



Building partnerships in the creative industries for South Africa's future

Report: Music Exchange 2014

The 2014 Music Exchange Program Summary

The 3 day International Conference culminated on the evening of the 06th March 2014 with a launch and showcase evening event. The conference commenced on the 07th and 08th March 2014.



Launch and Showcase Event 06th March 2014

Attendees 300

It was announced at the launch evening that the programme had been extended into a yearly programme, which will host quarterly workshops and master classes throughout the year.

The launch event featured young and emerging artists who were identified to showcase their talent to some of the most significant Entertainment industry leaders and executives descending in Cape Town for the 3 Day event. The jam packed Bloomberg room at the Cape Town City Hall set the tone for the next few days and truly fostered a spirit of networking and collaboration opportunities.

The stage, velvet tables and leather couches were inhabited by a range of VIPs including keynote speakers, panelists, key Industry stakeholders, government officials , Older bluebloods, suave artists, young hopefuls – a thronging mass of amazing artists, legends from all corners of the music industry, and all of them potential collaborators. On stage the performers worked the crowd with a range of music as diverse as the artists. They included singer songwriter **Roeshdien Jaz**, spoken word poet **Siphokazi Jonas**, singer songwriter **Brendan Adams**, jazz band **Chasing Summers** with vocalists **Claire Enslin** and **Andrei Matthew Damane**, opera singer **Makudupanyane Senaoana** , and popular saxophonists **Don Veno** and **Didier Richards**.



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Conference Event 07-08th March 2014

Attendees 1600

The 2014 Program included

- 2 Global Key Note Addresses
 - 10 Panel Discussions
 - 6 Presentations
 - 2 Blitz Story
 - 1 Networking Session
-

1 - Key Note Address and Q&A –

Global Stars – Inspirational journey based on Mos Def musical and acting career. How did I cross both?

Yasiin Bey aka Mos Def

New York hip hop star Yasiin Bey (aka Mos Def), who took to the stage to give an honest and inspiring speech about his career, discussing his early influences, his struggles with life in 1980's New York City and some of the hurdles he has overcome to be the successful artist he is today. He revealed a glowing love for Cape Town, claiming the "good vibes" had made an immense impression on him, to the degree that he has now moved here. He told the audience, "Be aware that you are in a special place at a very special and unique time in history."



The charismatic rap king walked on stage with a Kente cloth wound around his waist, and in the same measured drawl he drops verses in he began to speak. "The best way to tell your story is



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simply to tell it," he said, leaning forward at the lectern like a scholar. "I was born in Brooklyn, to teenage parents "I came to Cape Town in 2005 and it just hit me. I was like: Yeah." He started to beatbox—the groove was unmistakable—and then to rap.

"Unemployment going at a record high
People coming, people going, people born to die
Don't ask me, because I don't know why
But it's like that—and that's the way it is."

By the final line of Run DMC's eternal chorus practically everybody was chanting along.

2 - Key Note Address and Q&A –

Global Stars –Global insight on the latest economic trends in music markets. Are the world markets that different compared to our own? Tim takes us into the German market to dispel a few demons and tell a few truths.

Tim Renner – Cultural Secretary of state of Berlin and named World Economic Forum Global Leader for tomorrow

German music producer Tim Renner then held everyone's attention with a talk detailing the current trends in the global music market, his work managing German super-group Rammstein, and his views on how Africa will develop into a culture powerhouse in the future. He also touched on the need to develop infrastructure and encourage governmental participation to grow the local industry.





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The digital revolution is the cause of these phenomena and never before has it been easier for the little guy from a slightly less established and known country to make an impact on the world market.

A need for a major record label is no longer necessary these days; recording, distributing and marketing can all be done by just the artist at little or no cost.

"My key message to you in SA is you simply have to be passionate about your music and the times have never been easier... Nowadays anyone can distribute your record, anyone can record their music whenever they want; everyone can communicate on their own.

"I don't believe that there is this big dominance of American culture anymore. Yes, some people are taller than others, but some people appear to be giants from a distance. The closer you come, the more you will see that they are pretty small."

As example of this Renner mentioned that the recent dominant Grammy winners included Lorde from New Zealand and Daft Punk from France.

The world is growing and changing since digital entered the market; musicians now have the freedom to be heard all over the world. The development of independent media means no longer do they have to vie for coverage through mainstream mediums. Online radio, YouTube, streaming sites and social media have created so many new channels for music to be seen, heard and distributed. "Suddenly you are mass media,"said Renner.

