
Copyright Amendment Bill and Performers Protection Bill

Thulani Goodwill Mbatha
7 March 2023 – 18:00



AMAMBATHA
CRAFTING AFRIKAN BRANDS



BACKGROUND

Disclaimer: All case studies are my real projects that were plagiarised and I.P stolen. Individual names and company names, brand names and images are for presentation purposes only. This is for the Parliamentary teams to conduct their own study and investigation in order to educate and help solve the socio-economic problem that artists, creators, innovators and performers are facing on a daily

BACKGROUND

MUSIC:

It has been 24 years since I released my first R&B and AfroBeats album which was released by EMI/CCP records, sponsored by Cadbury Jam Alley Chocolate bar, and produced by Red Pepper Production for SABC 1.

MARKETING:

I have since launched my marketing, media and advertising career from being a brand development manager at SABMiller, Marketing Channel Manager for Moet Hennessy, Brand Channel Manager at Barloworld Plascon, Marketing Manager for Betway Sports, Deputy Director for PanSALB an Agency of the Department of Sports, Arts and Culture.

ADVERTISING

2013 I started consulting for digital and global advertising agencies as Digital Client Service Director for BASE2/VMLY&R, Technical Business Unit Director-DIGITAS, Business Director at PUBLICIS GROUPE. Created CSI a projects and conceptualised, founded and launched the Lebo Mathosa Foundation in honour of my late friend and colleague from EMI/CCP records with his own resources and family finances. Also my Father who passed in October.

LAW

After all my I.P, Trade Mark, copyright was stolen I started consulting with the U.J law school and the Professor of I.P at WITS University .That is when I founded the Creative Legal Clinic (pty) ltd trading as Goodwill King Advertising

I.P Tribunal instead of Copyright Tribunal



ADVERTISING BUDGETS CONTROL I.P IN BROADCASTING, MUSIC INDUSTRY AND ENTERTAINMENT

IP theft –
Music is Media Content and Culture.

IP theft can refer to someone stealing patents, copyrights, trademarks, or **trade secrets**.

This includes names, logos, symbols, inventions, client lists, and more. Intellectual property theft cases are exceptionally common and require smart intellectual property management software in order to be avoided.

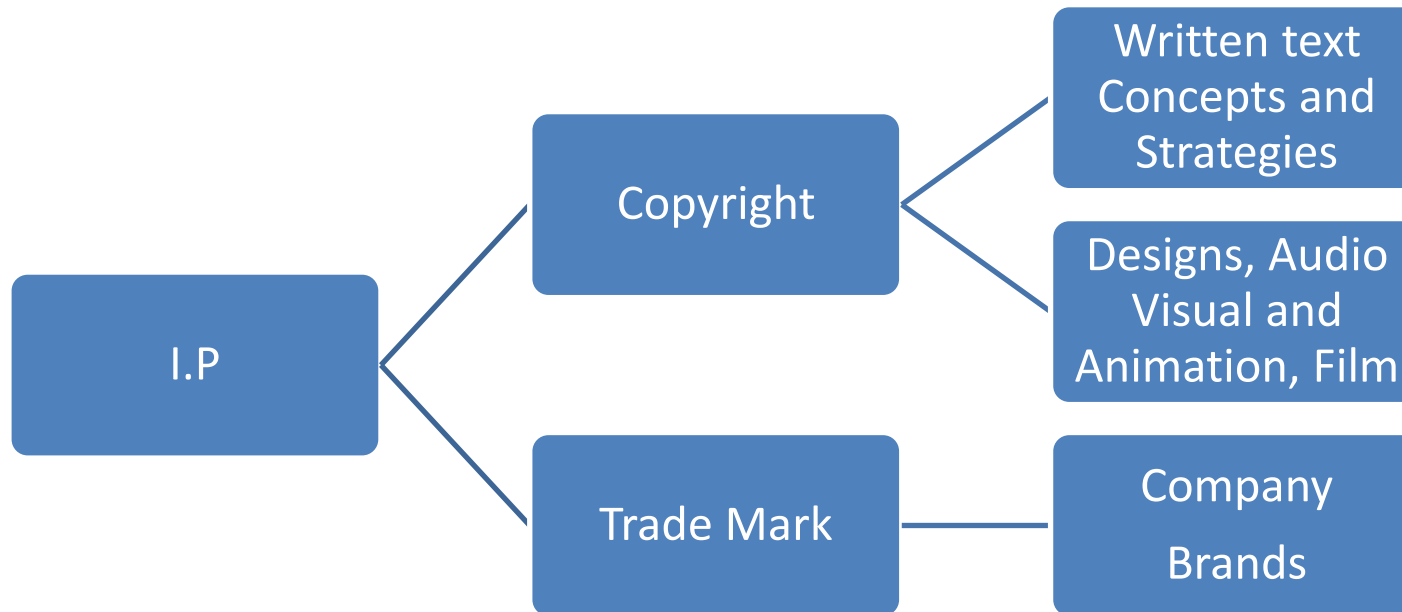
United States Reference

Is Advertising fully protected?

To support that claim, the Court cited political communications involving political contributions and expenditures.

It was concluded that commercial speech, even a communication such as advertising, which merely suggests a business transaction, is protected by the First Amendment.

Private Sector/Public Sector managers ask for our pitch ideas, concepts and strategies & disappear

