

MUSIC EXCHANGE 2021 Narrative report



31 December 2021

To Whom It May Concern:

Points from December 2020

- Work was going to be superb and very carefully planned.
- Daily, in-person masterclasses with RJ Benjamin, who was in Cape Town for December 2020 – limited to five people per class, at Bothner's N1 City branch, for ten days, starting on 13 December.

THEN, COVID SECOND WAVE STRIKES!

- The author gets hit with COVID on 10 December through 4 January 2021.
- RJ's wife, Chantal Stanfield, gets hit with COVID.
- Show for [Youngblood Studios](#) is postponed until 2021.
- December 2020 is a write-off.

But we digress; here is a breakdown of the work achieved and delivered in 2021.

Thank you for taking the time to read the synopsis for 2021 regarding Music Exchange.
www.musicexchange.org.za

The overarching outcome was strengthening existing partnerships and making new ones for 2021.

One thinks of the relationship with Stream Yard Studios, in Observatory, Biz Community, The South African, Cape Talk, Bothner's Music, SAMRO, SAMPRA, Gallo Record Co. and Startrackers, Matters Media, and AYOB, TicketPro, City of Cape Town, Jazzathon, WC Dept of Cultural Affairs and Sport, Torde Designs, Currin Media, OTBS, Youngblood Studios and Performance Media.

Turn to January 2021

- 20 January – The author gets awarded a chance to participate with Harvard University online.

- Copyright course – Copyright X ran every Thursday from 9 pm to 11 pm, for 14 weeks. The final exam paper was completed and handed in on 9 May 2021.
- The good news, the author, is the 2nd most read writer in [Biz Community](#). For 2021
- As monitored by Newsclip, PR value comes in at over R100K per post (see [example](#)).

In 2021 the author contributed over **48 articles for artists** to assist them in spreading their marketing message on one of the significant media portals in SA.

<https://www.bizcommunity.com/Profile/MARTINMYERS>

Our most-read contributors

1	Ruth Cooper
2	Martin Myers
3	Daniel Dercksen
4	Tecla Ciolfi
5	Mariette du Toit-Helmbold
6	Shellee-Kim Gold
7	Debbie Hathway
8	Meagan Duckitt
9	Rob Noble
10	Robin Fredericks
11	Bandile Mngoma
12	Naresh Maharaj
13	Yael Geffen
14	Di Brown
15	Emily Stander

The author also writes for [The South African](#).

Over **27 articles** were published this year to amplify artist messages.

11 February, Siphokazi Jonas, discovered at #MEX15 (2015), opens SONA 2021 with a bespoke poetry piece.

What does not sink

Written by Siphokazi Jonas
Twitter - @siphokazi_J

Ufikile unogumbe, ugalelekile
Akankqonkqozi, udiliza umgubasi.
There is a flood inside our house.
The water climbs up the wall when we weep;

it does not let us breathe.
Everything is wet with grief.

Before this pandemic, we would cast a funeral song into the dark like a flare,
and the neighbours would come to hold our arms as we drove the water
out the door.

Before grief reached out ankles.
Before it swept us to our knees.
Before it flowed into our pots and our beds.

To mourn meant a community gathered,
like a bank between you and the river of death.
Now death has dampened this ritual –
We mourn alone.
The neighbours lift their arms to relieve the water in their lungs -
We are drowning.

This flood has reached into the inner rooms
and quenched lives young and old.
It has taken what we are not ready to lose.
It spits the stories of the living into the street as injured furniture.
Like pensioner in line for a social grant
whose life has no space to protest a beach,
but she still returns home, clothes soaked.
Or the man who dies for a beer in his backyard.
And the nurse tying a tattered mask together with prayer and is still unprotected.
Or the artist who contemplates eating her own words to ease her hunger - and art starves.
This flood ruins us all.

But what of the after,
when the depth of this moment is absorbed
by history?
Who will we be?

We are a people who know how to build out of the remnants of disaster,
and we will do it again, and again.
When we salvage what is useful,
may we find ourselves baptised into something new:
New ways of mourning,
A people who have learned to breathe underwater,
reciting the names of those we have lost, and memories that never sink.

(copyright -All rights reserved) 5 February 2021.

