



14 October 2020

CONVENERS MESSAGE FOR MUSIC EXCHANGE 2020

As Convener of the NPC of MUSIC EXCHANGE 2020, (#MEX20), I am delighted to share our close-out report for this year's 10th anniversary conference with you.

I would like to emphasise that the conference is a collective effort and a meeting of the minds of people who strive for excellence.

Special thanks to Jason Curtis, Lesley Wells, R.J Benjamin, Marcel Oudejans, and Andrew Brown all who have assisted in every way possible, and equal thanks to all our ten speakers who gave so willingly to impart seminal knowledge.

Mention needs to be made of **Ticketpro** who, before March 2020, had no streaming platform at all. In a matter of weeks, they developed and launched a world-class platform to stream on-demand – **Mandy Claasen** and her team are a joy to work with – THANK YOU, all!

Music Exchange (MEX) was proud to announce its partnership with **Ihata Shelter** in Heideveld, to help raise much-needed funds as part of #MEX20, We were approached to work with the shelter by Roeshdien Jaz, and we were delighted to assist in fundraising efforts for them.



Earlier this year, via two events on the ticketing platform, hosted by Ticketpro, MEX streamed a production by Siphokazi Jonas titled *We are Dying Here*, and a Siphon Mabuse Baxter Theatre show. Through these partnerships, MEX was able to raise a **five-figure sum** for **KMA** (Kronendal Music Academy) in Hout Bay.

On behalf of everyone who made MEX20 the extraordinary success it was, I thank you one and all. Looking forward to 2021, with gusto!

Martin Myers – Founder of Music Exchange



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1. The background

(#MEX20), South Africa's preeminent entertainment-economy-invested conference, returned this September 2020 for the 10th consecutive year and with it a truly impressive raft of seminal and engaging speakers.



With the overall industry decimated in the face of the COVID-19 fallout, #MEX20's annual conference remains critical to surviving and succeeding in a world that remains in financial free-fall.

Despite 2020 being the most challenging in MEX's decade of dedication, investment, and global outreach, Music Exchange 2020 (#MEX20) opened its annual industry-focused indaba to the world to rave reviews and appreciation.

Over the past 10 years, MEX has actively informed, partnered, and brokered with some of the biggest and most influential players and institutions, with the sole purpose of elevating, educating, and sharing a wealth of learning from all four corners of the planet and 2020s #MEX20 was no different.

If anything, #MEX20 offered a global audience, directly or indirectly professionally affected by the pandemic, an opportunity to explore the possibility of change in recovering and rising above a year that's riddled with uncertainty and confusion.



All 10 sessions continued to be hosted until 30 September 2020 for those who may have missed out at the start of this year's indaba.

MEX has, over the past decade, become synonymous with offering a variety of specialist speakers across a plethora of disciplines, from publishing, live performance, production, PR and marketing, song-writing, and all legal aspects associated with nurturing and growing the overall entertainment ecosystem.

MEX has welcomed and hosted the likes of composer Dr Trevor Jones, musician and producer 9 time Grammy winner Bryan Michael Cox, Stuart Rubin, The Orchard's Ben Oldfield, Mark Murdoch, Mos Def, Tim Renner, Siphos Mabuse, Tom Novy, Karen Zoid, RJ Benjamin, and AKA, among many more, all in an impressive lead up to this year's impressive list of recorded speakers

This document should be read in conjunction with the narrative called MEX_COVID, as well as the Red Book regarding the media tracking - available on request



2. Objectives

Music Exchange (MEX) has always strived to impart relevant knowledge in the best possible way through the delivery of quality, credible speakers who have gravitas and have achieved success.

