



# REPORT 2025

# MUSIC EXCHANGE

2025

**SATURDAY 25 OCTOBER 2025**  
**CAPE TOWN, WESTERN CAPE**

**AS CONVENER OF THE NPC OF MUSIC EXCHANGE, NOW IN ITS 15TH YEAR, WE ARE DELIGHTED TO SHARE THE NEWS REGARDING OUR 2025 EVENTS.**



MUSIC EXCHANGE  
**PROGRAMME**

**25 OCT 2025**  
**#MEX25**

**9:30**

**Arthur Goldstuck**  
AI & Music: The  
Human in the Loop

**10:45**

**Karabo Senna  
Samro**  
Royalty value stream

**11:45**

**Lesego Maforah  
Samro**  
Corporate Social  
Investment: A Catalyst  
for Creative Industry  
Development

**13:15**

**DJ READY D**  
The Journey of Being a  
DJ & artist in the South  
African context

**14:30**

**Erica Schofield**  
Thundafund:  
More than funds

**15:30**

**Nikilitha Mantungwa**  
Current sync climate  
for indie artists  
How to get on Netflix?

**10:15**

**Jon Savage**  
Is It Too Late To  
Start Podcasting?

**11:15**

**Chola Makgamathe  
Samro**  
Copyright  
Amendment Bill

**12:15**

**LUNCH**  
60 Minutes  
Snacks Incl in Ticket

**14:00**

**Barry Mare**  
Capitalizing on Content  
Monetizing Your Craft  
Multi-Platform Strategy  
Why Radio Still Matters

**15:00**

**African Culture**  
Spotlight on the  
Township music scene

**16:00 - 17:00**

**DJ Eazy MEX25 HOST**  
DJ Session  
Opportunity to network  
with speakers + attendees

**AFRICAN  
KULTURE**

*lift* SA'S MOST  
flexible  
airline

 **SAMRO**

 Western Cape  
Government  
FOR YOU

**Quicket**  
EXPERIENCE AWESOME

 MUSIC  
EXCHANGE

# **1. MUSIC EXCHANGE 2025 CONFERENCE PROGRAMME HIGHLIGHTS**

## **HOST:**

DJ Eazy delivered seamless, energetic facilitation throughout the day — an inspired choice and a delegate favourite.

## **SPEAKERS & SESSIONS:**

### Keynote Sessions:

- **Arthur Goldstuck** – AI and Music: The Human in the Loop  
Delegates received signed copies of his bestselling book *A Hitchhiker's Guide to AI*, with several attendees winning copies through live interactions.

- **Ready D** – The Journey of a DJ & Artist in South Africa  
A true masterclass in legacy, evolution, and future-proofing a career.

- **Barry Maré** – Capitalise on Content  
High-energy, high-value insights into monetisation and digital strategy.

- **Nikilitha Mantungwa (Kopton Music)** – The Sync Climate for Indie Artists  
A breakout favourite, shining a light on global opportunities for independent musicians.

- **Erica Schofield (ThundaFund)** – Crowdfunding: More than Funds

- **Jon Savage (Africa Podcast Network)** – Is It Too Late to Start Podcasting?

### **SAMRO Leadership Panel: Music, Money & Impact**

- **Chola Makgamathe** – Legislation & the Business of Music

- **Karabo Senna** – Sales & Licensing in the Modern Era

- **Indi Chawla (MLC London)** – International Rights Ecosystems
- **Lesege Maforah** – CSI as a Catalyst for Creative Growth

### **African Kulture Panel**

- **Athie Umgidio**
- **Digital Sangoma**

Panels were interactive and highly rated, with delegates valuing the openness of discussion and access to industry leaders.



SPEAKERS AT MUSIC EXCHANGE 2025  
25 OCTOBER 2025

## **2. DELEGATE FEEDBACK & IMPACT**

The voices of those in the room are the clearest reflection of MEX's value.

Words shared by attendees capture the atmosphere and impact of the day:

- “It was on another level. Brilliant.”
- “Anyone in the creative industry needs this.”
- “The frankness, the honesty, the value — unmatched.”
- “You play such a vital role in shaping my career.”

