

# MUSIC EXCHANGE

## Annual Report 2017



Thank you for making mex17 great



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# Convener's report

## Martin Myers

As Convener of MUSIC EXCHANGE 2017 (MEX17) now in its 7th year, I am delighted to share the news regarding the 2017 events.

To recap MEX16 was hugely successful and it included the 1st ever BMI Songwriters Camp South Africa, held during the MEX16 conference which spawned a number of hit songs from the 14 songs that got written. A notable hit was the Ameen Harron and Carli J Myers song 'Crazy' which peaked at number 1 on Jacaranda FM.

Post MEX16, we coordinated and provided speakers for a 2 day Music Camp for William Masemola from Western Cape Government Arts and Culture Department.



In February 2017 I had a terrible accident fracturing my femur in 5 places. I was bed ridden for a number of months and it was touch and go if MEX17 would happen (In fact I had my 3rd operation on my leg on the 11 September, a day after MEX. The prognosis is good and I should be up to full health by March 2018). With the drive of team members the event was refined and realigned to address the crucial needs of music industry creatives within the South African context.

What's been the refining and realigning that occurred, you might ask?

We secured a smaller event space and a strategic partnership with Academy of Sound Engineering, Cape Town.

We focused building relationships with industry players that have longevity and building proactive partnerships with organisations: BMI, SAMRO, Academy Of Sound Engineering and Biz Community.

The MEX17 programme was devised to offer a Business to Business focus aimed at the active industry professional.

We moved away from Edutainment and focused on master classes and workshops that offered enhanced engagement.



We focused on building strategic partnerships with:

- Travel with Flair
- V&A Waterfront
- Turn up Music
- Paul Bothner Music
- Biz Community
- Academy of Sound Engineering (ASE)
- Mini Auto Atlantic Cape Town
- Active Publishing
- Eastern Acoustics
- Unfazed Productions
- South Beach in Camps Bay
- Webtickets
- Mynt Café, Camps Bay

These corporate sponsors assisted in making it easier for Broadcast Music INC. (BMI) to host their 2nd BMI Songwriters Camp prior to the 7th Music Exchange Conference.

Between 4 and 8 September 2017, South Beach Camps Bay was the creative hub where seven of the world's finest writing minds gathered to create pop magic at the BMI Song Camp.

Since 2016, Music Exchange, in partnership with BMI, has attracted some of the world's top writing talent to The Mother City for the five-day emersion and creative boot camp.

This year's event ran from 4 September through to 8 September at South Beach, Camps Bay, which was the official start to the highly anticipated MEX17 gathering held at the Academy of Sound Engineering studio complex, in District 6, Cape Town on Saturday 9 and Sunday 10 September.

This year's guest writers include:

- [Jann Klose](#), from New York, a Grammy® nominated pop singer-songwriter.
- [Christian Wright](#), from London, engineer at Abbey Road Studios.
- [Alicia Madison](#), based in New York, is a successful singer/songwriter.
- [Marcela Arciniegas](#), from Columbia based in London, music producer and songwriter.
- [Tony Grund](#), from New York, DJ and songwriter.
- [Amanda Black](#), from South Africa, Multiple SAMA winning singer.
- [Colin Sher](#), from South Africa, DJ and producer.

With guests who attended for 2 days to co write:

- [Ebrahim Mallum](#) from South Africa, producer and songwriter.
- [Nyota Parker](#) from South Africa, singer and songwriter.
- [James Stewart](#) from South Africa, singer and songwriter.
- [Wandile Mbambeni](#) from South Africa, singer and songwriter.



***“Our stretch goal this year (2017) is to have hit songs cut and broadcast in the United States.” - Brandon Bakshi Executive Director Creative Europe & Asia at BMI.***

**A number of firsts happened at MEX17 as an outcome from the BMI CAMP:**

- It was the first time we had an [Abbey Road](#) speaker partake in either MEX or the camp, never mind having the critically acclaimed SAMA 23 winner and biggest act in South Africa, [Amanda Black](#), at the BMI Camp for the entire week.
- It is key to note that BMI made available all the international speakers who engaged for a full day at MEX17.
- We had over [9 international speakers and 22 local speakers](#) including representatives from SAMRO, MASA, African Musicians Trust and Cornerstone Institute. The organisations mentioned in the previous point also got to use the conference to recruit members for their organisations.
- It was notable to see the business executives who derive their income from the industry speaking including:
  - [Jarrod Aston](#) – Fluid Media and Radio Monitor.
  - [Jon Savage](#) – The Eye.
  - [Thabiet Allie](#) – Turn up Music.
  - [Anton Groenewald](#) – Cellar in the City.
  - [Chris de Vries](#) – Woodstock Live.

