Exploring enterprise and entrepreneurship in Jamaica's information industry

An examination of 6 case studies

Many profitable businesses earn from *producing*, *presenting,* and *organizing* information

Google

Facebook

"organize the **world's information** and **make it universally accessible and useful.**"

give people the power to share and make the world more open and connected.

….stay connected with friends and family,… **discover what's going on in the world,** and to **share and express what matters…**

Trade in Information =

$
$$$
$$$ $$$

Companies and ***individuals*** producing, presenting and organizing information for profit comprise the ***information industry***

What my talk will cover

How does the ***information industry*** manifest within a Jamaican context?

Purpose of study

To explore ***enterprise*** and ***entrepreneurship*** in Jamaica's ***information industry*** through 6 case studies

Moore's

Information Industry Segments		
Information-Content	Information-Delivery	Information-Processing

Moore's Information Industry segment	Content
Organizations that produce and develop intellectual property in public and private sectors	Employs • writers, • composers, • artists • photographers, • editors, • filmmakers, • television producers, • animators and • other allied occupations.

| Moore's Information Industry segment | **Delivery** |

publishers, broadcasters, distributors and production companies that

- take raw intellectual property and process it in different ways so that it can be distributed and sold to information consumers.

includes
- Private and state-owned telecommunication companies,
- companies that provide cable television networks,
- satellite broadcasters,
- cellular telecommunication companies, and
- radio and television stations
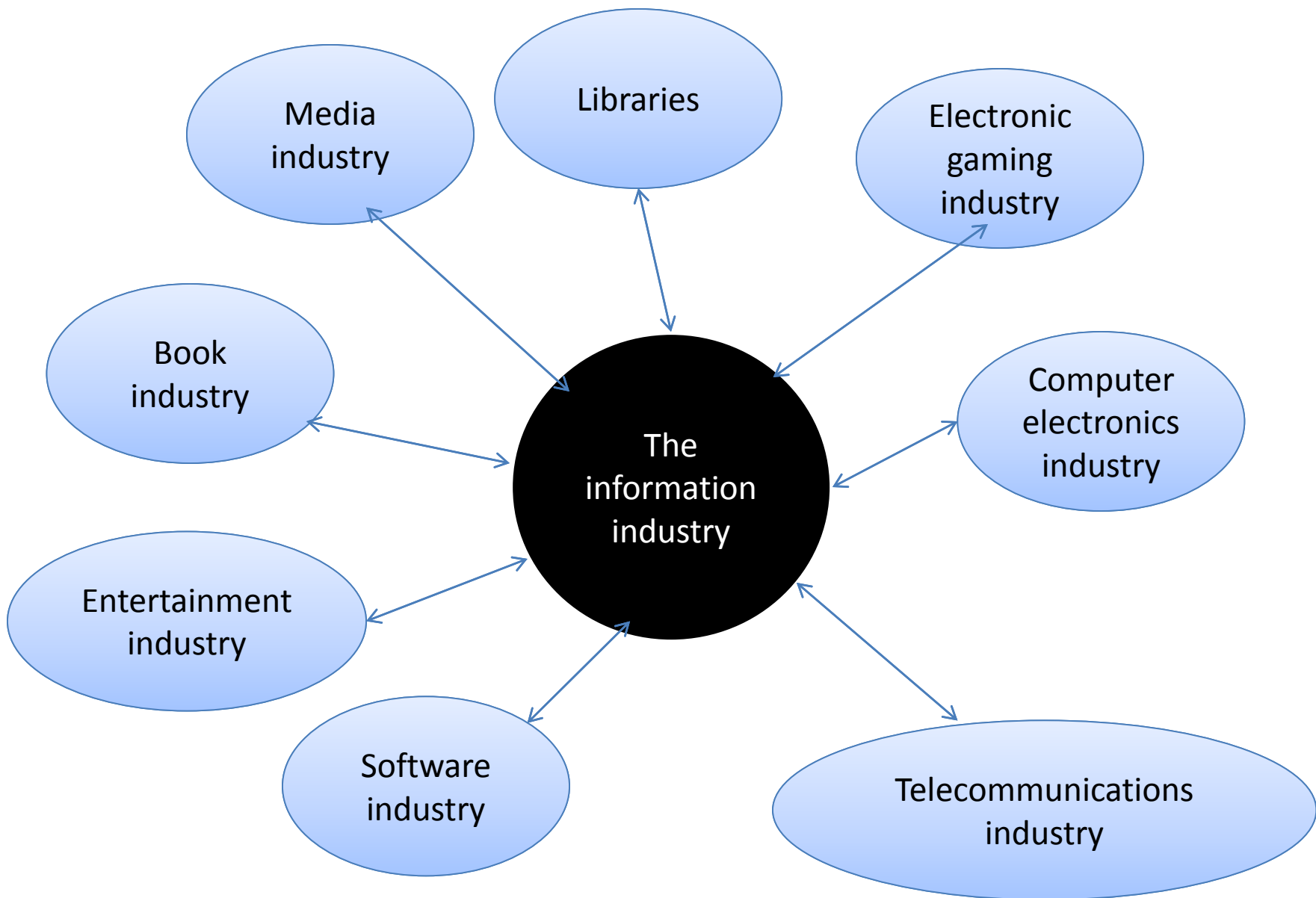
Information Industry

Processing

divided into two parts: hardware producers and software producers

Hardware
including portable electronics for accessing and viewing information

Software
including programs for accessing and viewing information

Information

Scientific / Educational (non-fiction)

Literary or artistic/entertainment (fiction or mixed fiction)

Caribbean perspectives

Most Information Industry research and analyses

- concentrated outside of the Caribbean

- focus on North America, Europe and Asia

Caribbean perspectives

What we know about the Caribbean:

