

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.

(copyright reserved)



Table of Contents

- Introduction
- Objectives
- Spotlight on SADC
- Festival Programme
- Artists, Panelists & Diplomats
- Music Conference
- Showcasing Artists
- Music Performance
- Virtual Technology
- B2B Networking
- Awards & Honors
- SADC Market Access Export Guide
- Skills Development
- Job Creation
- Marketing
- Online audience
- Social media
- PR stats
- Marketing
- Newsclip
- Gallery
- Summary
- 5-year plan
- Recommendations
- Thank you



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 spotlight on SADC countries is to integrate the SADC region music industry into a common and export market for South Africa to enable those in the local industry and 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 develop a robust and vibrant entertainment sector that is digitally self sustainable.

Against the backdrop of a severely restricted trading year before (2021) for all industries, the entertainment sector was forced to rapidly innovate and embrace the Fourth Industrial Revolution (4IR) to survive.

Once again with principal support from the national Department of Sports, Arts and Culture (DSAC), SAMW was a free event that comprised three days of insightful panel discussions led by industry luminaries, a tech expo, B2B networking interspersed with artist performances. The highlight was a visiting Canadian delegation along with 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.

What is now critical is that 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 opportunity to grow small and medium size enterprises in the local music industry economy.

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
tourism experts
Musicians **Industry Executives**
ENTREPRENEURS
ARTISTS **Professionals**
AGENTS **Government**
PROMOTERS

