SAYELA Debuts Amapiano Visual ‘My Rhythm Knows Your Name’

The official video blends Amapiano, Afro-pop and Afro-R&B, inviting global audiences to watch on YouTube and discover SAYELA on Spotify.



SAYELA presents “My Rhythm Knows Your Name,” an Amapiano, Afro-pop and Afro-R&B release supported by an official music video.

GREENSBORO, NC, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- SAYELA has released the official music video for “My Rhythm Knows Your Name,” a rhythm-led single that brings together Amapiano, Afro-pop and Afro-R&B in a concise, cinematic introduction to the artist’s evolving sound.

Released September 1, 2026, the 3-minute, 28-second video is available now on YouTube. Viewers can watch the official music video at https://www.youtube.com/watch?v=hEXbh5MGg_o and explore SAYELA on Spotify at https://open.spotify.com/artist/3fnsBYJq7gbcXeLla2VHzv.

Built around deep log drums, an insistent vocal refrain and a story of immediate connection, “My Rhythm Knows Your Name” imagines two people recognizing one another through movement before an introduction is ever made. The track’s Amapiano pulse gives the song its foundation, while Afro-pop melody and an intimate R&B delivery make the invitation feel direct and personal.

“Come close. Don’t speak. Let the drum say everything,” SAYELA sings, capturing the release’s central idea: rhythm can communicate what words have not yet said.

The accompanying campaign visual extends that idea with a black-and-gold palette, lantern light and a circle of drummers surrounding SAYELA. The image connects the single’s contemporary presentation to percussion, dance and communal energy, giving editors and audiences a striking visual entry point into the release.

The video arrives as global listeners continue to discover SAYELA’s opening catalog. Alongside

> Come close. Don’t speak. Let the drum say everything.”
>
> *SAYELA, ‘My Rhythm Knows Your Name’*

“Say My Name Slow” and “No Language,” the new visual develops a recurring creative theme: the signals people use to recognize, understand and connect with one another. Each song stands on its own, while the three releases share a focus on melody, atmosphere and emotional storytelling.

SIBAFO Publishing is supporting the campaign with direct access for music writers, culture editors, playlist curators and fans. The release is positioned for audiences following African music, Amapiano’s international growth, emerging independent artists and visually driven pop storytelling.

Listeners are encouraged to watch, share and comment on the official YouTube video, including the country from which they are listening. Fans can also follow SAYELA on Spotify to hear the current catalog and receive future release updates.

Watch the official music video: https://www.youtube.com/watch?v=hEXbh5MGg_o
Follow SAYELA on Spotify: https://open.spotify.com/artist/3fnsBYJq7gbcXeLla2VHzv

About SAYELA

SAYELA is an independent recording artist whose music brings together contemporary African rhythm, global Afro-pop, Amapiano and R&B. Her songs are built around melody, movement and emotional connection. SAYELA’s current catalog includes “My Rhythm Knows Your Name,” “Say My Name Slow” and “No Language,” available through global streaming platforms.

About SIBAFO Publishing

SIBAFO Publishing presents independent music with a focus on purposeful storytelling, artist development and global digital discovery.

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