

NOVEMBER 2022 EVENT REPORT PARTNERSHIP

SPOTLIGHT ON 16 SOUTHERN AFRICA COUNTRIES

Date: Wednesday 16th- Friday 18th
November. 2022

Venue: SOWETO THEATRE



Symbiotically, SAMW coordinates an International Trade Programme (ITP) encouraging trade and exposure of goods and services between the various regions and countries.

As part of the 2022 program, SAMW will provide the opportunity for the first-ever, OFFICIAL DIPLOMATIC DELEGATION from 16 Southern African Countries (SADC) to participate in this uniquely global hybrid conference and festival hosted in Gauteng.

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South African Music Week (SAMW) launched its 2ND instalment with a focus on 16 SADC countries as part of an annual gathering of creative minds and business savvy in the form of a hybrid event on the 16-18 November 2022 at the Soweto Theatre in Gauteng Province, South Africa,. The premise of SAMW is to integrate the SADC region music industry into a common and export market for South Africa to enable those in the industry across the region to share best practices, set-up partnerships and collaborate with creative counterparts in countries around the world, in order to foster commercial relationships, as well as developing a robust and vibrant entertainment sector that is digitally fit and sustainable.

Against the backdrop of a severely restricted trading year before (2021) for all industries, the entertainment sector has been forced to pivot in order to embrace the Fourth Industrial Revolution (4IR) and its own survival.

Once again, SAMW was a free event that comprised three days of insightful panel discussions led by industry luminaries, an expo, B2B networking, interspersed with artist performances. The highlight was a visiting Canadian delegation interspersed with a visit of international diplomats from DRC, Qatar, Mali, Eritrea, and so forth.

Each year, we shall continue with a spotlight on a different country. However, lessons learned from engaging SADC countries is the daunting task in overcoming barriers of entry to bring the region together into a single music industry trading bloc. SAMW again partnered with colleagues in Canada, who shared insights and explored opportunities, along with their South African colleagues.

A national and Provincial partnership in SA Music Week is pivotal if we are to reap the benefits of international tourism, export development, job creation and the growth of small and medium size enterprises.

INTRODUCTION



Nathi Mthethwa
Minister of Sports, Arts,
and Culture



Panyaza Lesufi
Premier of Gauteng Province



Dr Cynthia Khumalo
DDG Sports, Arts and
Culture



H. E. Omar Salih Omar Adbu
Dean of Diplomatic Corps and HE
Ambassador of Eritrea

The quest to build the Province of Gauteng and South Africa into a world class music conference and festival event destination and a gateway to SADC began with hosting of the 3 day 4IR hybrid music conference held at the Soweto Theatre in Soweto on 16th-18th November, 2022. South African Music Week (SAMW) In partnership with the Province of Gauteng, and the National Department of Sports , Arts and Culture ushered in a new era by featuring the local, regional and international and Music Industry experts.

OBJECTIVES

Using some of the best online technologies, key local, regional and international experts shared their expertise and best practices and explored how the SADC region can transform itself to a music hub led by Gauteng and South Africa. Overall, there is a recognition that Africa despite its many challenges has the capacity and resolve to overcome its developmental challenges. The abundance of its population and wealth in natural resources is a starting point.



Music in the
BOOKING AGENTS Managers tourism experts
Musicians
Industry Executives ENTREPRENEURS ARTISTS Professionals
AGENTS Government
PROMOTERS

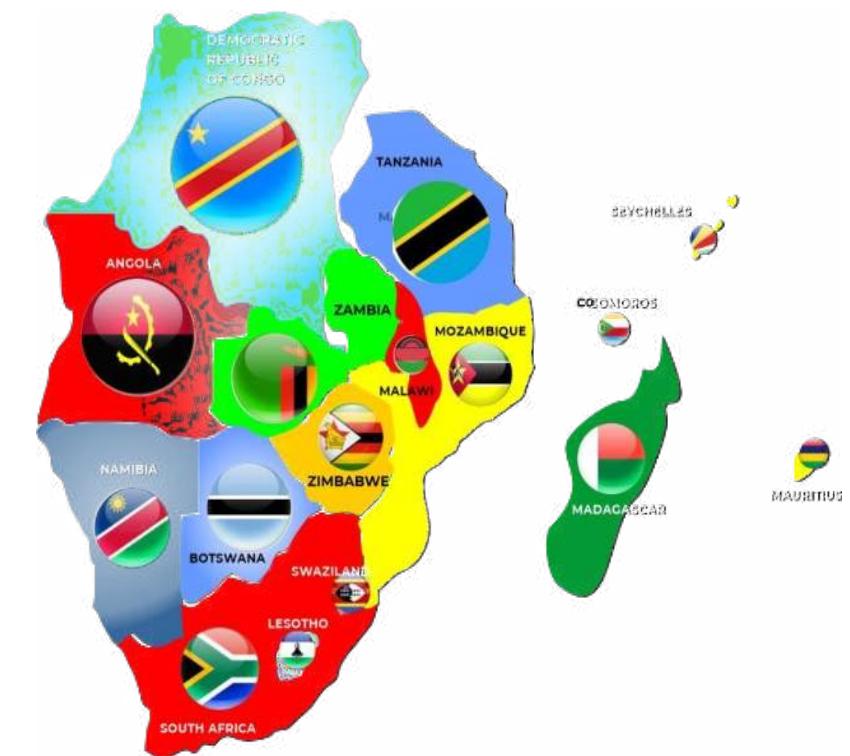


SPOTLIGHT OF SADC

With support of both local government and national government, SAMW is set to be the largest music tech and media conference in Southern Africa. We are proud to have provided the platform for musicians from the African Diaspora to showcase their finest on our stage. With more than 30 delegates and 35 artists from South Africa and across SADC countries, SAMW has set the stage for hosting a successful music conference. Participants had direct access to the trailblazers shaping the entertainment industry; from new media, Business to Business (B2B), industry awards, sound recording, and live broadcast.

At the core of S A M u s i c W e e k 's engagement was the following pillars:

- Bring about economic integration
- Build SADC capacity to compete in the digital age
- Create skills development and employment
- Grow SADC into a cohesive single export content market
- Position Gauteng South Africa as the gateway SADC
- Build a solid music industry infrastructure to compete globally
- Showcase the music industry of each SADC country at SAMW
- Bridge the digital divide across SADC
- Promote and intensify regional trade, collaboration and tourism
- Build a music industry common market and trading block





PROGRAMME

SAMW 2022/2023 PROGRAMM
16 - 18 NOVEMBER 2023



2022/2023

SOUTH AFRICAN MUSIC WEEK

3 Day SAMW 2022/23 Programme 16 -18 November



2022/2023

**SOUTH AFRICAN
MUSIC WEEK**

FESTIVAL PROGRAMME

Music Conference

In 2021 SAMW hosted a virtual event with explosive panel discussions over three days.



Virtual Technology

Taking place during the three days of discussions, Virtual technology comprised several music related services and product exhibitors .



Hall of Honors

An event that pays tribute to, and recognition of, those pioneers and trailblazers, emerging and established industry players who are leading the way in establishing new frontiers for music in the 21st Century



Music Performances

20 local performers participated in the SAMW over the three days



B2B networking

This platform allowed for pre-scheduled meetings for attendees with key industry decision-makers to forge new working relationships, ask advice



OUR 2022 PANELISTS, ARTISTS & DIPLOMATS



OUR 2022 PANELISTS, ARTISTS & DIPLOMATS



MUSIC CONFERENCE

The three-day online conference held from the 16-18 November included industry experts from South Africa, SADC, Canada, and Africa covering an explosive array of related topics





MUSIC CONFERENCE



16 – 18 NOVEMBER 2022

Canadian Association for the Advancement of Music and the Arts (CAAMA) To Spotlight 16 Countries from Southern African Development Community (SADC) At CMW 2023

CAAMA Brings Canadian Music Week Delegation
To South African Music Week November 16-18, 2022



Canadian Music Week is proud to announce a delegation of Canadian music professionals will attend South Africa Music Week in Soweto from November 16-18, 2022, an exciting opportunity that builds upon the CAAMA [2019 Spotlight on South Africa](#). This delegation will appear on panels, and meet with conference participants who are part of the SADC to extend further opportunities of trade and business between their countries and Canadian businesses at Canadian Music Week's 2023 Spotlight initiative.

The poster features the text "MUSIC IN 4IR ANNUAL CONFERENCE WEEK" in large, bold letters. It includes the flags of South Africa and Canada. Below the title, it says "Join the conversation & interact virtually with influential South African & Canadian music industry leaders and be empowered." A section titled "PANALISTS INCLUDE" shows circular portraits of six panelists: Neill Dixon, Oluwatomisin (Tomi) Sanni, Bruce Bradley, Richard Mills, Rudy Blair, and Julz Ossom. The SAMW logo is prominently displayed in the bottom left, along with logos for Soweto Theatre, social media icons, and registration information: "FREE REGISTRATION www.samw.co.za".

MUSIC CONFERENCE



"This remarkable trip is just the beginning as we plan to spotlight the 16 nations of the Southern African Development Community at the CAAMA International Marketplace at CMW 2023," said **Neill Dixon**, President of Canadian Music Week. "We look forward to building on the work we started in 2019, that was interrupted by COVID, as part of our international export strategy."

