



## BROADCAST FILM & MUSIC AFRICA

### Conference & Exhibition

Oshwal Centre, Nairobi  
10-11 July 2012

#### THEME:

*Innovation, investment and partnerships for local content and service excellence*

An AITEC Africa Event



In partnership with



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## Day One – 10 July 2012

9am

**SESSION 1  
AUDITORIUM**

**Content Production and Development: The potential and the challenges**

MODERATOR

**Sean Moroney, Chairman, AITEC Africa**

Welcome Address

**Peter Mutie, CEO, Kenya Film Commission**

Africa's audiovisual market: Overall analysis of production levels, innovations, budgets and financing ecology

**Michael Dearham, Senior Vice-President, Côte Ouest, Mauritius**

Investment in media across Africa: Regulation, piracy, multiplay

**Envir Fraser, Head: Research, Regulatory & Policy, Convergence Partners, South Africa**

TV and radio content production

**Gregory Olumuya Odutayo, Royal Roots Communications, Nigeria**

**SHOWCASE PRESENTATION**



Trends in digital television in Africa: Where is the market and what are the opportunities?

**Jason Lobel, Regional Sales Director for Africa, NDS, South Africa**

11am

**SESSION 2  
THEATRE 3**

**Content production and development: What works and what makes money?**

**SESSION 3  
THEATRE 1**

**TRAINING WORKSHOP**

Video: How to choose the right format  
**Vahid Macvandi, Marketing Manager, Sony Professional Solutions, UAE**



	<p>MODERATOR <b>Vivien Marles, MD Africa, Intermedia, Kenya</b></p> <p>LEAD PRESENTATION</p> <p>Trends by genres: News, sports, films, TV series, educational, animation, documentaries, games, kids programmes <b>Joe Otin, Research &amp; Monitoring Director, Ipsos Synovate, Kenya</b></p> <p>Sports content : Local vs international <b>Gary Rathbone, MD Africa, Supersport, Kenya</b></p> <p>African music: A new revenue stream <b>Michael Ugwu, Director, iROKING, Nigeria</b></p> <p>Local content development, success stories and hurdles: Documentary film-making in East Africa <b>Mukhula Were, Founder, East Africa Documentary Network, Kenya</b></p> <p>PANELLISTS RESPOND : <b>Kevan Jones, Executive Director, Southern African Communications Industries Association (SACIA), South Africa</b> <b>Hannelie Bekker, MD Programming, Zuku/Wananchi Group, Kenya</b> <b>Ndu Okoh, Commercial Head East Africa &amp; Indian Ocean, AFP</b></p>	
1pm	<p><b>Screening of « Inside Story »</b> Presented by Bruce Rabinowitz, Discovery Channel Global Education Partnership, USA <b>THEATRE 3</b></p>	