- **Caribbean nationals consume more external information than they export - (Caribbean Regional Negotiating Machinery; Dunn and Minto-Coy)**

Caribbean perspectives

What we know about the Caribbean:

- **Relevant literature on the Caribbean information industry found within related analyses of the cultural and creative industries**

Caribbean perspectives

What we know about the Caribbean:

- **International consumption of Caribbean information services and products often combined with tourism (Nurse)**

  – "Analysis of trade in the creative sector needs to move beyond the goods sector to incorporate trade in the services sector as well as trade in copyright and royalties" (Nurse)

Caribbean perspectives

What we know about the Caribbean:

- **Caribbean enterprises have been slow to deliver regional information content using ICTs**

- **Caribbean nationals are more consumers of ICTs than suppliers of information using ICTs**
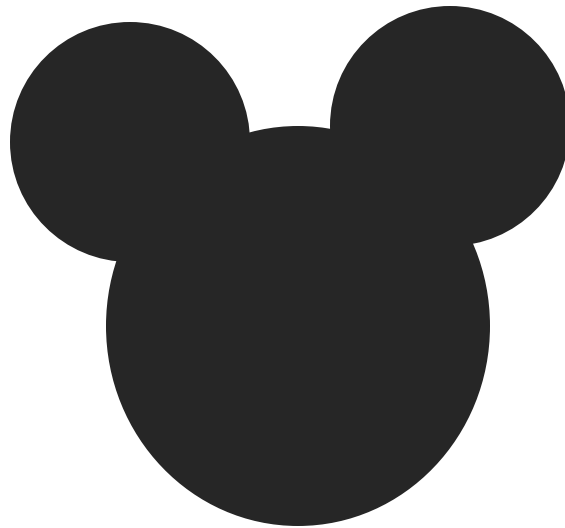
  - **(Dunn and Minto-Coy)**

Case selection

5 Jamaican cases selected involved in

- the creative and cultural industries or
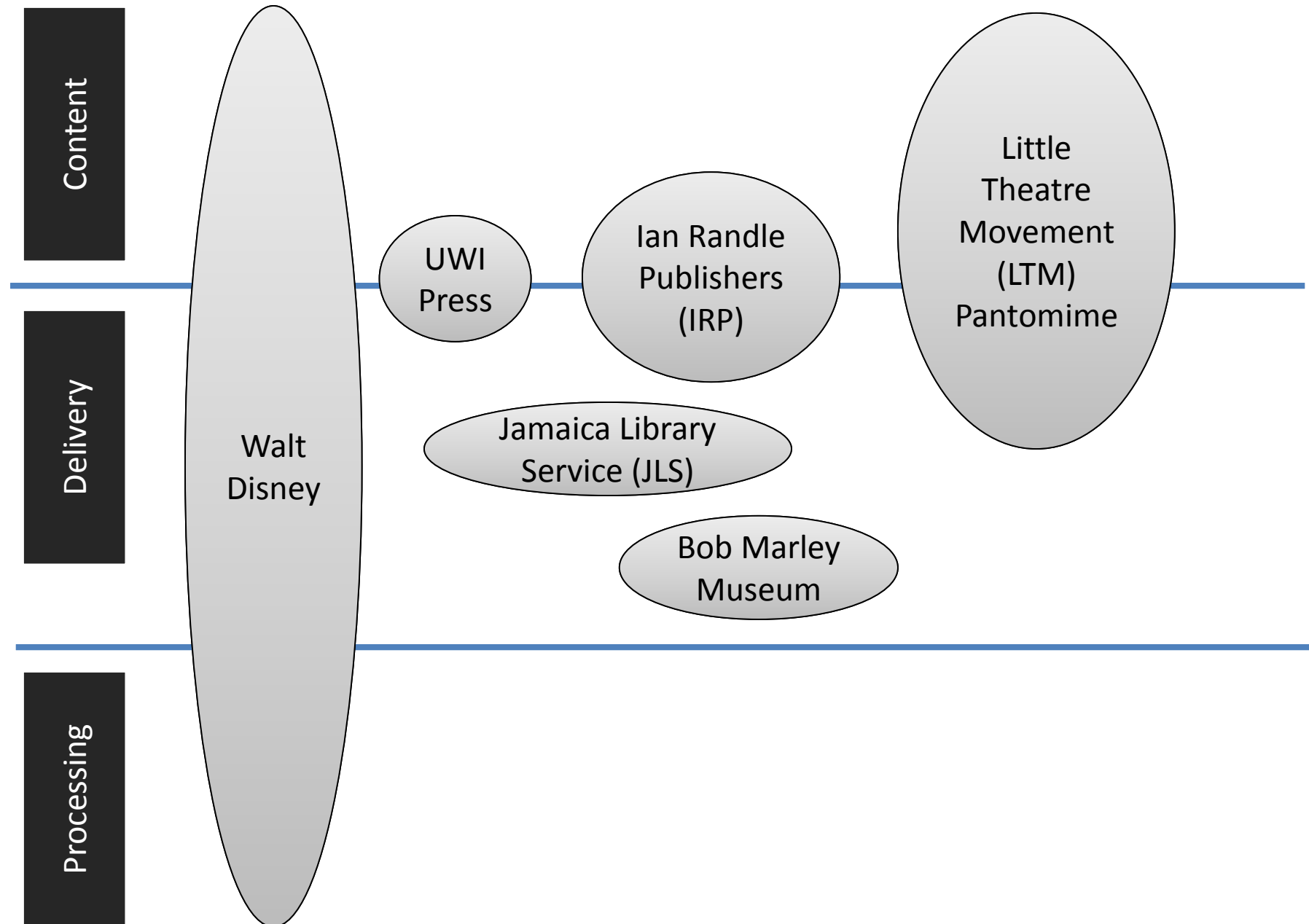- providing cultural and information products or services