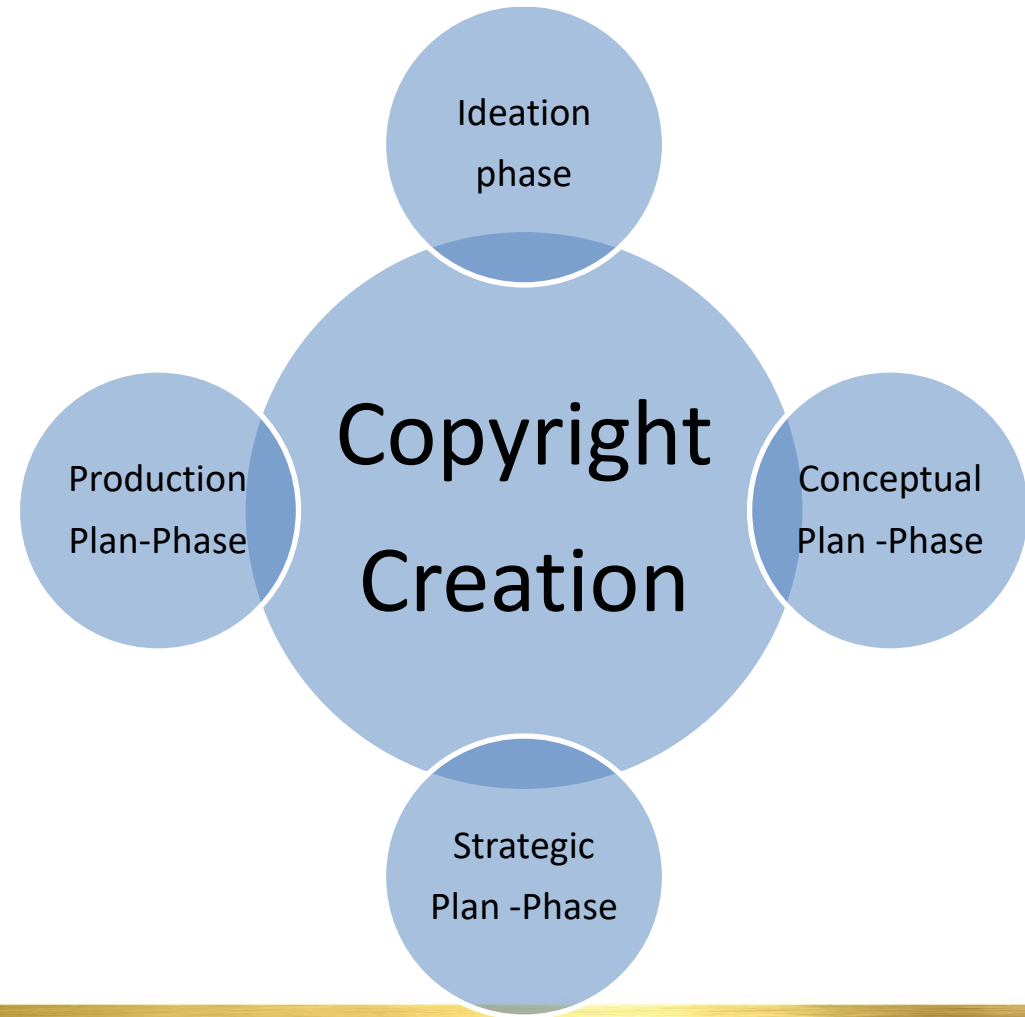


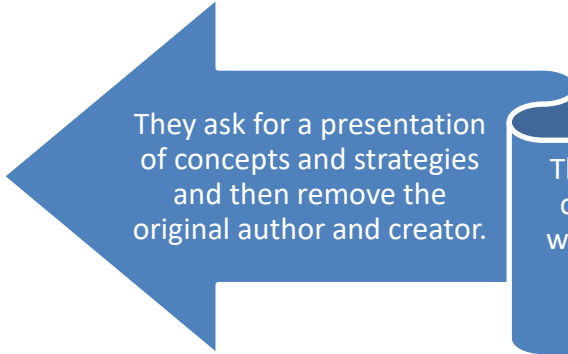
Pre-Agreement-Compensation

Due to Plagiarism and I.P infringement between client and agency/creator or producer and author/artist, Agreements are deliberately never finalised but yet concepts that form the copyright will be published and broadcasted through third parties replacing the original authors and agencies or independent strategists, creators, artists or performers.

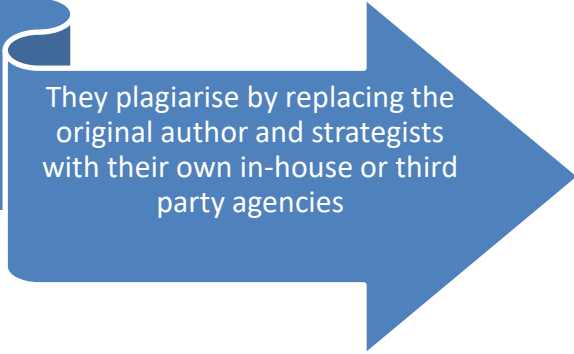
Can Artists, creative, Innovators and performers please have a regulated legal framework with standardised procedures that are legally binding, enforced by government and are compulsory for the multinational clients to adhere to and also for the following culprits:

- Audio-visual companies
- Public Relations Firms
- Multinational Advertising agencies
- Global Digital Marketing studios and
- Producers and DJ's.
- Publishers and Production houses





They ask for a presentation of concepts and strategies and then remove the original author and creator.

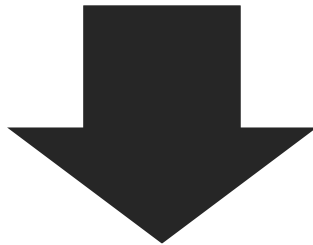


They plagiarise by replacing the original author and strategists with their own in-house or third party agencies



After this pitch process has taken place .

The plagiarise and replace the original authors, creators and performers with their preferred artists and creative practitioners.



They then immediately send communication to the original authors about not having an agreement and therefore they will not be credited for royalties nor will they be paid for the own creation and labour hours.



BRANDED CONTENT MARKETING

How Publishing and Production companies, Advertising Agencies and Public Relations Companies psychologically abuse and take over the lives of Artists, Creators, Innovators and Performers as intellectual and creative slaves.

INTELLECTUAL DISHONESTY - MOONLIGHTING - CONFLICT OF INTEREST

IP

Private Sector and Public Sector Managers are moonlighting and getting profit shares from the agencies appointed through company tenders.

©

Private Sector and Public Sector managers have direct interest in the work being plagiarised.

That is how our I.P and copyright is being stolen and thus robbing independent artists, strategists, creators, innovators and performers of their earnings

TM

Private Sector and Public Sector managers are never audited and subjected to the same scrutiny as independent entrepreneurs, artists, strategists, creators, innovators and performers.

They plagiarise, infringe on our I.P and replace us with their agencies, artists and performers who did not innovate and pitch the idea.