**Below are key reflections from this year's delegates:**

### **Ryan Swano (Bruinou.com & Fifth Element Live)**

“Being in the room, and understanding that luck is when preparation meets opportunity — those are my key takeaways. The industry is evolving at an exponential pace and MEX helps us keep up. Thank you to Martin Myers for partnering with me to sponsor our four delegates. Their attendance will certainly impact their careers.”

### **Phillip May**

“Thank you Ryan Swano and MEX2025 for reviving my passion for music again. The fast knowledge shared got my creative juices boiling. I met incredible new partners and friends, and MEX reminded me that normal people can ignite real change.”

### **Gerard Ralphs**

“A big well done to you and your partners. I found the talks extremely useful, and the frankness from speakers and participants was refreshing and encouraging.”

## **Key reflections from this year's delegates continued:**

### **Lesley Wells (Manager to Moreira Chonguica & 3 Tons of Fun)**

“Wow! You curated it beautifully. With all the challenges this year, you still delivered something exceptional.”

### **Germaine Leonard**

“I’m inspired and motivated to continue the work I’ve started. Thank you — you play such a vital role in shaping my career.”

### **Feedback from Jason Benson**

"Having attended MEX for the last six 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 shared knowledge and walk out more empowered than I was stepping in.

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

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

*Jason Benson*

### **Feedback from Barry Mare**

"Arriving at the MEX conference was breath-taking for an unprepared visitor, seeing such a weighty line-up of industry leaders. It was immediately apparent that this conference 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 are free to talk, ask burning questions, and share their collective experiences. This space is invaluable.

It was a genuine privilege to speak at #MEX25. Any performing artist in this country would do well attending the next one—and every one after that.

I can't wait for #MEX26."

*Barry Mare*

Over 15 years, MEX has consistently grown delegates' knowledge, networks, and opportunities. Many attendees have returned year after year, and 2025 was no exception — with numerous creatives publicly acknowledging how MEX directly contributed to their development.

### 3. PARTICIPANT ENGAGEMENT & NETWORKING

MEX's greatest strength remains connection.

From Q&A sessions to informal breakouts, delegates reported:

- meaningful industry introductions
- new collaborations
- mentorship opportunities
- business leads
- long-term creative partnerships

Many described MEX as “a catalytic environment where preparation meets opportunity.”



ATTENDEES AT MUSIC EXCHANGE 2025  
25 OCTOBER 2025

## **4. SPONSORSHIP IMPACT**

Sponsors played an essential role in:

- enabling access for emerging creatives
- supporting world-class speaker participation
- contributing to the 15-year legacy of Music Exchange
- helping grow a resilient, sustainable creative economy

This year, sponsored delegates expressed overwhelming gratitude, emphasising how the summit reshaped their understanding of the industry and expanded their networks.

Your support directly contributed to:

- inclusive growth
- skills development
- sector innovation
- real-world career advancement

## **5. SOCIAL MEDIA, CONTENT, EMAIL & CONTINUED VALUE**

All 2025 talks are available on the **Music Exchange YouTube Channel**, ensuring ongoing access.

Links below:

<https://www.youtube.com/channel/UCAOzHlpulA2fLj6hNMVOr7A>

**Cape Talk radio podcasts** over 210 episodes

Link :

<https://open.spotify.com/show/7CCcqSqVPZpIVsZA81XoY0?si=Dt3pkTDjRZmE5sL-TMluYw>

- attendees
- students
- educators
- artists
- industry partners

In addition:

- Follow-up articles, including a delegate-focused piece by Ryan Swano, will amplify the impact further.

- The MEX community remains active via social media and the Music Exchange Facebook Group.



# MUSIC EXCHANGE

# 2025

## AVERAGE VALUE EQUIVALENT (A.V.E) & PRESS & RADIO

Music Exchange received superb press support in 2025.

Our significant media partner is CAPE TALK AM and MyPR.

Newsclip audited the AVE. 147 pieces of media (print, broadcast & online ) from 23 September to 21 November value over R1.97 million.

