

Launch of a High Level Music Forum based on the Outcomes of the Music Exchange 2013 Annual Music Conference held in Cape Town

We are very delighted with the outcomes from the 3rd Annual Music Exchange Music Conference held this year at the Iconic Cape Town City Hall. www.musicexchange.co.za.

The aim of the conference was to hold an independent conference that promotes good business to support talent in the South African music industry in order for them to become successful locally and ultimately internationally.

Recording and performing artists, as well as composers and other industry players, have complimented the conference for being **relevant, engaging and thought-provoking**. There was a **strong focus on the business side of music, which elevated this event above a mere talk shop**: they left with useful, practical information that will undoubtedly be of immense value in their various professional ventures."

However the **Best Outcome of all was the establishment of a "High Level Music Forum"** to address issues, which will only build on the conference's mission statement which is to, "To build a **sustainable Entertainment career** for Creative Talent whilst fostering the common good of the South African Entertainment Industry".

"Creating a sustainable model which supports the outcomes coming from the Music Exchange Conference was therefore a critical component that would only see More Positive results coming from the already Successful and Insightful Music Exchange program" noted Martin Myers Founder of Music Exchange.





Some of the Outcomes - Please note that we are still in the Process of collating the completed list.

MUSIC EXCHANGE	South African music is entering an exciting era of opportunity and progress as new markets open up for homegrown sounds. This was one of the key messages emerging from the 2013 Music Exchange Conference, which saw industry moguls and musicians congregating at the iconic Cape Town City Hall to talk about the serious business of music
SAMRO	Call to get Musical Events listed on the SAMRO.ORG.ZA website
SAMRO CEO NICHOLAS MOTSATSE	It's all about Music Revenue
SAMRO CEO NICHOLAS MOTSATSE	Copyright is a KEY Asset protected by LAW , IP is an Asset to be protected
SAMRO CEO NICHOLAS MOTSATSE	On Copyright growth in terms of Asset Value has experienced year-on-year growth from copyright. As an asset class it's less volatile! On Average there was a 62% Growth in

	double figures
SAMRO CEO NICHOLAS MOTSATSE	Selling the use of your CR demands competence in CR monitoring management see whose using your music its important
SAMRO CEO NICHOLAS MOTSATSE	Music Copyright competence also demands you understand information management, understand laws
SAMRO CEO NICHOLAS MOTSATSE	Saying that South Africa is leading in asking for exceptions to Copyright law which is concerning for musicians
SAMRO CEO NICHOLAS MOTSATSE	Don't just sign... Read your Copyright agreement. Think long term as opposed to overnight
SAMRO	If you perform internationally never leave that country without letting SAMRO know about the venue & your repertoire
SAMRO	Outlining operating costs fees and Retirement Annuity fund and Funeral benefit scheme.
SAMRO	Music is a business; approach it as such and you will gain success!"
SAMRO	Music is a Business and Sponsors are interested in a return... match the needs and you can do win
SAMRO	Key 2 securing sponsorship is understanding what the sponsor wants & approach it as a business & offer them value
SAMRO	Dear Artist. "Get business-like in your approach; show how you're going to add value."
SAMRO	Activism is important but artists need to take charge of their own destiny, no one will do it for u
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	I've lost so much leaving SA, and now it's time to give back.
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	Music in relation to film is a direct link to your audience's emotions
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	Knowledge is power. Knowledge empowers" Trevor Jones
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	Education, Education, Education "I spent over ten years in training and taking courses to educate me
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	Key to SA's success is hard work & building a positive perception of our country & us a nation
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	Being adaptable and knowledgeable about various genres in music is key to success as a film score composer!"
TREVOR JONES – INTERNATIONAL	Before I work on a film, I have 2 fall in love

MUSIC COMPOSER AND MULTIPLE AWARD WINNER	with the project. I've got to be attached to the emotion
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	Technology has leveled the playing field but the best will use it to rise above the rest
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	The ability to score a film as accurately and economically as possible is a good skill to have
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	The songwriter in the future, is the one to look out for
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	A country's greatest resource is its people
HOW TO MAKE A GREAT RECORD PANEL – THE PRODUCERS PANEL	Perseverance, Practice , until you perfect the song
HOW TO MAKE A GREAT RECORD PANEL – THE PRODUCERS PANEL	Gabi Le Roux: Be a sponge for information - "still here still smiling
TREVOR JONES – INTERNATIONAL MUSIC COMPOSER AND MULTIPLE AWARD WINNER	There can be no harvest until the land is Ploughed & Fertilised..."
BENJY MUDIE : CEO FRESH MUSIC and A&R CONSULTANT UNIVERSAL MUSIC WHATS THE FREQUENCY BENJY? LECTURE	Benjy Mudie: Passion and Appreciation for the industry is something I recognise as part of the value chain
BENJY MUDIE : CEO FRESH MUSIC and A&R CONSULTANT UNIVERSAL MUSIC WHATS THE FREQUENCY BENJY? LECTURE	Take a leaf outta the 60s and book your own gigs at your own venues and take all the money
BENJY MUDIE : CEO FRESH MUSIC and A&R CONSULTANT UNIVERSAL MUSIC WHATS THE FREQUENCY BENJY? LECTURE	Henry Ford being quoted make sure you have Ability, Experience and Knowledge that is how you get independence!!!!
RASHID LOMBARD - - CEO CAPE TOWN INTERNATIONAL JAZZ FESTIVAL	I saw the potential of multi stage festivals & the impact of such cultural gatherings on the city it's in" Rashid
RASHID LOMBARD - CEO CAPE TOWN INTERNATIONAL JAZZ FESTIVAL	We get more requests for Cape Town Jazz festival than from outside of Africa than inside. Sad state of affairs
RASHID LOMBARD - CEO CAPE TOWN INTERNATIONAL JAZZ FESTIVAL	Strong Possibility that Cape Town Jazz Festival will move to Durban due to lack of support from The City Of Cape Town
DOMINIQUE GAWLOWSKI– CEO GRIET	Building a brand with awesome music is a possibility but having good management is the key to an artist success!"
DOMINIQUE GAWLOWSKI– CEO GRIET	A huge part of artist management is building interest in your artist by building their brand image
BIG CONCERTS	The supporting act for Big Concert events are usually chosen by the main act themselves
VICKY SAMPSON	Acknowledges the Song "My African Dream"