Branded Entertainment Marketing in the FMCG Sector:

Apart from being a song writer, singer, composer and producer of music art forms. I am also a marketer with over 13 years within the media and advertising industry. I have served South Africa's biggest brewing company with my creativity.

Due to the above mentioned intellectual property rights issues being violated I am now questioning the registration of my work which I produced for the global beer brand alongside award winning artists Khuli Chana, Pitch Black Afro, Ismael, Morafe and the Ghetto Ruff record company which became a winning campaign in the advertising industry and the song became number one on the YFM charts.

Again no one knows where the song publishing details are and who the holder of the IP rights in this situation is, since it was an inter-agency collaboration and I paid R30,000 for the recording.

I made multiple phone calls but no one is saying anything about the I.P rights and royalties for the campaign song.



GOODWILL KING

ADVERTISING

In 2009, a multinational wine and spirits company based in Stellenbosch and Sandton sent me a creative brief to develop a communication strategy to bring their brand positioning to life within the Afrikan consumer groups.

After 8 months of working on the campaign from research, insights, strategy and concept development to execution in trade around the 10th Metro FM Music awards, the campaign became a winner, which resulted in Zakes Bantwini launching his very first album and winning his very first music award.

I was the first digital agency and Through the line agency for the brand. Created their first mobi-site/app platform and social media pages.

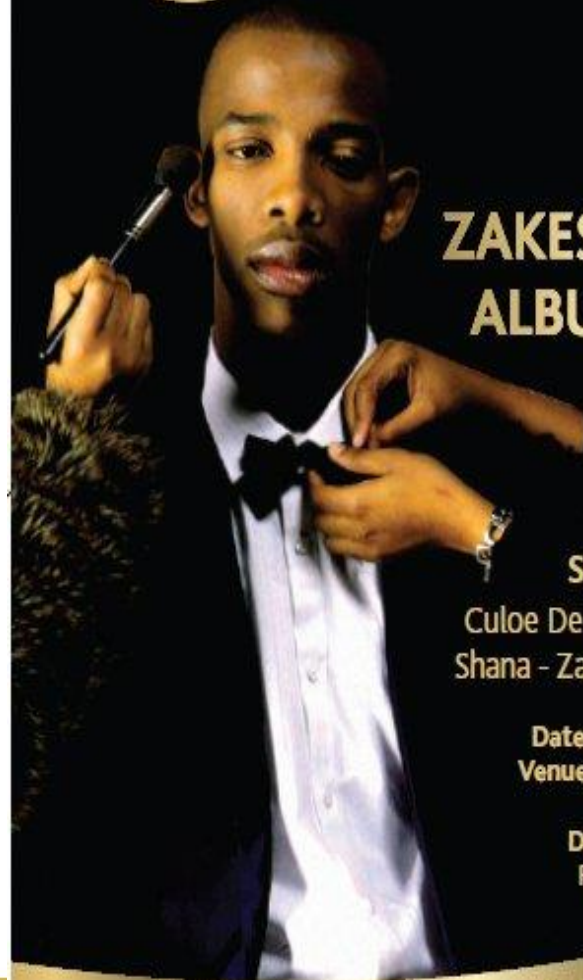
However, immediately after that successful case study the senior managers took all the branding collateral; refused to pay for the brand campaign and illegally transferred my I.P rights to a non – Afrikan agency to roll out all my I.P, Copyright and TradeMark with the News Café group, nationally.

I lost R900,000 of my savings and pension. They did not pay me for my intellectual property nor compensate me for my operating costs, copyright usage and project management scope screeep.

Then the campaign gets plagiarised by the same record label and implemented through a competing brandy campaign.



the soul of mixing



ZAKES BANTWINI ALBUM LAUNCH

Supported by

Culoe De Song - Tumelo - Bucie
Shana - Zano - China - Phila (LIVE)

Date: 18 November 2010
Venue: The Bank - Rosebank
Time: 9pm
Dress: Sophiatown
R100 at the door

For MetroFM Music Awards, vote best male album Zakes Bantwini to 34764

www.kwv10.mobi or Follow KWV10 on



A Multinational beer company which needed assistance with translating trade adverts for township taverns has refused to pay me for the work which was done with South African artists MXO, Stoan from Bongo Muffin and Poet Julius Makweru. I have followed up multiple times and I am now told that the 3 years has lapsed and therefore I cannot fight the issue in court.

The same beer company sent me a creative brief to execute the first Mpumalanga Comes Alive campaign in 2010 but after rolling it out they suggested making use of a non- Afrikan agency who partnered with one of the Mabala Noise directors till this day the the invoices have not been settled even thou the Mpumalanga Comes Alive campaign continues every year.

I.P

- NDA ignored
- Verbal agreement
- Idea and Concept shared on email
- Private email, mobile comms,
- personal engagement

COPYRIGHT

Project plagiarised
I.P infringement

Project implemented via third party

ROYALTIES

Refuse to pay labour and creative

Refusal to credit and pay royalties





ORGANISED I.P THEFT

How my business I.P, conceptual plans and strategic business models were plagiarised

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AMAMBATHA CRAFTING AFRIKAN BRANDS

10 YEARS OF LEBO MATHOSA

WK OF THE 4TH

ON AIR PROMOS BEGIN

WK OF THE 18TH

2ND SET OF
TICKET GIVE AWAYS
RADIO DANCE HALL QUEENS

28TH JULY

HARD ROCK CAFE
MEDIA PASSES
TWITTER

WK OF THE 11TH

1ST SET OF
TICKET GIVE AWAYS

WK OF THE 25TH

FINAL TICKET GIVE AWAYS
INTERVIEWS
ON AIR PROMOS END

We collaborate with local and global brands that invest in Afrikan communities with research and insights , creative strategy development and the implementation of 360 brand communication plans that truly engage consumers with an authentic Afrikan voice .

Our creative process includes

- Research
- Strategy
- Conceptualisation
- Implementation
- Evaluation

We also have also developed the Graduate Ambassador Programme as a platform to keep women as well as youth engaged and empowered.

*2016 – Launch campaign with Voice of Wits

Stage 1 of G.A.P

Temporary volunteer positions with accreditation by client and the employer.

