

MUSIC EXCHANGE

ANNUAL REPORT 2018



CAPE TOWN
GARDENS



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Conveners message for Music Exchange 2018

As Convener of MUSIC EXCHANGE, now in its eighth year (#MEX18), I am delighted to share news regarding this annual event.

Last year, #MEX17 was hugely successful and the 2nd BMI song camp in South Africa was held during the 2017 conference. The camp spawned a number of hit songs - Jann Klose finished off a album (In Tandem) with a number of tracks from that camp.



The poster for the 8th Music Exchange Conference (#MEX18) features a teal and black color scheme. At the top left is the Music Exchange logo, and to its right, '8th CONFERENCE' is written in large white letters. The center of the poster shows a photograph of a band performing on stage with the hashtag '#MEX18' overlaid in large white text. Below the photo, the dates and venues are listed: '1 Sept 2018 - Sun Square, Gardens' and '2 Sept 2018 - Academy of Sound Engineering'. A black banner with white text reads 'BOOK VIA QUICKET.CO.ZA'. The bottom section contains logos for SAMRO, JOOX, Sun Square Cape Town Gardens, and the Academy of Sound Engineering, followed by the website 'www.musicexchange.co.za' in white text on a teal background.

The lead up to #MEX2018

The MEX team honoured the commitment made in the 2017 report. We held monthly master classes in the lead up to #MEX18 to keep educating around the relevant current topics that artists need to know about.

This was all made possible with the help of JOOX South Africa and our venue partner Paul Bothner Music. Both these businesses have had a long and fruitful partnership with MEX.

We also expanded on the conference by having a launch event in 2018. Seven artists handpicked by the team, with input from the V&A Waterfront, performed at the launch.

Performing artists included:

- **Alana Joy**
- **Mmino**
- **Dylan Red**
- **Franki**
- **Kathryn Swain**
- **Bianca Blanc**
- **Lana Crowster** (who performed on Saturday night after Day 1 of #MEX18)

The Waterfront has an active music program and they put forward four acts to showcase in front of all the speakers on the Friday night.

The record label Just Music also got involved in the conference and presented their artist Bianca Blanc. She performed on the Friday evening. In addition to her performance, Bianca spoke on the panel, also representing the streaming service with whom she's aligned.

Smaller event space partnerships were consolidated with Tsogo Sun Cape Town Gardens in Mill Street hosting the speakers as well as the launch, as well as Day 1 of the conference. Day 2 was hosted by The Academy of Sound Engineering (ASE), as was the case in 2017.

MEX builds relationships with industry players that have longevity and we established additional proactive partnerships in 2018. We had three international speakers and 21 South African speakers.

Aimed at active industry professionals, our business-to-business focus was also a key driver in 2018. This is evidenced in the conference program as we had both key industry bodies, SAMRO and RISA, delivering presentations on Day 1.

We moved away from edutainment into focused masterclasses and workshops for delegates to engage in.



Going to represent The Orchard at Music Exchange 2018 in Cape Town was a multiply rewarding experience.

I was able to present the work that I have been pursuing in the propagation of Digital Music monetisation opportunities throughout the African continent to a new audience in South Africa meeting people from the Industry locally as well as individual artists and actors in connecting areas.

The mix of other speakers was fascinating and extremely well curated; the presentations and round table panels were visibly stimulating conversations for those participating without being aggressively self-servicing and based on the audience feedback they/we reached attentive ears and minds.

I can only hope that I will be able to return in 2019 to continue this reciprocally educative experience. Thanks to Martin, especially, to Derek and all involved in making this happen.

**Ben Oldfield - The Orchard
Vice-President, France, Benelux
and West Africa**

#MEX18 offered unique and exciting opportunity to connect with my peers in the South African music industry and further understand the exciting landscape of South African music as it continues to grow and explore its position in the international community.

With music streaming beginning to really impact South Africa, having the opportunity to talk with engaged artists, producers and industry figureheads was a real centre point throughout the conference. South Africa has wonderful musicians and artists garnering success around the globe, #MEX18 confirmed that.

Martin Myers and his team bring together many topics inside the MEX conference, but they have one goal to lift the South African music industry to greater heights. With the hunger and talent from within South Africa's varied and wonderful music community I think MEX and Martin will continue to support the prosperous potential in South Africa.

Thank you,

**Christian Wright - Abbey Road
Studios, London**

**MUSIC
EXCHANGE**

Masterclasses

Masterclasses are hugely successful: Speakers are fully engaged in their topic and give relevant answers to questions from artists. Classes are held at different venues in Cape Town with the help of JOOX South Africa and Paul Bothner Music.

MEX was asked to be involved in the Jazz on Bree Series in a mentorship role to artists who performed, as well as assisting with the marketing of the monthly events run by Esra Overberg.

All Music Exchange artists and attendees are listed on an active, clean database of over 1000 members, all of whom enjoy a 25% discount for all events at Jazz on Bree.

