



24 - 26 September 2015
Music Exchange Report

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INTRODUCTION

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 5th annual conference took place on the 24 - 26 September 2015 at GrandWest Casino and Entertainment World, Goodwood, Cape Town.

www.mex15.co.za



ATTENDANCE

In four years the conference has grown from 200 delegates in total in year one at the Victoria Junction Hotel to over 600 attendees per day in 2015 with 200 invitees and dignitaries at the launch event and 600 delegates per day for the next two days.

The Music Exchange event launch was held at Hanover Street, GrandWest Casino and Entertainment World on 24th of September 2015 attended by all the keynote speakers, media and government leaders including Minister Alan Winde (Finance, Economic Development and Tourism – Western Cape), Minister Anroux Marais (Cultural Affairs and Sport), Director Mrs. Jane Moleleki (Arts, Culture and Language Services), Deputy Director Mrs Nerine Jeaven (Arts, Culture and Language Services), Assistant Director Lindsay Jephtha (Arts, Culture and Language Services), Mayco member Councillor Garreth Bloor from the City of Cape Town.

The Conference Showcase band was 12 YEARS A BAND featuring Zoe Modiga, Eden Myrrh Toohey, Keanu Harker, Siphokazi Jonas, Josh Prinsloo, Jason Skippers, Geramaine Leonard and Revan October.

CONFERENCE PROGRAM – DAY 1

DAY 1 : REGISTRATION STARTS AT 09:00

Market Hall, GrandWest Casino | Cape Town | FRIDAY 25TH SEPT

WELCOME

09:30 - 10:00 - WELCOME

WELCOME ADDRESS | OPENING OF MEX 2X15



10:00 - 11:15 - Bryan-Michael Cox

Talk with Bryan-Michael Cox

PANEL

11:15 - 12:30 - Miles Keylock / Lance Stehr / Adrien Conradie / Natano Brache / Dave Alexander

SA Today with Key Stakeholders. So much is happening in the business of music.



12:30 - 13:00 - Bryan Ramkilawan

Talk with CTFC mandate to develop businesses in the creative sectors

LUNCH

13:00 - 13:45

LUNCH



13:45 - 15:45 - Poetry - Siphokazi Jonas (Workshop)

"The way you make me feel": Connecting the audience to your written story



13:45 - 15:45 - Social Media For Business - Brian Mawdsley (Workshop)

Social Media For Business



13:45 - 15:45 - Placing a Song on Radio - Ebrahiem Inglis (GHFM) (Workshop)

Placing a Song on Radio



13:45 - 15:45 - Writing a Press Release - Jason Curtis (Workshop)

Writing a Press Release



13:45 - 15:45 - Emily Bruce - The voice of Goldfish (Workshop)

Get out of the shower and onto the stage: Build your voice and your confidence with vocal training [More Info](#)



13:45 - 15:45 - Recording on a shoestring - Graham Ward (Workshop)

Recording on a shoestring - How to approach recording according to budget and time restraints. Song composition against song arrangement and lyric composition. Artists goals and give people who have not recorded before a true understanding of the process. From home studio to abbey rd.



13:45 - 15:45 - Ebrahim Mallum (Workshop)

"The importance of a well planned project" - Recognizing what it is the artist wants to achieve with the project & the reasons why extensive planning is important before starting any project and how to go about it. "Having the right Producer/Production for your project" - Why it's important to find the right producer to get the best production for your song, making it the best it can be & different directions one song could be taken and how to recognize which one will be best for the song depending on what the artist wants to achieve with it.



13:45 - 15:45 - Tumli Mothel and Jessica Schnehage - (Workshop)

Agencies and Management -what do they do for you

BREAK

15:45 - 16:00

BREAK

CONFERENCE PROGRAM – DAY 2




16:00 - 17:30 - Bryan Michael Cox and RJ Benjamin

Captain Hook and his Evil Processor

DAY 2 : REGISTRATION STARTS AT 09:00
Market Hall, GrandWest Casino | Cape Town | SATURDAY 26TH SEPT




09:30 - 10:45 - Brandon Bakshi and John Fishlock

We're not just a Bank: The Broadcast Music Incorporation (BMI) supports songwriters, composers and publishers in collecting their royalties. But even more importantly, how can they work with you and the synergies they share with you.



11:00 - 11:30 - Vuyo Tofile

Money's too tight too mention : Vuyo leads the entire Entbanc Group whilst also heading up the finance unit, Entbanc Finance. our contribution as will centre on: Where Financial Services meet the Music Sector ; Financial planning for music sector artists; Crowdfunding vs Artists investments models brief introduction to bank for creative sector

BREAK

11:30 - 11:45

BREAK



11:45 - 12:15 - Warrick Percy

Read me Your Rights : CAPASSO talks us through what money is being collected, who it is being collected by and how to get your hands on it. We'll take you through an iTunes account as an example in the Digital world



12:15 - 13:00 - Nick Matzukis

LEGAL : An Understanding of How Money Flows in the Music Industry" and "The New Copyright Amendment Bill - What Will It Change For The Music Industry If It Is Passed?"



12:15 - 13:00 - Nick Matzukis

LEGAL : An Understanding of How Money Flows in the Music Industry" and "The New Copyright Amendment Bill - What Will It Change For The Music Industry If It Is Passed?"

LUNCH

13:00 - 13:45

LUNCH




13:45 - 15:00 - Nic Burger and Teju Ajani

Silicon valley is worth Billions - Where's my piece of the pie? : What are my Social media rights? is there a DIY solution I can use on Social Platforms? Is YouTube really that powerful? How do I get my music into the right hands using SM?



14:00 - 15:00 - SIBOT Presented by Red Bull Studios Cape Town

Richard Rumney from the Red Bull Studios Cape Town will be chatting to South African electronic music pioneer, Sibot, about his work creating electrified, hip-hop tinged, beat-infused electronic music over the past decade, his performances around the world and most importantly his approach to being a truly live electronic music artist.