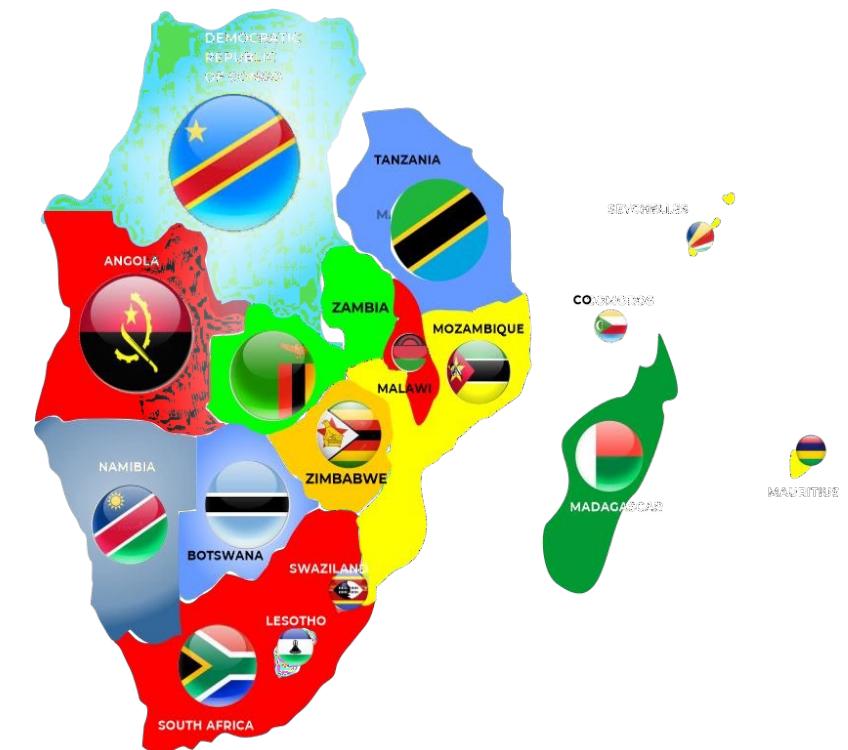


SPOTLIGHT OF SADC

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



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



SAMW 2022/2023 PROGRAMM
16 - 18 NOVEMBER 2023

DAY ONE			B2B MEETINGS	DAY TWO			B2B MEETINGS	DAY THREE			B2B MEETINGS
TIME	DURATION	DETAIL		TIMES	DURATION	DETAIL		TIMES	DURATION	DETAIL	
09h00	5min	MC SEMAKALENG MOEKETSI Intro - M Moeti	DRC	9h00	5min	MC TSOTETSI MOLELEKI Intro - M Moeti	BOTSWANA	09h00	5min	MC Cyclone Intro - M Moeti	LESOTHO & COMOROS
09h06	2min	MC SEMAKALENG MOEKETSI intro DRC		9h06	2min	MC TSOTETSI MOLELEKI intro BOTSWANA		09h06	2min	MC Cyclone intro LESOTHO & COMOROS	
09h08	4min	DRC VIDEO INSERT		09h08	4min	BOTSWANA VIDEO INSERT		09h08	8min	LESOTHO & COMOROS VIDEO INSERT	
09h12	20min	Opening and Protocols ANBASSODAAR FIDELEM BINENE - DRC LEADS SADC		09h12	3 min	FACTS & FIGURES : JONATHAN SHAW		09h16	6 min	FACTS & FIGURES	
09h32	2min	MC TSOTETSI MOLELEKI intro THE DEAN		09h15	5min	FACTS & FIGURES : JONATHAN SHAW		09h22	5min	ARTIST PERFORMANCE - TEBOHO MORENA LERABA	
09h34	4min	ERITREA VIDEO INSERT		09h20	10"	SPONSOR ADVERT / BRAND SA		09h27	10"	SPONSOR ADVERT	
09h38	15min	Opening and Protocols DEAN SALIH OMAR - UNITING AFRICA THROUGH MUSIC		09h21	20min	BANZI MAZIMELA - SCIM - GUEST SPEAKER IMPORTANCE OF EDUCATION IN MUSIC BUSINESS		09h28	20min	TEBOHO MORENA LERABA - TRADITIONAL VS MODERN MUSIC	
09h53	3 min	FACTS & FIGURES		09h41	5min	ARTIST PERFORMANCE - GABRIEL & THULANI DUET		09h49	5min	LETLOTLO ELLIOT NTS'0 aka Mo-Nitta	
09h56	5min	ARTIST PERFORMANCE - AUTOMATIC		09h46	20mins	TSHEPO; ABIOT; MAHLATSE - ARTIST MANAGEMENT & LABEL MARKETING		09h54	20min	LANCE STEHR: 35 YEARS OF SA MUSIC THEN; IN CRYPTO CURRENCY NOW	
10h01	10"	SPONSOR ADVERT / BRAND SA		10h06	5"			10h13	5min	ARTIST PERFORMANCE - MORUSU	
10h02	20min	BILLY DOMINGO (ZOOM) - THE BUSINESS OF FESTIVAL PROMOTION IN AFRICA: OPPORTUNITIES & CHALLENGES		10h07	5min	ARTIST INSERT: LUNGISANI TSHEZI		10h17			
10h22	5mins	ARTIST PERFORMANCE - DRC DANCERS Multi Dance Generation		10h07	1h10min	MUSIC CONFERENCE		10h18			
10h27	5"	MC ANNOUNCES B2B BREAKAWAY									
10h28	5min	ARTIST INSERT - DONALD KASSANDA									
10h28	20min	B2B: BREAKAWAY BLUE THEATRE									
	1h21min	MUSIC CONFERENCE - TOTAL DRC TIME 81 + 20									
10h45	1min	MC SEMAKALENG MOEKETSI intro ANGOLA	ANGOLA	10h20	1min	MC TSOTETSI MOLELEKI intro ESWATINI	ESWATINI	10h30	1min	MC Cyclone Intro NAMIBIA	NAMIBIA
10h46	4min	ANGOLA VIDEO INSERT		10h21	5min	ESWATINI VIDEO INSERT		10h31	5min	NAMIBIA VIDEO INSERT	
10h50	3min	FACTS & FIGURES		10h26	5min	FACTS & FIGURES		10h36	5min	FACTS & FIGURES	
10h53	5min	ARTIST PERFORMANCE, DenWade		10h31	5min	ARTIST PERFORMANCE - GURU (SNOW PREPARE FOR AN ARTISTS IN CASE HE IS A NO SHOW)		10h41	5min	ARTIST PERFORMANCE - PETER P	
		LERATO MATSOSO - CAPASSO - GUEST SPEAKER: MEMBERSHIP AND NOTIFICATIONS OF WORKS		10h36	20min	L. KUNENE ESWATINI AMBASSADOR		10h46	30min	DJ DO ME & DJ MBUSO - YOUTH DEVELOPMENT AND THE MAKING OF A BEAT	
10h58	30min	THANDO PHILISON - CAPASSO: MUSIC COPYRIGHT ADMINISTRATION IN SADC COUNTRIES:		10h56	10"	SPONSOR ADVERT		11h17	10"	SPONSOR ADVERT	
11h28	20min	ASANDAJACA: ELECTROMODE-MUSIC COPYRIGHT ADMIN		10h57	20min	EYOB ZEWIDI: ARTIST BRAND BUILDING ARCHITECTURE		11h08	5min	ARTIST INSERT: DEEKAYSON	
11h48	10"	SPONSOR ADVERT / BRAND SA		11h18	5min	ARTIST INSERT: DANCERS - 2198 CHRONICLES		11h12	20MIN	MR. CHRLES MABASO CHIEF DIRECTOR: CULTURAL DEELOPMENT, DSAC	
11h49	20min	EYOB ZEWIDI: ARTIST BRAND BUILDING ARCHITECTURE		11h19	5"			11h12		MR. SHANE MAJA: GAUTENG SPORTS ARTS AND CULTURE	
12h09	5"	MC ANNOUNCES B2B BREAKAWAY		11h20	5min	ARTIST PERFORMANCE - DenWade		11h27	5'	NEIL - CANADA	
12h10	5min	ARTIST INSERT - MAARLY		11h20	20min			11h28	5min	ARTIST PERFORMANCE - CUEBUR	
12h15	20min	B2B: BREAKAWAY BLUE THEATRE			1h06min						
	1h20min	MUSIC CONFERENCE									
12h30 - 13:00min	LUNCH		SOUTH AFRICA	11h30	1min	MC TSOTETSI MOLELEKI intro TANZANIA & MALAWI	TANZANIA & MALAWI	11h45	1min	MC THANDO SIBISI intro MOZAMBIQUE	MOZAMBIQUE
				11h31	6min	TANZANIA & MALAWI VIDEO INSERT		11h46	4min	MOZAMBIQUE VIDEO INSERT	
				11h37	5min	FACTS & FIGURES		11h50	3min	FACTS & FIGURES - SLIDE CHART (JONATHAN)	
				11h42	3min	VINCENT MOTAU: SOWETO THEATRE		11h53	5min	ARTIST PERFORMANCE - RAMS	
				11h45	5min	ARTIST PERFORMANCE - DARSE MAYNE		11h57	25min	RENETH TSHISIKULE EXPORT DEVELOPMENT, NURTURING NEW TALENT	
				11h50	20min	ADAM JUMA: CONVERGING FILM, MUSIC, VIDEO IN THE STREAMING ECONOMY		12h22	10"	SPONSOR ADVERT/ BRAND SA	
				12h11	10"	SPONSOR ADVERT		12h23	25min	JOHN HARRIS: (ZOOM) DEVELOPING SOUND MUSIC TRAINING MODEL IN S	
				12h12	15min	JONATHAN SHAW - SA SPEAKER - SADC FACTS & FIGURES		12h48	10"	SPONSOR ADVERT/ BRAND SA	
				12h28	5min	ARTIST PERFORMANCE - MASEDI ZA		12h49	5min	ARTIST PERFROMANCE - FRENZYOFFICIAL	
				12h33	5"						
				12h34	5min	ARTIST INSERT: DANCERS INFINITE De Entertainers					
				12h34	20min						
					1h	MUSIC CONFERENCE					



2022/2023

SOUTH AFRICAN MUSIC WEEK

3 Day SAMW 2022/23 Programme 16 -18 November

15h20	1min	MC SEMAKALENG MOEKETSI intro CANADA
15h21	5min	ARTIST PERFORMANCE - PAUL (QuAnthem)
15h26	25min	CNW VIDEO INSERT
15h51	5min	ARTIST PERFORMANCE: FROST
15h56	15min	COUNTRY REPRESENTATIVE: CANADA PANEL
16h10	10"	SPONSOR ADVERT
16h11	30min	CANADA PANEL DISCUSSION CONTINUES
16h41	5min	ARTIST PERFORMANCE: GABRIEL
16h46	5"	MC ANNOUNCES B2B BREAKAWAY
16h53	5min	ARTIST INSERT: IRISH X
16h53	20min	B2B BREAKAWAY BLUE THEATRE
1h31min		MUSIC CONFERENCE

CANADA

		13h00-14h160min	LUNCH
14h15	1min	MC TAZ AGINDA intro SEYCHELLES & MADAGASCAR	
14h16	8min	SEYCHELLES & MADAGASCAR VIDEO INSERT	
14h24	6min	FACTS & FIGURES	
14h30	5min	ARTIST PERFORMANCE - NKOSAZANA	
14h35	30min	KAMO MPHEDA - SA SPEAKER - WOMEN IN SHOWBIZ	
15h06	10"	SPONSOR ADVERT	
15h07	30min	JOHNNY MUTEBA: AFRICAN AGENDA ON MUSIC & ENTREPRENEURSHIP CHARLES ANYOMI - GHANA TSOTETSI MOLELEKI	
15h38	5"		
15h39	5min	ARTIST PERFORMANCE - KAYMOH	
15h44	20min		
	1h25min	MUSIC CONFERENCE	

SEYCHELLES &
MADAGASCAR

		13h30-14h160min	LUNCH
14h30	1min	MC THANDO intro ZIMBABWE	
14h31	4min	ZIMBABWE VIDEO INSERT	
14h35	3min	FACTS & FIGURES	
14h38	5min	ARTIST PERFORMANCE - MFANAWEMBUZI	
14h43	10"	SPONSOR ADVERT	
14h44	30min	MBODO MOVEMENT: MUSIC & FASHION MBODO MOVEMENT: FASHION SHOW	
14h44		ARTIST PERFORMANCE - DJ BLESS (to perform for the fashion show)	
15h15	5min	ARTIST INSERT: SYDNEY	
15h20	5min	ARTIST PERFORMANCE: DJ DE BRYAN	
15h30		SHOW ENDS!!!	
	50min	MUSIC CONFERENCE	

ZIMBABWE

		16h00-17h0820min	WAVE DAVE PERFORMANCE
16h01	1min	MC TAZ AGINDA intro ZAMBIA	
16h01	8min	ZAMBIA VIDEO INSERT	
16h09	6min	FACTS & FIGURES	
16h14	5min	ARTIST PERFORMANCE - RKTCHET	
16h18	10'	SPONSOR ADVERT	
16h19	20min	DR. SIPHO SITHOLE - SA - WHY CAN'T AFRICA HOLD HER OWN GROUND.	
16h39	5min	ARTIST PERFORMANCE - MUZARI	
16h43	20min	DR KHASU - INDIGENOUS MUSIC AND HOW IT CAN HELP THE YOUTH TO BE MORE DIVERSE & CULTURALLY INVOLVED IN PRODUCING CONTACT ALIGNED WITH IT	
17h03	5"		
17h03	5min	ARTIST INSERT: ZhuriX	
17h08	20min		
	1h10min	MUSIC CONFERENCE	

ZAMBIA

		AWARDS CEREMONY

PANELISTS, ARTISTS & DIPLOMATS



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

Matlatsi Mafatshe, actor & artist with Tazz Nginda, actor



MC Semakeleng with Tshepo Mlambo, Electromode



Thando Philson



Jonathan Shaw, music industry Author & MC



MC Semakeleng with Lerato Matsoso & Thando Philson, Capasso



Julz Ossom, Canada



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.