There is no guarantee on income and frequency of work. However, there will be an evaluation criteria and accreditation at the end of the project by the client and the employer.

Who is eligible for Internship programme?

1st year up to 3rd year students

Male and female

18 – 24 years of age

What jobs will I be doing as a GAP intern?

Promotions assistants

Events co-ordinating

Field staff support

Data capturing

STEP 2 of G.A.P

Who is eligible for GAP?

New Graduates with no work experience, unemployed graduates

Or retrenched youth.

Male and Female

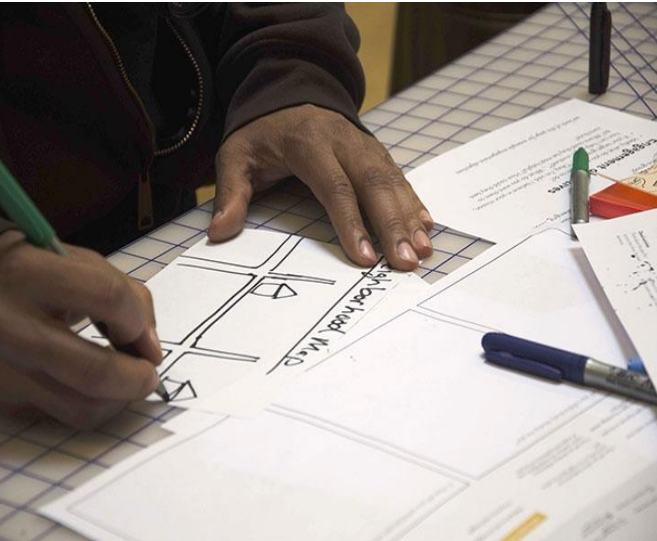
21 – 35 years of Age

What do I do as a GAP member?

1. Brand ambassador for the brand portfolio
2. Informal competitor brand tracking and pricing
3. informal field research survey
4. Research data capturing, analysis and recommendations

THE IDEATION, STRATEGY, CONCEPT AND DEVELOPMENT OF THE FOUNDATION

- We plan to build the Centre of Creativity in Daveyton. A township creative incubator to empower Afrikan creativity thus playing our part in contributing towards diversity and transformation in the media and advertising industry focusing on music, film, graphic as well as industrial design and digital arts.
- We have adopted and secured a R380, 000 house in the Ekurhuleni township of Daveyton –ext 3 which we hope to transform into this centre of creativity to house artistic, media freelancers and creative entrepreneurs.
- The centre of creativity is to be called - The Lebo Mathosa Foundation and house the Lebo Mathosa Academy



City Press

LEBO®



WHEN: 15MAY2016

WHY: KEEPING KIDS WARM THIS WINTER

HOW: MUSIC SHOWCASE BY THE LEBOMATHOSA FOUNDATION AND THE AFRICANRHYTHM

WHO: SHOWBIZAFRIKA



MATHOSA FOUNDATION



How the Lebo Mathosa Foundation was stolen and the DTI funded my stole idea, concept and strategy

- Plagiarising the idea, concept and strategy by registering the NGO name at CIPC behind my back. This was after months of refusing to sign my NDA. They then used all my Trade Secrets submitted in written form and printed emails as proof.
- Done without an agreement from me as original author, innovator, creator and without my knowledge and written consent.
- The youth that Solly Mathosa asked me to mentor told me that “HE” first used and made to reserve the name first. Then they took over the I.P and appointed themselves as 3 directors by removing the kid and then called his son Teboho Mathosa the founder. Then they sent me an email to invite me to – “meet the board”. The kid first called me and I went to Sowetan to tell the story, then they offered the kid a position in the Foundation.

I.P

TradeMark

- Maphalle Maponya started duplicating my first draft design for logo & trade mark by recreating it.
- Invited me to a meeting to show me what he has done with my stolen brand
- I complained about IP INFRINGEMENT – he said “The company and the brand is mine because - **I paid for it**”
- Then they started lying to the late Robby Malinga and media by saying I was just their runner and SHOWBIZAFRIKA was just launching it for them on a **PRO BONO** basis.

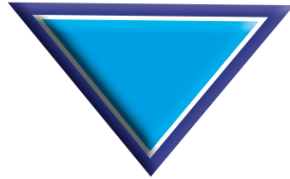
copyright

- They then duplicated all my written strategic plans and business models
- Went to DTI and NFVF for funding the **LEBO MATHOSA STORY** documentary which was broadcasted on BET during 2020 Covid lockdown.
- 23 October 2021- at the AmaPiano Music Awards - I told the SABC marketing manager and he promised to help solve the situation but all he did was commission the work to be aired on SABC 1 to boost his corporate career and then he stopped talking to me and my family.

Launching the Lebo Mathosa Foundation



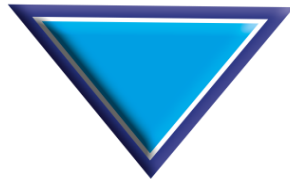
MATHOSA FAMILY



MONEOA



AFRIKAN RHYTHM PRODUCTIONS



BET★



the soul of mixing

10 ARTISTS DEEJAYS

#10YEARSOFLBOMATHOSA

COME AND EXPERIENCE THE BEST OF EKURHULENI WITH LIVE MUSIC, MOTIVATIONAL TALKS, CREATIVE INDUSTRY GUEST SPEAKERS, STAND UP COMEDIANS, GOOD FOOD AND A NEW TEQUILA WITH AN AFRIKAN TWIST.

ARTISTS:

LIRA, KHANYI MBAU, LETOYA MAKHENE, MBALI NKOSI, BONGI DUBE. NASTY C, ZAKWE, PRO, ZOLA 7

DATE: 29 October 2016
VENUE: Venue: Sinaba Stadium
TIME: 6:30pm - 7pm
DRESS: 90's Kids
RSVP: soulofmixing@gmail.com

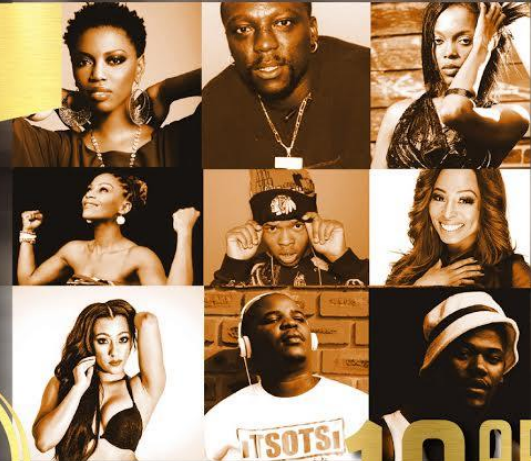


FOLLOW SOULOFMIXING ON SOCIAL MEDIA TO WIN VIP TICKETS

Not for sale to persons under the age of 18.