15:00 - 16:00 - Neil Naidoo and Yoel Kenan

Scatterlings of Africa? : What opportunities are there in Africa and how have other African countries broken the international barriers. Neil will provide a solution for South African Artists

BREAK

16:00 - 16:45

RRFAK




16:45 - 17:00 - Moreira Chonguica, Bryan Michael Cox, Brandon Bakshi and Nick Matzukis

Anything goes? Q&A

MUSIC EXCHANGE SHOWCASE AND EXPO

Showcases

- Nathi
- 12 Years A Band
- RJ Benjamin
- Auriol Hays
- Lionel Bastos
- The Hatchet Men
- Josh Roxton
- Candice Thornton
- Lance Theron
- Brendan Wickstrom
- Vusi Nova
- Nancy G
- Ruff X
- Bishop Louis

Expo Spaces

- Cape Town Fashion Council with displays of 5 designers including Craig Native
- Jacques le Grange, Magents
- Paul Bothners with Roland, Faith Guitars, Tama and more
- Eastern Acoustics
- Cape Audio Engineering
- Academy of Sound Engineering

NB: 1st time at the event



MEDIA - RADIO

Radio Broadcast

• Power FM	R83 000.00
• Goodhope FM	R30 000.00
• Heart FM	R97 296.00
• Smile FM	R38 000.00
• Kaya FM	R76 250.00
• Radio 2000	R25 000.00



Outside Broadcast

• Goodhope FM	R150 000.00
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Online Radio

• Hashtag Radio	R5 000.00
• Taxi Radio	R5 000.00

Community Radio

• Bush Radio	R2500.00
• Radio Helderberg	R2500.00

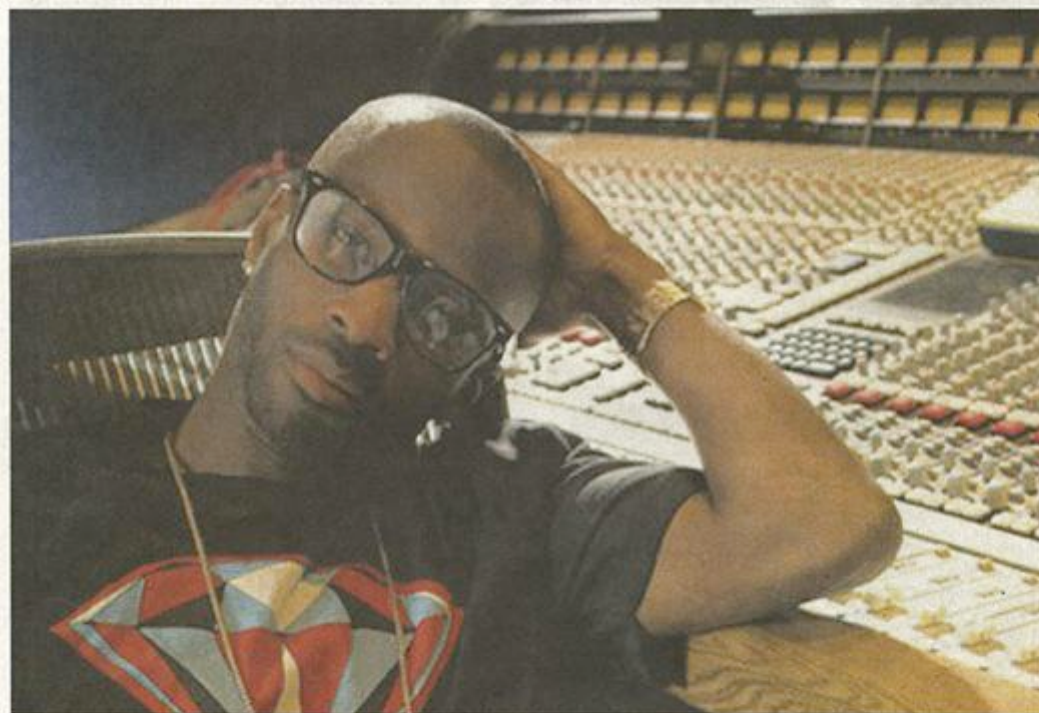
Advertising Value **R514 546.00**



MEDIA - Print

Next 48 hours – Publication	R 118 198.00
Next 48 hours – Posters	R 22 000.00
Cape Times	R 77 302.40
Community Newspapers	R 30 000.00
Die Kaapse Son	R 35 000.00
Advertising Value	R 282 500.00





HOTSHOT: Bryan Michael Cox is an award-winning songwriter and record producer. He has been responsible for over 175 million album sales.

A 'HIGH-TOUCH' EVENT

A totally superior 'Music Exchange' is on the cards

Arts writer

MUSIC Exchange, (#MEX15), one of the country's premier music, film and entertainment programmes, will take place at Market Hall, GrandWest at 9.30am on Friday and Saturday. And once again #MEX15 will feature some of the world's most respected names in the business.

The conference aims to be a 'high-touch' event where the speakers will be present throughout the day and continually be engaged. Delegates are encouraged to bring product to exchange and network with speakers and delegates.

American Bryan Michael Cox is a Grammy award-winning songwriter and record producer. He has been responsible for over 175 million album sales and won nine Grammys.

Cox has co-written and co-produced hit singles including Mary J. Blige's *Be Without You*; Mariah Carey's *Shake It Off*; Monica's *Still Standing*; and *U Should've Known Better*; Jagged Edge's *He Can't Love You*; Walked Outta Heaven, Let's Get Married; and *Where the Party At*; Danity Kane's *Ride For You*; Toni



This showcase is one of the year's standout entertainment investment destinations

Braxton's *Just Be a Man About It*; Trippin' (That's the Way Love Works); Janet Jackson's *Nothing*; Marques Houston's *Circle*; Ginuwine's *Stingy*; Usher's *U Got It Bad*; Burn and Confessions, Pt. 2.

Cox has been producing professionally since 1990, receiving his first formal credit on 1999's *Get Gone* by R&B Houston-based group Ideal. In 2009, Cox was inducted into the Georgia Music Hall of Fame.

