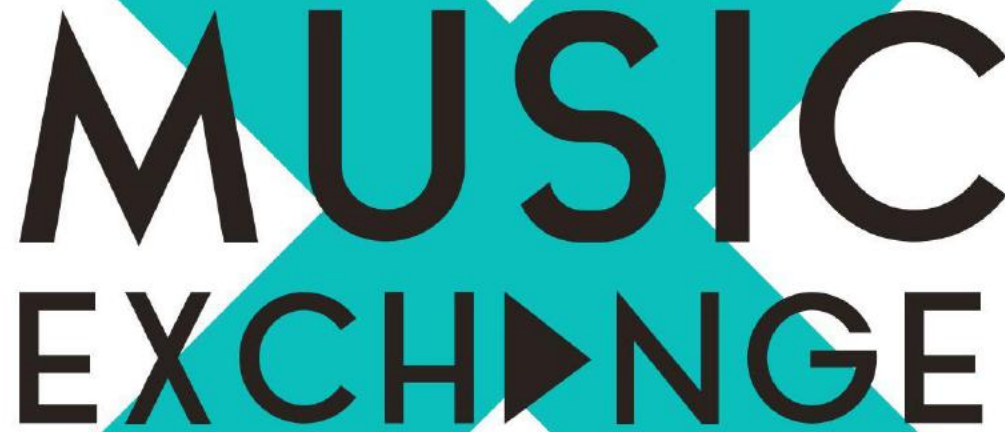




Overview on the 2016 conference and events

Cape Town - 30 September 2016

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- Outcomes



Introduction

Music Exchange, a non-profit organization founded in 2009, is one of the leading South African music, film and entertainment digital exchange networks and culminating in an annual 3 day international music conference, master classes, workshops and showcase.

We have quarterly programs for music professionals, media, record labels, related services and suppliers, academic institutions, government, the corporate sector, the private sector and branders.

The program provides creative workers with practical tools and insights into the workings of the music, film and entertainment business so they are better equipped to make a success of their individual careers.

Music Exchange is an entertainment, social media entrepreneurship hub attracting local and global entertainment industry thought leaders building value-add partnerships supporting job creation and economic development in Africa and abroad.

Tomorrow's Artist Today.



Pre Event and Build Up

MEX conducted a number of free access workshops in 2016 in the build up to MEX16, these included workshops with

- **Cape Town Fashion Council** on 6 Feb 2016
- **Good Hope FM** on 2 March 2016
- **Laney** on 10 March 2016

#MEX16 FREE WORKSHOP WITH CTFC ON 6 FEBRUARY



Time: 10:30am till 1pm
Venue: CTFC
 2nd Floor
 Harrington House
 37 Barrack Street

RSVP:
martin@martinmyers.com

CALLING ALL CREATIVES!
 CAPE TOWN FASHION COUNCIL and MUSIC EXCHANGE 2016 are excited to announce #MEX16 Workshops.

#MEX16 Workshops are a series of workshops that will be hosted on a monthly basis in and around the

Cape, packed with practical tools for all artists.

Are you a budding musician in 2016? Not sure where to start? Then this workshop is perfect for you! It will be facilitated by Denise Geddes and Martin Myers.

We are discussing how to present yourself to look

good - the elements that are easily forgotten but are important to build a strong foundation for your brand!

We show you the correct contacts for media and the do's and don'ts regarding press and radio - your own blackbook.

LIMITED SEATS AVAILABLE

ENDORSEMENT DEALS THE INSIDE SCOOP!



FEATURING ROGER WILLIAMS
 (LANEY INTERNATIONAL SALES MANAGER UK)
 MC AND Q&A BY MARTIN MYERS FROM MUSIC EXCHANGE

PAUL BOTHNER MUSIC CLAREMONT
 THURSDAY | 10 MARCH | 18:30

EVER WONDERED:

- WHAT IT TAKES TO BE AN ENDORSEMENT?
- WHAT BRANDS LOOK FOR IN POTENTIAL CANDIDATES?
- DO YOU HAVE WHAT IT TAKES TO BE AN ENDORSEMENT?
- HOW TO APPROACH A POTENTIAL BRAND FOR A DEAL?
- WHAT TO KEEP IN MIND ONCE YOU RESOLVE AN ENDORSEMENT?
- WHAT EXPECTED IF YOU ONCE YOU'RE SIGNED UP?

