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Creator Launches Flagship Professional Music Production Program to Help Build Uganda's Music Export Pipeline

KAMPALA, UGANDA

Kampala, Uganda. Creator, a professional music development company and creative ecosystem built by Practical Stream Uganda Limited, has officially launched its flagship One-Year Professional Music Production Program through Creator Academy, marking the first step in a long-term vision to develop export-ready music professionals and strengthen Uganda's position within the global music industry.

The launch comes at a time when Uganda's music industry continues to produce exceptional artistic talent and enjoys growing international recognition. Yet behind many successful songs lies a challenge that often goes unnoticed: a shortage of structured pathways that prepare music producers and other industry professionals to create commercially competitive music for international markets.

While developing Practical Stream's global music licensing platform and engaging with international commercial music opportunities, Founder Moise Chitwara and his team identified a recurring gap. The challenge was not a lack of creativity or ambition. It was a lack of access to practical professional training, commercial production standards, music business knowledge, and the industry systems required to compete beyond local markets.

Rather than viewing this as a limitation, they saw an opportunity.

Creator was established to bridge that gap.

Built as a professional music development company rather than a traditional training institution, Creator combines education, commercial production, industry collaboration, creative services, consultancy, events, and an export pipeline designed to support music professionals throughout their careers.

Its first public initiative, the One-Year Professional Music Production Program, has been designed to prepare music producers for the realities of today's music industry. The program combines intensive practical music production, music business, and character development, enabling students to build professional portfolios, develop industry-ready skills, and gain the discipline, commercial understanding, and practical experience required for long-term success.

Unlike traditional education models that end at graduation, Creator is designed as an ecosystem where learning is only the beginning. As the organization grows, graduates will have opportunities to engage with commercial production projects, creative campaigns, professional consultancy initiatives, industry events, and the Creator Export Pipeline—a strategic initiative that connects export-ready music professionals with international opportunities in music publishing, licensing, sync placements, distribution, and other commercial markets.

The program's teaching methodology is grounded in practical industry experience rather than theory alone. The same production, release, and monetization principles taught within Creator have already been applied by the organization's founder and production instructors to generate millions of music streams across Europe and the United States. Students will therefore learn from professionals actively working within the global music industry and gain insight into workflows that have been tested in real commercial environments.

Speaking at the launch, Founder Moise Chitwara said:

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"While building Practical Stream, we realised Uganda doesn't have a talent problem—it has an infrastructure problem. We have gifted producers, artists, and songwriters, but too few structured pathways that prepare them for international commercial opportunities. Creator was established to help close that gap. Our goal isn't simply to teach people how to make music. It's to develop professionals who can build sustainable careers, compete internationally, and contribute meaningfully to the growth of Uganda's music industry."

MOISE CHITWARA | Founder

Creator believes that raising professional standards within the music industry requires more than technical training. It requires connecting education with real opportunities, strengthening collaboration across the industry, and equipping music professionals with the knowledge, experience, and mindset needed to succeed in an increasingly global marketplace.

The launch of the Professional Music Production Program represents the first phase of a broader long-term vision. Through its integrated ecosystem, Creator aims to contribute to a stronger, more professional, and internationally competitive music industry by developing talent that is capable of creating world-class music and participating in sustainable commercial opportunities both within Africa and beyond.

About Creator

Creator is a professional music development company and creative ecosystem built by Practical Stream Uganda Limited to develop, empower, and commercialize music talent.

Through Creator Academy, the Creator Production Hub, Creator Brand & Creative Campaigns, Creator Consultancy, Creator Events, and the Creator Export Pipeline, the organization equips music professionals with practical skills, commercial knowledge, industry experience, and access to opportunities that support sustainable careers and strengthen Africa's creative economy.

Creator isn't just where creators learn. It's where creators become professionals.