Over the past decade, MEX has welcomed and hosted the likes of the following international speakers:

- **Composer Dr Trevor Jones**
- **Nine-time Grammy award winner, Bryan Michael Cox**
- **World-leading music executive, Stuart Rubin**
- **The Orchard's Ben Oldfield**
- **Mahogany's Mark Murdoch**
- **Musician Mos Def**
- **Music producer, journalist, and author, Tim Renner**
- **DJ and producer, Tom Novy**



3. Enabling factors

MEX20 could not have happened in quite the way it did without the active support and sponsorship from:

- **Ticketpro**
- **Western Cape Government**
- **Paul Bothner Music**
- **The V&A, Waterfront**
- **Digicape**
- **SAMRO**
- **Acom Branding**
- **Triple M Entertainment**
- **Matters Media**



4. Social impact

Music Exchange (MEX) was proud to announce its partnership with **Ihata Shelter** in Heideveld, to help raise much-needed funds as part of #MEX20. We were introduced to the shelter by Roeshdien Jaz, and we were more than delighted to have assisted in fundraising efforts for the shelter.



Earlier this year, via two events on the ticketing platform offered by Ticketpro, MEX streamed a show by Siphokazi Jonas titled *We are Dying Here*, and a Siphokazi Mabuse Baxter Theatre show.

Through these partnerships, MEX was able to raise a **five-figure sum** for **KMA** (Kronendal Music Academy) in Hout Bay.



5. The delivery

In partnership with **Ticketpro, V&A Waterfront, Acom Branding, SAMRO, Paul Bothner Music, Western Cape Government, and Digicape, #MEX20** not only delivered on its promise to empower, but it also brought the world a little closer together and with it a further opportunity to keep its intent alive with future sessions already underway.

Opening with global entertainment industry heavyweights **Charles** and **Arthur Goldstuck**.

Music Exchange further presented a host of local and international game-changers, evolving in the new-entertainment reality. These include the likes of:

Siphokazi Jonas – Award-winning artist.

Christian Wright – Abbey Road veteran of 20 years.

Sipho “Hotstix” Mabuse – award-winning SA music legend.

Lance Stehr – Music Executive and label owner.

Wiseman Ngubo – COO of Capasso.

Neil Johnson – Radio Programmer. Formally Chief Content Officer Kaya FM 95.9, Programme Manager Jacaranda 94.2 FM, Programme Manager Kaya FM 95.9.

Callum Stevenson – Blue Key Digital CEO – Formally HOD (from 2011 to 2020 of the Lyric Theatre at Gold Reef City, Gauteng) where he staged up to 80 shows and events per year.



Karabo Senna – SAMRO – Right Holder Service General Manager - Tasked with the management of membership.

Manqoba Kubheka – General Manager, Licensing at SAMRO. Responsible for educating music users about SAMRO and commercial music usage.

Moreira Chonguica – Global award-winning musician.

Culminating with:

Rachel Z – Musician, producer, lecturer, and two-time Grammy award-winner.

She discusses the global entertainment landscape and takes audiences on an in-depth look at their personal studio space and goes through all the gear she and her husband Omar (Hakim) create on.

Lauded and awarded for its consistent commitment to the broader South African music industry, MEX's incredibly productive and positive 10th anniversary year ran from 10 to 30th September 2020 with a wealth of quality international and local speakers.



6. The outcome

Global conference hosted online with Ticketpro (part of the JSE listed Blue Label telecoms)

10 years = 10 speakers = 10 inspirational talks over 10 days

Four international speakers / Two from the **USA** / One from **Mozambique** / One from **England**

Two-time Grammy winner Rachel Z /

World-first –Global executives in the conversation for the first time, **Charles** and Arthur Goldstuck

Media coverage as audited by Newsclip A.V.E over R2.3-million

Spread over **38 articles** from 31 August to 30 September 2020.

Index

AVE: R 2 354 048,36

Print: R 12 876,16

Broadcast: R 28 350,53

Online: R 2 312 821,67



We achieved the objectives as we set out, but we faced vast challenges.