ARE YOU A MUSICIAN THAT HAS AN ENDORSEMENT DEAL, OR PERHAPS HOPING TO GET ONE? WHILE LANDING AN ENDORSEMENT DEAL IS A GREAT HONOR AND SOMETHING THAT CAN HELP YOU IN YOUR MUSIC CAREER, IT'S A RELATIONSHIP THAT NEEDS SPECIAL ATTENTION IF YOU (AND THE BRAND) ARE GOING TO GET MAXIMUM BENEFIT.

JOIN US AS ROGER WILLIAMS OF LANEY UK EXPLAINS HOW MUSICAL INSTRUMENT AND EQUIPMENT MANUFACTURERS SEE THE ARTIST ENDORSEMENT RELATIONSHIP, WHAT THEY EXPECT FROM ARTISTS, WHAT ARTISTS CAN EXPECT IN RETURN, AND THE ROLE ARTISTS PLAY IN A BRAND'S GREATER MARKETING STRATEGY. THESE INSIGHTS WILL ALL HELP YOU LAND THAT FIRST DEAL, BE A BETTER BRAND AMBASSADOR, OR EVEN CLINCH YOUR NEXT DEAL!

ABOUT ROGER WILLIAMS:
 WE'RE EXCITED AND HONORED TO BE HOSTING A FREE WORKSHOP WITH UK-BASED ROGER WILLIAMS, INTERNATIONAL SALES MANAGER FOR ONE OF THE MOST PRESTIGIOUS BRANDS IN THE WORLD - LANEY AMPLIFICATION. ROGER NOT ONLY HAS ONE OF THE MOST ENVIABLE "JOBS" IN THE WORLD, BUT HAS A WEALTH OF KNOWLEDGE, INSIGHT AND EXPERIENCE PERTAINING TO THE INTERNATIONAL MUSIC INDUSTRY. IF YOU'RE SERIOUS ABOUT YOUR CAREER IN MUSIC - YOU SIMPLY CAN'T AFFORD TO MISS THIS ONE!

PRESENTED BY PAUL BOTHNER MUSIC, LANEY AND MUSIC EXCHANGE





BMI Music Inc. Songwriters Camp managed by Music Exchange

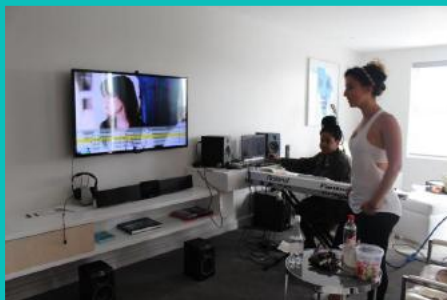
In association with Broadcast Music Inc. (BMI), Music Exchange and Active Music Publishing were delighted to host the 1st ever South African BMI Songwriters Camp from 4th Sept until 11th September 2016 in Cape Town.

BMI became involved in Music Exchange 2015 and as a result of their support for South Africa and South African Music, they scheduled one of their week long Songwriters Camps for Cape Town in 2016.

Organized daily group writing sessions were geared towards various upcoming projects or briefs for both Internationally and Locally markets.

14 songs were composed during camp in collaboration with:

- RJ Benjamin
- Steve Stapley (BMI London)
- Jan Klose (BMI NY)
- Shekinah
- Ziyon
- Karen Zoid
- Carli Myers
- Ameen Harron
- James Stewart
- Chantal Stanfield
- Tamara Day



Positioning

Music Exchange, a non-profit organization founded in 2009, one of the leading South African music, film and entertainment digital exchange networks culminating in an annual 2 day International Music Conference, Master Classes, Workshops and Artist Showcases. Recently rated as one of the top 7 conferences on the African continent by www.musicinafrica.net

The 6th annual conference took place on the 8&9 September 2016 at GrandWest Casino and Entertainment World, Goodwood, Cape Town.

Please have a look at our promotional video for MEX16 featuring RJ Benjamin: goo.gl/zlcZl6



Attendance

In six years the conference has grown **from 200 delegates** in total in year one at the Victoria Junction Hotel **to over 900 attendees in 2016** with 450 invitees, dignitaries and paying audience at the launch event and 450 delegates per day for the next two days.