	,written by Alan Lazar has to be the song that made her famous
R J BENJAMIN	Makes Mention of his new song currently playing on Radio "Out on the Streets"
R J BENJAMIN	Talks about his personal Turmoil in his life that lead to the Song that Made him Famous. Using all your Creativity Good or Bad
R J BENJAMIN	It got vocalists on House Music and opened the door to the Urban Market
SIPHO MABUSE – SAMA LIFETIME ACHIEVER AND 46664 AMBASSADOR	We need more songwriters
ROLLING STONE SA PANEL – CONTENT IS KING	Needletime Rights and Royalties explained Pfanani Lishiva also of SAMRO, brought up the issue of 'needle time' — which makes the case for artists to collect royalties every time their songs are played on radio Pfanani stated that millions of rands are in needle time and that the government should change the laws to allow artists to benefit from their music. Pfanani got quite excited and serious on this subject and also said that "if government doesn't change these laws, we should stand together and not vote for them".
ROLLING STONE SA PANEL – CONTENT IS KING	Says find out what content the station requires
ROLLING STONE SA PANEL – CONTENT IS KING	Radio has grown by 4.4% year on year. People are turning there again - radio makes us happy
ROLLING STONE SA PANEL – CONTENT IS KING	Anton Marshall says stories are there 2b told. Your side of the bargain is 2 bring us these stories.
ROLLING STONE SA PANEL – CONTENT IS KING	Music is a 'people industry' support and work together to grow music. Are you prepared to do whatever it takes to get that money?
ROLLING STONE SA PANEL – CONTENT IS KING	Miles Keylock says If I don't answer your email, & I don't answer your phone call - rock up! I will answer the door Rolling Stone's editor and Chief Miles Keylock emphasized that Content is King. And that users will only respond to good content and that's what makes rolling Stone SA magazine such a good seller. They are giving their readers what they want from month to month
ROLLING STONE SA PANEL – CONTENT IS KING!!!	Rolling Stone Magazine SA has laid down "the gauntlet". Miles Keylock , the enigmatic leader of South Africa's most

	<p>prolific music publication, took time at Music Exchange 2013 to address the vibrant crowd in attendance. Keylock, who looks every bit the “Rock Star”, told the masses that “I am ready to help” and “My door is always open, please come knock on my door”.</p> <p>The Rolling Stone session at Music Exchange 2013 was surely the highlight inside Day 2 of Music Exchange 2013, Africa’s Premiere Music Conference held in it’s #1 location, The City of Cape Town, South Africa. The conference, in its 3rd year, was an eclectic display of information for the expert and novice alike. Rolling Stone Magazine stole the show on Day 2, with a panel of journalists and executives, dedicated to motivating the music community in SA.</p> <p>Miles Keylock, the Editor in Chief, and leader of Rolling Stone’s quest to energize the Artist community to reinvent itself, left the conference with his reason; “It’s Because I Give a Shit”. And judging by the emergence of Rolling Stone Magazine as the most important music publication in SA history, Keylock’s bold vision is not far</p>
MOENIEBA ABRAHAMS - MUSICA	Addressed the issue of music retail and why it is important that Artists CDs/DVDs should

