



DiGiDi in Ghana

Worldwide distribution of
music and culture

Why are we in Ghana ?

- NOT to sell anything
- NOT to buy anything
- NOT to earn money, and
- NOT to give money away

So what ?

- We are here as volunteers
- We are here to inform about DiGiDi
- We hope some day you will join us . .

The goal:

To open a DiGiDi in Ghana

- **so EVERYBODY (musicians, labels and organisations), can EXPORT any music from Ghana to the rest of the world, with NO middle-men and NO unnecessary expenses.**

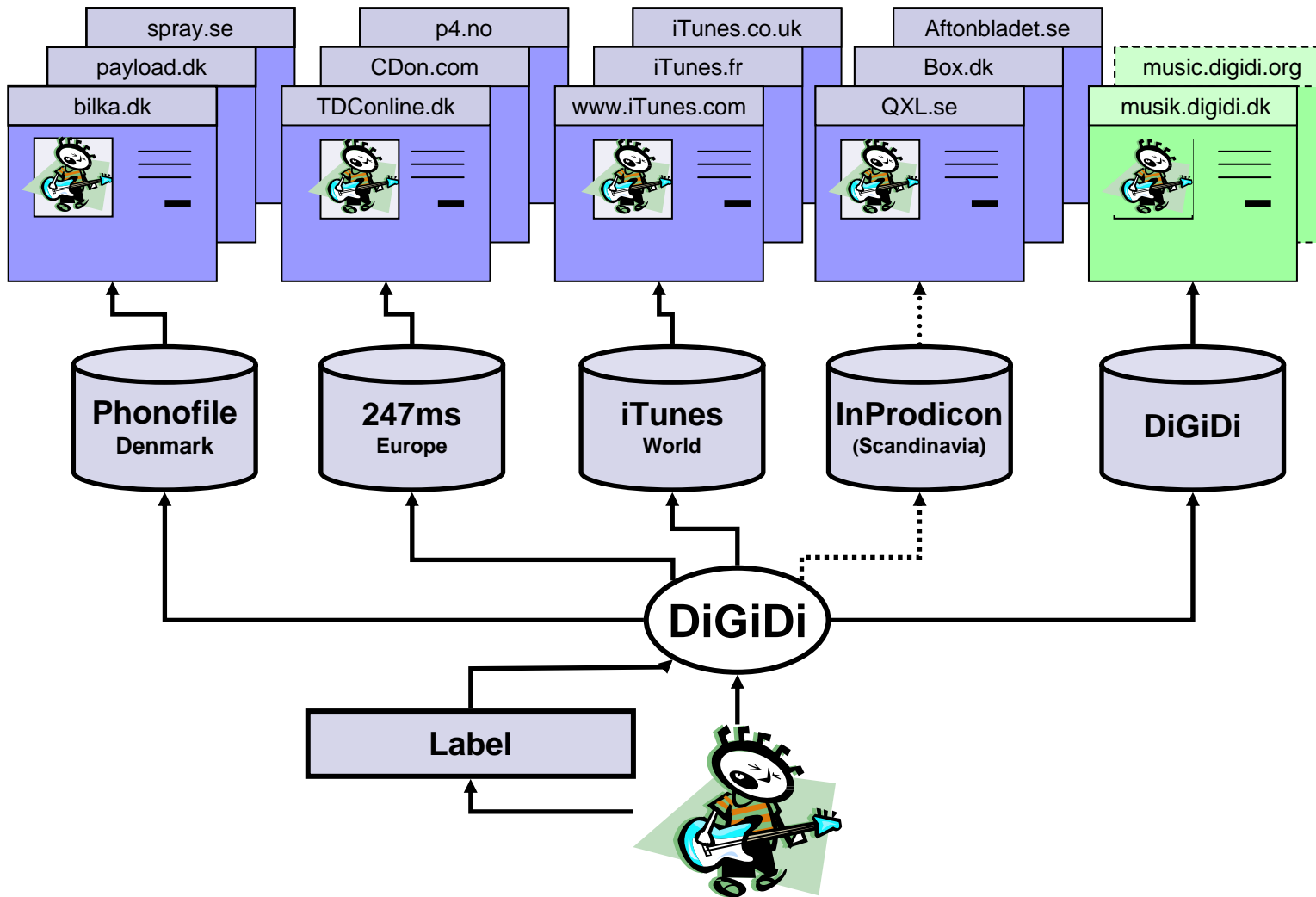
What is DiGiDi ?

