

THE BUSINESS OF MUSIC

MARCH 7TH & 8TH 2014 | CAPETOWN CITYHALL

MUSIC
EXCHANGE

SOUTH AFRICA'S PREMIER MUSIC, FILM & ENTERTAINMENT PROGRAM

Music Exchange is a non-profit organization founded in 2009. It is South Africa's premier music, film and entertainment program. The Music Exchange programme serves as a necessary catalyst for partnerships between the music, film, entertainment, industries and academic institutions. Music Exchange is an entertainment hub which attracts local and global entertainment industry leaders by building value-add partnerships in support of job creation and economic development in Africa and Abroad. They provide creative workers with practical tools and insights into the workings of the music, film and entertainment business so they are better equipped to make a success of their individual careers.



WELCOME TO MUSIC EXCHANGE 2014

On behalf of the Music Exchange board, we welcome each and every delegate and speaker to the 4th annual conference.

We are delighted to again be in the historic City Hall, a venue that is rich in cultural and political significance to the City of Cape Town. One of the cornerstones of the Music Exchange conference and year-long program is the word "Exchange". Exchange ideas, problems, solutions and network.

The 2 day event that you are attending with your peers is about leaving a legacy and shaping creative minds in the new ways of working in the entertainment industry. Please use every chance to ask the probing questions and seek solutions to your needs as a creative. We are delighted to welcome our three international speakers, Tim Renner from Germany and Yasiin Bey aka Mos Def from the USA as well as Charles Webster from the UK who have given freely of their time to be with us.

We are very proud to announce that Dr Trevor Jones, our 2013 keynote speaker, has returned as board member of Music Exchange and is fully behind the programme. What's even more mind blowing is that Trevor received an invite to attend the 2014 Academy Awards and turned it down in favor of attending the conference as he sees the value add the programme provides for the young generation of South Africa. The Music Exchange programme is a collective input from the best in the industry. Take the opportunity to engage and exchange information and Ideas.

We wish you all a fantastic Music Exchange 2014.

Martin Myers

Founder and Board Member of Music Exchange



ANTON MARSHALL

Anton Marshall has also worked as a music editor and writer for Channel24, Mweb, Tiscali World Online and others. As a musician, he counts amongst his band credits The Dollyrockers, Three More White Guys and Long Time Citizen. As producer, he has produced 13 successful editions of Countrybilly BBQ Breakout live show, and currently runs One Music City, a fortnightly music-related newspaper in Cape Town.



BENJY MUDIE

Benjy Mudie has over 35 years of experience in the entertainment industry. Renowned for his passion for South African music he has been responsible for signing and developing some of the most successful artists in this country including the Asylum Kids, Evoid, Lesley Rae Dowling, Squeal, Mango Groove, Vicky Sampson, Coleske, Petit Cheval, Baxtop and many more. As A&R/Marketing Director of WEA Records/Tusk Music (1976-1997) he was the creative drive behind the highly successful ad campaigns for artists such as Madonna, Paul Simon, Phil Collins, Fleetwood Mac, Tracy Chapman and more.



CHARLES WEBSTER

Charles has sold over 180,000 albums without ever being considered 'mainstream', he has toured the world with a full live band, has run successful labels (Remote, Love From San Francisco and these days; Miso Records), straddled different genres. Charles is one of the few electronic artists able to produce; house, soul, jazz and downtempo music and more.



CRAIG MCGAHEY

Craig is currently the owner of Mama Dance! Music Solutions, a Cape Town based company that produces and distributes South African production music, composes original music for TV ads and film as well as offering various music supervision services. These music supervision services include music searches, research, licensing and clearances.

DAVE DUARTE

Dave Duarte is known as a transformative educator and a force for digital innovation in Southern Africa. He is on a mission to



help people be smarter participants in growing the digital economy. He founded the Ogilvy Digital Marketing Academy which has helped South Africa's largest agency group become the county's most awarded agency in digital and interactive advertising. Dave consults, talks, and facilitates professionally through Treeshake, where he is a partner. He teaches at the University of Cape Town and at the Ogilvy Digital Marketing Academy.



EDDIE HATITYE

Eddie Hatitye is the director of the Music in Africa Foundation - a pan-African organisation whose vision is to be the leading source of information and exchange in the African music sector. The Music In Africa Foundation was formed out of an initiative by the Goethe-Institut and Siemens Foundation to establish a music information platform dedicated to the African music sector, www.themusicinfricaproject.net. Eddie was previously the Head of Content and Editor of South Africa's leading online music industry portal, Music Industry Online.



ESTELLE KOKOT

One of the custodians of a great jazz legacy. Estelle made her debut in 1987 at Kippi's Jazz Club. She has played with the elders like Victor Ntoni, Barney Rachabane and other greats. A great voice and prodigious pianist. Estelle was nominated for a SAMA for Best Vocal Jazz Album in 2007 and now she revisits her roots. She is ours." - Steve Kwena Mokwena - Afrikan Freedom Station South Africa. UK-based Kokot is a well-respected figure on the London jazz scene. On top of her collaborative work as an artist, current and future projects include sharing her knowledge and expertise mentoring young up and coming singer-songwriters and composers. She also conducts workshops based on the art of song writing.



