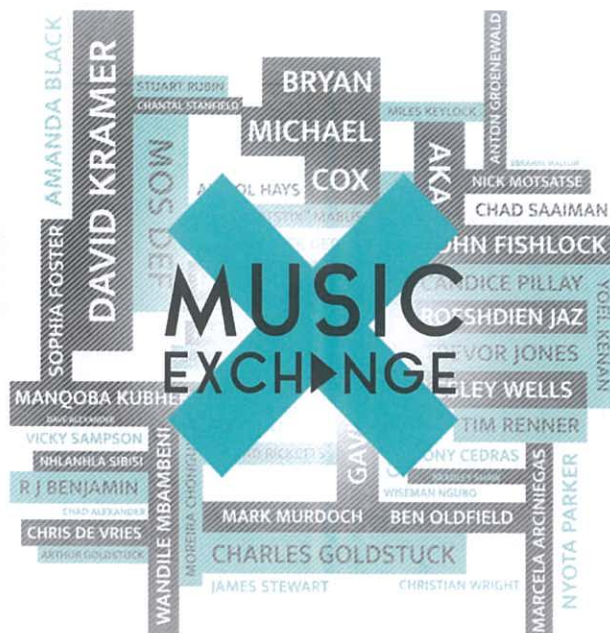




8 FEB 2024

Dear Colleagues

Please see the MUSIC EXCHANGE 2023 year in review Document for your reading pleasure,
showing the continual work for the calendar year 2023

Areas that are covered include 5 areas as listed below:

- 1)The conference
- 2)Workshops
- 3)Weekly Radio show the Business of Entertainment on Cape Talk ,Thurs 9pm
- 4)The AYOBIA Ap and the Music Exchange page on the Ayoba App
- 5)Bizz Community weekly articles

Best and we look forward to hearing from you



Martin Myers
Founder MEX

www.musicexchange.org.za

083 448 4475

CONVENERS MESSAGE FOR



#MEX23

MUSIC EXCHANGE 2023

OVER 3 DAYS

22, 23, 24 JUNE – Cape Town

As Convener of the NPC of MUSIC EXCHANGE, (#MEX23), now in its 13TH year, we are delighted to share the news regarding our 2023 event.



Western Cape
Government
FOR YOU



BandLab



GrandWest

BOTHNERS
SINCE 1969

BIZCOMMUNITY

jazzathon
CAPE TOWN

TWF
CORPORATE
Travel with Flair (Pty) Ltd



SAMRO

lift

SA'S MOST
flexible
airline

*Dear Martin,
A few words from the heart,
Much Love
Trevor*

MEX '23

The forum that MEX provides, serving as a catalyst in the entertainment world, bringing together both industry practitioners and the next generation of aspiring talent, is integral to the future well-being and prosperity of our entertainment world both nationally and internationally.

The scope and quality of the events succeed not only in keeping the finger on the pulse of the current industry but also exploring and examining the legacy and lessons to be gained from experienced practitioners.

MEX has been consistent in aspiring to, and surpassing itself, in the quality, diversity and experience of its speakers since its inception thirteen years ago.

The commitment of the organisers in their vision and support of such a patently necessary and fundamentally important activity is extraordinary and crucial to the health and future of the entertainment economy.

**#MEX23 Average Value Equivalent (A.V.E) for the
conference, the Media Value
surpassed R2,3M
as audited by Newsclip.** (See addendum with comprehensive audit)

Print 1 Jun - 20 Jul 2023

Clip Count 27

AVE R 619 334.65

Publication Cape Argus (4)

Media Type Local Urban Newspaper (15)

Media Group Community (15)

Region Western Cape (20)

Byline Venecia Valentine (1)

Broadcast

Clip Count 14

AVE R 338 988.27

Media Type Commercial (11)

TV Station N/A (0)

Radio Station Cape Talk (10)

Region Western Cape (14)

Online

Clip Count 63

AVE R 1 412 933.62

Website Bizcommunity (17)

Byline Triple M Entertainment (7)

THE KEY NUMBERS

6 Mailchimp mailers to our data base to over 1865 people with an open rate of over 28.5%

International flights from London to CT Return 4

Local Flights from CT to JHB Return

Sipho Mabuse, Neil Johnson, Karabo Senna
Brendan Ballentine

8

Accommodation

M Marot, T Jones, B Ballentine
S Mabuse, N Johnson, M Myers, R Roberts, R Myers, K Senna
(9 nights Wed, Thurs, Fri, Sat)

36 bed nights

Work creation Cape Town -with emphasis on Youth (3 days)

Filming & Pics D Palvie, C Joshua +1, S Shifmann	4
OTB staff -Abdul Burton, + 4	5
Drinks Bar CT Grandwest staff	2
Design for all posters -Dane Torde	1
Press releases J Curtis	1
Branding and design Bevan Chetty plus 2	3
Mex production team Rowan Roberts, Ross Rayners, Spencer Scheepers, M Myers	4
Marketing , M Myers, L Wells, C Barclay, B Kanemeyer E Courie, B Mare, T van Staden, Goldie, I Kruger B Currin, M Oudejans, T Levin	12
Ticketing staff -Quicket, J Bosenberg, B Katikati	2
Travel agency -D Northgrave, M Cookson	2
Video edits and uploading , D Palvie, T Craft	2

Total 41 people (excludes off-site)

OUTCOMES :

Cape Talk MEX Show

Biz Community -MEX portal

Colab with Jazzathon

Ayoba over 1million eyeballs on dedidicated MEX platform

75th Birthday Celebration event planning for Dr T Jones (2024)

Tie up with Lift airlines

Marc Marot Strategic Advisor to MEX going forward

MEX community established to push relevant contacts to artists and information

DKMS AND DRIEMASKAAP strategic advice re cancer and song release

Monday 29 May 2023

KEYNOTE
BY MENG RU KUOK

FRI 23 JUNE | 10.15AM

MUSIC FOR THE MASSES

EXPLORE HOW ACCESSIBLE TECHNOLOGIES HAVE REVOLUTIONIZED MUSIC CREATION.
HOW IS THIS GROWTH SHAKING UP THE "TRADITIONAL" MUSIC INDUSTRY?
WHAT ARE THE CREATIVE CHALLENGES AND OPPORTUNITIES AHEAD?
AND WE TALK ABOUT THE UNSTOPPABLE RISE OF AI...