- A Cooperative founded in Denmark
- Owned by artists world wide (484 persons)
- 1 share and 1 vote each
- Non profit - Non exclusive
- 100% independent, and
- works together with everybody

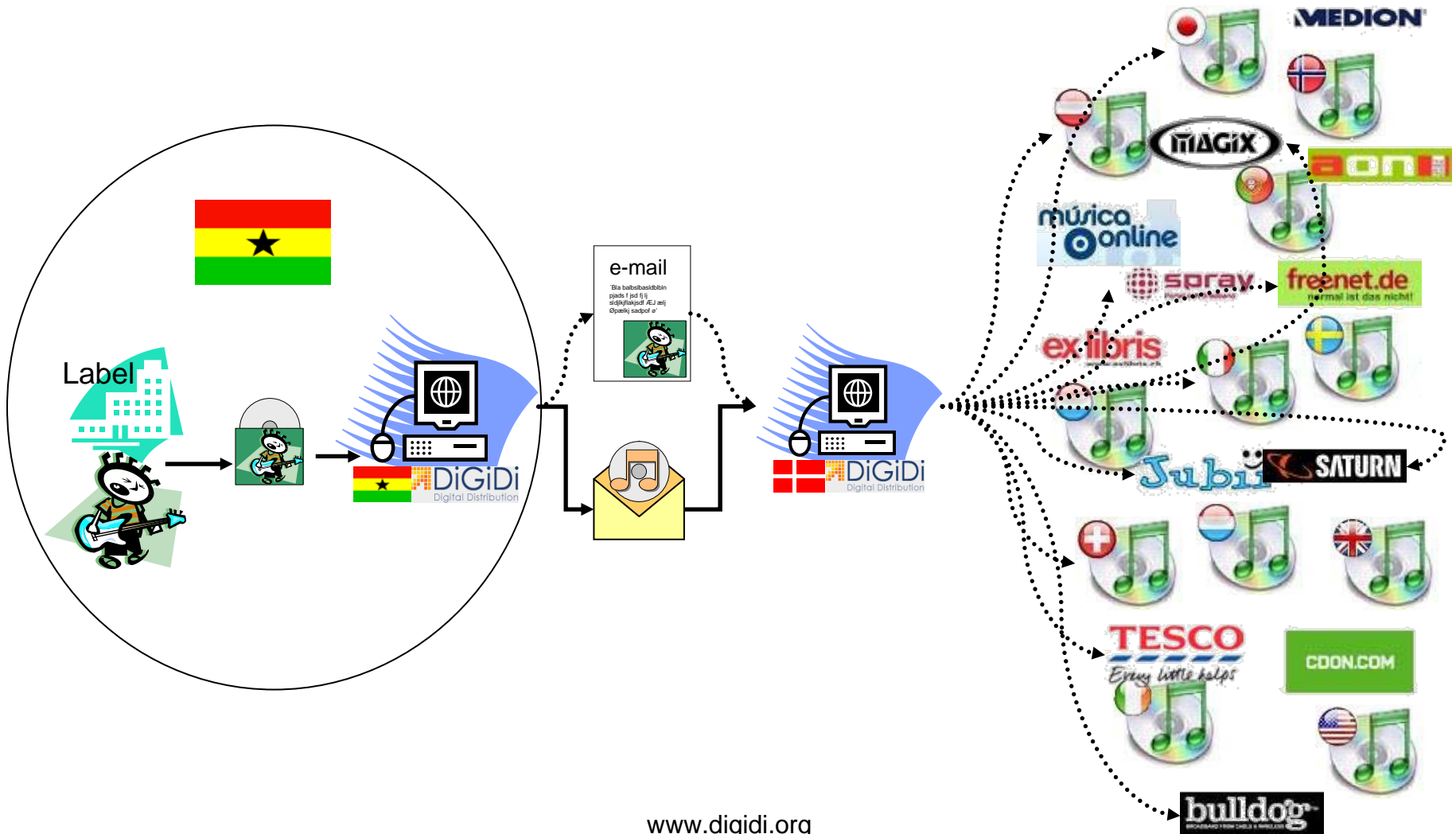
What does DiGiDi-music do ?