In conclusion Renner reiterated Bey's sentiments that Africans have a unique culture and story that needs to be shared with the rest of the world. "It's the end of the dominance of modern culture, it's your culture that counts, it's your own culture's message that counts – and your history. Takeover – give the world your culture."



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Panel Discussions



Panel Discussion 1: Myth or Reality – The Big dream – Is it possible to have an international career. How did they do it and can it be done again? No hearsay, these people have done it. Research 'preparation, agenda, facts and figures, knows your target, understand the market you are approaching, segment your musical offering.

Panel Discussion 2: Working in Africa – How different is it from working the international market? Where should I be focusing my attention?

Panel Discussion 3: Impact of film on the South African Economy. – The film industry as it stands today. What are the challenges facing young and old Artists. How do they stay relevant?

Panel Discussion 4: Working the Market_the basics of building your brand, building a fan base from long-distance to make it worthwhile in the long run. Representation, booking, logistics on tour, Management choice and deliverables. Festival bookings, music sponsorship

Panel Discussion 5: _Idols South Africa - I'm a committed artist. What can Idols do for me that I can't do for myself? All I've heard are horror stories of unwieldy contracts and creative interference.

Panel Discussion 6: Getting the best out of your publisher – so you've got my songs you've promised me a miracle, and to date you've delivered nothing. You don't write you don't call – what can I do to get your attention. How to market and license music for Film & TV in South Africa, The practical steps – We will show you how it gets done. If you want to know about mechanical royalties. Synchronization income and performance rights income, how they are negotiated, handled and collected for the artists, you can ask these boys ,growing the value of Copyright explained?



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Panel Discussion 7: The great South African needle time debate - Reaching an end? Although the needle time dispute continues, there have been some important new developments indicating that this long struggle might soon be coming to an end, and significant funds are been released. The workshop will cover the latest developments and will tell you, as an artist, what you need to do, to ensure that you maximize your cut of this important new revenue stream. Questions from the floor will be willingly entertained on this topic.

Panel Discussion 8: Aggregators, Social Media, Digital – How do Artists tap into social media to drive awareness, buzz and ticket sales throughout South Africa? What are the most effective platforms artists should utilize to engage fans and market their music and tours online?

Panel Discussion 9: A Rolling Stone gathers no moss – Content without context – What is it? Socio- political angle, historical context. What it means in South Africa

Panel Discussion 10: Is radio still relevant – Discuss radio both online and commercial radio. Also look at the political relevance today. Will let you fight it out with the execs.

Presentations

Presentation 1: Live music scene in South Africa – Let's hear the outcomes of the research conducted for the SAMRO foundation. We discuss the Live music scene in South Africa and take you through the outcomes of what venues say about how they are struggling to make ends meet.

Presentation 2: Screaming about Streaming-What are the sources, rates and scale in subscriptions and other streamed music? We'll also physically take you through a streaming website

Presentation 3: Why bother studying music and what kind of support is out there for musicians? Overview of various projects supported by the SAMRO foundation.

Presentation 4: What must I as an artist do to protect my creativity – SAMRO protecting and

Presentation 5: How to secure music sponsorship in an ever changing industry in 20 minutes

Presentation 6: CAPASSO– The formation of CAPASSO , a land mark development in the history of South African mechanical rights management, is under way. This workshop will provide a detailed overview of mechanical rights, how the new society will work, and a good understanding of the future mechanical rights and associated royalties in our industry.



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Blitz Story 1: Jive Soweto Remixed - Miso records Blitz story – Sipho "Hotstix" Mabuse and Charles Webster – 30 years of Jive Soweto

Blitz story 2 – 5FM Mashlab – This could easily be the next big thing. How does it work and what can we do to promote it and move it forward. Aking feat Tumi, Reason & Ice Cream & The chocolate Stix. ISO&JR, Parlotones & Kuli Chana, Liquideep & DJ Naaldekoker, CrashCarBurn & Shortstraw, Bitterinder & the Plastics, Seether & Van Coke Kartel, SA National youth Orchestra & Jimmy Nevis

Networking Session: Getting to know all the right people in the industry



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Overview of some of the panel discussions and presentations

Various panel discussions focused on topics from the highs and lows of an international music career, to music in Africa and the impact of film in the South African economy. The film discussions brought trade and investment promotion agency Wesgro to our attention, with its plans to boost international investment in South African-produced films. With the input of orchestral film score composer Dr Trevor Jones, the discussion gave great insight into music's as yet untapped potential for the SA film industry, and highlighted the needs for skill development. One of the key discussions of the Music Exchange was The Great Needle Time Debacle, which involves a huge sum of money due for composer royalties, which is currently frozen due to a dispute between SAMPRA and SAMRO and the DTI. Law suits and negotiations have been deadlocked since 2006. Government officials were involved in the on-stage discussion which concluded that certain musicians and lawyers would lobby parliament to resolve this issue.