Case selection

Walt Disney case selected to offer comparison and contrast with Jamaican cases as Disney can be seen to operate in all segments of Moore's information industry segments

Information Industry Segment

Name of enterprise/entity studied

Content

Delivery

Processing

Walt Disney

UWI Press

Ian Randle Publishers (IRP)

Little Theatre Movement (LTM) Pantomime

Jamaica Library Service (JLS)

Bob Marley Museum

JLS as distributor of information products

513

public library service points

923

school libraries
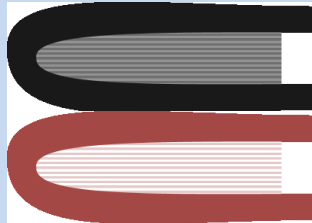
13

parishes

Source of Map: Open Street Map (CC BY-SA).
http://www.openstreetmap.org/#map=9/18.0923/-77.2586

Arguable case that JLS is Jamaica's largest consumer of information products.

NEWS

JLS
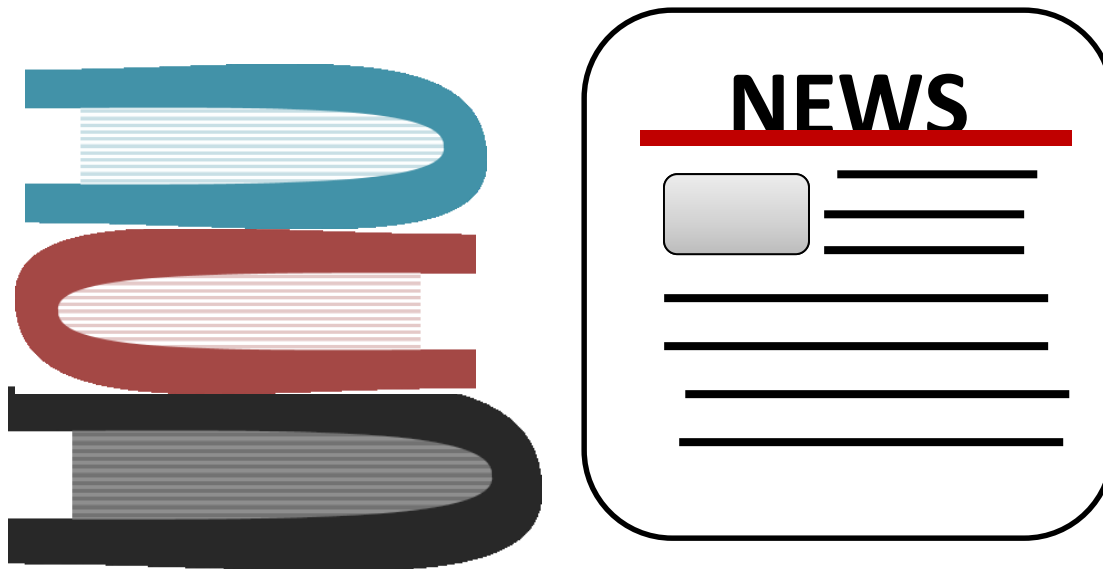
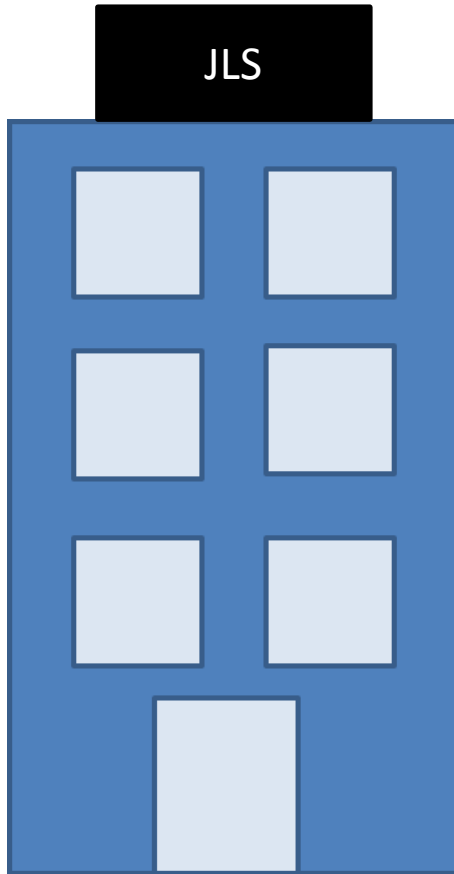| Reporting year	JA$ spent in Millions
2012-2013	**17.59** Books and multimedia
2011-2012	**1.96** Periodicals and magazines
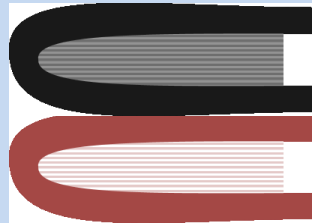
Year 2012-2013

JLS

66,142 searches
of information software product
US based EBSCO online databases
of digitized periodicals & magazines

Does not include other IT software accumulated for Internet access and productivity