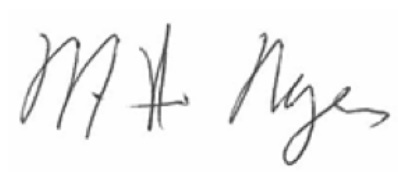
**A number of 1st's occurred at MEX17 too, these included:**

- Most international speakers over the two day programme from countries like The Netherlands, USA, Colombia, UK as well as the 1st time an international journalist covered the event for a radio station in the Netherlands.
- Most female speakers ever, covering topics from performance to music management, image, style, and spoken word.

I encourage you to read the report which highlights the MEX17 events.

To concluded, I invite you to get involved with MEX in whatever way you can and note that I am always open to discussions how we can take MEX forward to better the local industry and take it to the global stage.

Sincerely,



# 2017 Events

## African Voices Trust

MEX presented two talks at African Voices Trust about the business of music –(duration 2 hours each )One talk was at the start of the programme in Nov 2016 and the last talk was in July 2017.



## Academy of Sound Engineering

Martin Myers gave a talk in August 2017 on 'Press and Public Relations' to the 1st year students.

## Roeshdien Jaz - Cancer Awareness Drive

MEX provided publicity for Roeshdien Jaz (MEX ambassador, singer and motivational speaker) for his Cancer Awareness Drive show held in May 2017 at the CornerStone institute.

## MASA - Musicians Association of South Africa (Western Cape)

MEX partnered with MASA to assist with press and publicity on all MEX platforms aiding with their drive to recruit members for their launch on 7 October 2017.



## BMI Songwriters Camp

Music Exchange entered a partnership in 2016 with American performing rights organisation Broadcast Music, Inc. (BMI). It is the largest rights organisation in the world for public performance revenue and royalties, distributing \$931 million to its songwriters in 2016.

BMI is a sister company to Southern African Music Rights organisation (SAMRO).

For BMI the Music Exchange conference is an opportunity to build partnerships across the country and promote BMI to high level artists. BMI executive Director of Writer/Publisher Relations for Europe and Asia, Brandon Bakshi said,

*“We see Cape Town as a key music hub and a gateway into Africa. We are just trying to encourage SAMRO writers to make a choice of their performing rights representatives in the United States. One of the reasons to be present at Music Exchange is to espouse the virtues of being with BMI.”*



BMI have added an annual “SongCamp” to the MEX programme. It was developed out of the SongCamps BMI have conducted in the West Indies and in London’s famous Abbey Road Studios.



*“Writers from Nashville to Hong Kong to Trinidad and back to London are getting the opportunity to work together and form relationships that have led to future hits and also created some amazing songs,”* said Abbey Road’s producer Christian Wright who attended the camp this year.

‘This creative impetus of a hit song is converted into a royalty impetus through publishing and record deals’ Bakshi said, *“The London office is unique because we have to cover all music outside of the United States. It basically boils down to pop music.”*

John Fishlock of Active Music Publishing has been engaged with Music Exchange over the past four years and has developed a creative approach to publishing.

The BMI SongCamp has been a successful intervention. Fishlock points out *“From fourteen songs recorded at last years’ SongCamp, we have secured nine placements to date. I think that is a pretty good hit rate.”*

Producer Ameen Harron and singer Carli J Myers’ track “Crazy” has hit number one on Jacaranda FM. Five songs recorded by singers Jann Klose and RJ Benjamin are being released in South Africa and the United States in early 2018. Two tracks by singer Tamara Dey will be released through Universal in South Africa.

SongCamp 2017 featured Jann Klose and Tony Grund with singers Alicia Madison from New York and Marcela Arciniegas, from Colombia. They collaborated with South African singers, Amanda Black, Colin Sher, James Stewart, Wandile Mbambeni, Ebrahim Mallum and Nyota Parker.

## Music Exchange

Music Exchange, a non-profit organisation founded in 2009, is one of the leading South African music, film and entertainment exchange networks culminating in an annual 2 day International music conference, masterclasses, workshops and showcases.