The Canadian Music Week delegation at South African Music Week, sponsored by CAAMA, includes **Neill Dixon** ([Canadian Music Week](#)), **Rudy Blair** ([Rudy Blair Media](#)), **Bruce Bradley** ([Slammin Radio](#)), **Tomi Sanni** ([RnB Radar](#)), **Richard Mills** ([Global Creative Partners](#)), **Julz Ossom** ([African Music Week](#)).

The Canadian Music Week delegation will participate in a live discussion and information panel, hosted by Rudy Blair. CMW will also present a video with Canadian music industry leaders to provide South African Music Week attendees with insight as to how a country with a small population can develop international superstars. Speakers who appear in this video to briefly discuss their notable roles in the music industry include **Catharine Saxberg** (SOCAN), **Andrew Cash** (CIMA), **Miranda Mulholland** (Music Canada), **Erin Benjamin** (Canadian Live Music Association), **Keziah Myers** (ADVANCE), **Paul Shaver** (CMRRA), **Meg Symyk**(FACTOR), **Margaret McGuffin** (Music Publishers Canada), and **Marina Adam**(Ontario Music Office at Ontario Creates).



AMONG 2022 SHOWCASING ARTISTS



SA MUSIC PERFORMANCES

SAMW was both a virtual event with recorded and live performances that included emerging talent

GCOBANli



Automatic



Bongani Zabazo



SYD



Congolese Dancers



Cyclone



Phili Son



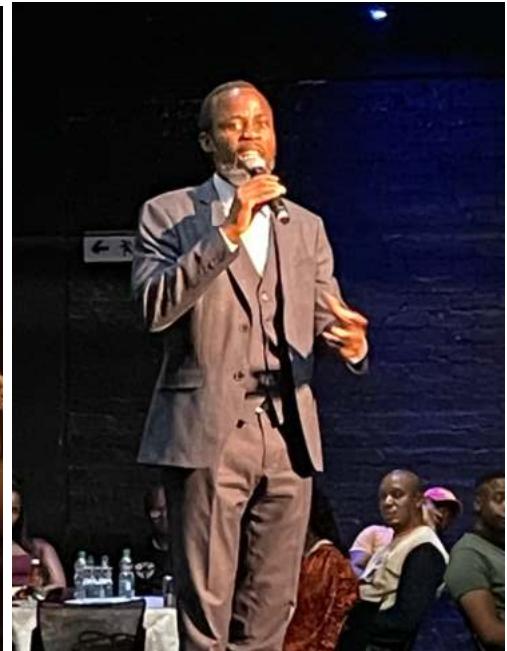
VIRTUAL TECHNOLOGY

Taking place during the three days of discussions, Virtual technology comprised several music related services and product exhibitors .



B2B NETWORKING

This platform allowed for pre-scheduled meetings for attendees with key industry decision-makers – to forge new working relationships, ask advice



AWARDS & HONOURS

The event paid tribute to and recognition of those pioneers and trailblazers, emerging and established industry players. This year SA Music Week honored artists who are promoting the South African brand regionally and internationally, namely: Makhadzi, DJ Black, Master KG, Trompies, Jonathan Butler, Zola, Yvonne Chaka Chaka, and Lorraine Klaasen. for their contribution to the arts industryionally



Sunday Independent



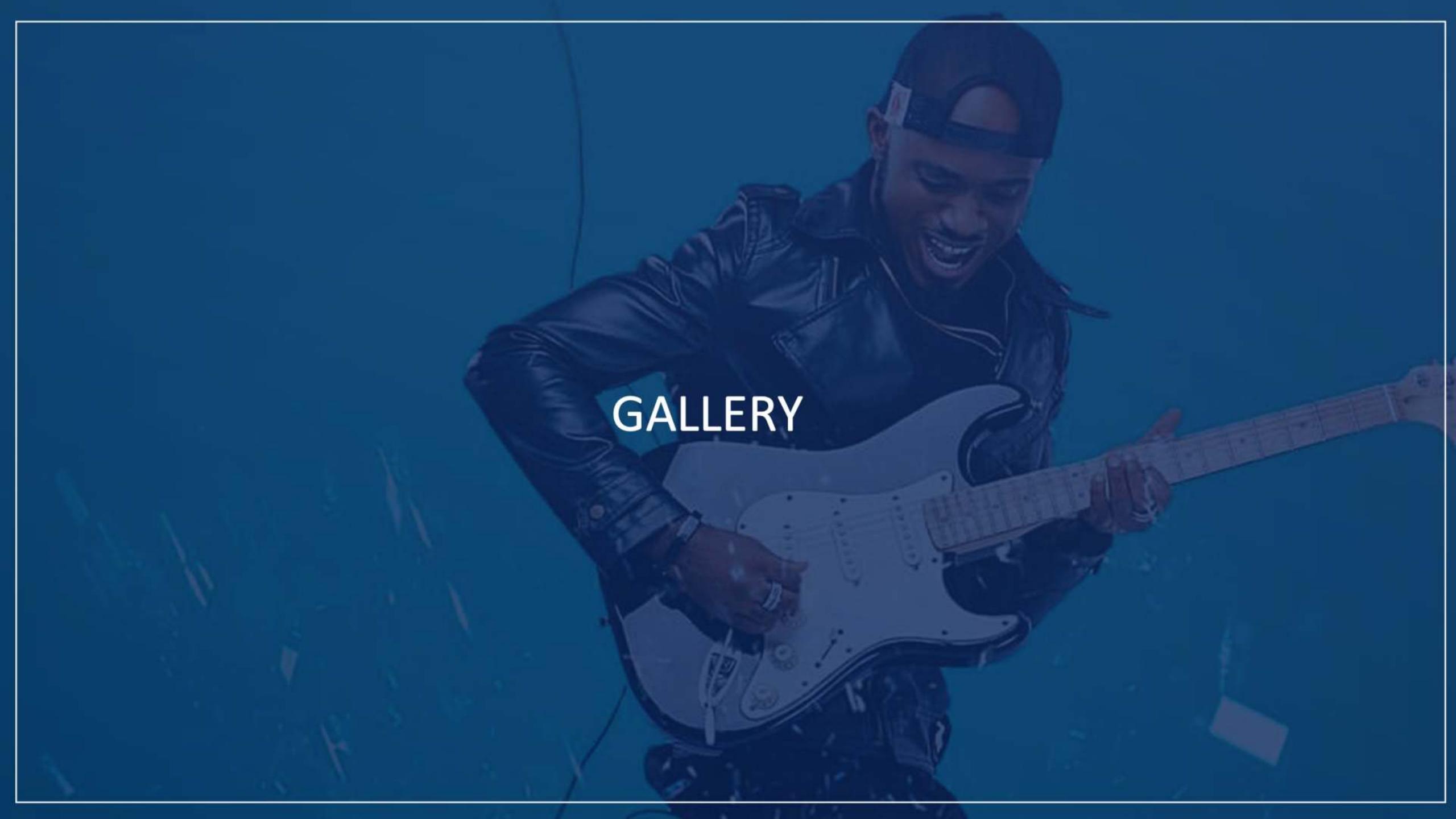
'To be honoured while I am alive at 61 is a very beautiful thing' – SA music icon Jonathan Butler



