



LE AFRINIQUE

# ODE TO SA HIP HOP

*celebrating 40 years of south african excellence*

2023



# FOREWORD



Welcome to our "Ode To SA Hip Hop: Celebrating 40 Years of South African Excellence" visual book. This book is a tribute to the remarkable journey of South African Hip Hop over the past four decades in parallel to the global celebration of *Hip Hop's 50th Anniversary* this year. From humble beginnings to international acclaim, South African Hip Hop has been a transformative force, uniting generations and empowering the marginalized. In these pages, we honour the notable key players and culture shifters who have shaped the genre's unique identity. Remembering the evolution of the unforgettable and most impactful moments that define Hip Hop's footprint in South Africa. We celebrate the pioneers, the artists who challenge norms, and the innovators who push boundaries. Join us in this tribute to the past, celebration of the present, and look forward to the genre's future.

- The Le'Afrinique Team

## WHEN DID YOU FALL IN LOVE WITH SOUTH AFRICAN HIP HOP?

While we build our #OdeToSAHipHop visuals, we our #LAChats host Coco Brown sat down with two giants in the industry to talk about their journey in the industry:



[Watch video on YouTube](#)

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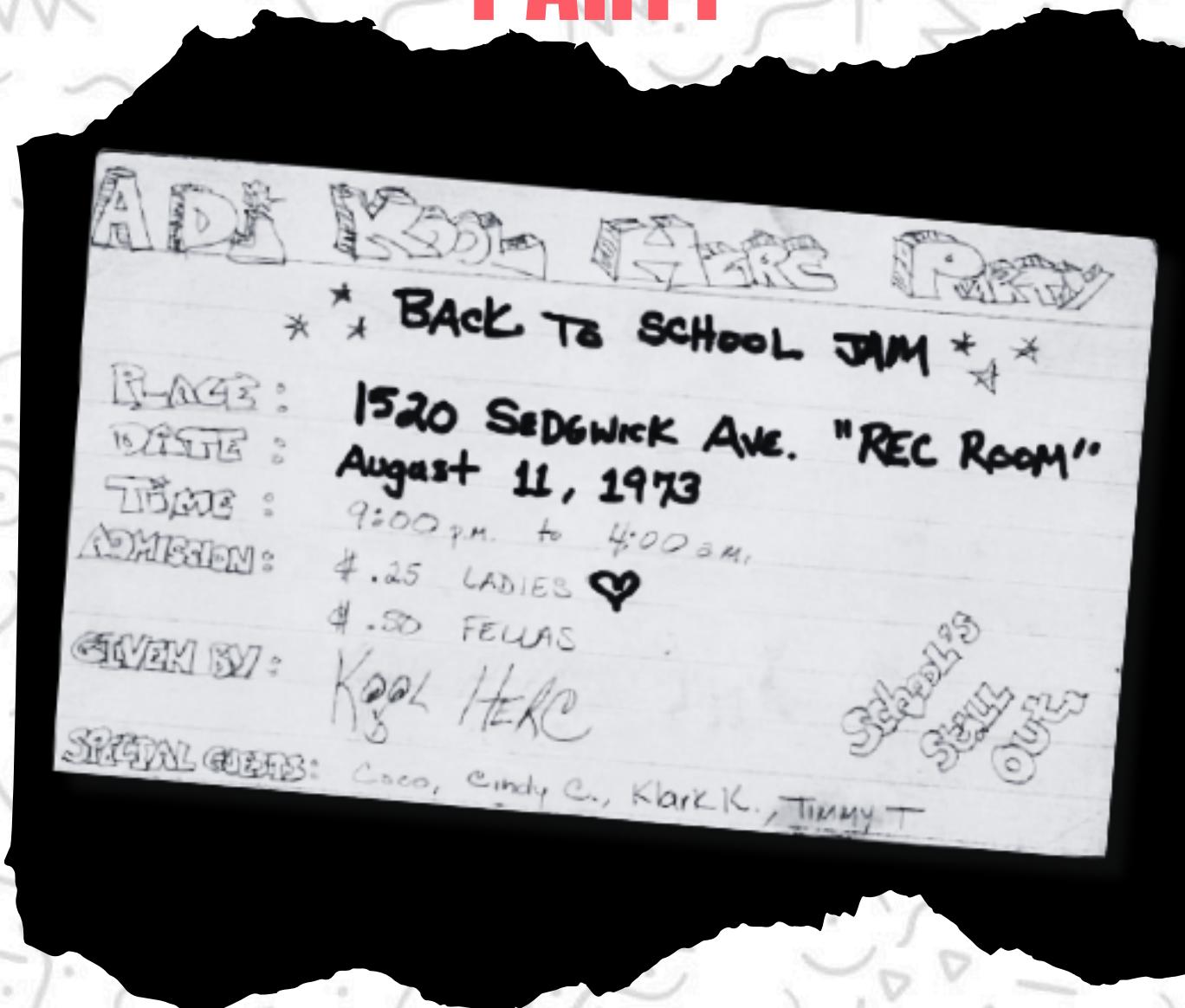


TELL US WHEN YOU FELL IN LOVE WITH SOUTH AFRICAN HIP HOP ON  
SOCIALS USING THE HASHTAG #ODETOSAHIPHOP

# 1970S

ERA: THE BIRTH

# DJ KOOL HERC'S 'BACK TO SCHOOL JAM' PARTY



Hip Hop's first party took place in an apartment building on Sedgwick Avenue in New York. DJ Kool Herc used two turntables and a technique called the merry-go-round to loop percussion portions of tracks, giving birth to Hip Hop.

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# AFRIKA BAMBAATAA FORMS THE ZULU NATION MOVEMENT



Afrika Bambaataa established the first Hip Hop organisation, the Universal Zulu Nation to empower marginalized youngsters. His later contributions to South Africa include organizing a celebratory concert for Nelson Mandela's release and raising funds for the ANC.

[READ MORE](#)

# 1980S

ERA: THE INFLUENCE

# EMILE YX?'S FORMIDABLE FOOTPRINT IN SA HIP HOP & CULTURE



Emile YX? is a highly acclaimed South African Hip Hop Elder with a remarkable track record. He founded the breakdancing crew Pop Glide Crew in 1982, the Hip Hop group Black Noise in 1988, and South Africa's first Hip Hop Magazine, Da Juice, in 1993.

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source: emileyx

# RELEASE: ARTISTS UNITED AGAINST APARTHEID 'SUN CITY'



Artist Steven Van Zandt and producer Arthur Baker established Artists United Against Apartheid in 1985 to protest the apartheid system in South Africa with the album release 'Sun City' which featured the likes of Gil Scott-Heron, Herbie Hancock, and Miles Davis.

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# PIONEERING ALL-FEMALE RAP GROUP 'YO! GIRLS' LEAVES LASTING HIP HOP LEGACY



Yo! Girls, South Africa's pioneering all-female rap crew left a lasting impact on Cape Town's Hip Hop culture. Although they didn't record music, their influence paved the way for more women in Hip Hop.

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# SENYAKA RELEASED RAP SINGLE TITLED 'JABULANI MC'



Kwaito icon, Senyaka Kekana aka Senyaka, gets noticed as "arguably the first South African emcee", because of the release of his debut album 'Ntate Senyaka,' which has a rap track titled 'Jabulani MC'.

[READ MORE](#)

source: redbull

# 1990S

ERA: THE FOUNDATION

# PROPHETS OF DA CITY'S MUSIC BAN BY THE SABC



Prophets Of The City's track 'Understand Where I'm Coming From' from the album 'Age of Truth' (released before the first SA democratic elections) causes political trouble for them as the track claims that the "third force" behind township violence was state-sponsored.

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# BLACK NOISE BREAKS SA HIP HOP INTO MAINSTREAM MEDIA



Black Noise's 'A Day After' becomes the first Hip Hop track to reach #1 on Radio Metro's top 10. This achievement marks a significant breakthrough for SA Hip Hop, bringing the genre to mainstream attention and validating its place in the music scene.

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source: redbull

# THEMBI SEETE & LEBO MATHOSA'S ICONIC RAP LINES

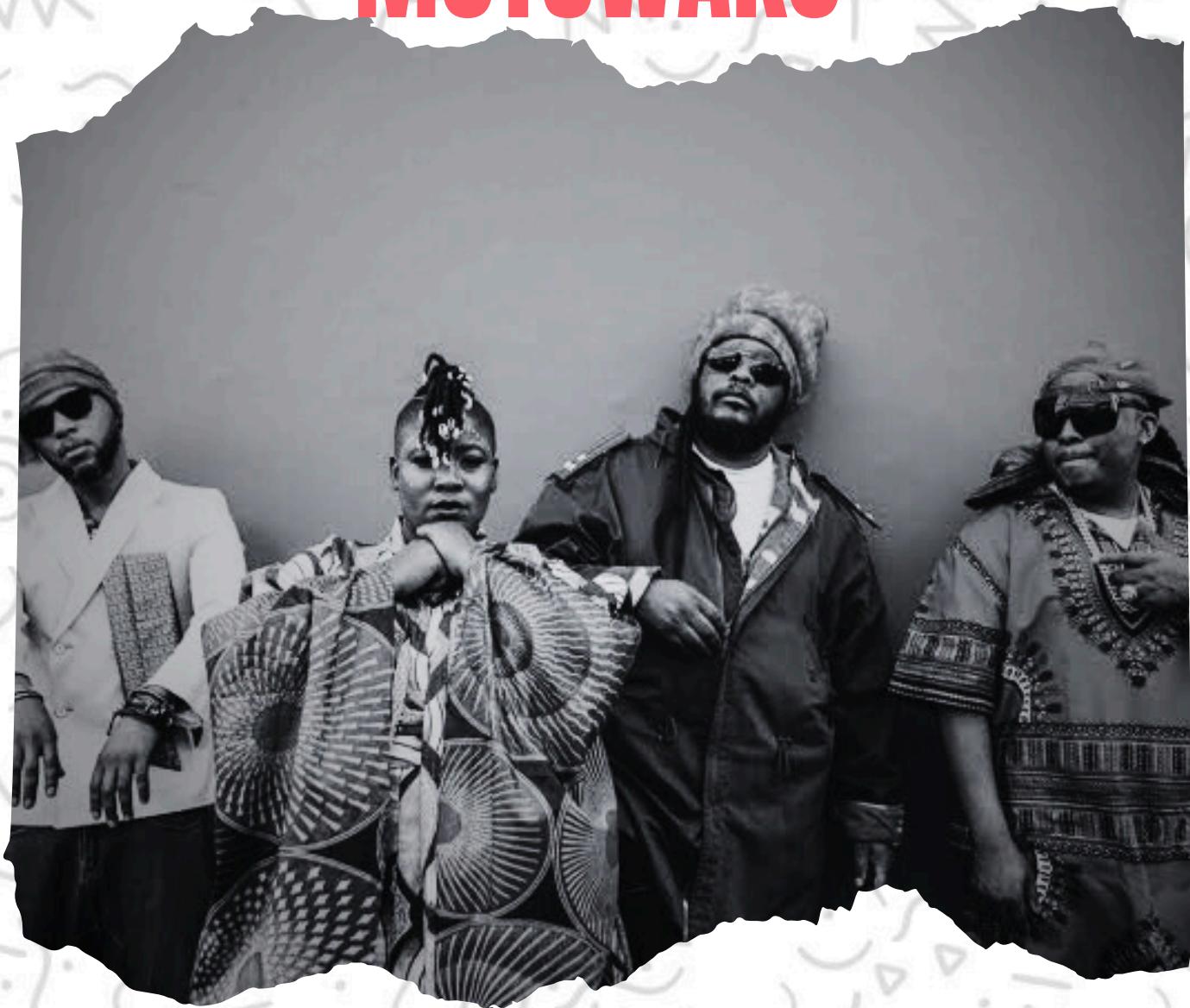


Boom Shaka released their debut single "It's About Time," with Thembi Seete and Lebo Mathosa tag teaming on a popular rhyme scheme. The line "you've got to cease the needs that disease with ease" continued to captivate people for years to come.

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source: mg

# BOONGO MAFFIN'S STOAN SEATE INTRODUCES MOTSWAKO



Stoan Seate softly introduced motswako elements in his musical contribution to the group. Motswako, which means "mixture" in Setswana, blends vernacular languages, local beats, and Hip Hop, providing a distinct and authentic South African identity to the genre.

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source: redbull

# PROPHETS OF DA CITY WIN THE FIRST SAMAS BEST RAP ALBUM



The South African Music Awards are established as FNB SAMAs, with a Best Rap Album category, won by Prophets of Da City for their album 'Phunk Phlow.' The inclusion of a rap category in the prestigious music awards recognizes hip-hop as a significant genre in the country.

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# BOB MABENA RECOGNISED AS THE BEST RAP ARTIST



Bob Mabena wins Best Rap Artist of the Year at the SAMAs for his album 'Funkier - The Remixes.' Bob Mabena's success at the SAMAs further solidifies Hip Hop's position in the South African music landscape and highlights the genre's ability to appeal to a wide audience.

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# CREW BRASSE VANNIE KAAP SPOTLIGHTS KAAP FLOW



Brasse vannie Kaap releases their album 'BVK' rapping in local slang and Afrikaans, which leads to a shift towards vernacular rap. Brasse vannie Kaap's use of local languages and slang connects with a broader audience and fosters a sense of cultural pride within the SA Hip Hop community.

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# YFM LAUNCHES AND HELPS ELEVATE SA HIP HOP & CULTURE



YFM launches and provides platforms like Rap Activity Jam hosted by Rudeboy Paul (Paul Mnisi) and Oskido (Oscar Mdlongwa), and Lee Kasumba. YFM's dedication to promoting SA Hip Hop artists helps create a thriving underground Hip Hop scene and provides emerging talents with exposure and recognition.

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# THE RISE OF SA HIP HOP SESSIONS AND EVENTS

HARAMBE DOPE SESSIONS



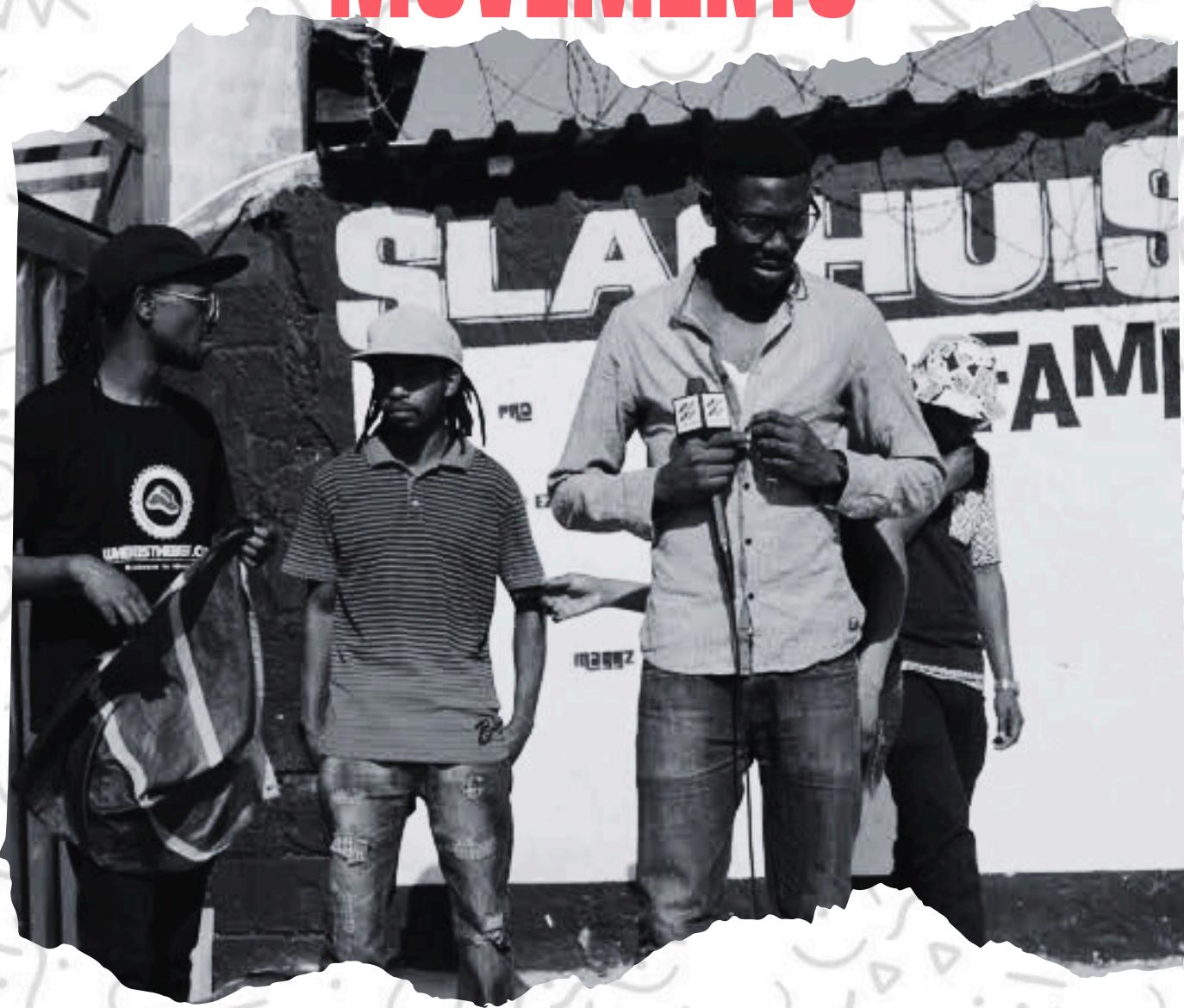
THE ILLEST UNSIGNED UNRELEASED

SA Hip Hop experiences a surge in underground activities, with numerous hip-hop sessions and events taking place in clubs across major cities, including Harambe, Open Mic Set, Rhyme & Reason, The Essence, The Joint, and more, supporting the growth of the underground scene.