No. of information resources purchased by JLS between 2010 and 2013

	2010/1	2011/2	2012/3
periodicals and magazines	6,576	7,482	3,056
books and multimedia	3,673	3,027	15,927
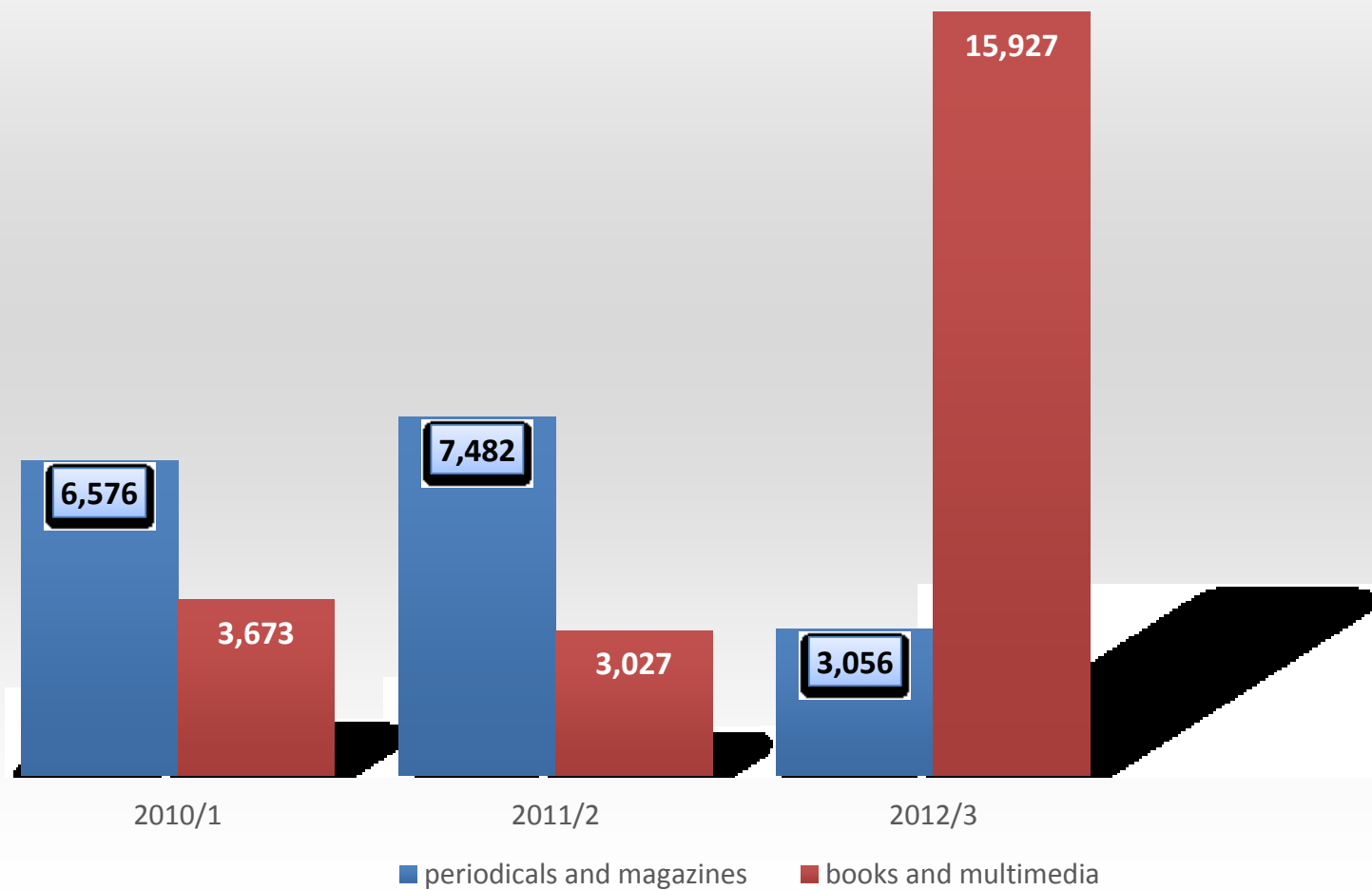
Despite these content acquisitions, the JLS reported significant gaps in its existing collection stating that

"[o]ngoing additions in several areas were not sufficient to significantly close the gaps which existed in the collection"

- (JLS, 2012/3 6).

Deficiencies in information resources include

"*picture books*, **early concept material, readers for infants and pre-schoolers**"

popular fiction

"specialized collection of *simplified material aimed at promoting adult literacy*"

- (JLS, *2012/3* 6).

Deficiencies in information resources include

- *technical subjects* such as accounting, agricultural science, auto mechanics and building construction,

- *[other] subjects* such as athletics, Caribbean personalities and biographies and information resources in CAPE and CXC core subjects

Identified deficiencies in the library's collection point to

- topics and subject areas of future informational and cultural products that the agency plans to acquire.

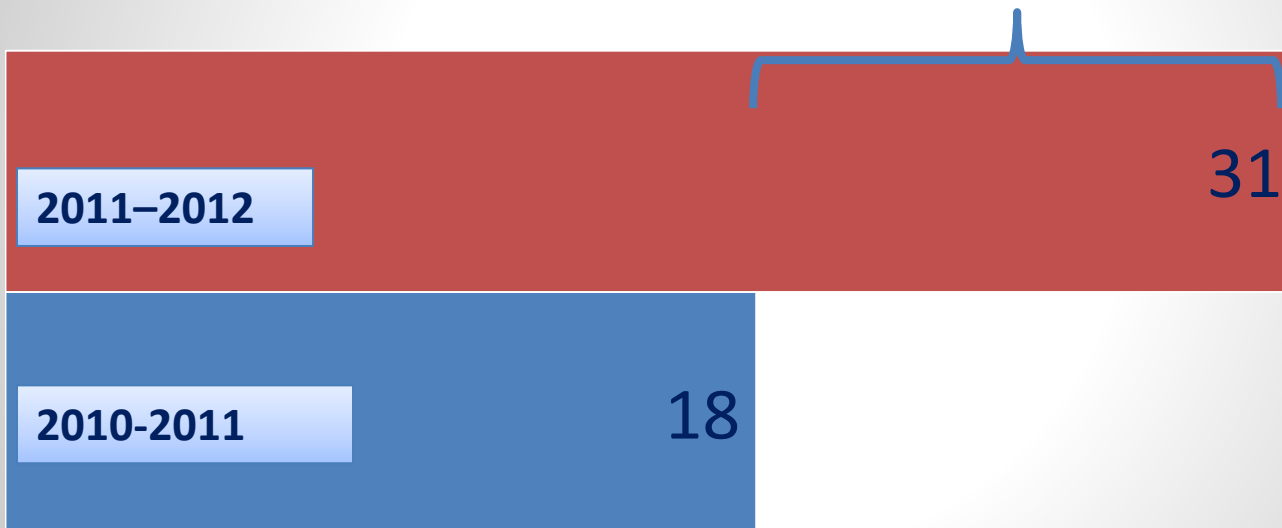- what information and cultural products are in demand by Jamaican public library users.

