

# SHOW GUIDE 2024



## QUEEN MODJADJI

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*week africa*

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# YOUR STORY. YOUR AFRICA

**W**ELCOME TO FAME WEEK AFRICA – proudly built by RX Africa – a vibrant celebration of the richness and diversity of African creativity across film, music, fashion, and entertainment. Over six exhilarating days, this event seamlessly integrates multiple key components, creating a dynamic platform that highlights the continent's innovative spirit and cultural influence.

Kicking off FAME Week is **MIP Africa**, a dedicated initiative that spotlights African content while fostering collaborative partnerships. This vibrant platform connects content creators, distributors, and buyers, offering them the chance to engage in illuminating panel discussions, hands-on workshops, and masterclasses led by industry veterans. Attendees will gain invaluable insights into content creation, distribution strategies, and the emerging trends shaping the global entertainment landscape. MIP Africa is more than just a marketplace; it's a catalyst for growth and a hub for networking and business development, essential for anyone looking to make their mark in the African and global media industries.

Joining the lineup is the **African Fashion Forum**, the newest addition to FAME Week Africa. This dedicated space invites fashion designers, stylists, and creatives to explore the intersection of fashion, culture, and storytelling. The forum delves deep into the creative processes behind African fashion, from initial concepts to execution, while also addressing the business side of the industry. Through engaging workshops, panel discussions, and fashion showcases, participants will explore the future of African fashion on the global stage, discussing trends, sustainability, and the power of fashion as a narrative tool. The African Fashion Forum is where creativity meets commerce, providing designers with the platform they need to elevate their brands and reach new audiences.

**Muziki Africa** infuses the event with the rhythm and soul of the continent, brought to life through live musical performances, insightful industry forums, and interactive sessions. This segment engages artists, producers, and music enthusiasts in meaningful conversations about music's role as a narrative force, the nuances of production, and effective marketing strategies. Muziki Africa is not just a celebration of music; it's an exploration of its power to transcend boundaries, connect people, and influence culture. Whether you're an artist looking to break into the industry, a producer aiming to refine your craft, or a fan eager to experience the vibrancy of African music, Muziki Africa offers something for everyone.

As part of FAME Week Africa, we are also thrilled to present the **FAME Shorts Film Festival 2024**. This year's festival features a captivating collection of 31 short films, each offering a unique lens on the human experience. Our carefully curated lineup invites you to journey through a rich tapestry of emotions and stories, beautifully crafted by some of the most talented filmmakers from Africa and the African Diaspora. The festival showcases a broad spectrum of themes that delve into the complexities of life, from the fleeting and uncertain moments depicted in *Drifting* to the raw struggles and triumphs of personal growth explored in *Growing Pains*. *Love Stories* takes us on a journey through the various forms of love and connection, while *Past Echoes* reflects on how history continues to shape our present lives. The filmmakers featured in this lineup bring fresh perspectives and innovative artistry, making the FAME Shorts Film Festival a true celebration of creativity, diversity, and the unifying power of film. Their work not only entertains but also challenges us to think deeply about the world around us.

FAME Week Africa is an immersive journey that offers a unique nexus for attendees to connect, learn, and deeply engage with the captivating world of African entertainment. Whether you're a seasoned professional seeking networking opportunities, an aspiring creator thirsty for knowledge, or a fervent fan of these dynamic mediums, FAME Week Africa is the place to be. It's where creativity, business, and culture converge, offering unparalleled opportunities to be inspired and to inspire others.

We extend our heartfelt gratitude to our partners, sponsors, and supporters, as FAME Week Africa stands as a testament to the continent's artistic vibrancy and envisions an exhilarating future for African creativity. Join us as we pay tribute to the remarkable tapestry of African talent and its enduring influence on the global stage. Embrace the energy, engage with the innovators, and experience the future of African entertainment at FAME Week Africa.



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# BRINGING INDIAN CONTENT TO AFRICA



**Doree**  
(STORY OF A GIRL CHILD)

Doree, a six-year-old girl challenges gender inequality and beats the odds making for an inspiring story.



**NAAGIN**  
(THE SERPENT)

A shape shifting serpent's story of revenge for love.



**PARINEETI**  
(TWO FRIENDS ONE MARRIAGE)

Fate leads two best friends to marry the same man ensuing a complicated love triangle.



**Mangal Lakshmi**  
(THE STORY OF 2 SISTERS)

Mangal Lakshmi is a heartwarming tale that centers around the bond between two sisters, Mangal and Lakshmi.

SCAN TO VISIT  
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**Mera Balam Thanedar**  
(THE OFFICER HUSBAND)

A story set in Rajasthan, Bulbul and Veer's lives intertwine amid secrets, deception, and a controversial marriage.

EXPLORE A DIVERSE RANGE OF INDIAN DRAMA SERIES IN ENGLISH AND MULTIPLE OTHER LANGUAGES.  
MEET US AT MIP AFRICA 2024 FROM 2<sup>ND</sup> TO 4<sup>TH</sup> SEP AT BOOTH D16

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# EXPERIENCE CAPE TOWN

## A HUB OF CREATIVITY AND INNOVATION

**W**E are delighted to welcome back to Cape Town one of the most important – and certainly one of the most exciting – events in the filmmaking, animation, music and fashion space. As a proud sponsor of FAME Week Africa, the City of Cape Town is thrilled to have this celebration of creativity back in town in the first week of September.

As the unrivalled capital of Africa's film and other creative industries, it is fitting that this premier showpiece of entertainment and technology has found its home here in Cape Town. And with a week's programme that is packed with events catering for every creative field, there literally is something for everyone.

From film and TV production at MIP Africa to the world-class Cape Town International Animation Festival, and from Muziki Africa which covers all aspects of the music industry to the wonderfully colourful and diverse African Fashion Forum, Fame Week Africa is a must-attend event for anyone involved in these creative fields, as well as all those who are considering such a career.

It is a week where the world gets to see what Africa's creative industries have to offer, and where hungry and ambitious local artists can connect with a global audience. Already, Cape Town is unmatched in this field, but I also know that we have barely scratched the surface. An event like Fame Week Africa is the kind of catalyst that can really boost our creative industries even further and give even more deserving young people a chance to shine.

We love nothing more than showing off our beautiful city to the world, and it is wonderful to have so many new visitors in town for the week. I hope all of you get to explore the sights and sounds of Cape Town and see for yourself why we are so often ranked at or near the top of global must-visit travel lists.

We also really appreciate what an event like this means for our local economy. Every visitor to our city helps sustain crucial jobs in the travel, tourism and hospitality industries. And thanks to the big injection of interest this will also deliver to our filmmaking industry, animation and music studios, fashion businesses and



many more, we know that Fame Week Africa will have a big positive knock-on effect for years to come.

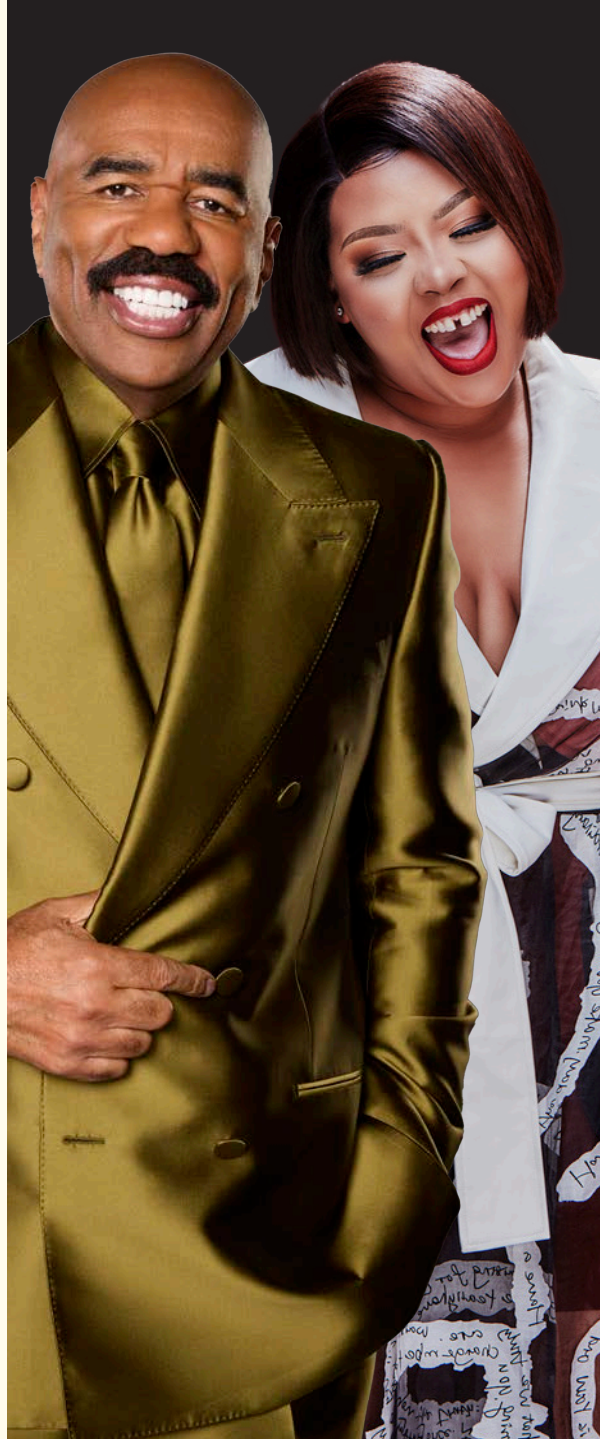
I wish the organisers a wonderful and successful event. And to everyone who has travelled here, may you have an unforgettable stay in the Mother City. We'd love to see you back here soon.

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# DON'T MISS OUT! FAME WEEK AFRICA IS WHERE IT ALL HAPPENS



## GET INSPIRED BY STEVE HARVEY (YES, THAT STEVE HARVEY)

The Emmy® Award-winning entertainment legend will be in the house! He'll be talking about his exciting project Botswana Ignite! —which promises to light up Botswana's infrastructure like never before. Don't miss the chance to hear from the man who knows how to turn dreams into reality. On Monday, 2 September in MIP Africa Theatre 1 at 12h00, Anele Mdoda will be speaking with Steve Harvey about his incredible journey from a young comedian to a global television star. Then join Steve Harvey, Duncan Irvine, the Botswana Ignite! Project Director and a member of the Botswana government, as they delve into the transformative Botswana Ignite! initiative at 14h30 in MIP Africa Theatre 1.



## AFRICAN ENTERTAINMENT'S TIME IS NOW!

FAME Week Africa is where the magic happens. This year's guest country, Nigeria, will reveal the secrets behind Nollywood's meteoric rise, giving the rest of Africa some serious FOMO on global success. Join us on Tuesday, 3 September at 13h00 in MIP Africa Theatre 2 for "Economic Powerhouse: The Business of Nollywood and Its Global Reach".

## FAME SHORTS FILM FESTIVAL 2024: A CINEMATIC FEAST

Experience 31 short films that will take you on an emotional rollercoaster—without the awkward seatbelt. From *Drifting's* fleeting moments to *Growing Pains'* raw struggles, and deep dives into love and history with *Love Stories* and *Past Echoes*, these films celebrate creativity, diversity, and the unifying power of cinema.

## MEET THE FRONTRUNNERS OF AFRICAN CONTENT CREATION

Africa's entertainment market is mobile-first and growing fast. Join powerhouses like Multichoice as they reveal the secret sauce behind their success and how African distributors are eyeing global domination.





### WHERE FASHION MEETS FILM

The African Fashion Forum will showcase the distinct look that makes African content stand out. From Nollywood's top costume designer Yolande Okereke to South Africa's own Mzukisi Mbane (Imprint ZA), this is where fashion meets film in the most fabulous way.

### UNLOCK THE SECRETS OF FILM AND TV FINANCING

Dive into the MIP Africa Financing Forum, where filmmakers, producers, investors, and policymakers converge to tackle the critical need for funding in Africa's film and TV industries. Led by Tambay A. Obenson, this forum offers expert-led panels, case studies, and networking opportunities that explore investment trends, successful financing models, and the creation of supportive regulatory environments. Gain insights to bridge the gap between creative projects and capital, and learn how to navigate the financial landscape of Africa's creative industries. The Financing Forum takes place on Tuesday, 3 September at 10 am in MIP Africa Theatre 1.

### THE AFRICAN ANIMATION BOOM

Animation isn't just for kids anymore. The Cape Town International Animation Showcase, part of FAME Week Africa, will show you why this sector is taking the world by storm. Don't be surprised if you leave wanting to create your own animated masterpiece.



### MUZIKI AFRICA: THE BEAT GOES ON

Explore how the music industry intersects with film and fashion at Muziki Africa. With discussions on everything from script to score and legal rights to co-production with brands, you'll leave with more than just a tune stuck in your head.

### NETWORK LIKE A PRO - AND EAT WELL WHILE DOING IT

Whether you're sealing deals over a brew at the Next On Netflix Coffee Shop or enjoying a meal with new contacts at the Primedia Studios Cafe, FAME Week Africa makes sure your networking is as satisfying as your food. Don't miss the cocktail parties at the KZN Film Commission and Gauteng Film Commission stands—because nothing says "let's collaborate" quite like a drink in hand. And for a truly unforgettable evening, join us at the eMedia Fame Night on Tuesday, 3 September, at Cabo Beach Club, where we'll celebrate creativity under the African sky.



### CELEBRATE DIVERSITY WITH THE INCLUSIVE LENS AWARDS

Hosted by Cape Town's drag diva Vida Fantabisher and featuring a keynote by gender activist Zoey Black, the Inclusive Lens Awards, sponsored by Urban Brew, will recognise the diversity in African content. Come for the awards, stay for the fabulousness! The Awards takes place on Tuesday, 3 September at 17h00 in MIP Africa Theatre 1.

### LEGAL SUPPORT ON HAND: LAWYERS OF THE ARTS SOUTH AFRICA AND IRISH MACLEOD

Need an eye on that contract or just some quick legal advice? Lawyers of the Arts South Africa and Irish MacLeod have teamed up to offer attendees free legal counsel throughout FAME Week Africa. Whether you're navigating complex agreements or just need simple advice, they've got you covered.

### CAPE TOWN'S WARM WELCOME

Cape Town is rolling out the red carpet for FAME Week Africa. With its stunning backdrop and vibrant culture, the Host City is ready to welcome delegates from all over the world. Just be prepared for the Cape Town wind—it likes to make a dramatic entrance too!



A woman wearing a leopard-print top and a large, ornate headdress with white feathers and peacock feathers.

Queen  
Modjadji

A yellow taxi cab with a woman in a chef's hat and a man in a patterned shirt sitting in the front seats.

Big  
Brother  
Naija

A woman in a floral dress holding a wooden mallet and a small brown chicken, standing in front of a mountain landscape.

Recipes for  
Love and  
Murder

A group of four people (three women and one man) standing in a field with mountains in the background.

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The logo for DStv, featuring the text "DStv" in white on a blue background.