Concluding the first decade of the new millennium he was also named as one of the top 10 producers of the decade by *Billboard* Magazine. *Be Without You*, co-written and produced by Cox and performed by Mary J. Blige, was also cited as the number one R&B song of the decade.

Add Brandon Bakshi, the Executive Director of Writer/Publisher Relations for Europe & Asia, based in the BMI's London office, to

#MEX15, and this makes this showcase as one of the year's standout entertainment investment destinations.

While at BMI, Bakshi was responsible for the signing of Daft Punk, Pete Townshend, Queen, Sade, Afrojack, Deadmau5, One Direction, Shaggy, Avicii, as well as Ellie Goulding. He has been a past speaker and moderator at Amsterdam dance event, *The Winter Music Conference*.

Nathi Mankayi will appear at #MEX15 on Friday at 8pm at Hanover Street, GrandWest. Siphokazi Jonas and her band appears at the launch on Thursday at 6pm.

• Tickets: R100 per day, or R150 for the full two-day event. Book: Computicket 0861 915 0000, www.computicket.com, or Shoprite and Checkers. Information: www.mex15.co.za, or e-mail info@musicexchange.co.za

'Nomvula' showman Nathi Mankayi to appear at #Mex15

Arts writer

THE hit single *Nomvula* has put Eastern Cape-born artist Nathi Mankayi in the spotlight. His debut album, *Buyelekhaya*, has been favourably received, resulting in *Nomvula* being on high rotation on radio playlists as far-flung as Nigeria, Uganda and Botswana.

Now Nathi will launch his album at GrandWest on Thursday along with three other Muthaland Entertainment artists - Nancy G. Ruff X and Vusi Nova. Nathi will also appear at the *Music Exchange* (#MEX15) showcase on Friday night at 8pm at Hanover Street.

Fatherless, Nathi grew up in Maclear near the Mool River. His father left the Eastern Cape for Johannesburg in search of a better life for his family, but his endeavour for greener pastures saw him never return back home.

Surrounded by poverty and the seeming lack of opportunities, Nathi's mother had to make do selling goods to raise him and his five siblings.

In spite of the poverty and gloom, he found solace in the arts. The growing realization that with his background he would face difficulties in changing his unfavourable situation led him to seek singing and songwriting, sculpting and the fine arts as refuge from a difficult world.

In 2013 the artist used his innate singing talent to enter the *Dare TO Dream* competition sponsored by The Elundi Municipality in which he emerged triumphant in first position. That would be the start of great things for the performer.

In December of 2014, Vusi Nova made Nathi's acquaintance through their music manager, and taken by the quality and sheer talent apparent in the artist's music, a collaboration was put forward.

"We realized that we have a lot of common interests. So we just gradually started working on music together. Nathi sings with such profound sincerity that it's just so hard not to want to work with him. He's authentic," comments Vusi Nova.

It was with their creative magic that *Nomvula* was conceived - a rendition of the late Brenda Fassie's hit song, and within the first week of its release, the track had achieved a huge success reaching the Top 10 of various local radio station charts. Nathi has since been way ahead of the rest to top the charts.

His album *Buyelekhaya* is a stirring debut that ushers the arrival of a significant new talent, one whose music feels familiar in the best way while striking out in its own domain.

The album was released through iTunes in March this year and currently has 10 songs (the

entire album) on the World Charts, all within the top 30, with the first single *Nomvula* sitting on number 1.

The album is also South Africa's fastest selling record (Musica's #1 Best Seller).

The single has achieved the feat of crossing over, entering the radio charts of Highveld Stereo's Coke Top 40, GoodHope FM's Top 30 and Algoa FM's Top 30.

The song has also been on high rotation in Nigeria, Ghana and Botswana and on the Metro FM Top 30 Experience charts at #1 for 10 weeks and counting, and on Ukhozi FM, Umhlobo Wenene, Rise, Tru FM.

Buyelekhaya has managed to secure gold, platinum status and then double platinum within the span of six weeks - impressive considering that the first single *Nomvula* is still making the rounds with Nathi's ever-growing fan base, which saw the likes of Bonang Matheba of *The Front Row* on Metro FM declare her public approval of the song.

In his philanthropic efforts, Nathi has teamed up with other artists of his stable, Ghetto Ruff/ Muthaland Entertainment for the Stand4 South Africa Campaign, which is a school and community development project that seeks to raise social consciousness among the youth.

Most recently, they have been tackling various social ills such as xenophobia and learner rights (for more information see www.facebook.com/stand4sa to learn more about the campaign).

Nathi credits four letters to best describe his music - 'love'. An overview of this singer's career-progression proves interesting: He's gone double platinum in six weeks since going gold. His *Nomvula* single has charted: at #1 iTunes on World Charts - Singles downloads as at 10 July of Top 20 - 10 Singles off the album *Buyelekhaya* in the TOP 20 Downloaded Singles; #1 on the Musica charts nationally; #1 Musica best-seller; #1 on Metro FM Experience top 30 charts (10th week in a row - on Saturdays on Adili's show); #1 @ukhoziFM (four weeks in a row entered position 1 on August 15); #17 on 94.7FM-Highveld; Nathi's *Nomvula* sat at number 17 on #CokeTop40SA chart's iTunes most downloaded track for the week (August 1).

Buyelekhaya is available in stores and on iTunes.

• Tickets for Thursday: R100 to R150. see: www.musicexchange.co.za Nathi's album is #2 on the iTunes charts: R79, or download *Nomvula* for just R7.90, www.apple.com/za/itunes/charts/albums For more see: www.youtube.com/watch?v=jchDTNFBQc8



REFUGE: Nathi Mankayi will appear at #MEX15 on Friday at 8pm at Hanover Street, GrandWest.

MEDIA - ARTICLES

14 August – 20 August 2015

The Guide

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

The Next 48hOURS • Entertainment Guide

Music Exchange Drop the attitude



By Martin Myers
@martinmyers

I tend not to worry about myself so much these days, but rather about what the next generation of youth are learning and being taught. I have just returned from Windhoek – another two hour flight away from Cape Town – and, as I eluded last week Johannesburg being different, you should see Windhoek. An air of “Mañana” exists and the youth’s general knowledge is so below par it is scary.