- 1) Too many events give FREE talks, and this devalues the worth of the work at hand and we also see a very small uptake when tickets are given away, as is proof by the lack of uptake from SAMRO winners. Ticketpro has accurate analytics – and out of the 50 tickets gifted less than 15% used the opportunity to partake.
- 2) Data costs are a challenge in South Africa, as is connectivity.
- 3) We had to do on-demand broadcasts, as we could not afford to do the talks live, due to a load shedding risk that became highly probable during September and we had the reputational damage and fallout to consider should sessions, to a global audience, be compromised due to logistical and geographic challenges beyond our control.
- 4) Screen fatigue, in the face of the pandemic, became a concern. Zoom became the go-to, rather than a perfectly suffice-worthy phone call.
- 5) Radio reach and penetration is an important point to look at – Some (high-profile/ maximum reach) interviews did not move a single ticket.
- 5) The correct pricing model, across the entire event space, has not been figured out as yet. Some live events are charging R1000 for an in-person gala event at theatres and other one-hour online talks are charging R250.
- 6) Online shows seem to be in the region of R75-R150, but streaming the event, real-time, live, and only as a once-off is, in our opinion, foolhardy.
- 7) One needs to give the consumer time to watch when she/ he has time, post the talks going live. Each talk went live at noon SA-time, for 10 days. The live uptake was in the region of 10% of the total audience engagement.



Comments include:



Siphokazi Jonas · 2020/09/14 ✓

I've been attending this conference for 6 years and I learn so much about the music business every time and I make sure to apply it to my own work. Excited to be part of it again!! HAPPY 10 YEARS #MEX20 ❤️❤️❤️❤️

@musicexchange @MartinMyers
@siphohotstix @trevorjonesfilm



Liked by **payton_snow_** and 7 others

benson_jason_benson And congratulations to another successful year and thank You **@martinmyersct** ❤️ I'm very proud of You, and am looking forward to the next one 😊 #capetown #mex20 #moneywellspent #letsdoitagain



RJ Benjamin is with Razia Myers and 8 others.

September 10 · 🌐

Watching the opening of #MEX20...legendary SA journalist Arthur Goldstuck interviewing his twin brother Charles. The further in you go the more you realize those gold records lining the walls behind Charles are just the beginning. Charles is one of a handful of truly successful South African music industry exports. These boys were born in Trompsburg in the FS! So incredible to hear how Charles managed to bravely navigate and sustain a career right at the top of the international music industry!

R100 gets you in to this and 9 other incredible music industry interviews over the next 10 days. Book your ticket now at <https://COVID-zero.co.za/music-exchange-mex/>



RJ Benjamin

September 13 · 🌐

This interview was fascinating. Neil Johnson has so much knowledge and passion about radio and doesn't hold back on any topic. If you haven't checked out #MEX20 I highly recommend it and this interview in particular will educate any current and upcoming artists when it come to understanding radio in SA.

Click on this link to watch this and 9 other incredible interviews:
<https://COVID-zero.co.za/music-exchange-mex/>



David Watkyns

10 h · 👤



Last day to see the incredible content done by Music Exchange 2020 at <https://covid-zero.co.za/music-exchange-mex/?fbclid=IwAR3arTke5jmTf7uK0c69g9ATYjLpzV53rk6bftV6iNZwpdsi9oL6S2VhiGY>

Highlights for me was RachelK (keyboards, composer), Charles Goldstruck (record exec) and Christian Wright (abbey road engineer)

This content is so important for every South African musician. Talking about the industry, the future and getting inspired!!



Massive thank you to Martin Myers for organizing such awesome, informative content. I really enjoyed these interviews!!



COVID-ZERO.CO.ZA

MUSIC EXCHANGE (MEX)

A movement by the people, for the peopl...



Marketing

MEX has a clean Mailchimp database with over 1 358 subscribers, all of who received the information regarding the conference in five different topic mailers dated:

31 August 2020
4 September 2020
16 September 2020
23 September 2020

18.3 % open rate

Audience

Music Exchange

Your audience has **1,397** contacts. **1,326** of these are subscribers.

All ten speakers used their social media reach, especially Twitter and the total reach achieved was over 159 419.