Many attendees responded to the need for South African musicians to become activists for their rights, and rallied to the call for a Musicians Union. In the same vein, a wave of positivity met the launch of CAPASSO – the Composers and Publishers Association for Southern Africa – a landmark venture in mechanical rights in South Africa

One of the most keenly attended events on Saturday was a session on digital development and social media. Gillian Ezra (COO of South Africa's first music streaming service, Simfy Africa) gave good evidence that digital music streaming is the future, while digital marketing trend guru David Duarte of Treeshake plied the audience with facts, figures and informed opinions. Miles Keylock, editor of Rolling Stone Magazine SA brought us back down to earth with the very necessary reminder that good publicity starts with having good music.

Along with wise words from Tsholo Moraba and Bradley Shaw, David Potgieter gave advice and then introduced a new app, Kartwheel, which groups and streams a person's favourite music pages (band pages on Facebook, artists on Twitter etc.) in a cohesive union tailored to their personal preferences.



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The Music Exchange Experience - Networking and Collaboration





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The Music Exchange 2014 participants included global industry leaders as well as local industry executives

Tim Renner	Key note Speaker named by the World Economic Forum as the Global Leader for Tomorrow who is also an international record-label managing director. Tim Renner is the newly elected Kulturstattssekretär of Berlin (Germany)
Yasiin Bey aka Mos Def	Key note speaker - Grammy nominated Hip Hop Artist and multi award winning actor (Brooklyn, New York)
Charles Webster	Top international electronic dance music executive (UK)
Dr Trevor Jones	1 of our international board members of Music Exchange who has been a jury member for BAFTA, the UK Mercury Music Prize and the International Film Festival of Flanders, Ghent and is Chair of Music at the NFTS. He has given lectures and master classes at the South African College of Music through the Music Exchange programme, Royal College of Music, The Film Music Conference at the National Film & Television Museum, The National Film Theatre, The British Academy of Film & Television Arts, The Soncinemad International Festival of Film Music, The Arts Council of Spain in Barcelona, The National Film & Television School, The Hay Festival, and the School of Sound Symposium in London. He has worked and collaborated with the likes of U2 / Eminem / Shania Twain and Rammstein, David Bowie, Sting, Sinéad O'Connor, Charlotte Church, Britney Spears and Elvis Costello. (UK)
Professor John Rowett	Our international board member of MUSIC EXCHANGE who is a professor of history and politics at Oxford, the CEO of the Rhodes Trust , Secretary General of the Association of Commonwealth Universities developing with African colleagues the US\$8 billion programme, Renewing the African University, Founder of Mandela Rhodes Foundation (MRF) together with Professor Jakes Gerwel. (UK)
Sipho" Hotstix "Mabuse	(Chairperson) Music Exchange , SAMA lifetime achievement winner and 46664 Ambassadors



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Martin Myers	Founder event organiser for Music Exchange. CEO Triple M Entertainment Artist Manager Spho "Hotstix" Mabuse and Dr Trevor Jones
Peter Lacey	CEO Musketeer Records
Bronwen Hartly	COO SAMRO
Tsholo Moraba	GM – Gallo Music Publishers
Donald "JUMBO" VanRenen	CEO Earthworks Record Label and A&R Virgin & Island Records
Benjy Mudie	A&R Universal Records
Craig Mcgahey	CEO Mamadance Music Solutions
Antos Stella	CEO Content Connect Africa
Steve Harris	Independent Music and Media Consultant -Endemol Ex-Marketing Director Universal Music South Africa. Polygram & Teal Trutone Music
Gillian Ezra	COO Simfy Africa
Nick Matzukis	CEO Academy of Sound Engineering
Tristan Keyte	CEO Toolshed Music
Andre Le Roux	Managing Director (SAMRO) Foundation, Chairman Arterial Network Deputy Chairman of Music in Africa
Whosane	Founder Pangae Movement
Gabi Le Roux	CEO Kaleidosound / Producer
Professor Jon Board	Henley Business School
Pfanani Lishivha	SAMRO General Manager for Needletime Rights
Julita Kok	CEO NueLight productions
Raphael Benza	MD of the Vth Season - Record label and agents for (AKA)