Do we not realise that in Africa we are competing in a global village? It might be a naïve assumption to make, but putting pass rates at 40% as the norm in South Africa can only harm learners later on in life. These young adults in Windhoek I am talking about are no older than 23. Some did not even know how many States make up the USA, or who the British Prime Minister is.

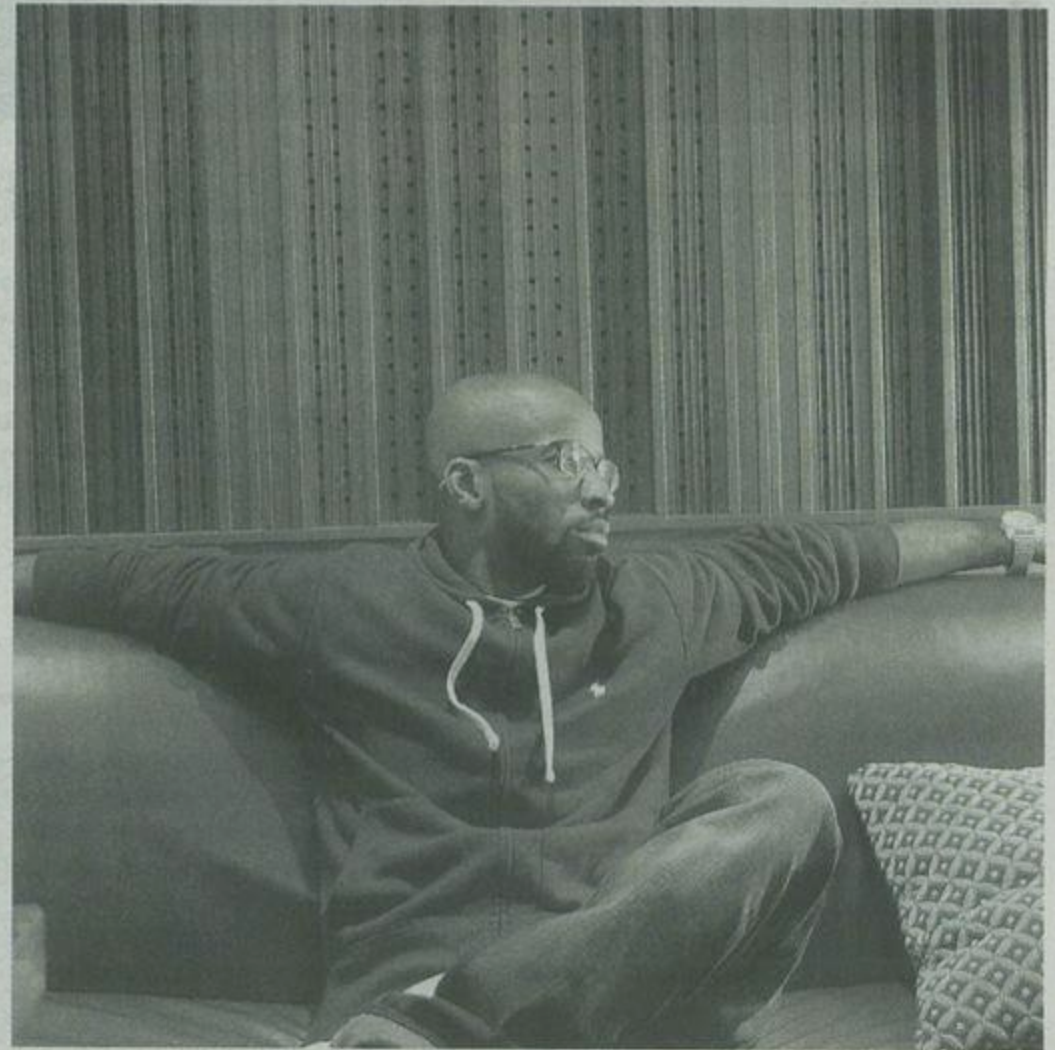
The young artists we worked with at this show had such an air of entitlement it was scary. My one remark to the one band was, “How many Billboard Number One hits have you had?” I might as well

have been speaking Greek.

How do we fix this? Has society created this mess in which the youth just want, want and want, without realising that to receive, you need to work hard to achieve it? I just stood, open mouthed, at the audacity on display of these kids. Now if this is a microcosm of what is going on, heaven help us!

Last week a friend remarked how great the singer songwriter Brian McKnight is. I chirped to him whether he knew that McKnight had never won a Grammy award, and the look on his face was one of total disbelief. His music is so good that you just assume he has won many. McKnight’s work has earned him 16 Grammy nominations, though he has never won – much like Ivan Lendl, who never won the big tennis match that counts; you know, that one on grass called Wimbledon... If only the youth realised how hard you have to work to achieve those accolades that are respected worldwide.

We have a gentleman coming to Cape Town in September who has won nine Grammys and has written lyrics for, amongst others, Mariah, Luther, Puff Daddy, Usher, Destiny’s Child, Mary J Blige and Toni Braxton. The 37-year-old music major continues to grow his field of influence, and he is coming to give back, educate and inspire at Music Ex-



Bryan Michael Cox

change 2015 this September. Why? He can and wants to, that’s why.

Will the youth realise that people like Bryan Michael Cox can open doors for their music careers, or will the ‘know it all’ attitude kick in again? This gentleman’s frame of reference is the globe and

the “I am a star in my own town” attitude does not carry weight. Our young, up-and-coming stars’ stage should be the whole world we live in, not just their hometown. If they drop the “I know it all” attitude the rewards are infinitely greater than you can ever imagine.

MEDIA - ARTICLES

The Next 48HOURS • #MEX15

Music Exchange: Mingle with top music industry players at MEX15



By Martin Myers
@martinmyers

Celebrating its fifth anniversary, Music Exchange (MEX15) is South Africa's premier music, film and entertainment programme, and it is set to return to Cape Town on September 25 and 26 – and in law will be some of the most respected names in the business.

