

Jamal Edwards MBE Film Enthusiast, Digital media mogul, Entrepreneur, Author, Youth Activist and son. Tragically passing away at 31, his life was a shining resemblance of the capabilities of anyone who perseveres and pursues their ambitions.

In 2006, Edwards founded SBTV at the age of 15 years old when the emergence of a new digital media sharing website, YouTube, had just started to popularise on the internet.

In 2011, Edwards was featured in a ground-breaking advertisement that was aired on ITV, this not only legitimised his role in paving the way for young musicians in the UK, but put a face to the name behind SBTV. At the young age of 20 years old, he gained national recognition for what he started as a platform for his friends to share their musical talents.

His work across the UK's digital sphere is unprecedented and a true work of genius, having a keen eye for developing and ground-breaking opportunities Edwards, seized YouTube's humble beginnings as the platform for his music empire, SBTV.

To date, SBTV has accumulated over 800 million views and a resounding 1.2 million subscribers. His platform allowed for the growth and development of global stars such as Jessie J, Ed Sheeran and Rita Ora to name a few. A milestone in the British music industry, which deserves all the recognition for paving the way for some of the finest talent that the UK has produced in the 21<sup>st</sup> century.

Edwards ambition in giving a platform for talent, that would otherwise go unrecognised by the world is in no small measure, nor something to be brushed over. SBTV's feats had even gained royal recognition when he was awarded MBE (Member of the British Empire) by Queen Elizabeth II in 2015 for his accomplishments in the music industry.

Jamal took the music industry by storm, and there was no stopping him. Not only did he independently own SBTV as a youth-broadcasting platform, Sony RCA offered him a sub-division of their label in order to foster his own talent, so Just Jam was founded, and allowed for a young UK artist named Maxsta to leave his mark.

Wherever Edwards ventured his ambition stayed the same, to place individuals in a position of showcasing their true passion and ability, not on a small scale but rather, on an elevated level, and this is where his individual brilliance truly sets him apart.

Ed Sheeran eloquently expresses this sentiment, in this powerful tribute to Jamal:

*"His light shone so bright . He only used it to illuminate others and never asked for anything in return. A stars light shines for millions of years after they go, and his will continue to light up every dark moment..."*

His career and life, speak in utter volumes as to the opportunities created, whether through SBTV or his charity JE Delve, where the foundation provided workshops and activities to allow them the experience to grow in the creative fields or business skills and get them off the streets, or the lives changed, from the multitude of young talented artists to the team running behind the scenes of SBTV, to the youth, who he dedicated a grandeur of his career in order to support and raise awareness for their mental health through his status and platform.

Jamal Edward MBE, has left a legacy that will inspire the next generation of young creatives to keep pursuing their ambitions, he will never be forgotten, and his impact on the music industry will continue to shape it for generations to come. We should look back on his legacy and aspire to always strive for the betterment of those around us.