



Conference & Exhibition

Oshwal Centre, Nairobi
6-7 July 2011

THEME:

Building a world class electronic media industry in Africa

An AITEC Africa Event



In partnership with



TELECOMS, INTERNET AND BROADCAST IN AFRICA
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DAY 1 – Wednesday 6 July 2011

<p>9am</p>	<p>OPENING SESSION Building a world-class electronic media industry within the framework of Kenya’s Vision 2030 Dr Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications, Kenya</p> <p>Broadcast trends and opportunities in Africa over the next five years Russell Southwood, CEO, Balancing Act, United Kingdom</p> <p>Mobile TV - the critical consumer factors Arthur Goldstuck, MD, World Wide Worx, South Africa</p>	
	<p>SHOWCASE PRESENTATION</p> 	<p>Driving Digitalisation and building sustainable DTH markets Christoph Limmer, Senior Director, Market Development and Marketing, Africa, SES, Luxembourg</p>
<p>11am</p>	<p>Refreshment break</p>	
<p>11.30am</p>	<p>SESSION 2 BROADCAST INDUSTRY STRATEGIES & STANDARDS</p> <p>Olympic Dreams - The Broadcaster’s road to London 2012 and Olympic gold Peter Burdin, BBC Africa Bureau Editor, UK</p> <p>Broadcasting integrity and professionalism: Lessons from Nigeria’s elections Yomi Bolarinwa, Director-General, National Broadcasting Commission, Nigeria</p> <p>What Africa can learn from India’s broadcasting industry Sanjay Salil MD, MediaGuru Consultants, India</p>	<p>SESSION 3 LOCAL CONTENT DEVELOPMENT</p> <p>LOCAL CONTENT SHOWCASE Small Technologies: The birth of the Hausa home video industry - Kannywood Hussaini Umar, Producer/Director, Allyman Media & Publishing, Nigeria</p> <p>How can local production companies survive, thrive and reverse the content flow into our region? Njoki Muhoho, Producer & Writer, Zebra Productions, Kenya</p> <p>Content is king Farah Chaudrey, COO, A24 Media, Kenya</p>
<p>1pm</p>	<p>Networking Lunch</p>	

<p>2.30pm</p>	<p>SESSION 4 CREATIVE CONTENT WORKSHOP 1 Project Management Negotiation – Copyright in relation to license fees and successful production completion Brian Whitehead, University of the Creative Arts Surrey, UK How should one negotiate over fee structuring and usage, while dealing with intellectual copyright issues? Most media production processes are the product of a team effort. Most film production necessitates the employment of many different skill sets. Who owns what? What is available to be used? How are all parties protected? What are these rights of the individual creative? How to production teams protect their rights in ensuring projects come in on time, budget without compromising the creative integrity of the project as designed? This workshop is intended to open up debate and questions concerning the synergy of group dynamic with different creative individuals and skill sets: The whole being greater than the sum of the parts. However, good project management should be continually concerned with time scheduling, in relation to quality and cost. What are the key issues surrounding workflow, compliance, and dealing with the unforeseen? What are some of the tools and protocols surrounding contractual obligations?</p>	<p>SESSION 5 KEYNOTE PANEL DISCUSSION Advancing the search for new film and media finance models</p> <p>LEAD PRESENTER</p> <p>Parminder Vir OBE, Director, PVL Media Consultants, UK</p> <ul style="list-style-type: none"> • Commercial opportunities for foreign-based stories and local language films for the local and global market place • Process of structuring co-production financing for single film – UK and Indian models • Investment opportunities in the African film and media industry, including infrastructure development and training • Role of private equity in the film and media industry – the Indian experience <p>PANELISTS: Bramwel Asewe, Producer, Kenya Broadcasting Corporation</p>
<p>4pm Networking Refreshments</p>		
<p>4.30pm</p>	<p>SESSION 6 PANEL DISCUSSION Social media – The broadcaster’s friend or foe?</p> <p>SESSION PARTNER:</p> <div data-bbox="284 1547 647 1749" style="border: 1px solid #ccc; padding: 5px; text-align: center;">  </div> <p>JOINT MODERATORS: Njeri Rionge, CEO, Insite, Kenya Peter Goldstein, Director of Communication, InterMedia, USA</p> <p>PANELISTS:</p>	<p>SESSION 7 WORKSHOP Movie Compositing & Visual Effects Workshop Neil Simpson, Director, Film Studios Kenya</p>