This year Music Exchange event launch was held in the Market Hall, GrandWest Casino and Entertainment World on 7th of September 2016 attended by all the keynote speakers, international songwriters from the BMI songwriters camp. **The Conference Showcase performance was an outside broadcast of the Ready D Show Live sponsored. By Good Hope FM featuring 8 local Hip Hop and R&B artists during 2 hour live broadcast.**



Programme - Day One

- 9:00 Welcome and Opening - **Samm Marshall**
- 9:30 Keynote One - **Sipho 'Hotstix' Mabuse** (*Triumphs and Tragedies celebrating 50 years in the SA music industry*)
- 10:30 Keynote Two - **Arthur Goldstuck** (*The State of the Music Future*)
- 11:30 Q&A session with **Sipho 'Hotstix' Mabuse** and **Arthur Goldstuck**
- 12:00 Lunch
- 12:30 Speaker One - **Thabiet Allie** (*TurnUp Music*)
- 13:00 Speaker Two - **Mike Joubert** (*Experience Drives the New Music Economy*)
- 13:30 Speaker Three - **Warrick Percy** (*Streaming Royalties (The Harsh Realities) and more*)
- 14:00 Table Talks

Time	Tables				
	ONE	TWO	THREE	FOUR	FIVE
14:00	Bev Scott Brown	Sophia Foster	Louis van den Berg	Kim Kallie-Banner	Adrain Rogowski
14:30	Jarrold Aston	Marvin Levendal MOBCOW	Samm Marshall	Monique Hellenberg	Nick Matzukis
15:00	Ebi Inglis	Lesley Wells	Mr. Mallum	Mynie Grove	Warrick Percy

- 16:00 **Good Hope FM** presents: *'The Art of DJ'ing with Ready D'*
- 17:30 Close of Day One

Programme - Day Two

- 9:00 Day Two Opening - **Brandon Bakshi** from BMI (London)
- 9:30 Keynote Three - **Moreira Chonguica** (Mozambique) (*Economics of Jazz*)
- 10:30 Keynote Four - **Miles Keylock** interviews **Tony Cedras** (*Music Industry Life Lessons*)
- 11:30 Panel talk - Miles Keylock, Anton Marshall and Evan Milton (*The Death of Imagination*)
- 12:00 Lunch
- 12:30 Speaker Four - **Alan Roy Scott (USA)** (*Song Writing*)
- 13:00 Speaker Five - **Lukas de Beer** (*Artrepreneur*)
- 13:30 Speaker Six - **Nick Matzukis** (*Contracts and the Legal State of Play in SA*)
- 14:00 Table Talks

Time	TABLES				
	ONE	TWO	THREE	FOUR	FIVE
14:00	Gillian Ezra	Siphokazi Jonas	Garth Duncan	Ernistene Dean	Nick Matzukis
14:30	Alan Roy Scott	Mornay Hoffmeester	Brian Mawdsley	Shaun Johannes	Warrick Percy

- 15:00 **Good Hope FM** (*We started at the bottom now we are here*)
- 16:00 Close of Conference - **Samm Marshall**



#MEX16
Sept. 8th
mex16.co.za



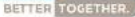
BOOK NOW

SA'S PREMIER MUSIC CONFERENCE

FEATURING

SIPHO "HOTSTIX" MABUSE KAREN ZOID
BRANDON BAKSHI DJ READY D
MOREIRA CHONGUICA

SAMM MARSHALL ARTHUR GOLDSTUCK MIKE JOUBERT GRANT DAVISON
KIM KALLIE BANNER BEV SCOTT BROWN MORNAY HOFFMEESTER STEVEN
STAPLEY JANN KLOSE TAMARA DEY ZIYON RJ BENJAMIN NICK
MATZUKIS THABIET ALLIE & MUCH MUCH MORE!



GrandWest



www.musicexchange.co.za/book

Showcase



SABC  MUSIC EXCHANGE 

PRESENTS



THE READY D SHOW

LIVE ON STAGE

with special performances by
EJ von Lyric • Jerome Rex • Lay Roo
G Baby Da Silva • Kamisa • Beeza
Linkris • Tomray

Wednesday **7 September 2016** 9 – 11PM
Market Hall, GrandWest Casino and Entertainment World
Venue subject to capacity **Live mix by the Beat Bangaz**
Tickets are at a **cost of R30 at the door**
More details on www.goodhopefm.co.za

#TheReadyDShowLive

 Good Hope FM  @goodhopefm  @goodhopefm  www.goodhopefm.co.za

Media

Press, Radio and TV

Music Exchange received extensive press support

Our **major media partner** was **Good Hope FM** who gave over **R230 000.00** of value in airtime. The station hosted the launch event on 7 September (Wednesday night)with READY D show broadcast live from 9 -11pm.

