



BUYMUSIC ANNOUNCES REVAMPED PLATFORM AND BUYMUSIC/IBE LABEL COLLABORATION

1 September 2026

BuyMusic, a registered South African online music platform, has launched a revamped website that makes it easier to discover, enjoy, buy and market South African music.

A major new development is BuyMusic's collaboration with IBEnterprises, led by the experienced Ian Bossert. This collaboration expands the platform's ability to further market and distribute the music of qualifying artists.

The collaboration forms part of BuyMusic's development of a more comprehensive service for independent artists, with BuyMusic Label playing a role in the marketing and distribution of independent artists and their releases.

The new BuyMusic experience offers a clearer and more modern access for computers and mobile phones. Improved navigation and discovery make it easier for listeners to navigate between artists, genres, albums, singles, recommendations, music videos, shows and physical releases.

However, the principle behind BuyMusic remains unchanged: artists should receive as much as possible of what listeners and buyers pay for their music.

"Our artists are the reason BuyMusic exists," says Lizma Dunckley of BuyMusic. "We don't want to be just a place for artists to upload their music. We want to help them market their music and reach new audiences. The collaboration with IBE and the development of BuyMusic Label is an important step in that direction."

MORE THAN JUST MUSIC STREAMING

BuyMusic brings together new music discovery, streaming, purchasing, artist marketing and sales information within one South African service.

Listeners can create their own playlists and share them with other BuyMusic listeners. Purchased music can be downloaded in MP3 format and remains linked to the buyer's BuyMusic account.

Listeners who prefer to stream can choose between a one-time one-month subscription for R49.99 or a monthly subscription of R39.99.

Artists, agents and music companies can create artist profiles, make singles and albums available, launch new releases and use BuyMusic's marketing tools. A further new feature allows artists to create shows and sell concert tickets directly through the platform.

The extensive News and Marketing sections also provide space for release announcements, artist articles, performance information and other relevant news. Together, this creates a more complete experience around the artist and his or her music.

BuyMusic is registered with CAPASSO and works with IBEnterprises (Pty) Ltd (IBE), an independent record label, music distributor and booking agency, to expand the marketing and distribution reach of qualifying artists and releases.

**The revamped BuyMusic platform was officially launched on Monday 24 August 2026 at:
www.buymusic.co.za**