MUSIC EXCHANGE 2023

MUSIC EXCHANGE

#MEX23

The image is a promotional graphic for a keynote speech. It features a central portrait of Meng Ru Kuok, a man with short dark hair, smiling. The background is dark with a large, colorful circular gradient behind the speaker. Text is overlaid in various colors (purple, blue, white). There are also decorative geometric shapes like a pentagon and concentric circles.

**Welcome Meng Ru Kuok from Singapore,
our Keynote Speaker at Music Exchange 2023 (#MEX23)**

We proudly announce we have secured three global Thought Leaders flying in from the US (Meng Ru Kuok) and the UK (Marc Marot and Dr Trevor Jones) to attend and speak at this year's **Music Exchange** (#MEX23) Conference.

Meng Ru Kuok is the Group CEO & Founder of Caldecott Music Group, a global music industry investor and innovator spanning multiple sectors, including digital (BandLab Technologies), media (NME Networks), and manufacturing and retail (Vista Musical Instruments).



His mission

By integrating the physical, digital, and social supply chain around music, CMG brings together brands and people passionate about music, allowing them to deliver authentic content, products, and experiences for all music lovers.

CMG portfolio brands include [BandLab](#), Cakewalk, MONO, Harmony, Heritage Guitars, Teisco, Swee Lee, [NME](#), [Guitar.com](#), MusicTech and *Uncut*.

The MEX intent

At our core, MEX is a veritable teacher, delivering critically needed skills to the entertainment economy. It exists to serve the greater good of all stakeholders by promoting and fostering prosperity and sustainability within the Arts sector and beyond.

A vibrant world-class South African music industry is premised on successful homegrown talent intent on attaining global reach and international acclaim.

At MEX, we ensure the successful sharing of experiences and knowledge of keynote speakers with creatives participating in panel discussions, workshops, and showcases. After all, we can all do with inspiration and global best practices to apply immediately in our professional lives.

We bring together the finest local and international Thought Leaders to address a range of topical and relevant issues the industry faces today. Think SAMPA, SAMRO, radio, the Copyright Amendment Bill, Podcasts, PR, marketing, and monetising the entertainment economy – now and into the future.

The power of the network

The pandemic is behind us. It's time to scrub up, head out and socialise. Wouldn't it be refreshing to escape social media for a day or two and relish real-

life conversations with fellow creatives?

Great music. Great content. Great people.

At just R250 for full access to all three days of #MEX23, including free entrance to Jazzathon 2023, the value and the calibre of content, and those delivering it, is unmatched.

Music Exchange 2023 (#MEX23) Conference – 22, 23 and 24 June 2023 @ Roxy Hall – GrandWest Casino & Entertainment World, Goodwood, Cape Town.

Tickets are on sale now at Quicket



Thursday, 1 June 2023

**Marc Marot returns as
Keynote Speaker at Music Exchange 2023 (#MEX23)**

After delivering compelling sessions at Music Exchange's 12th annual conference in 2022, we're proud to announce that Marc Marot will be flying in from London once more to share and guide delegates throughout #MEX23 in late June.

As one of the four international speakers at #MEX23, alongside award-winning composer Dr Trevor Jones, celebrated guitar maestro Stanley Jordon and Group CEO & Founder of Caldecott Music Group, Meng Ri Kuok, delegates are assured of a weekend of great immersive edification.

When Marc takes to the stage at The Roxy Theatre at GrandWest, he will address the old versus the new when signing musical talent.

"It is not for the public to know what they want" – Steve Jobs, discussing the launch of the iPad.

"While running Island Records in the 1990s, a small team and I made every decision," Marc teases from his soon-to-be detailed keynote. "I didn't even let the marketing or promotion department have a say because they would always choose the easy option.

"When I signed PJ Harvey, Pulp, Nine Inch Nails or Elbow, these were decisions made upon the criteria of 'do I love the music, and do I like, trust and respect the people that made it,' he continues.

"Using these criteria, we could sign unusual talent that the world wasn't expecting. It made the musical landscape a better place."

Nowadays, you can't get in the record company door unless you've got a huge social media following.

"Social media following is not an indication of talent," Marc warns. "The audience who likes the new artist can be influenced by all sorts of things, including sympathy for them socially or, more likely because they are in an affinity group with many other people who sound the same.

"And it could get worse, he concludes with a warning. "The employment of AI by the music industry to search for talent will only throw up further cases of talentless soundalikes."

"My thesis is that the industry must turn its back on social media and return to signing original and unusual music if we are to push the boundaries forward."

If this doesn't satisfy your curiosity to discover what informs Marc's many music industry hypotheses, then perhaps #MEX23 is not for you. If it does, however, get ready for rock'n'roll in every sense of the word.

Quality music, and future-focused content – delivered by some of the most influential business minds and creatives – that's what #MEX23 assures.

At just R250 for full access to all three days of #MEX23, including free entrance to Jazzathon 2023, the value and the calibre of content, and those delivering it, is unmatched.

Music Exchange 2023 (#MEX23) Conference – 22, 23 and 24 June 2023 @ Roxy Theatre – GrandWest Casino & Entertainment World, Goodwood, Cape Town.