Good Hope FM ran live radio broadcast of the Hype and Stan Mars show from Thursday 8am to 2pm and again from Friday from 8am to 2pm. Extensive interviews took place during all shows with speakers and delegates.



The **Next 48hOURS** ran 4 articles prior to the event. Please have a look the links below and of the articles that appeared in print:

- [MEX16 is coming your way](#)
- [25 years on and the internet is still creating musical opportunities](#)
- [Global heavyweight speakers to dominate Music Exchange 2016](#)
- [Music world power players descend on Cape Town](#)

Media

Biz Community ran editorial pieces prior to the conference

- [Music Exchange returns to Cape Town, 8-9 September 2016](#)
- [Bakshi returns to MEX16](#)

Cape Town Lately ran editorial and competition giveaways

Cape Times ran competition giveaways

Whats on Cape Town ran ticket giveaways

Cape Talk ran a 10 min interview and feature on Tuesday 6th September with **Tessa van Staarden** at 13h50 till 14h00

Steve Taylor ran a 10 min interview on his TV show called **DeenTV** which aired the Saturday prior to the conference

SABC Morning live interviewed **Martin Myers** on Sunday 28 August from 7.10am.

The Argus Newspaper ran a extensive page 3 story on Music Exchange day 1 on Friday 9th Sept

Post event press:

- [Excellence storytelling and journeys at MEX16](#)
- [Brandon Bakshi addresses Music Exchange 2016](#)
- [SA music industry poised for a new age of market viability](#)

Young musicians learn from veterans

Legends lead motivational music workshop

Leletu Gxuluwe
STAFF REPORTER
leletu.gxuluwe@inl.co.za

YOUNG musicians came together at the Music Exchange workshop to get insight on the music industry from veterans like award-winning music legend Sipho "Hotstix" Mabuse.

The two-day workshop was designed for young artists to come together and learn from people who have amassed a lot of knowledge in the music industry.

Mabuse, who has been in the music industry for 50 years, urged the artists not to get big headed and fall into the hype.

"Do not believe the hype. Nurture your craft and everything will fall into place."

Mabuse credits his longevity to focus, hard work and honesty. He agreed with World Wide Worx chief executive Arthur Goldstuck, who is a former South African correspondent for Billboard magazine, who said social media was a great platform for musicians to sell their craft.

Goldstuck said he was amazed at the turn-out and interest of the young artists. This was his second time giving a keynote address at the workshop.



NETWORKING: South Africa's premier music, film and entertainment exchange programme at the GrandWest Casino and Entertainment World celebrates its sixth anniversary.
PICTURE: DAVID RITCHIE

"What young people need to know is that it is not only about performance but how they will actually create their work."

He said artists needed to dedicate time to curating their online presence and work very hard at it. "They need to see it as part of their professional life. Social media is a powerful tool for young artists and those that don't have it are at the mercy of record

labels." His key message to the artists was they need to own their art if they wanted to own their careers.

Grammy Award nominated singer and songwriter Neville D, who attended the workshop for the first time, said such platforms were necessary because they were where artists got to network.

"I love collaborating with different art-

ists and that has helped me immensely throughout my 20 year career," he said.

Chad-lee Louis, 19, who was attending the workshop, said it was the perfect platform for artists to find themselves.

The Voice SA contestant, Chris Werge, 24, said the workshop would help artists refresh and refocus in order to get them ready for the industry.

The Guide

Your guide to the best of what is happening in and around Cape Town. To list your event, listings@48hours.co.za

Music Exchange: 25 years on and the Internet is still creating musical opportunities



By Martin Myers
@martinmyers

This week marks the 25 anniversary of the Internet and how fortunate are we that this tool has revolutionized the music business (both good and bad), but that's a debate for another day.

What is exciting is that the annual Music Exchange conference is around the corner, on Thursday and Friday, September 9 and 8, at Grandwest Market Hall and a great product will be launched at the conference called TurnUp Music.

Careers are made and broken online, and TurnUp Music is the new digital disruption platform that artists, and fans alike, will love.