MUSIC IN 4IR
ANNUAL CONFERENCE WEEK

Join the conversation & interact virtually with influential South African & Canadian music industry leaders and be empowered.

PANALISTS INCLUDE

NEILL DIXON

OLUWATOMISIN (TOMI) SANNI

BRUCE BRADLEY

RICHARD MILLS

RUDY BLAIR

JULZ OSSOM

SOUTH AFRICAN MUSIC WEEK
16-18 NOVEMBER 2022

Soweto Theatre 10th Anniversary

sport, arts & culture | REPUBLIC OF SOUTH AFRICA | GAUTENG PROVINCE | South Africa | Department of Sport, Arts and Culture | Department of Cultural Affairs and Sport | Department of Sport and Recreation

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 Symsyk**(FACTOR), **Margaret McGuffin** (Music Publishers Canada), and **Marina Adam**(Ontario Music Office at Ontario Creates).



SHOWCASING ARTISTS



SA MUSIC PERFORMANCES

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

GCOBANli



Thlongi



Automatic



Bongani Zanazo



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



MASTER KG



LORRAINE KLASSEN



YVONNE CHAKA CHAKA



JIMMY DLUDLU



MAKHADZI



TROMPIES



TROMPIES



JONATHAN BUTLER



BLACK COFFEE



JNOMCEBO

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, Nomcebo and Lorraine Klaasen. for their contribution to the local arts industry and for being global ambassadors.

AWARDS & HONOURS



Sunday Independent newsclip



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

Jonathan Butler



Trompies' Eugene Mthethwa



Bongani Zanazo accepts **Makhadzi** award absent touring in Australia



Jimmy Dludlu daughter accepts award on his behalf



DJ Black Coffee accepting Legend award



Trompies Eugene Mthethwa prep for award



Yvonne Chaka Chaka accepts her award

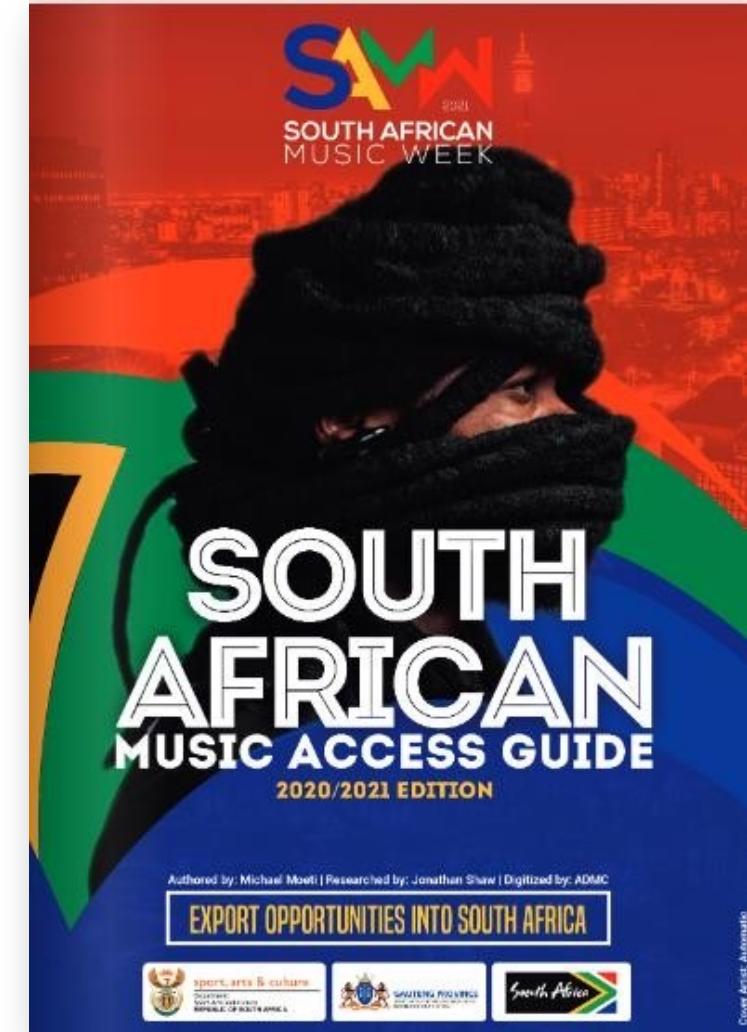


SADC MARKET ACCESS EXPORT GUIDE

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!



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.

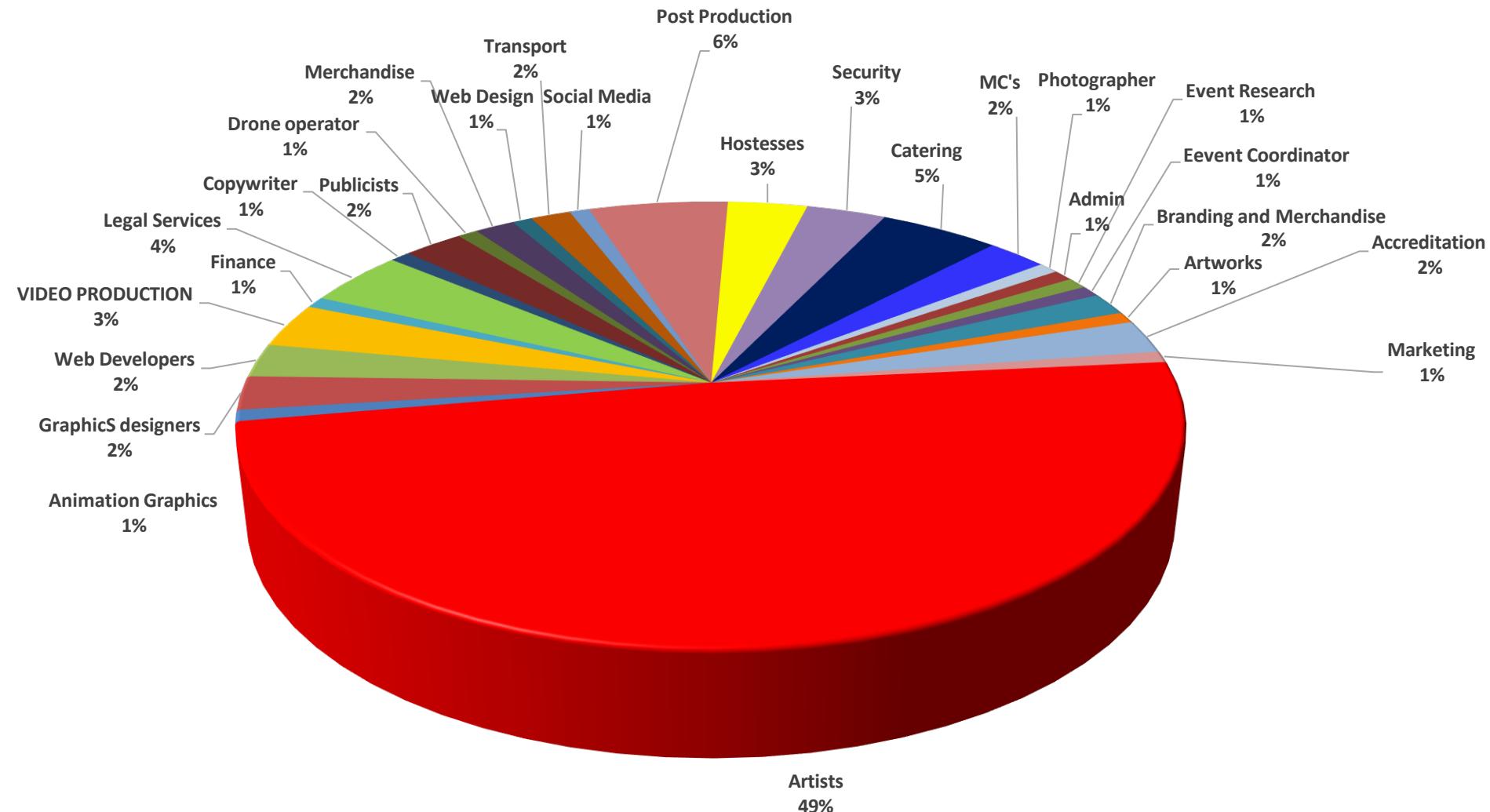
About Ableton

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.