- Retrieves music from labels, bands and musicians
- Makes the music digital (MP3-format)
- Send it by Internet to 61 Internet shops
 - People buy MP3 files in the shops and download them to their computer and Mobile-phones
- Receives payment from shops
- Transfers money to labels, bands and musicians

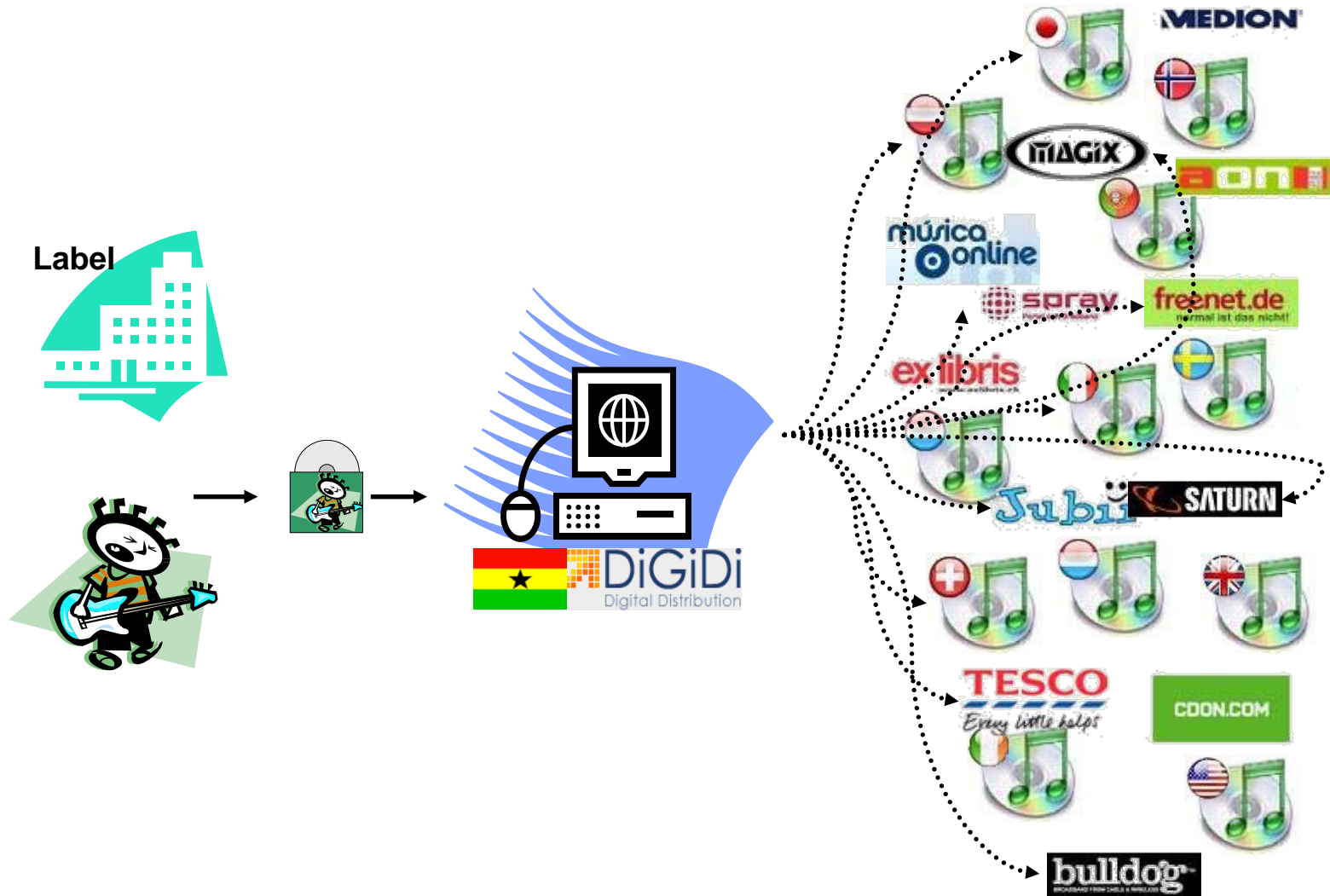
How DiGiDi does it...



