

# Local music gets World Cup boost, OTC ticket sales open

An agreement to feature more local artists at the Official Kick-off Concert for the 2010 FIFA World Cup and an announcement that the SABC will play only South African and African music on its 15 Public Broadcasting Service (PBS) division's radio stations means visitors and fans will experience SA sound more fully during the World Cup. Over the counter ticket sales opened today, Thursday, 15 April 2010, so pop down to join the crowds and buy your tickets and sing along through the games.



## Meeting hammers out agreement

[The Ministry of Arts and Culture](#), the [Creative Workers Union of South Africa](#) (CWUSA) and the [2010 FIFA World Cup Organising Committee South Africa](#) (OC) met again on Tuesday 12 April to discuss the inclusion of more local artists in the line-up for the concert at Soweto's Orlando Stadium on 10 June 2010.

The following agreements were reached:

- The South African Music Promoters Association (SAMPa) would work together with the Los Angeles-based Control Room Company that is staging the concert to satisfy BEE concerns. SAMPa would have a line of communication with Control Room.
- More artists would be included in the June 10th Concert line-up so that it should be more representative and reflect gender and demographic concerns. No names will be publicly announced until contracts are signed with the artists.
- There would be further engagement on the arts and culture components at fan parks and public viewing areas to make this a truly African arts and culture experience. A meeting with the 2010 Host Cities will be held to consolidate this engagement.

CWUSA president Mabutho Sithole said, "A very constructive meeting was held and the Ministry must be commended for heeding the call of the local industry on this matter. We have taken one small step but we are hopeful that this dialogue will

continue so that we optimise opportunities for our sector. In light of the agreements reached at this meeting, the union calls off its intended march on the 15th April 2010."

## **SABC goes local**

From the beginning of May, the 15 radio stations will play 85% local South African music, while 15% will be dedicated to music from around the African continent.

"We have taken this decision to play only African music during this period, in order to further promote our home-grown music and music from our African counterparts. We will have a variety of foreign guests on our soil during the build-up and through the course of the World Cup and it is important that they are exposed to our culture musically and otherwise," said SABC GCEO Solly Mokoetle.

"By having the split in the music of mostly South African and African continental music, the public broadcaster wants to show that this event is not only for South Africans, but it is for all Africans to enjoy and celebrate."

The three commercial radio stations will continue playing a mix of local and international music.

## **Still time to get your tickets**

The over-the-counter sales in the fifth and final ticketing sales phase of the 2010 FIFA World Cup opens today at 9am with 500 000 tickets available. Three hundred category three tickets will now be made available to the public for the final at Soccer City on 11 July, so football fans will be able to purchase tickets for all 64 matches. Upon payment at the ticketing centre, fans will be issued with the match ticket immediately.

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