Tickets are on sale now at [Quicket](#)

For additional information, contact MEX founder and convener, Martin Myers
martmyers@gmail.com

Notes to the editor

Marc Marot began his professional career in 1982 as the 'Professional Manager' of UK Independent music publisher, Eaton Music Ltd, working with film composers George Fenton, Carl Davis and Henry Mancini and pop groups including Status Quo.

He was appointed Managing Director of Chris Blackwell's Blue Mountain Music in 1984, working with U2 and the reggae catalogue.

Marc's publishing signings include, amongst many others, Massive Attack, De La Soul, Julia Fordham, and Shakespeare's Sister (Marcy Levy).

He headed every division of Island until Marc was appointed MD of Island Records in 1990, the youngest MD in the UK music industry at the time.

Amongst the artists signed and developed by his team while at Island Records were:

- Pulp
- **PJ Harvey**
- The Stereo MCs
- **P.M. Dawn**
- The Cranberries
- **Elbow**
- Chaka Demus and Pliers
- **NWA**
- The Orb
- **Ice Cube**
- Talvin Singh
- **Tricky**
- Nine Inch Nails

During his tenure as Island Records MD, Island artists won the prestigious Mercury Music Record of the Year prize three times and 10 Island short-listed albums. Artists signed during the period have subsequently gone on to win 25% of all the prizes awarded in the 20-year history of the competition.

He guided U2's career throughout the 1990s, from the release of *Achtung Baby* to just before the release of *All You Can't Leave Behind*, selling close to 60 million albums.

In 1998 he introduced Bono to the concept of Third World debt relief via his involvement in the 'Jubilee 2000' campaign. He oversaw the 'drop the debt' initiative within the music industry. Bono has thanked him on both the stage of the MTV awards and whilst addressing the UN council chamber in New York.

To date, acts he discovered or managed have notched up 38 Top 10 singles, including 18 #1 singles in the UK charts. He has been responsible for over a million album sales in one form or another, including his ten years of direct international responsibility for U2's marketing and sales.

[END]

The overall theme for the conference was one of act now and heed global best practice as well as learn to collaborate and this was the cornerstone of each presentation during the days.

12 speakers over 3 days in Cape Town

Our keynote speakers brought across incredible gravitas in their chosen fields within the music industry.

The MEX team actively engaged the music schools CMI, Mitchell's Plain Music Academy and Phenumix, under Winston Siljeur,

The V&A Waterfront has an active music program and sent all of their artists to the conference. The program, that Craig Parks is working on, in conjunction with MEX, had all their artists from Outlying areas attending too.

One thing is clear, the conference is not only pitched at emerging artists but also established artists.

A concern that needs to be addressed is that the music teachers are not attending, and this can only be at the detriment of the students as the business advice being handed out by CEO's of companies involved in the music industry.

This year's speakers covered the entire music landscape.

From podcasts, to global business heads of major companies, AI, Radio stations, agents, artist managers and major collecting agencies to Bandlab - all talks focused on outcomes for attendees.

We held 3 master classes, in the lead up to #MEX23, to keep educating around the relevant current topics that artists need to know about.



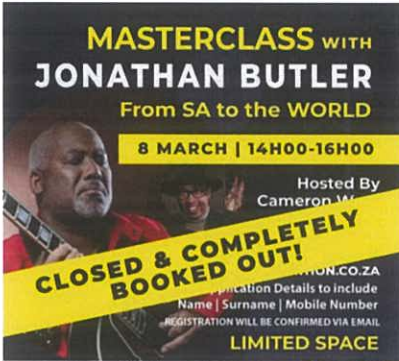
SAT 4TH FEB | 10am to 12 pm

**RJ Benjamin
&
Cameron
Ward
Present:**

COLLABRATION
Working together
brings success

MASTERCLASS
at Paul Bothners Claremont

MUSIC EXCHANGE **Western Cape Government FOR YOU** **BOTHNERS** **Jazzathon CAPE TOWN**



**MASTERCLASS WITH
JONATHAN BUTLER**
From SA to the WORLD

8 MARCH | 14H00-16H00

Hosted By
Cameron Ward

**CLOSED & COMPLETELY
BOOKED OUT!**

Application Details to include
Name | Surname | Mobile Number
REGISTRATION WILL BE CONFIRMED VIA EMAIL

LIMITED SPACE

Jazzathon CAPE TOWN **Western Cape Government FOR YOU** **MUSIC EXCHANGE**



**MUSIC
BUSINESS
101**

**Presented by
MUSIC
EXCHANGE
and
JAZZATHON**
at Heatherlands
High school
George

TO RESERVE SEATS
GERMAINE LEONARD
germaineleonardmusic@gmail.com

FRI 17 MARCH | 14h30 to 16h30
SAT 18 MARCH | 10h00 to 13h00

MUSIC EXCHANGE **Jazzathon CAPE TOWN** **Western Cape Government FOR YOU**

MEDIA RELEASE: THE CAPE TOWN JAZZATHON AFRICAN CELEBRATION

3 April 2023 – Cape Town: JCQ PRODUCTIONS proudly presents THE CAPE TOWN JAZZATHON AFRICAN CELEBRATION!

We are thrilled to announce that we have the most incredible line-up of musicians, artists and performers taking to the stage at the Grand Arena, Grand West, from Friday, 23 to Sunday, 25 June 2023.

The Cape Town Jazzathon will host its 26th anniversary in fitting style, bringing all the glitz and glamour to deliver a truly African celebration of music from across South Africa and other African countries, including Mozambique

In 2022 Jazzathon celebrated its 25th anniversary, making it the longest-running music festival in South Africa.