In addition we have quarterly programs for music professionals throughout the year. 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 attracts 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.



Music Exchanges objectives include:

- Betterment of the South African music, film and entertainment industry
- Entertainment training and skill development for music artists
- Celebration and proliferation of South African artist fostering economic sustainability
- Connecting brands with music performers and artist
- MEX Community artist management, PR and social media mentorship

An array of international speakers have graced the MEX platform over the years, including:

- [Trevor Jones](#) (UK / SA) - Written over 120 scores for film and television (Excalibur, Angel Heart, Mississippi Burning, Last of the Mohicans, In The Name of The Father, Dark City, Notting Hill), collaborated with Sting, David Bowie, U2, Sinead O'Connor, Charlotte Church, Elvis Costello and Britney Spears
- [Charles Goldstuck](#) (USA) - Executive Chairman of TouchTunes Interactive Networks, the world's largest out of home interactive digital entertainment network, spanning over 170,000 locations. Prior to TouchTunes, he was the President and Chief Operating Officer of the Bertelsmann Music Group (U.S.), a division of Sony Music Entertainment, one of the world's leading music companies.
- [Stuart Rubin](#) (NZ) - Former Senior Vice-President International - Commercial Marketing Group for Sony BMG
- [Bryan Michael Cox](#) (USA) - 9 time Grammy winner
- [Brandon Bakshi](#) (UK) - BMI London
- [David Vodicka](#) (OZ) - Vice-President, World Independent Network and Australia Recording Industry Association
- [Tim Renner](#) (GRB) - Universal Records and A&R to band Ramstein
- [Mos Def](#) (USA) - Acclaimed hip hop artist
- [Ryan Haslam](#) (USA) - Coordinator of A3C festival in Atlanta
- [Moreria Chonquica](#) (Mozambique) - Award winning musician
- [Tony Cedras](#) (SA) - Toured with Paul Simon for over 20 years
- [John Langford](#) (UK) - former COO, Big Concerts



Last year (MEX16) [Sipho Mabuse](#) and [Arthur Goldstuck](#) (CEO, Worldwide Worx) were the keynotes Speakers.

In 2017 the team made a conscious decision to make the event more masterclass focused hence the move to Academy of Sound Engineering. This enabled the likes of [Christian Wright](#) from Abbey Road to speak from a studio space and be able to dial into his mastering studio at Abbey Road to show delegates what it looks like and to compare notes.

All the delegates and speakers loved the space and we have found our home for MEX going forward.

All the speakers carried gravitas including people like [Anton Groenewald](#) a well-known administrator who has held senior management posts in government and the private sector. He is an economist by training having studied at UCT, UNISA and Stellenbosch.

[Menno Visser](#) is one of the most well-known music journalists of The Netherlands with experience in print, radio and online. Five years in London for Billboard. He is an influential broadcaster. For more than ten years now he oversees as music editor the specialist radio shows at VPRO Broadcasting. He is member of the 3FM playlist committee and is music director of the non-stop station 3FM Alternative. Besides that, he writes a weekly chart column for the European Border Breakers chart, researches syncs for music agency Sizzer and is focussing on advising new Dutch acts how to kickstart their careers.

The conference covered unique aspects of the entertainment landscape including:

Spoken word with Masters Graduate [Siphokazi Jonas](#), social media with [Brian Mawdsley](#), journalist [Londwabo Marele](#) from Independent Newspapers and social media entrepreneur. Holistic approach to wellness and music with [Roeshdien Jaz](#), music management with [Karla Chee Tow](#) from London who manages [Jann Klose](#) and [Lesley Wells](#) who manages [Moreira](#) from Mozambique. The legal aspects of publishing got covered in length by [John Fishlock](#) and music legal expert [Adrian Rogowski](#). Prominent Cape Artists including [Shaun Johannes](#) and [Maya Spector](#) as well as [Sophia Foster](#) gave inspirational talks. [Warren Kirkland](#) from 5D Communication Design gave a wonderful take on Branding and [Justin Norman](#) from the USA spoke about event sponsorship the do's and don't's. [Lukas de Beer](#) spoke about Artepreneurial coaching and hit maker [Ameen Harron](#) closed the 2 day event with the thought provoking talk what is write with the industry and what is wrong and how to fix common mistakes artists make.