How to do it from Ghana now!

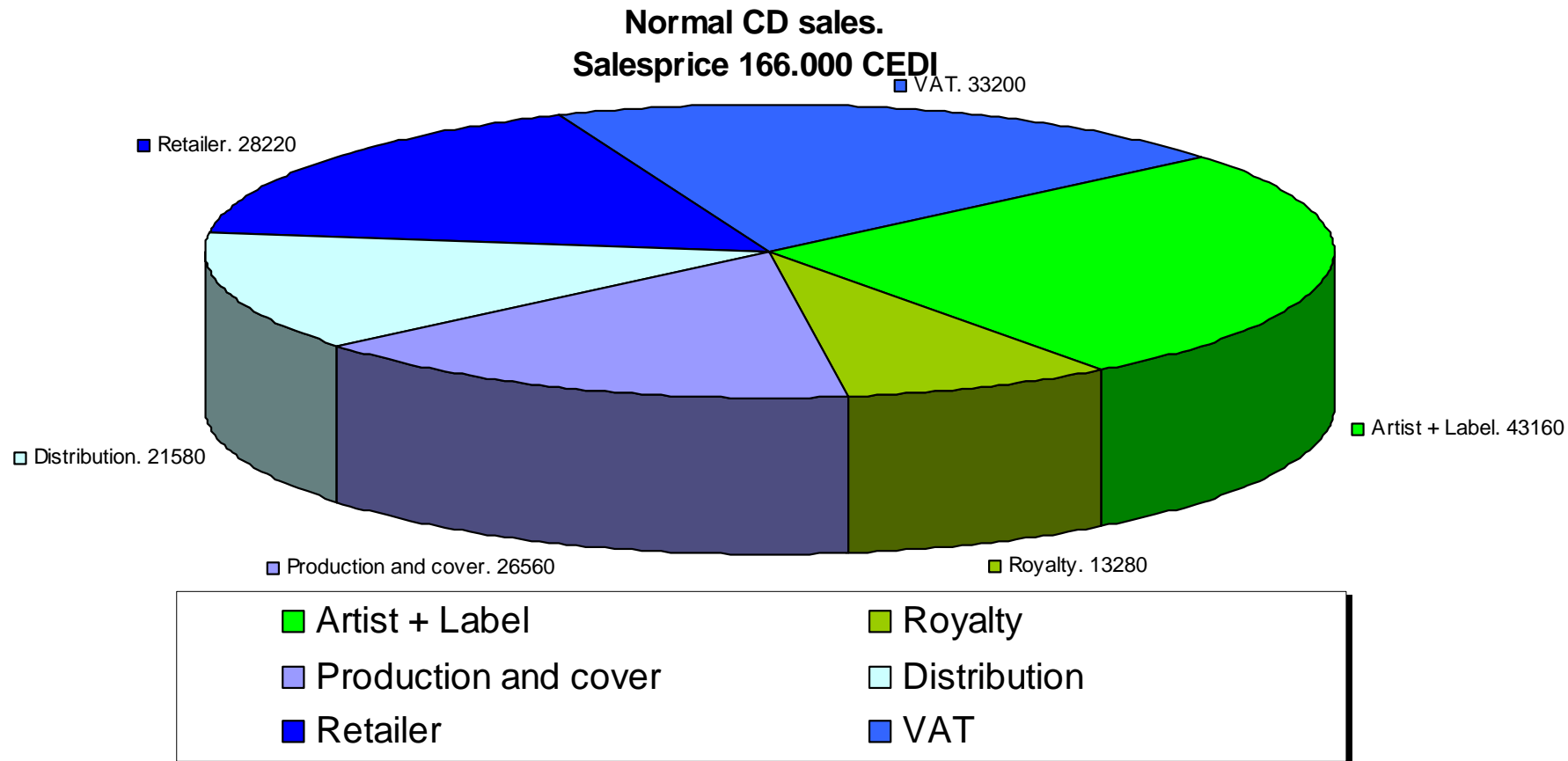


In the future - 2007?



