



BROADCAST FILM & MUSIC AFRICA

**Africa's Leading Business & Technology Event
for Creative Content & Electronic Media**

4th Annual Conference & Exhibition

Kenyatta International Conference Centre, Nairobi
26-27 June 2013

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Two days of intensive education, networking and business for the continent's booming electronic media industry.

Vision and Highlights

- **Over 700 participants in 2012 – One of the largest annual gathering of broadcast, film, music, other electronic media and content creation and distribution professionals in sub-Saharan Africa.**
- **Regional and international industry experts' latest insights.**
- **Distributing content to new channels, supporting co-production.**
- **A platform to develop digital multi-play strategies for Africa.**

- **Leading business and technology ideas to serve the creative content and electronic media industry through an integrated educational and marketing platform.**
- **This fourth edition will empower audiovisual/broadcast players with the knowledge and business contacts they need to build Africa's media future.**
- **A unique opportunity for the media and entertainment industries to connect with telecom service providers, as well as research, regulation and policy-making leaders.**

Special Features at BFMA 2013

- **An extensive exhibition of leading local and international suppliers of equipment and service providers to the film, broadcast and music industries**
- **Film-makers Pavilion**
- **The Animators Pavilion**
- **The Digital Media Innovators Pavilion**
- **The Radio Broadcasters Networking Hub**
- **The African Electronic Media Business Exchange**

To participate in any of these special features, email info@aitecafrica.com

PROGRAMME

Day 1 – 26 June 2013

Content Production

OPENING SESSION

MODERATOR

Sean Moroney, Chairman, AITEC Africa

Welcome Address

Peter Mutie, CEO, Kenya Film Commission

KEYNOTE PRESENTATION

Strategy and leadership: A practical model for creative and cultural industries

Dr Pushkar Jha, Associate Professor in Strategic Management, Newcastle Business School, UK

KEYNOTE PRESENTATION

State of the market: Where African broadcast and film has come from and where it's going - Africa's multi-screen future

Russell Southwood, CEO, Balancing Act, UK

An overview of the broadcast and film industry in Africa over the last three years and look at the wide range of opportunities opening up in the next five years.

KEYNOTE PRESENTATION

New production opportunities in Africa

Parminder Vir, Director, PVL Media, UK

PANEL DISCUSSION

Audiovisual content creation in Africa: Challenges and opportunities

As an industry we are still pushing the image of 'the thin black starving child', yet Africa has made great strides in recent decades. How then can African media step up and take its place in shaping or creating a new perception by

also showing positive stories of Africa? how do we cover positive stories without necessarily hiding the dark truth? Is there a need for more African content on the global platform? is there an African voice that tells African stories or is the international media in control of who and how Africa's perception is shaped? what role can social media play and is it a working reality? Next steps.

MODERATOR

Terryanne Chebet, Business News Anchor, K24TV, Kenya

PANELLISTS

Rachael Diang'a, Department of Theatre Arts & Film Technology, Kenyatta University

Pascaline Wangui, Director, Intrinsic Concepts, Kenya

Olivier Zegna Rata, President, Afrik.tv, Afrik.com, France

Toni Mumbi Kamau, On Screen Productions, Kenya

Q'damah Walter Lagat, Director/Producer, Qdamah Kip Films, Kenya

Ogova Ondego, Managing Trustee & Creative Director, Lola Kenya Screen

UPPING PRODUCTION STANDARDS

Realistic credentials and experience for film production

Richard Rollier, Video Producer, Kenya

Changing the game in Africa: Local business, local media, local sport

Gary Rathbone, Consulting Director Africa, Touchsky Media, UK

Creative writing: A deep and personal approach

Wangui Wambugu, Director, Intrinsic Concepts, Kenya

Content creation, format development and co-production ventures

Risper Muthamia, Regional Manager, MNet, Kenya

Content creation, formats, co-production and distribution in Africa

James Kanja, Black Magic Films, Kenya

Brands creating content that engages viewers

Spero Patricios, MD, Launch Factory, South Africa

Branded Content will be a big part of the future of advertising and as a result broadcaster/brand partnerships are absolutely the direction the industry is taking in a multiplatform, multi-screen world where the traditional content-funding models are collapsing. Broadcasters can't afford to commission as much content anymore, but brands can – and this has the potential to be win-win for all concerned.