All talks where 45min with plenty of time for engagement and questions.

The talks are all geared toward being able to apply what you have learnt with immediate effect once you leave the conference.



### Key sponsors for MEX17 included:

- BMI
- Western Cape Government - Department of Arts and Culture
- Academy of Sound Engineering
- Travel with Flair
- Biz Community
- Eastern Acoustics
- Turn up Music
- South Beach / Blueviews
- Mini - Auto Atlantic Cape Town
- Triple M Entertainment
- Unfazed Productions
- G1 Productions
- Mynt Café
- 5D Communication Design
- Paul Bothners Music
- Magic 828am
- V &A Waterfront

The event was sold out over the 2 days with ticket cost being R250.00 for one day or R400.00 for both

The speakers all give of their time freely to speak.



## Music Exchange Programme 2017

| Day One Saturday 9 September 2017 |                                                                                                                      |         |                                                                                     |         |                                                                                                 |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------------------|
| Venue A                           |                                                                                                                      | Venue B |                                                                                     | Venue C |                                                                                                 |
| 9:30                              | Registration                                                                                                         |         |                                                                                     |         |                                                                                                 |
| 9:30                              | Welcome                                                                                                              | 10:00   | Welcome                                                                             | 10:00   |                                                                                                 |
| 10:00                             | Alicia Madison<br>USA<br><br>Topic - Song writing and collaborations                                                 | 10:30   | Jam Klose<br>USA<br><br>Topic - My career path                                      | 10:30   | Academy of Sound Engineering                                                                    |
| 11:00                             | Marcela Arciniegas<br>Columbia<br><br>Topic - EDM & Reggaeton and more                                               | 11:30   | James Stewart<br>RSA<br><br>Topic - surviving as SA artists                         | 11:30   | Christian Wright<br>Abbey Road Studios<br>U.K.<br><br>Topic - Engineering at Abbey Road Studios |
| 12:00                             | Merrin Visser -<br>Netherlands<br><br>Topic - Radio in Europe and current radio trends                               | 12:30   | Tony Grund<br>USA<br><br>Topic - Recording/Mixing/ Mastering                        | 12:30   | Conversations -<br>Brandon Bakshi<br>U.K.<br><br>Topic - BMI What we can do for you             |
| 13:00                             | Lunch                                                                                                                | 13:30   | Lunch                                                                               | 13:30   |                                                                                                 |
| 14:00                             | Colin Sher<br>RSA<br><br>Topic - Production, Engineering and DJ'ing                                                  | 14:30   | Jarrod Aston<br>RSA<br><br>Topic - Starbrand – Music, Radio & Marketing for Dummies | 14:30   | Conversations - John Fishlock<br>RSA<br><br>Topic - Creative Publishing                         |
| 15:00                             | Ebrahim Mallum<br>RSA<br><br>Topic - Producing in Cape Town                                                          | 15:30   | Tony Sanderson<br>Magic Radio 828am<br>RSA<br><br>Topic - Talking with the CEO      | 15:30   | Conversation - Anton Groenwald<br>RSA<br><br>Topic - Marketing and Marketing opportunities      |
| 16:00                             | Thabisi Allie<br>TurnUp and Jook<br>RSA<br><br>Topic - How to increase audience reach and monetization using digital | 16:30   | Gabi Le Roux<br>RSA<br><br>Topic - MASA & SAMRO                                     | 16:30   | Conversation - Christopher de Vries<br>RSA<br><br>Topic - Music Festival and production         |



