

DAY
ONE

WEDNESDAY 3 OCTOBER

CONFERENCE PROGRAM

9 AM 10 AM

THE BENEFITS OF DIGITAL MIGRATION

KEYNOTE

The challenges faced by African countries in their digital switchover processes are important. Going digital will help grow the economies of some countries and open up a host of other economic opportunities for the local content production industries.

10 AM 12:30 PM

DEVELOPING, COPRODUCING AND EXPORTING
FRANCOPHONE FILM AND TELEVISION PROJECTS

CASE STUDIES + PANEL DISCUSSIONS

This program aims specifically at African francophone, public and commercial TV stations building up a coproduction division, and at independent producers and distributors of francophone multiscreen, television content. Language factors as a possible obstacle to the development of co-productions in Africa, where numerous languages and dialects are used by tens of millions of persons. For African francophone television content producers, distributors and programmers, overcoming language barriers poses a real challenge. Eligible participants will be able to submit eligible projects to international key players with a professional interest in co-productions including other broadcasters, sales agents, financiers and development funds.

3 PM 5:30 PM

JOBURG, YOUR GATEWAY TO AFRICA

INFORMATIVE PROGRAM

Johannesburg is the capital of South Africa's smallest and richest province Gauteng, a Sesotho name meaning Place of Gold. It is home to 3.5 million households. With its world-class production facilities and recognized talent, Johannesburg and the Gauteng province are quickly becoming destinations of choices for content producers who can benefit from diverse locations, low costs and cash rebates. This program will explore the various incentive initiatives available to foreign companies that have been recently set up by a far more supportive South-African government. The program will also highlight a presentation of the MABONENG PRECINCT, a mixed-use development and urban community in downtown Johannesburg, a favorite destination for South-Africa's multimedia creative crowd.

10 AM 12:30 PM

DEVELOPING A LICENSING BUSINESS

INFORMATIVE PROGRAM

Africa's population surpassed one billion people in 2010, and since 2000, consumer spending in Africa has grown at a steady 4% per year, and is expected to be worth US\$ 1 trillion by 2020. Despite the fact that licensing and merchandising business is still very much underdeveloped, high growth rates in multiscreen television audience, mobile usage, internet penetration, and disposable income will fuel the demand for branded consumer goods featuring popular TV brands. This program will offer expert information on how to partner up with TV brands, whether local or global, to develop licensing, manufacturing and merchandising programs, considering Africa's size and diversity, and lack of retail infrastructures.

3 PM 5:30 PM

TURN LOCAL SPORTS INTO TELEVISED EVENTS

INFORMATIVE PROGRAM

Local sports have been badly neglected by broadcasters across Africa, as they rush to bring viewers coverage on international leagues and events. If premium sports means business for broadcasters, there is value in investing to properly cover local sports with a local following, such as Senegalese wrestling, already a multi-million dollar sport that attracts more fans than football, and is destined for widespread television popularity. This program will offer expert information on how to develop home grown sports into a marketable brand that can offer fans, television viewers and advertisers a social and engaging experience, at a time when television consumption continues to grow through the sports genre.

DAY
TWO

THURSDAY NOVEMBER

CONFERENCE PROGRAM

9 AM 10 AM WE CONDEMN PIRACY

KEYNOTE

The African television industry's dirty little secret is that there are television companies who simply broadcast material that they have recorded off air and which they do not have the rights to. To face up to this challenge of corporate piracy, a number of key African broadcasters, content producers and distributors, legislators and law-enforcement bodies are coming together to set up ways to police these kinds piracy.

10 AM 12:30 PM SELLING A TV PROJECT

CASE STUDIES + PANEL DISCUSSIONS

When creative thinkers develop a concept, they must convince others their idea is worth backing. Pitching skills are needed in the newsroom, and in the worlds of entertainment, fundraising and invention. But what makes a pitch successful? Acquiring the ammunition and confidence to pitch a TV project to a producer, a broadcaster or a sponsor is perhaps the most important step in the development process. This program will analyze techniques to communicate what the viewers will be watching and the specific purpose of a show in the most efficient way, as this is the only catalyst for increasing the odds of a successful pitch.

3 PM 5:30 PM PITCH THE WORLD

CASE STUDIES + PANEL DISCUSSIONS

Tailored to support Africa's fast growing, independent, multiscreen television content production industry, the PITCH THE WORLD program will feature paper projects and works in progress presented to a panel of discerning judges, to include programming and commissioning executives from Africa and overseas, TV content distributors and pan-African advertisers. Five projects will be selected in each of the following popular content genre:

- ORIGINAL TV FORMATS
- DOCUMENTARIES
- COMEDY CONCEPTS

Following their presentations, candidates will be nurtured with constructive critics and advices. Development funds will be granted to the most innovative projects.

