

# UK music media businessowner and SBTV creator Jamal Edwards passes away, aged 31

Jamal Edwards, the extensively appreciated British businessowner and creator of prominent UK youth media brandname SBTV has passed away, aged 31.

The news was verified to the media by his group on Sunday (February 20).

Edwards' business, which he established in 2006 when he was simply 15, assisted launch the professions of some of the UK's greatest music stars.

SBTV started with Edwards submitting videos to YouTube [1,245 articles]">YouTube of his buddies rapping in London, after getting a videocamera as a present for Christmas. The 'SB' stands for 'Smokey Barz', which was Edwards own rap name.

Edwards' videos including emerging UK rap stars began to blow up on YouTube and the SBTV channel grew to ended up being one of the UK's secret brand-new music discovery platforms.

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SBTV showcased lot of British rappers-turned superstar artists over the years consisting of Stormzy, Skepta and Dave, in addition to being an early champ of the likes of Ed Sheeran and Jessie J.

In 2014 Edwards was granted an MBE for services to music.

He likewise got a start-up award from Sir Richard Branson's in Virgin Media 2014.

Edwards was a Prince's Trust ambassador.

In a declaration sent out to the UK's *Loose Women*, Edwards' mom (Brenda Edwards) revealed that he passed away of a "sudden health problem".

"It is with the inmost distress that I can verify that my stunning kid Jamal Edwards passed away the other day early morning after a abrupt health problem," she composed.

"Myself, his sibling Tanisha and the rest of his household and good friends are entirely ravaged. He was the centre of our world."

“Try anything, puton’t be terrified of failure, that is my suggestions.”

Jamal Edwards, speaking in 2013

Speaking with the BBC in 2013, Edwards stated: “Try anything, puton’t be afraid of failure, that is my guidance.”

“The just failure is not attempting. And when you discover your specificniche, what you are truly great at, hit it so hard.”

YouTube paid homage to Edwards, composing: “We’ve lost a legend today. Jamal Edwards was an motivation to so numerous, supporting artists and shaping culture through @SBTVonline . Sending our acknowledgements to Jamal’s household & neighborhood.”

Music Business Worldwide

Source: [UK music media businessowner and SBTV creator Jamal Edwards passesaway, aged 31.](#)