THE FUTURE OF TELEVISION IS AT DISCOP AFRICA

Johannesburg, 28 August 2014. The gains of the last two decades, during which Africa has seen its television production, distribution and export sectors sustain high rates of growth, have been nothing short of remarkable.

In such a vibrant context, the annual DISCOP Africa market has become the most important annual pan-African industry gathering, bringing together the driving forces behind the continent's multiplatform television and digital content businesses.

With the ninth edition set to take place from 5 to 7 November, 2014, at the Sandton Convention Center in Johannesburg, DISCOP Africa 2014 promises to be the largest and most important gathering for anyone interested in content, film, TV programming, adaptation rights and packaged channels market opportunities.

2000+ delegates from 70 countries are expected to converge on DISCOP Africa 2014, including 250+ exhibitors representing global and regional entertainment content providers from Africa and overseas; 750+ key acquisitions, commissioning and programming executives representing Africa's most important public and commercial broadcasters, pay-TV operators, OTT platforms, mobile networks and production companies; and national umbrella exhibitions representing firms from South Africa, USA, Ivory Coast, the European Union, Kenya, China, Korea, France and Israel.

With this many powerful role-players in one place, DISCOP Africa is all about business. Every year DISCOP Africa sees hundreds of millions of dollars in deals being made, with opportunities for major production houses, as well as emerging and independent producers and distributors. Networking and meeting services are provided to registered delegates and DISCOP Africa
therefore provides the best opportunity to meet, network and do business in the TV and content industry in Africa.

**DISCOP Africa** 2014 is also proud of its many strategic partnerships, with the most recent including some of South Africa’s major players in the film and TV industry such as the Department of Arts and Culture, The National Film and Video Foundation, The Gauteng Film Commission and the SABC.

Zama Mkosi, CEO of the National Film and Video Foundation has this to say of the partnership, "The NFVF recognises distribution as one of the most critical elements in the development of South Africa's film and content production industries. **DISCOP Africa** presents a unique opportunity for the advancement of our distribution goals."

Desmond Mthembu, Projects Manager at the Gauteng Film Commission explains their support of **DISCOP Africa**, “The GFC, in our on-going support for locally based filmmakers and content producers, is proud to be part of **DISCOP Africa**, an event that presents real business opportunities for established and emerging content producers alike. **DISCOP Africa** is a platform that aligns with our development goals."

A host of parallel events will also take place during the event. These include:

1. **The COTE D'IVOIRE celebrations.**

**DISCOP Africa** 2014’s Guest Country will be Ivory Coast, a country set to play a key-role in the development of television content production and distribution across Africa. The celebration is organized in partnership with RTI, Ivory Coast’s public broadcaster, ONACI, the country’s leading funding institution for film and TV content, the Ministry of Culture, the Ministry of Communications and the Ivory Coast Government, and marks a growing number of other predominantly French-speaking African countries represented at the market by broadcasters, emerging platforms and content producers. A national pavilion will be set up to ensure maximum visibility for Ivory Coast as an attractive regional and international television content coproduction partner. The celebration will also includes a gala reception in the presence of **Affoussiata Bamba Lamine**, **Ivory Coast's Minister of Communication**, screen talent, industry leaders and other representatives.
2. The “20 YEARS OF TELEVISION IN SOUTH AFRICA: WHAT'S NEXT” Conference.

This two-day conference will examine the challenges to develop a sustainable and homegrown digital television ecosystem and bring together governmental representatives and key experts to tackle the obstacles lying ahead for this industry to foster multimedia creativity, enable entrepreneurship, promote social engagement and attract international investments, while at the same time provide employment, generate export revenues, and serve as a role model for other African countries.

3. The BLACK LEGACY Gala Evening.

Honoring the spirit, drive and creativity of half century of African American television pop culture, a special gala evening will also include an award ceremony to salute the achievements of a selected media entrepreneur, who during his / her lifetime has made creative contributions of outstanding significance to the global entertainment business.