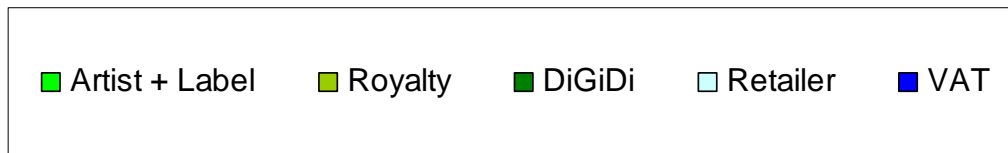
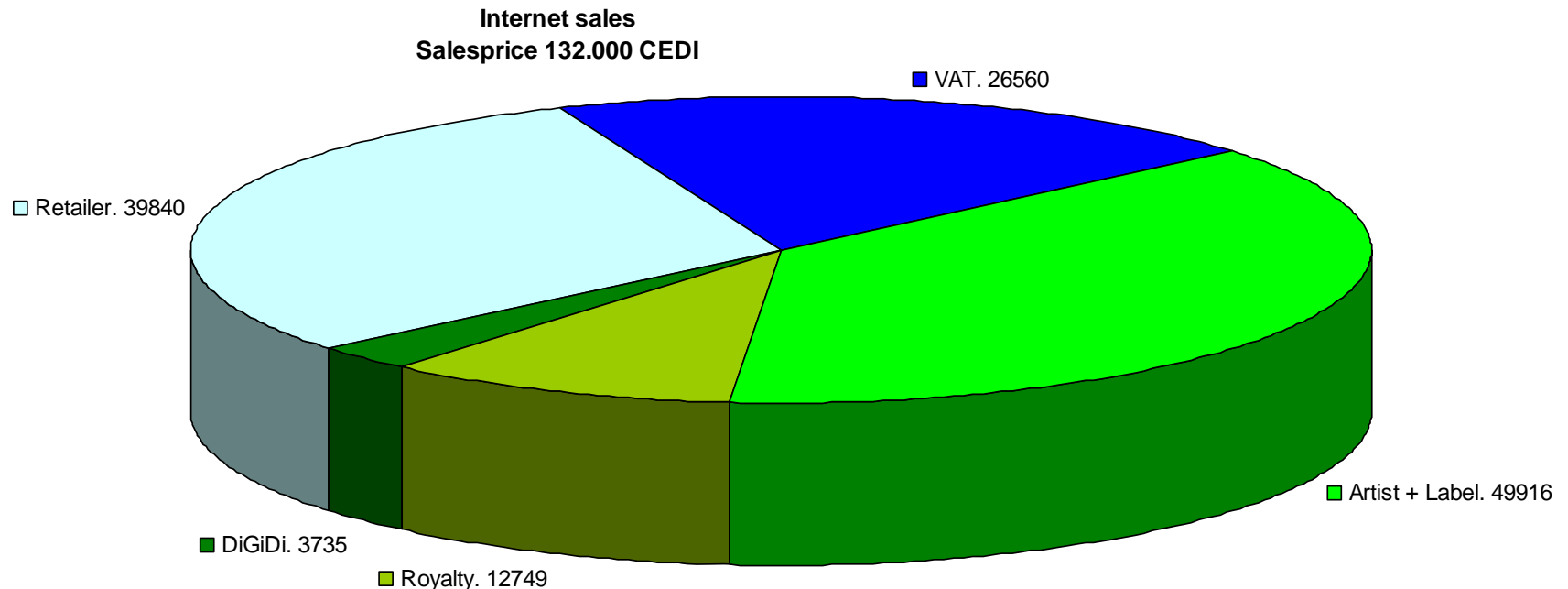
What about the money ?

Normal CD distribution from
Ghana to Denmark



What about the money ?