DJ Black Coffee accepting Legend award

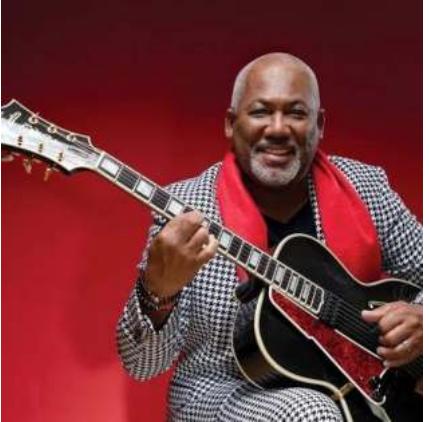


Trompies' Eugene Mthethwa



GALLERY

SAMW 2022 GALLERY



SAMW 2022 GALLERY



SA MUSIC WEEK FOUNDATION AT WORK



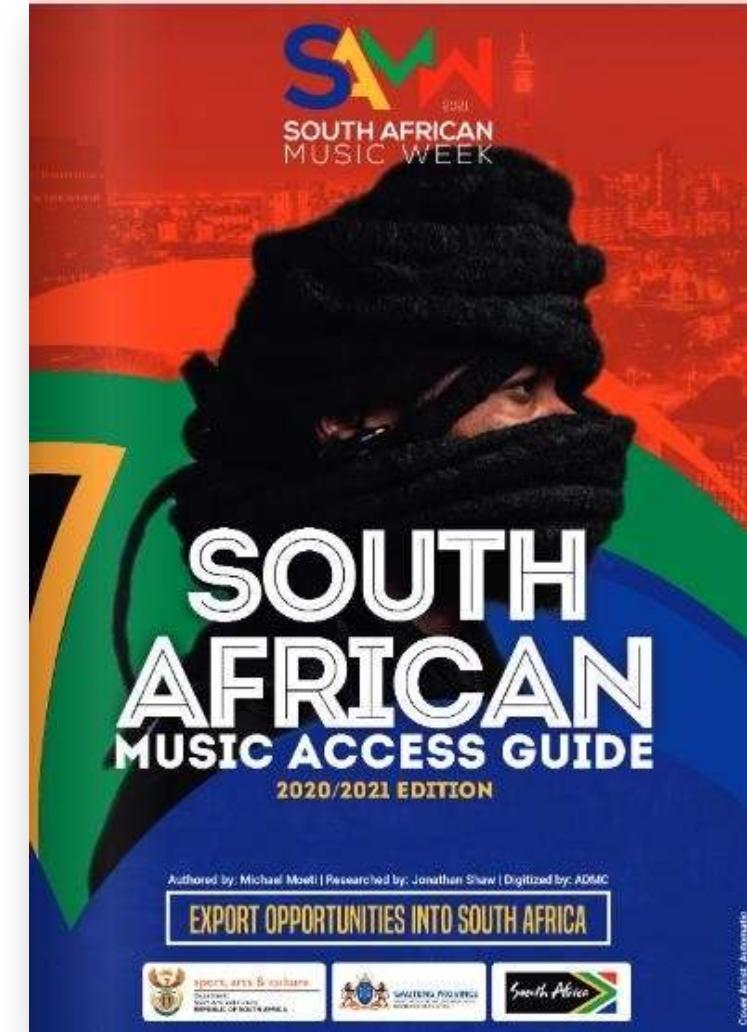


SADC MARKET ACCESS EXPORT GUIDE

SAMW produced an updated market intelligence report on the SADC Export market report guides which is being updated and will soon be available in digital format on the website

SADC MUSIC MARKET EXPORT ACCESS GUIDE 2022/3

Note: To be fully launched as an interactive live website for regular updates!



Cover Art: Akensoft

SKILLS DEVELOPMENT

Soul Candi in association Boston City Campus is offering 3 students a bursary worth R25,000 each from the Ableton Live.

Emerging artists are being asked to submit their demos to select the top 3 promising candidates as the declared winners. I call for demos is being announced and marketed to attendees via our website and social media.

About Ableton

Ableton is the worlds leading music production and performance program for modern and electronic music. From making original tracks, producing and recording the highest level of professional audio, and even live remixing and performing in ways that were never previously possible, Ableton opens up a new cosmos of creative possibilities for every type of modern musician, producer, sound engineer, remixer and live performer.

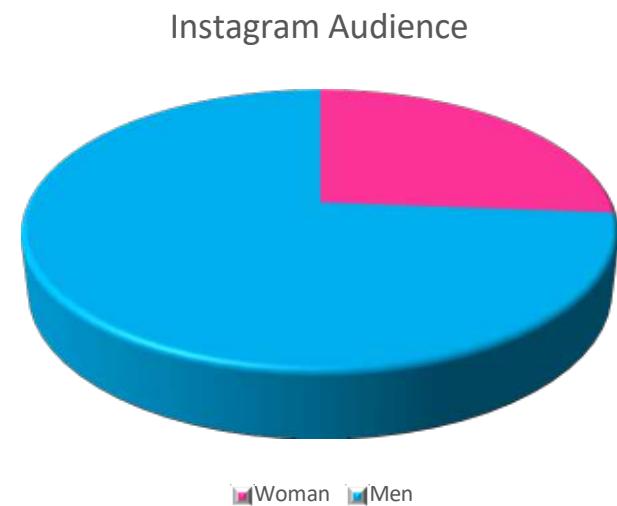
In Soulcandi's cutting edge Ableton course, the student learns how to compose, produce, arrange, sequence, edit, record and perform music live with Ableton. Every aspect of the science of music making is unearthed with lessons on music theory, sound production and world class arrangement and post production techniques that will equip any student with the skills needed to work as record producer, music composer and song writer, with some serious sound design and performance skills thrown in for good measure!



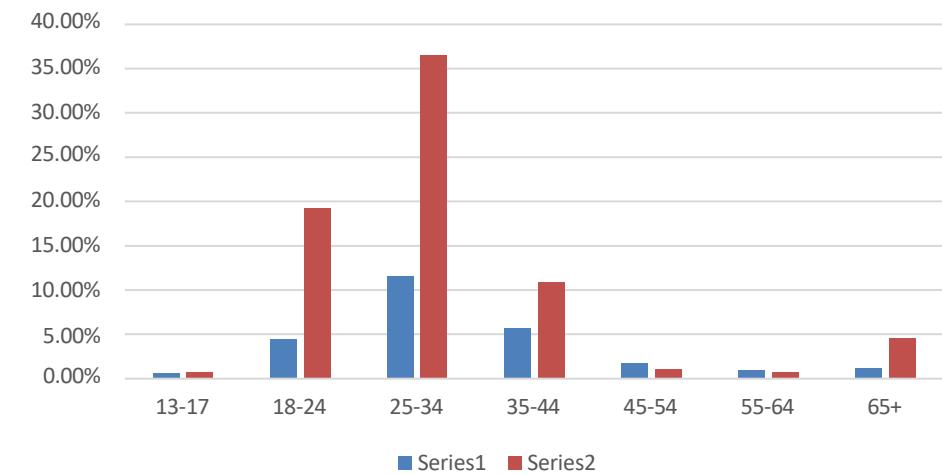


811
Followers

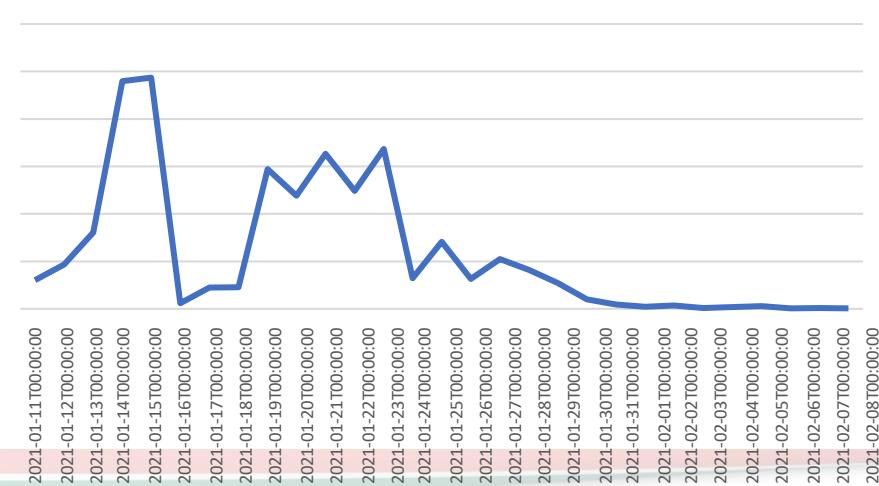
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Page Reach