Event dates and topics leading up to and after MEX18

13 January Masterclass I *How to release your music in 2018*, with RJ Benjamin at Paul Bothner Music, Claremont



18 January Masterclass | *Press on, press dos and don'ts*, with the Music Exchange convener at Youngblood studios and Quicket



7 February Masterclass | *How does sync licensing work?*, with Sheer Publishing at Paul Bothner Music, Claremont



2 March Performance | *Jazz on Bree*, with Larry George



25 March

Brunch event | *Cape Town jazz brunch*, with Rod Solomon's – MEX artist Billy Monama from Johannesburg attended the event

7 April

Masterclass | *How to Make Money by Writing Songs*, with David Alexander, CEO of Sheer Publishing



The poster features a photo of David Alexander, CEO of Sheer Publishing, on the left. To his right, the text reads: 'MUSIC EXCHANGE MASTER CLASS SERIES PRESENTS: DAVID ALEXANDER HOW TO MAKE MONEY BY WRITING SONGS'. Below this, the event details are listed: 'SATURDAY, 7 APRIL, PAUL BOTHNERS CLAREMONT 10:30 am to 12:30 pm R50 ONLINE PURCHASE OR R70 AT DOOR ENQUIRIES: 021-674-4030'. At the bottom left are the 'MUSIC EXCHANGE' and 'Quicket' logos.

MUSIC
EXCHANGE
MASTER CLASS
SERIES PRESENTS:

DAVID ALEXANDER
HOW TO MAKE MONEY BY WRITING
SONGS

SATURDAY, 7 APRIL,
PAUL BOTHNERS CLAREMONT
10:30 am to 12:30 pm
R50 ONLINE PURCHASE OR R70 AT DOOR
ENQUIRIES: 021-674-4030

MUSIC
EXCHANGE
Quicket

25 March

Brunch event | *Cape Town jazz brunch*, with Rod Solomon's – MEX artist Billy Monama from Johannesburg attended the event

21 April

Masterclass | *Between the Cracks*, with Siphokazi Jonas, Erin Hall Rondebosch

26 April

Performance | *Jazz on Bree*, with Jason Ward.

25 May

Performance | *Jazz on Bree*, with Richard Ceasar

2 June

Masterclass | *Understanding the Voice*, with RJ Benjamin, at Paul Bothner Music, Claremont



23 June

Masterclass | *How to get your music talked about using print, social media and JOOX*, held at Paul Bothner Music, Claremont



29 June

Performance | *Jazz on Bree*, with Jazz Yard Academy

30 June

Masterclass | *Between the cracks*, with Siphokazi Jonas, SABC auditorium, Johannesburg

28 July

Masterclass | *Sponsorship and how does retail radio work?*, with One Eyed Jack and Benitto Vergotine



24 August Performance | *Jazz on Bree*, with Ami Williams.

29 September Masterclass | *How to Make it in the Music Business*, with Chad Saaiman, Jarrad Ricketts and Roeshdien Jaz in association with Trevino Isaacs, Cedar High School, Mitchells Plain



26 October Performance | *Sipho “Hotstix” Mabuse* | Sipho selected three artists from the #MEX18 program to share the stage with him at the Baxter Theatre – Mmino, Roeshdien Jaz and Siphokazi Jonas



Building on strategic partnerships in 2018

A number of event sponsors returned, and the corporate market (below) sponsored a number of key areas:

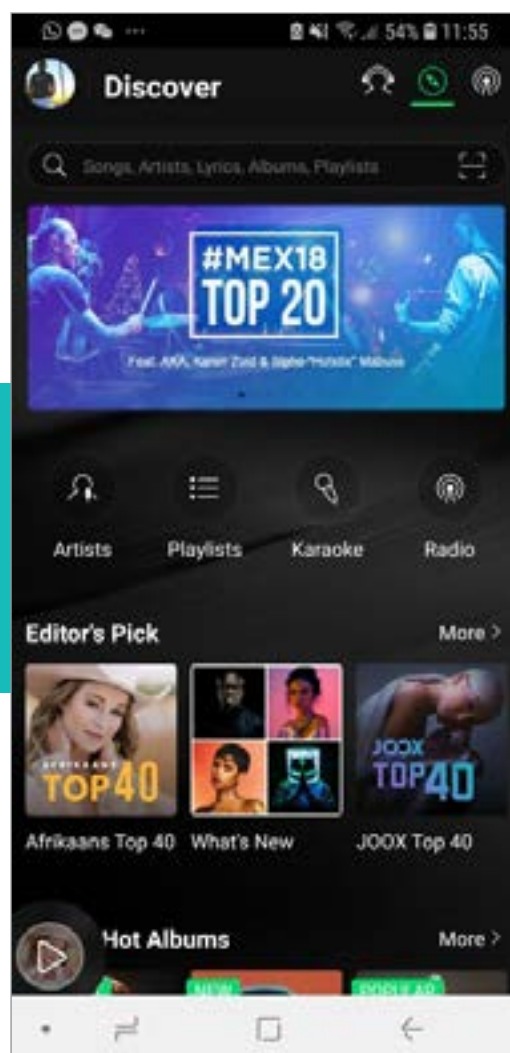
- **SAMRO**
- **JOOX South Africa**
- **RISA**
- **DEEZER**
- **JUST MUSIC**
- **TSOGO SUN – Sun Square, Gardens, Cape Town**
- **Sheer Publishing**
- **Active Music Publishing**
- **Academy of Sound Engineering (ASE), Cape Town**
- **V&A Waterfront**
- **Paul Bothner Music**
- **Biz Community**
- **Triple M Entertainment**
- **On the Button Services**
- **Unfazed Productions**
- **South Beach in Camps Bay**
- **Quicket**

Focusing on the digital space, the #MEX18 conference included three International and 21 South African speakers.