BET★



the soul of mixing

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MAPIANO MUSIC CONFERENCE

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SkandiBeats @SkandiBeats · 27 Nov 21
 @VetkukvsMahoota @OskidoI Believe
 @Thembiseete_ Happy Birthday
 @KabzaDeSmall_ @KabzaDE_SmallZ @
 @DeMthudaSA & @SIR_TRILLSA let's hope
 your management team responds&we
 finalise 25 March 2022 @ThulaniMbathaSA
 @MoetHennessy @NelsonMandelaSq

**ENTER THE
 LeboMathosaLegacy
 CHALLENGE**
AND STAND A CHANCE TO WIN
 A LUXURY WEEKEND AWAY AT THE MAPIANO MUSIC CONFERENCE

Follow the music @LeboMathosa15
 #Vote4BoomShaka #LiveYourMonate
 #CognacPiano | #TikTok

www.thulanimbatha.co.za

POWERED BY



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POWERED BY

GOODWILL KING
 ADVERTISING

 **showbizafrika**
 CONTENT MARKETING SOLUTIONS



FIRST ANNUAL AMAPIANO MUSIC CONFERENCE

Details Coming Soon

WWW.SAAMAPIANOAWARDS.COM



official_saapa



official_saapa As much as the Amapiano industry has grown, and created so many stars, there are still so many talented youths who are sitting at home wishing to also enter the industry and grow, but don't know where to begin or who to go to for assistance. The First Annual Amapiano Music Conference by SAAPA is a conference for the youth and anyone who aspires to get into the industry to educate attendees on how to start and where to go to get their careers off the ground so that this industry can open up to many others and also create our next generation of Amapiano stars. Please keep an eye on our page as we will be releasing details as well as information on how to register to attend the conference. #AmapianoToTheWorld

Edited · 47 w



blaqnick And we are still waiting for the award for the most viral song. We've been sending emails ❤️😭

43 w Reply



phodii_dj 😞

47 w Reply



piecesafrika Cool ..

47 w Reply



679 likes

MARCH 22, 2022



Add a comment...

Post

2021 – I.P THEFT CASE STUDY OF AMAPIANO MUSIC AWARDS – *NOT MY WORK*

[The saga of the two amapiano awards shows | City Press \(news24.com\)](#)

“I want to categorically state that there will not be two awards. The only awards that will be staged will be ours, which is the authorised Amapiano Awards. The rebranded and unauthorised SA Amapiano Awards will not be staged, to the extent that if they do not by consent, remove and withdraw the awards, we will be approaching the court on an urgent basis not only to interdict those awards but for their removal in completion.”

[First ever SA Amapiano Awards marred by legal battle \(iol.co.za\)](#)

The upcoming event has been marred by allegations from the NPO, Amapiano Awards, that DJ Qness Ndlovu stole the concept for the awards from them. Lawyer Kevin Smith of Gani Mayet Attorneys, acting on behalf of Amapiano Awards, issued Saapa organisers, Amapiano governing body and nominees, with cease and desist letters this week.

In the letter to the organisers, seen by The Star, Smith claimed that his client, Famida Omar, registered the awards concept and the company in October 2019.

“It is with great sadness that it has come to our client’s attention that its concept for the Amapiano Awards has been replicated and rebranded to the ‘South African Amapiano Awards’ without its consent and authorisation,” the lawyer wrote.

Smith further claimed that Ndlovu was a member of Amapiano Awards’ planning committee as a public relations manager, and accused the DJ of abandoning his duties to start the Saapa.

In the letter, Amapiano Awards demanded that Saapa cease and desist from moving forward with the awards, and delete all social media and media posts, and pages which feature any mention of the South African Amapiano Awards.



HipHop vs AmaPiano

Marketing Brand Activation Strategy for the Music Awards presented to the same Marketing Manager

DEVELOPED A BRAND ENGAGEMENT STRATEGY FOR SABC 1 THROUGH THE ACTIVATION PILLAR OF MUSIC

23 Oct '21

- Proposed a consolidation of the LeboMathosa tribute campaign through SABC 1
- Proposed a brand strategy that uses the MaPiano Music Conference with Department of Arts and Culture employee

Dec 2021

- Followed up with multiple requests and presentations to consolidate the brand ideas into one campaign.
- Suggested a Brand campaign using local hiphop and mapiano as a roadshow towards the upcoming music awards which took place in Johannesburg
- The SABC1 team loved the strategy and asked for a meeting and a follow up in January 2022.

Dec 2022

- The Local Hip Hop and AmaPiano strategy was implemented through in house marketing teams
- Third party agencies were used to roll it out in trade and as an author and strategist was excluded
- The campaign contributed to their digital marketing R.O.I with 1 Billion impressions. I was not paid.