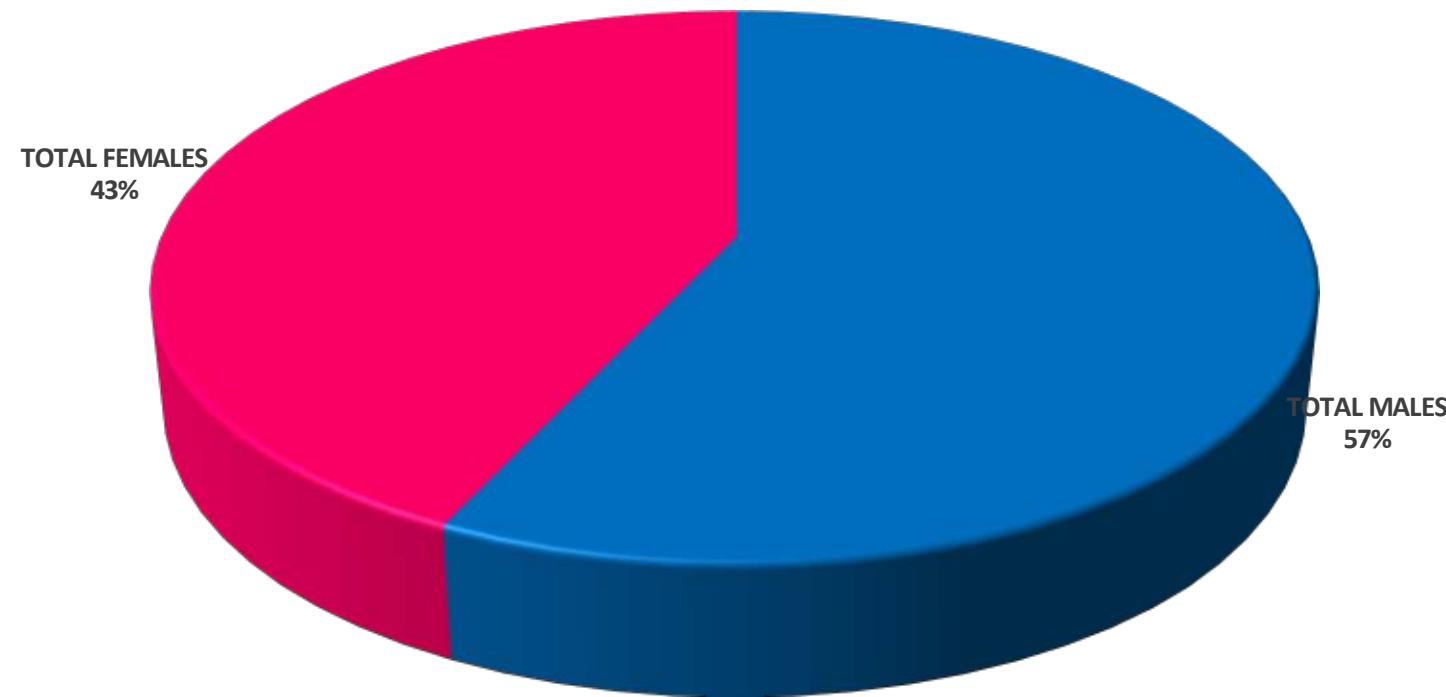
Instagram Age and gender



Instagram Page reach

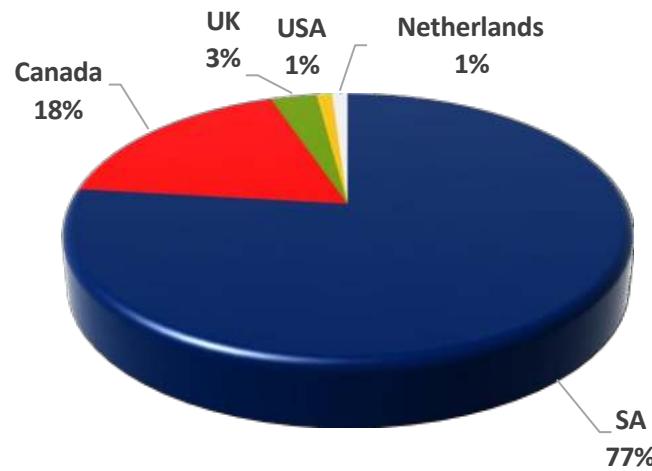


JOB CREATION-GENDER

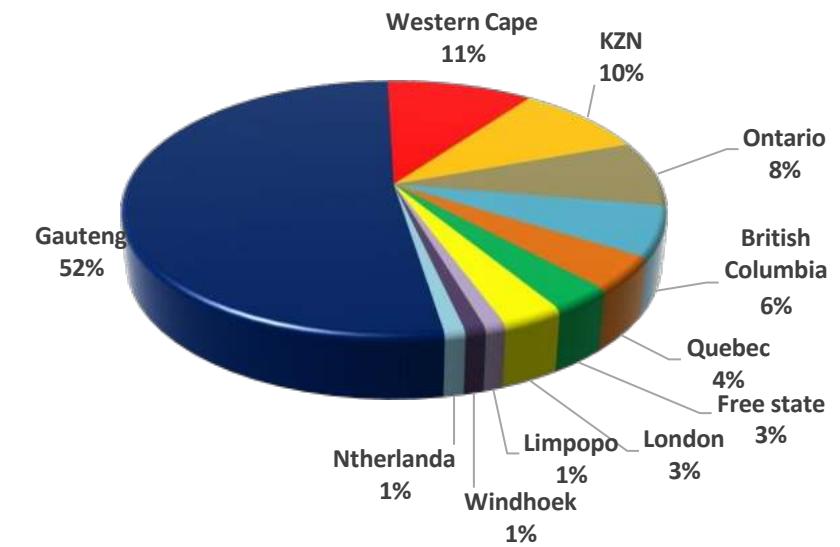


ONLINE AUDIENCE

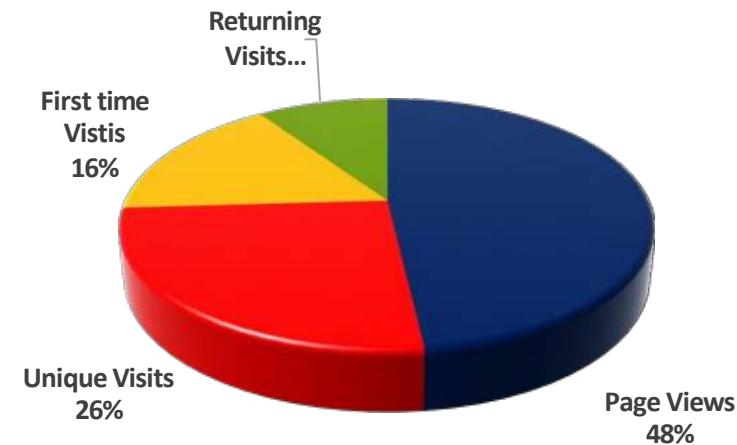
Country of origin



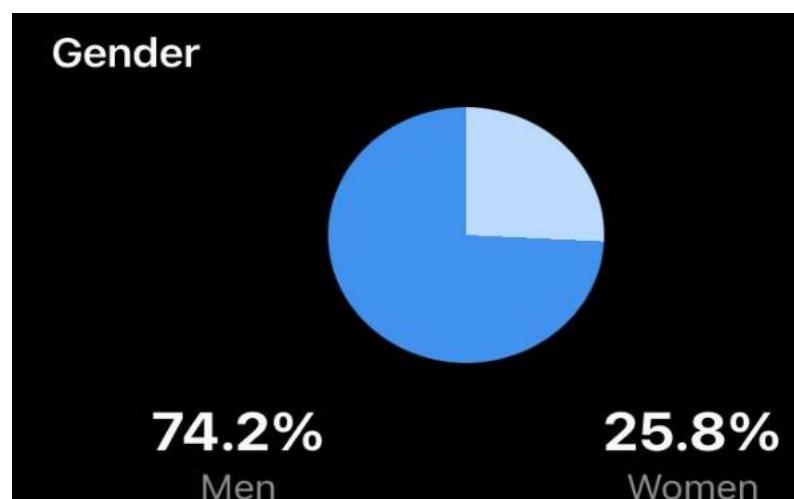
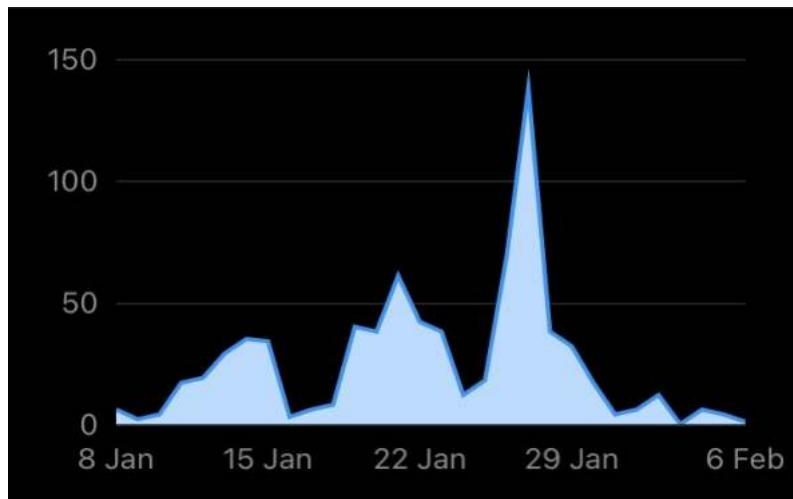
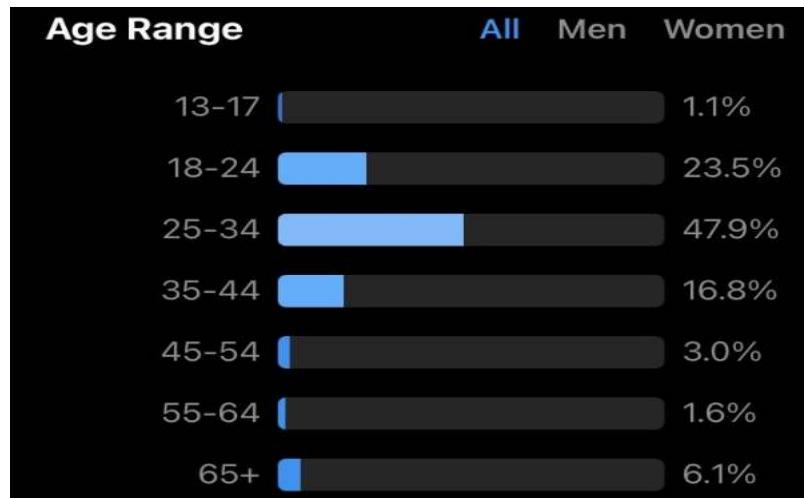
Regional



