

Hello!

To whom it may concern, I believe we have a chance to give our views on the % of local music being played on local radio stations.

I feel very strongly that legislating more local music to be played on radio stations here can have a very big impact on South African Art and Culture, and I believe the trickle down effect can be very positive.

As a musician of 15 years and a strong supporter of local music, I have been consumed by the music business in this country. As such, I have discovered that play listing on local radio stations is almost always the biggest catalyst to local music acts becoming professionals.

Summary

In summary, I believe very strongly that legislating the increase in share of local music to be played on local radio stations is not only patriotic and Proudly South African, but it is virtually costless, has an marginal cost that tends to be negligible but has very strong, scalable positive impact on the local economy, support services, national identity and is a very credible income opportunity for future generations.

I believe that at least 75% of our music on radio stations and any public channels should be local!

Quality of Music

It is my very strong belief that our local music can hold its own vs international music. Song writing, production and composing are all world class, and I do not believe that international music is necessarily better - although this is of course a subjective statement.

Performance Fees

It has been my experience that play listing that leads to strong performance on the radio charts can easily improve bands performance fees by 1000%, catapulting hobby artists into professional musicians. The exposure currently is given to international artists who in no way benefit from this locally (unless they come tour here) and it is a very big loss of potential income for the local economy. Entertainment is very subjective but demand for live music grows very directly from Radio stations repeating music and giving credibility to their value.

Royalties

In addition, royalties for music play listing currently flow out of the country if the play listed music is international. That means currently up to 70% of the revenue generated to music creators/owners that is being generated in South Africa doesn't actually stay here!

This is a very strong opportunity to internalise income into the local industry, making it possible to create another income stream for local musicians. The impact might not be immediately substantial, but it also serves as a long term incentive to create music for annuity income streams.

Auxillary services ancillary

As with every industry, there are a plethora of supporting services associated with the end product. In the music industry these include (but not limited to) recording studios, instrument sales, performance venues, sound and lighting rental, security, ticketing services, transport and logistics companies, event organisers, producers, mastering engineers, radio staff, education institutions both for music and music production, food and beverage industry, publishing, Public relations manager, social media managers, advertising revenue, music distribution, legal counsel, videography and many many more.

The knock on effect of supporting the end product being placed in the public domain is costless (as the cost is external to South Africans), the marginal cost of radio play is virtually negligible.

Therefore, this is an extremely powerful initiative to create value for the local economy, create opportunities for the arts to grow and equally importantly, for the entire supplementary industry to prosper.

Education

I believe that education and professionalization of the industry is excellent, though it doesn't reach nearly enough aspiring entertainers, song writers and service providers. By supporting the radio play of music and therefore underpinning an industry that can grow quickly and substantially, it also helps to support the education of all the aspects of the industry when it becomes a viable career choice.

Union

To my knowledge, there is no official community of willing participants that represents artists and performers as a whole. Many believe that one of the strongest challenges that exists is the segregated nature of entrepreneurs who look to make a living out of their skill that is music and entertainment - which in turn means a consistent undercutting across the board. There are minimum wage agreements for many working positions across the country, but there is no regulation around the form of live entertainment that can be enforced.

I look forward to seeing the result of this process, please feel free to contact me.

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