UWI Press is an academic publisher serving

- the Caribbean market

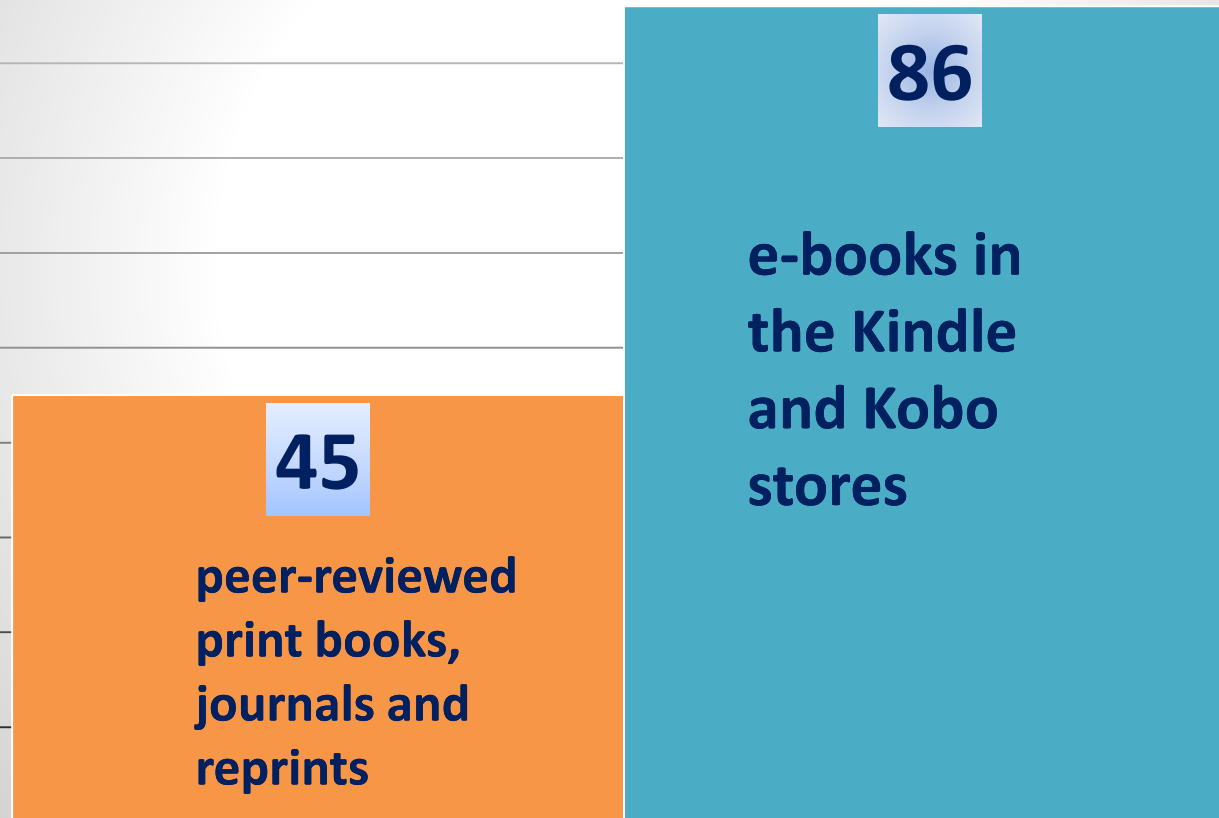- the international market with Caribbean information content

Economic viability of UWI Press

J$ in Millions in net sales/revenues

72% increase

2011–2012 — 31

2010-2011 — 18

No. of books (& journals) published by UWI Press in 2011-2012 based on format

45 peer-reviewed print books, journals and reprints

86 e-books in the Kindle and Kobo stores

UWI Press attributes success to ICTs

200

e-books

sold to one

account

(UWI Press 2012 4)

UWI Press use of ICTs

Social media plus redesigned web page and electronic catalogue featuring over 300 books.

Scribd.

flickr

You Tube

WWW
(webpage)

Facebook

e catalogue

UWI Press use of ICTs

deployed an electronic survey through the 4 university portals to determine student needs and interest in Caribbean print and electronic books.

e-survey

Use of ICTs

according to the UWI Press (2012),

- has eliminated its "cumulative deficit",
- improved its "international visibility and …global print and electronic distribution networks" and
- successfully confronted the "twin challenges of the global recession and declining print sales …"

(4-5).

Ian Randle Publishing

A Caribbean scholarly publishing firm

According to Randle,

"although I am a proud Jamaican I have always seen myself as operating a Caribbean company based in Jamaica"

("Ian Lucien Randle" 10).

Randle on the state of the regional publishing industry

"Publishing...remains the Cinderella of the creative industries in that it has failed to impress its creative, business and career potential on financiers, support organizations, the media and would-be career seekers."