GABI-LE ROUX

South African Producer Gabi Le Roux is widely recognised as one of the most prolific hit-making Composer/Producers in Southern Africa over the past 15 years, having achieved numerous

Multi-Platinum-, Platinum- and Gold Awards and Nominations across a wide spectrum of Genres and Artists. Le Roux found himself a sought-after keyboardist, playing in groups like Piet Botha's Raven and Neill Solomon's The Passengers and recording in most of the top studios in the country. But perhaps his single most memorable achievement is that, together with Kwaito star, Mandoza, Le Roux is responsible for the biggest South African cross-over hit in history with their co-composition, "Nkalakatha".



GILLIAN EZRA

Gillian is the COO of South Africa's first music streaming service, simfy africa. She has extensive experience with digital music, and recently graduated her LLM in Digital Intellectual Property. She has worked in all areas of the music industry, from artist management, to live, to the majors and has found her passion in the digital side of the industry. She has a passion for education and enjoys working with artists and labels to ensure that their rights, particularly digital rights are understood and protected.



IAN BREDEKAMP

Ian Bredenkamp has been part of the media landscape for almost 15 years. He's a familiar voice on the airwaves and has been heard on Talk Radio 702, 94.5 Kfm, 567 Cape Talk, P4 Radio (now Heart 104.9), Matie fm, Bush Radio, Radio CFlat and Rhodes Music Radio. His radio projects have been nominated at MTN Radio Awards and Bookmark Awards for Digital Excellence. He's a freelance Content Strategist and Publicist.

PROFESSOR JOHN ROWETT

International Board Member of Music Exchange

Former CEO of the Rhodes Trust, and the creator, in partnership with Jakes Gerwel, of the Mandela Rhodes Foundation. He is a former Secretary General of the Association of Commonwealth Universities, where he developed with African colleagues the US\$8 billion programme, Renewing the African University. Most recently, he has been working with South African partners and with government on knowledge hub strategies for South Africa linking in new ways education and arts and culture, and



DEAR COLLEAGUES

It gives me great pleasure as chairperson of the board to welcome each and every person to the 4th edition of Music Exchange. This past year we have seen the Music Exchange grow into a year-long programme which includes quarterly workshops and master-classes hosted throughout the year. We are particularly grateful to both RJ Benjamin and Dr Trevor Jones for giving of their time to host these workshops and Master-Classes held last year.

We are particularly proud to announce that we welcome Dr Trevor Jones as board member this year, as he wants to give back even more, to inspire and help others achieve their dreams. I met Trevor at Music Exchange for the first time last year. This opportunity would never have happened if it was not for the hard work that the entire committee and board put into carefully selecting the speakers and panelists who voluntarily give of their time to participate in the programme. Meeting Trevor Jones to me will forever be treasured and one of the most amazing success stories coming out of Music Exchange is that after meeting Trevor at Music Exchange, he approached me to play the sax parts on the Generations theme song he had composed. You can only imagine how honored I truly felt. To our keynote speakers Mos Def and Tim Renner, thank you for your time which you have invested to participate in this much needed industry programme.

A heartfelt thanks to the ADMT (African Dance & Music Technology) team headed up by Charles Webster and Dino Michaels for coming on board for the 2nd time this year. I am pleased to announce that their programme has expanded to an even bigger and more varied in-depth 2 day DJ Master-class of lectures, presentations, demonstrations and interactive sessions. A special mention must also be made to all the Industry executives who voluntarily give of their time to participate and get involved in shaping our industry.

Thank You

Siphon "Hotsitx" Mabuse

Chairperson and Board Member of Music Exchange

(SAMA lifetime Achievement Winner and 46664 Ambassador)



HOW TO USE THIS CONFERENCE

You've paid less than R1 for every year of music business experience the various speakers have put in. You have a total of 48 hours to gather as much information as you can. Don't waste your time.

Listen, take notes, comment, shout and scream if you want to... just make sure you are heard. We can only help you if we hear you. The clock starts..... NOW

Peter Lacey

Content Director and Board Member of Music Exchange

seeking to build international partnerships in support of those strategies



JULITA KOK

NueLight Productions is the brainchild and passion of Julita Kok. NueLight produces superb musical showcases such as 'Christmas with GOD TV', Blue Rock Gospel Fest, BAH! Healing Concert and many others. NueLight is definitely making its mark on the international and local Christian Music Industry. Entrepreneur, producer, events coordinator and artist developer, Julita Kok, an accomplished vocalist herself, has made excellence a priority for NueLight, its artists and productions. Maintaining this high calibre by associating with the crème de la crème of the Christian Music Industry.