Website Traffic



SOCIAL MEDIA AUDIENCE





859
Followers

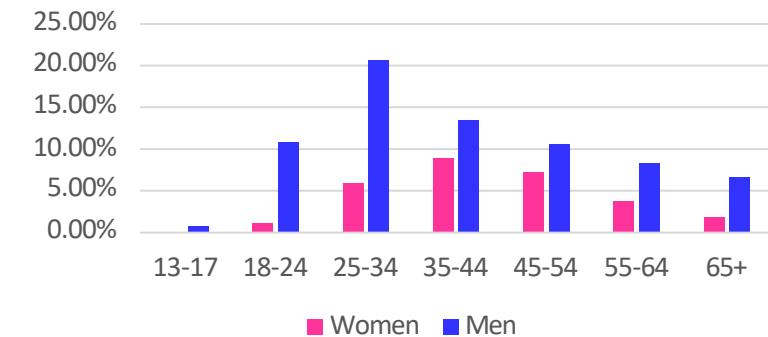
85,173
Page Reach

Facebook- Gender

■ Woman ■ Men

SOCIAL MEDIA- FACEBOOK

GENDER AND AGE



Facebook Page Reach



PR STATS

Source: Coverbook: A Monitoring and evaluation PR Measurement tool

110

Pieces of Coverage

47.7m

Online readership

216k

Estimated Coverage Views

130

Social Shares

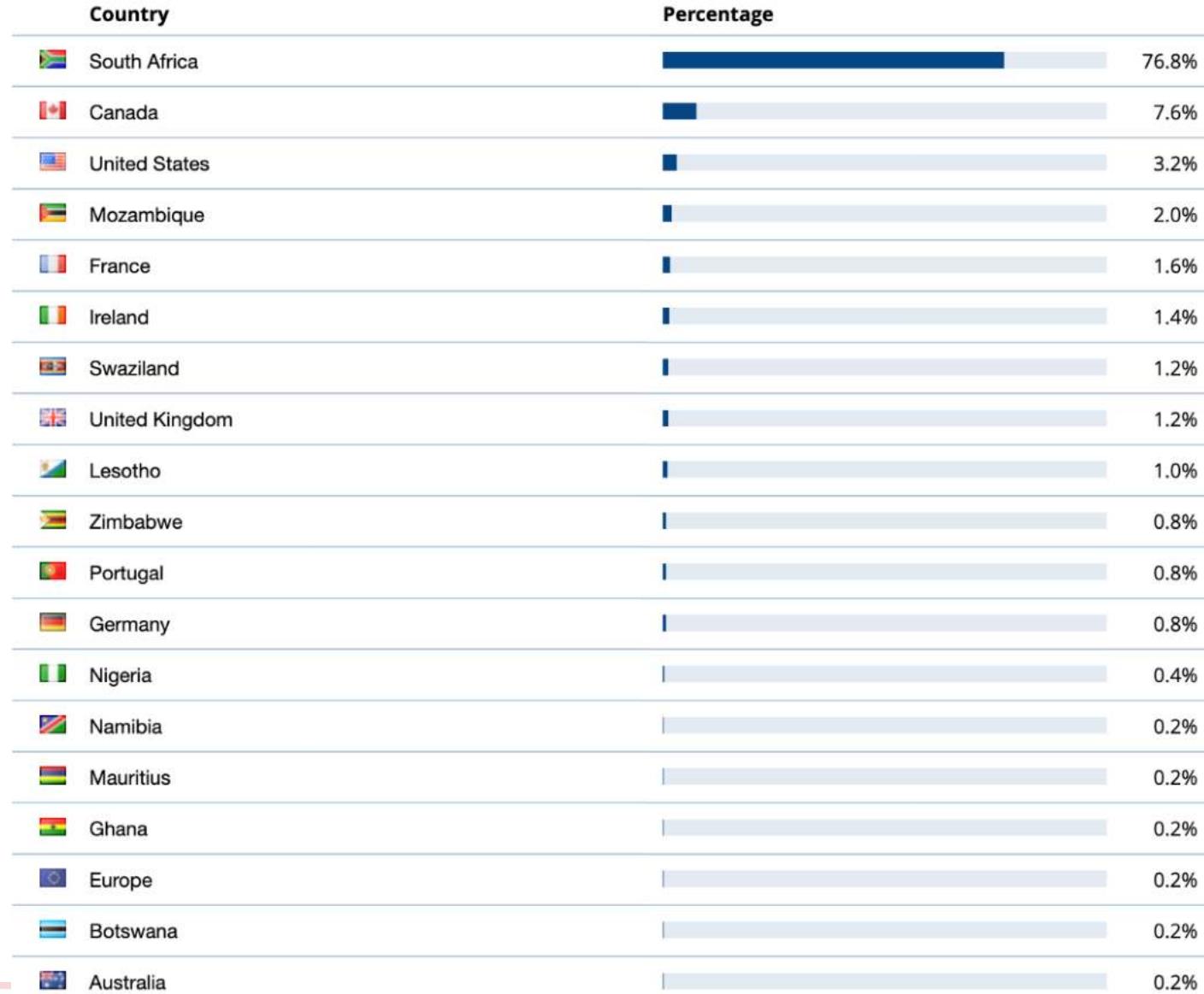
52

Links from coverage

47.7m

Average Domain authority

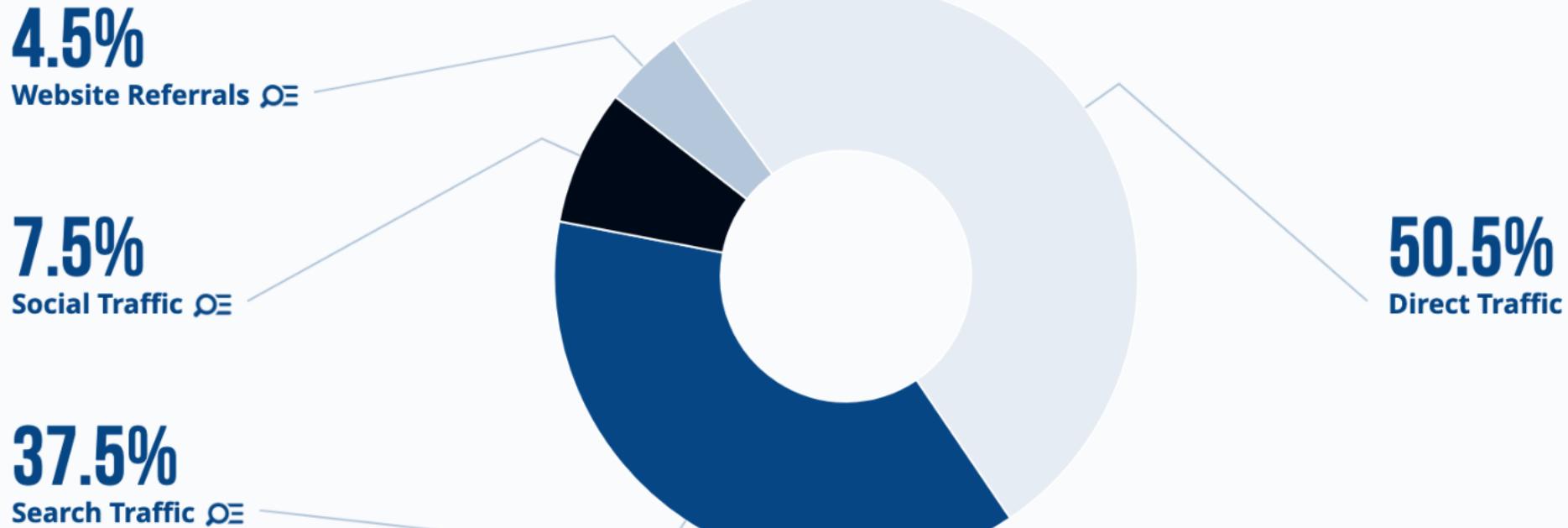
Live Stream Audience: Top Countries



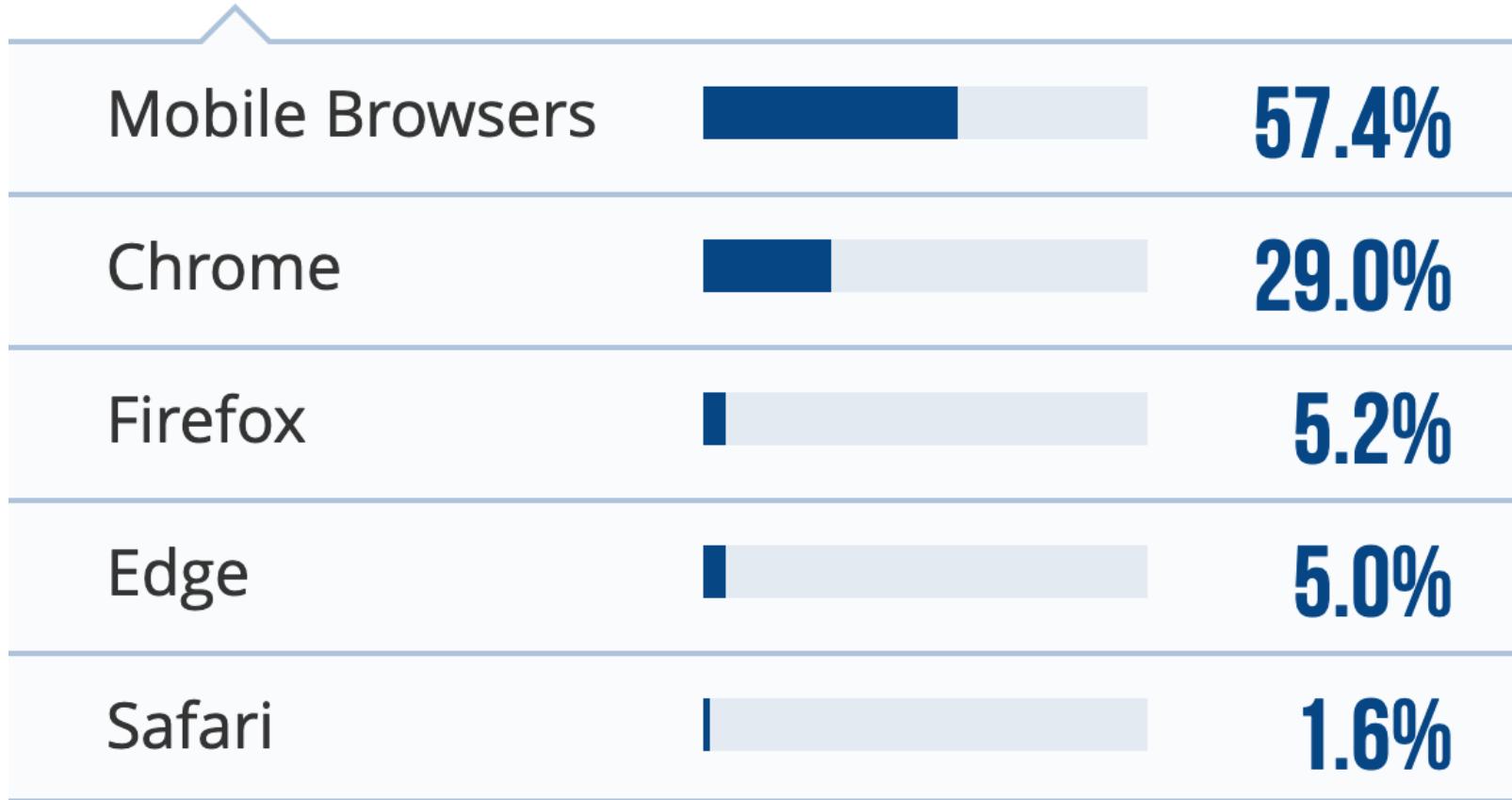
Live Stream Audience: Top Cities

City	Region/Country	Page Views	Percentage
Johannesburg	Gauteng, South Africa	250	<div style="width: 50.0%;"><div style="width: 100%;"> </div></div> 50.0%
Cape Town	Western Cape, South Africa	38	<div style="width: 7.6%;"><div style="width: 100%;"> </div></div> 7.6%
Pretoria	Gauteng, South Africa	35	<div style="width: 7.0%;"><div style="width: 100%;"> </div></div> 7.0%
(unknown city)	Gauteng, South Africa	18	<div style="width: 3.6%;"><div style="width: 100%;"> </div></div> 3.6%
Toronto	Ontario, Canada	14	<div style="width: 2.8%;"><div style="width: 100%;"> </div></div> 2.8%
Montréal	Quebec, Canada	9	<div style="width: 1.8%;"><div style="width: 100%;"> </div></div> 1.8%
(unknown city)	(unknown region), South Africa	8	<div style="width: 1.6%;"><div style="width: 100%;"> </div></div> 1.6%