The festival will include a variety of genres

This year's other significant feature is a joint venture with Music Exchange (MEX), which will host prominent international music business executives and artists from 22 to 24 June at The Roxy Revue Bar

Special ticket prices are available for those wishing to attend the festival and the MEX conference. **In fact attend MEX and go to Jazzthon** Free for all Saturday Shows ,3pm at 8pm

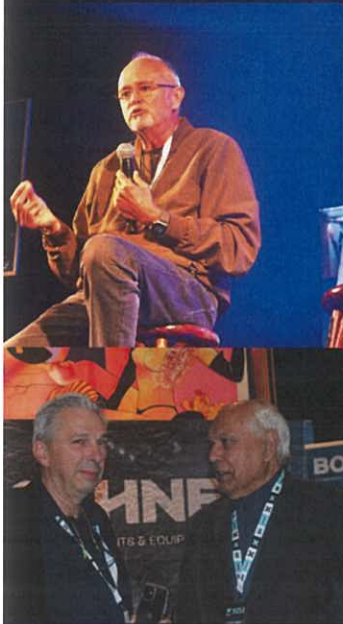
Tickets to attend The Cape Town Jazzathon cost between R150 and R250.

Tickets for fringe events range from R150 to R200.

We had four international speakers and nine South African speakers. Over 3 days

PROGRAMME

Day 1 Thursday, 22 June



- 09.30am Registration
- 10.00am Welcome – **Martin Myers**
- 10.15am Keynote – **Marc Marot**
He will address the old versus the new when signing musical talent.
- 11.30am Comfort Break
- 11.45am **Neil Johnson** hosts a Panel Discussion on the "Economics of Radio".
- 1.00pm Lunch
- 2.00pm **Spike Ballantine** – The Power and Potential of the Podcast.
- 3.00pm Comfort Break
- 3.15pm **Gasant Abarder** – In conversation with my 25-year-old self – **Sipho Mabuse**.
What I know now about the music business & life, would I do things differently?
- 4.15pm Open forum/Q&A
- 4.30pm Drinks + Networking
- 5.30pm End of day 1



PROGRAMME

Day 2 Friday, 23 June



09.30am

Registration

10.00am

Welcome – Martin Myers and Sipho Mabuse

10.15am

Keynote - **Meng Kuok** with Q & A by **Marc Marot**, post talks. Explore how accessible technologies have revolutionised music creation. How is this growth shaking up the “traditional” music industry? What are the creative challenges and opportunities ahead? And we talk about the unstoppable rise of AI...

11.45am

Comfort Break

12.00pm

Stanley Jordan – Multi-Grammy nominee
My Journey... inspiration & stories

1.00pm

Lunch

2.00pm

Karabo Senna – SAMRO
Music royalties growth & SAMRO’s input

3.00pm

Comfort break

3.15pm

John Fishlock hosts an open forum
AI... It’s not going away. How do we work with it? A Publisher’s Perspective.

4.15pm

Q&A regarding all topics of the day – Close

4.45pm

End of day 2



PROGRAMME

Day 3 Saturday, 24 June

	09.30am	Registration
	10.00 am	Welcome – Sipho Mabuse
	10.10am	Siphokazi Jonas and Lesley Wells in conversation. "Hits and Misses: the everyday business of an artist's career."
	11.00am	World renowned film composer Trevor Jones interviews international talent manager Marc Marot about the manager's role in the modern entertainment space. Marot has 40 years of experience managing talent at the top of his game in the music business and multiple other sectors, including UK Premier division football, Formula One and Fine Art.
	12.00pm	Questions to the speakers.
	1.00pm	For Those who wish to attend Jazzathon from 3 pm, entrance is free to MEX delegates with lanyards and armbands handed out at 1 pm.
	3.00pm	Community Philharmonic Orchestra The Lady Day Big Band Chad Saaiman YoungstaCPT Paxton Sarah-Jane Thomas Seth Grey The Black Ties
	8.00pm	Stanley Jordan Kyle Shepherd Donveno Prins Cameron Ward Jonathan Rubain Jimmy Dlodlu
	11.00pm	End of day 3



Our business-to-business focus is a key driver in 2023, aimed at active industry professionals. This can be seen in the program as we hosted the key industry body SAMRO.

We moved away from edutainment, and into focused master classes and workshops for delegates to engage in.

Building on strategic partnerships in 2023

A number of event sponsors returned, and we had the corporate market sponsoring a number of key areas:

SAMRO
Cape Talk
Academy of Sound Engineering (ASE), Cape Town
AYOBA
Travel with Flair
V&A Waterfront
Paul Bothner Music
Biz Community
Triple M Entertainment
Quicket
Matters Media
Star Trackers

Attendance

Outstanding attendance! "We focused on master classes and workshops this year, convener, Martin Myers declares. The room was full for all the days of the conference, over 70 people in CT.

Our international delegates spoke more than once, while being fully engaged at the conference.

The conference was also recorded so we can roll out key talks in third quarter of 2023

MEDIA COVERAGE

PRESS & RADIO

Music Exchange received superb press support in 2023.