#Sonapoem and #Sona21poem
www.siphokazionas.com

An example of the Online allocation for Siphokazi Jonas in respect of SONA

Daily Maverick - 12 February 2021- Karabo Mafolo

<https://www.dailymaverick.co.za/article/2021-02-12-siphokazi-jonas-poetry-reminds-us-that-were-no...>

[90594598](#)
[Text](#)

AVE: R 54 022.10 - Unique Browsers: 3377795

- The author also lands [Google](#) commission for his client, Siphokazi Jonas.
www.Siphokazijonas.com
- **18 February** – Market online. ONGEA! 2021 – The 6th annual Eastern Africa Music Summit
- **5-7 March ILMC global conference** – The author hosts the free event for the music industry at ULTRA STUDIOS in Observatory, Cape Town, for three days.
- **12th, 13th, 14th March** – Songwriting and Music Business workshops in Prince Albert.
- **19th and 20th March** – Songwriting and Music Business workshops in Grabouw.
- **24 March** – 27-minute interview with Pippa Hudson on [Cape Talk](#) re: [one year on in the COVID-crippled music industry](#).
- **25th, 26th, 27th March** – Songwriting and Music Business workshops in Barrydale (Independent report, submitted end May 2021).
- **11 April** – Assist in putting the holding statement and giving strategic management counsel regarding the AKA incident at The Pepper Club.
- **13 April**

[Music Exchange 2021](#) (#MEX21) goes live in September 2021, and we're proud and equally honoured to announce our first keynote speaker to our 11th entertainment economy-focused conference, the current chair of Music Australia, [Michael Smellie](#).

As part of this year's conference, we're inviting you to participate in a rare opportunity to ask this global music thought leader questions regarding the industry.



Michael with Carlos Santana

- Michael's career in the music business spans more than 25 years.

- He has worked across five continents as former Global Chief Operations Officer of Sony BMG, Asia Pacific Head for BMG, and Managing Director of Polygram and rooArt in Australia.
- As COO for BMG worldwide, he directed the company through some turbulent years and was an integral part of negotiating and implementing the merger with Sony Music.
- He was appointed COO of Sony BMG in 2004 before leaving in 2005 to return to Australia.
- Until the end of 2008, he was President of Media Development, the Asia Pacific for German media giant Bertelsmann.
- **Michael was also a Director at Global Citizen from Feb 2017 to October 2020**
- He is an investor, adviser and board member to many creative businesses in Australia and the United States.
- He is currently the Board Chair of the Music Council of Australia
- **3 May** – The author also lands the [Vodacom](#) commission for his client, Siphokazi Jonas.
- **10 May** – The author secured An Hour with Siphokazi Jonas on [Cape Talk](#).



- **11 May – MEX partners with AYوبا (11 years in the making)**
(See separate release below)

For immediate release

Cape Town, 11 May 2021 Music Exchange ([MEX](#)) is privileged and equally proud to announce a fundamental partnership with one of the continent's richest entertainment economy focused platforms, [ayoba](#).

Ayoba, the all-in-one app, offers **free** instant messaging, voice and video calling, games, music, news, entertainment news, and other content, which MEX now forms a critical part in.

In the coming weeks and months ahead, MEX will be sharing its decade-long journey in actively uplifting, empowering the continent's creatives, informed by global networks, clients, and partnerships, the likes of this one.

"Music Exchange was established in 2009 as a bridge and guide into the broader entertainment economy," MEX founder Martin Myers shares. "What was clear to us, from the outset, was a real need to help educate and keep safe young, aspiring and established creatives. **We've successfully achieved that by brokering and investing in masterclasses, an annual conference in its 11th year, and outreach programmes extending as far as the EU.**

"This partnership with ayoba gives all of its active users' access to our content, which we look to share with creatives right across the continent," he continues. "In growing our reach, we get to share our voice by investing decades-worth of insights, learnings, best practice and practical advice that before now was severely lacking.

It's an honour and an exciting next chapter for MEX in helping turn raw talent into commercial success for everyone on the ayoba platform."

"ayoba is delighted to partner with MEX," comments Olivier Prentout, Head of Customer at ayoba.

"The education they will be provided via our platform fits so well with our values to entertain, educate and uplift.

Their work is critical in our creative communities, and we look forward to exposing it via our music blog, The Daily Plug. We launched this channel nearly a year ago as we could see the need for education in our community, and the uptake has been nothing short of amazing."

ayoba users can access MEX on The Daily Plug by subscribing to the channel at no cost. Simply download the app from the Play Store, register and sign up for the channel.

