

## Contracts, Patronage and Mediation

*Pop Music, Culture and Identity*

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CONTRACTS, PATRONAGE AND MEDIATION

The Articulation of Global and Local in the South African Recording Industry

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# **Contracts, Patronage and Mediation**

**The Articulation of Global and Local in  
the South African Recording Industry**

Tuulikki Pietilä  
*University of Helsinki, Finland*

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The interviewed people include representatives from multinational companies' South African subsidiaries, independent label owners, record distributors, wholesalers and retailers, publishers, entertainment lawyers and advisors, as well as record manufacturers. In addition, I have interviewed representatives of collection societies and recording industry trade associations, producers, composers, artists, musicians and event organizers. A list of those interviewed and cited in this book can be found in the Appendix B. The overall picture of the industry presented in this book is composed of the information and views provided by these people, as I assessed and analysed it. I bear the responsibility for the final analysis and its potential omissions and flaws.

I have truly enjoyed doing this research and have often considered myself privileged because this work has legitimized me to call up meetings and suggest interviews with people I have never met. Even though as a rule these people are very busy, I was very impressed by their willingness to make time for the interviews and for reflecting on their work and experiences often at length. In addition to gaining valuable information and views in these meetings, I have abundantly enjoyed encountering such a wide range of different personalities in the course of this research. The musician Concord Nkabinde is a person I always seek to meet when in South Africa, because of his cordiality, insightfulness and good company. As a bonus, I have also been befriended by people outside the recording industry context and I particularly want to thank Anne Beater, Jansie Kotzé and Margaret Woermann for the many shared cheerful and intellectual moments.

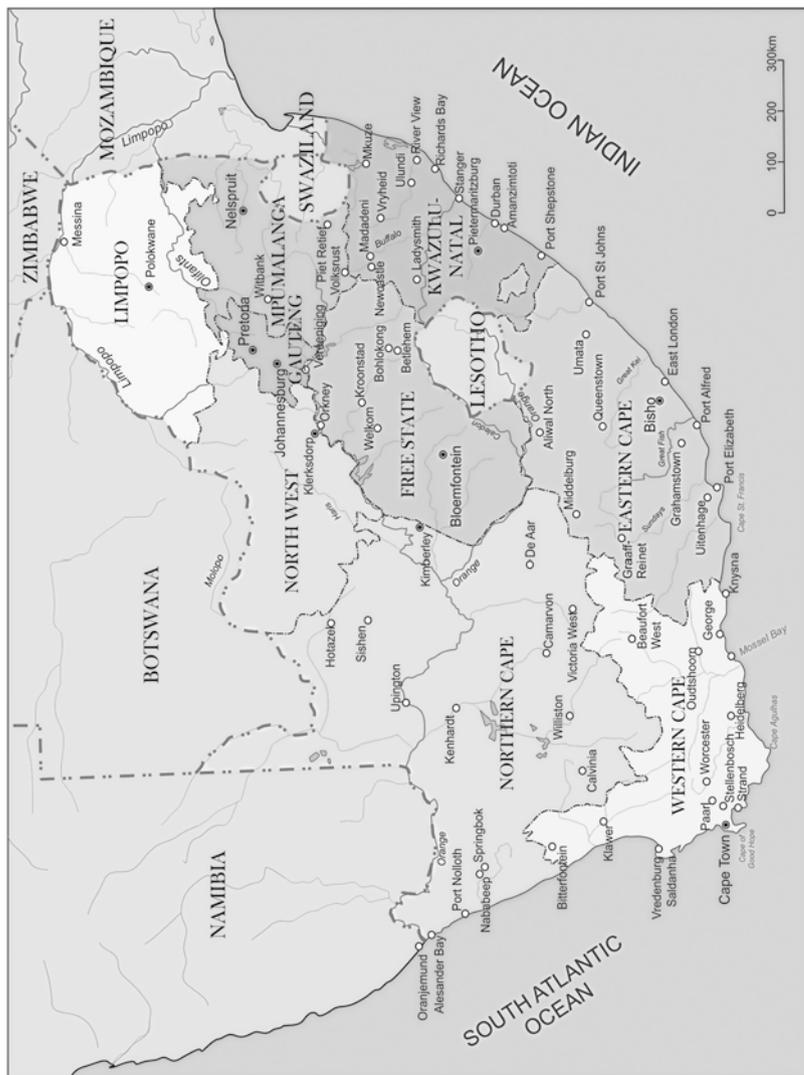
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*Map P.1* South Africa within Africa



Map P.2 South Africa: provinces and main towns