Music Exchange is the first in South Africa to have playlists on both JOOX and Deezer in the run up to the conference. If artists had product available, they featured on the playlists.

Singer Roeshdien Jaz has attended every conference to date. He posted:

“This year a conscious decision has been taken to be more focused, intimate, up-close and personal, with specific emphasis on workshops and master classes”.



Music Exchange History

A number of event sponsors returned, and the corporate market (below) sponsored a number of key areas:

Music Exchange is a non-profit organisation and one of the leading South Africa music and entertainment concerns. Founded in 2009, we exist to better equip people to be successful in the music industry. We organise workshops and masterclasses throughout the year culminating in an annual two-day international music conference.

Our monthly programs provide music hopefuls and professionals with practical tools as well as insights into the workings of the music and entertainment business.

Over the years, Music Exchange has attracted local and global entertainment industry thought leaders and influencers, all of whom have been instrumental in building and fostering partnerships, job creation and economic development.

Over the past eight years delegates have met an array of international and South African Industry practitioners, including:

International speakers

- **UK – Christian Wright**, Abbey Road Studios, London
- **UK – Mark Murdoch**, Mahogany, London
- **FRANCE – Ben Oldfield**, The Orchard, Paris
- **UK – Brandon Bakshi**, BMI
- **USA – Mos Def**, internationally acclaimed hip-hop artist and actor
- **GERMANY – Tim Renner**, CEO of Universal Music, Germany and Cultural Ambassador for the City of Berlin
- **UK – Trevor Jones**, critically acclaimed movie composer born in District 6, Cape Town
- **USA – Charles Goldstuck**, CEO Touchtunes and former CEO Sony / BMG
- **AUSTRALIA – Stuart Rubin**, former marketing director at BMG Records
- **AUSTRALIA – David Vodicka**, chairman Rubber Records and independent music lawyer
- **USA – Bryan Michael Cox**, nine times Grammy award-winning, songwriter and music producer
- **USA – Ryan Haslim**, Manager to Bryan Michael Cox and conference coordinator for the A3C festival in Atlanta
- **MOZAMBIQUE - Moreira Chonguica**, celebrated jazz saxophonist, composer and producer
- **USA – Alicia Madison**, New York songwriter.
- **COLUMBIA – Marcela Arciniegas**, music producer and songwriter
- **USA – Jann Klose**, New York-based, Grammy-nominated pop singer and songwriter
- **USA – Tony Grund**, DJ and songwriter
- **UK – Steve Stapley**, songwriter

Some of the South African speakers

- Sipho “Hotstix” Mabuse
- Jarrod Aston
- Tony Cedras
- RJ Benjamin
- Karen Zoid
- Chantal Stanfield
- Chad Alexander
- AKA
- Vicky Sampson
- Auriol Hays
- Chad Saaiman
- Siphokazi Jonas
- Ebrahim Mallum
- Jarrad Ricketts
- Colin Sher

MEX Administration

MEX is chaired by Sipho “Hotstix” Mabuse, with support and endorsement from Trevor Jones, Victoria Seale, RJ Benjamin, Craig Stein, Brandon Bakshi and John Fishlock.

Martin Myers is the event convener and founder.

A group of dedicated team members namely Bevan Trevor, Derek Geddes, Warren Kirkland, Jason Curtis, Roeshdien Jaz, JP Willson, and Abdul Burton helped stage the event. Siphokazi Jonas works to involve the spoken word and jazz singer Sophia Foster reaches out to younger artists.



#MEX18 recap

SAMRO, DEEZER, RISA and JOOX, who participated at #MEX18, represent a few of the critical local touch points required for any music career.

Add to this, extraordinary partnerships and key international relationships - **#MEX18** welcomed back Abbey Road Studio's **CHRISTIAN WRIGHT** to the fold for a second time. Christian has mastered many award-winning Number One albums for the likes of Ed Sheeran, Keane, Franz Ferdinand, Blur, and Gabrielle Aplin, along with soundtracks to movies (Gravity, Prince of Persia, The Master) from both sides of the Atlantic.

As to what Christian brought to his happy return to The Mother City, he's quick to point towards the talent with whom he's already forged working relationships thanks to 2017's **MEX** writers camp.

"My first emersion was wonderful. I loved hooking up with the team I worked with last year, but more especially connecting with more new and established talent while I was there."