The Daily Plug currently has over 400 000 subscribers. ayoba also offers over 40 additional music channels, including playlists and artist spotlight channels. MTN users are provided with a daily allocation of free data to access ayoba.

About MEX

MEX is South Africa's preeminent annual entertainment-economy-invested conference, now in its 11th year.

Lauded and awarded for its consistent commitment to the broader South African music industry, MEX's incredibly productive and positive 11th anniversary year will run throughout September 2021 as a hybrid conference.

Over the past 11 years, MEX has actively informed, partnered and brokered with some of the most significant 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.

MEX has become synonymous with offering a variety of specialist speakers across various disciplines, from publishing, live performance, production, PR and marketing, songwriting and all legal aspects associated with nurturing and growing the overall entertainment ecosystem.

Over the past decade, MEX has welcomed and hosted the likes of composer Dr Trevor Jones, musician and producer Bryan Michael Cox, Stuart Rubin, The Orchard's Ben Oldfield, Mark Murdoch, Mos Def, Tim Renner, Sipho Mabuse, Rachel Z, Tom Novy, Karen Zoid, RJ Benjamin, Siphokazi Jonas and AKA among many others.

About ayoba

Since its launch in May 2019, ayoba has reached millions of users, with a currently active user base of 5.5million monthly active users. It offers users free access to an ecosystem of digital and rich media services through channels, micro-apps and payment solutions embedded within an African super-app.

Ayoba is highly localised and tailored for African and Middle East consumer needs, supporting 22 relevant languages. Users can send and receive encrypted messages, share photos, videos, files, and voice notes, and subscribe to live channels. Family-friendly localised content is available through curated channels aimed at entertaining, educating and empowering communities and a range of games. Ayoba is available for Android users on the Google Store, Transsion Store, BeMobi and its website (ayoba.me). Ayoba is available on Apple AppStore. The PWA can be found on web.ayoba.me.

For more information, please contact:

Olivier Prentout

Email address: pr@ayoba.me

The [Youngblood](#) show that was going to take place in December happens on 14 May 2021

The show sold out days before the event itself. (Separate Gig Economy report, available on request).

Heinrich Frans Benedict De Maar Valentino Europa Siphokazi Jonas

presents

POETRY & SONG LIVE

THE SHOW IS SOLD OUT

FRI 14 MAY 2021

YOUNGBLOOD 7-9PM

70 - 72 Bree Street, Cape Town

R150.00 Tickets available at www.quicket.co.za

GUEST ARTIST DYLAN RED

Western Cape Government
MUSIC EXCHANGE
Quicket

<https://www.youtube.com/watch?v=il2cYCqgHUI&t=1000s>

17 May MEX starts to submit Weekly bespoke pieces to Ayoba

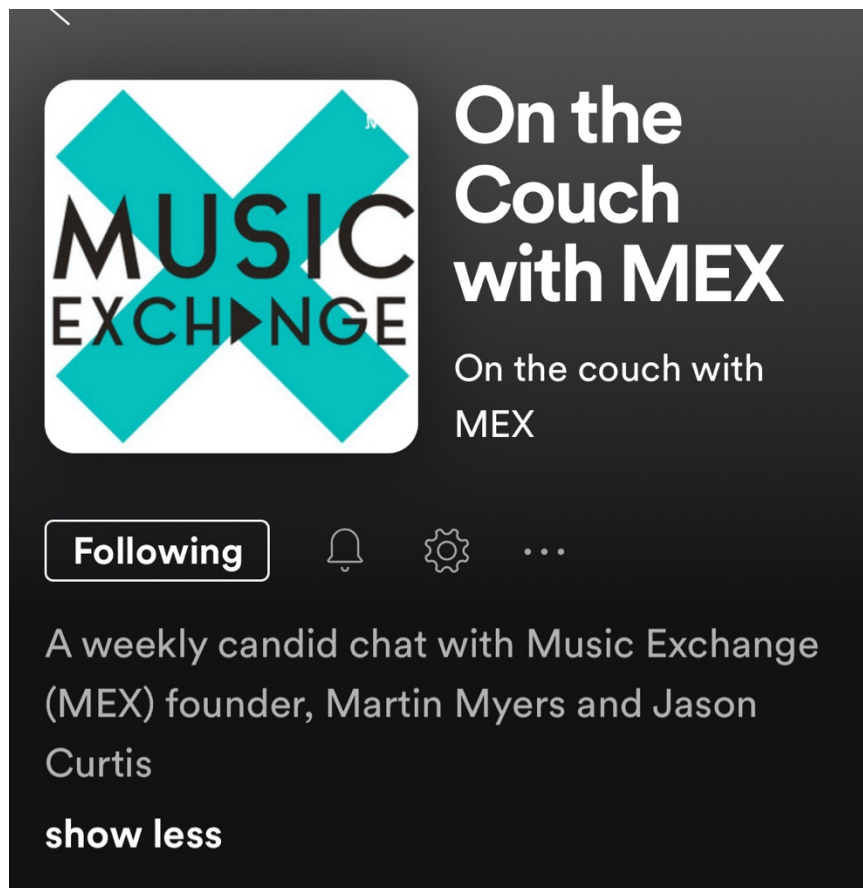
The channel is called **The Daily Plug**, with over 548 000 subscribers.
Over 33 articles and podcasts have been written and shared with the zero-rated app.