## Music Exchange Programme 2017

| Day Two Sunday 10 September 2017 |                                                                             |         |                                                                                        |                                                                                          |
|----------------------------------|-----------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Venue A                          |                                                                             | Venue B |                                                                                        | Venue C                                                                                  |
| 9:30                             | Welcome                                                                     | 9:30    | Welcome                                                                                |                                                                                          |
| 10:00                            | Karla Chee-a-tow<br>USA<br>Lesley Wells<br>RSA<br>Topic - Artist Management | 10:00   | Jam Klose<br>USA<br>Topic - Crowd funding using Pledge music                           | Conversations -<br>Sophia Foster<br>RSA<br>Topic - Stage presences                       |
| 11:00                            | Jon Savage<br>RSA<br>Topic - Content strategy at The Eye                    | 11:00   | Rosehelen Jaz<br>RSA<br>Topic - Looking after the artist as a whole not just the music | Conversation -<br>Warren Kirkland<br>RSA<br>Topic - Branding                             |
| 12:00                            | Siphokazi Jonas<br>RSA<br>Topic - The Business of Art with a conscience     | 12:00   | Adrian Rogowski<br>RSA<br>Topic - Contracts                                            | Conversations -<br>Lonwabo Marele<br>RSA<br>Topic - Mobile journalism for the Cape Times |
| 13:00                            | Lunch                                                                       | 13:00   | Lunch                                                                                  |                                                                                          |