The conference is a high touch event whereby the speakers are present throughout the day and you can engage with them continually. Delegates are encouraged to bring product to exchange and network with speakers and delegates.

No less than five multi-disciplined masters will be jettisoned into The Mother City as special guests of South Africa's definitive entertainment economy indaba.

World-renowned composer, songwriter, producer, score wizard and

MEX15 board member Trevor Jones will return home from London to take up his place once again.

Delivering this year's keynote address will be Crown Talent and Media Group chairman Marc Marot, who has around 100 personalities under management, including Ella Henderson, Union J and Luke Friend.

He can claim his part in no less than 38 Top Ten singles, 18 Number Ones and album sales of more than 100 million units.

At the age of 31 when he was the youngest managing director of Island Records, Marot steered the likes of U2's career for the better part of the 1990s amongst a whole host of others, all of which guarantees an opening address delegates will relish.

Staying in heavyweight territory, MEX15 is set to welcome producer and player extraordinaire Bryan Michael Cox from Atlanta.

Bryan Michael Cox is a Grammy award winning American songwriter and record producer. He has been responsible for over 175 million album sales and won the Grammy Award nine times. He has co-written and co-produced hit singles including Mary



BMI's Brandon Bakshi with Sir Paul McCartney

J. Blige's 'Be Without You'; Mariah Carey's 'Shake It Off' and 'Don't Forget About Us'; Monica's 'Still Standing' and 'I Should've Known Better'; Toni Braxton's 'Just Be a Man About It'; as well as Usher's 'U Got It Bad', 'Burn', and 'Confessions, Pt. 2'.

Cox has been professionally pro-

ducing since 1998, receiving his first formal credit on 1999's 'Get Gone' by the R&B Houston-based group Ideal. In September 2009, he was inducted into the Georgia Music Hall of Fame. Concluding the first decade of the new millennium Cox was named by Billboard Magazine as one of the top

10 producers of the decade.

MEX15's 2015 through 2017 venue sponsor, Sun International's GrandWest Casino and Entertainment World, will also play host to Brandon Bakshi, the Executive Director of Writer/Publisher Relations for Europe & Asia, based in the BMI's London office. While at BMI, he has been responsible for the signing of Dalt Punk, Pete Townshend, Queens, Sade, Afrojack, Deadmau5, One Direction, Shaggy, Avicii as well as Ellie Goulding.

Local music icon and Music Exchange board member Sipho "Hot-stix" Mabuse will once again be participating, rounding off a stellar list of world-class talent ready to share and edify everyone involved.

* Limited tickets are now on sale through Computicket, Shagrite and Checkers outlets countrywide, online at www.computicket.com, or by calling 0861 915 8000.

Tickets cost R100 per day, or R150 for the full two-day event. For more information contact, send an email to info@musicexchange.co.za.

Some of the artists representing at MEX15:



MORENA Chenguqa (Mozambique)

Morena Chenguqa is a Mozambican jazz saxophonist, composer, producer, ethnomusicologist, and social entrepreneur. He has four award winning albums to his credit and has produced music for a number of African artists and documentaries. He has received numerous accolades in Mozambique over the years, including appointment to the advisory committee for the Mozambican Minister of Culture, being a recipient of the Made in Mozambique seal, being voted 'Cultural Figure of the Year 2014' by the journalists of Noticias, Mozambique's largest daily newspaper and being awarded Superstar status as an individual – again a first for Mozambique and the African continent.

He runs More Promotions in Mozambique that produces the successful Morejazz Series concerts each year.



Emily Bruce

Emily Bruce's collaboration with world renowned dance music duo Goldfish, on their 2010 album 'Get Busy Living', has exposed this remarkably talented singer to audiences around the world. It is Emily's voice that you hear on the title track and with 'Get Busy Living' hitting number one on the film Top 40 in 2010, winning the South African Music Award (SAMA) for 'Best Global Dance Album' in 2011, and several successful singles that have followed, it is a collaboration that can best be described as working swimmingly. With her musical roots in gospel, R&B, funk, soul Bruce has more than 15 years of experience as one of South Africa's celebrated jazz singers.



RJ Benjamin

RJ Benjamin is the full spectrum and every facet in-between. Vocalist, composer, songwriter, producer and teacher, he successfully blends soul, pop, hip-hop and funk into scintillating songs. His creative magic has redefined the R&B and Neo-Soul perspective in the South African music industry where his talent and insight continues to influence and enrich projects he works on. RJ has won the Mzansi Magic's 'Clash Of The Choirs' mentor in 2014, and 'Idols' South Africa's 'In-house mentor' in the 2014 and 2015 contestants. In 2009 RJ recorded 'Change The World', an instant hit and anthem on radio stations and dance floors all over the South Africa, the track received both a Channel O and SAMA nomination for Best Dance Video and Song of the Year respectively.



Lance Stehr

Lance Stehr is the Managing Director of Mthaland Entertainment and currently has the biggest artist in SA – Natty – whose album 'Buyelekhaya' has placed at number 1 on Musica Charts and number 2 on iTunes. His extensive industry experience, relationships and networks have been the catalyst for Mthaland Entertainment's success. Over the last 20 years Ghetto Ruff and Mthaland have released and distributed over 150 Records/Albums. Industry changes and shifts and artists that were transformed from the record label industry names like POC (Prophets of da City), Skemz, DJ Cleo, Zola, Magapula, Pitch Black Afro, Monkazeka, JG21, Ishmael, da L.E.S and South Africa's newest Vocal sensation, Vusi Nova.



Siphokazi Jonas

This UCT graduate, and former Queenstown local, holds a Masters degree in English Literature, as well as a Bachelor of Arts degree in Drama and English. This vital and voracious poet has been pushing the envelope in the work she has been producing over the past year, and has been featured in the Izinc Poetry Sessions, Expression Session Kuluwini, Grounding Sessions and Arsenale. Siphokazi has been an opening act for American poets Ezekiel Amos, Janelle Ruz and Alyssa Harris, as well as UK Hip Hop artist S.O. She was recently crowned the first Home of Poetry slam champion at the Cape Town Ultimate Slam on May 31 and only last week returned from Los Angeles where she performed.