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source: sowetanlive

# THE RISE OF SA HIP HOP COLLECTIVES & MOVEMENTS



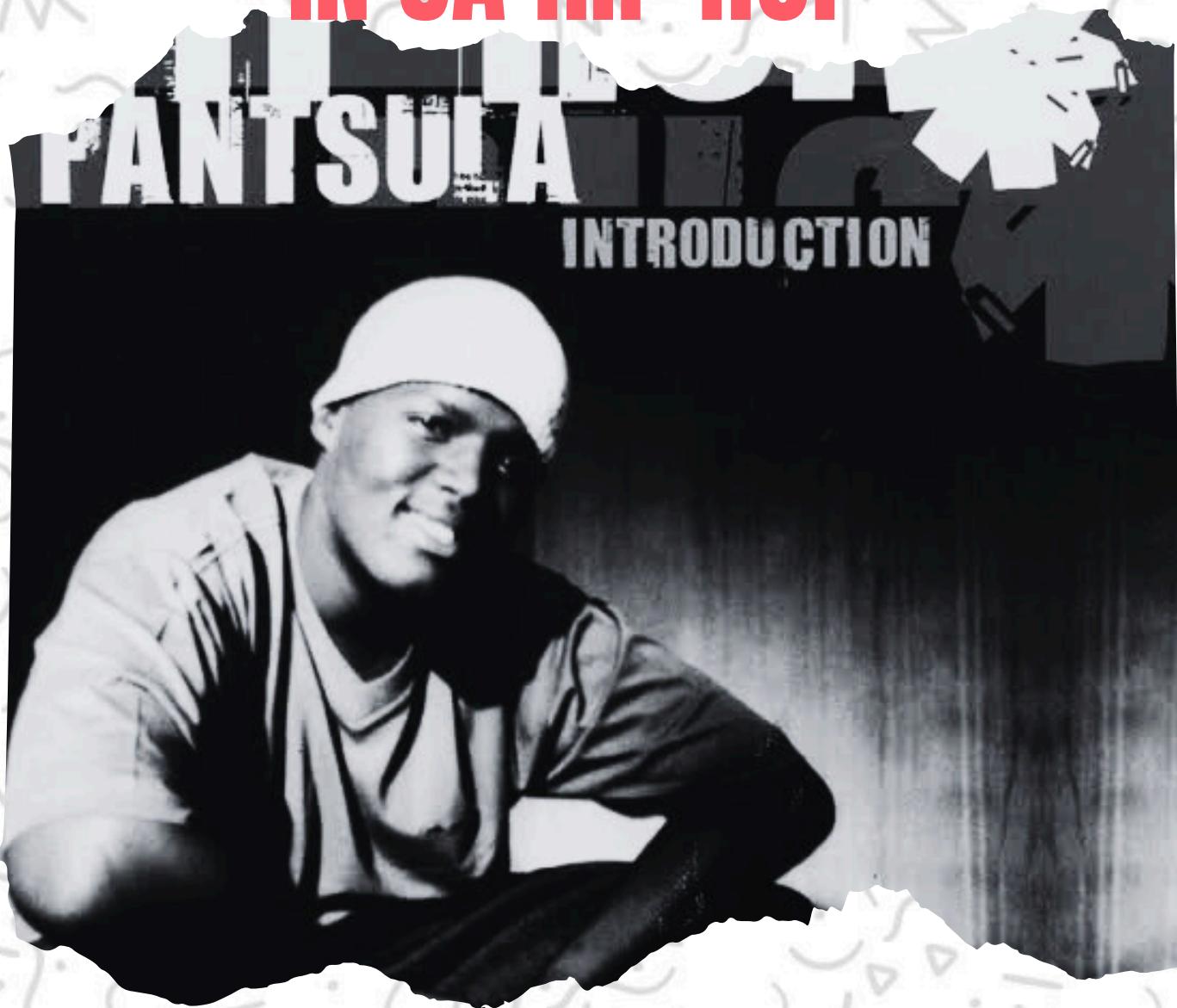
A range of Hip Hop collectives and movements emerge, including Slaghuis, 1808, Splash Jam, Forefront Movement, EvoLokxion, Heavy Hitters, Inqaba at the Bat Centre, and Puppet Masters. These collectives provide artists with platforms to collaborate, share ideas, and collectively push the boundaries of SA Hip Hop.

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# 2000S

**ERA: THE STAMP**

# HHP INTRODUCES HIMSELF & CEMENTS MOTSWAKO IN SA HIP HOP



HHP (Jabulani Tsambo) releases his debut album, "Introduction," introducing the world to the Motswako rap style. His effortless flow in Setswana combined with English lyrics creates a powerful and relatable expression of South African life using Hip Hop as an expression.

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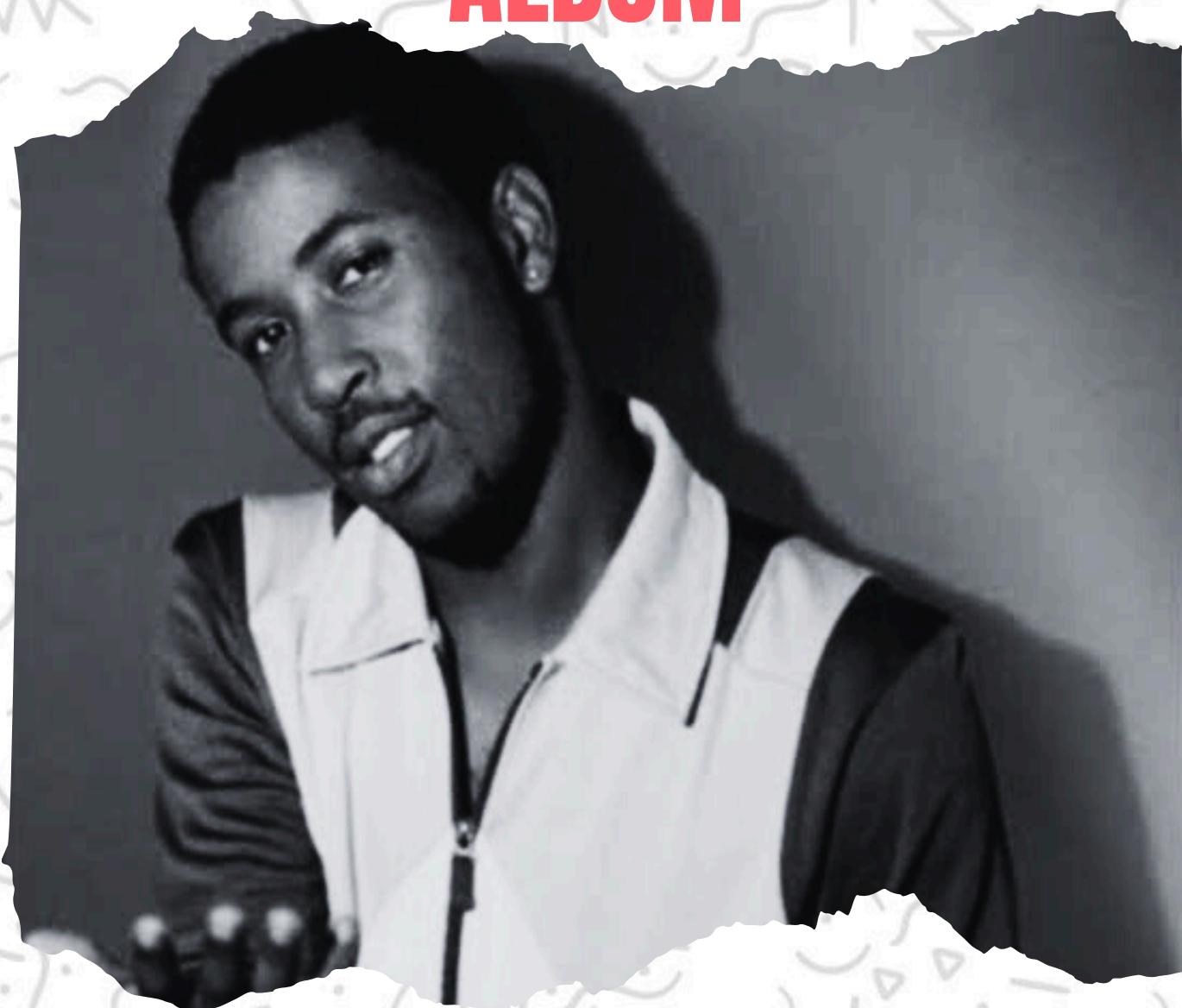
# TRAILBLAZING CREW GODESSA SHATTERS STEREOTYPES



Formation of Cape Town crew Godessa by Burni Aman, EJ Von Lyrik, and Shameema Williams. This all-female Hip Hop group challenges the male-dominated industry, breaking stereotypes and advocating for women's empowerment through their music.

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# MIZCHIF & MAVUSANA UNITE FOR EXPLOSIVE FUSION ALBUM

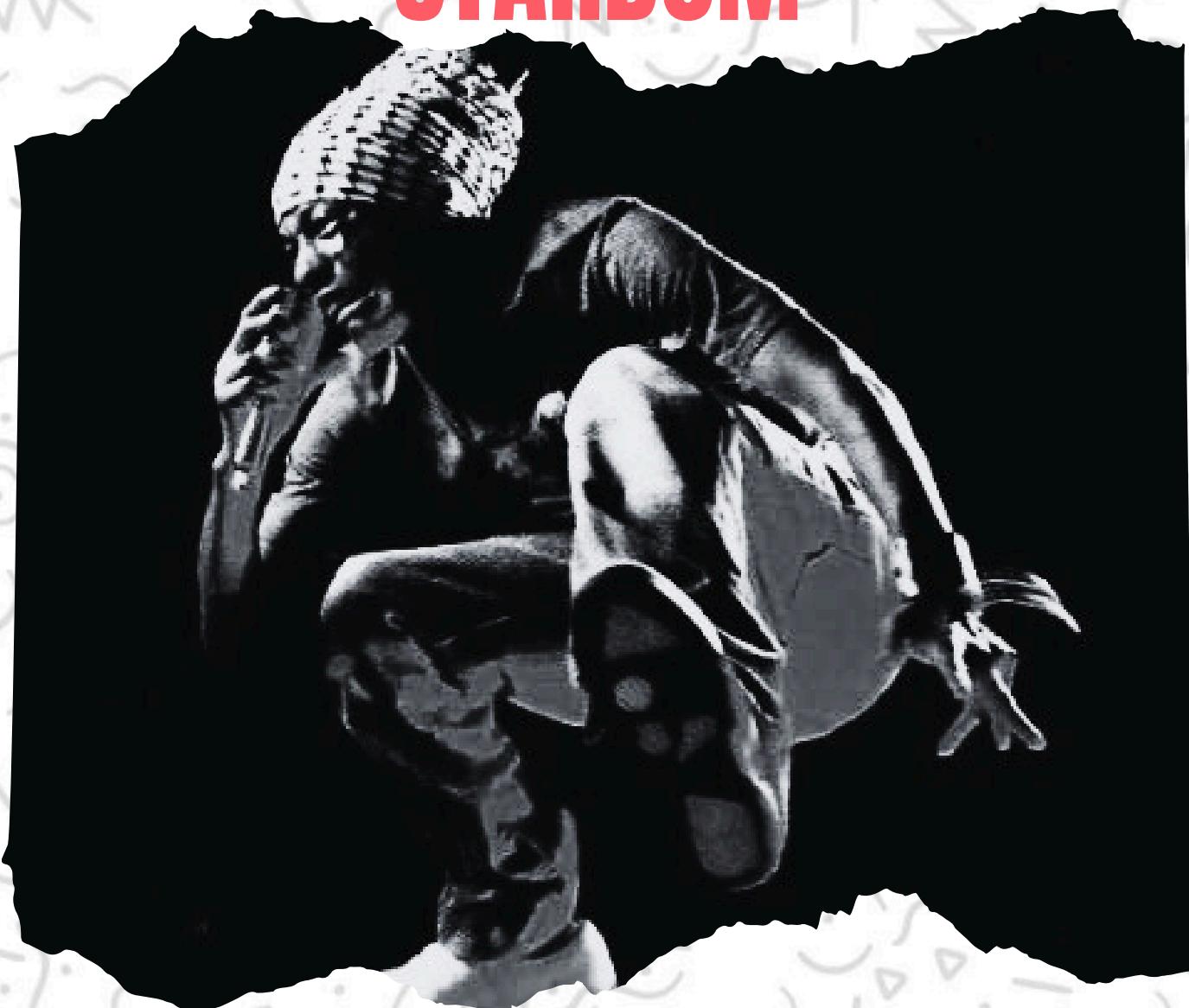


Mizchif teams up with Kwaito artist Mavusana to release the album "Summertime" through Ghetto Ruff. The collaboration blends Hip Hop and Kwaito elements, becoming a significant milestone in South African music's fusion of genres.

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source: sowetanlive

# 'ERROR ERA' PROPELS HYMPHATIC THABS TO INDIE STARDOM

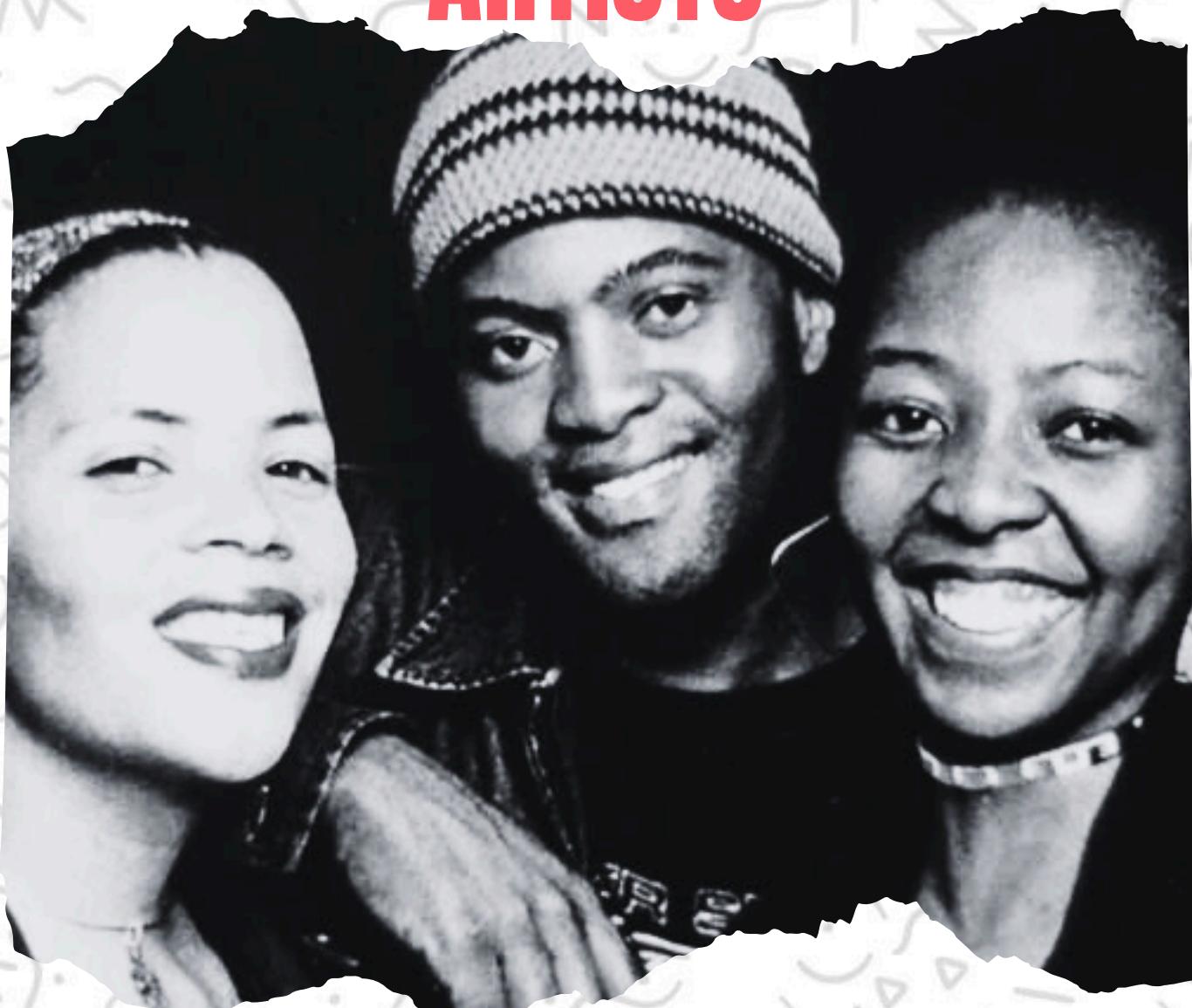


Hymphatic Thabs releases his debut album, "Error Era." The album's underground success establishes Hymphatic Thabs as an essential figure in the independent Hip Hop scene.