10 AM 12:30 PM TELEVISION WITH A PURPOSE

CASE STUDIES + PANEL DISCUSSIONS

While research has found that there is a positive correlation between television news viewing and sustained academic and professional results, the TELEVISION WITH A PURPOSE program will focus on the production and the distribution of television and radio content as informative tools. The program will also look at the relations with academic bodies, the power of animation as a training tool and the sustainability of initiatives that cobble together distance learning and newsfeed networks linking schools, universities and working environment in mostly rural countries.

3 PM 5:30 PM NEW BUSINESS MODELS FOR TELEVISION

CASE STUDIES + PANEL DISCUSSIONS

A growing number of interesting new money-making business models have been developed by entrepreneurs in the cracks of mainstream television programming and traditional advertising. These models ingeniously marry entertainment with commerce and social media engagement, in a competitive environment where the world wide web begins to blend with television more seamlessly, ferociously disrupting viewing habits and media-buying strategies. This half-day program will cover various business models implemented to find ideal funding and monetization methods mixing branded entertainment, product placement and other innovative schemes that can deliver eyeballs marked by their love of multiscreen television, recognition and strong visibility that translate into increased intentions to purchase a service or a product.

DAY
THREE

CONFERENCE PROGRAM

9 AM 10 AM WORLDWIDE TELEVISION CONSUMPTION TRENDS

KEYNOTE

Worldwide television daily viewing time rose to 3 hours and 16 minutes a day in 2011, six minutes more than 2010. This amazing result, especially in a year without a major international sport event, shows that the lure of the TV screen has never been stronger and it crowns ten years of uninterrupted growth.

10 AM 12:30 PM CONTENT IS KING, TELENOVELAS RULE

INFORMATIVE PROGRAM

Romance. Drama. That's what drives Telenovelas, one of the most popular forms of entertainment in the world, with hundreds of millions of viewers worldwide. Literally television novels, Telenovelas have their roots in Latin America, starting as graphic novel representations of classic literature and stories, later evolving into radio programs. Telenovelas have a contained story arc, ending after a few seasons. This makes them highly marketable and exportable. Some are aired only in the country they are produced, but others are redone and adapted for dozens of other countries. With African television undergoing a huge renaissance, far outpacing the traditional production formulas that the rest of the world falls back on so much, this program will look into the reasons why, and how, Africa will impact and disrupt the production of Telenovelas, and its adaptation and distribution industries.

2:00 PM 4 PM FOREIGN TELEVISION POLICY

INFORMATIVE PROGRAM

Examining partnerships between Africa and the rest of the world will be the prime focus of this program divided in two parts, each respectively covering relations with Brazil and then relations with the Arab world in the domain of film and television content development, funding, production and distribution. This two part session will open communication channels and highlight co-production initiatives aimed to strengthen ties between Brazil, the Arab World and Africa.

4:30 PM 6 PM SPOTLIGHT ON SENEGAL

INFORMATIVE PROGRAM

Senegal wants to successfully achieve its transition to terrestrial digital broadcasting by June 2015. Much like RTS, Senegal's national broadcaster, private television stations are also preparing for the digital age. Homes will soon have the opportunity to get other boxes offered by new groups of television entering the Senegalese media landscape. This program will provide an overview of the latest changes and presentation of the new players that will impact the development of the television content production and programming industries in this strategically important West African, French speaking country.

10 AM 1 PM THE MOBILE ADVANTAGE

CASE STUDIES + PANEL DISCUSSIONS

Africa's enthusiasm for mobile technologies is boosting television content consumption. It has more than 600 million mobile phone users, more than America or Europe, and this number is expected to reach 735 million by the end of the year. Advances in communications, with mobile banking and telephonic agro-info, have been a huge boom. Around a tenth of Africa's land mass is covered by mobile-internet services. More than anywhere else in the world, the impact of mobile and smart phones on television content production, distribution and monetization in Africa will be felt.

3 PM 5:30 PM THE WORLD LOVES CONTENT MADE IN AFRICA

CASE STUDIES + PANEL DISCUSSIONS

Recent television consumption trends indicate that a growing number of TV operators around the world are acquiring programming from the region. Shows with popular interest are documentaries, films, soap operas and series, comedy concepts and low cost cross-border formats. Thanks to a joint initiative between the GAUTENG TOURISM AUTHORITY, the GAUTENG FILM COMMISSION and the organizers of **DISCOP AFRICA**, international acquisitions and programming executives interested in the increasing range of good quality content created on the Continent will be invited to Johannesburg to meet with African content producers and distributors during the 3-day market, and to explain during this particular program, why they feel that African content provides a fresh antidote to more mainstream television.

FRIDAY 2 NOVEMBER