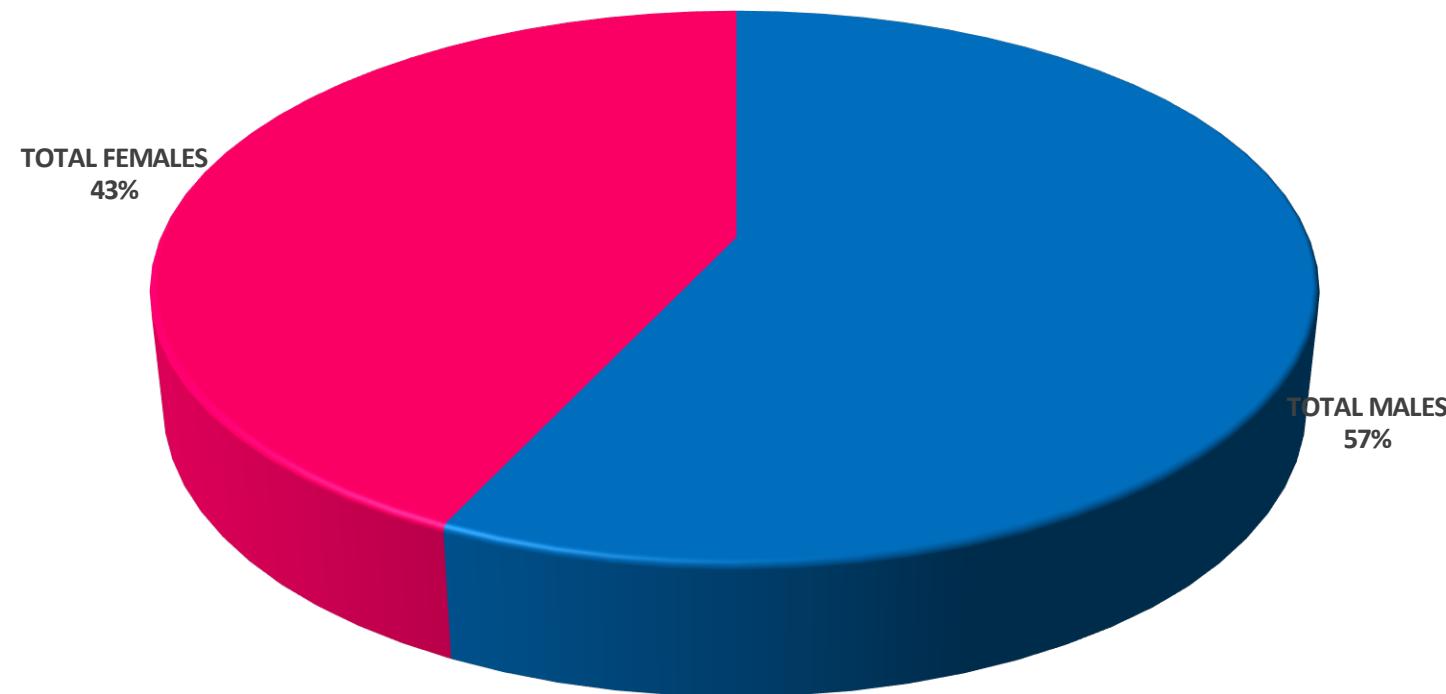
In Soulcandi's cutting edge Ableton course, the student learns how to compose, produce, arrange, sequence, edit, record and perform music live with Ableton. Every aspect of the science of music making is unearthed with lessons on music theory, sound production and world class arrangement and post production 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!



JOB CREATION (123)



JOB CREATION-GENDER

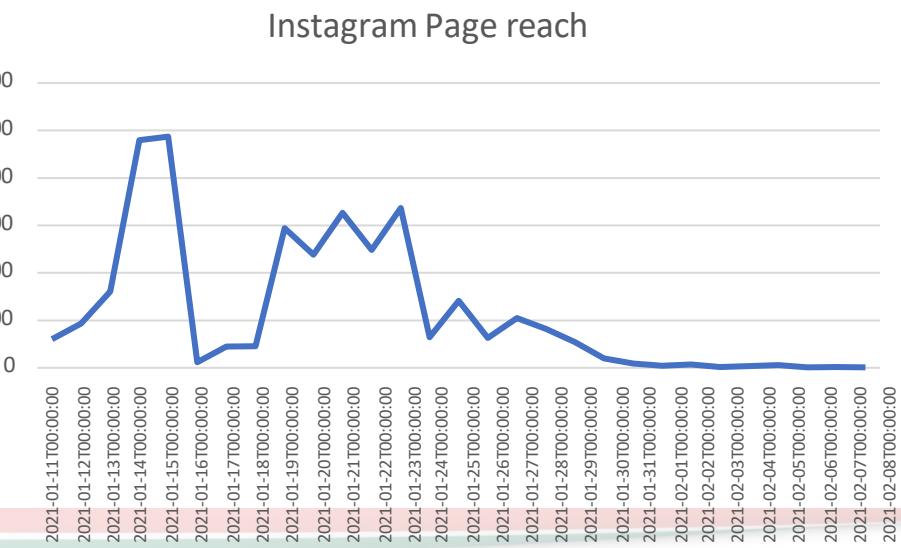
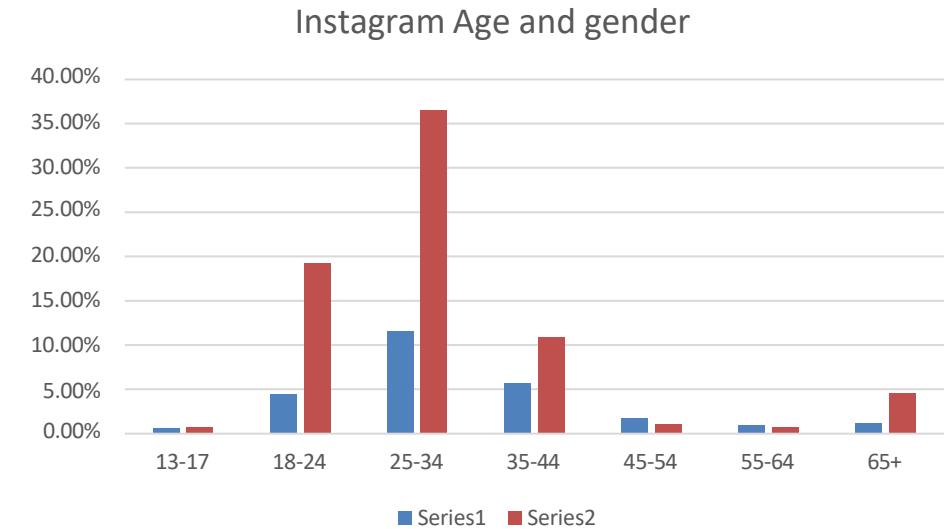
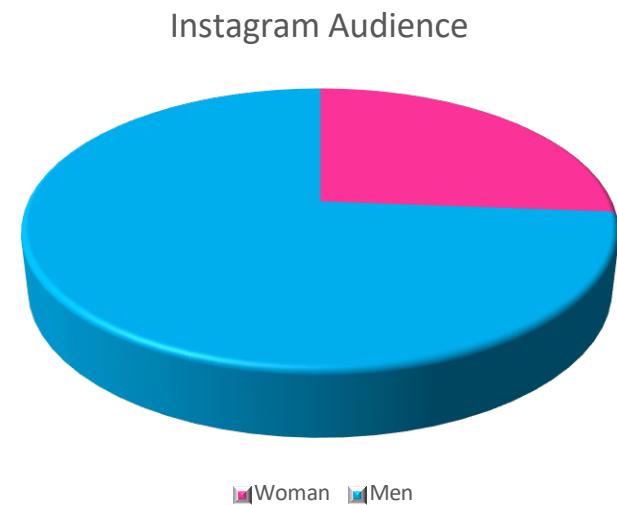