Music & fashion in perfect harmony at #MEX15

The Cape Town Fashion Council and Music Exchange will create Music and Fashion Fusion from Thursday to Saturday, September 24 to 26, at Grand West.

The Cape Town Fashion Council has developed and evolved over the last 9 years to deliver core programs to their growing constituent base, which are designed to impact on job creation and improve GDP along the clothing value chain. Through multiple strategic partnerships, and sector level collaborations they aim to counteract the trends evident in the clothing, footwear and jewellery markets that directly impact on local manufacturing. Their latest collabora-

tion marries the fashion and music industry, and for good reason.

Music and fashion are undoubtedly two of the most significant and influential elements in our society. These aspects play a substantial role in our everyday life and enact a much larger impact on our global economy and the consumers than we comprehend.

More importantly, music and fashion influences each other and harmonizes in such a way that it converts cultures – that are distinctly different – into a single culture fusion, identifiable by individuals with very different persuasions and tastes.

The Cape Town Fashion Council

and the Music Exchange (#MEX15) collaboration will aim to initiate the belief that music and fashion unite as one identifiable culture – that there is a synergy and unmatched relationship between the two elements. The MEX event is considered one of the leading South African music, film and entertainment digital exchange networks and acts as an annual 3-day international music conference, masterclass, workshop and showcase platform.

The Cape Town Fashion Council will utilize this platform to showcase some of Cape Town's most esteemed conceptual designer collections with the aim to connect with artists on

personal level – a level where these artists see themselves wearing the designs to express their individual identities as musicians, and even as actors, and other entertainers – and to exemplify the impact the connected cultures can have on each other and the South African and global economy in the long-run.

"The intent of #MEX15 is aligned with the CTFC mandate to develop businesses in the creative sectors. This partnership will encourage stronger collaborations between musicians and fashion designers," says Bryan Ramkilawan, CEO of the Cape Town Fashion Council.



Bryan Ramkilawan

MEDIA - ARTICLES

Music Exchange: Get up close with the entertainment industry elite

25 September – 01 October 2015



By Martin Myers
@martinmeyers

More Highlights for the Music Exchange entertainment industry conference taking place on Saturday, September 26, as three key brands present exciting events:

Discussion With Sibot – (2pm to 3pm at Hanover Street)

Richard Rumney from the Red Bull Studios Cape Town will be chatting to South African electronic music pioneer, Sibot, about his work creating electrifying, hip-hop tinged, beat-infused electronic music over the past decade, his performances around the

world and most importantly his approach to being a truly live electronic music artist.

A proficient ex-turntablist and DJ, these days Sibot's live show is the main attraction: a break-neck roller coaster of Audio/Visual treats and synchronized freestyle movement where Sibot is the metronome. Live button bashing and keyboard stabs are accompanied by a heavy dose of Toyota's perfectly tailor made visual onslaught and an equal measure of crowd eruption.

Sibot has collaborated with heroes and peers alike, including M.Sayyid (Anti-Pop Consortium), Spoek Mathambo, Ninja (Die Antwoord) and Markus Wormstorm; and has headlined countless festivals home and abroad playing alongside Diplo, Richie Hawtin, Hudson Mohawke, Bloody Beetroots, Major Lazer, Flosstradamus, A-trak, GLK & Toxic



Sibot on the decks



Avenger amongst many others. He co-founded production collective, Gravy; mashed up South Africa's first Boiler Room; and released on sWSs, Jefferies/Mad Decent, and Jarring Effects. He represented NGO Bridges For Music alongside Niskerone, at Monegros 2013 where he played after Richie Hawtin and before Bloody Beetroots on the Main Stage and played during Sonar By Night in 2014.

Aside from talking about his career and the many facets of being a working electronic music producer and artist, such as doing sound-design for TV and advertising, he will be revealing some of the technicalities behind his ground-breaking live show.

Soundtrack a film

Imagined films are looking for

the next breakout musician (singer/songwriter/band). This is your chance to have your original song recorded in studio, produced by Mr. Mallum, have it featured on the film 'Spelonk', have a music video produced and be mentored by film experts.

'Spelonk' has a decided post apocalyptic theme. Welcome to a world undone. Mankind has brought destruction upon the Earth. No longer are our trees green, our people precious... nor can we rely on the heat of the sun, for these lands are cold and barren. This is the birth of a new age... This is the tale of Dante.

Desmond Denton, an award winning filmmaker who will be seeing the movie to its conclusion, remarked: "As a storyteller/ brand specialist I hold a hope for our continent to reassess the way we see ourselves; to present a new fresh story. We've

been sidelined, belittled and misunderstood, but our time has come. It is time we share the stories of significance, of Africa's potential and its people."

Heart FM presenters in the house

Finally Heart FM will have some key personal present on Saturday namely Denver Appollus – programme manager; Grant Jansen; Breakfast Show producer; as well as DJ'S Suga and Diggy Bongz. They will be doing a workshop on what radio needs and what content excites Heart and how you as an artist can connect with Heart FM.

* Tickets are available from Computicket or the door at R150 for both days; one-day only tickets cost R100 each.

Music Exchange: MEX2015 wows the crowd

6 – 8 October 2015



By Martin Myers
@matinmeyers

The recently concluded Music Exchange conference (MEX2015) delivered an intensive and inclusive two-day programme. Besides great hits and memories, delegates left with the requisite tools to help shape, and positively influence, their future commercial success.

Every session was geared towards taking their talent and expertise to the world. The move to GrandWest Market Hall was an unqualified success, with all delegates remarking how well the venue worked, adding to the conference's fantastic audience growth this year. KFC was next door and Market Hall offered wonder-



Brandon Bakshi (London), Minister Marais, Ryan Haslam (Atlanta) and Myers

ful spaces that had expos from Cape Town Fashion Council, Paul Bothner Music, Roland, Academy of Sound Engineering and the Cape Audio College. Highlights included Minister Alan Winde and Minister Marais from

Western Cape Government, opening the conference. City of Cape Town's Garreth Bloor was in attendance too.