<p>2.30pm</p>	<p><b>SESSION 4</b> <b>AUDITORIUM</b></p> <p><b>The impact of mobile</b></p> <p>MODERATOR <b>Steve Rich, Regional Head – Africa, NewSat Australia, South Africa</b></p> <p>Why brands should be using mobile media: Insights into mobile media consumption in Africa <b>Joel Rao, Business Analyst and Account Manager, InMobi, Kenya</b></p> <p>Mobile music distribution <b>Eric Idiahi, CEO, Spinlet, Nigeria and USA</b></p> <p>Mobile content in an evolving media landscape <b>Nicole Klassen, Head of Content, Bozza, South Africa</b></p> <p>Programming in the new digital age: Engaging with your audiences through a multiplicity of channels <b>Meredith Beal, the African Media Initiative, Kenya</b></p>	<p><b>SESSION 5</b> <b>THEATRE 3</b></p> <p><b>Multi-casting to communities, buildings and complexes</b></p> <p><b>Serena Davis, IT Manager, Bahati Ridge Development, Kenya</b></p> <p><b>Tobias Seda, GM, Adcare, Kenya</b></p> <p><b>SESSION 6</b> <b>THEATRE 1</b></p> <p><b>TRAINING WORKSHOP</b> Advanced camera settings <b>Nick Hughes, Producer and Professional Cameraman, Sony Professional Solutions, UAE</b></p> <p><b>SESSION 7</b> <b>THEATRE 2</b></p> <p><b>TRAINING WORKSHOP</b> Branding and creating an identity for portfolio development <b>Brian Whitehead, Senior Lecturer in Graphic Design, University of Creative Arts Epsom, UK</b></p>
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4pm	<p><b>SESSION 8 THEATRE 3</b></p> <p><b>Distribution: Specialist channels</b></p> <p>MODERATOR <b>Michael Dearham, Senior Vice-President, Côte Ouest, Mauritius</b></p> <p>Digital archive initiatives: Keeping a memory of African history and culture which film-makers can re-use <b>Jaco du Toit, Communication and Information Advisor, UNESCO, Kenya</b></p> <p>Distribution via video on demand channels <b>Justine Atkinson, CEO, Aya Distribution, UK</b></p> <p>Mobile cinema: A survival strategy for young film producers <b>Abubaker Kawenja, Journalist, Broadcaster &amp; Theatre Practitioner, Uganda</b></p> <p>PANELLISTS RESPOND: <b>Jaco du Toit, Communication and Information Advisor, UNESCO, Kenya</b> <b>Julian Macharia, Buni Media, Kenya</b> <b>Julian Smallwood, Partner &amp; Director, Media Made in Africa, Kenya</b></p>	<p><b>SESSION 9 THEATRE 2</b></p> <p><b>Education, training &amp; capacity building</b></p> <p>The role of learning institutions in content development and production <b>Dr Fred Mudhai, Senior Lecturer in Journalism, Global Media and Communication, School of Art and Design, Coventry University, UK</b></p> <p>Bridging the gap between Talent and opportunity in Africa's film-making ecology <b>Addamms Mututa, Programmes Director &amp; Film Lecturer, Aurora Media &amp; Multimedia University, Kenya</b></p> <p>PANELLISTS RESPOND: <b>Brian Whitehead, Senior Lecturer in Graphic Design, University of Creative Arts Epsom, UK</b></p> <p><b>SESSION 10 THEATRE 2</b></p> <p><b>TRAINING WORKSHOP</b></p> <p>Digital microphones and the AES-42 Protocol: The benefits of transporting audio from microphones in a digital format and the methods used to achieve this <b>Ryan Burr, Technical Sales Manager – Middle East, Sennheiser, UK</b></p>
6pm	<b>NETWORKING RECEPTION – SANKARA HOTEL</b>	



## Day Two – 11 July 201

<p>9am</p>	<p><b>SESSION 11</b> AUDITORIUM</p> <p><b>Broadcasting: The impact of new satellite technologies</b></p> <p>How satellite will drive the development of the African broadcasting markets <b>Christoph Limmer, Senior Director, Market Development and Marketing, Africa, SES, Luxembourg</b></p> <p>Broadcast content delivery: Capex or opex? <b>Steve Rich, Regional Head – Africa, NewSat Australia, South Africa</b></p> <p>PANELLISTS RESPOND: <b>Gaethan Donlap Kouanga, Sales Manager Africa, Eutelsat</b> <b>Jason Lobel, Regional Sales Director for Africa, NDS, South Africa</b></p>	
<p>10.30am</p>	<p><b>SESSION 12</b> THEATRE 3</p> <p><b>Content Distribution: Alternative business models</b></p> <p>MODERATOR <b>Joe Otin, Research &amp; Monitoring Director, Ipsos Synovate, Kenya</b></p> <p>The devil's in distribution: Setting the content free <b>Jason Njoku, Founder &amp; CEO, iROK0tv, Nigeria</b></p> <p>Audiovisual content sourcing and distribution: A distributor's perspective <b>Manu Savani, CEO, Gala Global, USA</b></p> <p>The key role of content distribution in the development of the broadcast industry <b>George Kimani, Business Development Director, Continental Content Distribution, Kenya</b></p> <p>PANELLISTS RESPOND: <b>Wanuri Kahiu, Film-maker and Representative</b></p>	<p><b>SESSION 13</b> THEATRE 2</p> <p><b>The Digital Transition 2015 target: Assessing progress and challenges across the continent</b></p> <p><b>Daniel Obam, Communications Radio Technology Expert, National Communications Secretariat, Kenya</b></p> <p><b>Lilian Muendo, Manager, Kenya Broadcasting Corporation</b></p> <p><b>Meredith Beal, the African Media Initiative, Kenya</b></p> <p><b>SESSION 14</b> THEATRE 1</p> <p><b>TRAINING WORKSHOP</b> Video: How to choose the right format <b>Vahid Macvandi, Marketing Manager, Sony Professional Solutions, UAE</b></p>