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source: [sowetanlive](#)

# OUTRAGEOUS RECORDS EMPOWERS SA HIP HOP ARTISTS



Production company Black Rage launches Outrageous Records (Rage) as an independent stable, providing a platform for local Hip Hop artists to release their music and express their creativity freely.

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# HYPE MAGAZINE LAUNCHES AS SA'S INAUGURAL HIP HOP PUBLICATION



The first SA Hip Hop Magazine, Hype Magazine, is launched, becoming the go-to publication for Hip Hop news, interviews, and insights into the local and international scenes.

[READ MORE](#)

source: sowetanlive

# LEBOGANG MASHILE IGNITES HEARTS WITH HIP HOP INSPIRED POETRY



Since 2002, Lebogang Mashile, a renowned poet, performer, actress, presenter, and producer, has been captivating a vast audience in South Africa and beyond with her poetry infused with Hip Hop inspiration.

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source: hdsentertainment

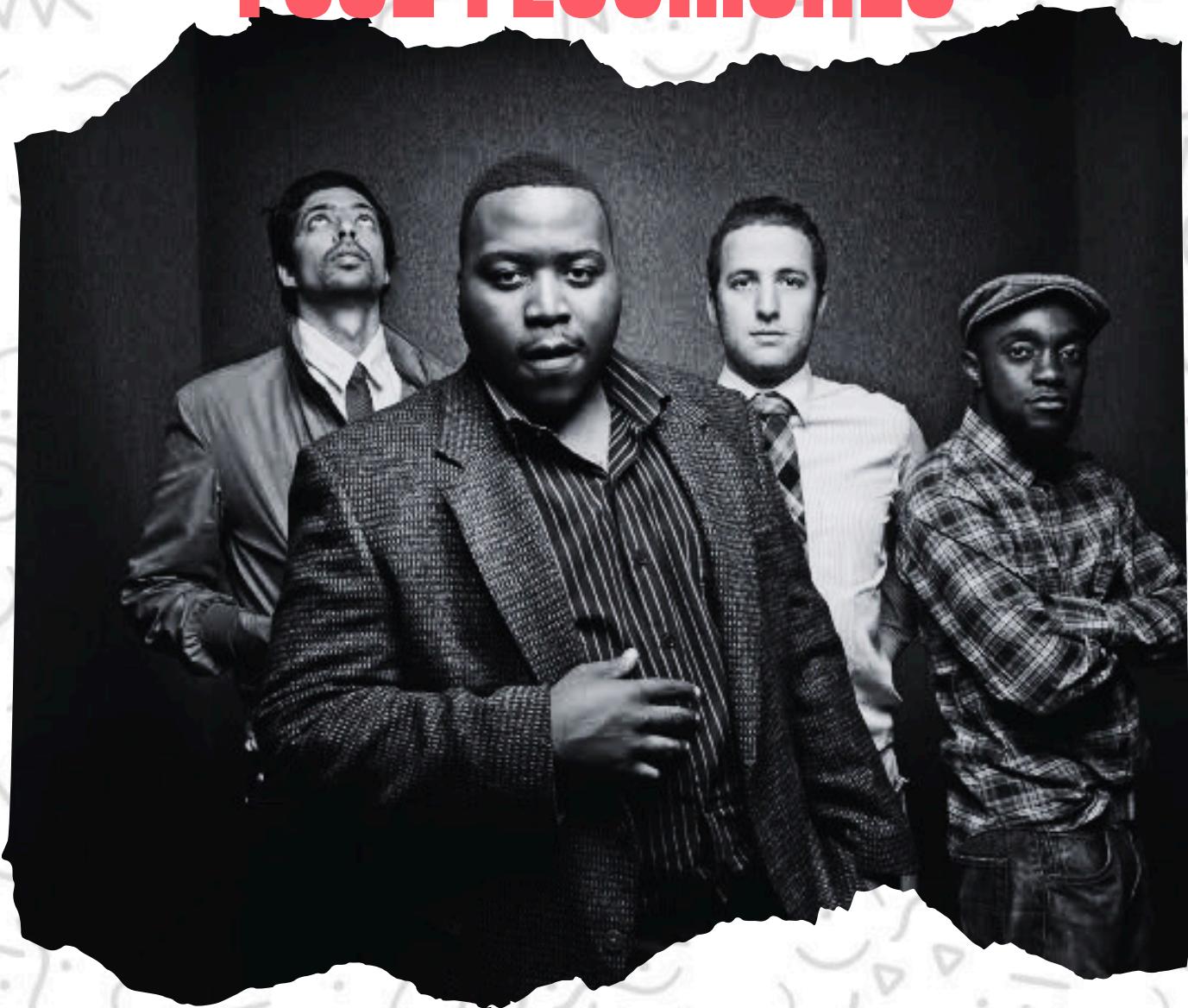
# SKWATTA KAMP'S 'KHUT EN JOYN' OPENS UP THE INDUSTRY



Skwatta Kamp releases their debut album "Khut En Joyn" through Buttabing Entertainment. The album's commercial success and critical acclaim cement Skwatta Kamp as one of South Africa's most influential Hip Hop groups.

[READ MORE](#)

# TUMI AND THE VOLUME HIP HOP & JAZZ FUSE FLOURISHES



Tumi teams up with the band 340ml to form the hip-hop live band, Tumi and The Volume. The collaboration pushes boundaries, bringing live instrumentation and jazz influences into the Hip Hop sphere.

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source: [sowetanlive](#)

# SKWATTA KAMP BECOMES THE FIRST TO SIGN MAJOR LABEL DEAL



## SKWATTA KAMP I

## MKHUKHU FUNKSHEN



Skwatta Kamp signs with Gallo, making them the first Hip Hop act to sign with a major label in South Africa. Their second album, "Mkhukhu Funkshen," becomes the first SA Hip Hop album to be certified Gold, marking a significant achievement for the genre.

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source: sowetanlive

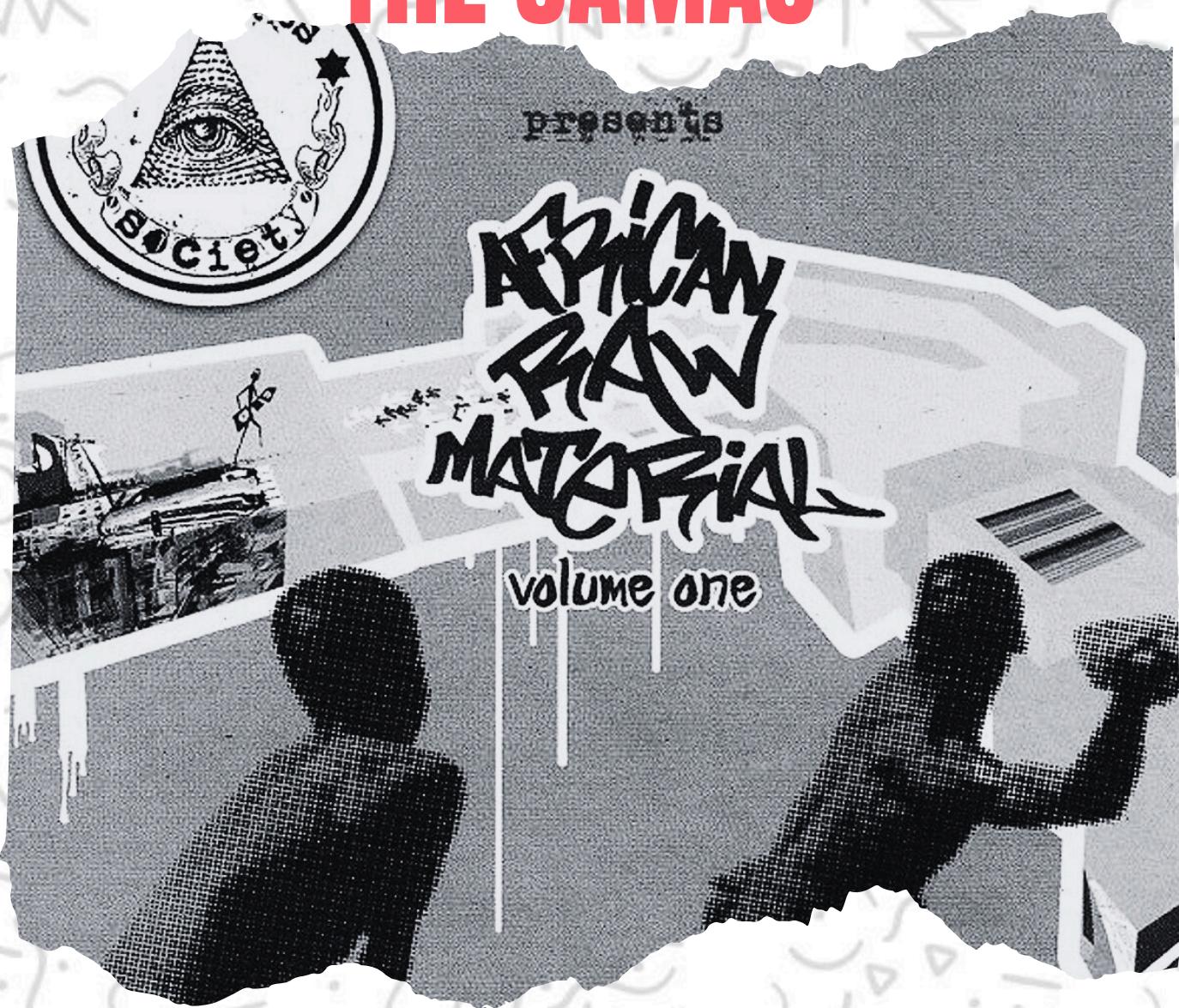
# MISS NTHABI'S DEBUT TRACK 'REALITY CHECK' SHATTERS EXPECTATIONS



Miss Nthabi defied the norm as her first foray into the studio yielded remarkable results. Despite her lack of prior experience in composing, Miss Nthabi courageously embarked on the journey. The outcome was astonishing - "Reality Check" emerged as a skillfully crafted piece of work that got her recognition and massive airplay.

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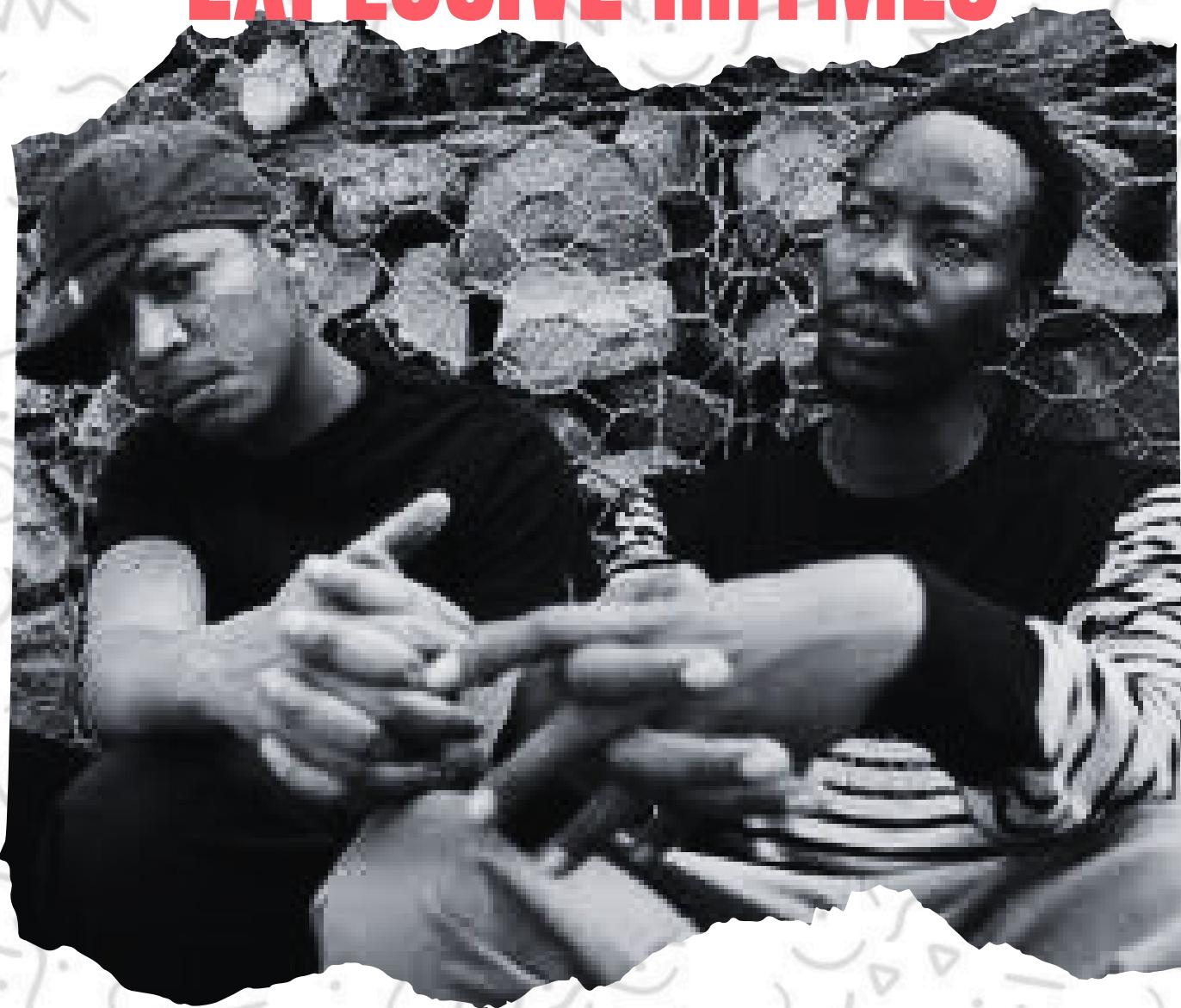
# CASHLESS SOCIETY'S DEBUT ALBUM SWEEPS THE SAMAS



Cashless Society releases their debut album, "African Raw Material volume one," on their own Unreleased Records imprint with distribution handled by Sony BMG Africa. The album's success earns them Best Rap Song and Best Music Video at the South African Music Awards.