Between band management, mastering and touring the world conducting writer's camps, Christian's most recent exploit took him to South America where he helped bridge and marry musicians all aimed and one goal, success!

"The rich talent in South Africa has the potential to go truly global. Cross pollination is key."

With MEX18's focus around all things digital, including the streaming economy, Christian, along with Mahogany's Mark Murdoch unpacked the relationships between record labels, managers and the audiences they each appeal to.

*"Building a career in music takes time to develop. I talked about how producers need to adapt to an audience that extends beyond the borders of where music's made if it's to travel. Petit Noir is one such example of how taking a South African talent exported and then plugged it into a universal audience, all intended to bring extraordinary success to everyone involved. So yes, there was a great [deal] to talk about and plenty more ideas to share and learn from. **#MEX18** was where it all came together".*

Music Exchange also hosted showcases at the launch evening on Friday, 31 August, from 6pm, as well as two showcase slots on the Saturday.

The artists performed in front of all three international speakers, and South African artists including RJ Benjamin, Sipho "Hotstix" Mabuse, and all the keynote speakers including publishers the calibre of David Alexander, John Fishlock and streaming services **JOOX, DEEZER** and **THE ORCHARD**.

Whether you are an established or ambitious young artist, publicist, producer, DJ, manager, venue owner, record label, agency or corporate brand looking to gain invaluable insight and learnings, every delegate can today actively apply and benefit from MEX, the creative hub responsible for bringing it all together.

From digital monetisation in the new music economy, through to master classes dedicated to key disciplines, **#MEX18** offered it all.

Venue

#MEX18 was hosted at the impressive Academy of Sound Engineering studio complex, in District 6, and Tsogo Sun's Sun Square in Gardens, Cape Town over a jam-packed two-day imbizo. Speakers wanted a more intimate space to engage with delegates.

Attendance

Outstanding attendance! We focused on master classes and workshops this year. All three international delegates spoke more than once and were fully engaged at the conference. The event also took place on a Saturday and Sunday, with a Friday night opening and showcase.

Programme

MUSIC EXCHANGE PROGRAMME 2018	
Saturday, 1 September	Sun Square - Gardens, Mt Road Cape Town
8:30 to 9:30	Registration
9:30	Welcome by poet SIPHOKAZI JONAS
9:45	SAMRO presentation - MANDISA KUBHEKA - The future of music for composers and what SAMRO is doing to build that future.
10:15	RISA presentation from NOLANLA SIBISI (CEO) on the role of LP in the recording industry
10:45	MARE MURDOCH from Malagony Creative London speaking on 'Malagony Creative'
11:15	BEN GOSFIELD Vice President at The Orchard (Paris) speaking on 'The New Musical Treasures Hunt'
12:00	JOOX South Africa - THABET ALLE (CEO) Presentation on their streaming service and how we assist South African artists
12:30	Lunch
13:30	Digital panel - JOOX South Africa, Deezer, The Orchard - What is Digital? Moderated by MADLEY SHANE
13:50	STEVE WERNER (Program Manager from KPM) Radio in the digital age, music and coaching high profile personalities and teams, all while keeping a keen eye on commercial interests and success of the business
15:30	DAVID ALEXANDER (CEO Shear Publishing) If you are not signing your music, you are not winning!
16:00	MUSICIAN RJ BENJAMIN Sixteen years in the business and what I have learnt
16:30	SIPHO "HOUSTON" MABUSE - Questions to the legend
17:00	CHRISTIAN WRIGHT - (Abbey Road - London) Getting it right
17:30	Networking session with all speakers
18:30	Performance - RJ BENJAMIN and CHAD ALEXANDER
www.musicexchange.co.za	

MUSIC EXCHANGE PROGRAMME 2018	
Sunday, 2 September	Academy of Sound Engineering, 26 Riebe St, Greenmarket, Cape Town
08:30 to 9:30	Registration
10:00	A Music mastering workshop with CHRISTOPHER WRIGHT from Abbey Road
10:30	B Deezer & Next Music - presenting the talent of tomorrow with GILJON EDRA, SCOTTS MOUNDOVANCE AND BIANCA BLANC
11:00	A 'How to earn royalties in the digital age' presentation by NICK MAFEDISI - Director of Academy of Sound Engineering, CAPESIO/Adsona/Music Industry Consultant
11:30	B PLAYLIST AND STREAMING WITH SCOTTS MOUNDOVANCE - How to get your song playlisted and how best to work with a streaming service
12:00	A CHANTAL STANFELD TV star to stage to music - My journey - hosted by SIPHOKAZI JONAS
12:30	B Trends in the European music market - Q&A with MARE MURDOCH and CHRISTOPHER WRIGHT
13:30	Lunch
14:00	B JOHN FISHLICK - What is a copyright?
14:30	A Community radio - what we do, with IAN WARD - One FM
15:00	B Managing tours in Germany - SHARON COLETT
15:30	A Artist management - ROY KARNAN, Respect Music
16:00	B The artist panel - RJ BENJAMIN, CHANTAL STANFELD, CHAD ALEXANDER, JERRAD RICKETTS, CHAD ALEXANDER
16:45	A Closing
www.musicexchange.co.za	

Poster



8th

CONFERENCE



#MEX18

1 Sept 2018 - Sun Square, Gardens
2 Sept 2018 - Academy of Sound Engineering

BOOK VIA QUICKET.CO.ZA






www.musicexchange.co.za

Media: Press, Radio and TV

Music Exchange received superb press support in 2018! Our major media partners were Biz Community and Independent Media, the Cape Times and The Argus.