| 14:00                            | Saun Johannes<br>RSA<br>Topic - My Story                                    | 14:00   | Brian Mawdsley<br>RSA<br>Topic - Social Media                                          | TBA                                                                                      |
| 15:00                            | Maya Spector<br>RSA<br>Topic - All that Jazz                                | 15:00   | Lukas de Beer<br>RSA<br>Topic - Atpreneurial Coaching                                  | TBA                                                                                      |
| 16:00                            | Close                                                                       |         |                                                                                        |                                                                                          |





# 2018 and beyond

The stretch goal is to have a Major A list music star attend and present the keynote address at MEX18 in September 2018.

The conference has access to an amazing data base of world music leaders, however we need to be able to fly them at the front of the plane.

The 1st week in September works really well as we “Spring into Music Exchange” and the value that out of town delegates get with accommodation rates is excellent as we are not in high season yet.

MEX will continue to be held at ASE (as the base) as the facility is a bonafide education institution and lends itself to masterclasses and talks.

We will build an even stronger business focus to the event coupled with the masterclasses and showcase opportunities for emerging talent at numerous venues in the central city.

As of 2018, MEX has representation in Johannesburg and will be hosting small masterclass and satellite events in Gauteng.



## Administration

MEX is a Non Profit Company which is chaired by Siphos “Hotstix” Mabuse, with support from Trevor Jones and Victoria Seale, Craig Stein and RJ Benjamin. Martin Myers is the event convener.

A group of dedicated team members namely Bevan Trevor, Derek Geddes, Warren Kirkland, Roeshdien Jaz, JP Willson, Aki Khan and Rowan Roberts helped stage the event.

Siphokazi Jonas works to involve the spoken word artists and Sophia Foster reaches out to younger artists.

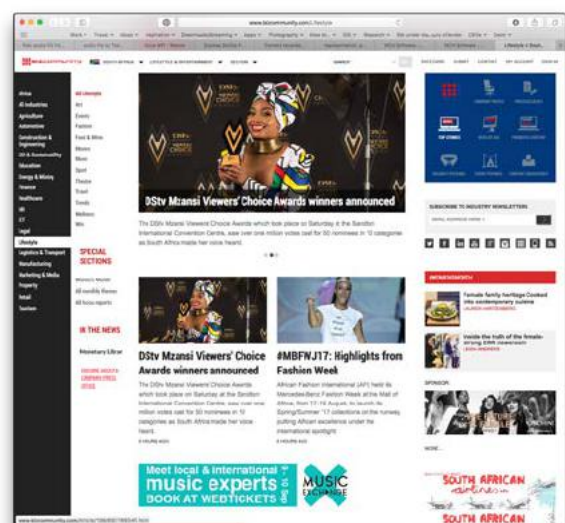
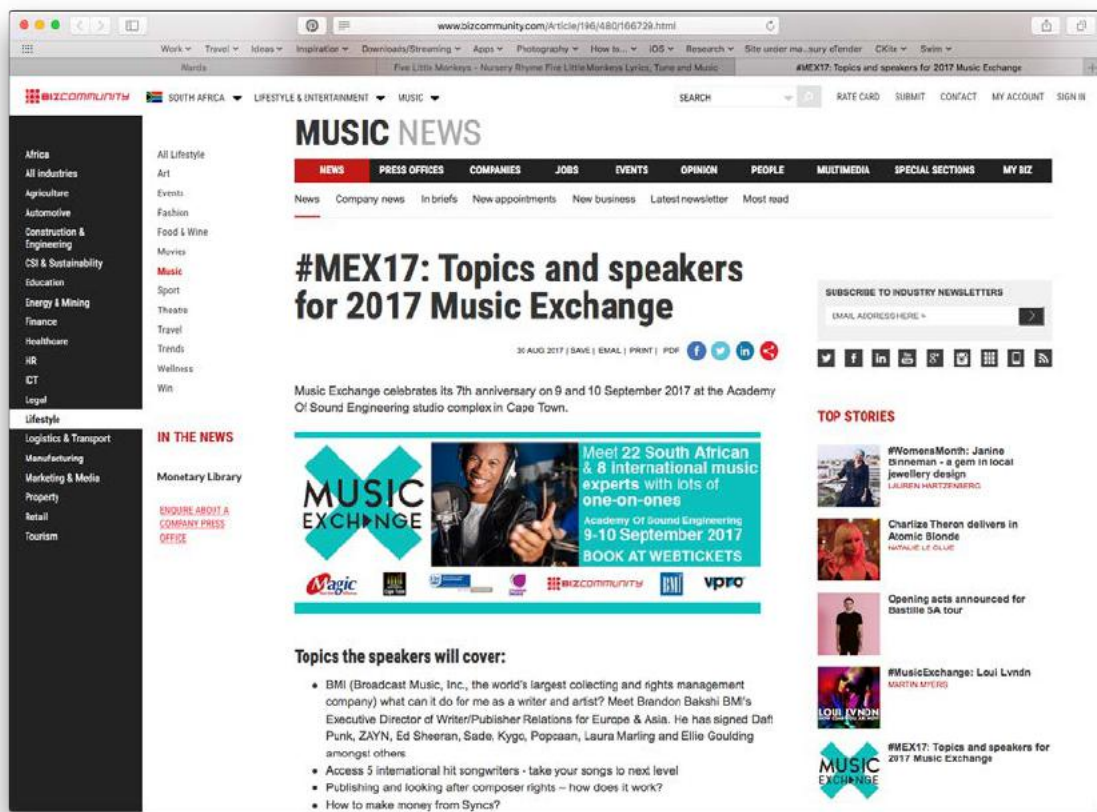