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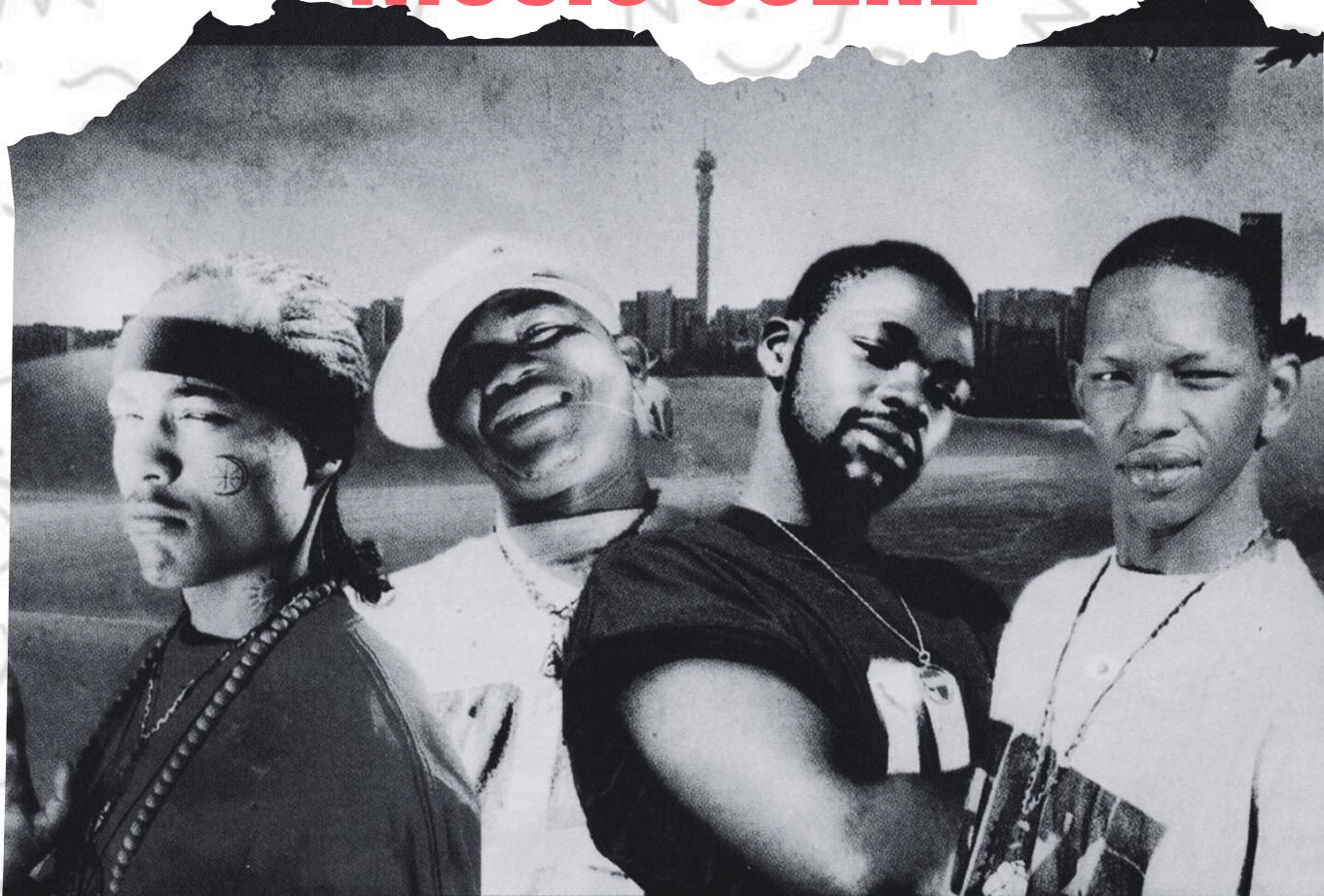
# H2O SHOWCASES VERSATILITY IN LAID-BACK GROOVES & EXPLOSIVE RHYMES



H2O effortlessly transitions between serene, mellowed melodies and adrenaline-fueled, rapid-fire rhymes, demonstrating that their initial breakthrough hit, "It's Wonderful," only scratched the surface of their multifaceted talents.

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# JOZI'S 'MUTHALAND CRUNK' IGNITES SOUTH AFRICAN MUSIC SCENE



M U T H A L A N D C R U N K

Jozi, a Hip Hop group formed by Bongani Fassie, Ishmael Morabe, Luther Yakanawa Cohen and Lesley Mampe, releases their debut album "Muthaland Crunk." The album popularized the Crunk sub-genre in South Africa and earned them certified Gold and Best Live Performer at the MTV Africa Music.

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# PITCH BLACK AFRO'S 'STYLING GEL' ELEVATES HIM AS TOP VERNACULAR RAPPER

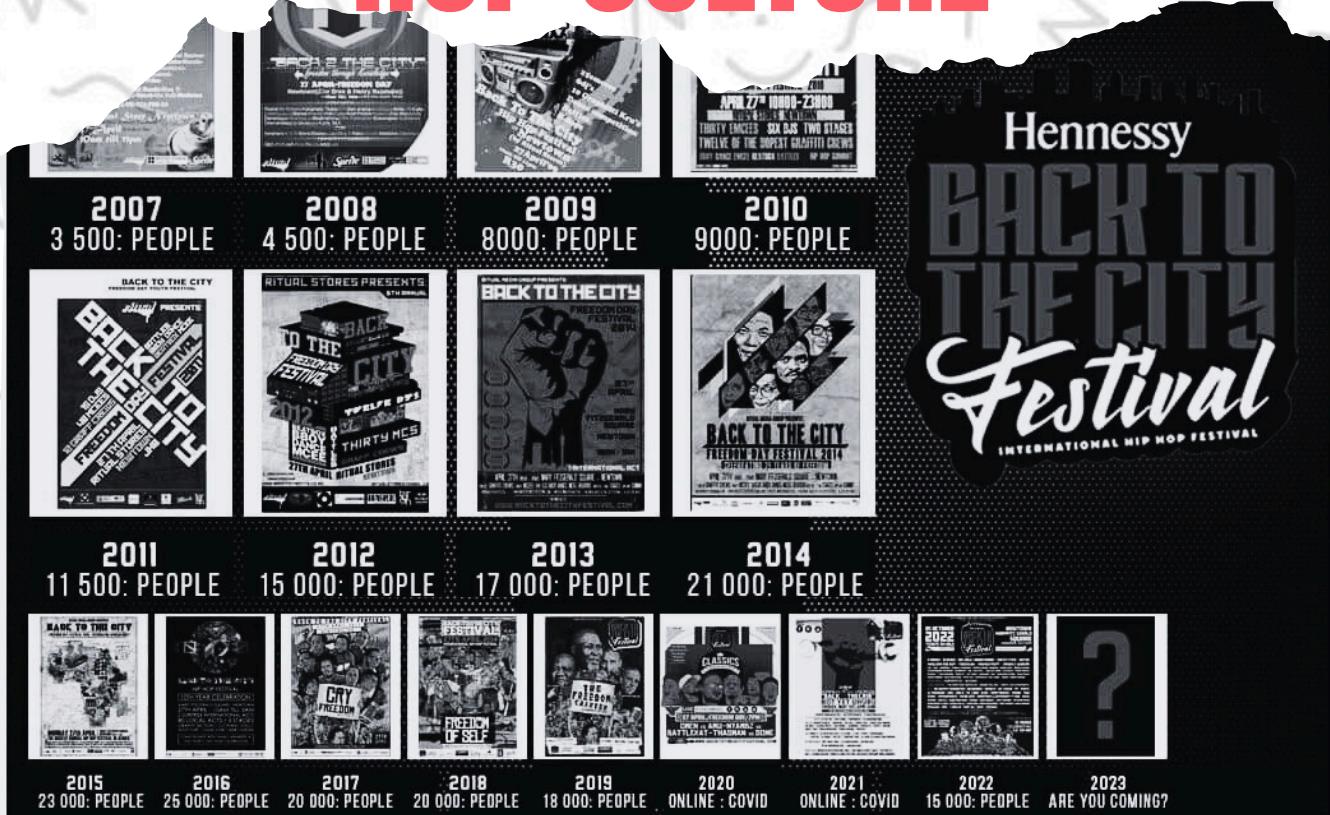


Pitch Black Afro's album "Styling Gel" features his one-of-a-kind Zulu flows, going on to sell 50,000 copies and achieving platinum status. His success makes him one of the best-selling rappers of the time and showcases the appeal of vernacular rap in the country.

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source: [sowetanlive](#)

# BACK TO THE CITY FESTIVAL LAUNCHES & SHOWCASES HIP HOP CULTURE



ROAD TO 20 YEARS  
2026 WILL YOU BE THERE?

“ **Thank You**  
FOR YOUR CONSTANT LOVE  
SEE YOU ::7 OCTOBER 2023

web tickets  
Pay

Back to the City takes place on Freedom Day in Johannesburg. The festival celebrates Hip Hop culture through live performances, graffiti showcases, breakdancing battles, and panel discussions. It becomes a significant platform for artists to gain exposure and for established artists to connect with their fans.

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# 2010s

**ERA: THE PLATEAU**

# MAFTOWN HEIGHTS LAUNCHES TO ELEVATE SA HIP HOP CULTURE



Maftown Heights, co-founded by Khuli Chana and Refiloe Ramogase, celebrates and showcases talent from "Maftown" (Mahikeng), which is a significant hub for SA Hip Hop culture. The festival became a gathering point for artists, fans, and industry professionals, fostering collaboration and networking within the community.

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# HHP GETS INTERNATIONAL RECOGNITION WITH BET NOMINATION

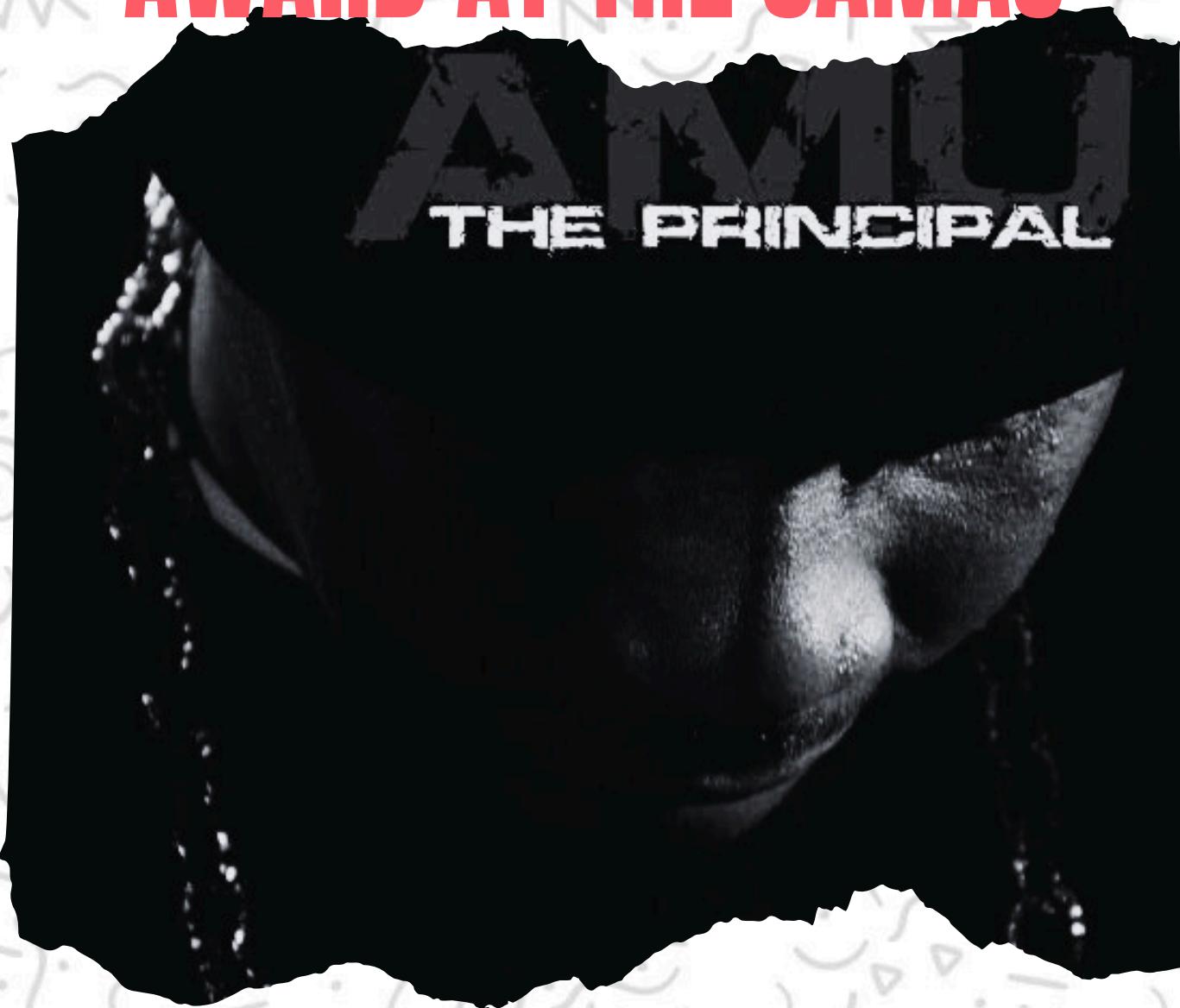


HHP's BET Awards nomination for Best International Act puts South African Hip Hop on the global map. His Hip Hop version of Aretha Franklin's classic "Respect" for the Status deodorant campaign becomes a massive hit, resonating with audiences across the globe.

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source: [sowetanlive](#)

# AMU'S 'THE PRINCIPAL' TAKES HOME BEST RAP ALBUM AWARD AT THE SAMAS



Amu's album 'The Principal' showcases his lyrical prowess and creative storytelling, earning him the Best Rap Album award at the South African Music Awards (SAMAs). The recognition reinforces his position as one of the respected figures in the local Hip Hop community.

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# LAST DAYS FAM TRIUMPHS & SHOWCASE THEIR COLLECTIVE BRILLIANCE

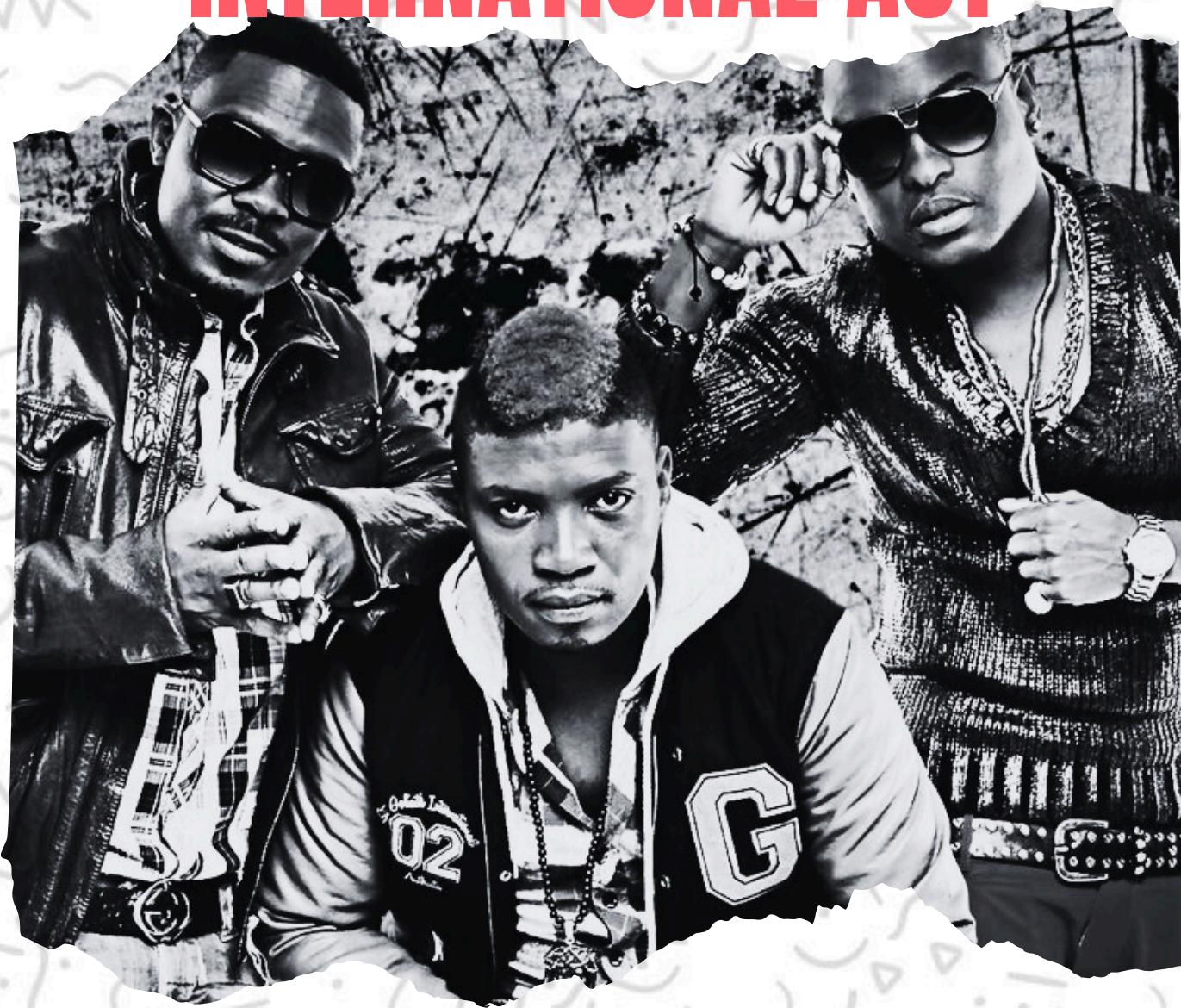


Last Days Fam, a dynamic Hip Hop group, wins Best Group at the MTN Hype Music Awards, underscoring the emergence of collective talent in the SA Hip Hop scene.