Bizcommunity

Bizcommunity ran editorial pieces prior to the conference. Five articles were written, pre, during and post conference.

- <https://goo.gl/6Ge37a>
- <https://goo.gl/q3EX9Q>
- <https://goo.gl/3vKZgT>

Independent Media

- <https://goo.gl/sngAXU>

Cape Times

Daily newspaper, the Cape Times, ran competition giveaways with Robyn Cohen.

The Argus

The Argus newspaper ran a full-page extensive story on Music Exchange.

ENCA

The spotlight devoted a seven-minute piece to #MEX18.

- <https://goo.gl/jivqy>

Cape Talk Radio

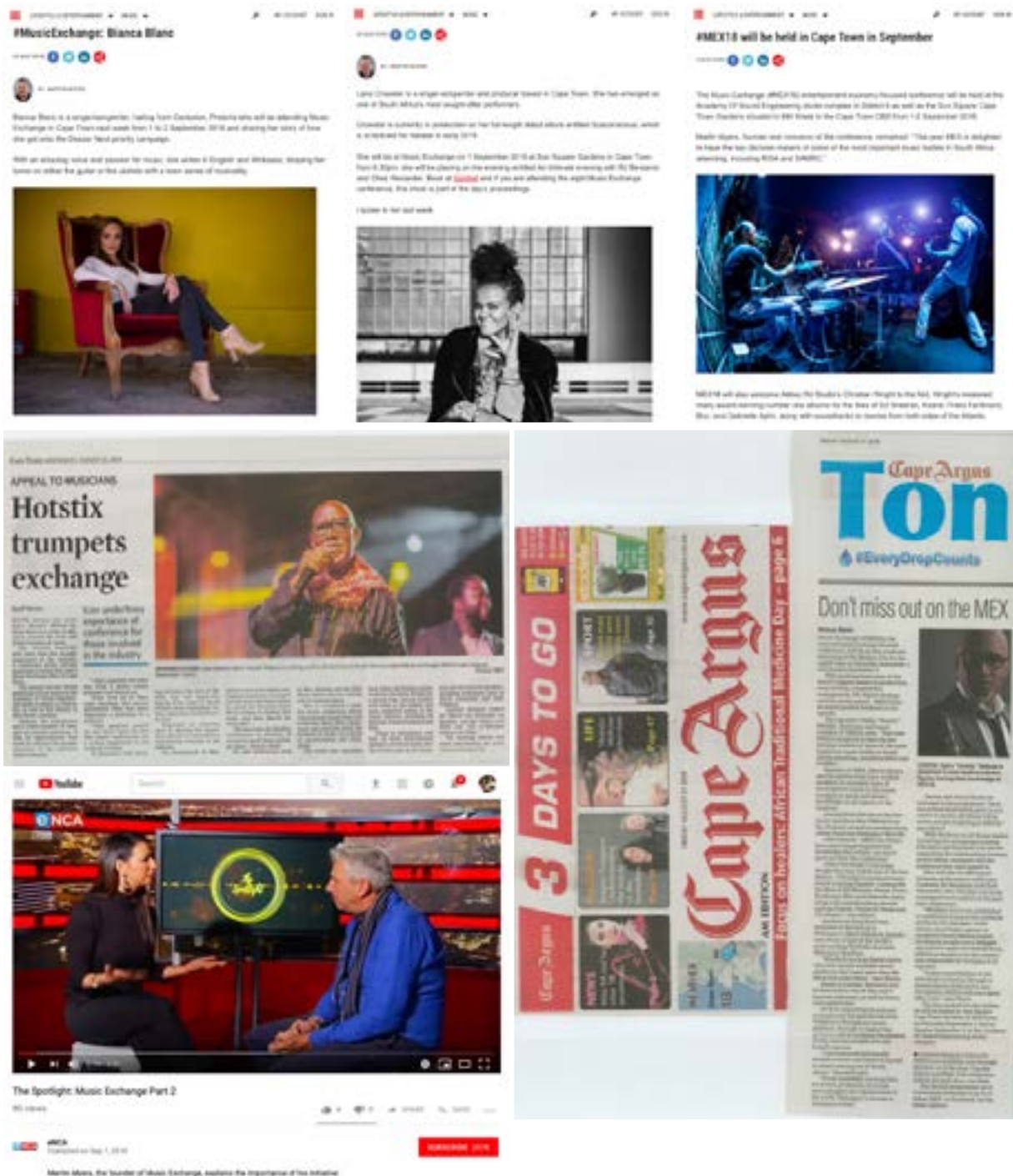
Cape Talk Radio ran a 10-minute interview with the convener on Friday, 31 August.