# MULTICHOICE: CHAMPIONING AUTHENTIC AFRICAN STORIES AND DIGITAL INNOVATION

## WHAT HAS MULTICHOICE GROUP'S PRIMARY CONTENT FOCUS BEEN FOR 2024?

We are committed to ensuring that our viewers have access to a rich tapestry of stories that resonate with their cultural identities – speaking to them of relatable experiences, in our own languages. We've built on the success of the past few years on our original content offering and diversity of shows from epic African dramas like *Shaka Ilembe* and *Queen Modjadji* to the teen drama *Youngins*, the hit *Adulthood*, and globally acclaimed *Spinners*. Our reality shows set social media abuzz ranging from international formats such as *Big Brother Naija* to our own locally developed *Mommy clubs* and *Izingane Zes'thembu*. Our international co-productions are proving immensely successful and, while there are plenty of crown jewels, it would be remiss of us not to mention the quality and quantity of other entertainment content we produce that keeps viewers coming back daily.

## WHAT DRIVES MULTICHOICE'S COMMITMENT TO ORIGINAL AFRICAN CONTENT?

Africa is our home and our priority. Our teams and content creators live the realities of the stories that we produce in every market, in every language across the continent. We're passionate about unearthing and nurturing local talent, both in front of and behind the camera. Investing in local talent and productions remains core to our content offering and we believe that by supporting the local creative industry, we are not only deepening the African content pool, but also contributing to the economic growth of the communities by enriching lives.

In an exclusive interview with FAME Week Africa, Nomsa Philiso, CEO of General Entertainment at MultiChoice Group, highlights the company's 2024 content strategy, focusing on authentic African storytelling and nurturing local talent. She discusses the impact of digital transformation, staying competitive, and enhancing the global visibility of African content, while sharing her vision for the continent's entertainment future.

## HOW HAS THE DIGITAL TRANSFORMATION INFLUENCED MULTICHOICE'S STRATEGY?

MultiChoice has been at the forefront of digital television across the continent by investing in technology and infrastructure. The launch of streaming services like DStv Stream and Showmax are making it even more affordable and effortless for customers to access the stories they love. We've embraced streaming, offer on-demand services which complement our traditional satellite services, and the results are clear. We are reaching an even broader audience across different devices and platforms, making our content more accessible than ever before.

## WHAT ARE SOME OF THE CHALLENGES MULTICHOICE FACES IN MAINTAINING ITS LEADERSHIP IN THE AFRICAN ENTERTAINMENT INDUSTRY?

The landscape is highly competitive and constantly evolving, with shifting consumption patterns presenting a challenge in today's attention-driven economy. Viewer expectations are higher than ever, and there's a constant demand for fresh, high-quality content. I believe we meet these challenges and demands head-on with passionate and engaged teams across the continent, and our unmatched offering in terms of sports, reality, news, international content, telenovelas and local and international movies.



## HOW DOES MULTICHOICE ENHANCE THE GLOBAL VISIBILITY OF ITS AFRICAN CONTENT?

Through strategic global partnerships and a commitment to authentic African storytelling, we focus on developing local industries and delivering diverse, compelling narratives that resonate globally. Our proven expertise makes us the preferred partner in Africa, allowing us to collaborate with international players on our terms, contributing to global content diversity.

## FINALLY, WHAT DO YOU SEE AS THE FUTURE OF ENTERTAINMENT IN AFRICA?

The growth of digital platforms will continue to democratise access to content, allowing more Africans to engage with the diverse entertainment landscape. Innovation is crucial, which is why we consistently explore new formats, technologies, and partnerships to enhance our offerings. Original programming will set us apart, as consumers increasingly seek content that reflects their cultural context through authentic storytelling. We have great faith in the talent we've nurtured over decades, as well as in the emerging talent, to ensure a steady pipeline of compelling and powerful content across the continent we proudly call home, and beyond.

# THE SKY IS THE LIMIT FOR AFRICAN TELEVISION CONTENT SUPERNOVA

## PRIMEDIA STUDIOS



**S**INCE EXPLODING ONTO THE ENTERTAINMENT SCENE IN 2023, Primedia Studios, African media giant Primedia's television content and distribution arm, has revolutionised the production and consumption of African television at lightning speed. Striving to provide sustainable solutions at a time when local broadcasters faced immense budget constraints, Primedia Studios conceived a new funding model to be the nexus of future-forward content linking a kaleidoscope of partners, all benefitting from the entire Primedia eco-system with its vast continent-wide Radio, Retail, Digital and Outdoor footprint. The mission: creating trailblazing, commercially viable television that resonates with various audiences whilst placing a high premium on diversity, inclusion, and socio-economic transformation.

Primedia Studios's first step in reaching for the stars was to launch world-class local versions of the biggest and best international formats to mass audiences. In less than two years, it has acquired the rights to produce an impressive list of global showstoppers in different genres. Six of these formidable formats have already dominated their timeslots across SABC channels in 2024.

### DEAL OR NO DEAL SOUTH AFRICA

Now in its second season of 260 Monday-to-Friday episodes, *Deal or No Deal South*

▲ Miss Universe 2019, Zozibini Tunzi, captivated audiences as the Robot on *The Masked Singer South Africa: Season 1*, which hit the number one spot on Netflix.

*Africa* paved the way for a series of Primedia Studios success stories. The exhilarating game show, which made its way to the SABC in 2023, changed the face – and heart – of local television. It also spawned the world's first-ever celebrity-driven weekly spin-off in which Mzansi's A-listers battle the show's banker to raise funds for charities of their choice.

*Deal or No Deal South Africa*, which has given away over R8 million in prize money to date, has been a dreamcatcher, transforming the lives of many ordinary South Africans from all provinces. While some contestants used their winnings to kickstart businesses, the much-needed financial boost helped others complete their studies, foot medical bills, or upgrade their living conditions.

Meanwhile, several communities and NGOs have benefited from *Deal or No Deal Celebrity's* invaluable donations – from organisations providing free medical care across the continent to educational initiatives that make a difference in disadvantaged communities.

In the hugely popular game show genre, Primedia Studios also brought *Wheel of Fortune* to South African shores for the first





time, and host Rorisang Thandekiso rewrote global television history by becoming the legendary format's first female anchor.

Building on the winning recipe of these daily television staples, the fun-filled cooking show *Ready Steady Cook*, the first production filmed at Primedia's new state-of-the-art studio facilities, was added to the Primedia Studios' content genre mix.

### THE MASKED SINGER SOUTH AFRICA

As the market leader of "shiny floor" shows, Primedia Studios' *The Masked Singer South Africa* – another first for the continent – attracted massive audiences on linear television for two seasons in a row. Produced by Rose and Oaks Media, the production company spearheaded by radio and television presenter and role model, Anele Mdoda, *The Masked Singer South Africa* Season 1 then moved to Netflix, where it hit the number one spot on the streaming platform.

Furthermore, the digital agency Special Effects Media scooped a bronze award for the innovative digital promotion of the show at the 2024 IAB Bookmark Awards.

### MASTERCHEF SOUTH AFRICA

In continuing its quest to infuse the content landscape with superior television shows,

Primedia Studios further engraved itself in the reality show arena by whipping up a fifth season of *MasterChef South Africa*. In its new home on SABC, served with a generous sprinkle of proudly South African cuisine, a much broader audience can now enjoy the drama and delicious food forming part of this phenomenal World Guinness Book-holding reality cooking show.

These diverse, hugely popular productions have laid the foundation for copious new ventures. Another first-to-Africa game show in the Primedia Studios pipeline is the high-adrenaline Sony Pictures format *Raid the Cage*, and announcements of more shows that will have the industry abuzz will be made soon.

### SCRIPTED CONTENT

More exciting news is that Primedia Studios has already embarked on adding scripted content and some niche productions to its content offering and is simultaneously branching out to new territories, including Francophone Africa. For its scripted content, Primedia Studios will establish a writer's room, and a significant development budget will allow content creatives to present concepts that might be developed into pilots. President of Primedia Studios, Jan du Plessis, enthuses, "The sky is the limit in the Primedia Studios universe".

Now in its new home on SABC, *MasterChef South Africa* brings a hearty serving of proudly South African cuisine to a much wider audience. Viewers can indulge in the drama and delectable dishes that have made this World Guinness Record-holding reality cooking show a global sensation. The culinary journey is expertly guided by judges, from left, Justine Drake, Zola Nene, and Katlego Mlambo.

### SEASONED TALENT

The seasoned content guru, whose career boasts monumental achievements, like being awarded the prestigious South African Academy for Science and Arts lifetime medal of honour for his immense contribution to the local film industry, adds: "Primedia Studios has assembled a talent pool of innovative experts with more than 200 years of combined experience in the industry, equipped to take African storytelling to the next level."

The Primedia Studios team includes television visionaries such as Kaye Ann Williams (Vice President: Content), Victoria Ramabulana (Vice President: Operations), Lindiwe Hani (Head of Marketing), experienced entertainment lawyer Mkusile Bandezi (Head of Legal), Priscilla Thompson (Head of Sales) and Lani Lombard (Head of PR and Publicity).

**VISIT PRIMEDIA STUDIOS STAND HO5**

# IMPACT PRODUCING: THE ART OF CRAFTING CREATIVE DISTRIBUTION STRATEGIES FOR SOCIAL GOOD

Liani Maasdorp writes that for independent producers, thinking strategically about distribution and crafting a creative alternative distribution plan has become essential for success. Whether the goal is to drive change on a passionate issue or to generate profit, a well-designed distribution strategy is crucial.

**INDEPENDENT FILMMAKERS FROM THE MAJORITY** World cannot rely only on conventional mainstream distribution channels to get their films to their intended target audiences. A-list festivals, global streamers, international broadcasters, and a cinema release sound great, but are no longer the only - and seldom the primary - means of getting an African independent film to viewers.

The proliferation of streaming platforms creates opportunities, but also challenges... especially for independent filmmakers. If you're lucky enough to get your film picked up by a big international streamer it's difficult to get seen by viewers in the mass of content; it's hard for a first-time filmmaker to secure a decent licensing fee; and - something that is particularly important for those who hope to use their film to address a social issue - negotiating to retain certain rights so that you can distribute your film via other channels can be near impossible.

## LEADING THE WAY

Documentary filmmakers have led the way in using creative alternative distribution strategies for social impact for years, and since 2019 Climate Story Labs around the world have paved the way in bringing creatives using other story forms into the impact fold. Fiction films, telenovelas, graphic novels, even stand-up comedy are now being used to affect positive change around this pressing issue.

Impact producing entails designing and



## COLLABORATIVE IMPACT: UCT AND PARTNERS HOST INTERACTIVE SESSION AT FAME WEEK AFRICA

Recognising the potential of impact producing, the University of Cape Town's Centre for Film and Media Studies (UCT CFMS), Global Impact Producers' Alliance (GIPA), Doc Society, Climate Story Lab South Africa (CSLZA), and UCT Sunshine Cinema are collaborating to host an interactive impact session at FAME Week Africa. This session will include case studies from Africa and a hackathon where attendees can design and share impact strategies for a short film featured in the FAME Shorts Film Festival. The session, titled, "Impact producing: the art of creative alternative distribution strategy design ... for good" will take place in the Brain Box on Tuesday, 3 September from 16:30 - 18h00.





implementing a strategy that gets a film to the right audience in the right way to affect positive change around clearly stated goals. An impact campaign uses a film as starting point. The film should make the audience aware of and care about the issue. But that's not enough. Driving targeted, measurable, sustained, change is hard to achieve. Impact producers work with partners and use conversations, supporting interventions, activities and activations to channel the emotion generated by the film into actual action.

## FILMS THAT CREATE AWARENESS

There are excellent examples of impact campaigns that use film to create awareness of, change behaviour related to, or influence policy on pressing human rights, social justice and climate issues around Africa. *Miners Shot Down* (RSA, 2014) reveals how government, police and the Lonmin mining company colluded to massacre striking mine workers in 2012. *Thank You for the Rain* (Kenya, 2017) vividly shows the impacts of the climate crisis on agriculture and has been sharing valuable information about climate adaptation strategies generated by communities who are most affected. *Survivors* (Sierra Leone, 2018) celebrates local first responders that put their lives on the line during the Ebola pandemic to treat and transport patients, countering

Western 'white saviour' narratives about doctors and nurses from Europe and the US swooping in to save the day. The STEPS Generation Africa slate of 25 films from around Africa – including *The Last Shelter* (Mali, 2021), *No U Turn* (Nigeria, 2022) and *Transactions* (Zimbabwe, 2022) - are turning mainstream media representations of migration in and from Africa on their heads.

All these films won awards, premiered at A-list festivals like Sundance and Berlinale and/or were picked up by international broadcasters and streamers. So don't think for a second that different types of distribution - festival, commercial and social impact - should be in conflict with each other. They can, in fact, be mutually beneficial. There certainly are many films that only have commercial distribution strategies, but for an impact film there is potential to have it all – festival and awards success, sales, and social impact. The Syrian film *For Sama* (2019) is an excellent example of this. It won awards at Cannes, Hot Docs, the BAFTAs and was nominated for an Oscar; while forming the centre of an impact campaign, Action For Sama, which functioned “alongside the film release in order to demand urgent action from governments to end the targeting of healthcare facilities in Syria” ([forsamafilm.com](http://forsamafilm.com), [actionforsama.com](http://actionforsama.com)).

The filmmakers, publicist, producer of marketing and distribution, and impact team worked together to generate media attention and run an awards campaign for the film. They then leveraged their festival and awards success to focus international media attention on the issue, for example by displaying the slogan “Stop bombing hospitals” on the Cannes red carpet.

▲ “The Last Shelter” (Mali, 2021) offers a poignant glimpse into the lives of migrants at a refuge on the edge of the Sahara Desert. This film, part of the STEPS Generation Africa slate, challenges mainstream media narratives on migration by spotlighting the hopes and struggles of those like Esther and Kady, teenage girls daring to chase their dreams across the desert.

Many of the skills required for marketing and distributing mainstream entertainment films can be applied to social change campaigns; and conversely impact strategies can inspire alternative distribution strategies for smaller, independent films, including student films. For this reason the University of Cape Town Centre for Film and Media Studies, the Global Impact Producers' Alliance, Doc Society, Climate Story Lab South Africa and the UCT Sunshine Cinema Impact Facilitator Short Course are collaborating to host an interactive impact session at FAME Week Africa. A discussion of impact case studies from Africa will be followed by a ‘hackathon’, during which attendees will have the opportunity to design and share impact strategies for a short film featured in the FAME short film festival.