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Bongi Mvuyana

Dave Duarte	Partner Treeshake and Founder Ogilvy Digital Marketing Academy
Eddie Hatitye	Director Music in Africa Foundation
Estelle Kokot	SAMA award winner best Jazz Vocalist based in the (UK)
Miles Keylock	Editor in Chief Rolling Stone
R J Benjamin	Idols SA Music Director / Clash of the Choirs Music Director
Steve Gordon	Partner Making Music Productions - Director City Hall Sessions Cape Town Partnership
Bradley Shaw	Spinlet
Justine Kemlo	Music Manager and Content Curator Smile 90.4 FM
Lloyd Cornwall	Director VWV Massive
Moreira Chonguica	Award Winning Mozambique Artist
AKA	Multiple Award winning Artist
Vicky Sampson	Award Winning South African Artist
Jimmy Nevis	South African Artist
Mark Haze	Idols Contestant /South African Artist
Reburn	South African Band
Roeshdien Jaz	South African Artist
Selim Kagee	South African Artist
Franki	South African Artist
Siphokazi Jonas	South African Poet
Brendan Adams	South African Artists presiding in Switzerland
Rasheed Ferguson	South African Artist



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Sophia Foster	South African Artist
Chasing Summers	South African Band
Don Veno	South African Saxophonist
Didier Richards	South African Saxophonist
Bianca Le Grange	South African Artist and Award Winning Actress
Zoe Zana	Idols Contestant /South African Artist
Karin Kortje	Idols South Africa Winner / South African Artist
Auriol Hays	South African Artist
John Fishlock	Publisher
Keri Martens	Music Composer 94.5KFM
Ian Bredenkamp	Radio DJ - 94.5 KFM / 567 Cape Talk
Denver Appollus	Head of programming Heart 104.9 FM
Rob Vember	5 FM DJ
Gerard Muller	Goodhope FM
John Savage	5FM Mashlab



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Master Classes and Workshops

50-70 Attendees

Master class in the City with Dr Trevor Jones



After been invited as the 2013 keynote speaker at Music Exchange www.musicexchange.co.za; Dr Trevor Jones agreed to become a board member of the programme. He agreed to provide a 2 day Master Class at (SACM) The South African College of Music in Cape Town, through the Music Exchange program held on the 25 and 26 November 2013, sponsored by Wesgro.

A group of approximately 50- 70 talented and extra ordinary music, film scorers, composers, Music graduates, lecturers, Teachers and Self Employed individuals all attended the 2 day in depth Master-Class at SACM which left the attendees inspired and motivated. Mr Jones has committed himself even further to assist in the development and professionalising Western Cape music and Film Composition companies to operate internationally.

One of the latest success stories is that Mr Jones student Steve Price has just won an Academy award for best original score for the film Gravity at the 2014 Oscars ceremony. Mr Jones has for this reason earmarked students in the Western Cape, which he wishes to groom. Dr Trevor Jones believes film can give a huge injection to the local economy. He explains that once Hollywood was semi-desert. "Look at it now. It's the fifth largest economy in the world.

Dr Trevor Jones "The most important for me is the Investment in our greatest resource which is the nurturing and education of our young – the next generation of the *rainbow nation*. As we learn lessons about what a democracy should be and how to exercise our rights within the system, lets recall some of the words of **Madiba**: *Education is the most powerful weapon which you can use*



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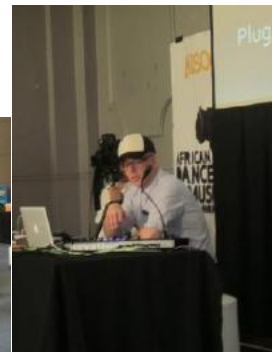
to change the world. It is what we make out of what we have, not what we are given, that separates one person from another"



Master Classes and Workshops

Attendees 50

ADMT – African Dance and Music Technology team headed up by Charles Webster and Dino Michael performed a 2 day DJ Master Class and expanded their programme to a 2 day event. The programme production basics, recording techniques, music presentations, advanced dj'ing techniques, video making for you tube , the business of music , panel discussions





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Highlights and Outcomes from the 2014 programme

Some of our key success stories come from collaboration opportunities that have been initiated through the MUSIC EXCHANGE programme.