EntBanc managing Director Vuyo Tofile wowed the audience as he discussed banking options for the crea-

tive sector and how to improve cash flow.

Good Hope FM held an outside broadcast on the Friday, for the entire day, with Nigel Pierce, Stan Mars and Carl Wastie on hand, while Heart FM held a three hour workshop on Saturday with Denver Apollus, Grant Jansen, Diggy Bongz and Suga.

MEX2015's two keynote speakers, Bryan Michael Cox from Atlanta and Brandon Bakshi from London, summed up the conference in saying: "The gratitude from creatives here in Cape Town has more than humbled us both."

Ebrahim Mallum, one of MEX2015's speakers wrote: "Gained knowledge. Shared knowledge. Met amazing people, from industry leaders to those starting out. Honoured to have been a part of it this year."

Nic Burger was quoted as saying: "Truly one of the first SA music conferences where I feel future artists, and current artists, learnt something.

The feedback has been phenomenal and I think educated a lot of people, something that's needed more than people realise in South Africa. I don't think a single person left without taking at least one piece of valuable information home with them".

Delegate Deslynn Malotana wrote: "Music Exchange conference 2015, my first one actually, and I'm so glad that I attended. I went there ready to absorb as much information as I possibly could, and that's exactly what I did. If anything these two days were a reminder of why I do and love doing music."

As the Legendary Bryan Michael Cox said: "You've got to see it, speak it and then act it."

Gig of the week

One can never stop learning; so check out Breathe Sunshine Conference at Fire And Ice Hotel, concluding on Thursday, October 1. Tickets at the door, or at Webtickets.

MEX 2015 TV & ONLINE COVERAGE

Online

Music Exchange	R50 000.00
Biz Community	R12 500.00
Heart FM	R51 050.00
Advertising Value	R113 550.00



TV

Morning Live – SABC 2	R360 000.00
Newsroom – SABC News	R240 000.00
Advertising Value	R600 000.00



MEX 2015 SOCIAL MEDIA - TWITTER

Twitter

- MEX15 - Over 2 million Twitter accounts were reached. Meaning, over 2 million people on Twitter engaged on the #MEX15 campaign.
- 3725 tweets displayed with the #MEX15 hash-tag.
- #MEX15 hash-tag trended 3rd amongst the top 8 in South Africa over 2 days
- @Musicexchange following ratio - followers grew from 2675 to 6580

Twitter Follower Report



Followers

You	Audience (Avg)
6,731	7,548

On average, your audience has 1.6x as many followers as users they are following.



Tweets (Lifetime)

You	Audience (Avg)
6,351	3,810

On average, your audience tweets 0.9 times per day.



Klout Score

You	Audience (Avg)
52.7	27.8

23% of your total followers are above the Worldwide Klout Score of 40.

MEX 2015 SOCIAL MEDIA - TWITTER

TWEET HIGHLIGHTS

Top Tweet earned 2,472 impressions

1st interview in **#Africa** ever
@BRYAN_M_COX welcome to **#CapeTown**
@Heart1049FM @DenverA @RaziaMmm
😊😊😊 **@musicexchange**
pic.twitter.com/syAERaE6db



1 7 6

[View Tweet activity](#) [View all Tweet activity](#)

Analytics Home Tweets Audiences Twitter Cards Videos (beta) Events Tools

Music Exchange MUSIC [Sign up for Twitter Ads](#)

TWEET HIGHLIGHTS

Top Tweet earned 1,764 impressions

delighted to partner with **@weekender_fest**
to develop workshops going forward for
festival in **#Arniston**
pic.twitter.com/gIZ0t35rCY

ARNISTON CAMPSITE
Price: Day pass R180 • Weekend pass R300
VISIT WEBTICKETS.CO.ZA

Featuring: AURIOL HAYS • NANCY G • JONATHAN RUBAIN
GRACETOWN • SILAS MIAMI • THE PEDESTRIANS
THE ELGINAIRS • CAMILLO LOMBARD & TOP DOG

Comedians: HANNES BRUMMER • CARL WEBER
DUGALD PIETERSE • MELT SIEBERHAGEN
FRANCOIS VAN AS

www.weekenderfestival.com
weekenderarniston
weekender_fest
weekender_fest



4 2

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 46 engagements

Deslynn Malotana
@DeslynnM · Oct 1

About last week.... **@musicexchange**
@Sugafunk @AshleighDavids
@diggybongz @Heart1049FM #MeX15
pic.twitter.com/AwWLbghNED



3 2

[View Tweet](#)

OCT 2015 SUMMARY

Tweets	114	Tweet impressions	46.7K
Profile visits	1,729	Mentions	125
New followers	415	Tweets linking to you	1

Sep 2015 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 5,584 impressions

You dont want to miss this! Get your **#tickets**
at **@Computicket** today **#MEX15**
ow.ly/RyBo9

3 2

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 222 engagements

Martin Myers
@MartinMyers · Sep 5

@nathi_mankayi is number 1 on **@itunes**
will be at **@musicexchange @947/@KFMza**
@Rob_Vember #CokeTop40SA
#capetown pic.twitter.com/Bu6tXwY8VM

Top Artists

[View Tweet activity](#) [View all Tweet activity](#)

Aug 2015 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 4,300 impressions

I have met lots of people but **@VusiNova** Is a
humble gentleman can't wait to see him at
@musicexchange #inspire
@Muthaland_Ent @RJBenjamin

7 7

Top mention earned 82 engagements

TripleMEntertainment
@TripleMEntSA · Aug 2

Wow we super stoked about **@nathi**
#Nomvula and **@VusiNova** performing
@musicexchange #MEX15 can't wait
@Muthaland_Ent

MEX 2015 SOCIAL MEDIA - TWITTER

Twitter / Home

Home

Notifications

Messages

Search Twitter



BMI London

@BMILondon

We are the London branch of @BMI - the global leader in music rights management / bmi.com #WriteOn