4. DISCOPRO: Pitching, Mentoring and Networking Program.

Launched in 2012, and specifically tailored for established and up-and-coming TV content producers seeking assistance to bring their projects to full completion, the 3-day DISCOPRO pitching, mentoring and networking program delivers intelligence, resources and contacts. The program is engineered to assist in navigating the contours of independent TV content development, coproduction and distribution across Africa. Producers are provided with a parallel agenda that includes the following benefits:

A. MENTORING WORKSHOPS. Two parallel tracks of 90-minute workshops will be lead by experts in the fields of development, production, distribution and marketing. All workshops will be video recorded and made available online, in English and French.

B. PITCHING COMPETITIONS. Producers will be invited to enter one, or several of the four TV Series / Formats / Animation / Documentaries pitching competitions. A panel of renowned commissioning and creative television executives seeking fresh talent will
choose 1 Winner and 1 Runner-Up to receive cash prizes. The audience also votes on its favorite pitch for each category. An award ceremony will take place at the end of the pitching day in the presence of influential VIP Guests involved in television content development, production and distribution.

C. ACCESS TO THE MARKETPLACE. Producers seeking coproduction and distribution partners will be able to access advance and onsite meetings organization services, with meetings to take place in a dedicated area furnished with individual tables and available for 30-minute meetings.

20 Years of Television In South Africa Conference – Highlights

This interactive and expert hosted conference will explore some of the main trends that have affected and driven television programming, viewing and content trends over the past 20 years in South Africa as well as the rest of the continent. The conference will also explore the future of television and digital broadcasting across Africa.

Highlights of the conference will include:

FROM YOUTUBE TO THE BIG SCREEN. This two-part series will pay a tribute to creators behind highly acclaimed TV shows that got their start on YouTube. The first part will welcome Nicole Amarteifio, The Creator Of An African City, a fun and trendy web series set in Ghana and focusing on five glamorous young women who’ve returned to Accra after living abroad for years. Fans describe the series as the African version of “Sex and the City”. Following record-breaking online success, the show has been picked up by CANAL + who will soon turn the web series into an episodic television show.

DIGITAL MIGRATION. Bringing together some of Africa’s established and fast emerging Pay-Tv platforms, this panel discussion will examine and confront opinions on the main content production and distribution-related obstacles laying ahead of a full digital switchover process that is meant to be completed by 17 June 2015.
HOME GROWN SPORTS CONTENT. Homegrown, televised, sports entertainment is largely under-developed in Africa despite an overwhelming number of sports fans, multiple video and radio content distribution platforms, and a vast pool of sports stars with global recognition. This session will examine ways to establish a sustainable, homegrown, televised sports entertainment industry that could inject much-needed revenues into local content production sectors, create new jobs and generate international licensing income.

MOBILE LOVES TV. South Africa’s mobile operators are holding talks with a host of large entertainment content companies as they look to diversify their offerings. This panel discussion will look at reasons to encourage partnerships between content producers and mobile operators as on-demand video services are increasingly being sought.

FRENCH SPEAKING AFRICA RISING. French speaking Africa is on course to play a key-role in the development of television content production and distribution business across Africa. In a context where coproduction is the keyword, this session will invite major international TV content production and distribution companies involved in Africa to express their views on a growing number of coproduction opportunities arising from predominantly French-speaking African countries.

CLOSE UP ON NIGERIA. Like all other African countries, Nigeria is in the process of getting ready to meet the 2015 digital migration and is faced with monumental challenges involved in a smooth transition. This presentation will draw a clear picture of where Africa’s most populated country stands and what lessons can be learned in a process that involves manufacturing and importation of set-up boxes, public awareness, change in laws and regulations if need be, determination of standards, as well as streamlining issues bordering on content development and production.
DISCOP Africa Speakers & Participants

Please find below guest speakers invited to take part as experts, mentors and jurors in the context of DISCOP Africa 2014, and its affiliated DISCOPRO and 20 Years Of Television In South Africa: What’s Next programs. All of them are key players, entrepreneurs and industry visionaries, offering essential education and business intelligence, who share the desire to develop a sustainable and homegrown television content production and distribution industry across Africa.

The list of participants is consistently growing and expected too do so in the following weeks leading up to DISCOP Africa 2014.