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source: [sowetanlive](#)

# TEARGAS GRABS BET AWARD NOMINATION FOR BEST INTERNATIONAL ACT

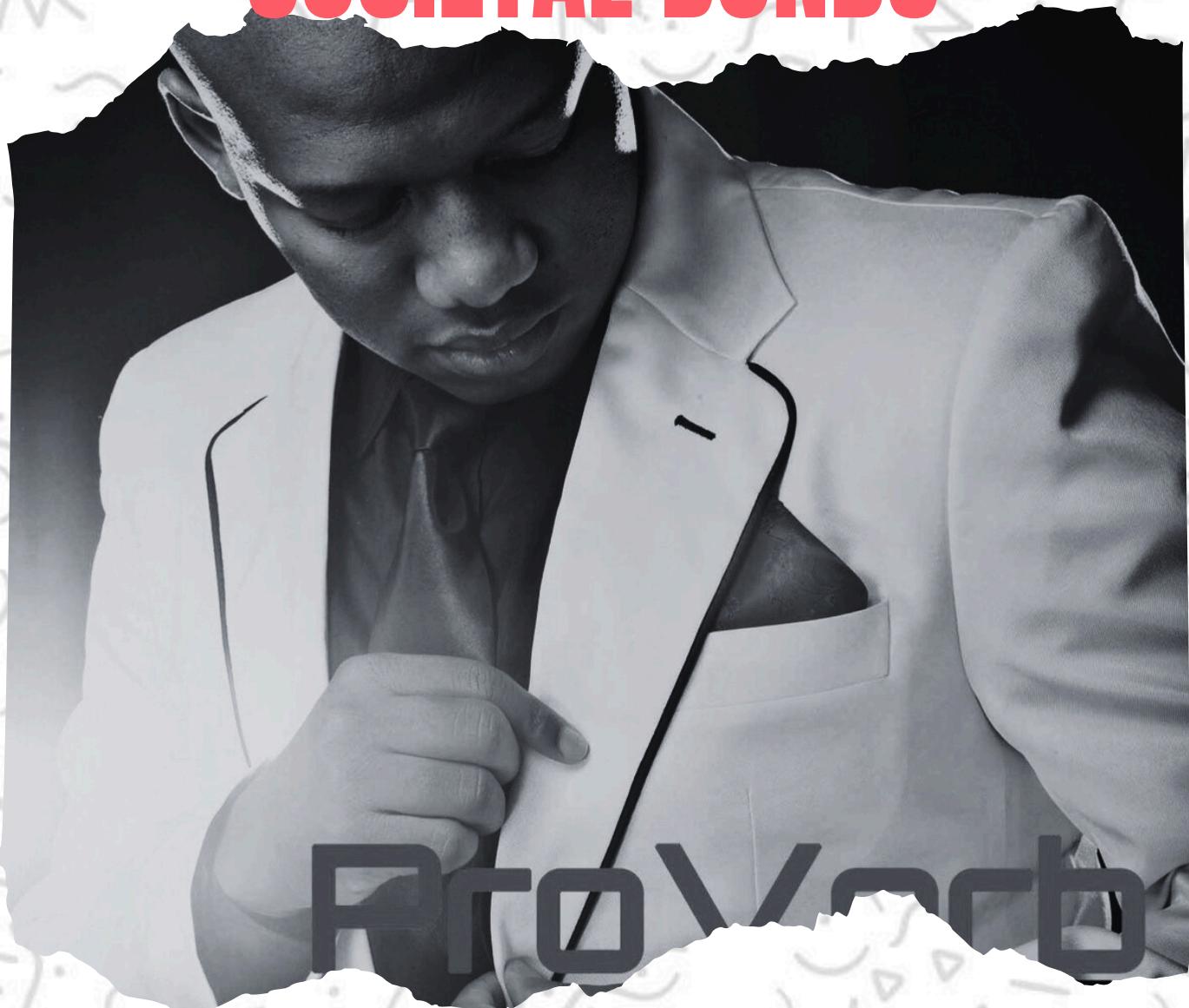


Teargas, the acclaimed SA Hip Hop ensemble, scored a prestigious nomination at the Black Entertainment Television (BET) Awards. Their nod comes in the category of Best International Act (Africa), making them the sole representatives from South Africa in the 2011 lineup.

[READ MORE](#)

source: timeslive

# PROVERB TRIUMPHS UNVEILING ARTISTIC EVOLUTION & DEEP SOCIETAL BONDS



ProVerb's album "Fourthwrite" not only wins the Best Hip Hop Album at the SAMAs but also showcases his growth as an artist and his ability to connect with a diverse audience. The album features introspective tracks that reflect on his personal experiences and social issues, resonating with many South Africans.

[READ MORE](#)

# CASTLE LITE UNLOCKS & HIP HOP HERSTORY CONCERTS



Castle Lite hosts concerts with international artists like Drake, Kanye, J Cole, Travis Scott and Meek Mill. They also host Hip Hop Herstory highlighting the often-overlooked contributions of women in Hip Hop. The event empowered and celebrated female artists, DJs, producers, and others working behind the scenes.

[READ MORE](#)

source: castlelite

# AKA'S 'ALTER EGO' ALBUM SHOWCASES VERSATILITY & POLISHED PRODUCTION



AKA's album 'Alter Ego' is critically acclaimed for its versatility and polished production. With this album, AKA solidifies his position as a leading figure in South African hip-hop, attracting both mainstream success and critical acclaim.

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source: [sowetanlive](#)

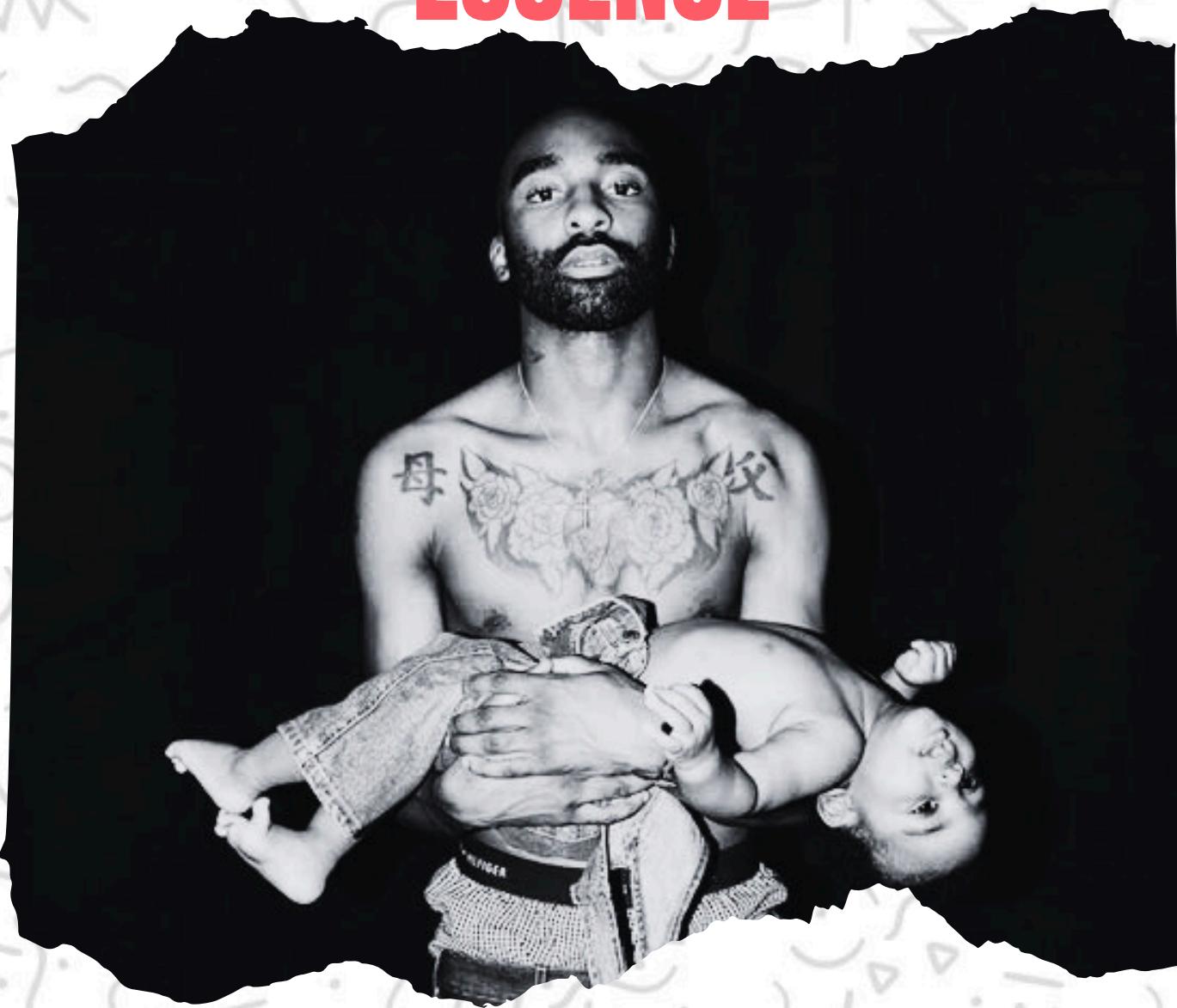
# 'TSHOLOFELO' IGNITES CASSPER NYOVEST'S METEORIC RISE



Cassper Nyovest's debut album 'Tsholofelo' marks a turning point in his career. The album's success leads to him winning the Best Newcomer award at the SAMAs, launching him into stardom. The album's infectious beats and relatable lyrics resonate with the youth, earning him a dedicated following.

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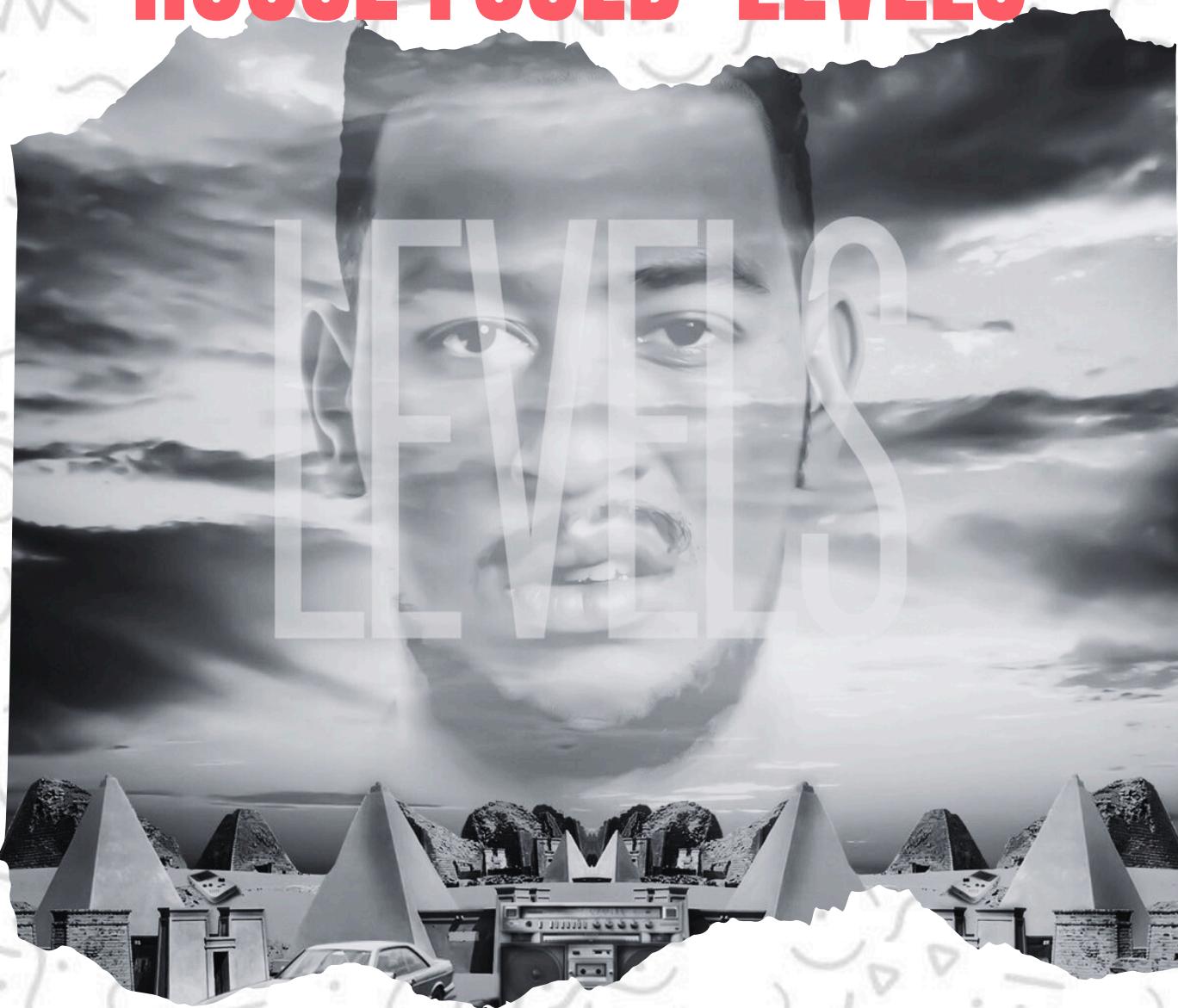
# RIKY RICK REDEFINES HIP HOP WITH UNADULTERATED KWAITO ESSENCE



Riky stands as a new-age Hip Hop artist deeply imbued with Kwaito's influence. Rather than blending Kwaito and Hip Hop within his tracks, Riky opts to maintain the purity of Kwaito. In his album, the essence of Kwaito remains distinct, interwoven with soulful melodies and a progressive approach to sampling.