ENTER THE #LEBOMATHOSA LEGACY CHALLENGE AND STAND TO WIN TICKETS TO THE MADIBUSENG FASHION WEEK MUSIC SESSIONS FROM BRAAM SQUARE TO MELROSE COHIBAR

DATE	ACTIVATION	VENUE
1 Dec	Red Bottoms and Cocktails with Shera The DJ	@HardRockCafe Nelson Mandela Square, Sandton
2 Dec	CARDIAC Music EP Launch	@VynilRecordBar 130 Loveday Marshalltown.
3 Dec	SABC 1 X AMAPIANO MUSIC	@MelroseCohiBar Melrose Arch
4 Dec	WIZKID Celebration Party Shera the DJ	@HardRockCafe Nelson Mandela Square, Sandton
5 Dec	Bikers&BrunchOnSundays	@HardRockCafe Menlyn Square, Pretoria - DJLesG
6 Dec	Local Hip Hop vs AmaPiano	@KitchenersClaveryBar BraamSquare


  
www.thulonimbatha.co.za

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1

Cocktail parties Local hip hop vs AmaPiano	Cocktail parties Maskandi vs Afro Beats	Cocktail parties Kwaito vs 90'S R&B
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LIVE MIXOLOGISTS
uFAZINATOR | ZAMANISI | CYLVIA STALLIONE | CARDIAC
TSHEGO RATHEBE | SxS | NINE2FIVE | KRAYE | TICKTACK MUZICK |
ELIJAH SAGE | SUI | 3L NINO | WONDA YANDA CAPXCITY | MASHISA |
SERATI | CAROLINA | TWINKLE
DIANA | JCRE8 | DONBLU | ENGLIBETH | YDC. MARV
BILLY MELIODAS | MYLESIEBOO

  
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ENTER THE MADIBUSENG #SOULOFMIXING CHALLENGE & WIN EXCLUSIVE VIP INVITES TO THE MAPIANO MUSIC CONFERENCE

THE CONVOY IS WAITING SO #KEEPWALKING #NGOLAYINI #ASAMBECHOMA FOLLOW - SHARE - STREAM @SKANDIBEATS

1

DATE	ACTIVATION	VENUE
10 Dec	UPCOMING MUSIC AWARDS MEDIA LAUNCH	@KitchenersCalveryBar Braam Square
11 Dec	MABONENG MUSIC FESTIVAL	@AfroBru - Maboneng
12 Dec	Bikers&BrunchOnSundays	@SocialHangOut Bryanston
13 Dec	LeboMathosaLegacy Challenge Mapiano Music Conference -	@KitchenersCalveryBar Braam Square
15 Dec	Launch Party	Private party Secret location

  
www.thulonimbatha.co.za



#FreeYourLanguage

The same SABC manager used the same approach to plagiarise my work in 2013

A HERITAGE CAMPAIGN THAT I HAVE DEVELOPED FOR PANSALB



SABC1 Celebrates Heritage Month - Themba Nofemele



1,107 views Sep 24, 2013

As part of 2013 heritage month celebration, SABC1 embarked on a campaign [#freeyourlanguage](#).

Themba Nofemele from So You Think You Can Dances shares with us Izithakazelo zabo Nofemele

Free your Language and Free your Heritage – is a call to action campaign to encourage South African Youth to recognise that multilingualism is a catalyst for a better democratic change and languages used in the homes of South African citizens are a valuable resource for social cohesion and economic success of the rainbow nation. The 'free your language' campaign can assist in activating SABC 1 to emphasise our position of being rooted in South Africa, proudly South African Broadcaster.

The Copyright Act, 1978,

1. protects written texts,
2. including advertising copy,
3. as literary works and drawings,
4. photographs and
5. artwork in general as artistic works,
subject to certain conditions being met.

The brand manager only called me to ask if he can use my campaign called the #FreeYourLanguage Strategy for SABC awards and I agreed via phone call.

However, I never heard from him again about the awards. No contracts between me, SABC and PanSALB. Then I saw my work being posted as the work of the Broadcaster.

A HERITAGE CAMPAIGN THAT I HAVE DEVELOPED FOR PANSALB THAT WAS LEVERAGED BY SABC 1

I developed the strategy but the brand manager took it over as his own project and branded it as an SABC 1 campaign.

This was done through using my documents as a debrief to the audio visual agency. I was never credited for my strategy and project

The entire creative and communication process that the marketing department carries out and that brings added value to the client or even to the company, comes under the influence of intellectual property rights. This type of influence **has a concrete effect on the protection of intangible assets.**



SABC1 Celebrates 2013 Heritage Month



SABC1 - Mzansi Fo Sho
829K subscribers

Subscribe

👍 1



➦ Share

⌵ Save



604 views Sep 18, 2013

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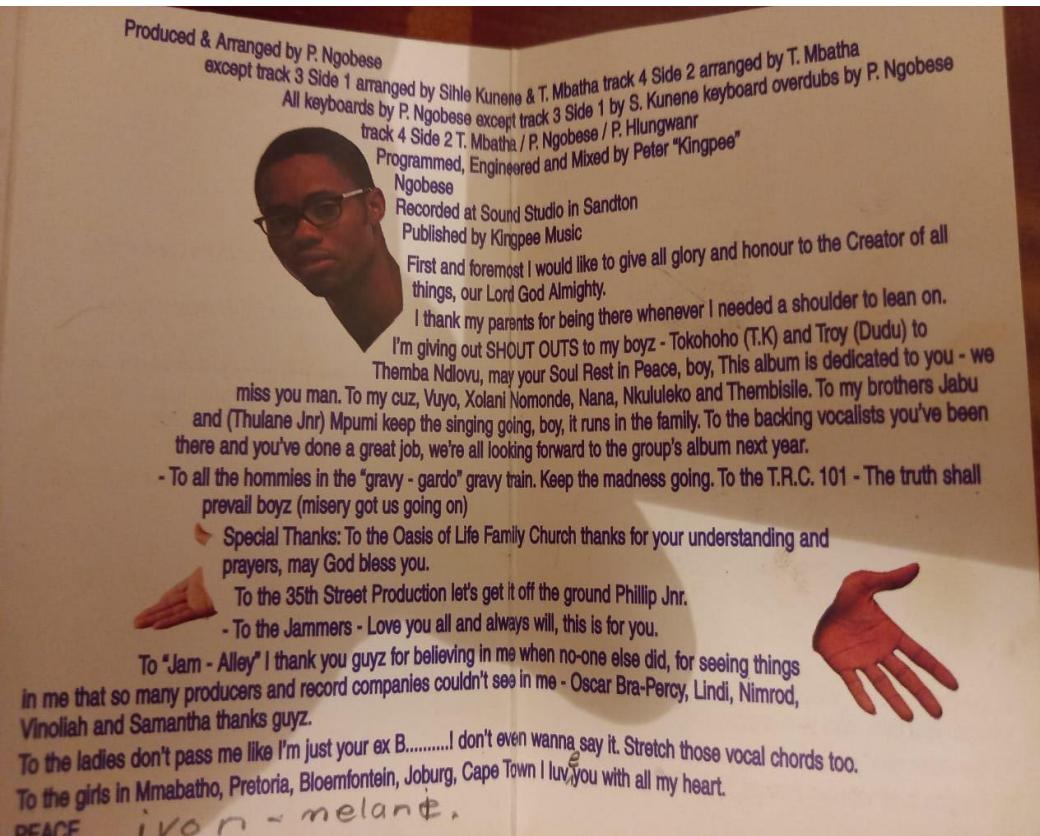
MUSIC MEDIA