SOCIAL MEDIA- INSTAGRAM



811
Followers

22,284
Page Reach





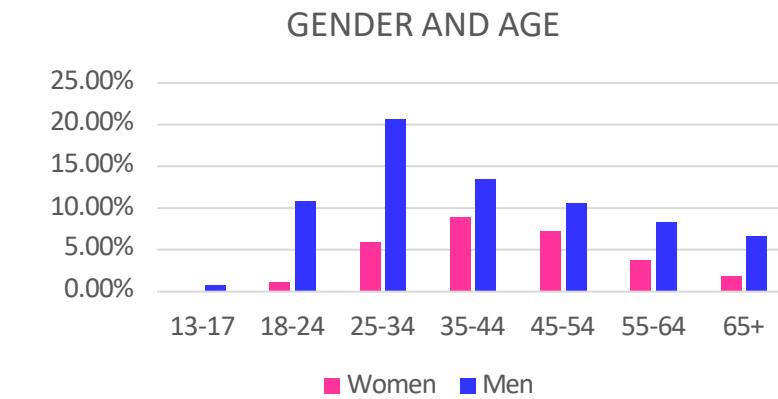
859
 Followers

85,173
 Page Reach

SOCIAL MEDIA- FACEBOOK

Facebook- Gender

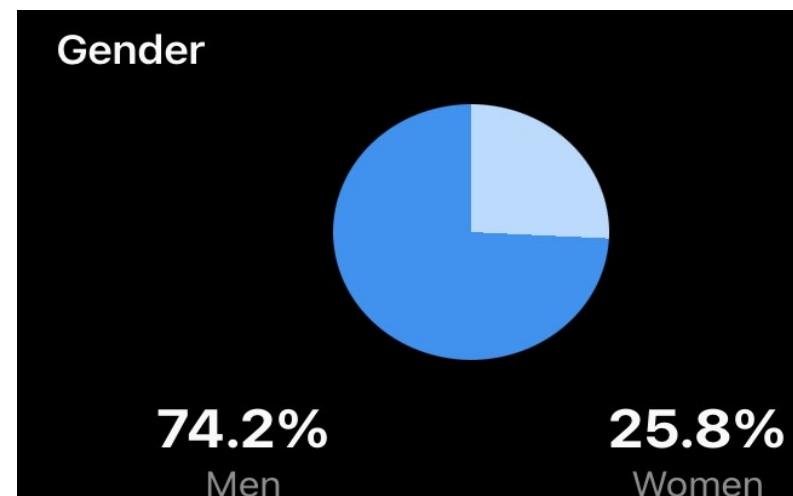
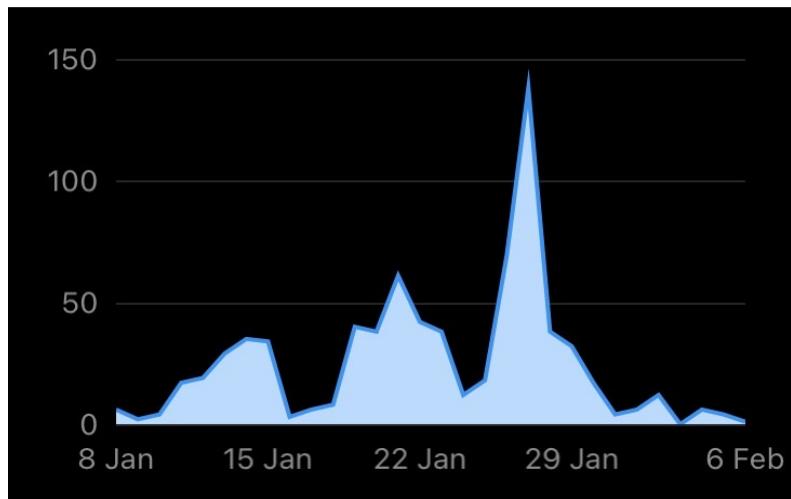
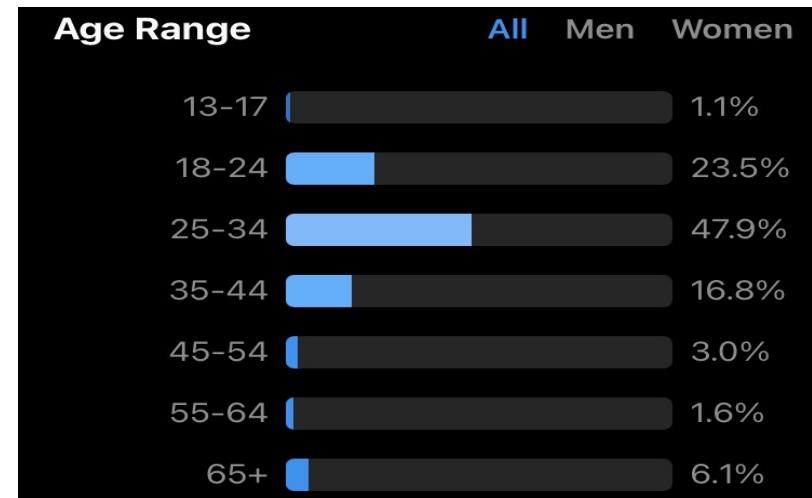
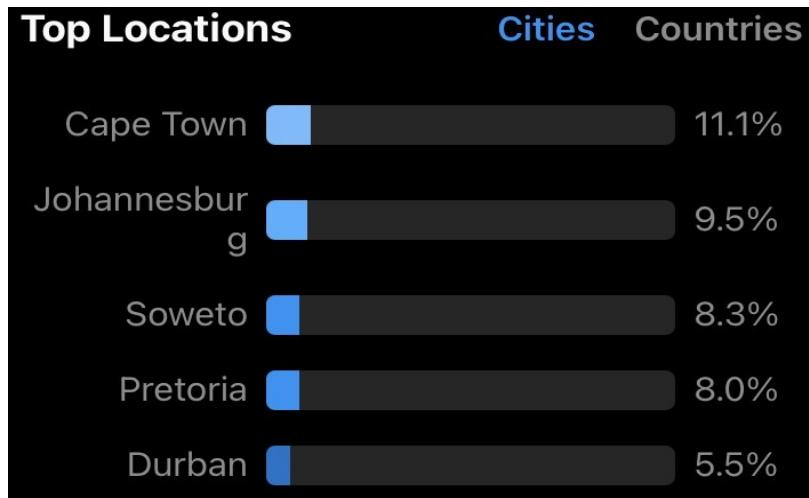
■ Woman ■ Men