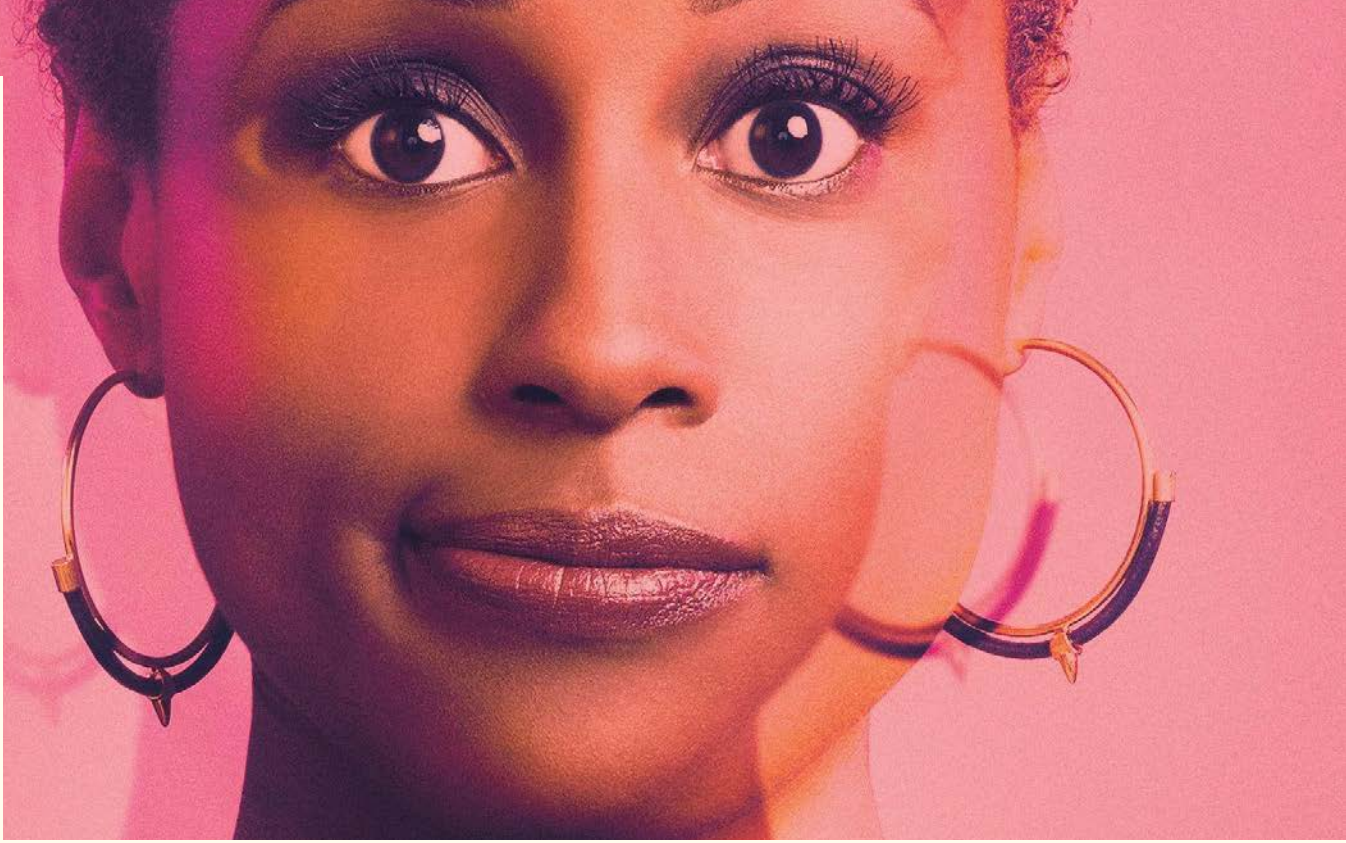


**LIANI MAASDORP** is a senior lecturer at the University of Cape Town's Centre for Film and Media Studies, where she convenes the MA in Documentary Arts and the Impact Facilitator

course. She serves as Co-director of Climate Story Lab ZA and moderates the Impact Teachers' Forum for GIPA. As a producer of “Strike a Rock”, Liani's research delves into the field of impact producing in documentary filmmaking, with a focus on how these films can drive social change.

◀ *For Sama* (2019) is a powerful example of impact filmmaking. The Syrian documentary not only won prestigious awards at Cannes, Hot Docs, and the BAFTAs, and was nominated for an Oscar, but it also served as the centerpiece of the Action For Sama campaign, demanding urgent global action to stop the bombing of healthcare facilities in Syria.

# BREAKING BARRIERS AND BUILDING BRIDGES: THE ISSA RAE BLUEPRINT FOR AFRICAN CREATIVES



In a world where representation often feels like an afterthought, Issa Rae stands as a towering figure of change and inspiration. Her journey from a college student with a borrowed camcorder to a Hollywood powerhouse is not just a success story; it's a masterclass in creativity, resilience, and advocacy for people of colour. For African creatives looking to carve their own paths in the global entertainment industry, Rae's playbook offers invaluable lessons.

## EMBRACE YOUR UNIQUE VOICE

Issa Rae's ascent began with "The Mis-Adventures of Awkward Black Girl," a YouTube web series that resonated with audiences craving authenticity and diversity. Her work underscores the power of embracing one's unique voice. For African creatives, this means tapping into your own stories, cultures, and experiences as a source of inspiration. Your uniqueness is your strength, and the global audience is ready for stories that defy the mainstream narrative.

## DIVERSIFY YOUR CREATIVE PORTFOLIO

Rae's diverse portfolio, spanning production companies, music labels, and more, illustrates the importance of not putting all your creative eggs in one basket. For African creatives, diversifying means exploring multiple mediums and revenue streams—be it film, television, digital content, music, or entrepreneurship. This approach not only secures your financial future but also broadens your creative impact.

## LEVERAGE DIGITAL PLATFORMS

Rae's digital-first approach demonstrates the potential of online platforms to bypass traditional gatekeepers. African creatives have at their fingertips tools and platforms that can showcase their work to a global audience. Use these digital spaces not just for distribution, but as a testing ground for new ideas, a way to build community, and a means to gain direct feedback from your audience.

## BUILD COMMUNITY AND COLLABORATE

Issa Rae's career is a testament to the power of community and collaboration. From "Insecure" to her myriad business

ventures, Rae has consistently used her platform to elevate others. African creatives should look to forge alliances, not just locally but globally, tapping into the diaspora's power and creating networks that can amplify their work and open doors to new opportunities.

## COMMIT TO REPRESENTATION

Above all, Issa Rae's work is driven by a commitment to representation. Her efforts to create opportunities for people of color in Hollywood offer a blueprint for how African creatives can advocate for more inclusive narratives. By actively working to dismantle stereotypes and elevate authentic stories, you contribute to a more diverse and equitable creative industry.

## THE CALL TO ACTION

Issa Rae's journey is a clarion call to African creatives: the time is now to take bold steps towards realising your vision. Use your unique voice, leverage the digital landscape, collaborate widely, diversify your creative endeavours, and remain steadfast in your commitment to representation.

As Rae continues to break barriers and build bridges in Hollywood, let her story inspire you to do the same in your respective fields. Remember, the path to change is paved with perseverance, creativity, and a deep-seated belief in the power of your own story. Let's rise together, creating content that not only entertains but also empowers and enlightens. To all African creatives: the world is your stage. It's time to shine.



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# CONTENT PROGRAMME

SCAN FOR THE  
LATEST PROGRAMME



MONDAY, 2 SEPTEMBER 2024

MIP AFRICA THEATRE 1	MIP AFRICA THEATRE 2	BRAIN BOX
<b>10h00-11h30</b> <b>From Corridors to Screens: Shaping the Future of African Storytelling through Hyper-Local Narratives - Let's talk Africa</b> <b>Speaker:</b> Nomsa Philiso (MultiChoice)	<b>10h00-11h00</b> <b>Safety Contact Officers: Creating Respectful Work Environments in TV and Film</b> <b>Moderator:</b> Lindi Ndebele-Koka (SWIFT) <b>Speakers:</b> Thoko Ntshinga (Actress, Director + Arts Activist) Zanele Mthembu (SWIFT), Onke Dumeke (NFVF), Ayanda Sibisi (IPO) <b>SPONSORED BY SWIFT</b>	<b>10h00-11h00</b> <b>Mastering the Lens: Cinematic Storytelling</b> <b>Speakers:</b> Thabiso Maretwaneng (Director and Cinemaphotographer), Maropeng Vushangwe (Video ambassador, Canon EMEA), Matthew MacIennan (Panavision SA)
	<b>11h00-12h00</b> <b>From Concept to Screen: The Captivating Case Study of 'White Lies'</b> <b>Moderator:</b> Odirile Mekwa (Quizzical Pictures) <b>Speakers:</b> Harriet Gavshon (Quizzical Pictures), Jens Richter (Fremantle), Wikus Du Toit (MultiChoice), Brendon Daniels (Actor)	<b>11h00-12h00</b> <b>Forging Your Film Career Path - an inclusive approach</b> <b>Speakers:</b> Cindy Mkhwanazi (Greenset), Sihle Buthelezi (Crew Collective), Seton Bailey (SA FILM Academy), Deidre Rosenberg (Reel Partners)
<b>12h00-13h00</b> <b>In Conversation with Steve Harvey</b> hosted by Anele Mdoda		
<b>13h30-14h30</b> <b>The Rise of FAST and OTT: Transforming the African Film and TV Industry</b> <b>Moderator:</b> Wendy Parkies (FAST expert) <b>Speakers:</b> David Makubane (SABC), Kopano Thage (SENTECH), Stephen Hodge (OTTera), Yokow Quansah (Broadsmart)	<b>13h30-14h30</b> <b>What Africa Wants: Preferences of African Audiences in TV + Film Content</b> <b>Moderator:</b> Sivan Pillay (360 Degrees South) <b>Speakers:</b> Shirley Adonisi, Director (MultiChoice), Vito Marchiano (Rushlake Media), Monde Twala (Paramount Africa + BET International)	<b>13h30-14h30</b> <b>Start With The End In Mind</b> <b>Speaker:</b> Zweli Sisilana-Mavuka (Sheer Publishing)
<b>14h30-15h30</b> <b>Igniting Botswana's Creative Future: A Fireside Chat with Steve Harvey</b> <b>Speakers:</b> Steve Harvey, Duncan Irvine (Botswana Ignite! Project Director)	<b>14h30-15h30</b> <b>Unlocking the Market: What Buyers Seek in African Content</b> <b>Moderator:</b> Thierry Cassuto (Both Worlds Pictures) <b>Speakers:</b> Nicola van Niekerk (MultiChoice), Harriet Gavshon (Quizzical Pictures), Rehima Awol (Kana TV), Laurent Sicouri (Canal + International)	<b>14h30-15h30</b> <b>Promoting Mental Wellness in the Film and TV Industry</b> <b>Moderator:</b> Thato Poolo (Poolometsi Holdings) <b>Speakers:</b> Kopano Cowen (ConnectTV), Ayanda Sibisi (IPO), Luversan Gerard (Sleek Black Dynamite Studios)
<b>15h30-16h30</b> <b>Advancing Nigeria-India-South Africa Relations through film</b> <b>Moderator:</b> BB Sasore (Nemsia Solution)s <b>Speakers:</b> Hamisha Daryani Ahuja (Executive Producer and Director), Obi Asika (National Council For Arts and Culture, Nigeria), Paballo Molingane (Holmes Productions and Cave Story Pictures)	<b>15h30-16h30</b> <b>The Boundaries and Challenges of Financing and Funding in the African Film Industry</b> <b>Moderator:</b> Ayanda Sibisi (IPO) <b>Speakers:</b> Milton Reddy (Africa Entertainment in America) Delon Bakker (IPO), Vlokkie Gordon (Advantage Entertainment), Pepsi Pokane (Stained Glass TV), Kagisho Bapela (IDC)	<b>15h30-16h30</b> <b>Side Hustles And Startups</b> <b>Speaker:</b> Louis Janse van Rensburg, (Heavy Chef Foundation)
<b>16h30-17h30</b> <b>The Economy of the Location</b> <b>Moderator:</b> Azania Muendane (Locations Africa) <b>Speakers:</b> Jacqueline Rainers Setai (Kwa-Zulu Natal Tourism and Film Authority) Lisa Mini (Film Cape Town), Makakatlala (Mak) Mogoba (Gauteng Film Commission) <b>POWERED BY LOCATIONS AFRICA</b>	<b>16h30-17h30</b> <b>Creating Value for African Unscripted Content</b> <b>Moderator:</b> Vuyo Sowah (Brightfire Pictures) <b>Speakers:</b> Brendan Gabriel, (The Africa Channel), Pet Tasara (Brightfire Pictures), Piwe Motshogo (Tatogen Media), Teddy Geldart (Barleader TV)	<b>16h30-17h30</b> <b>Unpacking the Documentary "My Mercury" with Director Joëlle Chesselet</b> <b>Host:</b> Khanyi Magubane (Zinokwanda Media)