- <https://goo.gl/kX3J6P>

The Leisure magazine cover features a large portrait of Siphosiso 'Hotstix' Mabuse. Above the portrait is a 'FREEBIES' section with the text 'TO BE LISTED: email cohenry@netactive.co.za'. Below the portrait is a 'HIGH NOTE' section stating: 'Siphosiso "Hotstix" Mabuse will sing and give an address at #Mex18.' Further down is a 'Networking music conference' section with details about the #Mex18 conference, including its location at the Academy Of Sound Engineering studio complex in District Six, dates of September 1 to 2, and ticket prices (R300 for one-day, R500 for full conference). It also lists speakers like Abbey Road Studios' Christian Wright and Siphosiso 'Hotstix' Mabuse, and mentions a competition for readers to win double tickets.

The screenshot shows a Bizcommunity article titled '#MEX18 will be held in Cape Town in September'. The article text states: 'The Music Exchange (#MEX18) entertainment-economy-focused conference will be held at the Academy Of Sound Engineering studio complex in District 6 as well as the Sun Square Cape Town Gardens situated in Mill Street in the Cape Town CBD from 1-2 September 2018.' It also includes a quote from Martin Myers, founder and convener of the conference: 'This year MEX is delighted to have the key decision makers of some of the most important music bodies in South Africa attending, including RISA and SAMRO.' Below the text is a photograph of a musician playing a saxophone on stage.

The screenshot shows a Daily News article titled 'My energy is 99% brother, says Siphosiso "Hotstix" Mabuse'. The article includes a photograph of Siphosiso 'Hotstix' Mabuse playing a saxophone. Below the photo is a caption: 'Siphosiso "Hotstix" Mabuse is co-founder and chairperson of the valuable music industry conference #Mex18. (2018 Mabuse photo) looks after the podium from the side of the stage at the conference in District Six.' The article text continues: 'HALF a century into his music career and Siphosiso "Hotstix" Mabuse shows no sign of stopping. "The energy is at 99%, brother," Mabuse quipped in an exclusive interview with the Cape Argus days before Music Exchange 2018 (#MEX18) is held in Cape Town this weekend. As co-founder and chairperson of the valuable music industry conference, Mabuse mainly looks after policy direction.'



An intimate evening of music

with RJ Benjamin and Chad Alexander

1 Sept 2018

Sun Square, Gardens

BOOK VIA QUICKET.CO.ZA

Social media

2018-08-01 - 2018-09-28

The most influential social media authors

	Author	Site	Influence	Mentions
1	 TheCapeArgus		35760	1
2	 RJBerjamin		29961	3
3	 siphohotstix		22145	18
4	 SAMROMusic		18005	11
5	 CPTgigs		12105	8
6	 marcelaamusic		11146	4
7	 musicexchange		9394	70
8	 Likers_2Do		6075	1
9	 Music Exchange		5347	5
10	 DeezerZA		4784	4

The most active social media authors

	Author	Site	Influence	Mentions
1	 musicexchange		9394	70
2	 siphohotstix		22145	18
3	 SAMROMusic		18005	11
4	 MartinMyers		3767	11
5	 Jentechology		3260	8
6	 CPTgigs		12105	8
7	 danielcrossing		293	8
8	 Gilliane		270	6
9	 OptimisticRose		387	6
10	 TrendWikiZA		2079	6

Collaborator comments from #MEX18

I have attended many workshops and master classes before covering a range of topics but the MEX18 was a real eye opener in terms of how it was well organised and the selection of speakers.

Each speaker covered the topic eloquently and with passion.

I walked out of MEX18 feeling empowered even though I have been in the music industry for more than 20 years.

What was also unique about MEX18 is that it presented each attendee with a range of business opportunities which can be exploited almost immediately.

Well done to the organisers.

Nhlanhla Paul Sibisi,
COO, RISA

We've heard nothing but praise from all who attended Music Exchange 2018. The organization, presenters and quality of the content presented was world class. Our South African music industry would be poorer without the drive and vision of Martin and his Music Exchange team.

Congratulations on a successful, memorable and rocking conference.

Regards,
Carel van Heerden (B.COM retail; MIACSA)
Director, Paul Bothner Music

MEX 2018 was an outstanding conference, offering attendees a superior level of music education. MEX18 had secured top speakers and attendees really got the benefit of this with innovative sessions and hands on topics. Topics reached across production through to business and I am confident that attendees would have left the conference feeling inspired to further their music career with confidence!

Gillian Ezra
COO, Deezer

An excellent opportunity at #MEX18 for industry professionals and newcomers alike to connect around the music industry, challenges, success, music delivery platforms.

A key space to enable coaching and development for SA music.

Looking forward to the 2019 event.

