

# Cape Argus Toni

#EveryDropCounts

## Don't miss out on the MEX

**ORIELLE BERRY**

Music Exchange (#MEX18), the entertainment-economy-focused conference, will be on this weekend, returning to the Mother City for the eighth time on Saturday, September 1, and Sunday, September 2.

With backing from some of the world's biggest names in production, song writing, composition, management, PR, digital strategy and live performance – MEX18 has an action-packed weekend on the agenda.

The legendary Sipho "Hotstix" Mabuse, chairman and board member of MEX18, says, "This year MEX is delighted to have the key decision makers of some of the most important music bodies in South Africa attending, including RISA and SAMRO."

Founder of MEX, Martin Myers, says he and his team have worked tirelessly to assemble some of the brightest minds in the music business to speak and impart knowledge on all aspects of the business.

Among those that are in the line-up, he mentions Ben Oldfield from the Orchard, as well as speakers from Abbey Road and Mahogany Records.

Adds Mabuse, "MEX has always been about imparting practical knowledge that artists can put to good use after the conference."

Abbey Rd Studio's Christian Wright this year will be one of the key players. "Christian's mastered many award-winning Number 1 albums for the likes of Ed Sheeran, Keane, Franz Ferdinand, Blur and Gabrielle Aplin, along with soundtracks to movies such as *Gravity*, *Prince Of Persia* and *The Master*," says Myers.

Another exciting first-time inclusion to the line-up is Mahogany's Mark Murdoch, founder and owner of one of the world's most exciting YouTube channels, Mahogany Sessions.

"Murdoch is a true digital native who now curates multiple music platforms that boast more than 880 000 active subscribers," says Myers.

Based in London, Murdoch will be here deliver one of this year's keynote addresses, as well as host a rare masterclass.

He'll be unpacking his journey in music over the past decade from Vodafone's Omniphone music platform, through to supporting global brands in bridging the musical divide, sharing insights into his brand's success.

"I am honoured and equally excited to share and immerse myself in what's coming out of South Africa," Murdoch says.

"It's an incredibly exciting time for artists, producers, everyone who's plugged into taking music to the world. Mahogany's success is testament to that."



**LEGEND:** Sipho "Hotstix" Mabuse is delighted to have leading industry figures sharing their knowledge at MEX18.

Deezer and Joox will also be included in the programme. "Each is a critical local touch point in any career in music; all whom will be active and participating at MEX18," says Myers.

With the focus on all things digital, including the streaming economy, Christian and Murdoch will also be unpacking the relationships between record labels, managers and the audiences they each appeal to.

MEX will also be offering an intimate performance with Lana Crowster, RJ Benjamin and Chad Alexander, who will play a set in an unplugged environment in the post-Day1 conference.

"Whether you're an established or ambitious young artist, publicist, producer, DJ, manager, venue owner, record label, agency or corporate brand looking to gain invaluable insight every delegate can actively apply and benefit from, MEX18 promises to be the creative hub responsible for bringing it all together."

"Digital monetisation in the new music economy, through to masterclasses dedicated to key disciplines, MEX18 will once again offer it all," says Myers.

The jam-packed two day imbizo will be hosted at Sun Square Cape Town Gardens in Mill Street on Saturday, September 1, and on Sunday, September 2, at the Academy Of Sound Engineering studio complex.

● Limited delegates tickets for MEX18 are available now through Quicket. or at the door. One-day tickets cost R300. Full conference tickets, for both days, cost R500.

For the full programme, go to [www.musicexchange.co.za](http://www.musicexchange.co.za) or follow MEX on Facebook for the latest updates.



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