- ("Ian Lucien Randle" 10)

Randle on the state of the regional publishing industry

"

[The publishing industry has], *except in a few instances, failed to attract bright entrepreneurs to inject capital and fresh ideas and the units that make up our regional industry still bear the marks of the individuals who created them, threatening their sustainability beyond the lifespan of those individuals.*

- ("Ian Lucien Randle" 10)

"

Randle's industry observations

- Caribbean's colonial heritage and participation in globalization has constrained the local publishing industry.
  - while the region has writers (or information content creators), many of those writers publish with "the metropolitan publishers"
    - ("Ian Lucien Randle" 10).

Randle's industry observations

Small size of readership and regional markets for content also constrain the industry

- the region's publishing compete and develop around "the area of educational publishing, where the economies of scale allow local publishers to successfully produce and sell books in numbers that make their businesses viable"
  - ("Ian Lucien Randle" 10).

Regional and local publishing firms, according to Randle,

"

allow us to tell our own story. For all of our recorded history, what we have known about ourselves as Caribbean people, including our history, our culture, who we are and so forth, has been written about and published by others. My generation and all others before, were educated on assumptions and perceptions based on research and writings that did not include our input.

— ("Ian Lucien Randle" 10)

"

Randle is represented as pessimistic about ICTs affect on small publishing firms

"Open access is now available from authors and this is not good for small companies like mine in small countries...Authors are more powerful now. There is better access to their work, something that is encouraged as authors need to be cited and quoted; open access is now where it's at".

– (quoted in Ellington)

Ian Randle's daughter and employee does not share father's pessimism about ICTs

Christine Randle, according to a 2011 newspaper article, embraces e-publishing.

- sees plenty of opportunities arising from Kindle and other tablets and is positioning Ian Randle Publishers in that direction,
- of the view that Ian Randle Publishers needs to offer its books on all available platforms.

Christine Randle on e-publishing

"

With e-publishing, I think it is do or die for the industry...Perhaps that may not be the immediate case for the Caribbean but let's not forget this is a global business. The fact of the matter is e-book sales are outstripping hard copy book sales. Last month, we began creating our e-files and loading our books onto Amazon platforms. The great thing about the Kindle is, once I am able to upload our titles then they become available worldwide as opposed to focusing on Amazon UK, Amazon Canada and so forth. With a market like Canada, which is difficult to get into because of the red tape, this is a fantastic move for us.

  — *(quoted in "The queen of publishing")*

"

Not just books and periodicals (products)

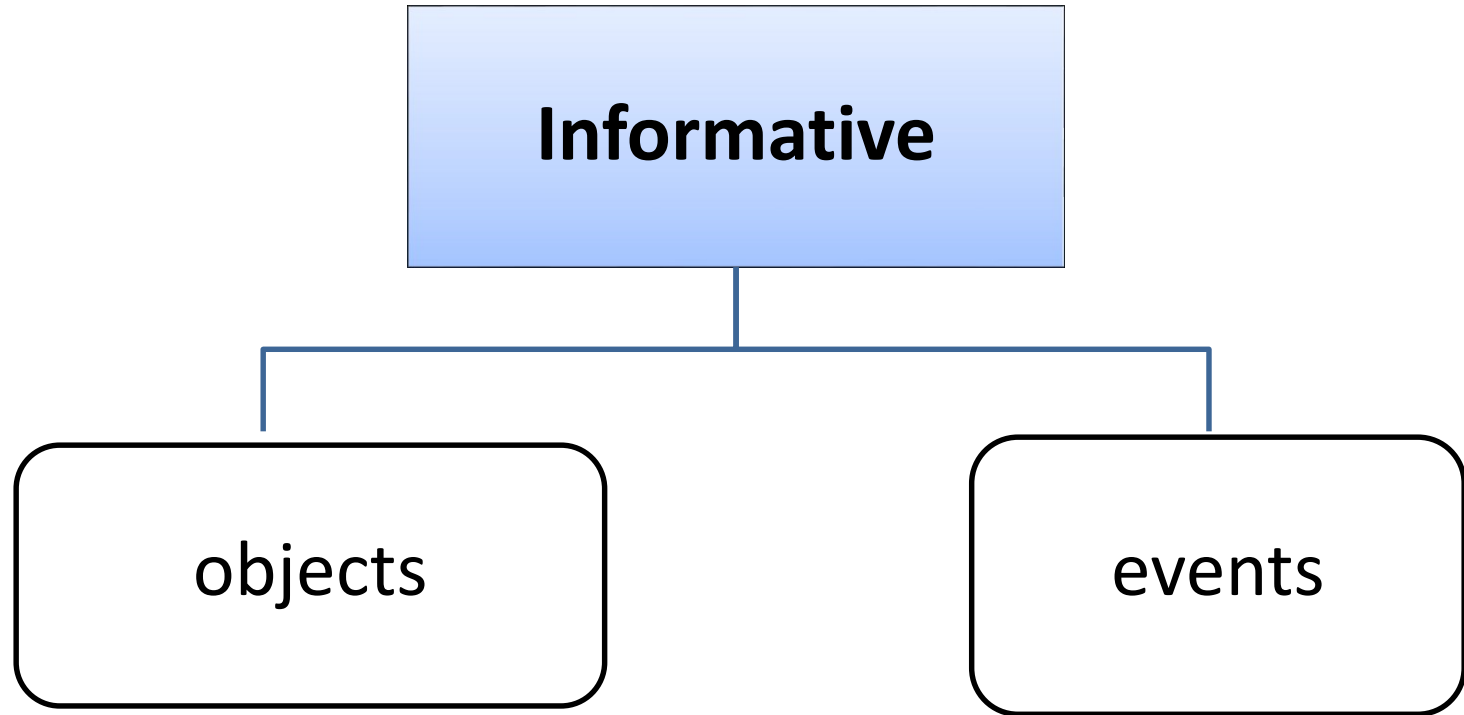**Can also refer to services**

Information

Act of being told or the act of telling

Act of informing or communication knowledge, news, facts, or an occurrence

(Buckland)

