BEN RODRIGUES



2026

SINGER - SONGWRITER - INDIE POP ARTIST

ARTIST BIO

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Hailing from the busy streets of **Durban**, raised in the quaint coastal town of **St. Francis Bay**, and now thriving in **Cape Town**, Ben Rodrigues is rewriting the story of **South Africa's independent music** scene. From the moment he picked up a guitar at age 10, music became more than a passion—it was his destiny. "It's not a matter of if I make it, but when," Ben confidently proclaims, a statement that echoes in every step of his journey.

Ben's breakout single, **Was It Real**, took not only South Africa but the world by storm and catapulted him into the spotlight, earning over **35 million streams** across platforms and solidifying his status as South Africa's top pop artist. The song claimed the **#1 spot on the South African Radio Charts for three consecutive weeks,** amassed thousands of radio spins worldwide, and helped him build a social media following of over **500,000 fans**. Following this success, his **debut sold-out headline tour** swept across the country, cementing him as a homegrown star with international appeal.

Drawing inspiration from the nostalgic pop sounds of **One Direction, Justin Bieber, and Shawn Mendes** and now fusing that with his recent interest in **pop-country**, the 8 year overnight sensation is bringing back the Pop Country-Star Era. With 2025 proving that there is no limit for how far Ben can go, he sets his sights on 2026 where one thing is clear...

This is just the beginning.

313K
FOLLOWERS

175K
FOLLOWERS

450K
LISTENERS

RECENT RELEASES



WAS IT REAL
SINGLE
26 APRIL '24



ONE LAST CHANCE
SINGLE
9 SEPTEMBER '24



TELL ME HOW
SINGLE
29 NOVEMBER



HOMESICK
SINGLE
19 AUGUST '25



HAZEL EYES
SINGLE
6 FEBRUARY '26



BACK TO YOU
SINGLE
8 MAY '26

MARKETING HIGHLIGHTS & ACHIEVEMENTS

- SINGLE “WAS IT REAL” HELD THE #1 SPOT ON SOUTH AFRICAN RADIO CHARTS FOR 3 WEEKS, TOP 3 FOR 5 WEEKS AND TOP 10 FOR 13 WEEKS
- SOLD OUT DEBUT SOUTH AFRICAN HEADLINE TOUR - “THE IS IT REAL TOUR”
- BRAND COLLABORATION WITH LEVIS
- 40+ MILLION STREAMS ON HIS DEBUT SINGLE
- 120K SHAZAMS FOR “WAS IT REAL”
- OVER 8500 RADIO SPINS
- GAINED OVER 100K FOLLOWERS IN HIS FIRST WEEK
- 550K FOLLOWERS ACROSS SOCIAL MEDIA
- 450K SPOTIFY MONTHLY LISTENERS
- WON ‘BEST NEW ARTIST’ FROM THE IPMA (INTERNATIONAL PORTUGUSE MUSIC AWARDS)
- 2 SOLD OUT UK HEADLINE SHOWS
- MUSIC AWARD SHOW PERFORMANCE IN BOSTON



THE 'IS IT REAL' TOUR



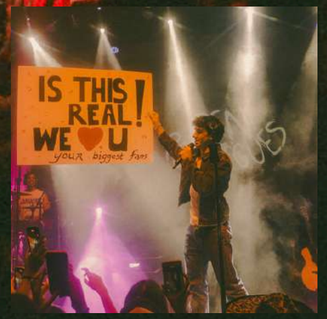
IN LESS THAN 5 MONTHS AFTER RELEASING HIS DEBUT SINGLE, BEN HELD HIS FIRST EVER HEADLINE TOUR THROUGHOUT SOUTH AFRICA. WITH OVER 50% OF HIS LISTENERS BEING BETWEEN THE AGES OF 13 AND 27, BEN MADE SURE HIS FIRST SHOWS WERE ALL AGES, SAFE AND SMALL ENOUGH TO MEET EVERY FAN AFTER THE SHOWS.





STARTING IN PRETORIA WITH 250 PEOPLE, JOHANNESBURG WITH 300, DURBAN GOING OVER CAPACITY WITH 400 AND CAPE TOWN SELLING OUT 1 WEEK AFTER BEING ANNOUNCED WITH 350 SCREAMING FANS IN THE AUDIENCE, IT IS SAFE TO SAY HIS SHOWS WERE A MASSIVE SUCCESS.



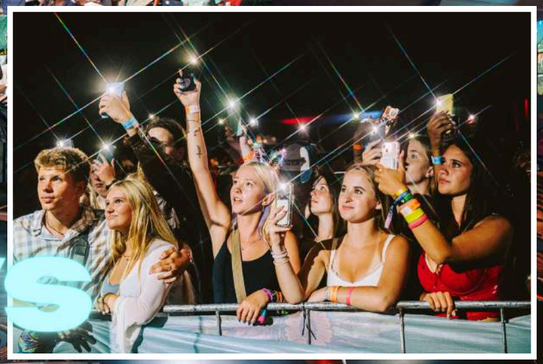


SOME OF BEN'S BIGGESTANS EVEN BROUGHT HOMEMADE SIGNS AND BRACELETS, CHEESECAKES AND BEN RODRIGUES COW BOY HATS. HIS CUSTOM MERCH THAT HE DESIGNED HIMSELF WAS LOVED BY THE STANS, SELLING OVER 150 HATS, 120 SHIRTSAND 100 HOODIES.













LIVE SHOWS

“Live shows are definitely my favourite part about my job, from the smallest rooms to the biggest stages, I LOVE having fun with the crowd. I know there are better singers than me, and more talented guitarists, but when im on a stage... thats where I really do my thing. Thats when i know that this is who I’m called to be.” -Ben











WAS IT REAL

"Was It Real" is the song that changed everything for Ben Rodrigues. As his debut single, it introduced the world to his raw talent and heartfelt storytelling. The song dives into the bittersweet emotions of questioning a past love, and its honest lyrics struck a chord with listeners everywhere.

Since its release, "Was It Real" has achieved incredible milestones: over 35 million streams, 120k Shazams, and 90 million views on TikTok from fans creating almost 100,000 videos using the sound. Its success didn't stop there—it shot straight to #1 on South Africa's biggest radio station, holding the spot for three weeks in a row and solidifying Ben as the country's top pop artist.

This song wasn't just a breakthrough... it was a moment. It's the reason Ben now has 550k followers across social media and why his music continues to resonate with so many. "Was It Real" isn't just the start of Ben Rodrigues' story; it's the song that made him who he is today.

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THIS IS JUST THE BEGINNING



@thebenrodrigues

Ben Rodrigues

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