- **Capasso** (Composers, Authors and Publishers Association) launched and released to the South African Music Industry at Music Exchange 2014 - *a landmark venture in mechanical rights in South Africa*. The organisation came about as a result of extensive negotiations between **SAMRO** and **NORM**, with the vision to create a proactive, responsive and progressive mechanical rights licensing hub, which would represent all rights holders and would play an integral role in the copyright licensing landscape on the African continent.
- Needletime the great South African debacle discussed live for the first time in South Africa with all 3 representatives from **SAMRO** (South African music Rights Organisation) , **DTI** (Department of Trade and Industry) as well **National DAC** (Department of Arts and Culture)
- The new **SABC Generations theme song**, launched in September 2013, was composed by International Film Composer Dr Trevor Jones and featuring Siphosiso "Hotstix" Mabuse on saxophone.
- **Charles Webster**, the International **EDM music producer**, remixed and remade material he heard at MUSIC EXCHANGE.
- **3I publishers** identifying space for two more music publications after attending the conference.
- **R J Benjamin** secured the 2013 keynote speaker to **mentor the Idols Top 8**.
- **Evolver One** and **7th Son** met industry professionals at MUSIC EXCHANGE who went on to work both band's product International.

Testimonials - Music Exchange 2014 Attendees Cape Music Institute

Tim Renner inspired me to start a poetry group at UCT. To create what want to see

Siphokazi Jonas

I want to say a big thank you for the music exchange program for making it possible for my dream to be fulfilled. It was inspiring to the brim.

Chad Andrews

I want to say a very big thank you for giving me this wonderful opportunity to be a part of this conference, may God bless you and your company. I have learnt so much .

Craig Koopman



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Ek will net baie dankie se vir die geleentheid wat ek kon saam deel met die exchange program. Ek besef dat ek nie met my talent by die huis kan sit nie. Ek het geleer hoe om te werk te gaan, om die besigheid te behandel, nog keer weer baie dankie.

Oral Williams

Thank you for affording me, and my fellow 2nd year students of Cape Music Institute, the opportunity to attend a workshop of such nature. It was mind blowing. God bless you and your company.

Darryn Thomas

Thank you for the great opportunity afforded to me. It opened my mind and I'm going, to go into my craft with a new mindset. The whole conference was amazing.

Chris Koopman

Thank you so much for the opportunity to attend the music exchange program. I've learnt how important it is to be innovative and having a great sense of tenacity, and also to find my identity as a musician, and to be strong, passionate and wiser.

Chesna Hill

Thank you so much for this amazing opportunity, to allow me to attend the exchange music conference. I have learnt so much about the music business, it was mind boggling.

Alex Van Rensburg

Big thanks coming your way, on behalf of myself Clio Reece Visser , and the rest of our 2nd year students for allowing, and giving us the opportunity to attend the exchange program. A lot has been learnt and taken in, and I can't wait to put it all into action.

Clio Reece Visser

What an amazing weekend it was for me. Thank you for making it possible to attend this conference. I appreciate it. It was truly enlightening by all the information given to me. Thank you so very very much.

Leighton Visagie

I would like to thank you for the opportunity that you have given me, this program was phenomenal and I have learnt such a lot, that as an artist one should really know about the music business, this program has equipped me into wanting to be the best musician in my craft, so I thank you from the bottom of my heart.

Tiana Marwanqana

Words cannot describe how much your investment meant to me. I probably never would've had this experience if I never attended this conference. It opened my eyes and understanding. I don't feel a thank you is enough.... I will say it, with the intent to show you.



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Jereau Damens

I would like to thank you for allowing myself to attend the music exchange program. It was an awesome opportunity, especially from the business side of the music industry. It was truly inspiring, and I enjoyed meeting the great musos.

Kevin lee Arendse

Thank you so much for the invitation. I really learnt allot, it was awesome, amazing and informative. I promise that I will make you, and my college proud.

Joshua Daniels

Please refer to website for further outcomes and success stories www.musicexchange.co.za

You tube link– Music Exchange 2014 - Outcomes

http://www.youtube.com/watch?feature=player_detailpage&v=-JMc3JAKagE&list=UUVP5vyzs_vRTdTY9r4DIRQ

You tube link – Music Exchange 2014 - Commercial

http://www.youtube.com/watch?v=t11Ng2IYluM&feature=player_profilepage

You Tube Link - Dr Trevor Jones Master Class November - 2013

http://www.youtube.com/watch?feature=player_detailpage&v=sobYKE63kE0

Ends

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