CALL FOR PAPERS

BROADCAST FILM & MUSIC AFRICA

**The Business & Technology Event
for Creative Content & Electronic Media in Africa**

5th Conference & Exhibition
Kenyatta International Conference Centre, Nairobi
17-18 June 2013

Hosted by AITEC Africa in partnership with Kenya Film Commission and Balancing Act

Network • Learn • Do business

CALL FOR PAPERS

Africa's broadcast, film and music industries are increasingly developing synergies and merging through the power of electronic media. BFMA is the continent's only business and technology event to serve the creative content and electronic media industry through an integrated educational and marketing platform. The fifth conference in the series will once again provide a stock-taking opportunity for stakeholders in all three industries, and empower them with the knowledge and business contacts they need to build Africa's electronic media future.

BFMA will continue to have a strong educational focus, with a range of conference sessions, training workshops, panel discussions and industry development forums. The African Media Exchange has set a target of exposing at least 50 media start-ups to 20+ VCs.

The BFMA expo will include the following specialised features:

➢ Animation Pavilion
➢ Kenya Film-makers Pavilion
➢ National pavilions for a range of countries, including South Africa, Uganda, Tanzania, Nigeria
➢ International content market

International development agencies working in the creative content and digital media sector are invited to contribute content for the event, use it as a platform to promote their own programmes and partner with AITEC to enhance its positive impact as a catalyst to develop the sector.

The conference is aimed at senior and middle managers in:

• Television broadcasters
• Radio broadcasters
• Pay TV companies using cable, IP-TV or satellite.
• International broadcasting services operating in Africa.
• Television, film and music production companies.
• Animators and animation production companies
• Facilities providers including production equipment hire, post-production and outside broadcast.
• Donors, development agencies, NGOs and faith-based organisations active in media development projects.
• Broadcasting and film equipment vendors and satellite capacity suppliers.
• Advertising and marketing agencies.
• Mobile and fixed telephone operators looking at convergence opportunities.
• Library Facilities for music, commercials and programmes.
• Market research companies.
• Regulators and policy-makers.
• Journalists, analysts
• Industry associations.

2012 Participation:
Number of delegates 672
Number of conference speakers 67

2013 target participation: 1,000+

Conference Framework
AITEC Africa's goal is to provide a balanced programme that meets a wide range of research, skills and capacity development
objectives for the diverse conference audience, presented by speakers of the highest quality who represent the increasing
diversity and richness of the sector. Content contributions are invited in the following formats:

- Standard Presentations: 15 minutes in duration, with or without PowerPoint or other format slide presentations.
- Participation in panel discussions
- Training workshops, 90-120 minutes in duration
- Branded Showcase Presentations, 20 minutes in duration (these are chargeable at $4,500 for a plenary session and
$3,000 for a parallel session.

Key Topics

- Fighting the scourge of piracy: Regulatory and industry initiatives regarding IP, broadcasting rights and licensing and legal framework development; using new technology to block piracy.

- Content Production:
  - Developing TV programmes that African audiences want to watch
  - Educational and informative AV programmes
  - The investment opportunities in African content development
  - Co-production opportunities and content partnerships
  - Innovative radio content development

- Distribution:

  - The domestic market: Selling local productions to broadcasters
  - Cross-continent distribution
  - Selling African content internationally

- The Digital Transition: Focussing on consumer issues

- Understanding the Audience:

  - Media audience research: TV, radio, internet and music consumption trends
  - Advertising trends
  - Advertising revenue models to support free-to-air content

- ➢ International formats in Africa

- • Animation: A new frontier for African electronic media innovation

- • Sports broadcasting

- ➢ Negotiating international sports rights
- ➢ Developing domestic sports content
- ➢ Continental sports events and rights

- • Mobile Broadcasting

- ➢ Technology
- ➢ Business models

- • Technological innovation – improving services, driving down costs and extending coverage

- • The impact of social media – developing multi-media platforms

- • The impact of convergence: IP-TV and Smart TV

- • Media for social and political development:

- ➢ Media for healthcare, education and social cohesion
- ➢ Media and good governance, democracy and transparency

To propose a presentation or participate in a panel discussion, email Sean Moroney on seanm@aitecafria.com

The Africa Media Business Exchange

The Exchange provides a meeting facility for African producers, innovators, developers and other start-ups in the electronic media industry to pitch their business ideas to VCs, investment funds and angel investors. To register as a VC or start-up, log on to https://aitecafrica.com/event/registration/98