

Moshito 2011 to feature more than 30 sessions

The annual Moshito Music Conference and Exhibition, featuring more than 30 sessions of panel discussions, information sessions and workshops, will take place from 31 August to 2 September, 2011, at the Sci Bono Discovery Centre, Newtown, Johannesburg.



Specialists from South Africa, Africa, the US, Spain, Canada, Indonesia, Colombia and several other countries will be taking part in the three-day programme.

One of the main areas of discussion will centre on digital music, with two sessions taking place on 31 August that are essential for anyone creating, using or working with digital music.

Understanding The Digital Music Ecosystem

The first, at 2pm, is "Understanding The Digital Music Ecosystem" featuring panellist Marc Herson who is currently digital media executive at Softbank Capital. Based in Cape Town, Herson was formerly senior vice-president, strategy and new ventures at (then) Sony BMG, overseeing strategy, M&A and consumer research, with a focus on developing new mobile and digital businesses. Joining Herson in the discussion are Antos Stella of Content Connect, Xolani Zulu of SAMRO, Steven Ambrose, MD of World Wide Worx Strategy, Nomsa Ntuli, Vodacom content manager: music, and Thabiet Allie, Vodacom commercial portfolio manager: media.

The Future Of Digital Music In Africa

At 3.15pm there is a panel discussion on "The Future Of Digital Music In Africa".

The heavyweight panel for this topic includes Ben Herson, the founder and director of Nomadic Wax - a global hip hop record label and production company dedicated to recording, documenting and presenting hip hop and underground music from around the world. He is joined by Gustav Praekelt, founder and CEO of Johannesburg-based Praekelt Consulting (a leader in developing mobile solutions for commercial clients) as well as a locally based representative of the Independent Online Distribution Alliance (IODA), a US-based industry-leading digital music distribution company.

Other topics on Day One include a session entitled "Mzansi's Golden Economy - The DAC, The DTI And The Music Industry Strategy'. Under this topic, Professor Chats DeVroop will deliver a paper entitled "Music As Culture Versus Music As Creative Industries". Discussions like "Women And Leadership In The Music Industry" and "The Growth Of A Viable Pan-African Festival Circuit" are also scheduled.

Day Two

Day Two's programme features what promises to be one of the most heated debates of Moshito 2011 - an examination of "Local Broadcast Content And Compliance With The UN Convention On Cultural Diversity" by a panel that includes Christa Rautenbach (Northwest University), and Anel du Plessis (Northwest University).

The experience of other emerging markets is set to play a significant role in Moshito 2011 - particularly a session on Day Two that examines Colombia's Cultural Policy and the possibilities of cultural exchange between South Africa and Columbia. This session includes Raul Esteban Sanchez Niño of the Colombian embassy in South Africa, Richard Blair (Sidestepper), and journalist Salyam Fayad.

Day Three

Day Three swings the focus from the challenges and issues facing the music industry to a series of presentations that ensure that newcomers to the industry, or those needing to brush up on their knowledge and skills, have a one-stop shop to go to. Topics on 2 September range from "How To Improve Digital Revenue Streams", to the youth-orientated "Technology For DJs - Beyond Vinyl And Loops"; "Publishing 101"; "Why Musicians Need Managers"; "Making Money Composing Music" (featuring a presentation by award-winning composer, Phillip Miller), and "Touring North America" (with input from Daniel Brooks of the Toronto-based International Tour and Tech Academy as well as SXSW hip hop and world music programmer, Matt Sonzala).

Adding impact will be a host of live music events, including the now annual Africa Unites concert, presented in association with Arts Alive 2011. This year, Africa Unites takes place on 2 September and features a line-up of world-class African artists, including Nigerian singer-songwriter Asa, Kenyan musician Eric Wainaina and South Africa's etho-ragga and soul songstress Nkulee Dube.

Once again, Moshito 2011 includes an exhibition element that will have leading entertainment, educational, governmental, and related entities exhibiting their services and goods to the public.

For a full programme and registration details, go to www.moshito.co.za.

For more, visit: <https://www.bizcommunity.com>