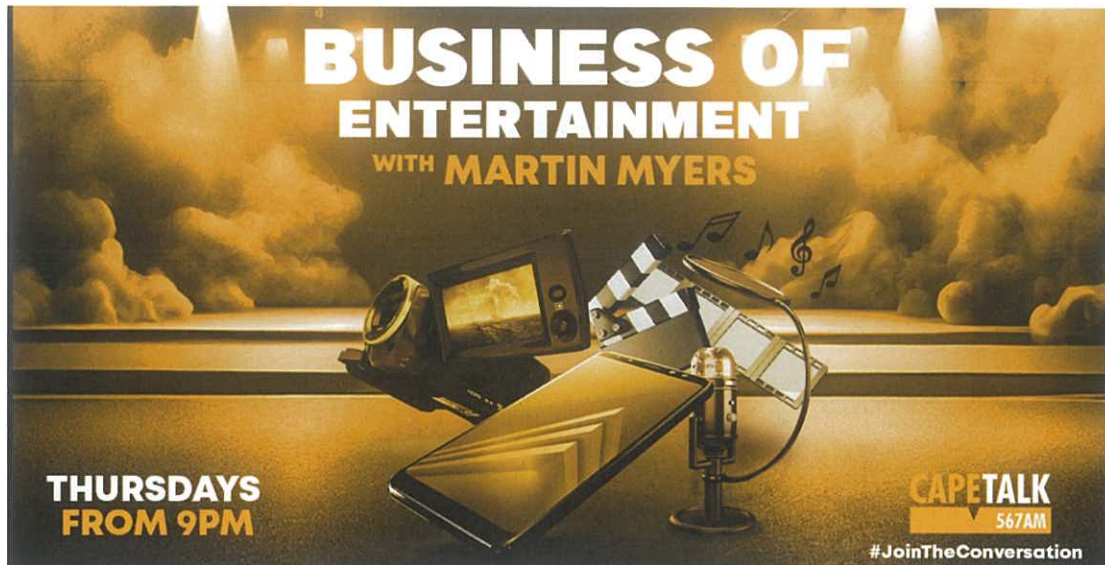
Our major media partner was Biz Community and CAPE TALK.

THE AVE was over 2,3 million Rand as audited by Newsclip (See attached addendum)

MEX23 is active on social media platforms

Facebook, Twitter and Instagram

Twitter	over 9728 followers
Instagram	over 1805 followers
Facebook page and group	72000 on page and 1200 on the group



MEDIA RELEASE

New CapeTalk segment shines a light on the South African entertainment industry

Wednesday, 3 May 2023 – From tomorrow night CapeTalk listeners can tune in for the station's brand-new segment the 'Business of Entertainment,' that promises to deliver a fascinating and first-hand account of the South African entertainment industry.

Hosted by industry legend music manager and publicist, Martin Myers this weekly half-hour segment will give powerful insights into the minds and careers of award-winning creatives, with a strong focus on the business side of the creative industry.

Each episode will feature a candid conversation between Myers and a creative in the music, theatre, design or television space.

Myers says the conversations will be entertaining and inspirational, peppered with true stories, first-person accounts, and invaluable tips from the people who've made a successful living from their craft.

"We will be bringing key executives onto the station to delve into every aspect of the entertainment business. We will be exploring topics like the business of royalties, how to manage cash flow and the science of ticketing. Big industry players will talk about how long it took to become an overnight success and how they dealt with and still deal with rejection and success. We will ultimately unpack what it takes to make a living as a South African artist," says Myers.

CapeTalk Station Manager Tessa van Staden says the station is passionate about supporting creatives.

"Artists, musicians, sculptors, performers, directors and authors hold a mirror to society to reflect who and what we are. They play one of the most difficult and important functions, often without the necessary backing and resources. This segment will share some practical tips for those starting out in the industry. The 'Business of Entertainment' hopes to inspire our audience while also championing those who have paved a way in the sector," says van Staden.

For all the business insights you can't google, don't miss the 'Business of Entertainment' every Thursday at 21:00.

COMING UP - THURSDAY, 4 MAY: Myers talks to the world-renowned SA-born composer Trevor Jones. Having spent most of his career in the United Kingdom, Jones has worked on numerous well-known and acclaimed films including Runaway Train, The Dark Crystal, Labyrinth, Mississippi Burning, The Last of the Mohicans and In the Name of the Father. He has collaborated with filmmakers including John Boorman and Michael Mann. He has been nominated for two Golden Globe Awards and three BAFTA Awards for Best Film Music.

---ENDS---

About CapeTalk:

CapeTalk is Cape Town's No.1 News and Talk Station that empowers listeners through insightful, constructive and interesting conversations. Find us on 567 AM on the medium wave band.

CapeTalk is Cape Town's talk station covering the stories that the Mother City is talking about. The subjects might be about the city, the country or global news, but they are chosen because they are relevant to you.

#JoinTheConversation

About Martin Myers:

A UCT graduate, and founder of the NPC Music Exchange, publicist and music manager, Martin Myers began his career in the music industry running UCT Radio, at the University of Cape Town, in 1985.

For 16 years, Martin was BMG/Sony Music's Cape Town publicist.

In 2009 Martin founded Music Exchange (#MEX). This non-profit body organizes an annual music conference and monthly masterclasses designed to empower people in the music industry, especially young artists, with the knowledge needed to turn their passion into a sustainable livelihood.

Find CapeTalk on social media:

Facebook: @CapeTalk

Twitter: @CapeTalk

Instagram: capetalkza

TikTok: capeTalk

YouTube: @CapeTalk567

Tune in on 567AM

DSTV Channel 885

Stream live on <https://www.capetalk.co.za/>

Download the [#CapeTalkApp](#)

Media Enquiries:

Jo Lennox

E-mail: JoL@primedia.co.za

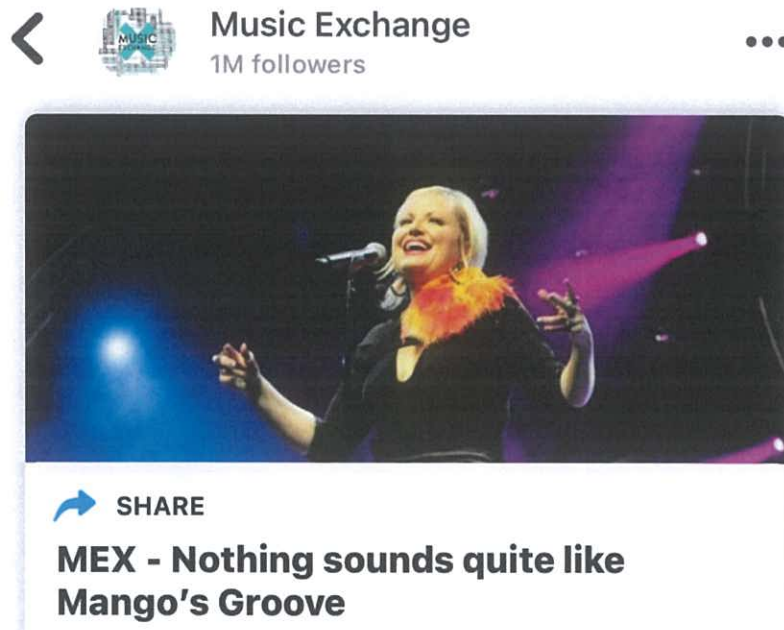
Now to AYوبا

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

Today, 4 April 2023, just shy of two years since MEX joined the ayoba fold, we are proud to celebrate the zero-rated app's momentous million subscriber milestone.

What makes this landmark achievement even more remarkable is that when MEX first began delivering weekly content to the then The Daily Plug channel in May 2021, ayoba had an already impressive subscriber base of just over 800 000 loyal followers. In September of 2022, MEX took over The Daily Plug, and ayoba rebranded the channel to the aptly named Music Exchange.

MEX is proud to remain a committed content partner to ayoba in raising the bar in delivering entertainment-economy content written to empower, entertain and push the needle in fostering this critically important sector of the continent's economy.



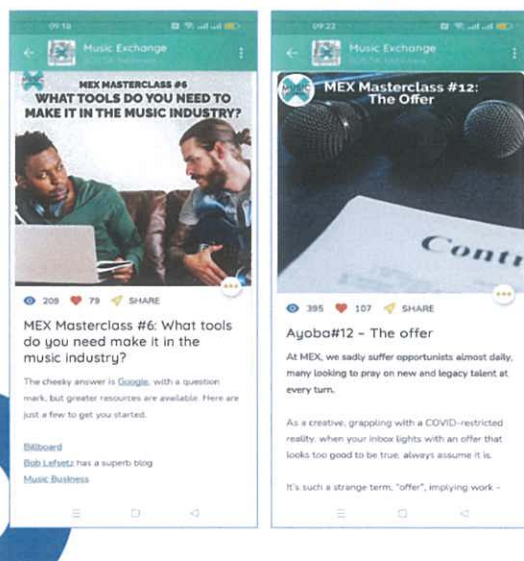


Where we started - The Partnership

- The Daily Plug provides opportunities for Artists to showcase their new releases, press statements and other behind the scenes happenings to the followers. From new releases, music business to anything music-related from around the world, the channel was the plug.
- Ayoba and Music Exchange formed a partnership to bring the business side of music and the voices that have been in the music industry.
- The partnership has created an empowering space for musicians, creatives and anyone who aspire to take their music to the next level.



Music Exchange Highlights



Music Exchange has brought a vast variety of diverse content that allows users to learn, listen and enjoy powerful conversation

- music education
- the business part of music
- listening to legends sharing their experience in the music industry
- Introduced podcasts to the App and users with music giants sharing their wisdom.
- Masterclass series that highlights the nitty gritty of the music industry that upcoming and seasoned artists need to know.

Sponsors

Music Exchange would not be possible without the kind sponsorship and partnerships. #MEX23 is thankful for the following sponsors and partners:

SAMRO
Western Cape Government – DCAS
AYOBA
Lift airlines
City Lodge Hotel
GrandWest
Academy of Sound Engineering (ASE)
Paul Bothner Music
Biz Community
Triple M Entertainment
Matters Media

Administration

MEX is a Non-Profit company, which is chaired by Sipho “Hotstix” Mabuse, with support and endorsement from Trevor Jones, Victoria Seale, Marc Marot, Jason Curtis, Lesley Wells, Siphokazi Jonas, Neil Johnson.

Martin Myers is the event convener and founder.

A group of dedicated team members namely: Abdul Burton, Bevan Trevor, Jason Curtis, Rowan Roberts, Brian Currin, Marcel Oudejans, Craig Joshua, Ross Rayners helped stage the #MEX 23 event.

Siphokazi Jonas works to involve the spoken word artists.

Feedback

*Dear Martin,
A few words from the heart,
Much Love
Trevor*

MEX '23

The forum that MEX provides, serving as a catalyst in the entertainment world, bringing together both industry practitioners and the next generation of aspiring talent, is integral to the future well-being and prosperity of our entertainment world both nationally and internationally.

The scope and quality of the events succeed not only in keeping the finger on the pulse of the current industry but also exploring and examining the legacy and lessons to be gained from experienced practitioners.

MEX has been consistent in aspiring to, and surpassing itself, in the quality, diversity and experience of its speakers since its inception thirteen years ago.

The commitment of the organisers in their vision and support of such a patently necessary and fundamentally important activity is extraordinary and crucial to the health and future of the entertainment economy.

Sipho Mabuse

I have been Chairperson of MEX since inception. I wish to applaud the convener and Ceo Mr Martin Myers that despite financial challenges throughout the 13 years of existence, commitment financially and otherwise he has relentlessly ensured continuity some of the best role players in the Music Industry, whose names, a list of which contained in the website who are respected far and wide are invited to share their experiences. These fabulous individuals and collectives, in their respective fields have selflessly given of their time in order to share and advance the otherwise glaring skills shortage. I am I am thrilled and encouraged that young and not so young participants have continued to benefit from MEX.

The level of commitment is what our society needs in order to alleviate some of the challenges faced by young people and create a hopeful future

When an event is organised annually, it is always a challenge to better the year before, but MEX23, the 13th in the series, did it again.