	<p>be in music stores. Moenieba argued that digital downloads is still not a feasible format to make money for both retail stores and the artists in South Africa</p> <p>However, a new model needs to be formulated which will find a solution to make this a feasible format for selling music since digital sales are strongly increasing in SA. Despite the growth of digital downloads, physical format remain the best-selling in South Africa</p> <p>’Moenieba then gave an example of new comer, Zahara who was relatively unknown two years ago. Music consumers got a taste of her music and a huge number of requests for her cd was coming into Musica. During that time Zahara’s cd was not available in stores. She had a very small record deal and the distribution was weak. Moenieba soon realised opportunity and then contacted Zahara with her record company. Moenieba told Zahara (and her record company) that if she Zahara could make appearances in to Musica’s different stores to sign cds Musica would distribute Zahara cds in their stores. As a result, Zahara was South Africa’s number one selling artist in 2012, only Adele’s 21 album sold more cds then her</p>
<p>GILLIAN EZRA - COO SIMFY AFRICA</p>	<p>A music catalogue streaming service, which lets you choose from a variety of music and you pay for the time period you purchased – brought attention to the fact that listeners want a wide variety choice of music, and if music consumers are given what they want, they will pay. Gillian also argued that music streaming is a new trend and users seem to prefer listening to music this way, rather than downloading. Simfy is fast growing in South Africa and worldwide (with other streaming outlets like Pandora and Spotify). Listening to streaming audio is growing fast and this model might be the way forward and not music downloads. Online radio is also showing hype in popularity. Gillian further pointed out that listeners are now choosing what they want to listen to given that traditional radio has lost some of its power. Today, listeners create the track lists on radio and not the other way around as it used to be.</p>
<p>YOEL KENAN – CEO AFRICORI – Former Sony BMG Senior Vice President and MP3.com Europe CEO</p>	<p>Music in Africa to experience a new golden age says Yoel Kenan, the CEO of Africori a digital music rights company focused on</p>

Africa. outlined his vision based on the high growth in Africa around digital music and the new emerging music talents of unsigned and undiscovered talent, a commodity that the rest of the world is yet to realize.

Kenan, an accomplished industry veteran and speaker, gave what could be described as a "Vision of Africa's Musical Future" during his incredible presentation. The "African Mobile Growth Alone" claimed Kenan, would be enough to dwarf anything the continent had seen to this point, in terms of opportunity for income, and investor return. Africori's bold vision for Africa is not without serious facts and research behind it. More than 200 "Digital Music Stores" are due to open in the next months. Currently digital music revenues in Africa have overtaken the revenues generated from the industry in South Africa and with a population expected to double its size to 2 billion by 2040 the future looks bright. The music business in Africa is mobile business and according to Kenan, the winners will embrace new business models suited to the distinctive African ecosystem.

However to unlock the vast potential Africori are busy developing the tech infrastructure with a number of partners including Accenture. "We are focus on developing the business in Africa and work with new and established talents from around the

	<p>continent artists, composers and producers. With the market in Africa providing more revenue opportunities, we will see In the next months more and more African artists growing their fan base across the continent before looking at breaking internationally, and Africori aims to play a major role in making that vision a strong reality”</p>
<p>YOEL KENAN – CEO AFRICORI Former Sony BMG Senior Vice President and MP3.com Europe CEO</p>	<p>Yoel Kenan talking about media monitoring as well as the future of music on mobile and Internet platforms</p>
<p>YOEL KENAN – CEO AFRICORI Former Sony BMG Senior Vice President and MP3.com Europe CEO</p>	<p>AFRICORI introducing DIGIPLUG a Universal Music Group product to the audience</p>
<p>HOW TO MAKE A GREAT RECORD – THE PRODUCERS PANEL</p>	<p>World Class Producers Tristan Keyte (UK, USA), and Brian O'Shea (USA, Germany, UK) and Charles Webster (UK, USA) discussed the new challenges in producing commercially viable music in the age of technological equality.</p> <p>The trio, who all have extensive international experience at the highest levels of the industry, shared some of the psychological aspects that go into the 21st Century creative process.</p> <p>Tristan Keyte, (Roger Daltrey, Westlife, BoyZone) was particularly candid saying " It really isn't a dictatorship anymore" when discussing production. He went on, " The vibe of the people in the room is the critical part" and ' If the feeling in the room isn't optimal, its time to leave the room for a while". He also described the teamwork ethic 21st Century artists require these days. " It's no longer a process that has any authoritarian component to it ".</p> <p>Keyte, who is based out of Cape Town and London continued to discuss the dynamic of the new technology and its effect on the artists ability to engage in the production process, "The artist can now engage in pre-</p>

	<p>production themselves while creating the ideas for a track, which can help guide the production into the original vision of the song" and also added " It becomes a total team effort these day".</p> <p>Brian O'Shea, (Seether, Watershed, Elvis Blue, Arno Carstens, Loyd Cele) added that artists are seriously interested in designing "commercially viable tracks", whenever possible, in order to put themselves in position to profit immediately. He went on to declare " The New Artist has a clear vision of what they want, when entering my office. They come in with several well developed tracks and want me to design a "Radio Hit" with a few of them". It has become clear, that the 21st Century Artist is a quasi - producer, who is more interested in participating in every specific step of the production process.</p>
<p>HOW TO MA KE GREAT RECORD PANEL - TRISTAN KEYTE - INTERNATIONAL PRODUCER - UK</p>	<p>Single biggest mistake. Too many drugs and too much alcohol</p>
<p>HOW TO MA KE GREAT RECORD PANEL - CHARLES WEBSTER - INTERNATIONAL PRODUCER - UK</p>	<p>"MASTERING" can make or break a track even if the music is beautiful...</p>