the Mo Hits Records label. Birth of a new music industry in Nigeria

2007

'Game Over' by Psquare' (produced by /JMartins). Nigeria created a brand new sound for Africa

2010

Da Grin is awarded for his influence on Indigenous Rap

2011

D'Banj is signed on Kanye West's Good Music label

2012

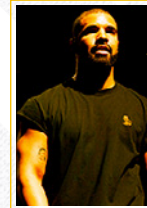
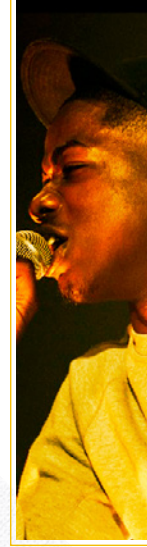
Azonto dance spreads around the world

2012-13

Davido's 'Dami Duro' and 'Skelewu' resonates the Afro-Pop wave in Africa

2014

Wizkid album 'Ayo' gets great reviews in the USA with viral single 'Ojuelegba'



2015

MHD's 'Afro-Trap' phenomenon makes France and Europe bounce

2016

Drake and Wizkid's 'One Dance' became No.1 on the US Billboard Hot 100

2017

Tiwa Savage signs to Roc Nation

SCHEDULING

AFRICA



AFROBEATS (PART 1) 55'16
Sept. 4th at 10pm
Rerun Sept. 9th at 1pm

AFROBEATS (PART 2) 57'25
Sept. 11th at 10pm
Rerun Sept. 16th at 1pm



AFROBEATS (PART 1) 55'16
Sept. 3rd at 8pm
Rerun Sept. 8th at 9pm

AFROBEATS (PART 2) 57'25
Sept. 10th at 8pm
Rerun Sept. 15th at 9pm



AFROBEATS (PART 1) 26'
Sept. 3rd at 8pm
Rerun Sept. 8th at 9pm

AFROBEATS (PART 2) 26'
Sept. 10th at 8pm
Rerun Sept. 15th at 9pm

AFROBEATS (PART 3) 26'
Sept. 17th at 8pm
Rerun Sept. 22nd at 9pm

AFROBEATS (PART 4) 26'
Sept. 24th at 8pm
Rerun Sept. 29th at 9pm

FRANCE



AFROBEATS (PART 1) 55'16
Sept. 10th at 10pm

AFROBEATS (PART 2) 57'25
Sept. 17th at 10pm



AFROBEATS (PART 1) 55'16
Sept. 10th at 8pm
Rerun Sept. 12th at 9pm
and Sept. 16th 2pm

AFROBEATS (PART 2) 57'25
Sept. 17th at 8pm
Rerun Sept. 19th at 9pm
and Sept. 23rd at 2pm

FRENCH CARIBBEAN & INDIAN OCEAN



AFROBEATS (PART 1) 55'16
Sept. 10th at 8pm

AFROBEATS (PART 2) 57'25
Sept. 17th at 10pm

NORTH AMERICA & UK



Available this fall

THE DOCUMENTARY WILL ALSO BE
AVAILABLE WORLDWIDE ON



Pictures: Chidinma

CREDITS

DIRECTOR, WRITER, EDITOR
HUGO CLAVEAU

TRANSLATION, VOICE OVER
KIMBERLY DELCOURT

SOUND ENGINEER
ARISTIDE CAZADE

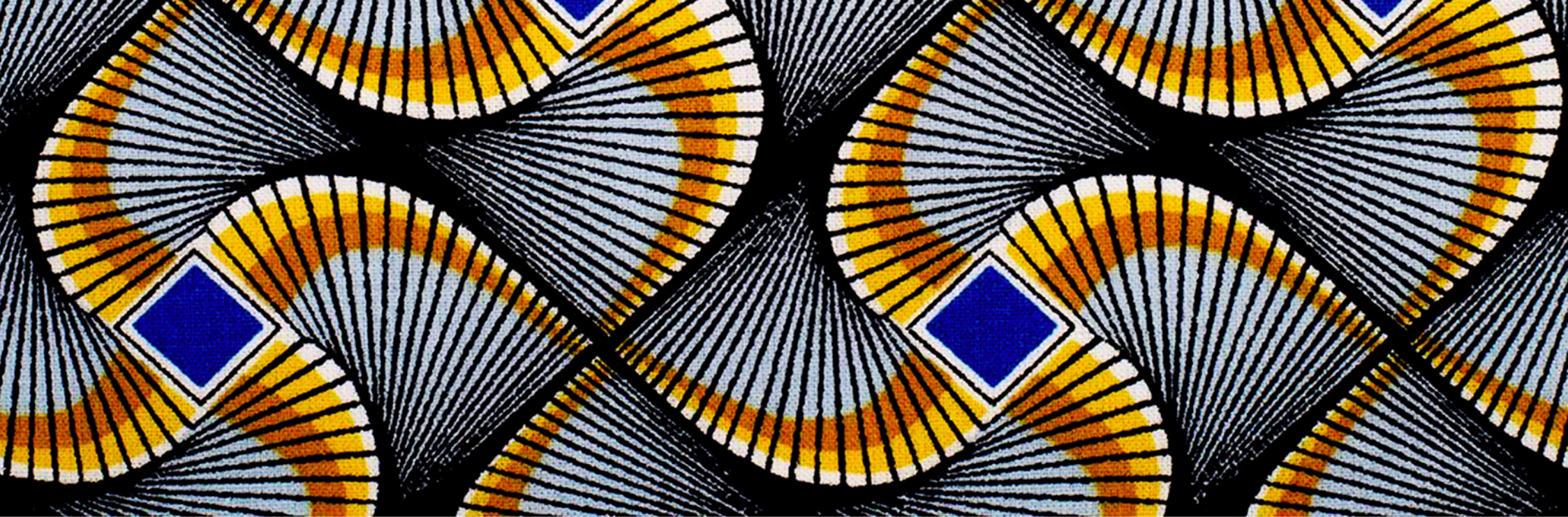
POST PRODUCTION
THOMAS VERNE
NELSON DE AZEVEDO
AURÉLIEN POIRIER

PRODUCTION COMPANY

TRACE
STUDIOS



Picture: Davido



ABOUT TRACE

Launched in 2003, TRACE is a multimedia brand dedicated to urban and afro-urban music and entertainment. With activities in 160 countries, TRACE offers TV channels, radios, mobile services, digital platforms to millennials and multicultural audiences.

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Pictures available for download at

WWW.TRACE.COMPANY