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# AKA UNVEILS SURPRISING PERSONA WITH HIP HOP AND HOUSE FUSED 'LEVELS'

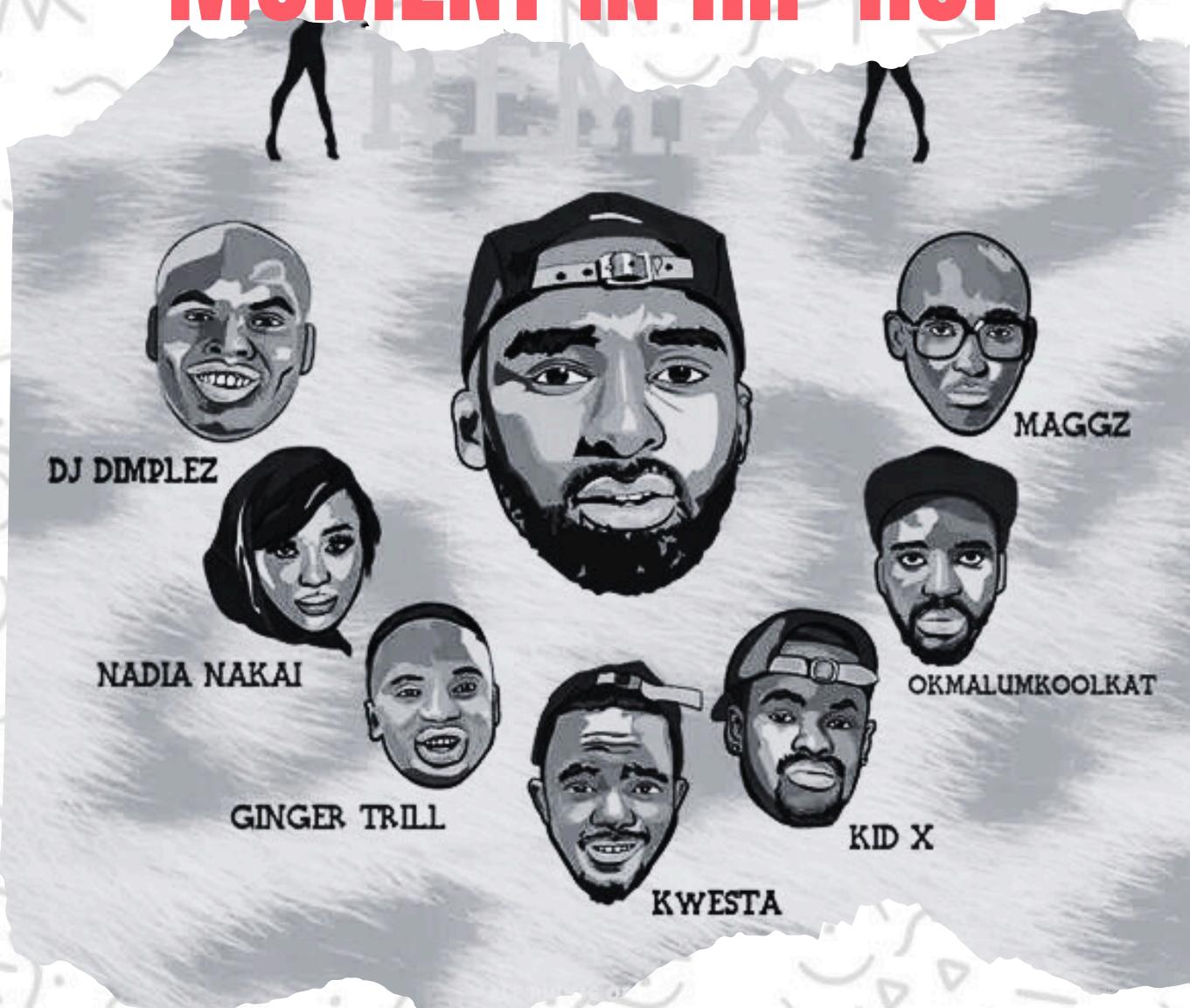


Contrary to his outward persona, AKA exuded a remarkably different demeanour. Notably, this album defies norms by seamlessly blending Hip Hop and House genres, a pioneering move within the SA Hip Hop industry. The rapper explained that his decision to fuse these styles was driven by their widespread popularity.

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source: sowetan

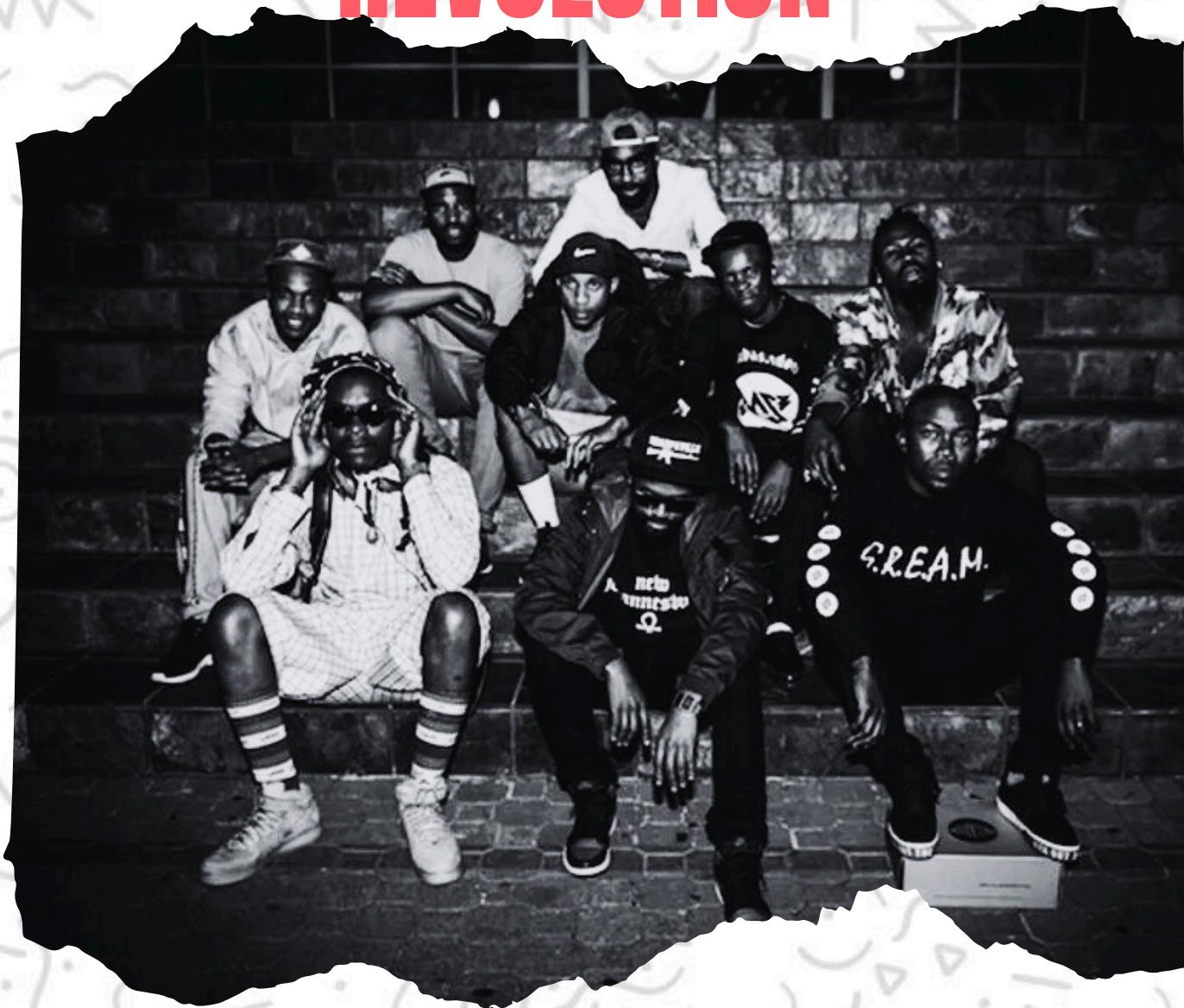
# RIKY RICK'S 'AMANTOMBАЗANE' REMIX MAKES DEFINING MOMENT IN HIP HOP



'Amantombazane' remix reshaped the landscape of SA Hip Hop. The remix not only overshadowed the original track, but also showcased an eclectic assembly of the nation's lyrical talents—Nadia Nakai, Kwesta, OkMalumKoolKat, Ginger Trill, Maggz, and the incomparable DJ Dimplez.

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# BOYZ N BUCK\$ PIONEER MUSIC AND FASHION FOR A GLOBAL REVOLUTION



The trailblazing assembly Boyz N Buck\$'s influence ripples beyond artistic domains into the very essence of pop culture. The collective comprises of Phiko, Mkay Frash, OkMalumKoolKat, Stilo Magolide, Dokta Spizee, Bhubesii, uSanele, Scoop Makhathini, and Riky Rick.

[READ MORE](#)

source: timeslive

# CASSPER NYOVEST MAKES HISTORY WITH SOLD-OUT SHOW AT TICKETPRO DOME



Cassper Nyovest's historic sold-out show at the Ticketpro Dome in Johannesburg becomes a landmark moment in South African Hip Hop. The event proves that local Hip Hop artists can draw massive crowds and achieve commercial success on par with international acts.

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source: musicinafrica

# AKA & RIKY RICK DOMINATE SA HIP HOP AWARDS WITH MULTIPLE WINS

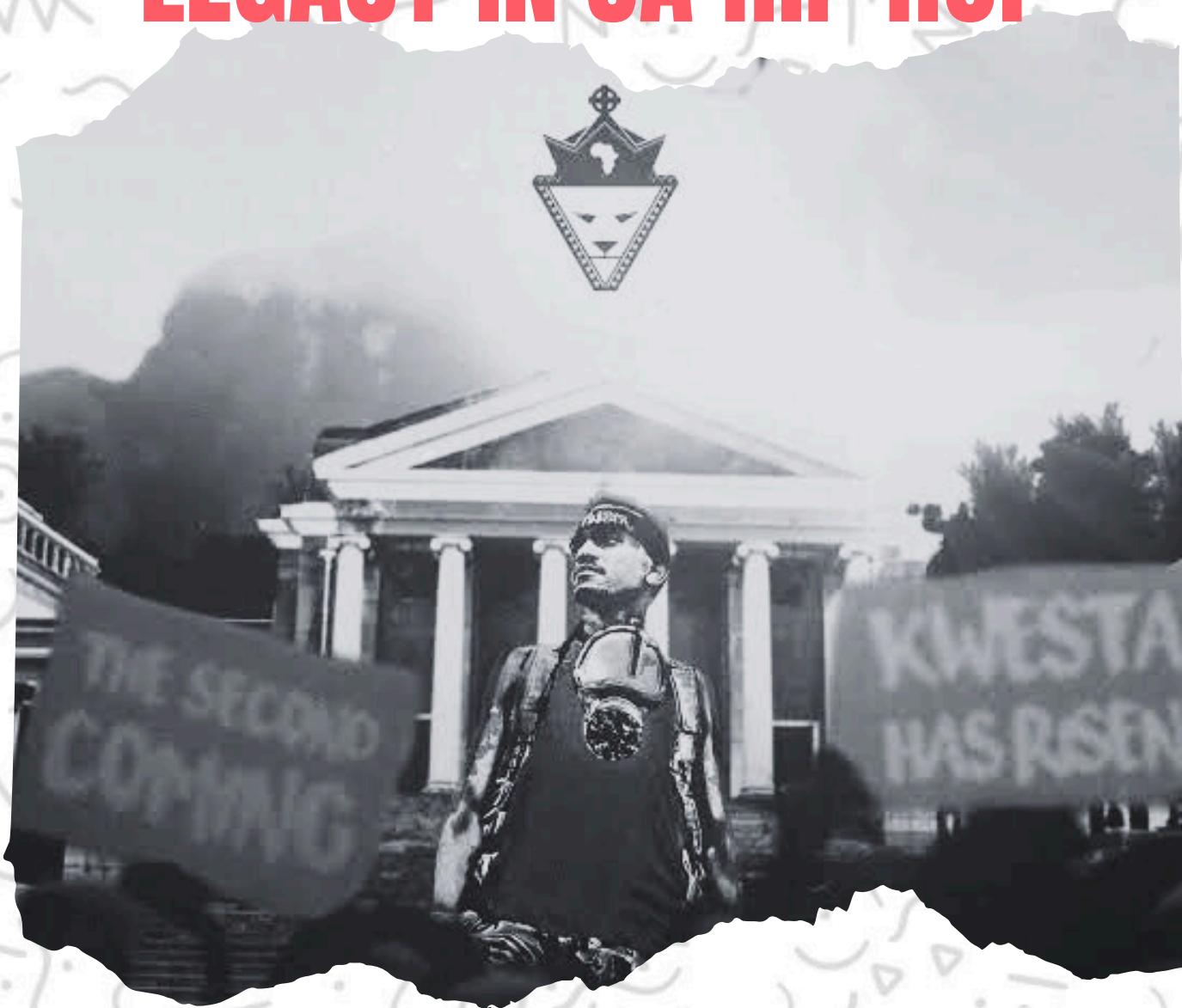


Rappers AKA and Riky Rick emerged as the undeniable champions of the SA Hip Hop Awards during a dazzling ceremony. AKA secured a string of prestigious accolades and Riky Rick seized the spotlight by clinching the coveted titles of Album of the Year and Best Male Artist for his striking debut masterpiece, 'Family Values'.

[READ MORE](#)

source: timeslive

# KWESTA'S 'DAKAR II' ALBUM SOARS & CEMENTS HIS LEGACY IN SA HIP HOP



Kwesta drops Dakar ii which later Kwesta's album 'DaKar II' achieves an incredible milestone, selling over 210,000 copies and earning 7x platinum status. The album's success places him among the highest-selling artists in South African Hip Hop history.

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source: okayafrica

# MABALA NOISE ENTERTAINMENT MAKES WAVES WITH THEIR MASS SIGNING



Mabala Noise Entertainment orchestrated a massive signing spree, securing the talents of some of the nation's most prominent stars. The illustrious roster boasted rapper Nasty C, Gigi Lamayne Khanyi Mbau, Major League DJz, Zola, PRO, Mbali Nkosi, DJ Finzo, Letoya Makhene, Jay Spitter, Kay Sibiya and Zakwe

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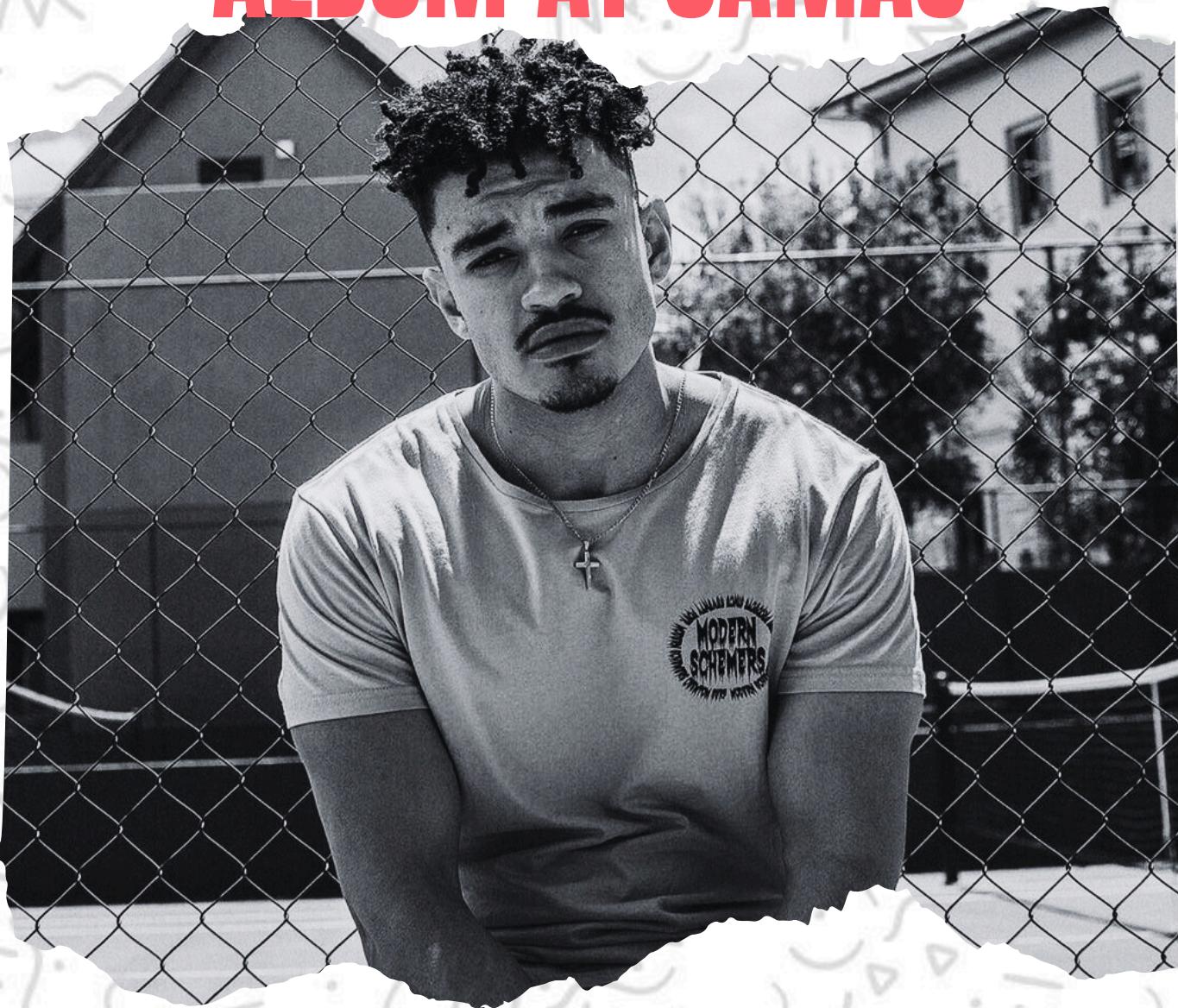
# AMBITIOUZ ENTERTAINMENT MAKES HISTORY WITH ALL ARTISTS HEADLINING FESTIVAL



For the very first time, the label's exceptional artists joined forces to headline the inaugural Major Lit Sessions festival at Gaborone's Stanbic Bank Piazza in Botswana. Breaking borders and pushing artistic boundaries with the likes of Emtee, Fifi Cooper, Saudi, Sjava, A-Reece, Miss Pru, DJ Citi Lyts, and B3nchmarq.