	<p>David Lomosi, CEO, KenyaTV</p> <p>Santos Okuttah, Founder, Eziki, Kenya</p> <p>Douglas Namale, Co-founder, Community Media in Kibera & Editor, Kibera Journal</p> <p>Vivien Marles, Africa Director, InterMedia</p> <p>Patrick Quarcoo, CEO, Radio Africa Group</p>	
6pm	<p>InterMedia Launch Cocktail Reception Sankara Hotel</p>	

DAY 2 – Thursday 7 July 2011

9am	<p>SESSION 8 NEW STRATEGIES FOR NEW MEDIA CHALLENGES</p> <p>Five trends we cannot ignore as Africa embraces the Digital Age Tim Smyth, CEO, Ogilvy Africa, Kenya</p> <p>How do we proactively respond to and evolve with newly emergent communication and social media systems? Brian Whitehead, University of the Creative Arts, Surrey, UK</p> <p>Pay TV in Africa will be to the next ten years what mobile phones were to the past decade Richard Bell, Group CEO, Wananchi Group, Kenya</p> <p>Cost-effective broadcast opportunities for the smaller African content provider Rodney Benn, Managing Sales Director, Intelsat</p>	
	<p>SHOWCASE PRESENTATION</p> 	<p>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</p>
11am	<p>Networking Refreshment Break</p>	

<p>11.30am</p>	<p>SESSION 9 BROADCAST DIGITAL MIGRATION</p> <p>An innovative approach to digital migration for radio broadcasters Phil Collins, Managing Director, Clyde Broadcast Products Ltd, UK</p> <p>Challenges, opportunities & status of transition from analogue to digital broadcasting in sub-Saharan Africa Jared Baraza, Senior Lecturer, African Advanced Level Telecommunications Institute (AFRALTI), Kenya</p> <p>The socio-political, economic and technological challenges of digital migration in an emerging democracy: A case study of Malawi June Lutwama, Lecturer, Department of Journalism, Malawi Polytechnic, University of Malawi</p>	<p>SESSION 10 WORKSHOP Broadcast Technology & Business</p>  <p>How new-entrant broadcasters can leap-frog into the market by leveraging on new technologies, including mobile Sanjay Salil MD, MediaGuru Consultants, India</p> <p>This workshop will explore the following new technology and business model opportunities: A new broadcaster has the benefit of investing in the latest technology— HI definition and Digital—avoiding the pitfalls of the analogue stage. The new technology facilitates a much better viewer experience with video and audio</p> <ul style="list-style-type: none"> • Both the production and news gathering investments are reduced as better technology, at lower costs, is widely available • Such technology also reduces operational costs, including costs on man power as lesser number of hands do larger amount of work • The digital technology equates the broadcaster immediately with global standards • The digitalization technology allows better archiving, retrieval and re-purposing of content to suit other new technology-driven • delivery platforms like internet (IPTV) and mobile • These new technology platforms also address a major concern of broadcasters—transparency of consumer base numbers and revenue collection. In fact, on mobile the collections are immediate! • This addressability and individual focus service also gives you great in-sight in to consumer behaviour, their needs and feedback • Allows out-of-box programming ideations and highly interactive content to be launched
<p>1am</p>	<p>Networking Lunch</p>	
<p>2.30pm</p>	<p>SESSION 11 KEYNOTE PANEL DISCUSSION</p> <p>The scramble for advertising: How broadcasters can survive the multi-pronged attack on their revenue sources</p>	<p>SESSION 12 PANEL DISCUSSION</p> <p>Nurturing an emerging animation industry 1: Training, skills development and capacity building</p>