Damien Naughton: Sports News Africa
Justin Bonello: Cooked In Africa / Ultimate Braai Master
Sarah Graham: Okuhle Media
Grant Flynn: Okuhle Media
Louise McClelland: Okuhle Media
Evert Van der Veer: Viacom International / Head of Comedy Central Africa
Marc Schwinges: Underdog Productions
Saira Sow: Viasat Broadcasting
Miki Mori: NHK
Han Gao: Jiangsu
Denise Mwende: Zuku
Aletta Alberts: MultiChoice
Molefi Lebone: Endemol
Brendan Gabriel: Endemol
Charles Povey: Endemol
Helga Palmer: Endemol
Bridget Pickering: Fireworx Media
Marguerite Abouet: Abouet Productions
Ben Amadasun: Viasat Broadcasting UK
Ahmadou Bakayoko: Director General RTI, Ivory Coast
Pierre Barrot: O.I.F. Audiovisual Specialist
Don Edkins: STEPS Acquisition Executive
Rick Feldman: Former NATPE President
Grant Flynn: Khule Media
Stuart Forrest: Triggerfish Animation Studios
Gregoir Furrer: Founder / President Montreux Comedy Festival
Michelle Garfoth-Venter: Ezinkulu
Peter Gird: Cooked in Africa Films
Ryan Grim: Vice Media
Terrence Khumalo: National Film & Video Foundation: South Africa
Hans-Christian Mahnke: Africaavenir Chairperson Of The Board, Namibia Section
Steven Markowitz: Big World
Alain Modot: Founder & President Diffa Media Consulting Group
Wangeci Murage: Wananchi Programming
Jason Njoku: Iroko Partners
Gary Rathbone: Sports News Africa Founder/Director
Michel Rodrigue: The Format People
Pascal Schmitz: Amariam Productions
Anthony Silverston: TriggerFish Animation Studios
Justin Scroggie: The Format People
Russell Southwood: Balancing Act
François Thiellet: Thema TV
Rachel Do Valle: Brazilian Tv Producers Association
Neiloe Whitehead: Documentaries National Film & Video Foundation SA
Aric Noboa: Discovery Learning Alliance

DISCOPRO Judges Panels

Animation
Molefi Lebone: Key Creative Producer Endemol, South Africa
Marguerite Abouet: About Productions, France
Han Gao: Jiangus, China
Saira Sow: Viasat Broadcasting, UK
Anthony Silverson: Triggerfish Animation, South Africa
Documentary
Denise Mwende, Zuku Life & Entertainment, Kenya
Brendan Gabriel, Endemol, South Africa
Ahmadou Bakayoko: RTI, Ivory coast
Don Edkins: Steps, South Africa
Joao Ribeiro: Televisao Independente De Mozambique, Mozambique

TV Series
Chalres Povey: Endemol, South Africa
Damiano Malchiodi, Manager A Plus TV, Canal+ Overseas, France
Alain Modot: DIFFA Media Consulting, France
Ben Amaddasun: MTG Africa / Viasat Broadcasting, UK
Wangeci Murage: Zuku, Kenya

Formats
Peter Gird – Cooked in Africa Films, South Africa
Gnama Baddy-Dega: Skyprod, France
Helga Palmer: Endemol, South Africa
Miki Mori: NHK, Japan
Aletta Albers: Mnet, South Africa

Note to Journalists:
DISCOP Africa, the 20 Years of Television in South Africa conference and all other parallel events will take place from November 5 – 7th 2014 at the Sandton Convention Centre.

Registration is now open for exhibition space as well as for non-exhibiting delegates who would like to attend. All information can be found at www.discopafrica.com. More information is also available at www.facebook.com/discopafrica.
Deadline for DISCOPRO project submissions for the pitching competition across the 4 categories is the 15th of September. Producers can only submit one project per category. The pool of entrants will be reviewed by an internal committee and narrowed down to five nominees for each of the four categories. The list of nominees will be publicized on Monday 6 October.

All shortlisted candidates will also be publicized on our website.

Important Notice: Only producers registered for DISCOP Africa can enter the pitching competition.

All the pitching competitions will take place on the last day of Discop Africa, the 7th of November 2014.

For more information email discopro@basiclead.com

DISCOP Africa is produced by BASIC LEAD.

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