MARTIN MYERS

CEO of Triple M Entertainment and Siphon 'Hotstix' Mabuse Manager, Martin Myers began his career in the music industry by running UCT Radio at the University of Cape Town back in 1985. Martin's break came when he organized a gig for the legendary Siphon "Hotstix" Mabuse in that same year. In 1990, Martin started SMD Technical with Steve Oliver and since then has provided music, sound, technical direction and lighting for some of the biggest events in the country. Martin has also been compiling music for fashion shows for over 15 years. He has been music director to Miss Namibia for over 10 years and was the music director for Miss South Africa for 2009/2010. Martin was Sony Music's Cape Town publicist and worked closely with local and international acts.



MILES KEYLOCK

Editor-In-Chief of ROLLING STONE South Africa. An arts journalist for the past two decades, his writing on music and art has regularly appeared in such diverse publications as the Mail & Guardian, The Cape Times, the Black Business Quarterly, Obrigado, SL Magazine and GQ Magazine. He has taught in the Media Studies department at the University of Cape Town. He contributed to internationally published music guides, 1001 Albums You Have to Hear Before You Die and The Little Black Book of Music, and is also a judge for the South African Music Awards and the PICA Awards.

MOS DEF



Mos Def has emerged as one of the more conscientious voices of new school hip-hop. A lyricist lounge staple, he gained acclaim appearing on recordings by De La Soul and Bush Babees before releasing the single "Universal Magnetic" in 1997. Since then he has appeared on numerous recordings with several crews, including Medina Green and Black Star (of which he is half). His full-length debut album, "Black On Both Sides", was released in 1999 and is destined to achieve classic status. As with his music, Mos has demonstrated insight and passion with his acting career, appearing in Spike Lee's Bamboozled, MTV's Carmen: A Hip Hopera, 2002's critically acclaimed Monster's Ball, Showtime, and the 2002 Brown Sugar. In addition Mos has served as the host, music supervisor and co-executive producer for the HBO series Def Poetry and served as a writer, producer and actor on the MTV sketch comedy series Lyricist Lounge. Mos completed his Broadway debut in 2002 in the Tony nominated, Pulitzer Prize winning,



NICK MATZUKIS

Nick Matzukis is an Advocate of the High Court and a music industry expert. Although he knows the institutional, legal and business aspects of the music industry intimately, it is important to note that he also brings with him a musician's perspective, having played for many high-profile bands, and having been involved in various music projects over the years. He is a founding director of Academy of Sound Engineering, South Africa's top music production college, and also of AVL Productions, a premier entertainment production company and supplier of music industry technologies. He has been requested to assist in the re-drafting of the Collecting Society Regulations for Performers' Needletime Royalties and possible amendments to the Performers' Protection and Copyright Acts, and has provided pivotal advice regarding the restructuring of South Africa's music royalty collection system. Importantly, Nick was also commissioned to provide expert legal advice on the settlement of the current Needletime Royalties impasse and pending litigation.

RJ BENJAMIN

Hot on the heels of Mzansi Magic's Clash Of The Choirs' inaugural season earlier in the year, RJ Benjamin accepted a second

