



# YouTube executive to speak at Music Exchange

Music Exchange is to be held at the Market Hall, GrandWest Casino and Entertainment World, Cape Town from 25 to 26 September, 2015, and will feature key local and internationally successful players in both the film and music business personalities, all keen to share and help grow South Africa's rich and diverse talent pool with relevant thought leadership and direction.



Diverse subjects, covering every aspect of the African and global entertainment economy, will be unpacked and shared by the very best in their respective disciplines. From the importance of arts and culture, insights into international trends, working in Africa, marketing, and more.

In a major coup for the conference Teju Ajani, responsible for YouTube content partnerships in sub-Saharan Africa, will be speaking. She is charged with influencing the content-creator ecosystem across the continent. Prior to this, she was Google's Business Development manager in Nigeria, focussed on developing Google's footprint there. At Google she had garnered an extensive background in the enterprise software space, with various roles in different companies, such as Oracle, VMware and BEA systems. Since joining Google she has developed expertise in digital media, content strategy and connecting the dots in the digital ecosystem. She is the current lead for Women@Google for sub-Saharan Africa.

Pino di Benedetto, formerly EMI's Marketing Director, will also be speaking along with the CEO of Ent Bank, Vuyo Tofile, who will discuss finance for the entertainment space.

## More than 30 speakers

With over 30 speakers, every aspect of the business will be covered, including a Capasso talk by Warrick Percy, talking through what money is being collected, who is collecting it, and how to get your hands on it. MEX15 will take delegates through an iTunes account, as an example in the digital world. Also Paul Bothner music will have an expo in conjunction with Roland.

Nick Matzukis will discuss The New Copyright Amendment Bill - What Will It Change For The Music Industry If It Is Passed. There's also plenty of time to ask questions and engage all the speakers.

Red Bull Studios will be doing an on-site workshop on the Saturday, 26, which will cover the EDM space too.

The conference will deliver an intensive and inclusive two-day programme intended to have delegates leave with the requisite tools to help shape and positively influence their future commercial success. Not only within their local reality, but also with every session geared towards taking their talent and expertise to the world, #MEX15 is all about positive change.

Limited tickets are available from [Computicket](http://Computicket) or the door at R150 for both days, or to attend one-day only tickets cost R1 each.

[musicexchange.co.za](http://musicexchange.co.za)

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