TurnUp Music, in collaboration with WeChat and Endemol Shine Africa, is an online music service dedicated to helping musicians build their careers by offering the platform to reach and grow their fan base.

Available exclusively through WeChat, TurnUp is the ultimate gateway to a host of local talent, including various South African superstars the like of MiCasa,

Nathi, Eimtee and Vusi Nova.

"Our core mission at WeChat is to make every day easier for everyone," says Brett Loubser, CEO of WeChat Africa.

"From publishing, licensing, marketing and distribution, the traditional music model wasn't built for the benefit of musicians or the fans. We're doing away with that. Firstly by making sure the musicians are well looked after by reaping maximum benefit from their work. Then we help them take their product to the fans that then can buy the music on our platform," continues Loubser.

As a local artist-centric space online, where undiscovered artists are able to make their music available to the large South African audience, TurnUp Music is about to turn heads as the epicentre where artists and their fans can connect. A dynamic pricing structure ensures that all artists' fans are catered for.

"What differentiates TurnUp Music is focus. Our aim is to create opportunities to grow artists and amplify their careers by harnessing collaborative marketing reach and opportunities.

Marketing and artist development equals longevity and longevity makes a career in music sustainable and potentially profitable.

It's this focus that has driven TurnUp to promote talent, provide opportunities for learning new skills and pay artists

70% of download revenue.

TurnUp will further work with Endemol Shine Africa to support TurnUp artists and their music on TV and digital media platforms," says Thabiet Allie, COO of TurnUp Music.

This TurnUp launch is a very exciting part of the 2016 Music Exchange Programme and together with speakers like Mike Joubert, Arthur Goldstuck, Grant Davison, Kim Kallie Banner and Bev Scott Brown included in the line-up, along with Siphio 'Hotstix' Mabuse and Moreira Chonguica, all areas of the music business will be covered, including having the legal dynamos Warrick Percy, Nick Matzukis and Adrian Rogowski all speaking.

Gig of the week

Basson Laubscher, Matinilio and Phil Moffett

Friday, August 26 – Alma Café Rosebank
New installment of giving younger, but no less brilliant performers a feature evening. Basson Laubscher is the blistering blues axe slinger from the Blues Brothers, an institution of a South African band. Matinilio writes dark, stark, gothic piano driven music. Phil Moffett is on guitar. You haven't seen something like this before.

Call 021 685 7377 to book.