9:00 - 9:45	REGISTRATION	
9:45 - 9:50	2014 COMMERCIAL MUSIC EXCHANGE COMMERCIAL	
9:50 - 10:05	PERFORMANCE: MUSIC EXCHANGE AMBASSADORS TRIBUTE Mandela Tribute	Siphokazi Jonas; Brendan Adams; Tim Mosh
10:05 - 10:15	WELCOME ADDRESS CHAIRPERSON MUSIC EXCHANGE Music Exchange as a necessary catalyst in the Music, Film and Entertainment Industry	Sipho Mabuse
10:15- 10:30	INTRODUCTION OF MUSIC EXCHANGE BOARD MEMBERS Triple M Entertainment organisers of the Music Exchange Conference, Introducing the Board and Committee members	Martin Myers
10:30-10:45	PRESENTATION ARTS & CULTURE: TOURISM, EVENTS AND MARKETING The Importance of Arts and Culture as an Important source of economic development to the City of Cape Town	Sipho Mabuse
10:45- 11:00	INTRODUCING MOS DEF MOS DEF VIDEO CLIP	Sipho Mabuse
11:00 - 11:45	KEY NOTE ADDRESS AND Q&A: GLOBAL STARS Inspirational journey based on Mos Def Musical and Acting Career. How did I cross both?	Mos Def
11:45 - 12:00	COFFEE BREAK	
12:00 - 12:10	INTRODUCING TIM RENNER	Martin Myers
12:10 - 12:40	KEY NOTE ADDRESS: GLOBAL STARS GLOBAL INSIGHT ON THE LATEST ECONOMIC TRENDS IN MUSIC MARKETS. ARE THE WORLD MARKETS THAT DIFFERENT TO OUR OWN? TIM TAKES US INTO THE GERMAN MARKET TO DISPEL A FEW DEMONS AND TELL A FEW TRUTHS.	Tim Renner
12:40 - 1:40	LUNCH BREAK	
1:40 - 2:20	PANEL DISCUSSION: MYTH OR REALITY - THE BIG DREAM MOTO FM; MUSKETEER RECORDS; EARTHWORKS, VIRGIN RECORDS; ISLAND RECORDS Is it possible to have an international career - How did they do and can it be done again. No hearsay these people have done it. Research, preparation, agenda, facts and figures, know your target meeting, understand the market you are approaching, segment your musical offering, Moderator: Tristan Keyte. Tim Renner; Peter Lacey; Donald "Jumbo" Vanrenen; Estelle Kokot	
2:20- 3:00	PANEL DISCUSSION: WORKING IN AFRICA ARTERIAL NETWORK; MUSIC IN AFRICA FOUNDATION; CONTENT CONNECT AFRICA How different is it from working the international market ? Where should I be focussing my attention? Moderator: Andre Le Roux. Moreira Chonguica; Sipho Mabuse; Steve Gordon; Antos Stella; Donald "Jumbo" Vanrenen; Eddie Hatitye	
3:00-3:15	COFFEE BREAK	
3:15 - 3:35	PANEL DISCUSSION: IMPACT OF FILM ON THE SOUTH AFRICAN ECONOMY WESGRO. The film Industry as it stands today. We will discuss recent film projects and the economic impact	Trevor Jones ; Monica Rorvick
3:35 - 4:15	PANEL DISCUSSION: THE SOUTH AFRICAN MUSIC INDUSTRY TODAY SOUTH AFRICAN ARTISTS Artists speak to Artists. How are they surviving today. What are the challenges are facing young and old artists. How do they stay relevant. Moderator: Benjy Mudie & Steve Harris. AKA; Jimmy Nevis; Vicky Sampson; Sophia Foster; RJ Benjamin; Franki M; Reburn; Abdi Whosane; Sipho Mabuse; PJ Powers; Selim Kagee; Roeshdien Jazz; Auriol Hays; Rasheed Ferguson	
4:15 - 4:35	PRESENTATION: LIVE MUSIC SCENE IN SOUTH AFRICA SAMRO FOUNDATION; UCT - GORDON INSTITUTE FOR PERFORMING AND CREATIVE ARTS Lets hear the outcomes of the research that had been 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	Andre Le Roux
4:35 - 5:00	PANEL DISCUSSION: WORKING THE MARKET NUE LIGHT PRODUCTIONS; VWV MASSIVE; VTH SEASON; TRIPLE M ENTERTAINMENT 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 Moderator: Bronwen Harty. Raphael Benza; Julita Kok; Lloyd Cornwall; Martin Myers; Steve Harris; Gabi Le Roux	
5:00 - 5:15	PRESENTATION: SCREAMING ABOUT STREAMING SIMFY AFRICA What are the sources, rates and scale in subscriptions and other streamed music ? We'll also physically take you through a streaming website	Gillian Ezra
5:15- 5:35	JIVE SOWETO REMIXED: MISO RECORDS BLITZ STORY Sipho Mabuse and Charles Webster 30 Years of Jive Soweto	Moderator: Martin Myers. Sipho Mabuse; Charles Webster