PANEL DISCUSSION

New production opportunities in Africa: Replicating the Nollywood phenomenon across the continent, TV Formats in Africa, African films, educational content, historical archives, new trends, community issues, programmes in vernacular languages, sports and other niche segments

MODERATOR

Meredith Beal, Knight International Journalism Fellow, African Media Initiative, Kenya

PANELLISTS

Dr Isaac Rutenberg, Creative Commons Community, Kenya

George Kimani, Business Development Director, Continental Content Distribution, Kenya

James Kanja, Black Magic, Kenya

Paul Ikhane, CEO, Exodus Entertainment, Nigeria

Manka Angwafo, Director, Hadithi, Kenya

PANEL DISCUSSION

Financing content development in Africa: How to bridge the gap between funding sources and producers

MODERATOR

Judy Kibinge, Director, East African Documentary Film Fund (DOCUBOX), Kenya

PANELLISTS

Richard Rollier, Video Producer, Kenya

Eddie Douglas Okila, House of Talent Uganda

Nanjira Sambuli, Independent New Media Practitioner, Kenya

PANEL DISCUSSION

Improving audiovisual production standards in Africa: Innovating in digital media and design, script writing and audiovisual-broadcast training

MODERATOR

Chiaka Orjiako, Editor, FilmBiz Africa, Kenya

LEAD PRESENTATION

Realistic credentials and experience for film production

Richard Rollier, Video Producer, Kenya

PANELLISTS

Nike Awoyinka, Business Development Manager, Marketing, Ravensbourne, UK

Rachael Diang'a, Department of Theatre Arts & Film Technology, Kenyatta University, Kenya

Ginger Wilson, Co-Producer, Nairobi Half Life, Kenya

PANEL DISCUSSION

Content buyers: What types of content do they need to acquire right now?

Mike Dearham, Senior VP, Côte Ouest, Mauritius

Daniel Furnad, COO & Executive Producer, A24, Kenya

Christopher Madison, Partner, TBWA Kenya

Day 2 – 27 June 2013

Content Distribution

THE DIGITAL TRANSITION

LEAD PRESENTATION

Market trends and forecasts for satellite broadcasting in the digital era

Rodney Benn, Regional VP Africa, Eutelsat, South Africa

PANEL DISCUSSION

The race to DTT in Africa: Seizing the opportunity

Digitalisation will bring a much wider choice of channels and programmes. But which countries will hit the ITU's DTT deadline on time? Which channels and bouquets will be digital? Which technology standards will be adopted? What are the best practices to DTV? What is the ideal PPP mix? Which channels will be selected across Africa?

What are the consequences of DTT for producers and broadcasters ? What do channels need to do now in order to maintain and increase their audience after the switch?

MODERATOR

Meredith Beal, Knight International Journalism Fellow, African Media Initiative, Kenya

PANELLISTS

Annemarie Meijer, Key Account Director, Intelsat, South Africa

A representative of Eutelsat, France

George Kimani, Business Development Director, Continental Content Distribution, Kenya

Kobi Horin, Marketing Director - International Markets, Tecsys Video Networks, Brazil

Kamal Sohrabi, Business Development Manager, Pan Africa Network Group, Kenya

Annemarie Meijer, Intelsat, South Africa

Guillaume Pierre, Director for Africa, Canal France International

DOCUMENTARIES

Content distribution in Kenya and the future of documentaries

Evans Omolo, Production Manager, Centre of Creativity Productions, Kenya

CABLE, VOD & MOBILE DISTRIBUTION

Internet distribution of productions on the web

Richard Rollier, Video Producer, Kenya

The future of video on demand and cable TV

Santos Okottah, MD, Evolve Interactive, Kenya

The differences between delivering by cable and satellite: What works best in what circumstances and why?

Richard Alden, COO, Wananchi/Zuku TV, Kenya

PANEL DISCUSSION

Mobile TV in Africa: Where has it been deployed ? What type of content?

What types of contracts between producers and distributors?

LEAD PRESENTATIONS

Mobile TV in Africa

Olivier Laouchez, Director, Trace TV, France

From content producer to distributor: The mobile opportunity from the point of view of the film industry

Marie Lora-Mungai, Founder and CEO, Buni TV, Kenya

PANELLISTS

Olivier Zegna Rata, President, Afrik.tv/Afrik.com, France

MONETISATION OF CONTENT & FINDING NEW REVENUE SOURCES

Agastee Khante, GM, Nation Digital, Kenya

REGULATION & COPYRIGHT PROTECTION

PANEL DISCUSSION

New media regulations needed for Africa

Angela Ndambuki, CEO, Performing Rights Society of Kenya

Maurice Okoth, CEO, Music Copyright Society of Kenya

CONTENT SELECTION, ASSESSMENT & AUDIENCE RESEARCH

PANEL DISCUSSION

Media audience surveys: Key to building the African media industry and attracting new revenues

MODERATOR

Vivien Marles, Director,

PANELLISTS

Dr Anastasia Mirzoyants-McKnight, Associate Director of Research, InterMedia Africa, USA & Kenya

Tom Mzungu, Audience Research Manager, Ipsos Synovate Kenya

Tim Smyth, Group CEO, TBWA East Africa, Kenya

Other speakers - Topics still to be confirmed:

Dinesh Lakhanpal, Argora Films & Media, India

Chris Roland, ZenHQ Films, South Africa

Attendance is free for industry professionals, academics, policy-makers, regulators, researchers, analysts and senior students.

To register as a delegate, log on to www.aitecafrica.com or email info@aitecafrica.com

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