London

facebook.com/BMILondon

Tweet to BMI London

4 Followers you know



121 Photos and videos

TWEETS

FOLLOWING

FOLLOWERS

FAVORITES

LISTS

308

1,806

918

145

1

Tweets

Tweets & replies

Photos & videos



BMI London @BMILondon · Sep 4

. @BMI's #BrandonBakshi will be speaking at @musicexchange #MEX15 #capetown More info here mex15.co.za

Music Exchange SA



4

4

Who to follow · Refre



Angela Ludek

Follow



Ernest Pillay

Follow



UniversalMus

Follow

Find friends

South Africa Trend

#BBCBrit

Promoted by BBC S

Serena

#ItsComplicated

#Mecca

Pearl Thusi

MEX 2015 SOCIAL MEDIA - FACEBOOK

Facebook Engagement

- THE MOST ENGAGING POST FROM 9/22/15

“Timeline Photos | “#MEX15 is getting closer... Have you got your tickets yet? Book your ticket...”. 23 interactions, 52% of the total for that day.

- There were a total of – 179 Likes (2 per post) // 8 comments (0 – 1 per post) // 53 shares (1 – 2 per post)
- Top Posters by Total Engagement

A user whose post(s) on your wall has received the most engagement... Meaning, it's the number of unique people who've posted, engaged or tagged The Music Exchange's Facebook Page.

Heart 104.9fm had a total post engagement of 79, Pulse radio had a total of 42 and Yuzriq Main Meyer had a total of 20

Distribution of comments

The Music Exchanges' top time for comments came between 03:00am - 04:00am. There were a total of 22.7% of your total comments. 31.8% of your comments came on Tuesday, which also happened to be the top day for the Music Exchanges' Facebook comments.

MEX 2015 KEY SPONSORS

City of Cape Town

Dept. of Arts & Culture (Western Cape)

SA-UK Seasons

Red Bull Studios

Cape Town Fashion Council

Travel with Flair

SAMRO

BMI London

MEX 2015 SPONSORS - ASSOCIATES

Associated Value / Sponsorship in kind

Heart FM Workshop	R 52 000.00
Unfazed Productions	R 75 000.00
Eastern Acoustics	R 150 000.00
Travel with Flair	R 45 000.00
B Style Media	R 100 000.00
Bureau Group	R 150 000.00
Triple M Entertainment	R 200 000.00
Grandwest Casino	R 300 000.00
Paul Bothners	R 50 000.00
KFC	R 25 000.00
Redbull Studios	R 25 000.00
Inside Man	R30 000.00
ImagineHeart	R20 000.00

In Kind Sponsorship Value	R1,232 000.00
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CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



AFRICORI
DIGITAL MUSIC SOLUTIONS





MUSIC EXCHANGE OUTCOMES

- BMI London partner with Music Exchange and will be hosting a weeklong songwriters camp in September 2016 in Cape Town 3 international writers will be joining for a week camp in Cape Town.
- A3C conference in Atlanta will be partnering with Music Exchange as a content partner to facilitate collaboration and skills exchanges.
- Music In The Park, ATL have partnered up with Music Exchange to create a consistent exchange of content between the Cape Town and Atlanta.
- Bryan-Michael Cox (ATL) will be hosting a Songwriters Club in Johannesburg 2016.
- Jazzanova (Berlin) and featured vocalist Paul Randolph (Detroit) will be hosting a Songwriters Club in Cape Town, October 2016.
- Partnership with GrandWest, Sun International for next two years as venue and marketing partner.

MEX 2015 – PHOTO GALLERY



MEX 2015 – PHOTO GALLERY



MEX 2015 – PHOTO GALLERY



MEX 2015 – QUOTES

‘Just a note to say thanks for the awesome opportunity afforded to us! Thanks again and look forward to next time/year!’

Carel van Heerden (Director – Paul Bothner)

‘I would like to congratulate you for another great Music Exchange. It was really well organized. Great speakers and of course well done for getting Bryan to Africa. As always thanks for the great care with which you make us all so welcomed.’

Yoel Kenan (CEO – Africor)

‘Thank you for giving the station the opportunity to be part of this amazing event, and we are keen to discuss what we can do going forward.’

Gerard Muller (Programme Manager Good Hope FM)

“Congrats, you’re making a valuable difference’

Dave Thompson (Former Idols Judge and Marketing Director Sony)

‘I just wanted to say, Thank You for the opportunity to be a part of Music Exchange. It was really refreshing to see someone take the initiative to educate the kids willing to learn, without the politics and bullshit of usual industry lead events. I would like to echo Nic Burger’s sentiment of being part of it next year in any way. I would love to see it grow and become the educational hub of information that it's no doubt destined for’

Adrien Conradie (Speaker and Musician)

MEX 2015 – QUOTES

‘Thank you from me and Chrissie for a really fascinating day yesterday at the final day of Music Exchange. You have done the music industry proud with the depth, breadth and caliber of the presenters who spoke yesterday. It was a highly relevant homage to all things music and your audience should be very grateful to you for what you have achieved at such a huge personal dedication, energy and logistical cost compared to the extremely reasonable and affordable ticket costs for delegates. What comes through is your passion for the music industry and the minute attention to detail in respect of the planning and organizational skills which you and your team have perfected for MEX 2015.’

Barry Varkel (Advocate - Barry Varkel Consulting)

It has been a great Music Exchange. I was honored to share the stage with Bryan Michael Cox and Jazz legend Moreira. Thanks so much!!!

Nick Matzukis (CEO - Academy of Sound Engineering)

From our team at The Rainbow Academy we thank you and extend our appreciation for your support in assisting us in building our Nation’s future generations of performing artists. On behalf of our team and our Class of 2015 we thank you for being part of the positive change in our lives and the lives of our students and communities. Thank you once again for your continued support.

Emily Bruce (Marketing – Rainbow Academy)

Such an awesome event! Thank you Martin Myers and team for putting this together, this is what its; all about man! I am so happy that I came.

Roxy Ernstzen

Thank You.
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CEO – Music Exchange

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www.musicexchange.co.za

Or

www.mex15.co.za
#mex15