# Press

Music Exchange received the following press support:

- Our major media partner was **MAGIC 828 AM** and **Biz Community**
  - On **MAGIC 828 AM**, an extensive interview took place with Brandon Bakshi from BMI on the Tuesday prior to the conference
  - **Biz Community** ran editorial pieces prior to the conference - 5 articles got written up as well as post event gallery
- **Cape Town Lately** ran editorial and competition giveaways
- **Cape Times'** ran competition giveaways with Robyn Cohen
- **The Weekend Argus Newspaper** ran an extensive story on Music Exchange
- **Business Report** ran a half page piece on Wednesday prior to the conference
- **Cape Times** ran post event piece on Tuesday, 12 September 2017 after the conference





# Social Media



TWEETREACH SNAPSHOT FOR

#MEX17

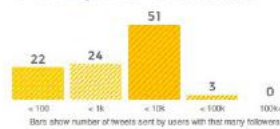
ESTIMATED REACH

92,314

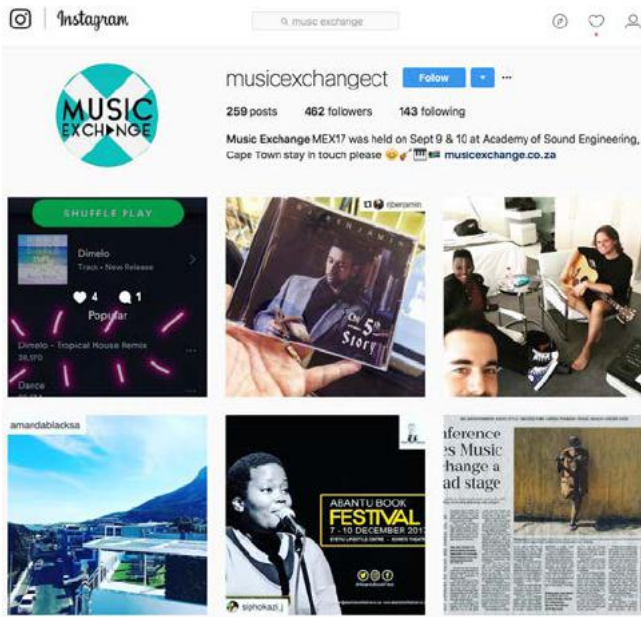
ACCOUNTS REACHED

EXPOSURE

312,436 IMPRESSIONS



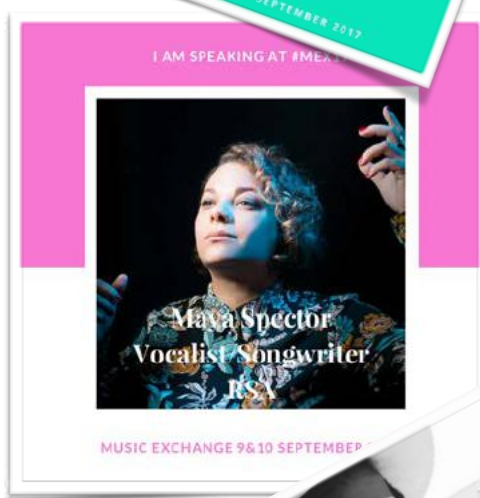
|             | INSTAGRAM POSTS | ENGAGEMENTS | ENGAGEMENTS PER POST |
|-------------|-----------------|-------------|----------------------|
| All Posts   | 101             | 3,022       | 29.9                 |
| Photo Posts | 82              | 2,338       | 28.5                 |
| Video Posts | 19              | 476         | 25.1                 |



# Thank you

Music Exchange would never be possible without the help and assistance of:

- Brandon Bakshi
- Tony Stern
- RJ Benjamin
- Sipho Mabuse
- Trevor Jones
- Victoria Seale
- Ruth Cooper
- John Fishlock
- Gaston Roulstone
- Thabiet Allie
- Craig Stein
- Razia Myers
- Derek Geddes
- Warren Kirkland
- Rowan Roberts
- JP Willson
- Aki Khan
- Roeshdien Jaz
- Bevan Trevor
- Nick Matzukis
- Louis Neilson
- Keith Farquharson
- Lindsay Gibson
- Theo Pearson
- Carel van Heerden
- Jerome de Silva
- Raymond Alexander
- Winston Mace



As well as all the speakers who give of their time and expertise.



# Get involved

As convenor I would be delighted if you would like to speak or purchase tickets for delegates to attend.

Both Travel with Flair and the V & Waterfront have done this with great success.

Should you wish to launch a product or get in touch with music makers do chat to us

We had a number of companies take tables to be able to speak to creatives on a one to one basis at MEX and we would be delighted to host talks in either Johannesburg or Cape Town.

## Contact details

**Martin Myers** (convenor)  
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**Bevan Trevor**  
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**Facebook** [musicexchangesa](https://www.facebook.com/musicexchangesa)

**Twitter** [@musicexchange](https://twitter.com/musicexchange)

**Instagram** [musicexchange](https://www.instagram.com/musicexchange)



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**Sept 9&10**  
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## SA'S PREMIER MUSIC CONFERENCE

DRIVEN BY AUTO ATLANTIC MINI AND BMI

### — INTERNATIONAL SPEAKERS —

**BRANDON BAKSHI** **CHRISTIAN WRIGHT** **JANN KLOSE** **ALICIA MADISON**  
**MARCELA ARCINIEGAS** **MENNO VISSER** **TONY GRUND** **KARLA CHEE-A-TOW**

### — SOUTH AFRICAN SPEAKERS —

**JAMES STEWART** **COLIN SHER** **JARROD ASTON** **JOHN FISHLOCK** **EBRAHIM MALLUM**  
**TONY SANDERSON** **ANTON GROENEWALD** **THABIET ALLIE** **GABI LE ROUX**  
**CHRISTOPHER DE VRIES** **LESLEY WELLS** **SOPHIA FOSTER** **JON SAVAGE** **ROESHDEN JAZ**  
**WARREN KIRKLAND** **SIPHOKAZI JONAS** **ADRIAN ROGOWSKI** **LONWABO MARELE**  
**SHAUN JOHANNES** **BRIAN MAWDSLEY** **MAYA SPECTOR** **LUKAS DE BEER**

**vpro**

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**TWF**  
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**EASTERN  
ACOUSTICS**

**Paul BOTHER**  
THE MUSICAL INSTRUMENT SPECIALISTS

**Academy of  
Sound Engineering**

**BMI**

**BIZCOMMUNITY**

**Western Cape  
Government**  
Cultural Affairs and Sport

**G1 PRODUCTION**  
AUDIO VISUAL PRODUCTION

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