Distribution from Ghana to Denmark via DiGiDi and Internet

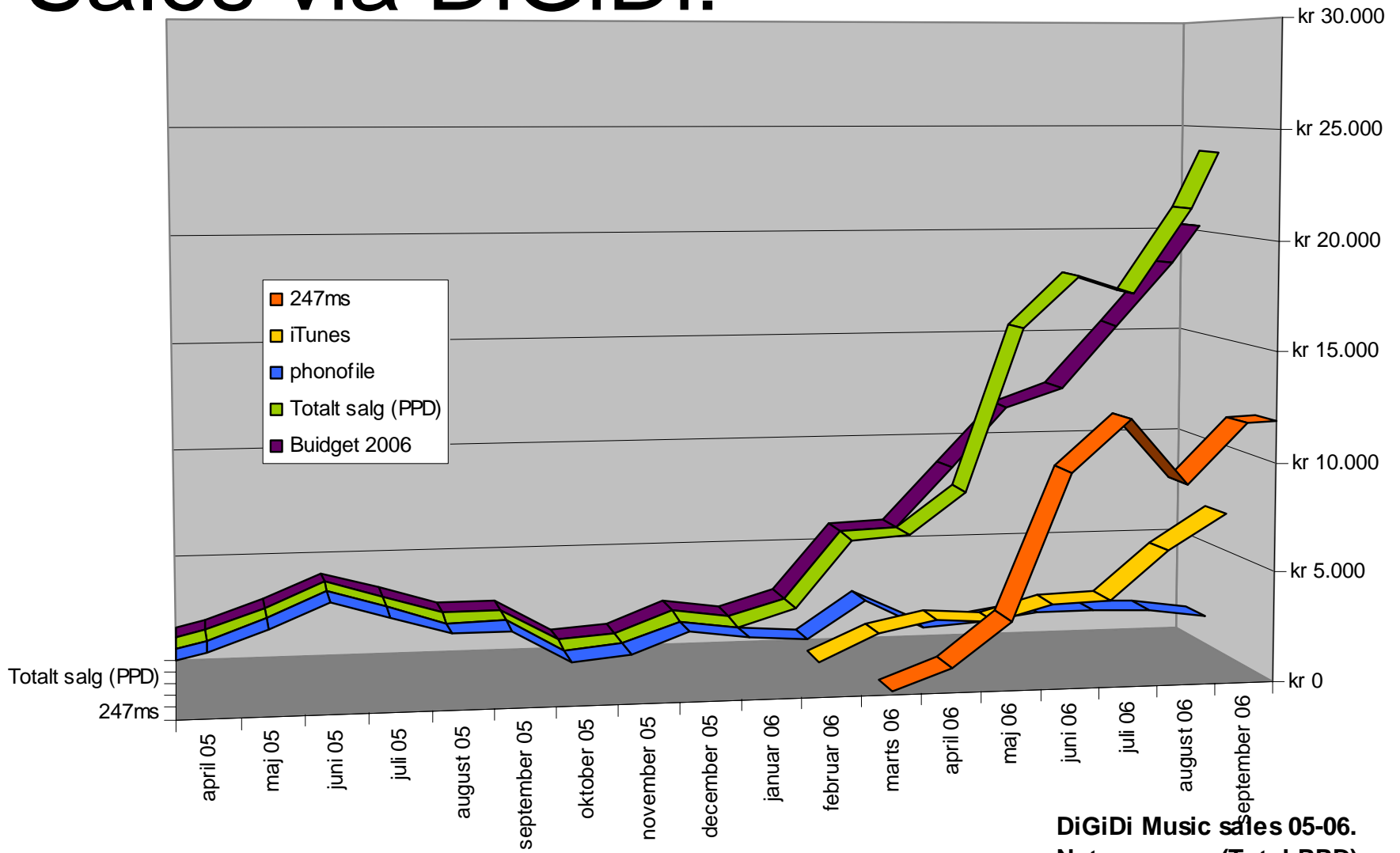


Example

- CD made and distributed from Denmark
6.000 units
 - Upfront payment **239m CEDI**
 - Copyright and production
 - **If sales is less than 3.000 you LOSE money**

- Via Internet and DiGiDi
 - Upfront payment **60.000 CEDI**
 - Upload of 12 songs
 - **If you sell 2 CD's you earn money**

Sales via DiGiDi:



Lets talk business

- Deposit CEDI 100.000
 - 'One Day's Salary' (DKK1.000, \$166, €132, £89)
 - Persons get 1 share and 1 vote
- Non exclusive deal, No bindings.
- You keep all royalties
- Upload: CEDI 5.000 pr song (2 networks)
 - As long as we do it from Denmark
- Fee: CEDI 400 pr. sold song
 - CEDI 4.000 for an album with 10 songs