- 9:00 - 9:45 REGISTRATION**
- 9:45 - 10:15 PANEL DISCUSSION: IDOLS SOUTH AFRICA**
I'm a committed artist, what can Idols do for me that I can't do myself. All I've heard are horror stories of unwieldy contracts and creative interference
Moderator: Benjy Mudie, RJ Benjamin & Steve Harris. Mark Haze; Karen Kortjie; Zoe Zana; Bianca Le Grange; Jody Williams
- 10:15 - 11:00 PANEL DISCUSSION: GETTING THE BEST OUT OF YOUR PUBLISHER**
FRESH MUSIC; UNIVERSAL; MAMADANCE; ACTIVE MUSIC PUBLISHING
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 you attention. How To Market & 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 negotiated, handled and collected for the artists, you can ask these boys.
Moderator: Nick Matzukis. Benjy Mudie, Tsholo Moraba, Tim Renner, John Fishlock, Craig McGahey
- 11:00 - 11:20 COFFEE BREAK**
- 11:20 - 11:45 PRESENTATION: WHY BOTHER STUDYING MUSIC AND WHAT KIND OF SUPPORT IS OUT THERE FOR MUSICIANS?**
SAMRO FOUNDATION; HENLEY BUSINESS SCHOOL; UCT - GORDAN INSTITUTE FOR PERFORMING ARTS
"Overview of various projects supported by the SAMRO Foundation"
Andre Le Roux; Jay Pather; Professor Jon Board
- 11:45 - 11:55 PRESENTATION: WHAT MUST I AS AN ARTIST DO TO PROTECT MY CREATIVITY.**
SAMRO Protecting and growing the value of Copyright explained
Bronwen Harty
- 11:55 - 12:15 DISCUSSION: THE GREAT SOUTH AFRICAN NEEDLE TIME DEBATE SAMRO**
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 being 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 one.
Moderator: Nick Matzukis. Pfanani Lishivha
- 12:15 - 1:00 PRESENTATION: VWV MASSIVE**
How to secure Music Sponsorship in an ever changing Industry in 20 Minutes
Lloyd Cornwall
- 1:00 - 1:50 LUNCH BREAK**
- 1:50 - 2:50 PANEL DISCUSSION : AGGREGATORS, SOCIAL MEDIA, DIGITAL**
SIMFY AFRICA; DEEZER; TREESHAKE; OGILVY DIGITAL MARKETING ACADEMY; SPINLET ; KARBONBLACK DIGITAL; ROLLING STONE
How do artists tap 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? The panelists will provide key pointers to which cost-effective online applications to take advantage of and how to keep up with social media trends. Many companies exist to bridge the gap between a label and digital stores or between an artist and fans, but when should they be used? While it's feasible for the content owner to create systems, deal with contracts, and build technology to directly service the stores and fans, does that make the most business sense? Each service provider has a different value that costs a different amount. How do you determine which is right for you? Social Media - The changing landscape of media in the music business is best personified by the growth of social media activity and blogging. We examine the pros and cons of setting up a multitude of platforms and then having to keep them active
Moderator: Gillian Ezar. Dave Duarte; Bradley Shaw; David Potgieter; Miles Keylock; Tsholo Moraba
- 2:50 - 3:20 SKYPE CALL: 5FM BLITZ STORY**
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 ft Tumi; Reason & Ice-Cream & The Chocolate Stix; Iso & JR; Parlotones & Khuli Chana; Liquideep & DJ Naaldekoker; CrashCarBurn & Shortstraw; Bittereinder & The Plastics; Seether & Van Coke Kartel; SA National Youth Orchestra & Jimmy Nevis
Moderator: Peter Lacey. John Savage; Rob Vember; Jimmy Nevis
- 3:20 - 3:50 PRESENTATION: CAPASSO & ACADEMY OF SOUND ENGINEERING**
Recent Mechanical Rights Developments in South Africa The Formation of CAPASSO, a landmark 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 of Mechanical Rights and associated royalties in our industry.
Nick Matzukis
- 3:50 - 4:05 COFFEE BREAK**
- 4:05 - 4:35 PANEL DISCUSSION : A ROLLING STONE GATHERS NO MOSS**
ROLLING STONE
Content without Context #WTF - What is it? Socio political angle, historical context -what it means in South Africa.
Anton Marshall; Mohamed Khan
- 4:35 - 5:15 PANEL DISCUSSION: IS RADIO STILL RELEVANT ?**
KFM, HEART FM, GOODHOPE FM, SMILE FM AND 5FM
Discuss Radio both online and commercial radio also look at the political relevance today " We'll let you fight it out with the execs."
Ian Bredenkamp; Denver Appolis; Clive Ridgeway; Rob Vember; Keri Martens; Gerard Muller
- 5:15 - 5:25 OVERVIEW : MUSIC EXCHANGE 2014**
Overview of discussions and panels that have taken place over the past 2 days
Martin Myers
- 5:25 - 5:30 VOTE OF THANKS**
Music Exchange International Board Member
Professor John Rowett
- 5:30 - 6:15 NETWORKING SESSION: SPEED NETWORKING**
NUE LIGHT PRODUCTIONS & TRIPLE M ENTERTAINMENT Getting to know all the Right people in the Industry
All Speakers and Panelists Required in the Media Centre





invitation as musical director to season nine of Idols South Africa. "I have a passion to enhance what musicians make and support the industry we all play in," he says. "I came into the business more than a decade ago and I intend building my credibility by delivering quality that points to a long term career, rather than simply being a flash-in-the-pan." "My house curiosity has been transformed into funk, soul, rock, flamenco, samba, jazz and various other styles that may be a little hard to describe, suffice to say I'm loving every minute if it!" he concludes.

SIPHO "HOTSTIX" MABUSE

Chairperson and Board Member of Music Exchange

Sipho "Hotstix" Mabuse is one of South Africa's proudest musical treasures who loves his country as much as he does performing. In a career that stretches all the way back to 1951; a day has not gone by where Mabuse has not been inspired to entertain. From the age of 8 drumming got him the nickname that's stuck with him ever since. Today there are few instruments he can't play. Flute, piano, saxophone, kalimba, alto flute, timbales and African drums all feature at some point in his repertoire, all played with the respect each deserves. As a regular commentator on arts and culture in the country, Mabuse has sat on the boards of The National Arts Council and SAMRO (South African Musicians Rights Organisation).