Best
Stephen Werner
Program manager, KFM

I missed last years Music Exchange i.e. #MEX17, due to the BMI MEX song camp, but was delighted to attend and be part and parcel of #MEX18.

This year's conference rolled out very well. The Sun Square Gardens venue was fantastic.

The right size conference room with great Garden outside and with all the speakers staying at the hotel this made networking so easy for all the speakers, so well done. The topics you covered were essential and so vital to SA Artists.

Ben and Mark two of your overseas speakers gave amazing insights into streaming and you tube, that was vital.

These two speakers are at the top of their game -I learnt so much and I am sure others did too.

Gillian Ezra and the streaming panel you had on day 1 was superb and I speak under correction, I think you are the only conference who covered this vital area this year,

To the Music Exchange team, I wish you all the best for 2019 and will be delighted to come and play my part.

I loved the showcases on the Friday night, it set a lovely tone for the conference and was happy to see the depth of talent on show.

Please keep Music Exchange forward thinking as you and the team have done over the years and keep pushing.

You have my full support and appreciation for what you are doing.

Warm regards

RJ Benjamin

Artist

You only miss it when it's gone. A world for a musician/artist without something like Music Exchange is a daunting place. That is why it is important that Mex is supported and continues to strive and grow as it has. Your one-stop-shop for all the ins and outs for survival, growth and thriving in the music industry look no further. I've attended all of them and will continue as info supplied is current is ever changing and presented by real people at the top of their game from across the globe. Mex 2018 was a resounding success.

Warm regards,

Jerome Da Silva Gouveia

Head of Drums & Percussion, Paul Bothner Music

Martin Myers and the Music Exchange team produced a very unique, all-round musical experience that had something for every type of musical participant, be it a producer, DJ, radio content manager, aspirant musician or even an existing full-time experienced musician.

The calibre of presenters was top draw, and Martin as emcee, kept the show on the road seamlessly.

MEX has, as a consequence of the above, gained some proper traction in recent years, and will continue to forge ahead no doubt in the future, with new, mouth-watering and exciting musical offerings.

Best regards,
Barry Varkel
Attorney

Music Exchange 2018 was particularly poignant this year as it came on the heels Mr Siphokazi “Hotstix” Mabuse receiving The Order of Ikhamange.

We were given insight into his decades-long legacy, many of whom could only dream to achieve. But in sharing his story, “Hotstix” made it clear that it is a dream that is possible and sustainable when one educates themselves and has the necessary business savvy. His story could be our story and MEX stands in to fill the gap of knowledge around music business. It is a rare honour for artists to have such unprecedented and unrestricted access to giants of the industry, both local and international. It is not remiss to say that in the next 10, 20, or 50 years, an artist who was in this year’s conference will point to the two days of #MEX18 as a pivotal moment in their career. They may only lament that the conference was not longer!

I believe that this conference has contributed in significant ways to all of us, speakers and delegates alike – who had the privilege of attending. It left me with one of those strange feelings that I wished the entire industry was there. I look forward to next year’s Conference with great anticipation.

Siphokazi Jonas
Acclaimed Poet and playwright and performer

Great conference that brings the South African music industry together.

Sophie Doherty
Marketing Manager, Big Concerts

I have attended many music conferences locally (MOSHITO) and internationally (WOMEX, MIDEM) and Music Exchange (MEX) is up there with the best in the world.

The guest's speakers are so informative and are authorities in their field. The program is varied and interesting and well curated. The musical showcases are amazing to give young artists a platform in front of industry professionals.

This 2.5-day event is a must on the calendar of any person who has anything to do with the music industry. Whether you are on the business side or the creative side, you will always learn something.

More agencies, more management companies, more musicians in Cape Town need to attend. This industry called the music business has many arms and is changing so rapidly that I defy anyone who can say they know everything there is to know.

MEX18 as with previous MEX editions gave me insights into many areas I thought I knew about but don't. I always end up with a notebook full of new ideas and anxiety about how much there is to know. But then I know the next MEX is going to roll around again and it makes me feel better that I will get my annual injection of music business insights.

This needs the support of all the local arts and culture departments because culture and tourism are the two sustainable economic factors that are going to get the economy going but investment is required.

Lesley Wells

Manager: Moreira Chonguica & The Moreira Project

I attended MEX in previous years as a delegate. This year at MEX18 I attended as a new solo artist, having released my first two singles in 2018 and I was able to share with fellow, new musos my experiences thus far.

At the same time, I sat in on important industry discussions and talk shops that I don't see other music expos having. I especially found the streaming and play listing discussions vitally important, as this is the direction the Music Industry is going in globally and we have to keep up or get left behind!

I think that MEX would benefit from having two 'streams' of information or bigger/more venues. I think that a stream for absolute beginners would be beneficial – absolute basics of the industry – and the more intermediate stream of information.

Maybe having these splits across two days would help, simply because there is so much information to share - those who know the info might get frustrated vs. those who don't know not getting enough information?

I look forward to MEX continuing and bringing the industry together for connections and support in an industry that needs it.

