

RIP Matthew Buckland

UPDATE: Details have been announced for Matthew Buckland's Cape Town memorial service.



Matthew Buckland

One of the SA digital media's industry's best-known players, having taken home the 'best individual contribution to digital' award at the 2017 Bookmark Awards, Matthew Buckland has passed away from cancer at the age of 45.

A year ago, Buckland spoke of how the Burn Media was set to embark on aggressive growth after a deal to go solo.



Burn Media to embark on aggressive growth after deal to go solo - Buckland

Stephen Timm 7 Jun 2018



Matthew Buckland on reigniting Burn Media

Leigh Andrews 24 Apr 2018



Today, the South African digital industry has shared its sadness over Buckland's passing on social media, so much so that the news is trending:

“ [#ripmatthewbuckland](#) is now trending in [#Johannesburg](#) <https://t.co/AjoR22EgP8> [pic.twitter.com/mni2plzrQH](https://t.co/mni2plzrQH)—

Trendsmap Jo'burg (@TrendsJoBurg) [April 23, 2019](#) ”

“ [#RIPMatthewBuckland](#)

Utterly heartsore. <https://t.co/sEhbQU1SvZ>— Josephine Buys (@jozib_sa) [April 23, 2019](#) ”

“ Devastating news that [@matthewbuckland](#) has passed away from cancer. A prime mover in South Africa's digital media sector, a man who taught so many so much. Not least us [@MediaTMO](#), giving [@glendaN](#) her first lessons in content management. [#RIPMatthewBuckland](#). Please DM tributes.— The Media Online (@MediaTMO) [April 23,](#)

2019 ”

“ #RIPMatthewBuckland <https://t.co/7sT8p4yyOQ>— Marisa Louw (@marisalouw) [April 23, 2019](#) ”

“ it is tragic [@siyafrica](#) he made such a difference in our team as well as the clients he helped us serve. This is a big loss for all of us professionally and personally [#RIPMathewBuckland](#)— Patricia Torres-Burd (@patburd) [April 23, 2019](#) ”

“ Devasted to hear [@matthewbuckland](#) has passed away. He was one of the originals, helping shape digital in SA. See his tweets - they encapsulate his passions. (He was there when I signed up to Twitter at the Rat & Parrot 12 years ago - still a vivid memory) [#RIPMatthewBuckland](#) pic.twitter.com/rfsU7ifHQQ— Arthur Goldstuck (@art2gee) [April 23, 2019](#) ”

Buckland often said what he loved most about the industry was:

“ Constant change, evolution, endless challenges. The constant ‘wow factor’. The strong feeling of “ownership” that our generation has over this industry as we were a part of shaping it — not the old industrialists and the “old money” of the past. ”

Digital news entrepreneur

Dubbed a 'digital news entrepreneur', Buckland was also head of the *Mail & Guardian's* online division, founder of the collaborative news and opinion platform Thought Leader from 2000 to 2007, established a division at Naspers' online publisher News24.com, and was also a consultant and investor at multinational media fund Media Development Investment Fund (MDIF).



#BehindtheSelfie with... Matthew Buckland

Leigh Andrews 10 May 2017



Our sincere condolences to Buckland's wife Bridget; daughters Stella and Isabella; family and friends; and all who were inspired by his digital spark.

“ A memorial service for [#MatthewBuckland](#) will take place at Cape Point Vineyards at 10 o'clock on Tuesday, 30 April. It is an open service, and all are welcome. A date and venue for Johannesburg is still to be finalised.— The Media Online (@MediaTMO) [April 26, 2019](#) ”

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