MEX is active on all social media platforms throughout the year.



3,5K views



5 933 people reached >

Boost again

Boosted post

Completed

ZAR166.04 spent

Promoted by Martin My...

People
reached

5 830

ThruPlays

587



MUSICEXCHANGE**CT**
Posts

[View Insights](#)[Promote Again](#)

1 666 views · Liked by **moreiramusic** and **dylanredza**

musicexchange now in its 10th year - amazing keynote speaker in conversation for 1st time together Charles and Arthur Goldstuck - tickets from [@covid_zero_ticketpro](#) - 10 days - 10 amazing speakers [#charlesgoldstuck](#) [#arthurgoldstuck](#) [#mex20](#)



7. The way forward

MEX20 is a year-long event and will culminate in September 2021. There will be ongoing talks over the next 365 days

We are hard at work producing new, original content and have already recorded work with:

Ro-Ro from Barbados, via Christian Wright, Stephen Werner from KFM, David Kramer, and Chad Saaiman, all of which will be loaded on to the Ticketpro streaming platform in the coming weeks, ongoing. We will be launching these talks under the Music Exchange **MAYA** banner (**Music and Youth Actualization**).

Classroom style lectures will take place with the Waterfront artists that we mentor so they can make sure all the nuances are understood and a similar approach will take place with DCAS (Department of Arts & Culture) in the Western Cape.

Observations, concerns, and challenges:

An area of concern for the entire Music Exchange team is the lack of understanding that this business is all about timing, working together, and reaching out to gatekeepers who can open doors for you.

The 2020 speakers are already networking with one another and writing business.

Too often the handout, entitlement, the mentality seems to exist in the SA music industry. Only SAMRO reached out to request tickets and these were sent to members. Sadly, the uptake was less than 10%. This lack of investment is concerning. We did not receive any ticket queries from Capasso, Risa, Tumsa, or any other bodies in SA, to name only a few.

In these unprecedented times, the spirit of co-operation and collaboration has never been more important. However, it is unfortunate that an effort of this nature, magnitude, and value is subjected to renown and respected leaders in the music industry who are hellbent on destroying, undermining, and sabotaging the work that is being done by Music Exchange, instead of trying to find common ground and a means of working together for the betterment of the whole business of music.

South Africa has the potential to be a global music force and a continental leader due to the sheer volume of the talent we have, but egos and politics need to be set aside to allow this to happen.



8. Acknowledgements

Thank you to our media partners:

**Biz Community
The South African
IOL
Cape Talk
Gallo Record Company
Just Music**

**Paul Bothner's, Acom Branding, and the
V&A Hotel for the prizes for our 10th-
anniversary event.**



9. The next MEX chapters

Future key focuses include:

1) **De Waal Park concerts in Cape Town**, during 2021, or when National Government gives the go-ahead for events, MEX will promote the artists we mentor. By way of example, the V&A Waterfront artists will open the summer shows. Five concerts are planned.

2) **The Milnerton Meander** – The craft market, which opened in December 2020 on a Sunday (from 10am to 3pm), will host young talent in an unplugged, acoustic setting (piano or guitar and voice), where MEX will curate in the months to year-end, into 2021.

3) MEX will also continue to build a working relationship within **More Jazz**, based in Maputo, Mozambique.

* **More Jazz Big Band Mozambique** (orchestra) is a concept created by award-winning jazz saxophonist and ethnomusicologist Moreira Chonguica (African super brand) as an outreach programme of the **More Jazz Series** music festival.

* **More Jazz Big Band** interacts with children and youth through weekly workshops and performances introducing them to the science of music and music culture and the appreciation of the jazz masters and classic big band jazz standards.

* **More Jazz Big Band** project draws young people from the National School of Music, Nilia Institute, and other private schools and trains them to see jazz music in a different light, as a lifestyle and a way of being.

4) We also invested in hosting **Ozmosys** in Southern Africa in September 2021.



Thank you