Maputo	Maputo, Mozambique	8	<div style="width: 1.6%;"><div style="width: 100%;"> </div></div> 1.6%
Dublin	Dublin, Ireland	7	<div style="width: 1.4%;"><div style="width: 100%;"> </div></div> 1.4%
Paris	Ile-de-France, France	7	<div style="width: 1.4%;"><div style="width: 100%;"> </div></div> 1.4%
Manzini	Manzini, Swaziland	6	<div style="width: 1.2%;"><div style="width: 100%;"> </div></div> 1.2%
Roodepoort	Gauteng, South Africa	5	<div style="width: 1.0%;"><div style="width: 100%;"> </div></div> 1.0%
Maseru	Maseru, Lesotho	5	<div style="width: 1.0%;"><div style="width: 100%;"> </div></div> 1.0%
Gatineau	Quebec, Canada	5	<div style="width: 1.0%;"><div style="width: 100%;"> </div></div> 1.0%
Harare	Mashonaland East, Zimbabwe	4	<div style="width: 0.8%;"><div style="width: 100%;"> </div></div> 0.8%
Stellenbosch	Western Cape, South Africa	4	<div style="width: 0.8%;"><div style="width: 100%;"> </div></div> 0.8%
Kempton Park	Gauteng, South Africa	4	<div style="width: 0.8%;"><div style="width: 100%;"> </div></div> 0.8%
Durban	KwaZulu-Natal, South Africa	4	<div style="width: 0.8%;"><div style="width: 100%;"> </div></div> 0.8%
Los Angeles	California, United States	4	<div style="width: 0.8%;"><div style="width: 100%;"> </div></div> 0.8%

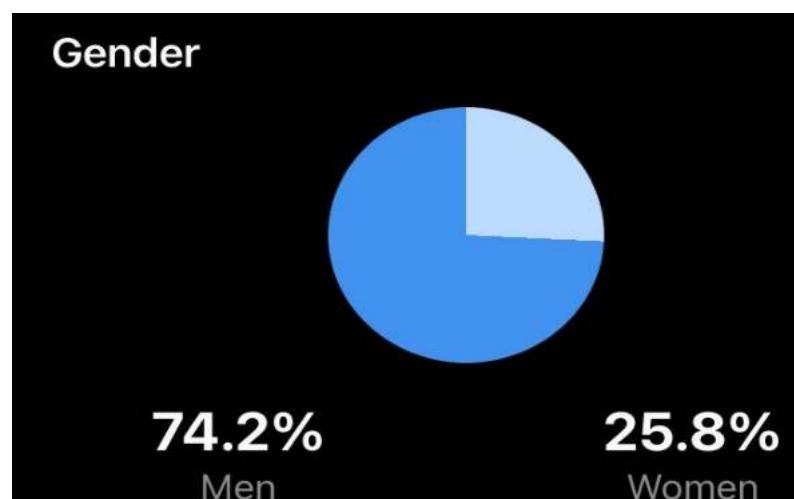
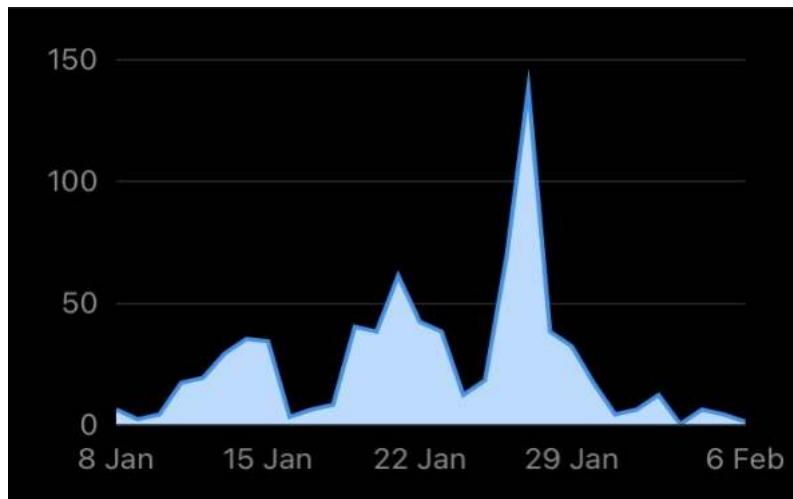
Live Stream Audience: Traffic Sources



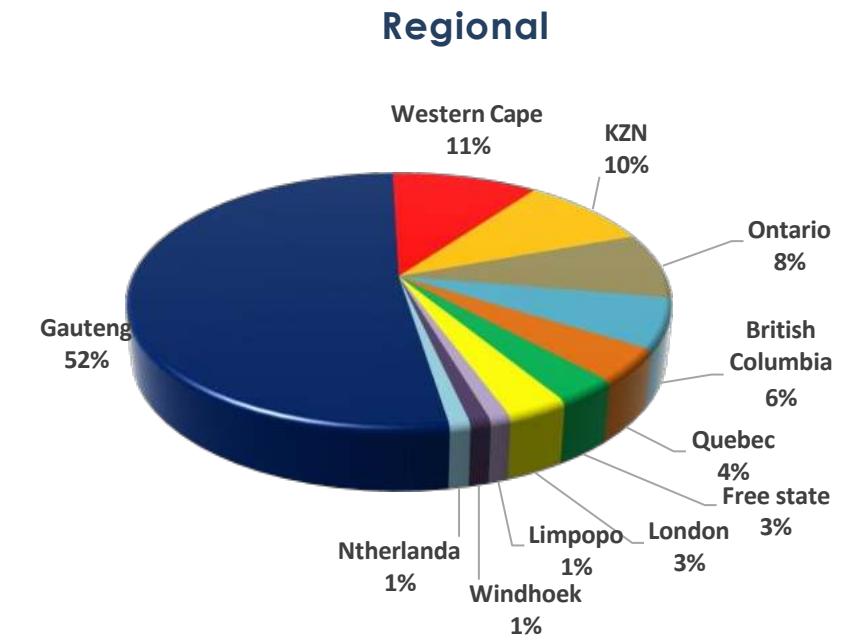
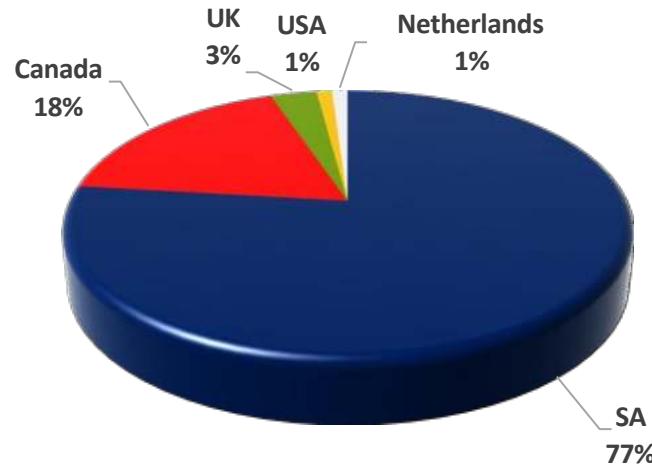
Live Stream Audience: Operating Systems