22 May – Sipho Mabuse, chairperson of MEX, does talk.



June - Spent time in negotiations with FAME Week Africa.

July - [On the Couch with MEX](#) podcast series
Weekly content out every Friday (24 episodes in) with MEX and Jason Curtis.



11 SEPT TO 2 OCT SNAPSHOT in numbers for #MEX21

Global conference hosted online with TicketPro (part of Blue Label telecoms).

11 years = 11 speakers = 11 inspirational talks from **11 September to 2 October 2021**.

Three international speakers:

One from the USA
One from Australia
One from New Zealand

Media coverage for #MEX21

Superb, tier-one press from IOL, CAPE TALK, SMILE FM NEWS, BUSINESS REPORT and BUSINESS COMMUNITY.

13 April 2021

<https://www.bizcommunity.com/Article/196/480/214783.html>

8 September 2021

<https://www.bizcommunity.com/Article/196/480/219851.html>

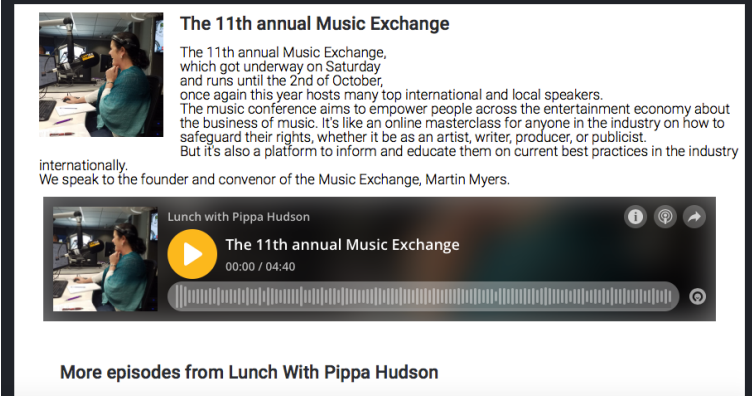
11 September 2021

<https://www.iol.co.za/weekend-argus/entertainment/a-new-look-music-exchange-kicks-off-26fd3401-a715-41c4-81b3-39097b2ffc3d>

Smile FM - Two news bulletins at 12 noon and 1 pm on 11 September.

14 September

<https://www.capetalk.co.za/podcasts/127/lunch-with-pippa-hudson/550374/the-11th-annual-music-exchange>



The screenshot shows a podcast player interface. At the top, there is a title 'The 11th annual Music Exchange' and a small image of a woman (Pippa Hudson) sitting at a desk. Below the title, there is a paragraph of text: 'The 11th annual Music Exchange, which got underway on Saturday and runs until the 2nd of October, once again this year hosts many top international and local speakers. The music conference aims to empower people across the entertainment economy about the business of music. It's like an online masterclass for anyone in the industry on how to safeguard their rights, whether it be as an artist, writer, producer, or publicist. But it's also a platform to inform and educate them on current best practices in the industry internationally. We speak to the founder and convenor of the Music Exchange, Martin Myers.' Below this text, there is a video player interface with a play button and the title 'The 11th annual Music Exchange'. The video player shows a progress bar at 00:00 / 04:40. At the bottom, there is a link 'More episodes from Lunch With Pippa Hudson'.