Branded entertainment campaigns and the disempowering of artists&creative practitioners

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MUSIC COPYRIGHT AND SOUND RECORDING



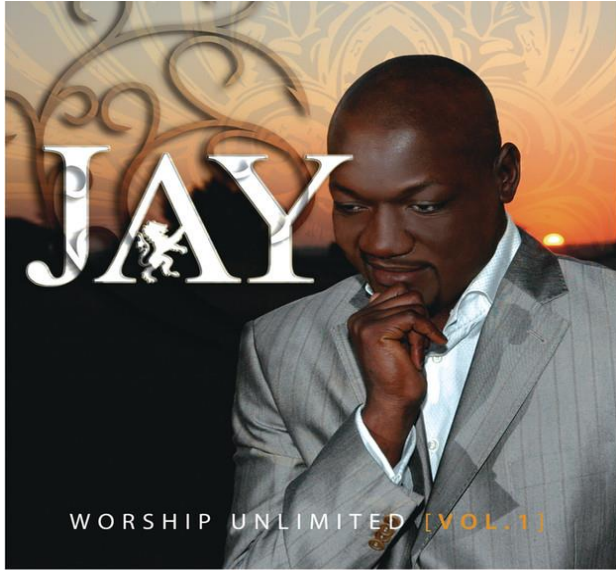


I wrote and composed all songs and then when we arrived at the studios the in-house producers recreated my songs with different sounds and claimed it as his copyright and then claimed all my publishing as his income, This was also supported by in-house employees of the recording label.

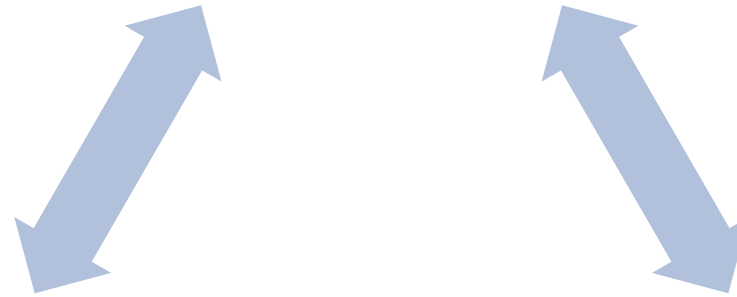
Since then, I have sent multiple emails, made endless phone calls and repeated meeting requests for the reversal of my copyright, intellectual property and for the company to return my master copy but I have been ignored.

I have followed up with the SOUTH AFRICAN MUSIC RIGHTS ORGANISATION since SARRAL is no more and no one knows where my original music is or what my total royalty figures are apart from the fact that my music was on high rotation on SABC Television and Radio.

Publishers and production studios are to be investigated.



Jay Hlungwane was awarded a Gospel Award for my music. Written, recorded and produced by me. Then he later re-recorded it as his own song from my stolen music demo catalogue.



Notified Universal Music as well as my church Bishop Sithole . Universal Manager told me to relax until funeral has passed.

There were more delays and distracts on the matter until 2013 when I found out that he was managing the catalogue for the estate, through Jay Hlungwane's younger brother Remo.

Later found out that same manager was using all my marketing strategies designed for Universal Music and SAMA awards campaign as his property rights for his own private company while employed by Universal Music full time.





The SABC 1 CROWN GOSPEL MUSIC AWARDS had previously rewarded a gospel artist that has now passed away with an award for a best song writer for one of my songs that he recorded and released under his company and credited himself with my art, even though I wrote the song.

He did this deliberately through his cousin who took all of my songs from a studio In Fourwards, Sandton that was owned by Alisandro Brescia.

The studio was not owned by him or his cousin. The music was not recorded by him nor his cousin

I have sent the family emails, I have contacted the recording company and also followed up with the gospel awards team on email as well as on social media but no one has responded, it has been over 12 years and I still do not have answers.

SOUND RECORDING – COLLECTING SOCIETIES – THE 50/ 50 ROYALTIES MODEL IS A LIE

PHASE 1

Conceptual song creator
Melody Composer

Lyrical Contributor
Melody player

PHASE 2

Melody composer
Melody – lyrics - structure

Beat Composer
Instrumental – melodic blend - lyrics

PHASE 3

Melody, lyrics and beat integration

Pre-production mix and post
production mix

- I would like to propose an advertising legal framework to how collecting societies work.
- All song creation processes must be supported by timesheets for conceptual thinkers, composers, lyricists, instrumentalists, mixing engineers and mastering engineers.
- Producers and DJ'S must clearly highlight what their actual role is in the song creation process, supported by time sheets and roles.
- Compilation albums that have been recreated by live musicians must have authors and creators approval in writing with timesheets and cost break down for all the contributors prior to the transfer of copyright to publishers and production houses.



ABOUT THE CONTRIBUTOR

ABOUT THE ARTIST

Lebo Mathosa Foundation and SHOWBIZAFRIKA founder - ThulaniMbatha, is a singer, songwriter, composer, executive producer and marketing executive. This Gauteng bred songwriter, composer, self-taught pianist, vocalist and producer has deep appreciation for the harmonic foundations that include gospel, afrobeats, house music and hip-hop.

When he was 15 years old he began participating in various local talent shows with his band, which included Simphiwe Dana's lead guitarist, Tokoloho Moeketsi (TK), Vuyo Manyike who is a producer and bass player for Sjava from the 1020 Cartel. He later formed another band called Ecstasy with the award winning, multi-platinum selling global artist, Lira.