	<p>LEAD PRESENTER: Insights & technology make a perfect marriage for mobile media Isis Nyong'o, VP & MD for Africa, InMobi, Kenya</p> <p>Agencies and brands today tend to view mobile as just another fracture in the media mix. The reality is much different. Mobile ad networks and the technology they provide offer planners the opportunity to make an integrated buy with the creative impact of TV (almost), the performance of search (almost), and massive reach – all in one place. Never before in the history of media has this been possible. Yet many planners make mistakes that undermine the value of mobile technology. This session provides a simple explanation of mobile technology with practical advice to planners to unlock its full potential. Attendees will take away solid examples from case studies from: Close Up - a popular Unilever brand of toothpaste and is the number one or two toothpaste brand in over 50 different global markets, The United Nations Children's Fund (UNICEF) a global organization with operations in 190 countries, NIIT, a leading Global Talent Development Corporation, dedicated to IT education across 40 countries and Fiplab is a leading app development studio based in London.</p> <p>PANELISTS: Kennedy Duya, MD, Skyfire East Africa, Kenya Ankit Rawal, Head of Africa, InMobi, Kenya</p>	<p>PANELISTS: Kwame Nyong'o, Animation Director, Apes in Space & Chairman, Animation Artistes Association of Kenya Mwara Kung'u, Mundu Mwara Studios & Lecturer, Multimedia University, Kenya Isabelle Rorke, Co-founder & Director, Anamazing Workshop, South Africa</p>
<p>4pm</p>	<p>Networking Refreshment Break</p>	
<p>4.30pm</p>	<p>SESSION 13 CREATIVE CONTENT WORKSHOP 2 Designing Title Sequences – Foundation Workshop: What constitutes a successful Title Sequence – How are good concepts generated?</p> <p>Some title sequences are complete works of art in their own right. This workshop is designed to look at and deconstruct some of the ideas and approaches employed in the creative process. Where do good ideas come from? What is the conceptual basis for creative and innovative visualization? Do we need more than a pencil and paper? Which mediums are readily available now that most people already own the software and hardware capable of producing the final product? How are we being affected by new technologies and delivery systems? Is it enough to own the tools – and is the creative process being devalued or being enhanced? Are we now ever more aware of high production values and excellence in original creative thinking as we are exposed to ever more</p>	<p>SESSION 14 PANEL DISCUSSION Nurturing an emerging animation industry 2: Content development, business models and marketing</p> <p>PANELISTS: David Campbell, Director, Mediae, Kenya Michael Muthiga, Fatboy Animation, Kenya Michael Onyango, Sub Saharan Africa Director, ZK Public Relations, Kenya & Vice-Chair, Mzuka Creative Content Task Force Godfrey Mwampembwa (Gado)</p>

	creative media?	Dennis Mbuvi, Staff Writer, CIO Magazine, Kenya
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DAY 3 – Friday 8 July 2011

POST-CONFERENCE WORKSHOP (free to all conference delegates)

(Part of the Creative Content Workshop Series presented by Brian Whitehead)

Designing Title Sequences Part 2 – Action and Reflection

Meeting the challenge of delivering quality on schedule

9am- 3pm Friday 8 July 2011

This will be a hands-on working session for those who wish to engage in the creative process, following the ‘Designing Title Sequences – Foundation Workshop’. It will involve creative team-working and collaboration set into a reasonably short but achievable time frame.

This workshop has been designed for all levels of visual creative ability – the concept outline, narrative or not, with the specific ideas designed to be employed will be the all-important issue. Planned to start at 9:00am – we intend to employ hands-on working process after a briefing and a short introductory discussion.

In groups participants will be given a specific deadline – culminating in a presentation and a constructive feedback discussion group. We will also use this opportunity to look at and discuss new and affordable technologies. New emerging equipment and delivery systems are within the grasp of many more people and therefore the media is no longer controlled by the powerful few. Time to recognise what is becoming possible and what you can all achieve.



About the Presenter:

Brian Whitehead currently lectures at The University for the Creative Arts – Epsom in Surrey, where he is a full-time senior lecturer on the BA (Hons) Graphic Design course. His design and lecturing background over the last 35 years in London has principally been as the MD of his own design consultancy Brian Whitehead & Associates. He has designed across the broad spectrum of the creative and communications industry with many well-known named London-based agencies and design companies. Activities cover: above and below the line advertising, book and magazine design editing, branding, corporate identities, packaging, business-to-business media, exhibition design, storyboarding, pharmaceutical advertising media – with his more recent work within the music industry. More recently he worked on the exclusive box set for the Pixies called ‘Minotaur’ which has been nominated for a Grammy Award. He has also been designing for recordings produced by the filmmaker David Lynch. As a keen observer and active participant in the ever-evolving communications revolution, he has kept pace with the technologies and the resulting creative implications, which show little sign of slowing down. Over the last two decades he has been involved in many conferences and talks in the UK and in the USA. His work with students at undergraduate and post-graduate level have offered unique and powerful insights into creative thinking, as the design and new media students embrace and reveal innovative developments through research dialogue.

To register as a delegate for the Conference and free post-conference Workshop or for more information, email info@aitecafrica.com or log on to www.aitecafrica.com
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