Eden FM in George with RJ Benjamin on Friday, 17 September – radio interview at 16h45.

24TH September

Business Report

<https://www.businessinsider.co.za/music-exchange-partners-with-ayoba-2021-9>

Music Exchange partners with MTN-backed Ayoba to uplift creatives as industry takes strain

Phumi Ramalepe, Business Insider SA
Sep 24, 2021, 03:26 PM



THE WAY FORWARD FOR THE 11TH YEAR OF MEX

MEX is a year-long event that culminates in September 2022. There will be ongoing talks, even with COVID challenges.

We had in-person workshops at Paul Bothner's Stores during November 2021 with SAMPRA.

6 th Nov – Claremont	10am to noon
13 th Nov – N1 City	10am to noon
20 th Nov – Stellenbosch	10am to noon



#MEX CONNECT

Come be inspired by and learn from professional artists, while learning just how you too can propel your career into 2022.

The speakers hosted by Martin Myers, Jason Curtis, Craig Parks.

10AM-12PM AT BOTHNERS//2021

Dylan Red	06 Nov	Claremont
Chad Saaiman	13 Nov	N1 city
Benson and Benson	20 Nov	Stellenbosch

Bring a memory stick to get ALL the MEX talks from 2021, gratis! Meet people who can guide you with real tips and learnings on how to approach your year ahead in music.



For more information contact:
info@musicexchange.org.za



3 November 2021 – Put release together for RJ Benjamin re: new music and get the song to market.

Percolating perfection

Great, soul-filled, and fantastic music insists on being heard. Despite the odds stacked against it at the time, one such song survived the test of time to arrive, albeit fashionably late finally.

The story of "Love & Miracles" genesis goes back some 14 years when, in 2007, RJ Benjamin, a then-rising star, singer and prolific music producer, met the already legendary Vicky Sampson.

The two were building a solid working relationship and friendship at the time. RJ acted as the producer for several songs Vicky had penned.

One track she presented was a ballad titled "Love & Miracles", a song she had written with another celebrated musician and bassist, Trevor Donjeany, best known and respected for his work with the late-great Johnny Clegg.

The song was perfectly penned to be a duet, and naturally, RJ agreed to sing alongside Vicky.

Sadly, the original recording of "Love & Miracles" was shelved, never to be heard, and with it, the growing relationship these two great South African musicians had forged to that point.

Fast forward to 2020, when a pandemic and a national lockdown gripped the world. For many artists, this became a time of reflection. For RJ, a chance to finally dig into the "what ifs" around his unpublished and unreleased archive.

Upon re-listening to one such gem, "Love & Miracles", it became clear to RJ that the song deserved to be heard by both his fans and the many loyal followers of Vicky Sampson. On a phone call that saw the two artists reconnected and a unique friendship rekindled, the duo agreed to re-record and re-release the song in 2021.

With assistance from the South African Performance Rights Association's (SAMPRA) Production Fund, Vicky Sampson and RJ Benjamin can now finally and proudly present "Love & Miracles", proof of the fact that a great song will be heard, no matter what.

<https://www.dailyvoice.co.za/lifestyle-entertainment/lifestyle/song-released-after-14-years-vicky-sampson-and-rj-benjamin-reunite-to-re-record-a-ballad-d6144bdd-0073-4700-92b7-88e181be427d>



December 3rd & 4th

2-day workshops with WC DCAS in Bredasdorp.

3 pm to 5 pm, and 10 am to 5 pm the following day.

December 10th & 11th

Workshops in Villiersdorp – 2 pm to 5 pm with WC DCAS.

Workshop in Khayelitsha 10 am to 5 pm with WC DCAS.

MEX contributes three articles to a new magazine, focused on the arts, *PAGE 3, UNMASKED*.

Chairperson of MEX, Sipho Mabuse www.hotstixmabuse.com on the cover of GQ magazine, along with a 16-page spread (Sipho turned 70 on 2 November 2021).



Our channels of communication are always open.

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.

We also continue to be mindful of the pandemic and have had to postpone dates of in-person events several times

Too often, the hand-out mentality seems to exist in the SA music industry.

There are no queries from Capasso, RISA, TUMSA, or any other agencies in SA, despite requests to engage.