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MIP AFRICA THEATRE 1	MIP AFRICA THEATRE 2	BRAIN BOX	AFRICAN FASHION FORUM THEATRE	MUZKI AFRICA THEATRE
<p><b>10h00-12h00</b> <b>The MIP Africa Film Financing Forum</b> Facilitated by Tambay Obenson (Akoroko)</p> <p><b>Current Trends and Challenges in Financing African Film + TV</b> <b>Moderator:</b> Mayenzeke Baza (AAA Entertainment) <b>Speakers:</b> Jahmil X.T. Qubeka (Yellowbone Entertainment), Editi Effiong (Anakle Films), Anthony Kimble (Arrested Industries), Helen Kunn (Indigenous Film Distribution)</p> <p><b>Creating a Supportive Regulatory Environment Focus on regulations, tax incentives, and government-led funding initiatives</b> <b>Speakers:</b> Jacqueline Rainers Setai (KwaZulu-Natal Tourism and Film Authority), Kagisho Bapela (IDC), Mak Mogoba, (GFC), Jackie Jacqueline Jackson, (JAMPRO), Victor Mukete (Intra-African Trade Bank), Florence Haifene (Namibia Film Commission), Yolanda Ncokotwana (NFVF), Lisa M. Walker (Prosper Africa)</p>	<p><b>10h00-11h00</b> <b>Adapting Foreign Scripted Formats to Local Markets: Challenges and Opportunities</b> <b>Moderator:</b> Patricia van Heerden (Producer) <b>Speakers:</b> Kimberley Azria (Aby Media) Nicola van Niekerk (MultiChoice), Odiri Iwuji (C21Media), Anahita Kheder (Freemantle), Stan Joseph (Ochre Moving Pictures), Pablo Ghiglione (Globo TV)</p> <p><b>POWERED BY ABY MEDIA</b></p>	<p><b>10h00-11h00</b> <b>Rising Above the Iceberg: Embracing Change and Personal Leadership</b> <b>Speaker:</b> Gary Hirson (Producer and Production Manager)</p>	<p><b>09h30-09h45</b> <b>FASHION SHOW</b> <b>HAUS OF STONE</b></p>	<p><b>09h00-10h00</b> <b>A changing industry - What lies ahead for the global music market?</b> <b>Speaker:</b> Zwelibanzi Sisilana (Sheer)</p> <p><b>POWERED BY SHEER PUBLISHING</b></p>
	<p><b>11h00-12h00</b> <b>The Real Housewives: Creating a Franchise Universe in Africa</b> <b>Speakers:</b> Hannah Mabruk (NBCUniversal), Lerato Moruti (MultiChoice), Laura Cooke (Showmax), Greame Swanepoel, (Goat Originals), Jemma Ford (Goat Originals)</p>	<p><b>11h00-12h00</b> <b>From Shorts to Features: The Journey of Developing Our First Commissioned Feature Screenplay</b> <b>Speakers:</b> Dean Ravell and Stephen Nagel (BTG Productions)</p>	<p><b>09h45- 10h00</b> <b>Embracing the Future of African Fashion: Innovation, Identity, and Impact</b> <b>Welcome:</b> Brad and Adiah (Amen)</p> <p><b>10h00-11h00</b> <b>Unlocking Africa's Fashion Potential: Insights from the UNESCO</b> <b>Speakers:</b> Francisco Gómez Durán (UNESCO), Shingai Nyagweta (Design Consultant)</p>	<p><b>10h00-11h00</b> <b>How independent African artists are using digital tools to break into new markets</b> <b>Moderator:</b> Tecla Cioffi (Texx and the City) <b>Speakers:</b> Andile Mbete (TuneCore, Africa), Jimmy Nevis (Singer-songwriter), Louise Crouse (Valkie Van Coke)</p> <p><b>POWERED BY TUNECORE + CURATED BY TEXX AND THE CITY</b></p>
<p><b>12h00-13h00</b> <b>Women Leading the Charge</b> <b>Moderator:</b> Kaye Ann Williams, (Primedia Studios) <b>Speakers:</b> Hamisha Ahuja (Producer) Mimi Bartels (Anakle Films), Maganthrie Pillay (Masala Film Works), Chevonne O'Shaughnessy (ACI), Shirley Adonisi (MultiChoice), Keitumetse Lebaka (GFC)</p>	<p><b>12h00-12h30</b> <b>Film Cape Town: Navigating the Future of Filmmaking</b> <b>Speaker:</b> Lisa Mini (Film Cape Town)</p>	<p><b>12h00 -13h00</b> <b>Partners Against Piracy</b></p>	<p><b>12h00-12h15</b> <b>FASHION SHOW</b> <b>ALIA BARE</b></p>	
<p><b>13h00- 14h00</b> <b>"In Conversations With Netflix" with Ben Amadasun</b> <b>Hosted by</b> Tarryn Tomlinson (Media Personality)</p>	<p><b>13h00-14h00</b> <b>The Business of Nollywood</b> <b>Moderator:</b> Faith Isiakpere (Producer and Director) <b>Speakers:</b> Hannatu Musawa, (Minister of Art, Culture and the Creative Economy), Obi Asika (NCAC), Ngozi Akande, (NCAC), Otunba Biodun Ajiboye, (NICO), Aisha Adamu Augie (CBAAC), Ladun Awobokun (FilmOne)</p>	<p><b>13h00-14h30</b> <b>Contracts Uncovered: Protecting Your Creative Rights</b> <b>Moderator:</b> Tendaiishe Chitima, (Film &amp; TV Actor and Marketing &amp; Communications Consultant) <b>Speakers:</b> Guy R. MacLeod and Roxanne Scott, (Irish MacLeod) Ntsietso Mokitimi-Makhofola (SAMPRA), Osman Mkhondo (KhonMod &amp; Lyn Associates)</p>	<p><b>13h30-14h30</b> <b>Marketing African Fashion: A Pan-African Perspective</b> <b>Moderator:</b> Caroline Nelson (H&amp;M Africa). <b>Speakers:</b> Iman Ganiejee (Sari for Change), Rayana Edwards (Sari for Change) Kris Simpson (JOBBI)</p>	<p><b>13h15-14h15</b> <b>The Power of Music Videos in Elevating African Artists with Kyle Lewis</b> <b>Hosted by:</b> Andile Masilela (Between 10and5)</p>
<p><b>14h00-15h00</b> <b>The Impact of Access Services and Audio Description</b> <b>Moderator:</b> Mbalì Thabethe (EarCandy) <b>Speaker:</b> Jabaar Cassiem Mohamed (Cape Town TV)</p> <p><b>POWERED BY EARCANDY</b></p>	<p><b>14h00-15h00</b> <b>Bridging the Gap Between Africa and Hollywood</b> <b>Moderator:</b> Anthony Kimble (Arrested Industries) <b>Speakers:</b> Chevonne O'Shaughnessy (ACI), Narendra Reddy (The African Channel), Jamila Hunter (MACRO TV Studios), Billy Dundee (African Entertainment Distributors)</p>	<p><b>14h30-15h30</b> <b>Leveraging Social Media in Film and TV distribution: grow viewership, mine data, increase revenue</b> <b>The SEM team:</b> Danilo Acquisto, Aleksandra Surogina, Raeesa Dhorat, Victoria Oyeboade</p> <p><b>POWERED BY SPECIAL EFFECTS MEDIA</b></p>	<p><b>14h30-14h45</b> <b>FASHION SHOW</b> <b>SARI FOR CHANGE</b></p> <p><b>14h45-15h45</b> <b>The Impact of Television and Film on African Fashion</b> <b>Moderators:</b> Brad and Adiah (Amen) <b>Speakers:</b> Masa Mara (Fashion Designer), Yolanda Okereke (Costume Designer, Queen Motlatle (Hair &amp; Make-up Stylist), Gillian Scott (Costume Designer)</p>	<p><b>14h15-15h15</b> <b>AI and the Music Industry: Threat or Opportunity</b> <b>Speakers:</b> Roland Nzanzu (CAPASSO), Nomfundo Nyakale (CAPASSO), Vulane Mthembu (Gamebox, Goethe-Institut South Africa), John Fishlock, (Active Music Publishing and KVN SA)</p>
<p><b>15h00-16h00</b> <b>The Power of Inclusivity: Elevating Diverse Stories in Media</b> <b>Moderator:</b> Vida Fantabisher <b>Speakers:</b> Athenkosi Kwinana (Artist) Veron Vadivelu (Vili Studios), Tarryn Tomlinson (Media Personality), Mxshi Mo (Musician)</p>	<p><b>15h00- 16h00</b> <b>Integrating AI into Creative Work: Innovation and Ethics</b> <b>Moderator:</b> Jo Eyre (Voxeon Communications) <b>Speakers:</b> Ross Symons (White on Rice), Don Marsh (AI content creator), Nosipho Maketo-van den Bragt (Chocolate Tribe)</p>	<p><b>15h30-16h30</b> <b>Crafting Compelling Narratives: A Masterclass in Screenwriting</b> <b>Speakers:</b> Dr Ian-Malcolm Rijdsdijk (UCT CMFS), David Stein (AFDA), Kristina Graour (UCT)</p> <p><b>POWERED BY UCT CFMS</b></p>	<p><b>15h45-16h00</b> <b>FASHION SHOW</b> <b>MASA MARA</b></p>	<p><b>15h30-16h30</b> <b>The Art of Film Scoring: From Concept to Screen</b> <b>Speakers:</b> Kelly Greveler (Universal Production Music SA), Zwelibanzi Sisilana-Mavuka (Sheer), Marc Algranti (Algranti Music)</p> <p><b>POWERED BY MPASA</b></p>
<p><b>16h00- 17h00</b> <b>Launch of DAWN</b> <b>Speakers:</b> Karen Jaynes (Both Worlds Pictures), Simon Manda (THISABILITY)</p>	<p><b>16h00-17h00</b> <b>The Role of Film Festivals in Promoting African Content</b> <b>Moderator:</b> Nthabeleng Phora (Gauteng Film Commission) <b>Speakers:</b> Lyse Ishimwe (FAME Film Shorts Festival), Lala Tuku (ARIFF), Lamonía Brown (Essence Film Festival)</p>	<p><b>16h30-18h00</b> <b>IMPACT Course</b> <b>Speakers:</b> Liani Maasdorp (UCT CFMS), Miki Redelinghuys (Plexus Films), Cindy Makandi (Tunga Afrika), Tiny Mungwe (STEPS)</p> <p><b>POWERED BY UCT CFMS</b></p>	<p><b>16h15-17h15</b> <b>Eco-Chic: Sustainability in African Fashion</b> <b>Moderator:</b> Jessica Ramoshaba (Fouura) <b>Speakers:</b> Danayi Madondo (Haus of Stone), Alia Bare (Alia Bare), Safiyya Karim (Fashion Revolution), Zubeida Zwavel (Centre for African Resource Efficiency and Sustainability Cares)</p>	<p><b>16h30-18h00</b> <b>MASTERCLASS: Online Distribution Essentials</b> <b>Speaker:</b> Wendy Verwey Bekker, (Ditto Music SA)</p>
<p><b>17h00-18h30</b> <b>Inclusive Lens Awards</b> <b>Host:</b> Vida Fantabisher <b>Keynote:</b> Zoey Black (Filmmaker, and Human Rights Activist)</p> <p><b>POWERED BY URBAN BREW</b></p>	<p><b>17h00-18h00</b> <b>Behind the Lens of True Crime Docs in South Africa</b> <b>Moderator:</b> Khanyi Magubane (Zinokwanda Media) <b>Speakers:</b> Jana Marx (True Crime Author), Jana Marx Media, Lohren Rose Joseph (MultiChoice), Dr. Nikki Comminos (Senior Editor and Director), Richard Gregory (GOOD WORK documentary studio)</p>		<p><b>17h15-17h45</b> <b>The African Fashion Film Awards</b></p>	<p>SCAN FOR THE LATEST PROGRAMME</p> 



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# CONTENT PROGRAMME

SCAN FOR THE  
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WEDNESDAY, 4 SEPTEMBER 2024

MIP AFRICA THEATRE 1	MIP AFRICA THEATRE 2	BRAIN BOX	AFRICAN FASHION FORUM THEATRE	MUZKI AFRICA THEATRE
<b>10h30-11h30</b> <b>Keeping it local with e</b> The eMedia team <b>Moderator:</b> Vuyelwa Booi <b>Speakers:</b> Dithapelo Segodi, Thabang Phetla, Tebogo Archie, Liezel Davids, Hlengiwe Sithole, Sanelisiwe Kunene	<b>10h30-11h30</b> <b>Africa's oceans - refocusing the narrative in ocean storytelling, science and conservation</b> <b>Speakers:</b> Noel Kok (National Geographic Explorer), Mogamat Magmoet (Director and Producer), Nancy Iraba (One Young World Ambassador), Dr. Nasreen Peer (Argonaut Science), Dercio Muha Gomate, (Composer and storyteller), Samira Vera-Cruz (Parallax Produções), Anthony Onyango (TonyWild)	<b>10h30- 12h00</b> <b>Mastering the Art of Screen Adaptation</b> <b>Moderator:</b> Karen Jaynes (Both Worlds Pictures) <b>Speakers:</b> Angela Makholwa (Author and Screenwriter), Aoife Lennon-Ritchie (Lennon-Ritchie Agency), Thierry Cassuto (Both Worlds Pictures), Jozua Malherbe (7Film)	<b>10h00-10h15</b> <b>FASHION SHOW</b> <b>AMEN BY BRAD&amp;ABIAH</b>	<b>10h00-11h00</b> <b>Who's Listening? A look at the consumption of African music around the world</b> <b>Speakers:</b> Yoel Kenan (Africori Music Group), Tumi Mogapi (Africori Music Group) Temi Adeniji (Warner Music Africa), Addy Awofisayo (YouTube SSA)
<b>11h30-12h30</b> <b>No Rich Uncles. If you want to go far together, follow the women</b> <b>Moderator:</b> Tarryn Tomlinson (Media Personality) <b>Speakers:</b> Andrina Moodley (Story Oasis), Tracey-Lee Rainers (Story Oasis), Quanita Adams (Blended Films), Dominique Jossie (Blended Films)	<b>11h30-12h30</b> <b>Empowering Young Minds: Children's Content from Africa for Africa and Beyond</b> <b>Moderator:</b> Louise Callcott-Stevens, (EarCandy) <b>Speakers:</b> Adelaide Joshua-Hill, (Urban Brew), Kumbi Chitenderu (Triggerfish Animation Studios), Tracy-Ann van Rooyen (Disney Africa), Iman Lipumba (Ubongo)		<b>10h15-12h15   MASTERCLASS</b> <b>Crafting a Compelling Fashion Brand: Lessons from Brad&amp;Abiah of AMEN</b> <b>Speakers:</b> Bradley Muttitt and Abiah Mahlase	<b>POWERED BY AFRICORI AND WARNER MUSIC AFRICA</b>
<b>12h30-13h30</b> <b>Cross-Continental Collaborations: Promoting African Storytelling through South Africa, Jamaica, and Canada</b> <b>Moderator:</b> Wendy Parkies OTTera <b>Speakers:</b> Nthabeleng Phora (Gauteng Film Commission), Jackie Jacqueline Jackson (JAMPRO), Kagisho Bapela (IDC), Floyd Kane, (Producer and Director)	<b>12h30-13h30</b> <b>Adapting Literary Works for the Screen: The Success Story of "The Wife"</b> <b>Moderators:</b> Ed Waller (C21 Media), Wikus du Toit, (MultiChoice) <b>Speakers:</b> Gugu Zuma-Ncube (Stained Glass TV), Thuli Zuma, (Stained Glass TV), Tebogo Matlawe, (MultiChoice), Pepsi Pokane (Stained Glass TV)	<b>12h00-13h30</b> <b>Atlanta's Role in Africa's Creative Rise: Scaling Collaboration for Growth and Impact</b>	<b>12h15-12h30</b> <b>FASHION SHOW</b> <b>SOBER DESIGN HOUSE</b>	<b>11h00-12h15</b> <b>The Rise of Nigerian Music: A Global Phenomenon</b>
<b>13h30-14h30</b> <b>"The Shakedown": Behind the Sound of Amazon Prime's First South African Original Feature</b> <b>Moderator:</b> Brian Little (Pressure Cooker Studios) <b>Speakers:</b> Ari Kruger (Sketchbook Studios), Astrid Iverson (Pressure Cooker Studios), Kyle Koekemoer, (Pressure Cooker Studios), Richard Starkey (Film Editor), Stephen Abbott (Stealth Donkey)	<b>13h30-14h30</b> <b>Documenting Africa: Stories of the Continent</b> <b>Moderator:</b> Maganthrie Pillay (Masala Film Works) <b>Speakers:</b> Izette Mostert (Purple Pear Productions), Nicola van Niekerk (MultiChoice), Miki Redelinghuys (Plexus Films)	<b>13h30-14h30</b> <b>Wildlife, Conservation or Climate Change – Exploring Storytelling Opportunities about the Natural World</b>	<b>13h30-14h30</b> <b>From Concept to Collection: Mastering the Art of Fashion Design</b> <b>Speaker:</b> Tshepo Mafokwane (Sober Design House)	<b>12h30-13h30</b> <b>Navigating Artist Management</b> <b>Moderator:</b> Martin Myers (Cape Talk) <b>Speakers:</b> Roy Harman (RESPECT MUSIC), Thando Kleinbooi (Artist Manager)
<b>14h30-15h30</b> <b>The Future of Free-To-Air Television in the Digital Age: Challenges and Opportunities</b> <b>Speakers:</b> Dimitri Martinis (MCM Digital Media), Uyanda Siyotula (SOS Support Public Broadcasting Coalition), Michael Aldridge (Cape Town TV), Dr Fhatuwani Mutuvhi, (Department of Communications)	<b>14h30-15h30</b> <b>Decoding Success: The DNA of Winning Formats in African TV and Film</b> <b>Moderator:</b> Kaye Ann Williams (Primedia Studios) <b>Speakers:</b> Mbalenhle Ntuli (MultiChoice), Terja Beney (MultiChoice), Ashish Gangapersad, (Intrepid Productions)	<b>14h30-16h30</b> <b>Revolutionising Filmmaking: Harnessing AI and Virtual Production Techniques</b> <b>Speakers:</b> Tim Green (Writer, Director, Unreal engine artist, Maarten Francq (RITCS, AI innovator), Royston Michaels (AFDA)	<b>14h30-15h30</b> <b>Fashion in the Spotlight: Shaping Artistic Style</b> <b>Speakers:</b> Mzukisi Mbane (Imprint ZA), Hunter Blue (Artist), Holy Alpha (Artist)	<b>14h30-15h30</b> <b>The landscape of music licensing in Advertising, Film and Production</b> <b>Moderator:</b> Thando Makhunga (Sheer Publishing) <b>Speakers:</b> Tumi Mopani (Africori), Arnold Vermak (WeLoveJam), Zwelibanzi Sisilana-Mavuka (BRIDGE IP) Gugulethu Zuma, (Stained Glass TV), Bronwyn Henry (Beehive Collective)
		<b>POWERED BY AFDA</b>	<b>15h30-15h45</b> <b>FASHION SHOW</b> <b>IMPRINT ZA</b>	<b>POWERED BY SHEER PUBLISHING</b>
				<b>15h30-17h00</b> <b>Mastering Sync Licensing: Tales from the Trench</b> <b>POWERED BY MPASA</b>