MEX25 is active on social media platforms, with a concerted focus on Facebook, Twitter and Instagram:

Twitter / X: Over 9 405 followers

Instagram: Over 1998 followers

Music Exchange Facebook page: 7 300 people

Music Exchange Facebook group: 1 800 people



# MEX25 EMAIL PERFORMANCE REPORT

## 1. Overview

This report summarizes the performance of four (4) email campaigns sent through MailerLite.to over 1600 subscribers

The analysis covers key engagement metrics, including open rates, click-through rates, and overall campaign effectiveness.

## 2. Campaign Summary

- Total Campaigns: 4
- Total Emails Sent: 6,788
- Average Open Rate: 23.06%
- Average Click Rate: 0.59%

## 3. Performance Interpretation

### 3.1 Open Rate (23.06%)

The open rate indicates the percentage of recipients who opened your emails.

An open rate of 23.06% is considered above average for most industries.



## 6. WORKSHOPS LOCAL AND INTERNATIONAL

Despite major health challenges in February this year:

Music Exchange managed to do significant work with workshops prior to #MEX25 and extending our reach to both **Zambia and Malawi in 2025.**

- 1) Mamre, Cape Town workshop with Smile Khune on **28th April 2025.**
- 2) Can Music workshop **10th May 2025**-Music and sustainability workshop in Observatory.
- 3) Jazzathon workshop at **24th May 2025** at Artscape, Cape Town -The structured musician's gig is always Guaranteed.
- 4) MEX spoke at events in **Zambia** at the Africa Music Conference on **29 May and 30th 2025** in **Lusaka** at Shez Cafe and Art Gallery.
- 5) **2 September 2025** Fame week in Cape Town hosted and moderated Panel for 2nd year -Show me the money.
- 6) **17 - 19 October 2025** -Lake of Stars festival **Malawi**, Fish Eagle Bay Lodge, Nkhotakota District -Music workshop on 18th October 2025.



**AMC**  
MUSIC CONFERENCE  
BUILDING SUSTAINABLE MUSIC BUSINESS

THURS/ 29  
MAY 2025  
09:00am  
SHEZ CAFE &  
ART GALLERY

FOR MORE INFO: [info@amc.cx](mailto:info@amc.cx) or [www.amc.cx](http://www.amc.cx)

Martin Myers  
Music Exchange Founder

Music Markets, Festival  
& Collaborations



## **7. WHAT MUSIC EXCHANGE IS – AND WHY IT STILL MATTERS**

Music Exchange NPC, founded in 2009 by Martin Myers, is one of South Africa's leading music and entertainment conferences. The platform hosts an annual two-day international conference and monthly programmes for music professionals.

The initiative equips creative workers with practical tools and insights into the workings of the music and entertainment business, fostering career success.

**Over 15 years**, MEX has welcomed global and local thought leaders who contribute to partnerships, job creation, and economic development.

### **Selected International Speakers & Contributors:**

- Christian Wright – Abbey Road Studios (UK)
- Mark Murdoch – Mahogany, London (UK)
- Ben Oldfield – The Orchard, Paris (France)
- Marc Marot – Former MD, Island Records (UK)
- Paris Toon – Business Manager to Robin S (USA)
- Brandon Bakshi – BMI (UK)
- Mos Def – Artist & Actor (USA)
- Tim Renner – CEO Universal Music Germany; Cultural Ambassador, Berlin (Germany)
- Trevor Jones – Film Composer (UK)
- Charles Goldstuck – CEO Touchtunes; former CEO Sony/BMG (USA)
- Stuart Rubin – Former Marketing Director, BMG Records (Australia)
- David Vodicka – Music Lawyer, Rubber Records (Australia)
- Bryan Michael Cox – 9 time Grammy winner ,producer (USA)
- Ryan Haslim – Manager & A3C coordinator (USA)
- Moreira Chongucia – Mozambique
- Alicia Madison – Songwriter (USA)
- Marcela Arciniegas – Producer & Songwriter (Colombia)
- Jann Klose – Grammy-nominated singer/songwriter (USA)
- Tony Grund – DJ & Songwriter (USA)
- Steve Stapley – Songwriter (UK)
- Candice Pillay – Songwriter & Artist (USA)