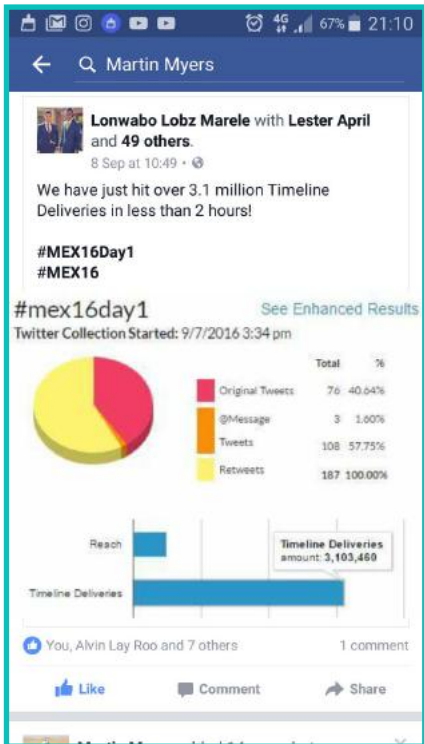
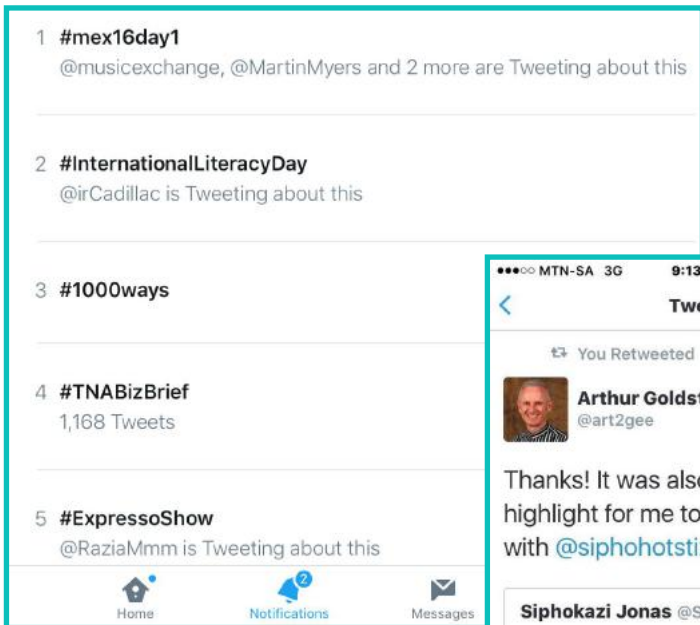
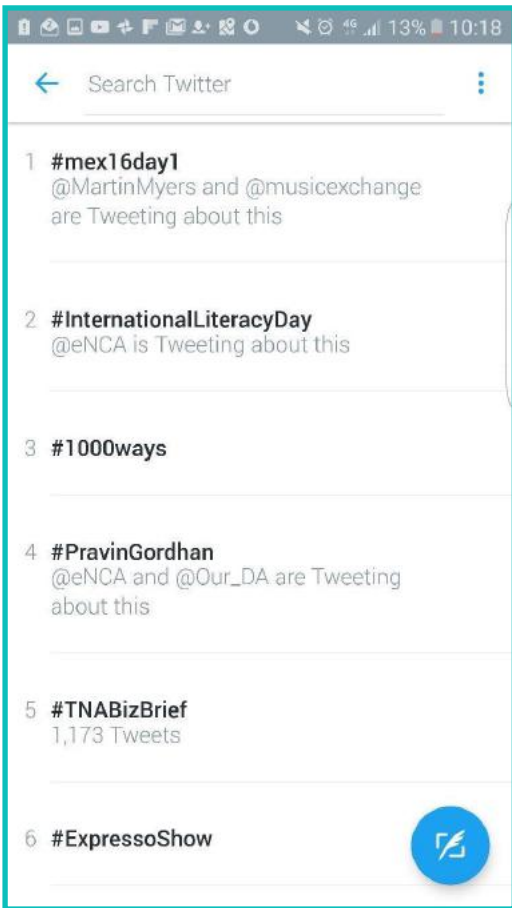


Thabiet Allie, COO of TurnUp Music

Next 48hOURS

Social media

Trending
for 2 days



Sponsors



MEX16 Sponsorship in Kind

Sun GrandWest	R250 000,00
Good Hope FM	R230 000,00
Triple M Entertainment	R180 000,00
Eastern Acoustics	R120 000,00
Next 48 Hours	R64 000,00
Paul Bothner Music	R50 000,00
Unfazed Production	R50 000,00
BMI London	R40 000,00
B Style Media	R40 000,00
Cape Town Tourism	R20 000,00
Hyundai Paarden Island	R20 000,00
Academy of Sound Engineering	R20 000,00
Inside Media	R20 000,00
Travel with Flair	R20 000,00
Imagine Heart	R10 000,00

R 1 134 000,00

MEX16 Sponsorship in Kind

Music Exchange sponsored 50 tickets to each of the following Music School and Educational Institutions:

BANZI TEMA marimba ensemble based in Langa

CMI Cape Music Institute (Camilo Lombard)

CAPE DRUMMERS LAB (Mornay Hoofmeyster)

COLLEGE OF MUSIC (UCT)

RAINBOW ACADEMY (Denay Willie)

ACADEMY OF SOUND ENGINEERING (Lindsay Gibson)

AFDA (Maya Spector)

UNIVERSITY OF STELLENBOSCH MUSIC SCHOOL (Monique Hellenberg)

CAPE AUDIO COLLEGE (Gaston Roulson)

PINELANDS HIGH SCHOOL MUSIC STUDENTS (Roeshdien Jaz)

Inspired STAGES (Karen Burt)

MITCHELLS PLAIN MUSIC STUDENTS with story in **THE VOICE** Newspaper

HANOVER PARK CHURCH YOUTH GROUP

GHFM TICKET GIVE AWAY. COMPETITION (LIVE on AIR WITH **DJ EAZY**).

GERMAINE LEONARD music educator in Bonteheuwel

ROBYN COHEN at the **CAPE TIMES** readers giveaway

What people had to say about MEX16

Hi MEX16,

We feel that everything at this years MEX was beyond our expectations. It is the first year we attended and will not miss it again.

There should be more of this type of collaborating/exchanging in the industry so that everyone can get on the same page and start working together instead of against one another.