# mip africa THEATRE 1

## MONDAY, 2 SEPTEMBER

**10h00-11h30 | From Corridors to Screens: Shaping the Future of African Storytelling through Hyper-Local Narratives - Let's talk Africa**  
Join **Nomsa Philiso**, CEO of General Entertainment at the Multichoice Group, as she engages in a dynamic conversation with the content experts from across the continent. Unearth stories from across Africa's corridors and gain insights into the future of African entertainment. Discover the content and emerging narratives that are shaping cultural dialogues and making a profound impact across the continent.

**12h00-13h00 | In Conversation with Steve Harvey**  
Join us for an exciting conversation hosted by **Anele Mdoda** as she chats with **Steve Harvey** about his incredible journey from a young comedian to a global television star. Steve will share personal stories and insights that have transformed his career, highlighting the key moments and decisions that made him who he is today. With his engaging storytelling, Steve will give us a behind-the-scenes look at his rise to fame, offering valuable lessons on resilience, innovation, and staying true to oneself. Anele and Steve will also dive into his commitment to Botswana and the Botswana Ignite! Initiative. Steve will explain why this initiative is so important to him and discuss its potential benefits for both Botswana and the entire African continent. He'll share his vision for nurturing local talent, promoting cultural exchange, and driving economic growth.

**13h30-14h30 | The Rise of FAST and OTT: Transforming the African Film and TV Industry**  
As the digital landscape evolves, Free Ad-Supported Streaming TV (FAST) and Over-The-Top (OTT) platforms are emerging as powerful models reshaping the global entertainment industry. This panel will explore the rise of FAST and OTT platforms and their potential impact on the African film and TV industry. Attendees will gain insights into how these platforms can democratise access to content, provide new revenue streams for creators, and enhance viewer engagement across the continent. Discussions will cover the challenges and opportunities presented by these models, including monetisation strategies, content curation and the role of advertising in sustaining free streaming services. Panellists will share their experiences and predictions on how FAST and OTT can drive growth and innovation in African media, highlighting exciting opportunities for content distribution across the continent.  
**Moderator: Wendy Parkies**, FAST expert  
**Speakers: David Makubiyane**, GM: TV Channels at SABC; **Kopano Thage**, Executive: Media Business, SENTECH; **Stephen Hodge**, CEO: OTTera; **Yokow Quansah**, Managing Director: Broadmart

**14h30-15h30 | Igniting Botswana's Creative Future: A Fireside Chat with Steve Harvey**  
Join **Steve Harvey**, **Duncan Irvine**, the Botswana Ignite! Project Director and a member of the Botswana government, as they delve into the transformative Botswana Ignite! initiative. They will explore the establishment of the Botswana TV Academy, the Botswana Wildlife Film School, and the newly planned Film Commission and rebate scheme. Discover how these innovative projects aim to benefit the entire continent of Africa. Additionally, Steve Harvey will share insights on his foundation's commitment to expanding Botswana's local film and television sector, actively engaging in networking opportunities to represent the country's burgeoning creative industry.

## MONDAY, 2 SEPTEMBER

### 15h30-16h30 | Advancing Nigeria-India-South Africa Relations through film

This talk explores the dynamic potential of using entertainment as a bridge to strengthen Nigeria-India-South Africa relations. Highlighting the rich cultural heritages of these nations, the session will delve into how collaborative efforts in film can foster mutual understanding, economic growth, and cultural exchange. By examining successful case studies and identifying opportunities for co-productions and talent exchanges, we will illustrate the powerful role entertainment can play in enhancing diplomatic ties and creating a shared cultural narrative.

**Moderator: BB Sasore**, Founder, Nemsia Solutions  
**Speakers: Hamisha Daryani Ahuja**, Executive Producer and Director of 'Namaste Wahala' and 'Postcards Series'; **Obi Asika**, Director-General and CEO: National Council For Arts and Culture, Nigeria, **Paballo Mologane**, Co-Founder: Holmes Productions and Cave Story Pictures

### 16h30-17h30 | The Economy of the Location

This talk explores the economic benefits of shooting on location for filmmakers and location owners. We'll discuss how selecting the right location can reduce production costs and enhance film authenticity, as well as the incentives like tax breaks and grants that make certain areas attractive. For location owners, benefits include rental income, increased tourism, and local business stimulation. Through real-world examples, we'll illustrate the mutual advantages and potential challenges of on-location shooting. This session offers valuable insights for filmmakers, location scouts, and property owners on achieving economic success through strategic location choices.

**Moderator: Azania Muendane**, Founder + CEO: Locations Africa

**Speakers: Jacqueline Rainers Setai**, Head of Production, Kwa-Zulu Natal Tourism and Film Authority, **Lisa Mini**, Principal Film Officer, City of Cape Town, **Makakatiela (Mak) Mogoba**, Acting Executive Head: Partnerships, Industry, and Special Projects, Gauteng Film Commission

## POWERED BY LOCATIONS AFRICA

## TUESDAY, 3 SEPTEMBER

### 10h00-12h00 | THE MIP AFRICA FILM FINANCING FORUM

The MIP Africa Financing Forum is a premier event dedicated to addressing the critical need for funding and investment within the African film and TV industries. This two-hour forum serves as a vital nexus for filmmakers, producers, content creators, investors, financial institutions, and policymakers. It aims to bridge the gap between creative projects seeking capital and investors looking for lucrative and impactful opportunities within Africa's burgeoning film and TV landscape. Through expert-led panel discussions, practical workshops, strategic networking opportunities, and policy dialogues, the forum will delve into current trends, challenges, and opportunities in financing creative ventures. Attendees will gain invaluable insights into successful business models, investment strategies, and the economic impact of the creative industries across the continent. The session will be facilitated by **Tambay A. Obenson**, Founder and CEO, Akoroko LLC

## THE FORUM OUTLINE

**Panel discussion: Current Trends and Challenges in Financing African Film and TV** Key topics: Investment trends, funding challenges, and emerging opportunities

**Moderator: Mayenzeke Baza**, Head of Distribution & Financing, AAA Entertainment

**Speakers: Jahmil X.T. Qubeka**, Co-founder: Yellowbone Entertainment, **Editi Effiong**, Founder: Anakle Films, **Anthony Kimble**, CEO: Arrested Industries, and Producer + Partner - 5X Media, **Helen Kunn**, Founder and MD: Indigenous Film Distribution

## Case study presentation: Successful Financing Models in African Film and TV

**Panel discussion: Creating a Supportive Regulatory Environment** Focus on regulations, tax incentives, and government-led funding initiatives

**Moderator: Tambay A. Obenson**, Founder and CEO, Akoroko LLC

**Speakers: Jacqueline Rainers Setai**, Head of Production, Kwa-Zulu Natal Tourism and Film Authority, **Kagisho Bapela**, Senior Dealmaker, Industrial Development Corporation, **Makakatiela (Mak) Mogoba**, Acting Executive Head: Partnerships, Industry, and Special Projects, Gauteng Film Commission, **Jackie Jacqueline Jackson**, Jamaica Film Commissioner, Jamaica Promotions Corporation (JAMPRO), **Victor Mukete**, Trade, Investment & Corporate Finance: Intra-African Trade Bank, **Florence Haifene**, Head, Namibia Film Commission, **Yolanda Ncokotwana**, Head of Department: Industry Development, NTVF, **Lisa M. Walker**, Managing Director of Africa Operations, Prosper Africa

### 12h00-13h00 | WOMEN LEADING THE CHARGE: PRODUCERS AND DIRECTORS SHAPING TV AND FILM

This talk brings together a panel of influential women producers and directors who are redefining the landscape of television and film. Through candid conversations and shared experiences, this talk aims to inspire, educate, and empower aspiring women in the entertainment industry. Join us for an illuminating discussion on the vital contributions of women producers and directors in creating compelling and groundbreaking content.

**Moderator: Kaye Ann Williams**, Vice President Content, Primedia Studios

**Speakers: Hamisha Daryani Ahuja**, Executive Producer: "Namaste", **Mimi Bartels**, CoFounder, Anakle Films, **Maganthrie Pillay**, Director, Masala Film Works, **Chevonne O'Shaughnessy**, Owner, American Cinema International, **Shirley Adonisi**, Director, Local Entertainment Channels: MultiChoice, **Keitumetse Lebaka**, CEO: GFC

### 13h00-14h00 | "In Conversation With Netflix" with Ben Amadasun

Join us for an insightful discussion with **Ben Amadasun**, Netflix VP of Content for the Middle East and Africa, as he delves into Netflix's Africa content strategy. This engaging talk will explore how Netflix is shaping its content to reflect the rich and diverse narratives of the African continent. Ben will highlight key initiatives, the importance of local storytelling, and how Netflix collaborates with African creators to bring authentic stories to a global audience. Attendees will gain a deeper understanding of Netflix's commitment to supporting and nurturing African talent, fostering innovation, and expanding the reach of African content worldwide.

### 14h00-15h00 | Unlocking Digital Inclusion: The Impact of Access Services and Audio Description

This panel explores the significance of Access Services in making content accessible to hearing and visually impaired consumers. The panel will discuss the changes since ICASA's 2021 code implementation, challenges, and opportunities, with a focus on Audio Description as a vital tool for bridging cultural and regional content barriers.

**Moderator: Mbali Thabethe**, Partner and Director, EarCandy

**Speaker: Jabaar Cassiem Mohamed**, Television Presenter, Cape Town TV

## POWERED BY EARCANDY

### 15h00-16h00 | The Power of Inclusivity: Elevating Diverse Stories in Media

This talk delves into the critical importance of telling inclusive and diverse stories in film and television. It highlights how diverse narratives enrich the media landscape, foster empathy, and reflect the multifaceted nature of our global society. The discussion will emphasise why screenwriters, producers, networks, and channels must prioritise

and champion these stories. Attendees will explore the benefits of inclusivity, including broader audience reach, cultural authenticity, and social impact. The session will also address the challenges and strategies for successfully integrating diverse voices into mainstream media, ultimately advocating for a more representative and equitable entertainment industry.

**Moderator: Vida Fantabisher**, Drag Artist

**Speakers: Athenkosi Kwinana**, Artist + Visual Activist, **Veron Vadivelu**, Owner, Vili Studios, **Tarryn Tomlinson**, Media Personality, Writer, Social Innovator, Entrepreneur, **Nkanyiso Shoba (Mxshi Mo)**, Musician, **Amilicar Patel**, Founder: KAMVA Collective

#### 16H00- 17H00 | Launch of DAWN

If you are a person with disabilities working in the South African Film and TV Industry, or if you represent an industry body, broadcaster, funding body, or are simply an ally to the cause, please join us. We're here to have a frank discussion about the current state of affairs for people with disabilities working in our industry, and what can be done to improve things. Together we plan to connect people with disabilities working in the South African film and TV industry, lobby for better representation of people with disabilities and at every level behind the camera on screen in South African film and television, lobby for the industry to become more accessible at every level, work with funding bodies, broadcasters, and professional industry bodies to ensure people with disabilities are included in our industry in a meaningful and real way, and consult internationally on best practice. At all times we will push for meaningful change, which can be embedded into policies and contracts, to have a lasting impact. So come and join us, and be part of the conversation. Nothing about us without us.

**Speakers: Karen Jaynes**, Head Writer and Producer, Both Worlds Pictures, **Simon Manda**, Managing Editor, THISABILITY Newspaper

#### 17H00- 18H30 | Inclusive Lens Awards

A pioneering celebration dedicated to honouring and elevating the voices that enrich our screens and our lives through diversity and inclusion, the Inclusive Lens Awards recognise the creators, storytellers, and innovators who are breaking traditional boundaries and showcasing the breadth of human experience. In the dynamic landscape of film and television, the power of representation plays a crucial role in shaping perceptions, inspiring change, and fostering a more inclusive society. The Inclusive Lens Awards are designed to spotlight and reward exceptional efforts in the portrayal and inclusion of diverse narratives and characters, with a special focus on LGBTQ+ representation, disability awareness, and the depiction of diversity in children's content.

**Host: Vida Fantabisher**, Drag Artist

**Keynote: Zoey Black**, Documentary Filmmaker, Film Photographer, and Human Rights Activist

POWERED BY URBAN BREW

## WEDNESDAY, 4 SEPTEMBER

#### 10h30-11h30 | Keeping it local with e

The eMedia local Programming team will take you through how e.tv has remained competitive in the highly contested local space. Focusing on the success of its streaming service eVOD, and what has been the X Factor in the success of creating content with a strong local flavour. From the exhilarating slate of daily dramas on e.tv, to the multi award-winning film, *A Queens Labola*, and the upcoming first Afrikaans slasher feature film, *Bloedhoend* on eVOD, Executive Producers of e.tv's local programming department will take you through what it takes to create entertaining content for the South African audience, in a constantly evolving television environment.