## **Selected South African Artists:**

Sipho “Hotstix” Mabuse, Cameron Ward, Berry, Jarrod Aston, RJ Benjamin, Chantal Stanfield, Chad Alexander, the late AKA, Vicky Sampson, Auriol Hays, Chad Saaiman, Siphokazi Jonas, Ebrahim Mallum, Jarrad Ricketts, Colin Sher, Karen Zoid, Ziyon, Amanda Black, Wandile Bambini, Carli Myers, Ameen Harron

## **Music Exchange is a year-round ecosystem offering:**

- workshops
- master classes
- business mentorship
- industry coaching
- media learning
- The Business of Entertainment radio show on Cape Talk (Thursdays, 9pm and repeat on Sunday 9pm )

Fifteen years later, MEX continues because the work still matters — and because the industry still demands spaces where honesty, knowledge, and practical tools are freely shared.

As one delegate said:

“The frankness, the honesty, the value — unmatched.”

## **Sponsors & Partners**

Music Exchange would not be possible without the kind sponsorship and partnerships. #MEX25 is thankful for the following sponsors and partners:

- Western Cape Government – DCAS
- S.A.M.R.O
- AYOBA
- Lift Airlines
- Academy of Sound Engineering (ASE)
- Paul Bothner Music
- Cape Talk
- Biz Community
- Triple M Entertainment
- Matters Media

## **Administration**

MEX is a Non-Profit company, supported and endorsed by: Trevor Jones, Victoria Seale, Marc Marot, Jason Curtis, Lesley Wells, and Neil Johnson.

**Event Convener & Founder:** Martin Myers

## **#MEX25 Event Team**

A dedicated group helped stage the #MEX25 event: Abdul Burton, Jason Curtis, Craig Parks, Brian Currin, Lesley Wells, Marcel Oudejans, Ross Rayners, Casey Barclay, Leo Burnett, and Peter Herring.

## **8. CONCLUSION**

#MEX25 was a landmark achievement — sold out, deeply impactful, and widely celebrated.

Your support, expertise, and participation made this 15-year milestone possible.

On behalf of the Music Exchange team, our delegates, and the wider creative community:

Thank you.

For believing in the vision.

For investing in talent.

For helping shape the future of African creativity.

We look forward to partnering with you again as we build on this year's success — through workshops, master classes, and towards MEX 2026.

**Prepared in Cape Town**

*M A MYERS*  
.....

**M A MYERS**

**28 October 2025**

## Looking Ahead to #MEX26

Monthly masterclasses will continue throughout the year. **A visit to George is confirmed for 12 & 13 December 2025.**

**GLM IN PARTNERSHIP WITH  
MUSIC EXCHANGE AND DCAS PRESENTS**



**FREE IP AND  
MUSIC INDUSTRY WORKSHOP**

**GEORGE HIGH SCHOOL  
WESTERN CAPE**

**12 + 13 DECEMBER 2025**

**TIME: 9AM TO 2PM**

**GET FREE TICKETS ON  
QUICKET.CO.ZA**

Logos at the bottom include: GEORGE naturally, George Municipality, Music Academy, MUSIC EXCHANGE, Western Cape Government FOR YOU, and small business development Department Small Business Development REPUBLIC OF SOUTH AFRICA.

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

Email : [info@musicexchange.org.za](mailto:info@musicexchange.org.za)

## **Acknowledgements**

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Razia Myers, Casey Barclay, Karabo Senna, Leo Burnett, Peter Herring, Craig Parks, Dane Torde, Marcel Oudejans, Abdul Burton, Edries Burton, Trevor Jones, Marc Marot, Lesley Wells, Rowan Roberts, Jason Curtis, Brian Currin, JP Willson, Daniel Palvie, Craig Joshua, Bevan Trevor, Nick Matzukis, Carel van Heerden, Germaine Leonard, Jerome da Silva, Evan Courie.



CULTURAL AFFAIRS AWARDS  
2018/2019

**Music Exchange**

receives the award for

*Contribution to  
Performing Arts: Music*



**Western Cape  
Government**

Cultural Affairs and Sport

*Amarai 5x*

Ancoux Harais  
Minister of Cultural Affairs  
and Sport

9 March 2019

A handwritten signature in black ink that reads "B. Walters".

Brent Walters  
Head of Department Cultural  
Affairs and Sport

9 March 2019