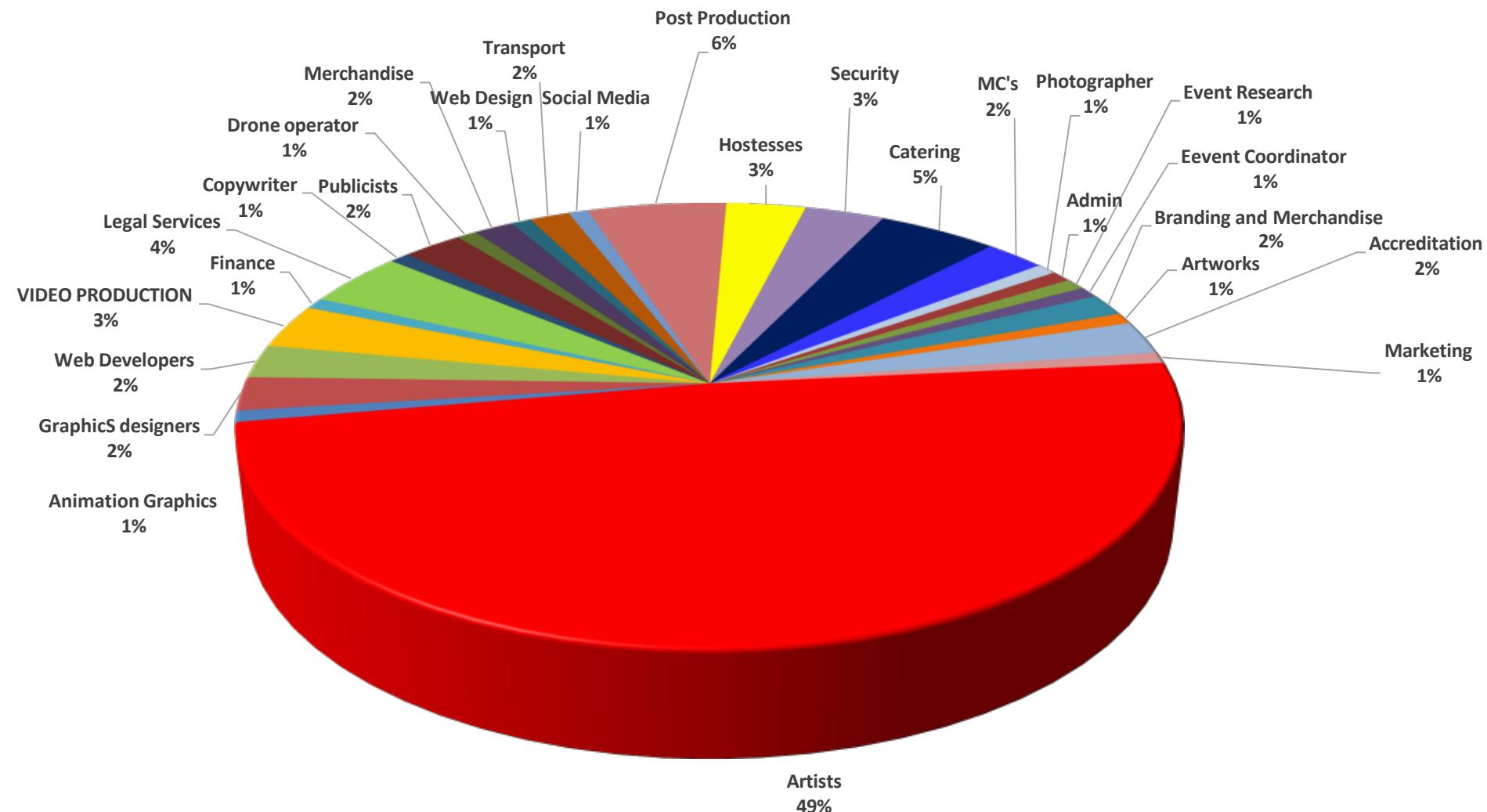
SOCIAL MEDIA AUDIENCE



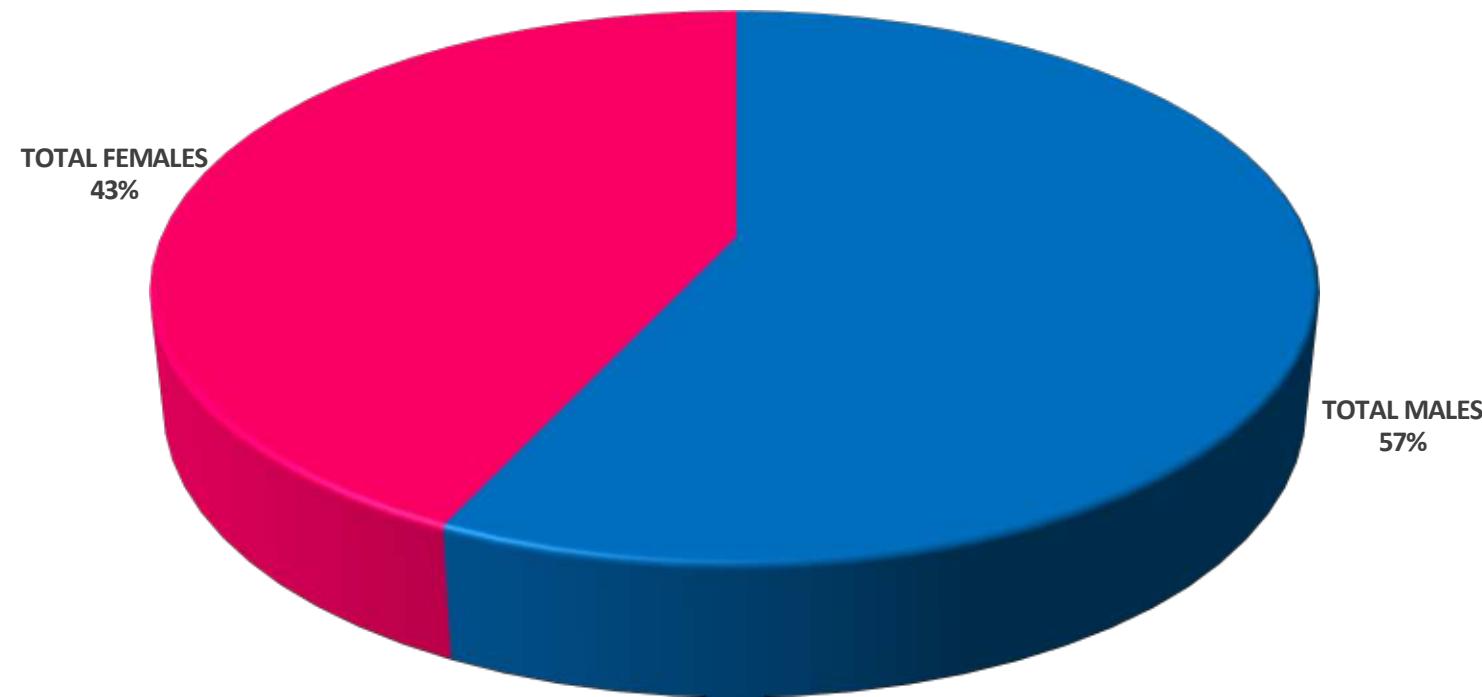
Country of origin



JOB CREATION (123)



JOB CREATION-GENDER





MARKETING COLLATERAL



MARKETING SUPPORT SYSTEMS



2022

SAMW MEDIA COVERAGE

Name Of Media Platform	Coverage/ On Air interview	Audience/Readership
Power FM	21 October 2022 at 17.40	262 000
Kaya FM	10 November 2022 at 20.45	709 000
Ikwekwezi FM	15 November 2022 at 4.40pm	1 202 000
Morning Live	https://www.youtube.com/watch?v=tZOcfj3MB-0	475 519
IOL*	https://www.iol.co.za/sundayindependent/entertainment/music/local-music-is-growing-global-wings-73731435-0d7d-4b69-a0c0-ec653a4522a8	5 880 000
Sowetan Live*	https://www.sowetanlive.co.za/entertainment/2022-11-18-klaasen-revives-old-sa-favourites-on-new-album/	2 393 507
MusicInAfrica	https://www.musicinafrica.net/magazine/sa-soweto-theatre-host-south-african-music-week-conference	
eNCA	https://www.youtube.com/watch?v=uuK5FUE5tLg	1 500 000
Drum Magazine	https://www.news24.com/drum/celebs/news/to-be-honoured-while-i-am-alive-at-61-is-a-very-beautiful-thing-sa-music-icon-jonathan-butler-20221111	
Daily Sun	https://www.snl24.com/dailysun/celebs/music-week-to-help-young-artists-20221116	
Hip-Hop411	https://hiphop411.tv/samw-is-back-the-largest-tech-savvy-music-and-media-conference-in-southern-africa/	
SAfm	30 October 2022 at 7.50 am	571 000
Radio 2000	17 November at 16:40	1 723 000
Dannywired	http://www.dannywired.co.za/2022/10/04/south-african-music-gets-cherished-every-day-by-music-lovers-across-the-globe/	
virgo.co.za	https://www.myvirgo.co.za/read-blog/2473_south-african-music-gets-cherished-every-day-by-music-lovers-across-the-globe.html	
Channel Africa	10 November 2022 at 2pm	

NB: The Sowetan, IOL (Independent Online - Sunday Independent) stories also got published in the print editions of the publications. Where there are no figures, the latest information could not be accessed at the time of writing the report.