Information objects and events

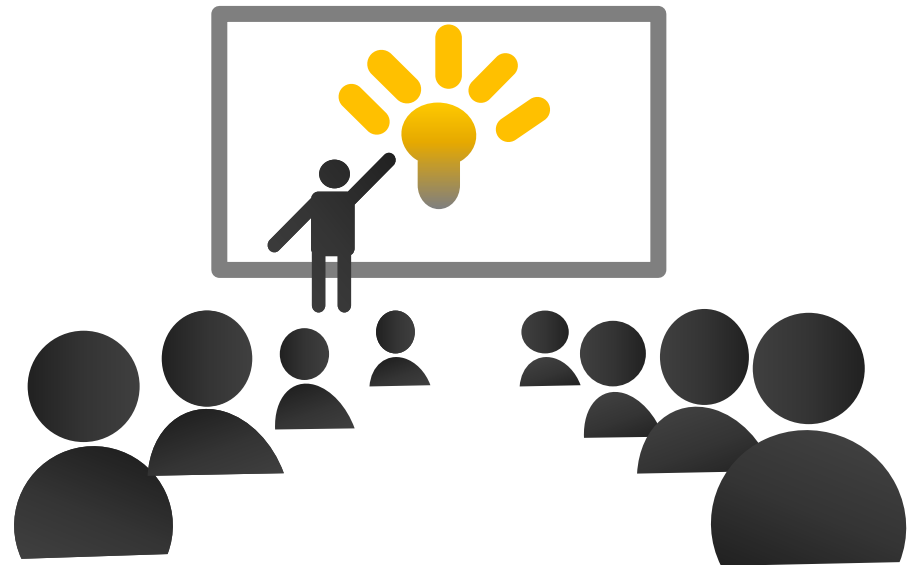**Informative**

objects

events

Provision of informative events as information services

Informative events can change people's knowledge or communicate intangible ideas.

LTM Pantomime

Potential player in the information industry

- Part entertainment
- Part cultural information preservation

The Pantomime Company

provides "family entertainment to the theatre-going public"

- Attracts between 45,000 to 85,000 theatre goers between December and May

Educational value of Pantomime information

"Over the years, the LTM National Pantomime has become a prime source of material for cultural researchers of one kind or another. Students of all levels - primary through to tertiary - conduct research on the Pantomime exploring this unique take on Jamaican-Caribbean folk roots."

– (" The Little Theatre Movement.")

In an interview with Magnus, leader Barbara Gloudon states

- that Pantomime attempts "…to take a little bit of Jamaica at a time and preserve it." In fact, Pantomime is one of the means of helping to "preserve Jamaican culture" which is "disappearing".

"Culture isn't just entertainment. It's a way of life, and our way of life is disappearing. Our children don't eat Lucea yam, but they eat fried Idaho potatoes. The things that make up a nation — the food, the music, the dance — our traditional way of life is disappearing. People don't know [our history], and worse, they don't care."

  – *(qtd. in Magnus)*

LTM Pantomime

Also within

- Performing arts sector
- Cultural & creative industry

Museums serving heritage tourism

Hold informative objects combined with events that can also change knowledge or communicate intangible ideas

Bob Marley

Another potential player in Jamaica's information industry

- Entertainment
- Tourism
- Cultural information
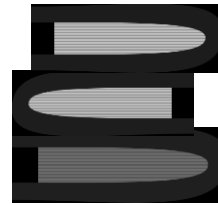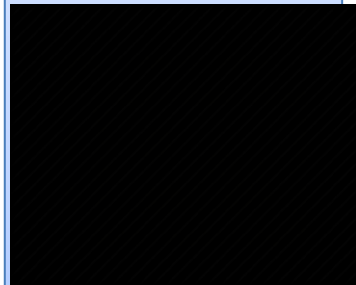
Bob Marley Museum

- Stores objects and other information products about cultural icon, Bob Marley

- Also offers information services to tourists and other visitors

Some of what the Bob Marley Museum houses include

80-seat theatre

gallery of Marley memorabilia

library with books on Bob Marley, reggae music, & more

**gift shop selling T-shirts, posters, CDs, & African arts and crafts**

Walt Disney Company

Operates in all Moore's segments of the information industry

Information Content	Information Delivery	Information Processing
• Publishes entertainment and educational books, magazines, and comics for children and families • Produces animated motion pictures and musical recordings	• Media networks (radio and tv) • Cable programming services • stage plays and live entertainment events	• Games • Interactive websites and apps