**Moderator: Vuyelwa Booi**: Head of Local Programming: Executive Producer (*Kelders van Geheime*)

**Speakers: Dithapelo Segodi**: Executive Producer (*Smoke and Mirrors*, *Scandal!*), **Thabang Phetla**: Executive Producer (*Isiphetho*, *Isitha*), **Tebogo Archie Nkwana**: Executive Producer (*House Of Zwile*), **Liesel Davids**: Executive Producer (*Ouma Sarie*, *Die Fakulteit*, eVOD movies), **Hlengiwe Sithole**: Trainee Executive Producer (*Isiphetho*, *Isitha*, *Smoke and Mirrors*), **Sanelisiwe Kunene**: Junior Executive Producer (*House Of Zwile*, *Scandal!*)

#### 11h30-12h30 | No Rich Uncles. If you want to go far together, follow the women

Blended Films and Story Oasis have been awarded the prestigious NFVF three-year film grant. Over the next three years, they will collaborate to develop nine concepts into scripts, three of which will be produced into commercially viable feature films. A significant part of this process involves collaboration, both with each other and by inviting key practitioners and stakeholders in the film and television industry to join them in telling their stories on their own terms. By combining their skills—a film production company and a story development company—they devised a unique business plan: a "Lazy Susan" of production, ensuring a constant movement of storytelling. This synthesis of skills is predicated on trust and mutual respect. As four women of colour with many years in the industry, they are excited to share their experiences and demonstrate how collaboration has yielded results, highlighting that there has never been a better time to realize their dreams of a more inclusive industry.

**Moderator: Tarryn Tomlinson**, Media Personality, Writer, Social Innovator, Entrepreneur

**Speakers: Andrina Moodley**, Producer: Story Oasis, **Tracey-Lee Rainers**, Story Executive and Producer, Oasis, **Quanita Adams**, Writer and Director, Blended Films, **Dominique Jossie**, Producer and Writer, Blended Films



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# mip<sup>®</sup> africa THEATRE 1

WEDNESDAY, 4 SEPTEMBER

## 12h30-13h30 | Cross-Continental Collaborations: Promoting African Storytelling through South Africa, Jamaica, and Canada

In an increasingly interconnected world, the power of storytelling transcends borders, creating opportunities for cross-continental collaborations that can elevate and promote African narratives globally. This panel discussion will explore how South Africa, Jamaica, and Canada can work together to promote African storytelling through co-productions, leveraging the diaspora, and other innovative strategies. Join industry experts, filmmakers, and cultural leaders as they discuss the potential for South Africa, Jamaica, and Canada to unite in promoting African storytelling, celebrating shared heritage, and creating a vibrant future for African narratives on the global stage.

**Moderator:** Wendy Parkies, Business Development, South Africa Region, OTTera **Speakers:** Nthabeleng Phora, Unit coordinator, Gauteng Film Commission, Jackie Jacqueline Jackson, Jamaica Film Commissioner, Jamaica Promotions Corporation (JAMPRO), Kagisho Bapela, Senior Dealmaker, Industrial Development Corporation, Floyd Kane, Producer and Director, Rogers

## 13h30-14h30 | The Shakedown: Behind the Sound of Amazon Prime's First South African Original Feature

Dive into "The Shakedown," Amazon Prime's groundbreaking South African original feature film directed by Ari Kruger. This session takes you through the journey from pre-production to post-production, revealing how the film's music and sound design played a crucial role in elevating its bold, dark comedic tone. Gain insights into the creative process, challenges, and innovative techniques that brought this unique story to life, making it a standout in the world of streaming content.

**Moderator:** Brian Little, General Manager, Pressure Cooker Studios **Speakers:** Ari Kruger, Director and Writer, Sketchbook Studios, Astrid Iverson, Head of Production, Pressure Cooker Studios, Kyle Koekemoer, Head of Audio, Pressure Cooker Studios, Richard Starkey, Film Editor, Stephen Abbott, Postproduction Supervisor, Stealth Donkey

## 14h30-15h30 | The Future of Free-To-Air Television in the Digital Age: Challenges and Opportunities

As the digital broadcasting landscape continues to evolve, the future of free-to-air television faces significant challenges and opportunities. This talk will explore the critical aspects of this transition, focusing on the implications of digital migration and the analogue switch-off, the competition between satellite and terrestrial television, and the funding models for community and public interest television. We will also delve into the SABC Bill and the policy uncertainties that impact the broadcasting sector.

**Moderator:** Karen Thorne, Co-Founder, Cape Town TV **Speakers:** Dimitri Martinis, Principal Consultant, MCM Digital Media, Uyanda Siyotula, National Coordinator, SOS Support Public Broadcasting Coalition, Michael Aldridge, Broadcast Manager, Cape Town TV, Dr Fhatuwani Mutuvhi, Chief Director: Broadcasting Digital Migration Programme: Department of Communications, South Africa

# mip<sup>®</sup> africa THEATRE 2

MONDAY, 2 SEPTEMBER

## 10h00-11h00 | Safety Contact Officers: Creating Respectful Work Environments in TV and Film

SWIFT introduced the Safety Contact Officer (SCO) initiative to educate and report sexual harassment in the audiovisual sector. This program aims to foster a respectful, harassment-free environment on TV and film productions. Trained SCOs provide tools and knowledge to prevent and address harassment, promoting a positive and professional atmosphere for all. Join the discussion on creating a safer industry.

**Moderator:** Lindi Ndebele-Koka, Acting Executive Officer: SWIFT **Speakers:** Thoko Ntshinga, Actress, Director + Arts activist, Zanele Mthembu, Programme Manager: SWIFT, Onke Dumeko, Head of Operations: NFVF, Ayanda Sibisi, Acting Executive Director: IPO

## SPONSORED BY SWIFT

## 11h00-12h00 | From Concept to Screen: The Captivating Case Study of "White Lies"

Join us for a panel on the making of "White Lies," exploring its inception, Fremantle's involvement, and project selection criteria. We'll discuss content traveling, market conditions, and the evolving global media landscape. Gain insights into the strategic decisions behind successful international collaborations and key factors driving content success across diverse markets. Discover what it takes to bring "White Lies" to life.

**Moderator:** Odirile Mekwa, MD Quizzical Pictures **Speakers:** Harriet Gavshon, Creative Director: Quizzical Pictures, Jens Richter, CEO, Commercial and International: Fremantle, Wikus Du Toit, Senior Manager: Scripted for M-Net, kykNET and Showmax, MultiChoice, Brendon Daniels, Actor

## 13h30-14h30 | What Africa Wants: Preferences of African Audiences in TV + Film Content

Understanding African audiences is vital for producers seeking success in the dynamic African market. Focusing on cultural authenticity, high production values, and innovative storytelling helps meet growing demand and enrich African narratives. This talk offers insights and strategies for aligning content with viewer preferences, leading to more engaging and impactful entertainment experiences.

**Moderator:** Sivan Pillay, Founder and CEO: 360 Degrees South

**Speakers:** Shirley Adonisi, Director: Local Entertainment Channels MultiChoice, Vito Marchiano, Sales Manager, Rushlake Media, Monde Twala, Senior Vice President of Editorial and General Manager: Paramount Africa + Lead: BET International

## 14h30-15h30 | Unlocking the Market: What Buyers Seek in African Content

This talk examines what buyers seek when securing African content for global distribution. It covers the demand for authentic narratives, resonant genres and themes, and the importance of high production values. The session also addresses strategic considerations like market trends, audience preferences, and co-production potential, offering insights for African creators to attract buyers and succeed globally.

**Moderator:** Thierry Cassuto, Founder: Both Worlds Pictures **Speakers:** Nicola van Niekerk, Head of Premium Content and Co-Productions: MultiChoice, Harriet Gavshon, Creative Director: Quizzical Pictures, Rehima Awol, Acquisition and Programming: Kana TV, Laurent Sicouri, Head of Cinéma and Series, Canal + International

## 15h30-16h30 | The Boundaries and Challenges of Financing and Funding in the African Film Industry

The SA film industry, renowned for its diverse storytelling and cultural richness, faces unique financial hurdles. This panel delves into the landscape of financing and funding for South African filmmakers. Experts from various sectors will explore the current state of funding opportunities, the challenges faced by filmmakers in securing financial backing, and innovative solutions to overcome these barriers.

**Moderator:** Ayanda Sibisi, IPO: Interim Secretary General **Speakers:** Milton Reddy, SVP Sales: Acquisitions & Distribution- Africa Entertainment in America (AEIA), Delon Bakker, Executive Committee Member: IPO, Vlokkie Gordon, Producer and Owner: Advantage Entertainment, Pepsi Pokane, Co-founder: Stained Glass TV, Kagisho Bapela, Senior Dealmaker, IDC

## 16h30-17h30 | Creating Value for African Unscripted Content

The African media landscape is ripe with potential, especially in the realm of unscripted content such as reality TV, documentaries, and talk shows. This panel discussion aims to explore strategies, challenges, and opportunities in creating and maximizing value for African unscripted content. Industry experts, content creators, and stakeholders will share insights and experiences to help shape the future of this dynamic sector.

**Moderator:** Vuyo Sowah, Executive Producer & CEO, Brightfire Pictures **Speakers:** Brendan Gabriel, Consultant: Global Content & Marketing, The Africa Channel Inc., Pet Tasara, Head of Productions and Senior Producer: Brightfire Pictures, Piwe Motshegoa, CEO: Tatogen Media, Teddy Geldart, Managing Director, Barleader TV

TUESDAY, 3 SEPTEMBER

## 10h00-11h00 | Adapting Foreign Scripted Formats to Local Markets: Challenges and Opportunities

insights into the strategic decisions that can make Adapting foreign scripted formats to local markets presents both challenges and opportunities. This panel explores how producers can navigate risks, tight budgets, and timelines while maximizing resources. Industry experts will share insights on the successes and pitfalls of format adaptation, particularly in Africa, where diverse cultures and a growing media landscape offer unique opportunities for localized global stories.

**Moderator:** Patricia van Heerden, Former Head of Entertainment, SABC

**Speakers:** Kimberley Azria, Founder, Aby Media, Nicola van Niekerk, Head of Premium Content and Co-Productions: MultiChoice, Odiri Iwuji, Founding Partner and Commercial Director: C21Media, Anahita Kheder, EVP Formats & Licensing: Freemantle, Stan Joseph, CEO, Ochre Moving Pictures, Pablo Ghiglione, Head of International Coproductions at Globo

## SPONSORED BY ABY MEDIA

## 11h00-12h00 | The Real Housewives: Creating a Franchise Universe in Africa

Join the visionary team behind The Real Housewives in Africa for a deep dive into crafting a franchise universe on the continent. Explore how producers tailored this successful format to captivate African audiences. Executives from NBCUniversal, MultiChoice, Showmax, and GOAT Originals will share behind-the-scenes insights and discuss strategies for expanding the franchise with innovative spin-offs and its future in Africa.

**Speakers:** Hannah Mabruk, VP Format Sales at NBCUniversal Formats, Lerato Moruti, Senior Reality & Entertainment Manager at MultiChoice, Laura Cookie, Head of PR at Showmax, Greame Swanepoel, Executive Producer & Content Strategy at Goat Originals, Jemma Ford, Executive Producer at Goat Originals

### 12h00-12h30 | Film Cape Town: Navigating the Future of Filmmaking with the Film Fund

Join **Lisa Mini**, Principal Film Officer at Film Cape Town, for an insightful presentation on the dynamic journey and strategic vision of Film Cape Town. In this talk, Lisa will delve into the brand's identity, its core mission, and the exciting direction it is headed. She will highlight the pivotal role of the Film Fund in nurturing local talent, fostering innovative projects, and elevating Cape Town as a premier destination for filmmakers. Discover the opportunities that lie ahead and how Film Cape Town is paving the way for a thriving, sustainable future in filmmaking.

### 13h00-14h00 | Economic Powerhouse: The Business of Nollywood and Its Global Reach

Dive into the business side of Nollywood with our expert panel as we examine its growth into a multi-billion-dollar industry. This discussion will cover Nollywood's economic impact, its contribution to job creation, and its potential for attracting international investment. Our panellists will provide insights into the industry's revenue streams, distribution strategies, and partnerships that have propelled Nollywood onto the global stage. Essential for investors, filmmakers, and business enthusiasts looking to understand the financial dynamics of Nollywood.

**Moderator:** **Faith Isiakpere**, Broadcaster; Producer and Director **Speakers:** **Obi Asika**, DG, National Council for Arts and Culture, Nigeria, **Ngozi Rosemary Akande**, Director: National Council for Arts and Culture, Nigeria, **Hannatu Musawa**, Minister of Art, Culture and the Creative Economy, Nigeria, **Otunba Biodun Ajiboye**, Executive Secretary and CEO, National Institute for Cultural Orientation (NICO), **Aisha Adamu Augie**, Director General and CEO Centre for Black and African Arts and Civilization (CBAAC), **Ladun Awobokun**, Chief Content Officer, Filmone Limited

### 14h00-15h00 | Bridging the Gap Between Africa and Hollywood

Join us as we explore the dynamic exchange between African storytellers and Hollywood. This discussion will highlight Africa's unique narratives gaining global recognition, the collaborative efforts to foster cross-cultural storytelling, and the burgeoning opportunities for African talent in the international entertainment industry. By delving into the challenges, successes, and future of African cinema, the panel will showcase the vibrant evolution of African storytelling on the world stage, emphasising its growing influence and impact.

**Moderator:** **Anthony Kimble**, CEO: Arrested Industries, and Producer + Partner: 5X Media **Speakers:** **Chevonne O'Shaughnessy**, Owner: ACI, **Narendra Reddy**, Chief Operating Officer: The African Channel, **Jamila Hunter**, President, MACRO Television Studios, **Billy Dundee**, CEO, African Entertainment Distributors

### 15h00- 16h00 | Integrating AI into Creative Work: Innovation and Ethics

This panel explores the integration of AI in content creation, offering a comprehensive guide on leveraging AI tools to enhance creative processes in film, TV, and digital media. Discussions will cover practical applications, benefits, and challenges of AI in storytelling, visual effects, and production efficiency. The ethical considerations of AI use, including originality, authorship, and the impact on creative jobs, will be critically examined. Panelists will share insights and experiences, providing a balanced perspective on the future of AI in the creative industry.

**Moderator:** **Jo Eyre**, Founder & Managing Director: Voxeon Communications **Speakers:** **Ross Symons**, Owner: White on Rice, **Don Marsh**, Film Director, Writer, Editor and AI content creator, **Nosipho Maketo-van den Bragt**, Owner & co-Founder of Chocolate Tribe

### 16h00-17h00 | The Role of Film Festivals in Promoting African Content

This panel discussion explores how film festivals serve as vital platforms for showcasing African films to global audiences. The discussion highlights the benefits of increased visibility, networking opportunities, and market access for African filmmakers. It also examines the festivals' role in celebrating diverse narratives, fostering cultural exchange, and boosting the global profile of African cinema.