Facebook Page Reach

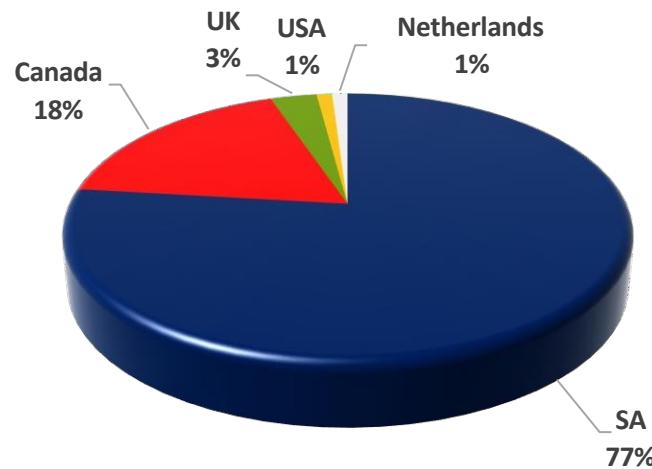


SOCIAL MEDIA AUDIENCE

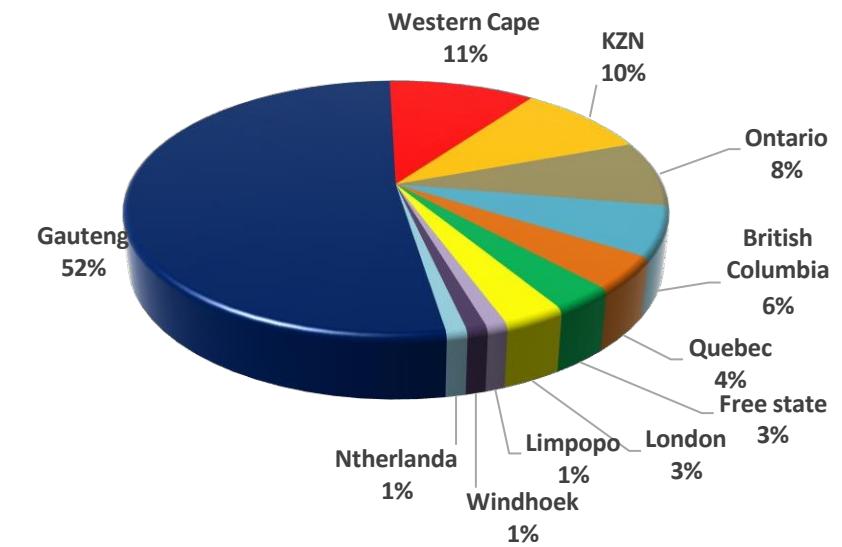


ONLINE AUDIENCE

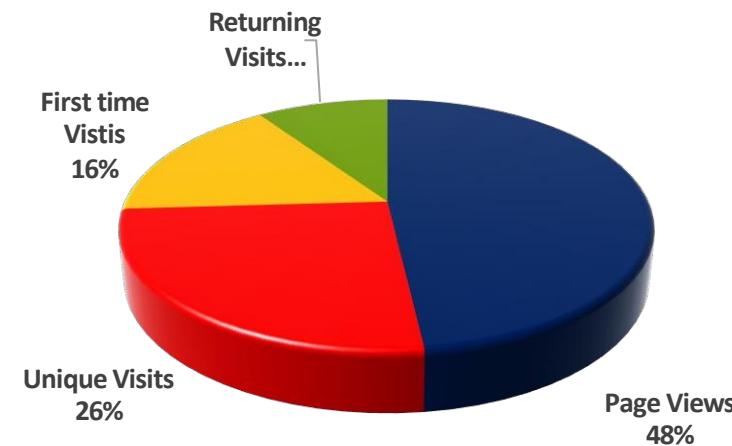
Country of origin



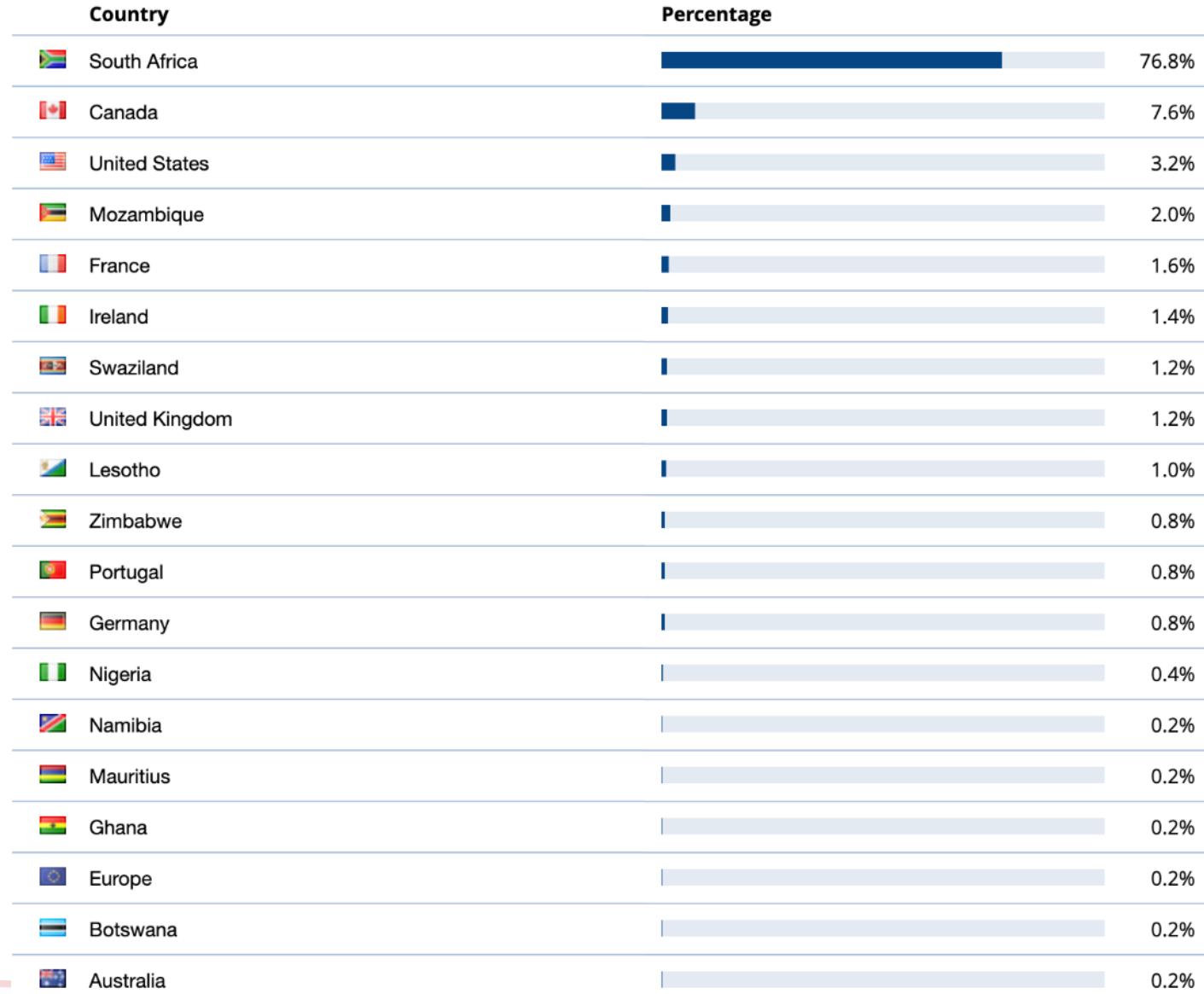
Regional



Website Traffic



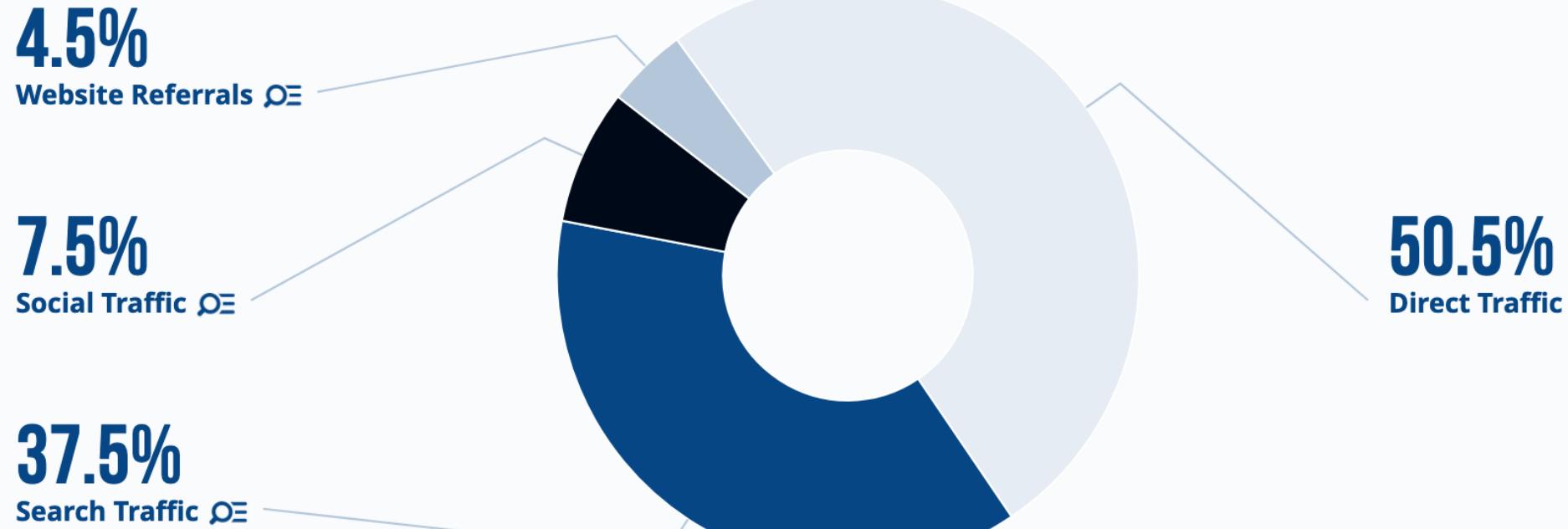
Live Stream Audience: Top Countries



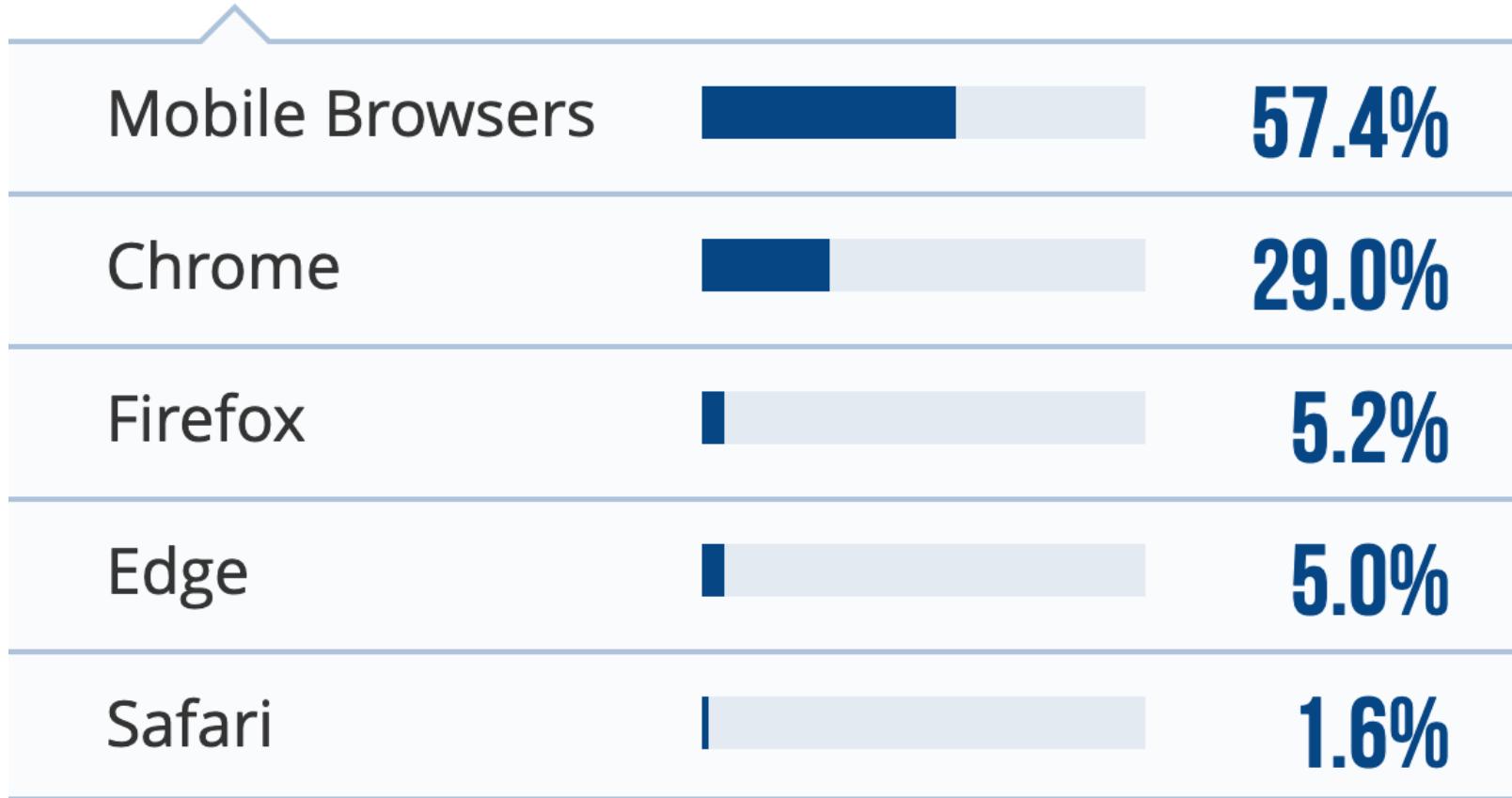