US$ in millions that each segment of the information industry contributed to Disney's consolidated revenue of $52, 465 Million
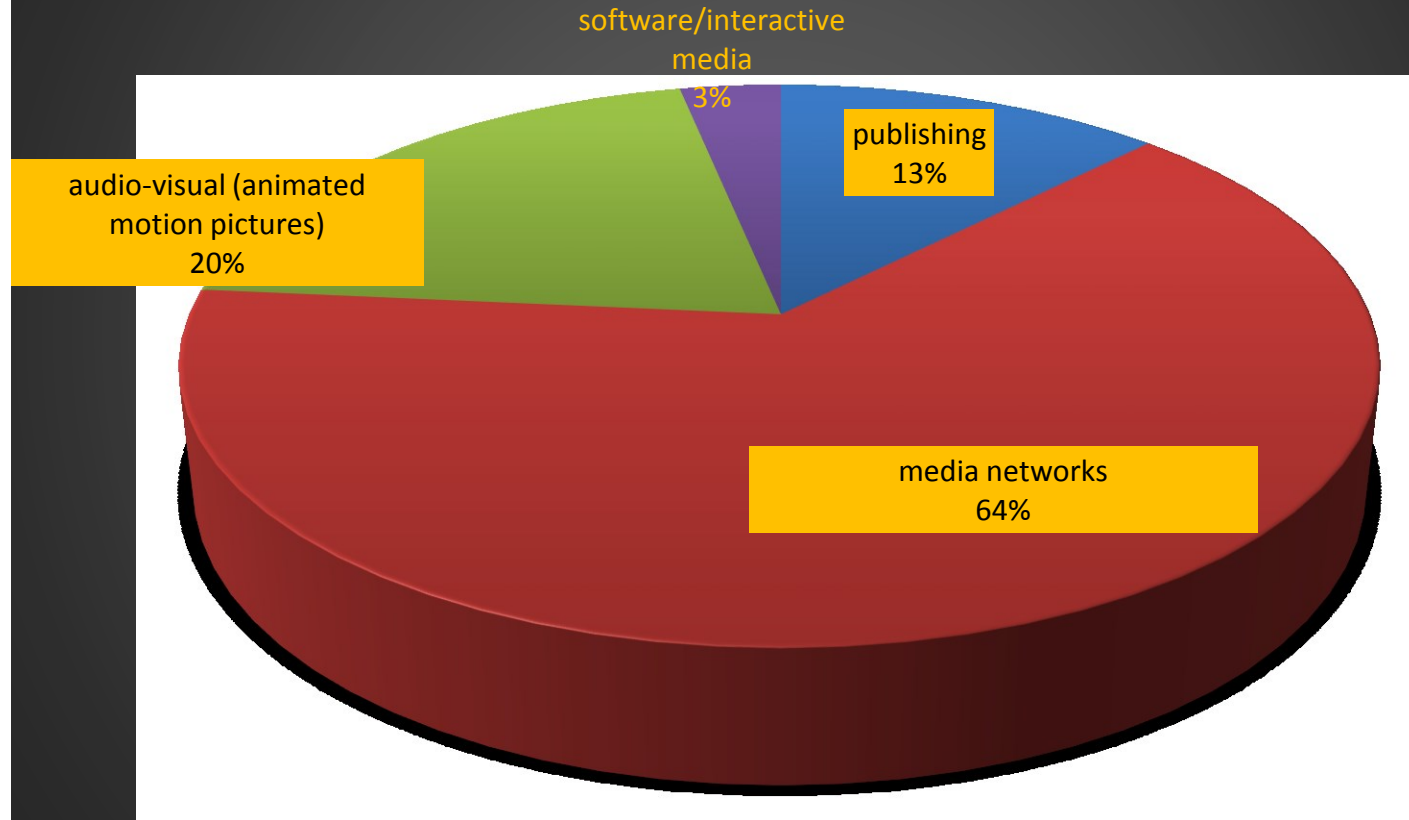
1174
4,499
7,366
23,264
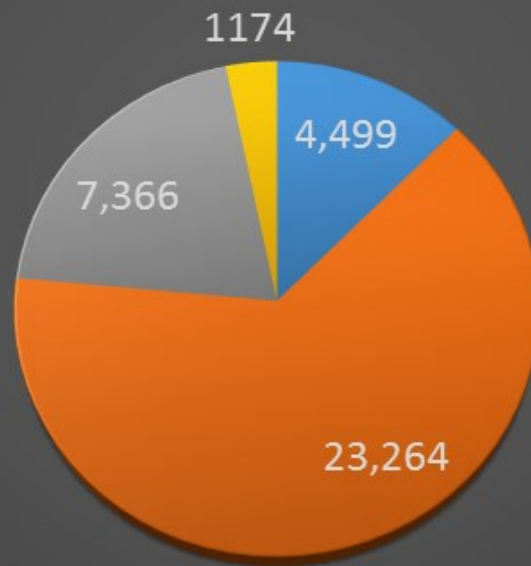
- publishing
- media networks
- audio-visual (animated motion pictures)
- software/interactive media

US$ in millions that each segment of the information industry contributed to Disney's consolidated revenue of $52, 465 Million

software/interactive media
3%

publishing
13%

audio-visual (animated motion pictures)
20%

media networks
64%

LTM Pantomime unlike Disney

- focuses solely on theatrical and live performances, despite consistently producing "original music in pop and folk genres" annually (Senior 373).

LTM Pantomime

Does not record or capture performances as information products and misses out on the sale of

- multimedia or audiovisual recordings of Pantomime songs,

- score sheets, and music;

- videos and films; and

- books and other literary products based on Pantomime characters and stories.

LTM Pantomime

- Unlike Disney, the visual art and costumes made from Pantomime stories are not commercialized as merchandise, souvenirs, toys or any other tangible products.

- Intellectual property not licensed or exploited in the sale of other products.

Discussion

This exploratory study

- conceptually outlines the information industry

- opens new lines of inquiry into the Jamaican information industry through the conceptual framework of Moore's segments of the information industry and Porter's analytic techniques for analyzing industries.

Discussion

Findings generated reveal that Jamaica's indigenous information industry

- appears to be somewhat existent,

- mostly comprised of firms and enterprises within Moore's content and delivery segments.

Discussion

- Evidence of demand for distributing local content as e-books and via ICTs

- Caribbean publishers realizing more e-books sales than printed books

Discussion

- Visits to the Bob Marley museum by tourists, reveal consumption of local and cultural information by tourists.

Also reveal linkages between the information industry with the tourism industry.

Conclusion

Using Moore's conceptual framework for identifying the *information industry*, it appears that within the Jamaican context, the information industry is underdeveloped.