Every MEX has challenged the one before and MEX23 did that again with abundance.

The flow and diversity of the programme, the depth of the speakers, the central venue professional and well equipped venue all made for a world class conference.

The price was a steal too!

Having the speakers on hand after a session to chat was an invaluable networking opportunity for any musician or entertainment professional.

All the critical parts of the entertainment business were represented. It is a vital date on the entertainment landscape in South Africa today and having attended several overseas music conferences, MEX holds its own with the best.

It is definitely the top music business conference in South Africa and deserves bigger support from the powers that be.

Onwards and upwards...

Lesley Wells

Hi Martin

Thanks for inviting me to MEX 2023 and happy 13th birthday MEX.

As we discussed earlier, I think that content and line-up of speakers is top notch.

All in all MEX is a great concept that deserves far more attention from the media and creative arts sector.

Regards

Neil Johnson

Good afternoon Mr. Myers,

Here is my feedback:

Having attended MEX for the last 5 consecutive years, there is no doubt that it is the pinnacle of what a music business conference should be.

I'm amazed year after year at the knowledge that is shared and walk out more empowered than I was stepping in.

No matter what level you're in, in the music industry, you will walk out learning something new and that is exactly what Music Exchange is for.

Hat's off to the team and my wish is that there will be more emphasis on how essential MEX is, along with it's potential to become one of the international leading music conferences .

Jason Benson

jbmusic.augmented@gmail.com

Thank you Martin – my feedback on MEX23:

Firstly, for an unprepared visitor, arriving to the MEX conference was breathtaking, seeing such a weighty line-up of industry leaders. It was immediately apparent that this was a conference that carries weight, not only with performers and artists – but with the professionals that build the industry.

The relaxed atmosphere made it easy to network and converse – without a feeling of “stiffness” that one might experience at similar events. MEX is a space where interested parties seem to have the freedom to talk, ask their burning questions and share their collective experiences with one another. This sort of space is invaluable.

It was a genuine privilege to attend #MEX23, any and every performing artist in this country would do well in attending the next one – and every one after that.

Thanks for having me at the conference Mart – can't wait for #MEX24

Barry Mare

Congratulations, Music Exchange for yet another unique, practical, conversational approach to presenting global and local insights within the entertainment economy.

More than a conference, this was a three - day journey into the integrated workings of industry players and the creative community. For those who missed it, think Music Exchange Meets Jazzathon. For those who were there, a splendid time was guaranteed for all. Music Exchange, take a bow...

Naren Sewpaul

Im4theArts South Africa

To Recap, re: the history of Music Exchange:

Music Exchange, NPC is a non-profit organisation, founded in 2009. It is one of the leading South African music and entertainment conferences and networking events that culminates in an annual two-day international music conference.

We have monthly programs for music professionals.

The program provides creative workers with practical tools and insights into the workings of the music and entertainment business, in order that they are better equipped to make a success of their careers.

Music Exchange, over the years, has attracted local and global entertainment industry thought leaders, all who have been instrumental in building and fostering value-add partnerships, job creation and economic development.

Over the past 12 years delegates have met an array of international and South African Industry practitioners, including:

UK – Christian Wright, from Abbey Road Studios, London.

UK – Mark Murdoch of Mahogany in London.

FRANCE – Ben Oldfield – The Orchard, Paris.

UK – Brandon Bakshi – BMI

USA – Mos Def – Internationally acclaimed hip-hop artist and actor.

GERMANY – Tim Renner – CEO of Universal Music, Germany Cultural Ambassador City of Berlin

UK – Trevor Jones – Critically acclaimed movie composer, born in District 6, Cape Town.

USA – Charles Goldstuck – CEO Touchtunes , former CEO Sony/BMG.

AUSTRALIA – Stuart Rubin – Former marketing director at BMG Records.

AUSTRALIA – David Vodicka – Chairman Rubber Records and independent music lawyer.

USA – Bryan Michael Cox – Nine times Grammy award winner, songwriter and music producer.

USA – Ryan Haslim – Manager to Bryan Michael Cox, conference coordinator for the A3C festival, Atlanta.

MOZAMBIQUE – Moreira Chongucia

USA – Alicia Madison – New York songwriter.

COLUMBIA – Marcela Arciniegas – Music producer and songwriter.

USA – Jann Klose – New York-based, Grammy-nominated pop singer and songwriter.

USA – Tony Grund – DJ and songwriter.

UK – Steve Stapley – Songwriter

USA – Candice Pillay – songwriter and recording artist

South African artists included:

Sipho “Hotstix” Mabuse

Cameron Ward

Berry (Idols winner)

Jarrod Aston

RJ Benjamin

Chantal Stanfield

Chad Alexander

AKA

Vicky Sampson

Auriol Hays

Chad Saaiman

Siphokazi Jonas

Ebrahium Mallum

Jarrad Ricketts

Colin Sher

Karen Zoid

Ziyon

Amanda Black

Wandile Bambini

Carli Myers

Ameen Harron

Looking ahead to 2024, #MEX24, and more...

Monthly masterclasses will continue, starting middle Feb 2024, once a month, on the first Saturday of each month.

If you know of speakers or topics, please feel free to engage and recommend.

With thanks to

Razia Myers

Casey Barclay

Craig Parks

Dane Torde

Marcel Oudejans

Abdul Burton

Edries Burton

Trevor Jones

Marc Marot

Lesley Wells

Rowan Roberts

Craig Parks

Jason Curtis

Brian Currin

JP Willson

Daniel Palvie

Craig Joshua

Siphokazi Jonas

Bevan Trevor

Nick Matzukis

Carel van Heerden

Jerome da Silva

Evan Courie

Terry Levin

Dwayne Northgrave

Craig Stein

Haydn Henning

Mangalisile Mpanza

Dave Lombard

James Bossenberg

Bulelani Katikati

Simon Shiffman

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

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

In conclusion to quote from Dr Trevor Jones :

*Dear Martin,
A few words from the heart,
Much Love
Trevor*

MEX '23

The forum that MEX provides, serving as a catalyst in the entertainment world, bringing together both industry practitioners and the next generation of aspiring talent, is integral to the future well-being and prosperity of our entertainment world both nationally and internationally.