Live Stream Audience: Top Cities

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

Live Stream Audience: Traffic Sources



Live Stream Audience: Operating Systems



IN SUMMARY

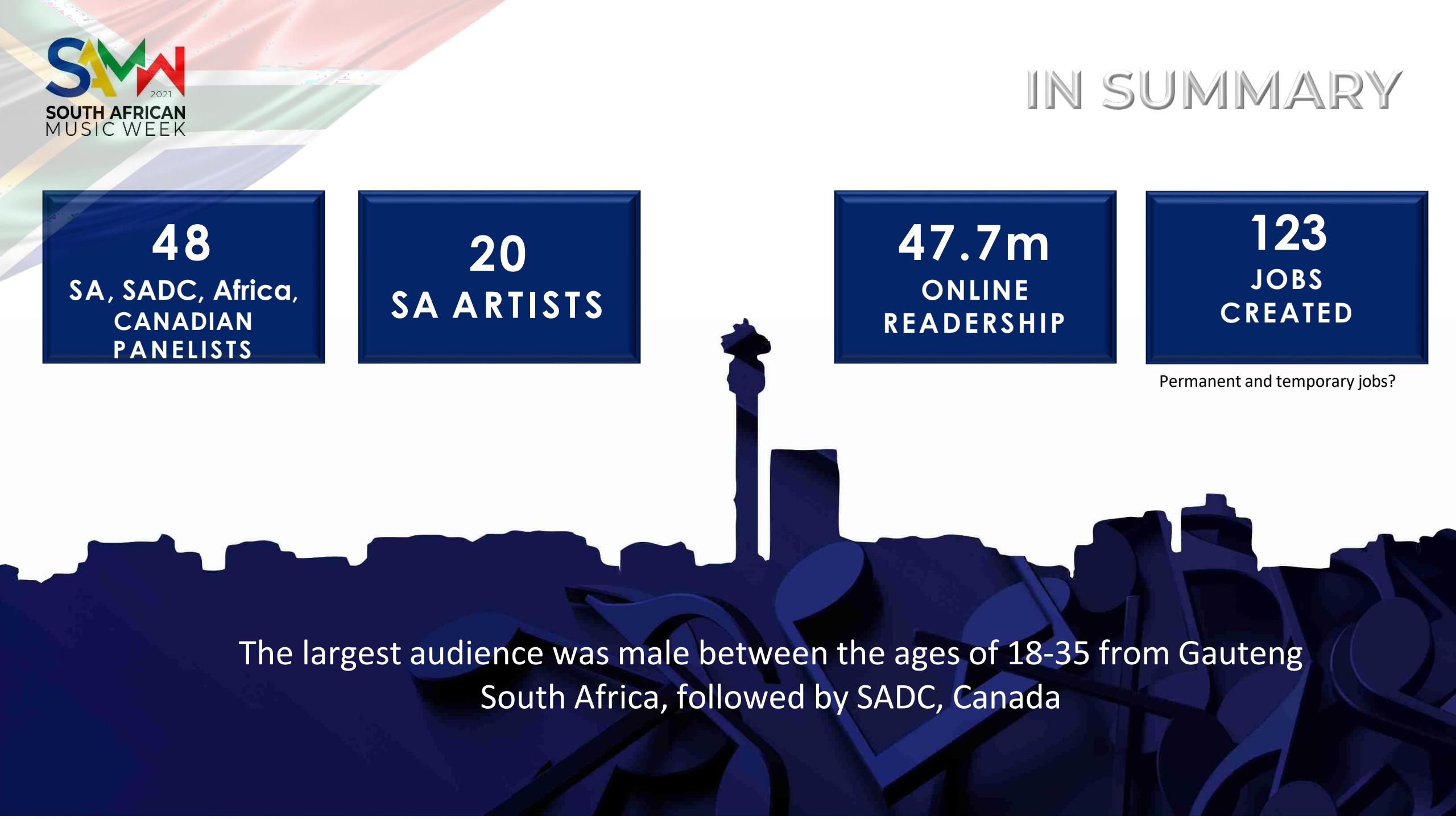
48
SA, SADC, Africa,
CANADIAN
PANELISTS

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

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.

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