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# SHANE EAGLE'S 'YELLOW' TRIUMPHS AS BEST HIP-HOP ALBUM AT SAMAS



Shane Eagle's win for Best Hip Hop Album at the SAMAs with "Yellow" reaffirms the rise of fresh talent and innovative sounds in the local Hip Hop scene.

[READ MORE](#)

source: mg

# ROUGE'S SAMAS NOMINATION SPOTLIGHTS EQUALITY STRIDES IN SA MUSIC



Rouge's nomination for Best Hip Hop at the SAMAs marks a significant step forward for women in South African Hip Hop, as it brings attention to the underrepresentation of female artists in major award categories.

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source: snl24

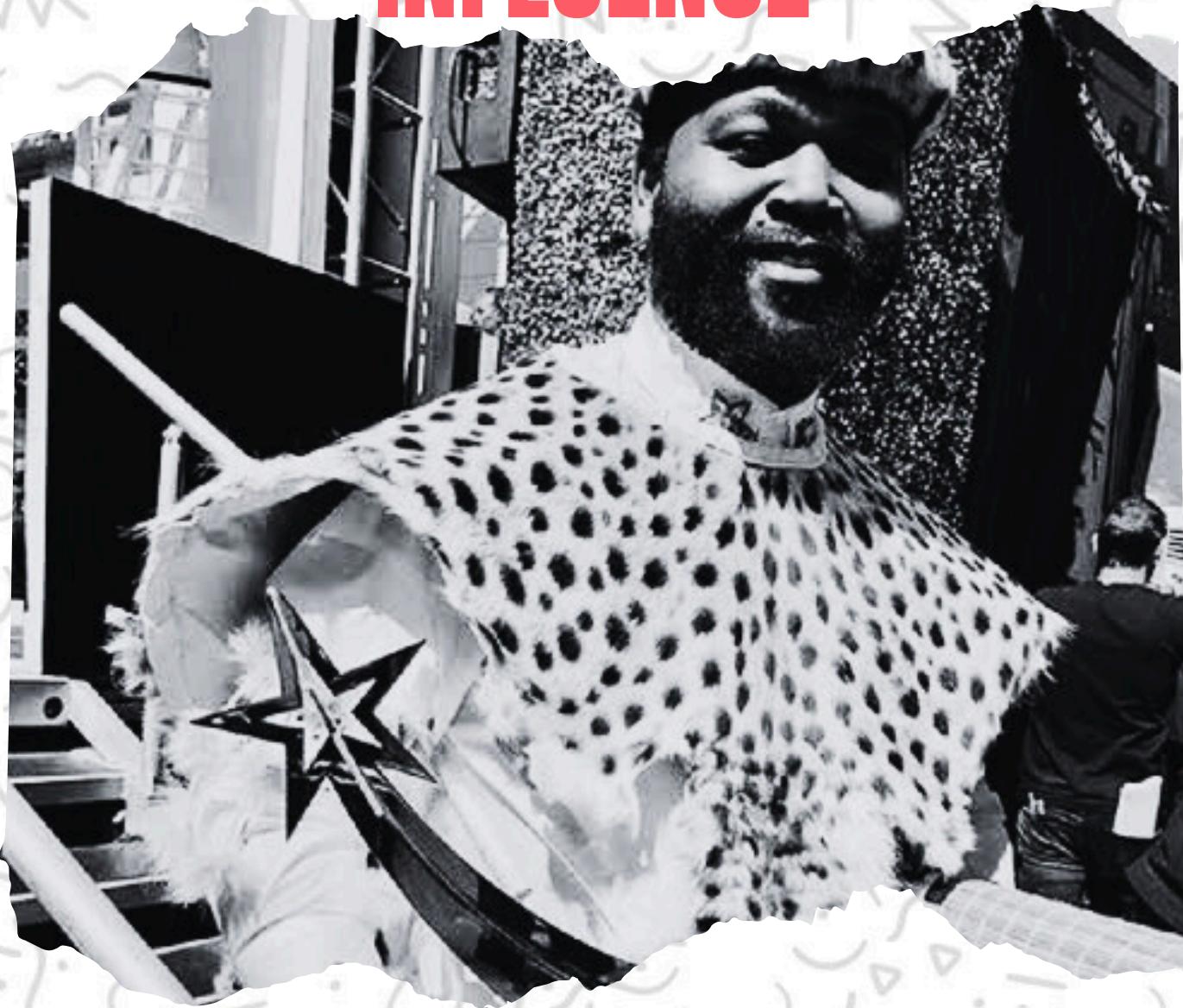
# SA HIP HOP STARS SHINE ON 'BLACK PANTHER' SOUNDTRACK

| BLACK PANTHER        |   |
|----------------------|---|
| ALL THE STARS        | KENDRICK LAMAR                                |
| X                    | KENDRICK LAMAR, SZA                           |
| THE WAYS             | SCHOOLBOY Q, 2 CHAINZ, SAUDI                  |
| OPPS                 | KHALID, SWAE LEE                              |
| I AM                 | VINCE STAPLES, YUGEN BLAKROK                  |
| PARAMEDIC!           | JORJA SMITH                                   |
| BLOODY WATERS        | SOB X RBE                                     |
| KING'S DEAD          | AB-SOUL, ANDERSON .PAAK, JAMES BLAKE          |
| REDEMPTION INTERLUDE | JAY ROCK, KENDRICK LAMAR, FUTURE, JAMES BLAKE |
| REDEMPTION           | ZACARI, BABES WODUMO                          |
| SEASONS              | MOZZY, SJAVA, REASON                          |
| BIG SHOT             | KENDRICK LAMAR, TRAVIS SCOTT                  |
| PRAY FOR ME          | THE WEEKND, KENDRICK LAMAR                    |

South African artists Yugen Blakrok, Saudi, Sjava and Babes Wodumo's feature on the "Black Panther" soundtrack brings global recognition to the country's Hip Hop talent and showcases the diversity of the genre.

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# SJAVA'S BET WIN SHOWCASES SA HIP HOP'S GLOBAL INFLUENCE

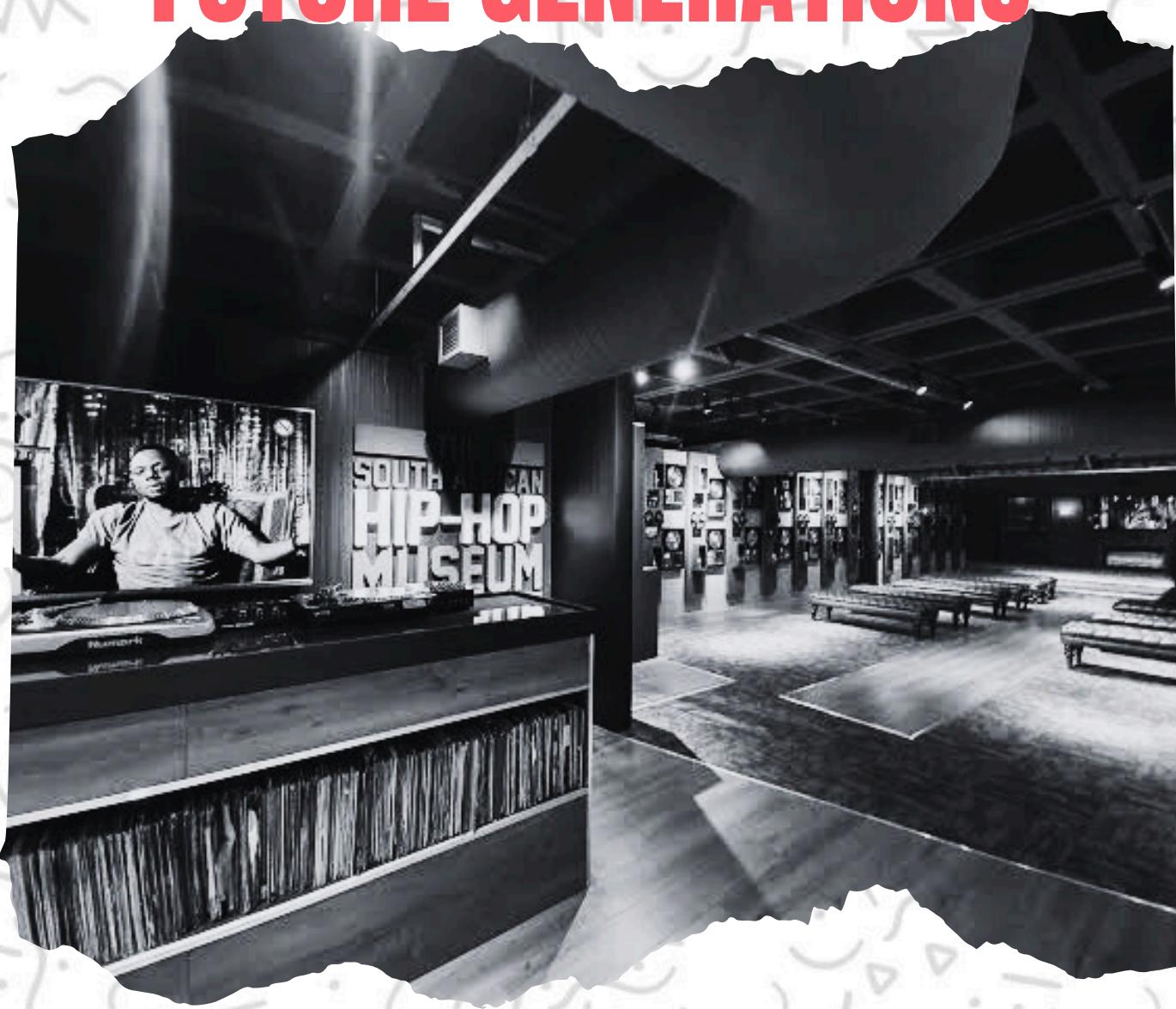


Sjava's BET award win for Best International Artist celebrates his exceptional talent and serves as a testament to the international appeal of SA Hip Hop.

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source: [sowetanlive](#)

# SA HIP HOP MUSEUM HONORS 26 ICONIC FIGURES INSPIRING FUTURE GENERATIONS



The establishment of the first SA Hip Hop museum commemorates the legacies of 26 iconic figures in the genre's history. The museum serves as a place of inspiration and education for future generations of Hip Hop artists and fans alike.

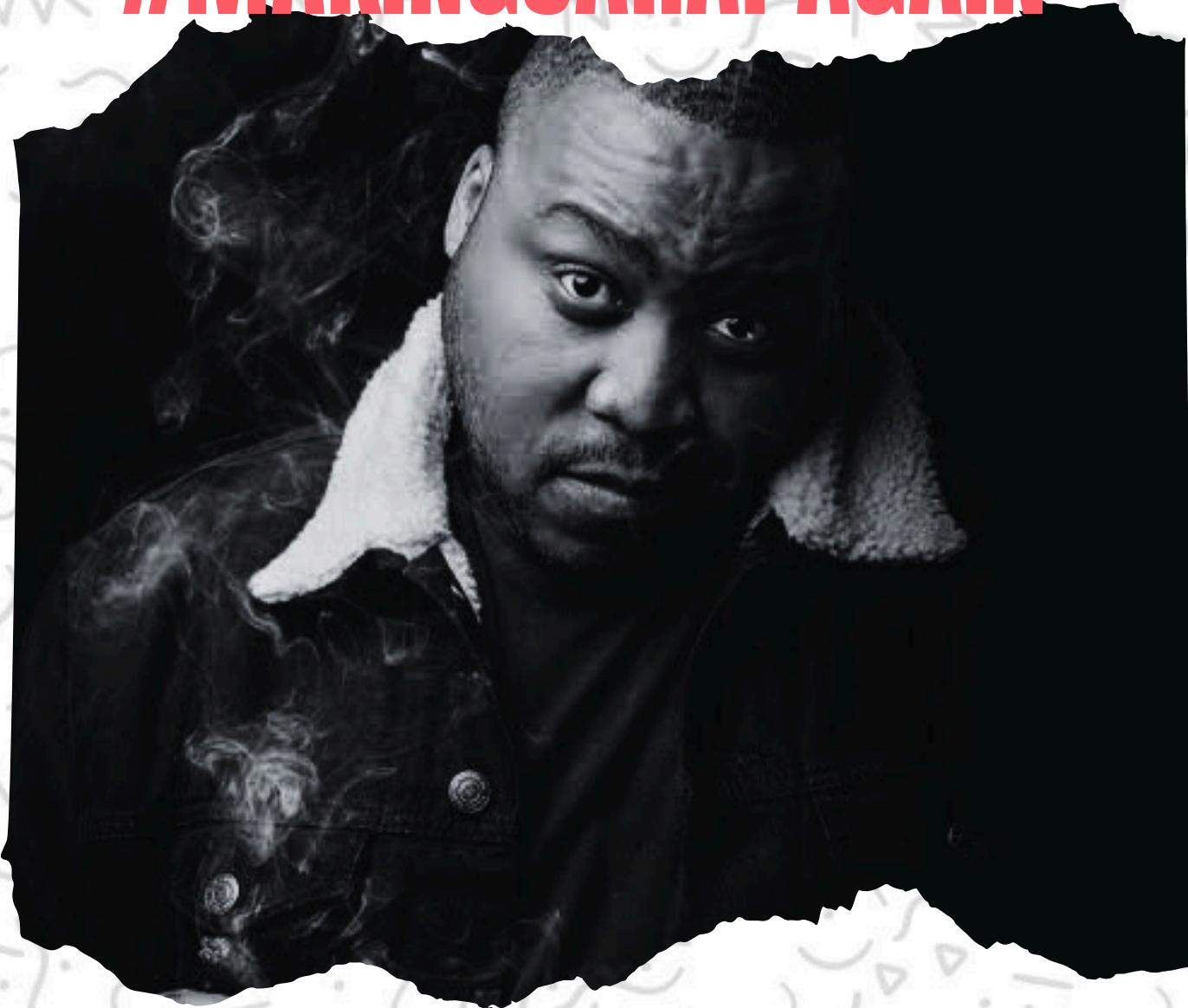
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source: citylifearts

# 2020s

**ERA: THE NUDGE**

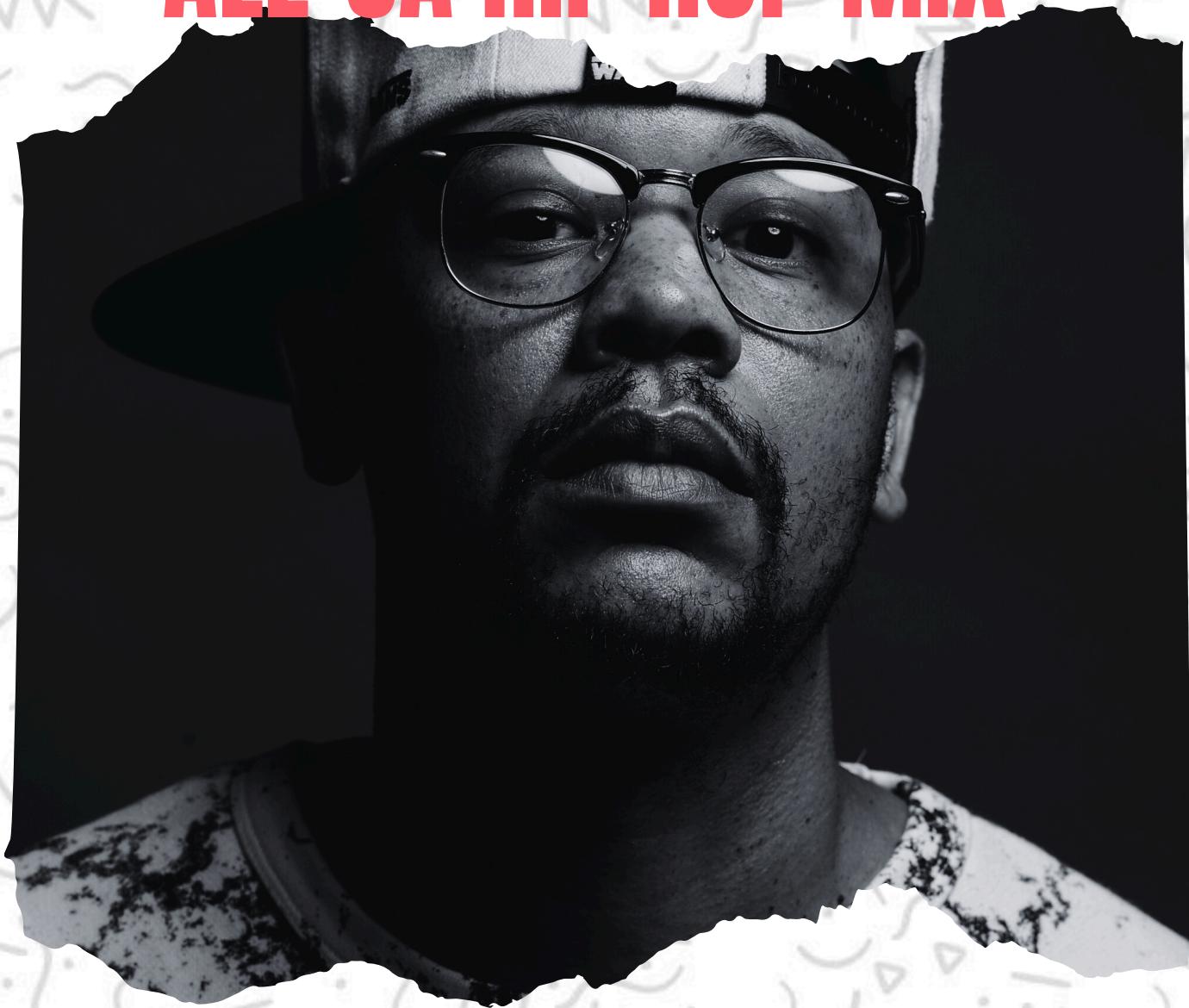
# STOGIE T SPARKS LOCAL HIP HOP REVIVAL WITH #MAKINGSARAPAGAIN



Rapper Stogie T embarked on a mission to revive and promote the local Hip Hop scene with his '#MakingSARapAgain' campaign. As part of this initiative, he launched the '#FreestyleFriday' series, where he showcased his lyrical prowess and invited other talented artists to participate.