STEVE GORDON

Steve Gordon is a sound engineer and author, and a member of Making Music Productions, a Cape Town-based partnership involved in Event Production, Artist Management, and studio work. As a sound engineer and road manager, he has toured extensively with SA artists such as Sakhile, Caiphus Semenya, Letta Mbulu, Malombo and Basil Manenberg Coetzee, with hands-on experience working in cities as diverse as Lagos Nigeria, and Montreaux in Switzerland. Steve is a co-author of Beyond the Blues - Township Jazz in the '60's and '70's, a freelance writer on SA music, and holds a BA (Hons) Social Anthropology degree from the University of Cape Town. He currently directs the City Hall Sessions for Cape Town Partnership, and is a contributing photographer for the "Singing Freedom" exhibition which Iziko Museums will be mounting at Cape Town's Slave Lodge from March 2014.



TIM RENNER

Tim Renner is a journalist, author and CEO of Motor Entertainment GmbH. He also lectures at Popakademie Baden-Württemberg and just published his latest book "Wir hatten Sex in den Träumen und träumten". From 2001 to 2004 he was CEO of Universal Music GmbH Germany and launched his own company Motor Entertainment in 2005. In 2004 he published his first book about the media industry. Since 2009 he is a professor at Popakademie Baden-Württemberg and also engages in the TV-production "Berlin Live" as well as in his own radio programme "Radio Renner". Tim signed Rammstein with their debut "Herzeleid" and has worked with Rammstein for 13 years.



DR TREVOR JONES

Board Member of Music Exchange

South African multi-award-winning, orchestral film score composer and conductor. Locally he was, and remains responsible for helping make television series Jozi H great, and the likes of Notting Hill, Angel Heart, and The Last Of The Mohicans and Around The World In 80 Days box-office hits. He's won many awards internationally, including the Japan Academy Prize for his score to the Japanese film Aegis, a number of ASCAP awards and also received BAFTA nominations for Brassed Off, Mississippi Burning, and The Last of the Mohicans; the latter earned him a Golden Globe nomination. He received a further Golden Globe nomination for his song for "The Mighty" and was nominated for an Emmy Award for the score to the television mini series Merlin. He's composed music for the theatre and ballet and conducted suites of his film music for concert performances at International Film Music Festivals. He's also collaborated with David Bowie, Sting, U2, Sinéad O'Connor,

Charlotte Church, Britney Spears and Elvis Costello, and has been a jury member for the Academy of Motion Picture Arts and Sciences and the British Academy of Film and Television Arts, the Mercury Music Prize and the International Film Festival of Flanders in Ghent, Belgium.



LLOYD CORNWALL

VWV Massive was the vision of its two directors, Lloyd Cornwall and Tom Pearson-Adams, VWV Massive can be seen as 2 parts. VWV Group, undoubtedly the most dynamic eventing company in SA, responsible for some of the biggest events ever staged in SA - World Cup opening ceremony at Soccer City is a good example. VWV group boasts annual turnover of R15m-R20m. The agency is working on production and sponsorship for Tomorrowland, which will come to SA in 2015.



MOREIRA CHONGUICA

Moreira is a Mozambican born Pan African jazz musician, composer, producer, ethnomusicologist, and entrepreneur. He has four award winning albums to his credit and has produced music for a number of African artists and documentaries. He has received a number of accolades in Mozambique over the years but the most recent is his appointment to the advisory committee for the Mozambican Minister of Culture and being a recipient of the MADE IN MOZAMBIQUE seal. He is the only individual ever to have received this. He is deeply involved in the youth of Mozambique and is Patron of the music school he attended as a young boy, Escola Nacional de Musica. He runs a production company called MORE PROMOTIONS in Mozambique that produces the successful MOREJAZZ SERIES concerts. He believes education is the key factor in the fight for poverty alleviation.



VICKY SAMPSON

Ask anyone what song could fit the bill for South Africa's second national anthem and Vicky Sampson's 'African Dream' is bound to come up. The songstress sang the tune at the 1996 opening ceremony of the Africa Cup of Nations soccer tournament and since then it has become the embodiment of the continent's aspirations. Not only because of its hopeful lyrics but also due to the vocal treatment that Sampson gives to the song. Penned by Alan Lazar, the composer of 'African Dream', the tune talks about being one soul and one tribe. Sampson sang 'One Tribe' at the 12th Special Olympics World Summer Games in Shanghai, China in 2007. The event was broadcast to one billion viewers across the globe.



JIMMY NEVIS

Jimmy Nevis is a young alternative pop singer/ songwriter and producer. His sound comprises of quirky lyrics, acoustic tones and catchy melodies. Signed to Cape Town record Label, Rude World Records, with a publishing, licensing and distribution deal with David Gresham Records. Jimmy Nevis is currently riding high on the South African airplay with his second single "Heartboxing". Together with his First single Elephant Shoes, both hit songs have made it to the top of radio charts. Together with Rude World Records and David Gresham Records, Jimmy Nevis has released his debut album titled "Subliminal" which has been out in music stores nation wide as of the 1 November 2012. Recent big news, he has an exclusive deal with top American record label Ultra Records.