**Moderator:** **Nthabeleng Phora**, Unit coordinator, Gauteng Film Commission **Speakers:** **Lyse Ishimwe**, Film Programmer: International Film Festival Rotterdam and Artistic FAME Film Shorts Festival, **Lala Tuku**, Africa Rising International Film Festival Directot, **Lamonia Deanne Brown**, Essence Film Festival Director

### 17h00-18h00 | Behind the Lens of True Crime Documentaries in South Africa

True crime documentaries have become a global sensation, captivating audiences on streaming platforms and broadcasters worldwide. This panel discussion delves into the intricate process of creating these gripping stories, with a focus on the South African context. Our panel of industry experts will explore the challenges and best practices for filmmakers in protecting themselves, their characters, and their crew throughout the production journey. Join us as we unravel the complexities behind true crime storytelling, from uncovering compelling narratives to navigating legal and ethical considerations. This session promises to be an enlightening experience for seasoned professionals, aspiring documentary filmmakers as well as consumers of true crime series.

**Moderator:** **Khanyi Magubane**, Owner: Zinokwanda Media **Speakers:** **Jana Marx**, Producer, Journalist, Media Training Specialist and True Crime Author, **Jana Marx Media**, **Lohren Rose Joseph**, Commissioning editor for MultiChoice, **Dr. Nikki Comninos**, Senior Editor and Director, **Richard Gregory**, Director and Cinematographer: GOOD WORK documentary studio



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# mip<sup>®</sup> africa THEATRE 2

**WEDNESDAY, 4 SEPTEMBER**

**10h30–11h30 | Africa's oceans - refocusing the narrative in ocean storytelling, science and conservation**

Why does NEWF break down the barriers to ocean access? We explore the power of visual storytelling for ocean impact and hear first-hand from storytellers, scientists and conservationists from across the continent sharing how they are reshaping the way we see and experience the ocean.

**Speakers:** Noel Kok, Independent Filmmaker and Explorer, National Geographic, **Mogamat Shamier Magmoet**, Director and Producer, "Rise from The Cape Flats", **Nancy Iraba**, One Young World Ambassador, **Dr. Nasreen Peer**, Co-Founder, Argonaut Science, **Dercio Muha Gomate**, Composer and storyteller, National Geographic, **Samira Vera-Cruz**, Film Director and CEO, Parallax Produções, **Anthony Ochieng Onyango**, Director, TonyWild

**11h30-12h30 | Empowering Young Minds: Children's Content from Africa for Africa and Beyond**

This talk focuses on the creation and distribution of children's content from Africa, aimed at both local and global audiences. It will explore the

unique cultural narratives, educational values, and creative storytelling that African children's content brings to the table. The discussion will highlight the importance of representation, the role of local folklore and modern themes, and the of African children's content to resonate with young viewers worldwide. Attendees will learn about successful case studies, strategies for content creation and distribution, and the impact of this content on shaping a new generation's perspectives and identities.

**Moderator:** Louise Callcott-Stevens, CEO: EarCandy **Speakers:** Adelaide Joshua-Hill, Head of Creative and Sales, Urban Brew, **Kumbi Chitenderu**, Senior Development Coordinator at Triggerfish Animation Studios, **Tracy-Ann van Rooyen**, Senior Manager: Content Programming & Scheduling, Walt Disney Africa, **Iman Lipumba**, Director of Communications and Development, Ubongo

**12h30-13h30 | Adapting Literary Works for the Screen: The Success Story of "The Wife"**

This panel discussion will explore the process of transforming beloved literary works into a successful telenovela, using "The Wife" as a case study. Based on three of Dudu Busani-Dube's books—"Hlomu The Wife", "Zandile The Resolute", and "Naledi His Love"—the series has captivated audiences on ShowMax. The team behind the adaptation, will share their insights into adapting these stories for a mass market.

**Moderators:** Ed Waller, Editorial Director, C21 **Speakers:** Gugu Zuma-Ncube, Producer: Stained Glass TV, **Thuli Zuma**, Director and Producer: Stained Glass TV, **Tebogo Matlawa**, Head of Scripted Content: Middle and Mass: MultiChoice, **Pepsi Pokane**, Co-founder: Stained Glass TV

**13h30-14h30 | Documenting Africa: Stories of the Continent**

Through engaging conversations, the panelists will discuss the unique challenges and opportunities faced by documentary filmmakers in Africa, from funding and distribution to navigating political landscapes and ensuring authentic representation. The discussion will highlight successful case studies, showcase innovative approaches to documentary production, and offer insights into the collaborative potential of co-productions between African and international partners.

**Moderator:** Maganthrie Pillay, Director, Masala Film Works **Speakers:** Izette Mostert, Purple Pear Productions, **Nicola van Niekerk**, Head of Premium Content and Co-Productions: MultiChoice, **Miki Redelinghuys**, Co-founder, Plexus Films

**14h30-15h30 | Decoding Success: The DNA of Winning Formats in African TV and Film**

In the rapidly evolving landscape of African TV and film, understanding what makes a format successful is crucial for content creators, producers, and broadcasters. This talk delves into the core elements that define a winning format, blending insights from global trends with unique African storytelling traditions. Join us to unlock the secrets behind creating content that not only entertains but also leaves a lasting impact, driving the growth and evolution of the African entertainment industry.

**Moderator:** Kaye Ann Williams, Primedia, Vice President Content, **Mbalenhle Ntuli**, Head of Unscripted Content, Middle and Mass Markets: MultiChoice, **Terja Beney**, Senior Manager, Reality and Entertainment, Multichoice, **Ashish Gangapersad**, Producer, Intrepid Productions

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# BRAIN BOX

## MONDAY, 2 SEPTEMBER

### 10h00-11h00 | Mastering the Lens: Cinematic Storytelling

Director Thabiso Maretlwaneng and DOP Maropeng Vushangwe discuss the creation of the 26-episode hit TV drama 'SgEla,' highlighting the balance between artistic vision and technical execution. They explore challenges like shooting in tough locations and maintaining consistency, emphasizing the essential partnership between director and DOP. Their collaboration shapes a visually and emotionally compelling story that resonates with audiences.

**Speakers:** Thabiso Maretlwaneng, Film Director and Cinemaphotographer, Maropeng Vushangwe, Video ambassador, Canon EMEA, Matthew MacLennan, Operations Manager, Panavision SA

### 11h00-12h00 | Forging Your Film Career Path - an inclusive approach

In a robust discussion, industry leaders including Cindy Mkhwanazi, Seton Bailey, Deidre Rosenberg, and Sihle Buthelezi explore how to access the film industry and forge a successful career. They highlight training programs like Crew Collective, offering vital support to underrepresented professionals, and discuss overcoming challenges to achieve goals, from pitching short films to becoming a director or producer.

**Speakers:** Cindy Mkhwanazi, Co-founders, Greenset, Sihle Buthelezi, Operations Manager, Crew Collective, Seton Bailey, CEO, SA FILM Academy, Deidre Rosenberg, CEO, Reel Partners

### 13h30-14h30 | Start With The End In Mind

This interactive masterclass, Zweli Sisilana-Mavuka, Senior Business Development Associate: Sheer Publishing, highlights the importance of music in film and audiovisual productions. It provides filmmakers

and producers with essential knowledge on music rights and copyright, covering the intricacies of music copyright in African and global markets. This session aims to equip attendees with a solid understanding of legal and practical aspects of music usage in their projects.

### 14h30-15h30 | Promoting Mental Wellness in the Film and TV Industry

This panel explores the critical issue of mental wellness in the film and TV industry, highlighting the unique challenges faced by actors, crew, writers, and producers. Experts will discuss strategies for promoting mental health, the importance of supportive work environments, and the role of industry leaders in fostering wellness. Attendees will gain insights into recognizing early signs, accessing support, and implementing best practices.

**Moderator:** Thato Poolo, Founder & CEO: Poolometsi Holdings **Speakers:** Kopano Cowen, Acting CEO ConnectTV, Ayanda Sibisi, Acting Executive Director, IPO, Luversan Gerard, Managing Director: Sleek Black Dynamite Studios

### 15h30-16h30 | Side Hustles And Startups

Join Louis Janse van Rensburg, CEO of Heavy Chef Foundation and producer of 'Reisigers,' as he explores the Heavy Chef philosophy and his book, 'Side Hustles and Startups.' Learn how to transform ideas into viable ventures, navigate startup challenges, and leverage the Heavy Chef community. Gain practical insights from Louis's entrepreneurial journey with 'Reisigers' and discover how to elevate your business through learning programs and networking events.

### 16h30-17h30 | Unpacking the Documentary "My Mercury" with Director Joëlle Chesselet

Join Khanyi Magubane, Owner: Zinokwanda Media, for an enlightening fireside chat with Joëlle Chesselet, the acclaimed director and producer behind the feature documentary "My Mercury." This session explores the making of "My Mercury," a film

chronicling Joëlle Chesselet's journey from Namibia's Ichaboe Island to the international stage. Beginning with a handwritten proposal, the film evolved into a critically acclaimed work now on Amazon Prime and Netflix, and a finalist for the Jackson Wild Conservation Award. Joëlle will discuss her unique storytelling approach, the challenges of documentary filmmaking, and her philosophy of intertwining complex realities with universal themes to restore agency and empathy.

## TUESDAY, 3 SEPTEMBER

### 10h00-11h00 | Rising Above the Iceberg: Embracing Change and Personal Leadership

Set sail on a journey inspired by the Titanic's fateful voyage to explore adaptability in today's fast-paced world. Uncover leadership lessons from the Titanic's sinking, learn how to embrace change confidently, and discover the qualities of effective personal leadership. Join Gary Hiron as he guides you through navigating uncertainty and fostering adaptability for success in any storm.

### 11h00-12h00 | From Shorts to Features: The Journey of Developing Our First Commissioned Feature Screenplay

Join Dean Ravell and Stephen Nagel of BTG Productions as they share their inspiring journey from humble beginnings as independent short filmmakers to the development of their first commissioned feature screenplay. This masterclass will cover the transition from creating short films as industry calling cards to scaling up for feature screenplay writing. Dean and Stephen will provide insights into the deliverables required for development, preparation for the feature film process, and the nuances of navigating relationships with creatives and business partners. They will also discuss strategies for maintaining your story's core message while being adaptable to changes.



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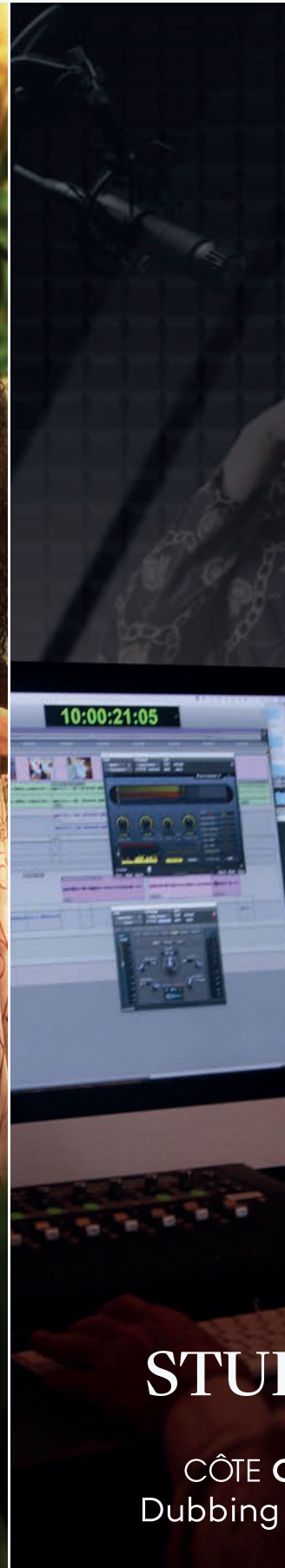
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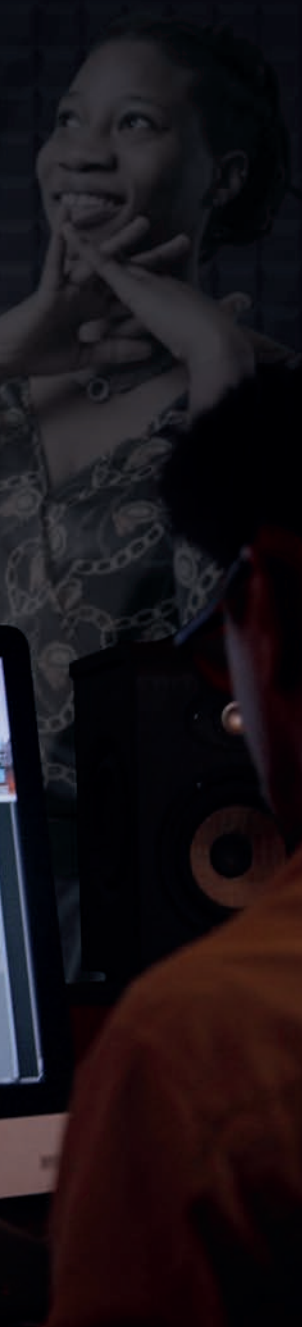


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# BRAIN BOX

## TUESDAY, 3 SEPTEMBER

### 12h00 -13h00 | Partners Against Piracy

Content piracy poses significant challenges to the African entertainment industry and beyond. While it may offer short-term benefits to consumers, the long-term consequences are dire, affecting content creators, economic stability, and job security. This talk emphasizes the urgent need for an industry-wide campaign to shift attitudes towards piracy. The creative industry, government, and content owners must unite to address this issue collectively, safeguarding the future of entertainment in Africa.

### 13h00-14h30 | Contracts Uncovered: Protecting Your Creative Rights

This masterclass is designed to demystify the complex world of contracts for creatives in film, TV, and music. Led by top legal experts, the session will explore key contractual elements, common pitfalls, and strategies to safeguard your intellectual property and ensure fair compensation. Whether you're an artist, producer, or content creator, this masterclass will equip you with the knowledge to navigate agreements confidently and protect your creative rights.

**Moderator:** Tendai Chitima, Film & TV Actor and Marketing & Communications Consultant

**Speakers:** Guy R. MacLeod, Founder, Irish MacLeod Inc, Roxanne Scott, Associate Attorney, Irish MacLeod Inc, Ntsietso Mokitimi-Makhofola, Chief Legal and Revenue Officer, SAMPRO, Osman Mkhondo, Head of Legal, KhonMod & Lyn Associates

### 14h30-15h30 | Leveraging Social Media in Film and TV distribution: grow viewership, mine data, increase revenue.

In this dynamic session industry experts will dive deep into the power of social media within the TV and film landscape and give you an insider view into local case studies that prove the value of investing into social media. This master class will unravel the complexities of leveraging social media platforms to drive business growth, enhance on-demand viewership, and foster community engagement. Ultimately to teach you how to pioneer and add more value to your properties using the power of social media.

**Speakers:** Danilo Acquisto, CEO, Special Effects Media, Aleksandra Surogina, Operations Manager & Creative Producer: Special Effects Media, Raeesa Dhorat, Content Strategist: Special Effects Media South Africa, Victoria Oyeboade, Social Media Partner Manager: Special Effects Media South Africa

### POWERED SPECIAL EFFECTS MEDIA

### 15h30-16h30 | Crafting Compelling Narratives: A Masterclass in Screenwriting

There are countless screenwriting tutorials and programmes available online to-day, so what is the value in studying screenwriting at tertiary institutions? This panel discusses the connections between teaching screenwriting and the film and television industry. How 'should' we be teaching? Are students from our programmes finding success in the industry, locally or abroad? And is the more potential for closer links between production companies, filmmakers and writing programmes at tertiary institutions.