At 18 Years of age, GONGA went in studio with the legendary producer JB Arthur to record "Time to say Goodbye" by the Italian classic opera artists Andrea Bocelli & SaraBrightman with a 22 piece symphony orchestra and performed it at SunCity with Miss SA 1998 – Miss Kerishnie Naicker. -YouTube




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ABOUT THE MUSIC



Made his first Television appearance during an SABC 1 programme called Jam Alley. His vocal abilities impressed a lot of people and he was soon called to take part in another singing competition where he was competing and won against the likes of Judith Sephuma. He impressed the former CEO of the South African Music Awards and current Group Managing Director of SONY MUSIC ENTERTAINMENT Sean Watson and he was offered a recording deal with EMI/CCP Records. It was during this time that Thulani managed to finish writing his full 14-track R&B album entitled – THULANE Steppin’In Da Alley. It was the first South African R&B album of this nature to be released. The album featured songs like “There were times”, which was written and composed by Thulani Mbatha at age 17 and produced by his music lecturer, co-founding member of Family Factory and Joyous Celebration – The late Sihle Kunene. The song featured background vocals from Thabo Mdluli and his wife Nonhlanhla Mdluli as well as worship singers from Benjamin Dube’s band.

The album was nominated as a finalist for the FNB South African Music Award – SAMA. The album was stolen with royalties and profits never received.

ABOUT EMPOWERMENT

Artists like Kabomo who was later signed to Universal Music Group, Gift Mahlangu from the Flatoe music band who later became song writers for Idols presenter and radio DJ Unathi Nkayi, were discovered and empowered. Gospel singer Jay Hlungwani who was later signed to GhettoRuff and Universal Music was given his very first chance of being on a music video and to work on highly equipped recording studios in Sandton.

DJ Sbu who was also still a community radio presenter at the Tembisa Info radio station, needed assistance to have access into the industry and he was able to get his very first recording experience through his music projects and album. DJ Sbu also had his first Television experience on SABC1 – Studio Mix with Melanie Son during Thulani Mbatha’s performance with the song – “Sobe’s Jika more”.



INTRODUCING BIG NAME ARTISTS BRANDS

Idols TV Presenter , MetroFM radio DJ and Hip-Hop MC – Proverb, who was initially known as Stake at the time asked GONGA for the plug into the game while they were both students at the Wits Technikon / University of Johannesburg.

Proverb and Thulani Mbatha remixed “time to say goodbye” in to a hip hop song and performed it for the crowning of Miss Wits Tech – S.A Super model Mirriam Mngomani. The two became close and spent time writing new music as well as compiling songs which enabled Proverb to leverage on that opportunity and gained his first taste of the mic at the Miss Vaal University 2000 pageant.

This show was produced by the first Black Mr South Africa, turned business mogul Mr Paul Phume. Proverb and Lira were introduced through Thulani Mbatha for the first time while Lira was also still an accounting student at the Vaal University of Technology. He also linked Proverb with Vusi Leeuw and Proverb launched his first major hit single with hip hop artists Mr. Selwyn and Amu



INDEPENDENT CREATIVE ENTREPRENEURSHIP



In the year 2000 He went back to studio for the recording of his second album at his Italian friend's place – Alessandria Brescia in Fourways with all music and all vocals recorded and produced by Thulani Mbatha himself. He gave all his songs to Oskido to keep them safe in preparation for final production with Dj Pepsi and Bruce Sebitlo who had offered to help finish producing the whole album.

However, Limpopo Province producers and artists Jay Hlungwane and Richard Hlungwane with a Zimbabwean accountant from the BP multinational company heard the songs and while he was on December holidays they immediately took sold the computer with all his music files and masters without his knowledge and consent.

The music was later released through a start up indie record label, third party popular artists and producers such as Jay Hlungwane who also received a Crown Gospel Music award for a song which was written and produced by Thulani Mbatha alone. DJ Sbu also released a single from Thulani's second album without his knowledge and consent.

ABOUT BRANDS AND MUSIC PARTNERSHIPS



WIN VIP tickets to celebrate an iconic evening with South African Music Legends. The SOUL OF MIXING is a multicultural platform with a mix of established and emerging artists who carry a special gift of craftsmanship.

Join us as we #runourhistory to celebrate those who continue to inspire us by rewriting their own brand story... Follow SoulOfMixing on:



DATE: 3 June 2016
VENUE: @47th Club Umgeni Business Park
TIME: 9pm
DRESS: Fashionably stylish
RSVP: soulofmixing@gmail.com

Not for sale to persons under the age of 18.

He continued to make his mark behind the scenes and discovering new talent. His background work includes writing sound tracks for television shows for SABC 1, shows such as Soul Buddies, Born at the right time, Miss teen SA and Miss South Africa pageants and advertisements for SASOL.

Grammy award winner and International dance music DJ Black Coffee's first mainstream hit with his band SHANA was launched through a sync deal for a Miller Music Tour launch campaign which featured their first single with Lebo Mathosa, the regional arm of the campaign was led by Thulani GONGA Mbatha.

He has produced Carling Black Label beer advertising music, executed music driven campaigns for KVV10 which introduced and launched the Grammy award winning artist Zakes Bantwini's first album that won at the 10th MetroFM music awards in Mpumalanga Nelspruit. GONGA and Zakes Bantwini were never paid for the KVV10 project.

CONTENT MARKETING SPECIALIST



Through music endorsement deals, brand sponsorship and music driven activations, GONGA has contributed to the success of many top South African artists, such as Khuli Chana, Amu, Zubz, 340ml, MXO, the late Lebo Mathosa, HHP, Morafe, Thembi Seete, David Kau, Kwela Tebza, Skwatta Kamp, Zola, Ishmael from Jozi, DJ C-Live, Naked Dj and Glenzito.

Proverb was later given a chance to be on SABC 1 Jam Alley and made his Television debut. When Thulani was a Brand Development Manager at SAB, he booked Lira, Proverb and DjSbu for multiple branded music activations.

He has also been working as a strategic marketer for various global brands like KWV10 , Miller Genuine draft, Peroni Nastro Azzuro, Moet&Chandon and Hennessy Cognac.

THANK YOU



AMAMBATHA
CRAFTING AFRIKAN BRANDS