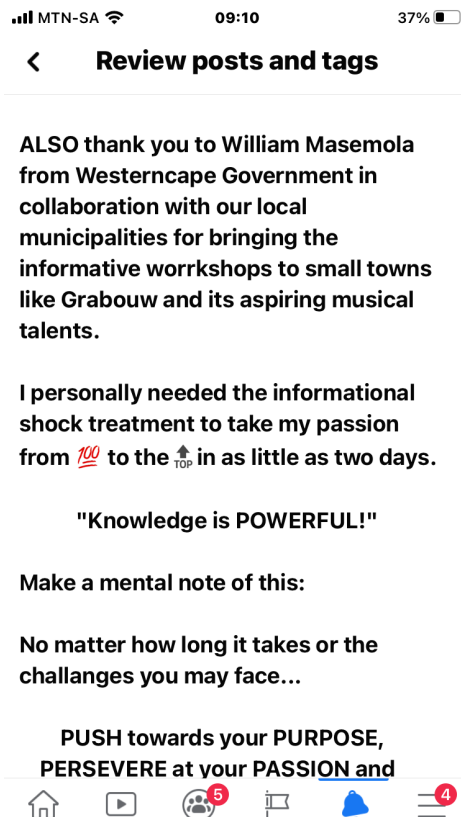
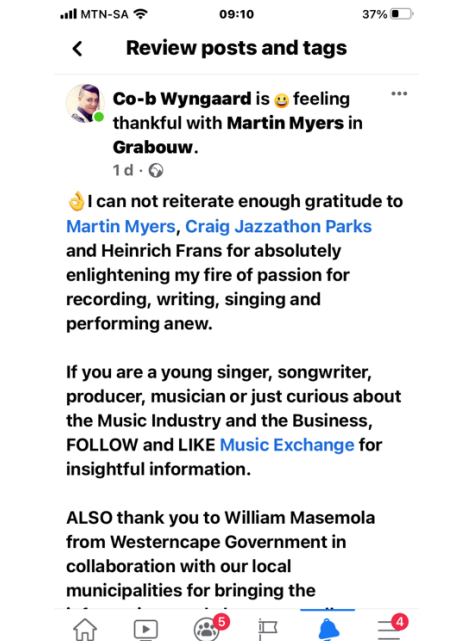
We need a sit-down meeting with the City of Cape Town with officials who can effect change. Why is the Arts and Culture department 'hidden' within the ECD department?

These are the frank and open conversations that need to be had for the collective good of the entire arts and music space.

It would be appreciated if the document recipients would also take time to feedback points, moving forward, for the collective good of the entire industry we serve.

Testimonials

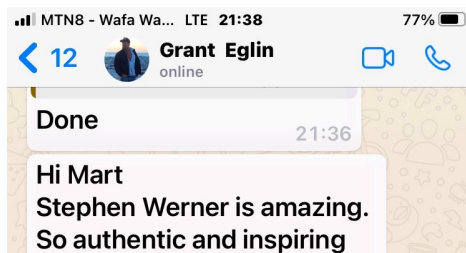




<  **Siphokazi Jonas** 4 m · 🌐

So grateful to have a manager who is not only a mentor, but also who collaborated with me in building my career. The sheer dedication is constant lesson to me. He does so much work for the arts sector in WC that may never be acknowledged. This image reflects the authenticity of this partnership and I look forward to the mountains we will scale. Thank you also to your family @raziamyers_fine_art for loaning us so much of your time and energy! May God continue to bless you and your team [Martin Myers](#)!

 @mccainds



Please join Sipho "Hotstix" Mabuse

*for an intimate exclusive celebratory cocktail party on
Wednesday 13 Oct from 5 -8pm*



You are hereby cordially invited to an intimate get-together with our dear friend and icon of the South Africa music industry, Sipho "Hotstix" Mabuse, on the eve of his 70th birthday.

Wednesday 13th October 2021

Time: 5 to 8 pm

Address: Blue Views – Penthouse 2, Camps Bay
1 D Houghton road, Bakoven

(Parking is limited so try walk up from Beta road please)

Dress: Casual

Please pop an RSVP (by COB Friday, 8 October 2021) to
Martin Myers via WhatsApp (083 448 4475),
or email (martmyers@gmail.com)

• COVID protocols will be in place, and wearing a mask, upon arrival, is mandatory. Sanitisers will be available throughout the venue.



Thank you

Martin Myers

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info@musicexchange.org.za