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# SWAY IN THE MORNING SPOTLIGHTS P-KUTTAH'S ALL-SA HIP HOP MIX

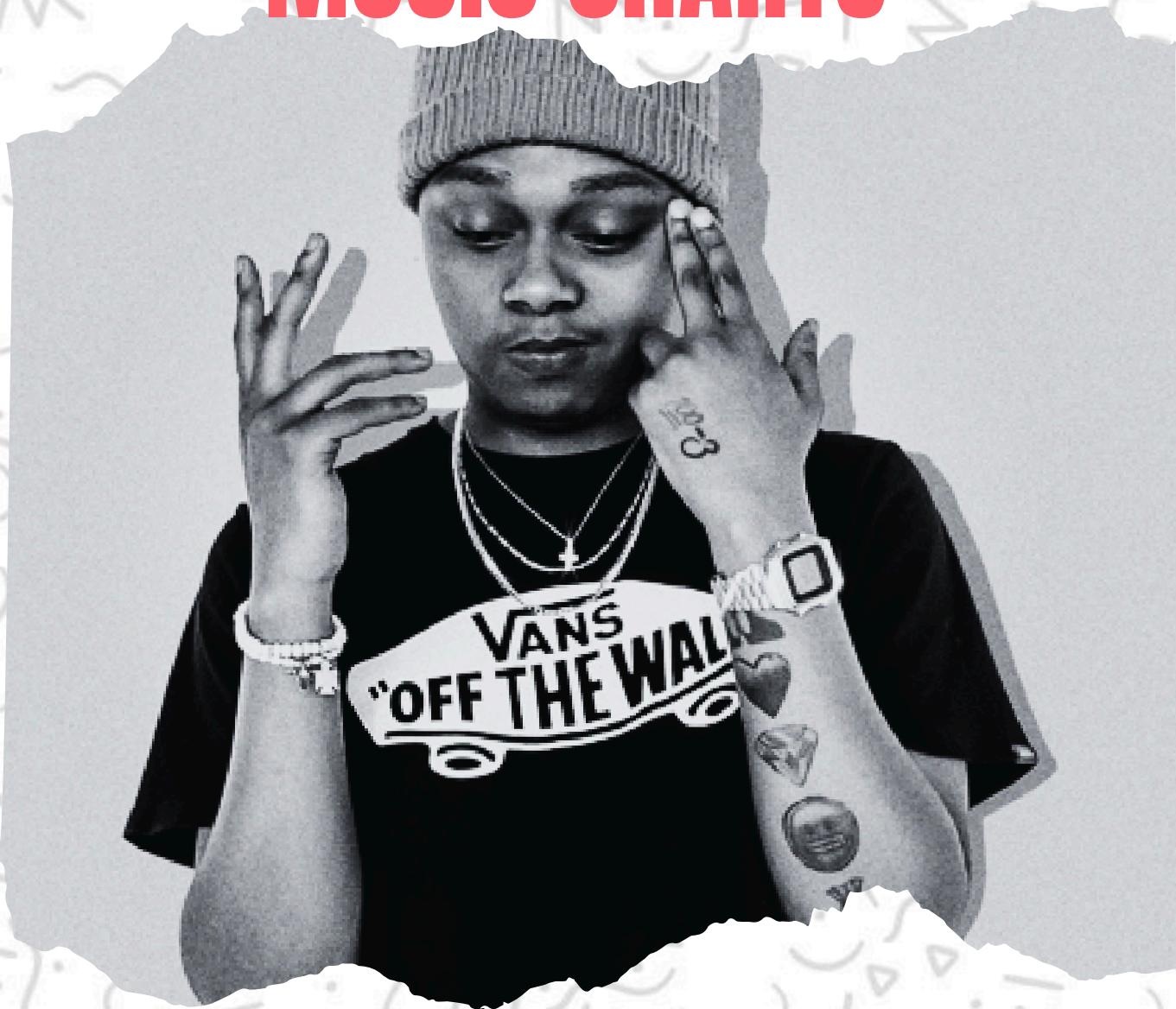


Prominent SA Hip Hop DJ P-Kuttah showcased his mix on *Sway In The Morning*. The mix exclusively highlighted a lineup of South African tracks, showcasing artists such as Nasty C, Ginger Trill, Shane Eagle, Rouge, Stogie T, Nadia Nakai, and more.

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source: okayafrica

# AREECE'S ALBUM 'FROM ME TO YOU & ONLY YOU' TOPS APPLE MUSIC CHARTS

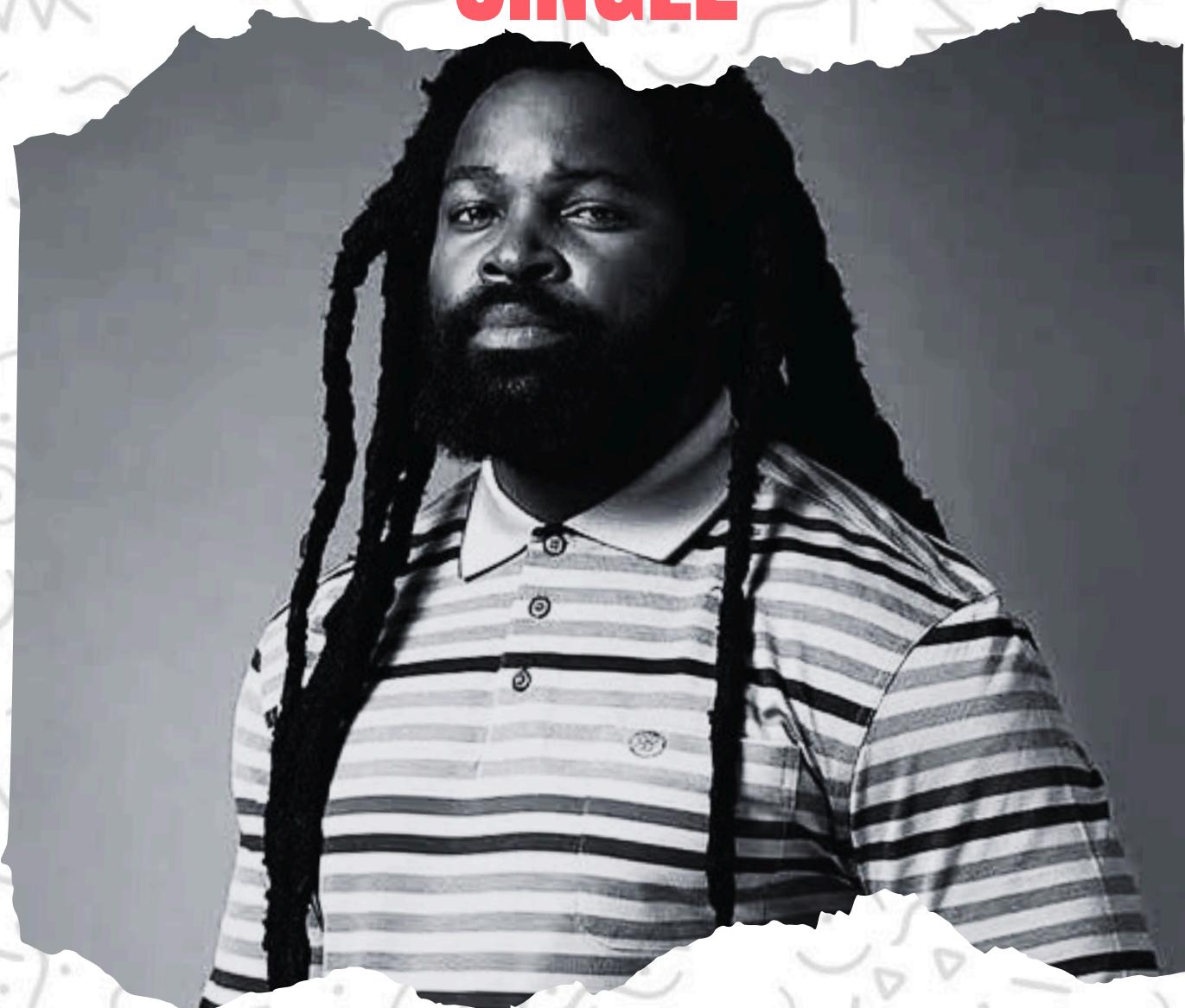


Areece achieved a significant milestone with his album 'From Me To You & Only You.' The album earned the distinction of being the longest charting SA Hip Hop album on Apple Music, solidifying Areece's position as an artist with substantial commercial success and critical acclaim.

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source: [slikouronlife](#)

# BIG ZULU SHAKES THINGS UP WITH HIS '150 BARS' SINGLE



There was a notable “feud” in the SA Hip Hop community sparked by Big Zulu’s 150 Bars. K.O, Kwesta and Duncan, in response to the perceived disagreement, released “diss” tracks aimed at Big Zulu. The tracks quickly gained attention and sparked intense discussions among fans and industry figures.

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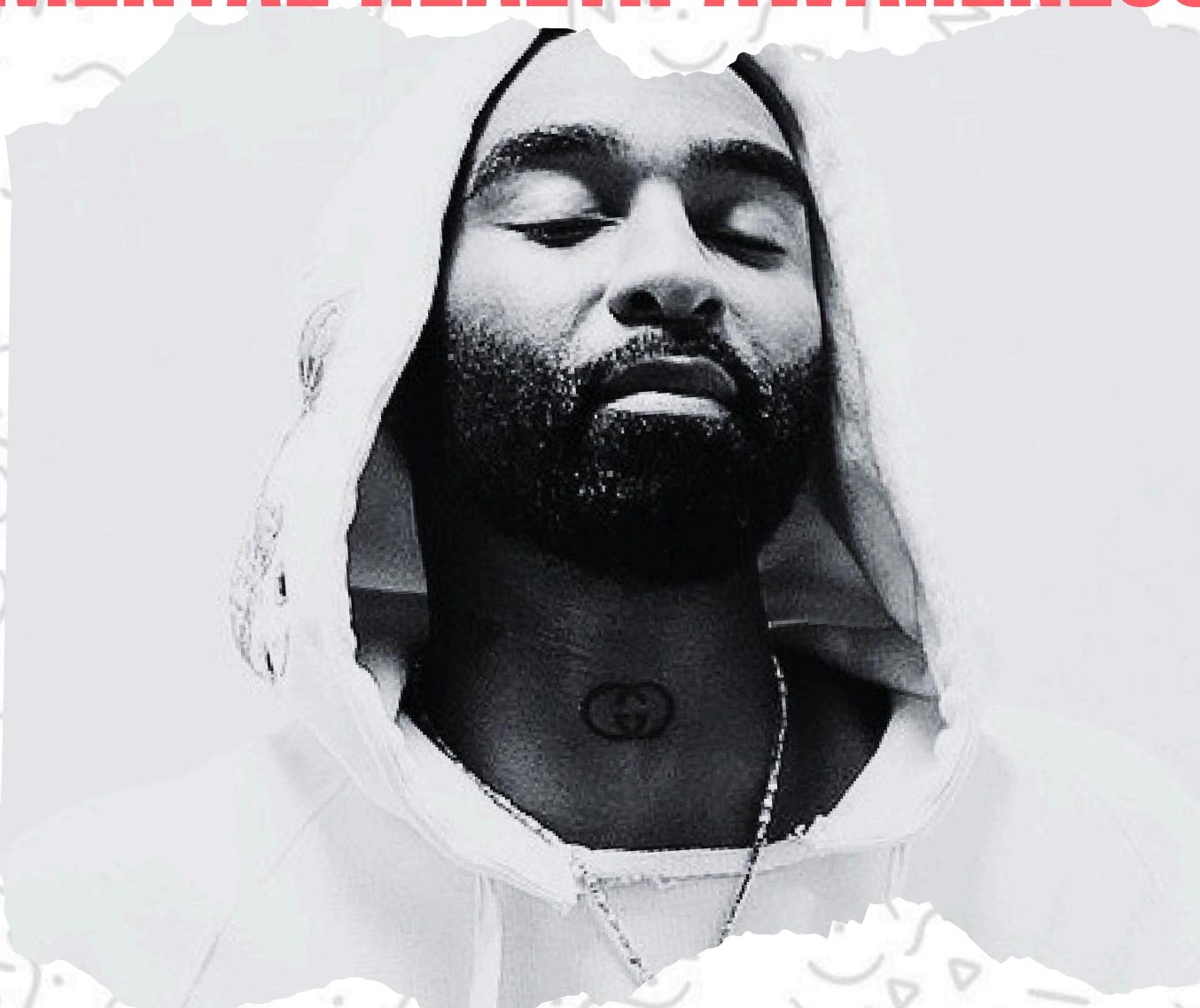
# KO'S 'SETE' MAKES WAVES BY BREAKING MULTIPLE RECORDS



"Sete" by K.O featuring Young Stunna and Blxckie, with over 14 million combined streams secured the top spot as the most popular track of 2022. It held the number one position on the Official SA Charts maintaining its dominance by reigning at the top of the Radio Monitor for an impressive 19 consecutive weeks.

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# RIKY RICK'S AI-GENERATED TRACK 'STRONGER' SPOTLIGHTS MENTAL HEALTH AWARENESS



The late Riky Rick's foundation ventured into a groundbreaking project by releasing an AI-generated track 'Stronger'. The track is part of the foundations aim to promote Artivism by bringing attention to the issue of deteriorating mental health and well-being.

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# Sprite Limelight Honors SA Hip Hop Icon Cassper Nyovest in Campaign



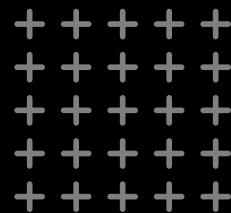
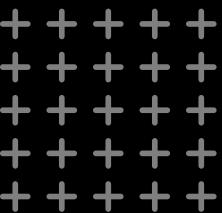
Sprite Limelight celebrates diverse musical legacies like SA Hip Hop's Cassper Nyovest. The multichannel campaign, featuring the new song "Soul," offers immersive experiences, behind-the-scenes footage, and limited edition Cassper Nyovest Sprite bottles.

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**YOU MAY HEAR THAT "HIP  
HOP IS DEAD" BUT MAYBE  
THAT NOTION IS BEING  
LOOKED AT IN THE WRONG  
WAY.**

**HIP HOP HAS EVOLVED SINCE  
ITS INCEPTION. WITH EVERY  
GENERATION THERE'S A SUB-  
GENRE THAT THEY RESONATE  
WITH.**

**IF WE ARE SUCH LOVERS OF  
THE GENRE, WHY NOT  
EVOLVING WITH IT?**



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