Warm regards

Chantal Stanfield

Director: Kizara Kreative

Music Exchange (MEX), a non-profit organisation founded by Martin Myers,(my manager) board members include some of South Africa's imminent composers and academics.

MEX has developed ground-breaking programs delivered by experts in specific fields within the entertainment economy. These include IT, film scoring, live performance, PR, marketing and song writing. MEX 2018 was the most successfully progressive two-day conference yet. To the point that it has become imperative that many industry players associate themselves with MEX.

Participating panellists have offered unheralded programs covering local and internationally relevant topics, right through to delivering practical legal advice.

Young people need programs that are relevant to their specific needs. MEX provides that platform.

It is against this backdrop that MEX should be supported with all resources commensurate with the needs of a developing industry.

MEX is actively invested in the future of South Africa's youth, keen to pursue a career the entertainment industry.

Thank you

Sipho Hotstix Mabuse
Artist

In September 2018 I attended both days of the Music Exchange Conference. (#MEX18) Despite being in the industry for over 35 years, I was so grateful at how much information I learned from the excellent calibre of both local and international speakers that spoke at the various masterclasses.

In recent years there have been major digital disruptions which not only affect companies but also each and every individual that plays a part in the music and entertainment industry. The virtual nature of digital disruptions makes them much more difficult to deal with than past technology-triggered disruptions.

Martin Myers and his team covered every aspect of the music industry, with masterclasses ranging from SAMRO, legal, IP, recording, streaming, Digital, Radio, Publishing, Music Business, Royalties in the digital age, copyright, trends in the music market both local and international, touring as well as personal testimonials from singers themselves.

My feeling was when I left there, besides feeling empowered, that this should be made available to our millennials, as well as those that have been in the industry for a considerable amount of time, due to the technology and laws changing at such a rapid pace.

I applaud MEX for providing the music and entertainment industry with such a brilliant resource, and hope to see it continue for many years to come.

Kindest regards,

Di Rosen
Television CEO / Director / Producer

#MEX18 in pictures

Showcase (Friday, 31 August)



#MEX18 in pictures

Day 1 (Saturday, 1 September)



#MEX18 in pictures

Day 2 (Sunday, 2 September)



Sponsors

Music Exchange would not be possible without kind sponsorship and partnerships. #MEX18 is thankful for the following sponsors and partners:

- SAMRO
- JOOX South Africa
- Tsogo Sun – Sun Square, Gardens, Cape Town
- Academy of Sound Engineering (ASE)
- Western Cape Government – DCAS
- Paul Bothner Music
- Bizcommunity
- Triple M Entertainment
- On the Button Services
- 5D Communication Design
- Sheer Publishing
- Active Music Publishing

#MEX18 Sponsorship in Kind

- Tsogo Sun – Sun Square, Gardens, Cape Town
- Paul Bothner Music
- Cape Town Tourism
- Unfazed Production
- On the Button Services
- Academy of Sound Engineering (ASE)
- Triple M Entertainment
- Quicket



Looking ahead to #MEX19

#MEX18 has been on the road with three people (Craig Parks, Selwyn Bartlett, Martin Myers) and artists and we spent the month of November 2018 touring the Western Cape.

For six consecutive weekends, we motored to:

- Paarl
- Swellendam
- Knysna (feedback below from an artist who attended below)
- Beaufort West
- Cape Town
- Vredenburg

Each town event was held on a Friday, from 15h00 -18h00, and then Saturday, from 10h00 to 15h00.

Artists who came to mentor and talk included:

- **RJ Benjamin** in Swellendam
- **Heinrich Frans** in Paarl, Beaufort West, Cape Town and Vredenburg
- **Tony Cox** in Knysna



#MEX19 Dates and Booking

Music Exchange 2019 dates are out, and booking is open via Quicket: <https://goo.gl/D78zsY>.

#MEX19 will run from 5 September, through to Sunday 8 September 2019.

Monthly masterclasses will continue, starting mid-February 2019, once-a-month, on the first Saturday of each month. If you know of speakers or topics, please feel free to engage.

Acknowledgements

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

- **RJ Benjamin**
- **Sipho Mabuse**
- **Trevor Jones**
- **Lesley Wells**
- **Brandon Bakshi**
- **Richard Keet**
- **Annique Ferreria**
- **John Fishlock**
- **David Alexander**
- **Thabiet Allie**
- **Razia Myers**
- **Derek Geddes**
- **Warren Kirkland**
- **Jason Curtis**
- **JP Willson**
- **Abdul Burton**
- **Lynley Pillay**
- **Roeshdien Jaz**
- **Siphokazi Jonas**
- **Bevan Trevor**
- **Vernon Adams**
- **Nick Matzukis**
- **Keith Farquharson**
- **Louis Neilson**
- **Carel van Heerden**
- **Jerome da Silva**
- **Nina van den Berg**
- **Esra Overberg**
- **Clayton Smith**
- **Raymond Alexander**
- **Christopher De Vries**
- **Ruth Cooper**
- **Craig Stein**

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

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

Martin Myers

Convener and founder of Music Exchange

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