ANDRE LE ROUX

Andre Le Roux is the Managing Director of the Southern African Music Rights Organization (SAMRO) Foundation; Chairman of the Arterial Network of South African and Deputy Chairman of Music in Africa. Currently he serves as a board member of the Klein Karoo National Arts Festival and Business & Arts South Africa. In the past he was among others chairman of the Moshito Music Conference & Exhibition 2009-2011 and the South African Coalition for Cultural Diversity and served on the board of the International Federation of Coalitions for Cultural Diversity. Andre worked as an arts administrator for more than 20 years at local, national and international level. His experience ranges from grassroots level on

the Cape Flats in the Western Cape, to provincial level for the Eastern Cape Government, National and International level for the National Department of Arts & Culture and the National Arts Council." He has a passion for the arts, influencing cultural policy and growing strong cultural institutions.



MARK HAZE

Mark Haze, runner up on South African Idols in 2011. 12th Avenue was the beginning of Mark's journey as a professional musician. He then entered South African Idols, where the rest speaks for itself. Mark came second place and was a firm favourite amongst South African audiences. Mark's debut album 'Where Angels Fear To Fly' was released in June 2012 and has already had two respectable hits. Mark continues to tour throughout South Africa, along with his band members; Bjorn Faree, Gareth Haze and Brian Lee. They always giving a stellar performance as if it's their last.



BRADLEY SHAW

Bradley Shaw currently works for Spinlet and has been involved in shaping the progression of this leading publishing house. With a passion for the telecommunications industry, he is familiar with the latest breaking news and developing stories that affect the vast telecoms arena on the African continent. Shaw also features regularly on the speaking circuit and moderates at various industry conferences, these including the Mobile World Congress (2013), AfricaCom (2010, 2011 & 2012), Digital Services Africa (2011 & 2012), Apps World Africa (2011) and Data Centre Africa (2012).



PFANANI LISHIVHA

Pfanani left ICASA in January 2007 to join SAMRO as Business Development Manager. He was tasked with, amongst others, ensuring SAMRO's entry into the administration of Needletime Rights. He became SAMRO's General Manager for Needletime Rights in July 2008. He was instrumental in the establishment of POSA (SAMRO's Needletime Rights company) in 2009. He became POSA's Executive Trustee and General Manager in January 2010. In 2013 he was then appointed to Executive General Manager, Rights Holder Services (Customer Services and International Affairs). He is therefore in charge of two divisions at SAMRO, Rights Holder Services and Needletime.



JUSTINE KEMLO BIO

Justine Kemlo is the Music Manager and Content Curator at Cape Town's new radio station, Smile 90.4FM. She has worked in commercial broadcasting for 18 years, and has a wealth of experience in radio formatting. During her previous stint at 94.5 Kfm, the station gained the number one position in the region. Justine graduated from Stellenbosch University with a BMus (Musicology) and can play piano and violin. Her first "real" job was as a music teacher. She was once a regular fixture on the Cape Town club scene as "DJ Jazzza". She now reads bed time stories instead of spinning vinyl.



AKA

It was in early 2005 when nominated for the Kora Award while with the hip hop group Entity, that AKA's time in the music industry first began to bloom. He later won the Best Newcomer at the Hype Awards 2009. Straight after opening up for NE-YO in January 2013, AKA's Jealousy smash hit was nominated for a Best Single of the Year and Best Video of the year for the Metro FM awards 2013. He followed that up with opening for Kanye West on Feb 2nd 2013 and the following week he performed with D'Banj. AKA performed alongside Kid Cudi on Feb 23rd 2013 in Johannesburg and won the Metro FM Best Pop Single.

ANTOS STELLA



Antos Stella is one of the most respected businesswomen to emerge from the industry. Her artist relations have been one of her major strengths, enabling her to successfully bridge the gap between the creative and

business worlds. An ambassador for the country internationally and the driving force behind Gallo Music South Africa for 20 years. Antos formed AS Entertainment in 2004 after leaving Gallo.



AURIOL HAYS

Auriol, blessed with a powerful, sultry thick-as-molasses voice, made musical waves with her SAMA nominated debut album, 'Behind Closed

Doors', a heady mix of mature pop intertwined with jazz and soul (and some power ballads) featuring the radio hits 'Turn up the volume', 'Nostalgia' and 'Take it Slow' earning selection as one of the Sunday Times Top Twenty Albums of 2009.



DONALD "JUMBO" VANRENE

Donald "Jumbo" Vanrenen worked as an A & R man for Virgin Records and Island Records as well as running his

own label, Earthworks. Over four decades in the music industry, Jumbo has facilitated the music making for artists ranging from Ladysmith Black Mambazo to the Sex Pistols to Angelique Kidjo. During time exiled in London, Jumbo was able to actively support the struggle against apartheid by releasing records in conjunction with the ANC and also Cuban artists.