The scope and quality of the events succeed not only in keeping the finger on the pulse of the current industry but also exploring and examining the legacy and lessons to be gained from experienced practitioners.

MEX has been consistent in aspiring to, and surpassing itself, in the quality, diversity and experience of its speakers since its inception thirteen years ago.

The commitment of the organisers in their vision and support of such a patently necessary and fundamentally important activity is extraordinary and crucial to the health and future of the entertainment economy.

Martin Myers

Convener and founder of Music Exchange

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Work creation Cape Town - with an emphasis on the youth of South Africa
(3 days)

Filming & Pics - D Palvie, C Joshua +1, S Shifmann	4
OTB staff - Abdul Burton, + 4	5
Drinks Bar - CT GrandWest staff	2
Design for all posters - Dane Torde	1



Public Relations - J Curtis	1
Branding and design - Bevan Chetty plus 2	3
Mex production team - Rowan Roberts, Ross Rayners, Spencer Scheepers, M Myers	4
Marketing - M Myers, L Wells, C Barclay, B Kanemeyer E Courie, B Mare, T van Staden, Goldie, I Kruger B Currin, M Oudejans, T Levin	12
Ticketing - Quicket, J Bosenberg, B Katikati	2
Travel - D Northgrave, M Cookson	2
Video edits and uploading - D Palvie, T Craft	2
Total off-site)	<u>41 people</u> (excluding



2. Weekly Investments

Since May 2023, every Thurs, The Business of Entertainment at 9 pm

- Three people - Producer B Mare, B Kanemeyer, and C Barclay (artwork)

Three x 40 weeks up to 30 Jan 2024

120 people

Audience of over 127,000 per week and over 500,000 per month.

<https://www.mediaupdate.co.za/media/155419/business-of-entertainment-on-cape-talk-celebrates-listener-count>

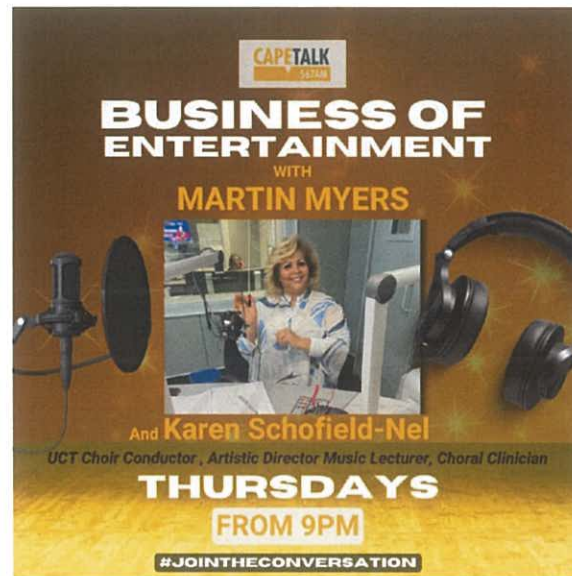
Business of Entertainment on Cape Talk celebrates listener count

15 Jan 2024 10:00 Media 281

The *Business of Entertainment on Cape Talk*, hosted by Martin Myers every Thursday at 21:00, has announced it has had a stellar year since the show's launch in May 2023. The show has seen a 26 % audience growth from May to December 2023, as monitored by Newsclip Media Monitoring (from 101 000 listeners per week to over 127 000).



Poster example below:



Ayoba - Mex App content creation two people x 52 weeks

104 people



Biz Community weekly 52 weeks x 2 people

104 people

Link below:

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



3. Workshop dates from 2024 to 2023 – most recent work first.



C Barclay, B Currin, C Parks, M Myers

4 people

1) **Monday 8 Jan 2024** - Makers Landing – V&A Cape Town

We spoke to over 24 artists, we have active social media groups to share info, post-event, weekly.

2) **Curro Langebaan** – 17 Nov 2023 West Coast Orchestra

2 people

The band booked after seeing them to play Jazzathon in Jan 2024.



3) 11 Nov 2023 – Mex 101 George

D Torde, B Currin, C Parks, M Myers, G Leonard

5 people

I spoke to over 17 artists. We have active social media groups to share info and post events weekly.



4) 13 Oct 2023 – SCM Academy Kuilsriver
M Myers, S Bartlett

2 people



5) 4 Oct 2023 - Paarl

Workshop with National Govt small business Development – 2 people

Found empress Naphatali for Jazathon 2024 – 6 people.

I spoke to over 23 artists. We have active WhatsApp groups to share info post-event weekly.

8 people



musicexchange Huguenot Community Hall, Paarl

...



6) 3 October 2023 – Piketberg

I spoke to over 21 artists. We have active social media groups to share info, post-event, weekly.







8) 24 May 2023 – City Hall (Cape Town)

DJ Easy and M Myers

2 people



9) 11 Apr 2023 – V&A Cape Town

The Waterfront selection process for artists for the winter programme.



musicexchange
V&A Waterfront

...





10) 19 Mar 2023 – George High
Two workshops
M Myers, F Kotze, G Leonard, C Parks

4 people



musicexchange
George High School

...



11) 6 Mar 2023
J Butler at Artscape – C Darries, Tobin, C Parks, D Torde, B Currin

5 people





Best

.....
Martin Myers

www.musicexchange.org.za

083 448 4475