IN SUMMARY

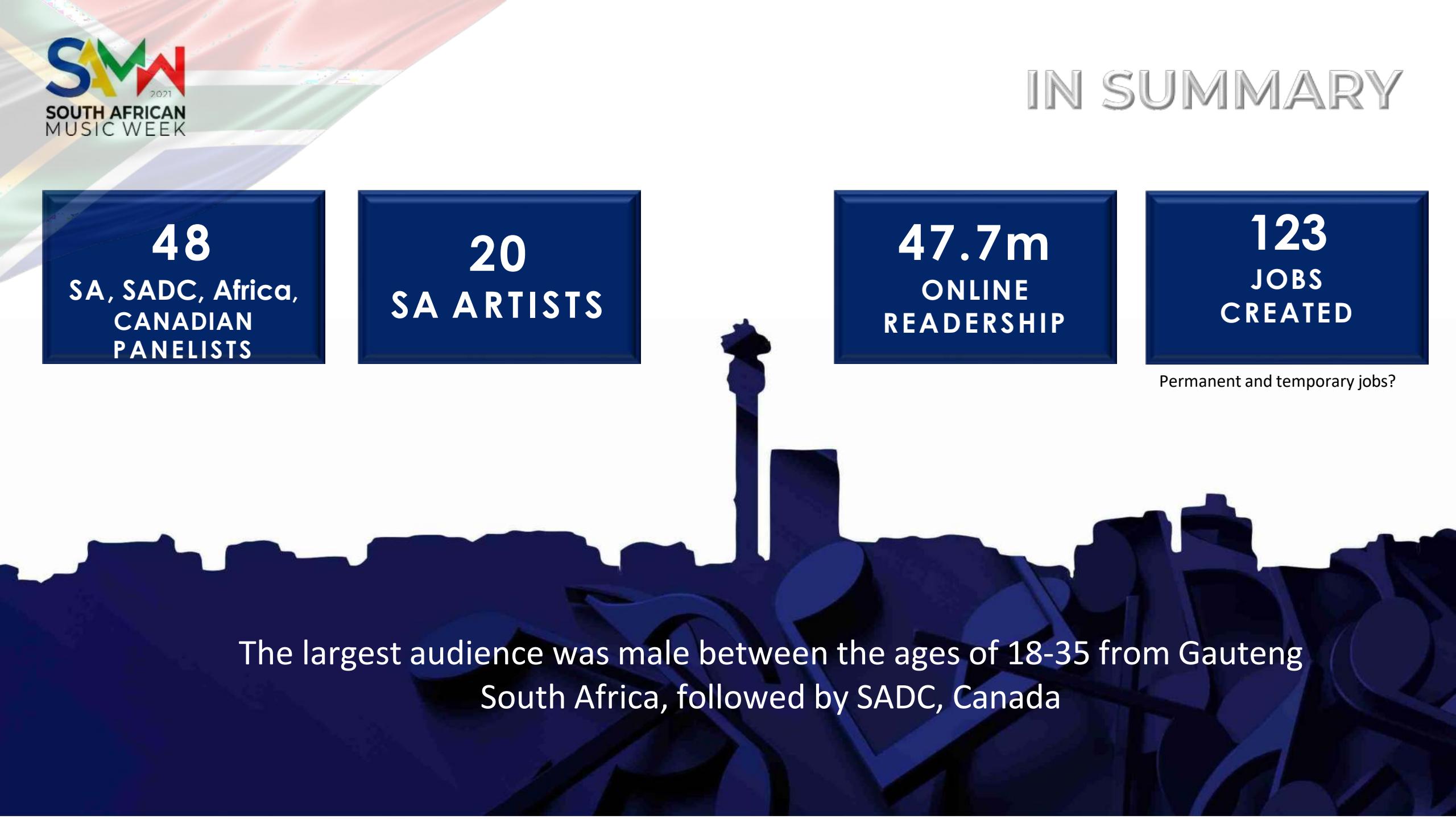
48
SA, SADC, Africa,
CANADIAN
PANELISTS

20
SA ARTISTS

47.7m
ONLINE
READERSHIP

123
JOBS
CREATED

Permanent and temporary jobs?



The largest audience was male between the ages of 18-35 from Gauteng South Africa, followed by SADC, Canada

NOV
2022



SEPT
2023



SEPT
2024



SEPT
2025



SEPT
2026



- **Gauteng gateway to SADC (SADC spotlight focus)**
- Star search launch
- Compilation CD and video launch
- Fourways Mall virtual Concert series with Black Coffee and others
- Conversations talk show virtual series with global change makers launch

- **Spotlight country focus on the Germany**

- Publish both Germany Export market Access Guide and a second edition of SA Export Market Access Guide
- Gauteng and DSAC export mission to the Germany prior to German spotlight
- Launch UGermany - SA Friendship compilation CD and music video

- **Spotlight focus on Ireland Music Week**

- Publish France Export Market Access Guide
- Publish SA Export Market Access Guide 3rd edition
- Launch SA-France Friendship CD Compilation and music video

- **Spotlight focus on the USA with focus on Miami Music Week**

- Publish a US Export Market Access Guide
- Publish a South African Export Market Access Guide 4th edition
- Launch a US-SA friendship compilation album and music video

- **Spotlight on UK**

- Publish a US Export Market Guide
- Publish an SA Export Market Guide 5th edition
- Launch UK-South Africa friendship compilation album and music video
- Take Gauteng-DSAC on a business mission to the UK

RECOMMENDATIONS

- By hosting SADC countries as a spotlight, a case has been made by SAMW that South Africa has to take a leading role in driving the regional integration of the SADC countries music industry into a sustainable common market sharing best practices and allowing for in-depth annual dialogue year by year – a music conferencing, festival y trade, investment and tourism corridor
- Judging by the overwhelming reception of SADC country delegates and diplomatic ambassadors from various countries, SAMW is now poised to expand the ‘Music Week’ brand to other countries such as the DRC, Botswana, Angola, Eritrea, Mauritania, Mali, Namibia, eSwatini, Lesotho, and so forth.
- SAMW
- The overwhelming social media public response has created the demand to grow SAMW into a national, regional and international event destination bringing nations together to promote cultural exchanges, trade and industry, tourism development and technology exchanges and best practices
- SAMW lessons learned from this event is advance planning (eight months prior) and preparation is critical to ensure increased brand growth and attendance both online and in person.
- As noted by attendance of ambassadors from various countries, national and provincial government long term continued support is critical for SAMW to grow in stature as a music industry , business and tourism destination of choice
- SAMW will continue to play a leading role in programming to create employment for emerging artists and youth encouraging them to start up their own business and acquire basic digital skills such as coding, gaming, and to ensure that they are competitive local and globally.
- The social cohesion and social impact of SAMW will continue to be significant in building the local industry and contributing to its growth.
- Market Gauteng and South Africa internationally as an attractive investment and music industry destination of choice
- SAMW plans to build strong ties with the diplomatic community in South Africa, especially the Dean of the Diplomatic Corps to ensure that their needs and aspirations are realized
- To meet the demand, SAMW will continue to seek partnerships with government and corporate business stakeholders to secure and extend opportunities to artists and small business
- For SAMW to grow as an international music industry marketplace and destination, it will need to raise more funding to produce a quality event while at the same time attempt to mitigate the high cost of procuring the services of international experts due the low Rand to Dollar exchange
- The failure of the African Desk within the DASC to assist us with engaging SADC countries after repeated requests is a clear indication of its failure to understand the benefits and potential of SAMW to expand into Africa. A high level meeting need to be held with this division to address this concern.

Thank You!

THANK YOU SOUTH AFRICA, TO SADC ,CANADIAN DELEGATES & OUR FRIENDS AROUND THE WORLD



MUSIC
IN
THE 4IR



MUSIC
IN THE 4IR

Thank You

THANK YOU SOUTH AFRICA, CANADA AND FRIENDS ACROSS THE GLOBE!



sport, arts & culture
Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



GAUTENG PROVINCE
SPORT, ARTS, CULTURE AND RECREATION
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