	<p><b>of Mokolo/Goethe-Institut, Kenya</b>  <b>Lillian Marenya, Country Manager, Enablis Kenya</b>  <b>George Twumasi, Deputy Chairman and CEO, African Broadcast Network, UK</b>  <b>Corinne Lozé, CEO, StarAfrica.com at Orange, Côte d'Ivoire</b></p>	
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2.30pm	<p><b>SESSION 15</b>  <b>AUDITORIUM</b></p> <p><b>Business Models: TV</b></p> <p>MODERATOR  <b>Mary Lusiba, Head of Communications, BBC, Kenya</b></p> <p>International television channels  <b>Constant Némalé, Founder &amp; President, Africa 24 TV, France</b></p> <p>Changes in audiences and advertising in broadcasting – Future fragmentation  <b>Vivien Marles, MD Africa, InterMedia, Kenya</b></p> <p>External communication and PR strategies for African broadcasters  <b>Akwasi Ageyman, MD, Global Media Alliance Broadcasting Division, Ghana</b></p> <p><b>SESSION 116</b>  <b>THEATRE 1</b></p> <p><b>TRAINING WORKSHOP</b>  Advanced camera settings  <b>Nick Hughes, Producer and Professional Cameraman, Sony Professional Solutions, UAE</b></p>	<p><b>SESSION 17</b>  <b>THEATRE 3</b></p> <p><b>Business Models: Radio</b></p> <p>MODERATOR  <b>Daniel Obam, Communications Radio Technology Expert, National Communications Secretariat, Kenya</b></p> <p>Networking: Making the most of multiple broadcast sites  <b>Phil Collins, MD, Clyde Broadcast, UK</b></p> <p>Innovative radio broadcasting in West Africa  <b>Samuel Attah-Mensah, CEO, Omni-Media, Ghana</b></p> <p>Innovative radio broadcasting in East Africa  <b>Julian Macharia, Deputy Programmes Director – Radio, Royal Media Services, Kenya</b></p> <p><b>SESSION 18</b>  <b>THEATRE 2</b></p> <p><b>TRAINING WORKSHOP</b>  CASE STUDY: The design and repackaging of a definitive collector's piece  <b>Brian Whitehead, Senior Lecturer in Graphic Design, University of Creative Arts Epsom, UK</b></p>
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4.30pm	<p><b>SESSION 19</b> <b>THEATRE 3</b></p> <p><b>PANEL DISCUSSION</b> <b>Live casts and web streaming: A broadcaster's friend or foe ?</b></p> <p>MODERATOR</p> <p>PANELLISTS David Svarrer, CEO, Digital Age Institute, Kenya Paul Ojil, MD, Solstice, Kenya Santos Okuttah, MD, Eziki, Kenya</p>
5.30	<p><b>SESSION 20</b> <b>AUDITORIUM</b></p> <p><b>CLOSING SESSION</b> Wrap-up, Exhibition Stand Awards &amp; Delegate Prize Draw</p>

## WORKSHOP OUTLINES

### Branding and creating an identity for portfolio development to promote yourself

The process of film making, music recording and broadcasting usually requires funding and backing. Having a strong and uniquely identifiable brand identity and a strong portfolio can help in acquiring support and backing. This session will be about how good brand identity is more important than the service being rendered and how it can become a commodity in its own right. A strong brand is built on a vision for the future, while dealing with the here and now and effective project management and tracking what has taken place and has been agreed. This will be from an academic point of view but is aimed at a practice based business model.

### CASE STUDY: The design and repackaging of a definitive collector's piece

This was a music collection of the PIXIES, a famous Boston-based band produced as a Limited Edition box set called the PIXIES: MINOTAUR and a Deluxe Edition as a smaller option. The Limited Edition contains the Vinyl, CDs, DVDs, Blue Ray, Small booklets in a slip case, posters and large 96-page book about half a metre in height. The work was produced in collaboration with the specialist music designer Vaughan Oliver of 4AD records and the photographer Simon Labalestier, along with a number of the graphic design students from the UCA graphic design course. The box set was published and distributed by Artist in Residence based in Los Angeles and was nominated for a Grammy Award.

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