We are very interested in collaborating with you on future exchanges, wherever we can help.

*Thank you and kind regards
Valve House Music*

Jessica Botha

Artist Liaison / Distribution / Design

I had the privilege of launching my book directly to the industry at the annual Music Exchange conference earlier in September at GrandWest Casino and Entertainment World. It was met with great enthusiasm and even a fantastic endorsement by Mr. Sipho Hotstix Mabuse. Thank you, Martin, for inviting me and believing in this book. I do hope that many artists will be able to draw inspiration from it and I am looking forward to the growth and impact of Music Exchange in years to come.

Lukie De Beer

Morning Martin,

Thanks again for having me at MEX16, was a great honor and I look forward to many more collaborations going forward. Not much I can add as all went smoothly, Have a lekker weekend.

Kind Regards,

Marvin Levendal

The following are a few of the tangible outcomes achieved with Music Exchange in 2016:

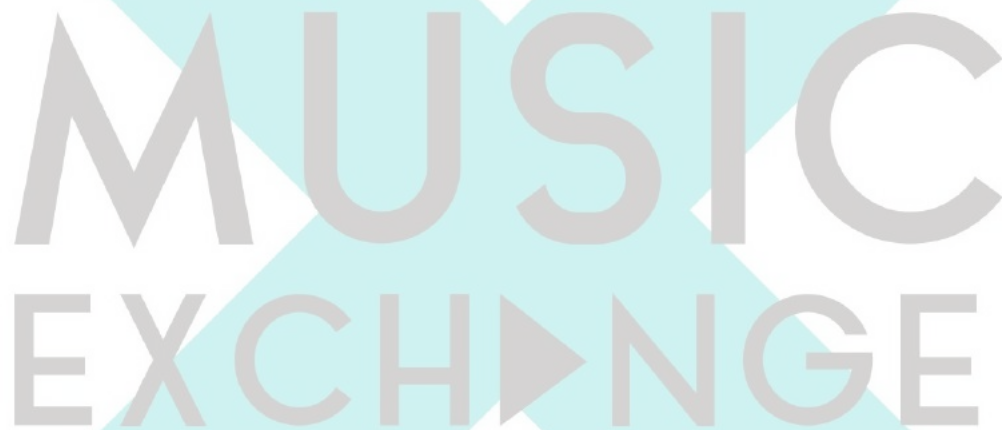
- BMI London partnered with Music Exchange and hosted a week long songwriters camp in September 2016 in Cape Town 2 international writers will be joining for a week camp in Cape Town along with 6 South African Writers
- A3C conference in Atlanta will be partnering with Music Exchange as a content partner to facilitate collaboration and skills exchange. This partnership is still under development.
- Good Hope FM come onboard as exclusive radio partner for 2016.
- Sharing and giving back in the interest of sharing skills and expertise BMI in conjunction with #MEX16 hosted a skills sharing workshop with 20 music students from all over W Cape at the Academy of Sound engineering in District 6. This took place on Saturday 10th September from 9 to 12 noon. All the 8 writers attended the talk and gave a fully focused 3 hour conversation and tips to songwriters in small focused groups of maximum 4 people. We hope to expand on this workshop series in 2017

Outcomes

Music Exchange would not be possible without the help and assistance of:

- Brandon Bakshi
- Tony Stern
- RJ Benjamin
- Jenni Kriel
- Sipho Mabuse
- Trevor Jones
- Razia Myers
- Derek Geddes
- Rowan Roberts
- JP Willson
- Aki Khan
- Gavin Taylor
- Roeshdien Jaz
- Naushad Khan
- Brendan Ficks
- DJ Easy
- Jerome De Silva and Carel van Heerden
- Bevin Trevor and Sean Brophy
- Nick Matzukis

and all the speakers who give of their time and expertise

A large, faint, light blue watermark of the Music Exchange logo is centered on the page. It consists of a large 'X' shape with the words 'MUSIC' and 'EXCHANGE' stacked vertically in the center.

Finally we have to share some more of the MEX16 Magic





If you are interested in getting involved or partnering with Music Exchange, please feel free to contact:

Martin Myers

Convener of Music Exchange

martmyers@gmail.com

+27 (0) 83 448 4475

www.musicexchange.co.za

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[MusicExchangeSA](https://www.youtube.com/MusicExchangeSA)