JOHN FISHLOCK

Born in the UK, John Fishlock completed his studies in Politics and Economics, before venturing into the Music Industry. Tape Operator, Editor

and delivery boy, he quickly broadened his network working closely within the TV and Advertising music scene, with legendary composers such as Hans Zimmer, Stanley Myers, Roger Greenaway, to name a few. Moving on to Engineer, he was fortunate to have work alongside artists such as Paul McCartney, the late Michael Jackson, Dire Straits and George Martin. A shift away from the studio & into Music Publishing, his close association with writer collaborations and song pitching resulted in him being involved with the George Michael and Aretha Franklin's global #1 'I Knew you were waiting for me'. John Fishlock is also the brainchild behind what is about to be the formation of the new mechanical copyright society in South Africa - CAPASSO.



KARIN KORTJE

Karin Kortje is the winner of the third season of Idols in South Africa. After winning Idols, Karin moved to Johannesburg to record her debut album "Forever And A Day". The debut single was "I am so ready". It was released in CD format with two bonus tracks "Ordinary People" & "Joy To The World". The album received gold status, selling more than 20 000 copies. In 2011 Karin played in the musical "This Is My Life" telling her life story.

KERI MARTENS

In 2013 she made her biggest career move to date by taking up the opportunity to move to Cape Town and join Primedia Broadcasting at 94.5Kfm, Her role at Primedia Broadcasting sees her compile the daily music lists for 94.5Kfm, based on variables such as market research. She listens to all music submissions and supplies feedback to the artist/labels. She also contributes to the compilation of simulcast shows on sister station, 94.7 Highveld Stereo as well as the Kia Take 40 SA.

RAPHAEL BENZA

Current MD at Vth Season Marketing, a full service entertainment Company. The company is the agent and record Label of AKA, Bongsi Mvuyana, The Fridge, Dj Fanatic and Samthing Soweto. Over the past 18 years his career has primarily been focused in the lifestyle, entertainment and marketing industry where he covered roles from concert promotions, venue owner, business operations, marketing initiatives implementation, new products and services introductions and new business generation.



REBURN

Reburn have been flying under the radar since September 2013 as the band members went into lockdown in the writing cave at Heritage Sound while

recording their new album "Majestic". The recording took them a full month of all-nighters, all the while having slaved away at their day jobs. It has shown the resolve of every band member and has once again shown why Rusti is a first call producer. The experience has brought out the best in the tracks and the band as every piece was meticulously dissected under a microscope. The album "Majestic" will be launched during a national tour in early 2014.



ROESHDIEN JAZ

Roeshdien Jaz, known in the industry as 'Mr Jaz' released his first radio single 'Feel for Life' in 2010. The single was well-received across local radio stations and spent 13 weeks on the Heart 104.9 SA Top 10 charts, three weeks at number one. It then entered the International Top 30 charts with Paul Playdon on the same radio station, also received generous airplay on radio stations in the UK and Thailand, respectively.



SELIM KAGEE

As the only one of his kind in the country, his music includes a selection of songs co-written with acclaimed producer and songwriter Clive Ridgway and recorded with the Cape Town POPS orchestra. Trained as a classical singer, his music consists of an eclectic mix of original compositions and interesting interpretations of popular gems, peppered with pop, classical and cinematic influences.



SOPHIA FOSTER

Sophia is a truly diversified artist and has excelled in all genres of the entertainment industry from, theatre to television, extravaganza Las Vegas style glitz and glamour revues to intimate nightclubs and open air stadiums. She successfully broke into the European market in 1991, Her highly acclaimed one woman show, "Hey Sister", A tribute to Jazz and Blues Greats Sarah Vaughn, Ella Fitzgerald, Billy Holiday, Lena Horn, and other, toured for 18 months country-wide, receiving great success at the Grahamstown Arts Festival, before taking the show abroad. Sophia has starred in various extravaganzas, but finds the intimacy of her One Woman shows to be the space where she connects with her with her audiences.

STEVE HARRIS



Steve boasts 30 years experience in the music industry as Marketing Director for Universal Music South Africa, Polygram & Teal Trutone Music. Specialising in front line, strategic marketing, creative marketing, digital and new business. He brings a wealth of experience of dealing with International and Local artists and brands. Currently an independent music & media consultant to Endemol Sub Saharan Africa

TSHOLO MORABA



General Manager at Gallo Music Publishers. With a background in Drama and Film, Tsholo also brings with him strong Music and Telecoms experience having started his career in music at Warner Music Gallo Africa as Business Development Manager of Digital. On his return to the Music Business as Gallo Music's Head of Publishing representing the bulk of the heritage of South African music works, local composers, Warner Chappell, Disney and many other well know catalogues. He currently serves as a Director on the NORM board and on the NORM/SAMRO digital counsel negotiating and structuring digital deals for composers with music services across Africa.

FRANKI



He gained commercial radio success in 2010 with the song, "I Don't Say Goodbye" which peaked at No.4 on the SA Top 10 chart on Heart 104.9FM. Later that year Franki teamed up with international DJ superstar SamWorld, producing the two hits "Bedtime Stories" and "Feel Good" -with both reaching No.1 He's been chosen to represent South Africa at the Arts International Convention in Florida, after being recruited by international scout Kim Meyers, who noticed his musical talent.