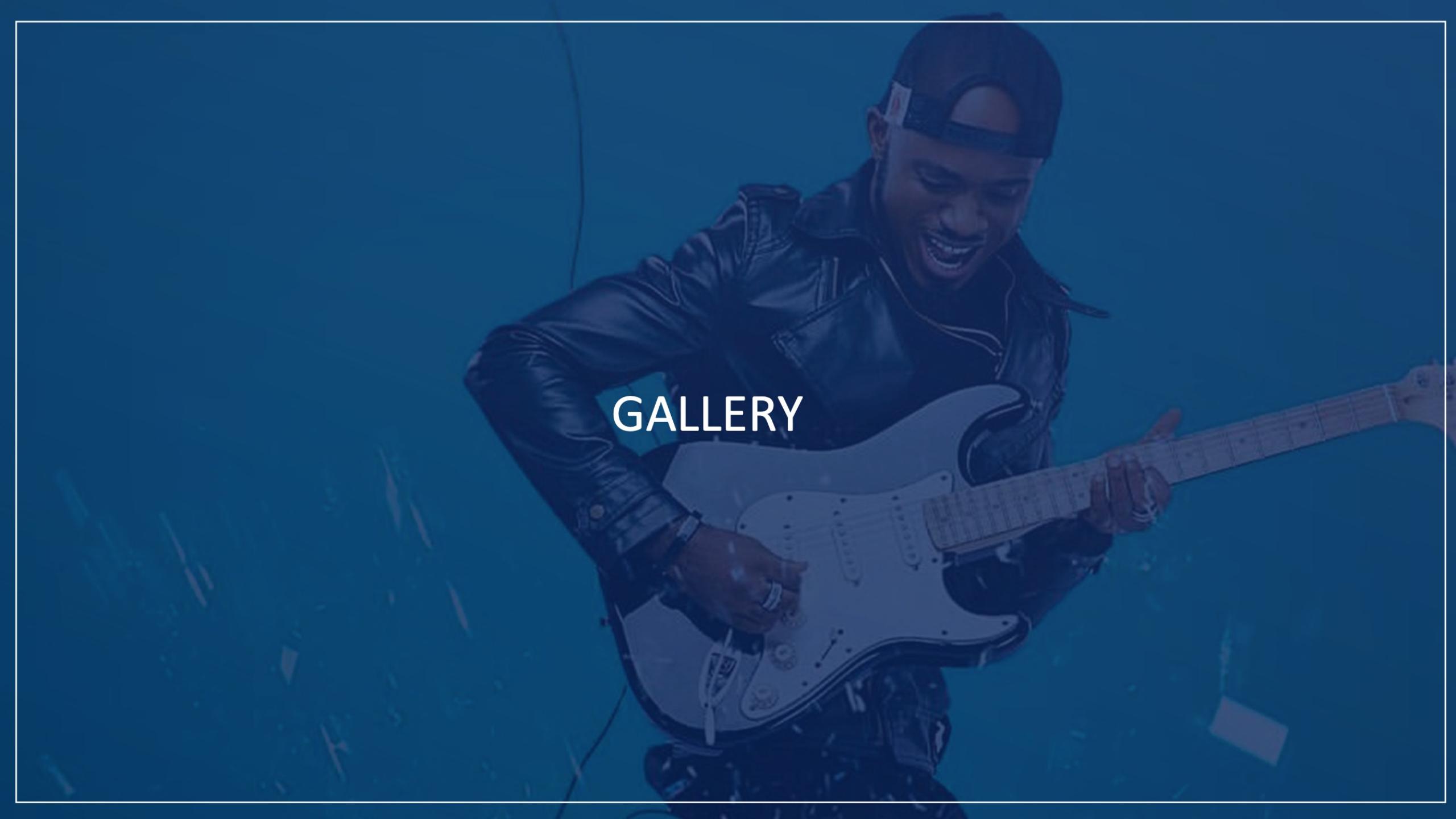


MARKETING COLLATERAL



MARKETING SUPPORT SYSTEM





GALLERY

SAMW 2022 GALLERY



SAMW 2022 GALLERY



SAMW 2022 GALLERY



SA MUSIC WEEK FOUNDATION AT WORK



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 , CANADA & OUR FRIENDS IN AFRICA AND AROUND THE WORLD



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA



MUSIC
IN THE 4IR