**Speakers:** Dr Ian-Malcolm Rijdsdijk, Senior Lecturer: University of Cape Town, David Stein, Motion Picture Programme Co-ordinator and Senior Lecturer: AFDA, Dr Kristina Graour, HOD: Centre For Film And Media Studies: University of Cape Town

### POWERED BY UCT CFMS

### 16h30-18h00 | IMPACT Course

Strategic distribution planning is now crucial for independent filmmakers, especially those from the Majority World. Relying solely on mainstream channels like A-list festivals, global streamers, or cinema releases is no longer sufficient. The rise of streaming platforms offers opportunities but also presents challenges, such as limited visibility, poor licensing fees, and difficulty retaining distribution rights. Documentary filmmakers have long pioneered creative alternative distribution for social impact, a trend now spreading to fiction films, telenovelas, graphic novels, and more. Impact producing involves designing strategies to reach the right audience and drive sustained change through targeted campaigns and collaborations. Examples like "Miners Shot Down" (RSA, 2014) and "Thank You for the Rain" (Kenya, 2017) demonstrate the power of impact campaigns in addressing social and climate issues in Africa. These films, which gained festival success and international recognition, highlight that commercial and social impact distribution can be mutually beneficial. The University of Cape Town's Centre for Film and Media Studies, along with partners like the Global Impact Producers' Alliance and Doc Society, is hosting an interactive impact session at FAME Week Africa. This session will feature case studies and a hackathon, offering attendees a chance to design impact strategies for short films.

**Speakers:** Liani Maasdorp, Senior lecturer: Centre for Film & Media Studies University of Cape Town, Miki Redelinghuys, Co-founder: Plexus Films, Cindy Makandi, Founder: Tunga Afrika, Tiny Mungwe, Film and Arts producer: STEPS

### POWERED BY UCT CFMS

## WEDNESDAY, 4 SEPTEMBER

### 10h30- 12h00 | Mastering the Art of Screen Adaptation

Join our panel of industry experts as we explore the world of adaptation through the entire production process, from book to screen. We discuss why adaptation is so popular right now, talk through how to find and acquire the rights to the right book as source material, tackling the actual writing process of the adaptation itself, and what to keep in mind

while filming, and finally marketing your adaptation.

**Moderator:** Karen Jeynes, Head Writer and Producer, Both Worlds Pictures **Speakers:** Angela Makholwa, Author and Screenwriter, Aoife Lennon-Ritchie, MD: Lennon-Ritchie Agency, Thierry Cassuto, Founder: Both Worlds Pictures, Jozua Malherbe, Director: 7Film

### 12h00-13h30 | Atlanta's Role in Africa's Creative Rise: Scaling Collaboration for Growth and Impact

With Atlanta's emergence as a dynamic cultural and entertainment industry powerhouse, its role as a pivotal partner for Africa's thriving creative sector is increasingly clear. This panel will spotlight groundbreaking collaborations, tackle the challenges of funding, and propose strategies to elevate Atlanta-Africa creative partnerships in order to drive transformative, cross-continental initiatives. Industry leaders, policymakers, and innovators will converge to explore the parallels between Atlanta and Africa's creative rise, unlocking emerging talent, shared cultural narratives and elevating diverse voices. Attendees will uncover the potential of these partnerships to reshape the global creative landscape and ignite a wave of growth and innovation that reaches far beyond borders.

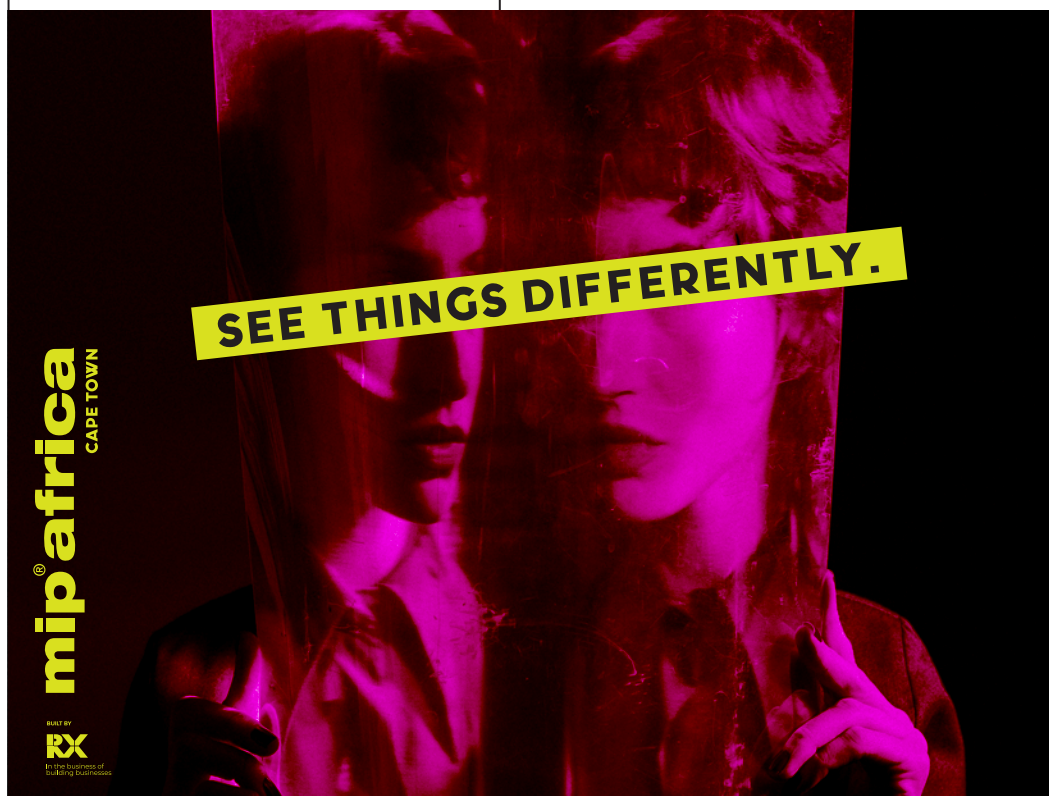
### 13H30-14H30 | Wildlife, Conservation or Climate Change – Exploring Storytelling Opportunities about the Natural World

Join NEWF for an interactive information session where they will share more about their 2024/25 open Lab callouts. From the Producers' Lab Series, targeting emerging to experienced filmmakers being awarded a grant to develop or produce a film, to specialised Cinematography Labs for mid-career cinematographers or professionals wanting to delve into wildlife filmmaking, to the largest ocean access program in Africa for storytellers and scientists. These initiatives are designed to build capacity, enable access, support inclusion, expand local audiences and foster a culture of equity for African nature, environment and wildlife visual storytellers.

### 14H30-16H30 | Revolutionising Filmmaking: Harnessing AI and Virtual Production Techniques

**Speakers:** Tim Green, Writer, Director, Unreal engine artist, Maarten Franck, RITCS, AI innovator, Royston Michaels, AFDA, Head of Visual Art

### POWERED BY AFDA





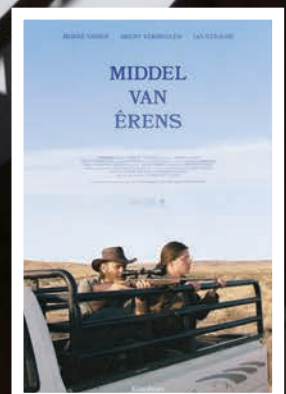
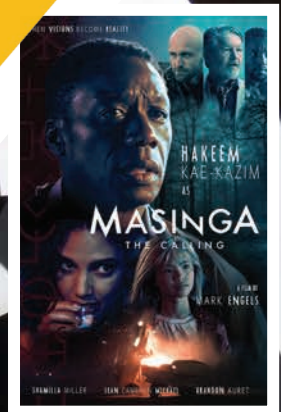
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- ▶ Market and Festival Attendance
- ▶ Public Screening Hosting





## TUESDAY, 3 SEPTEMBER

### 09h00-10h00 | A changing industry - What lies ahead for the global music market?

With so many different facets to the music industry, including everything from live performance, marketing, merchandising, distribution, publishing, recordings, management, even CMO's, one can't help but imagine what lies ahead for the music industry in the next 5-10 years. Just a decade ago, CD's reigned supreme, 10 years later, they're all but a distant memory, with streaming and digital downloads having completely taken over, and now the industry is worth more than it has been before. We'll be sitting a panel of industry experts from various disciplines within the music industry to gain insight on where the industry currently is, where it's going, how it will affect neighbouring industries such as film, advertising, content production and many more.

**Speaker:** Zwelibanzi Sisilana-Mavuka, Senior Business Development, Sheer.

### POWERED BY SHEER PUBLISHING

### 10h00-11h00 | How independent African artists are using digital tools to break into new markets

With a vast array of digital tools freely available for musicians to grow their online presence and market their music, it's never been a more exciting time to be an independent African artist. This panel will highlight how artists grow their audiences in new markets, while simultaneously marketing their releases. Join us for a thought conversation spearheaded by a panel who are changing the landscape one campaign at a time.

**Moderator:** Tecla Ciolfi, Founder and Editor, Texx and the City **Speakers:** Andile Mbete, Head, TuneCore, Africa, Jimmy Nevis, R&B-pop singer-songwriter, Louise Crouse, Management Coordinator, Valkie Van Coke

### POWERED BY TUNECORE AND CURATED BY TEXX AND THE CITY

### 11h00-12h15 | Screening of 6SENSE followed by Q&A: Breaking Barriers - The Transformative Power of Music and Technology

"6SENSE" is a powerful documentary that narrates the journey of Mxshi Mo, a visually impaired individual from Pietermaritzburg, South Africa. Excluded from social activities during his childhood, Mxshi found empowerment in the emerging electronic dance music genre, gqom, which was gaining international recognition. The film captures his determination to overcome visual impairment by mastering music production software and DJ equipment, creating music that resonates globally. Directed by Amilcar Patel and Chris Kets, the documentary also addresses the broader issue of exclusion faced by South Africans with disabilities, advocating for more inclusive and accessible social and cultural practices. Join the directors and Mxshi Mo for an insightful discussion on the film's motivations, the life-changing impact of music on Mxshi, and how technology enables individuals with disabilities to participate in music creation.

**Moderator:** Annel Malan, Director and Owner, Between 10and5 **Speakers:** Amilcar Patel, Founder, KAMVA, Nkanyiso Shoba (Mxshi Mo), Musician, Chris Kets, Documentary Filmmaker

### 13h15-14h15 | The Power of Music Videos in Elevating African Artists

Join Andile Masilela, Managing Director Corporate Artists: Between 10and5 for an engaging Q&A session with Kyle Lewis, one of South Africa's top music video directors known for his keen instinct, flair for youth culture, and boundary-pushing creativity. With a portfolio that includes collaborations with local and international artists like Cassper Nyovest, Khuli Chana, Nasty C, and Ricky Rick, Kyle's music videos have garnered millions of

views on YouTube and numerous accolades. In this session, we will explore the vital role of music videos in the global music industry and their significance in elevating African music on the world stage. Kyle will share insights from his experiences transitioning seamlessly between music videos and advertising, working with top brands like Heineken, BMW, Nike, Volkswagen, Absolut, Vodacom, Nivea, and Castle Lager. His innovative approach to traditional advertising has earned him numerous awards, including Gold & Silver Loeries, Silver Bookmark, and Apex awards. Don't miss this opportunity to gain valuable insights from a talented visual storyteller and performance director who is making a significant impact in the industry

### 14h15-15h15 | AI and the Music Industry: Threat or Opportunity

Artificial Intelligence, especially generative artificial intelligence is one of the most discussed topics in the music industry presently. Some perceive it as a threat to the current order whilst others have embraced its input in the creative process. Our panelists who hold different views on the topic will help us navigate what AI or Gen AI is, what it does and how it affects musicians and their craft.

**Moderators:** Roland Nzanzu, Head Of Licensing, CAPASSO, Nomfundo Nyakale, Licensing Coordinator, CAPASSO **Speakers:** Vulane Mthembu, Project Coordinator: Gamebox, Goethe-Institut South Africa, John Fishlock, Managing Director, Active Music Publishing and KVN South Africa

### 15h30-16h30 | The Art of Film Scoring: From Concept to Screen

This presentation will take attendees on a journey through the art of film scoring, from the initial concept to the final product. Renowned composers and directors will share their experiences and discuss the critical role of music in film. The session will include visual and audio examples, demonstrating how different scores impact the narrative and emotional tone of various scenes.

**Speakers:** Kelly Greveler, Production Music Supervisor at Universal Production Music South Africa, Zwelibanzi Sisilana-Mavuka, Senior Business Development, Sheer, Marc Algranti, Music Supervisor and Executive Produce, Algranti Music

### POWERED BY MPASA

### 16h30-18h00 | MASTERCLASS: Online Distribution Essentials

Navigating Your Music's Digital Path Explore the essentials of online music distribution, learn about your rights, and develop key skills for globally releasing your music digitally. Master the art of crafting an effective marketing strategy and learn how to pitch your tracks to major platforms for maximum reach. Dive into the intricacies of preparing your music for digital release and ensure your tracks make a significant impact worldwide.

**Speaker:** Wendy Verwey Bekker, Regional manager Africa: Ditto Music (South Africa)

## WEDNESDAY, 4 SEPTEMBER

### 10h00-11h00 | Who's Listening? A look at the consumption of African music around the world

The global music landscape is undergoing a significant transformation, with African music at the forefront of this shift. "Who's Listening" explores the burgeoning influence and consumption of African music across the globe, revealing how it has become a vibrant and integral part of the worldwide music scene. We will dive deep into consumer demographics, interests and platforms with a focus on the influence, popularity and the cultural impact of African music around the World, understanding these factors can help tailor marketing strategies and outreach efforts to better engage with the global audience interested in African Music. This session is for filmmakers, advertising agencies, brands, broadcasters and creatives focussed on telling their stories through African music.

**Speakers:** Yoel Kenan, Founder and CEO: Africori

Music Group, Tumi Mogapi, Head of Publishing: Africori Music Group Temi Adeniji, Managing Director: Warner Music Africa

### POWERED BY AFRICORI AND WARNER MUSIC AFRICA

### 12h30-13h30 | Navigating Artist Management

The landscape of artist management has undergone significant shifts due to rapid changes in the music industry. With the advent of digital music, communications, and publishing, managers now shoulder a broader array of tasks and responsibilities to successfully advance their artists' careers. This panel will feature renowned artist managers who will delve into the complexities and subtleties of the profession. They will share their insights on the evolving role of managers and discuss new business models and opportunities that have emerged in the do-it-yourself era. Join us to gain valuable perspectives on how to navigate and thrive in this dynamic environment.

**Moderator:** Martin Myers, Presenter: Business of entertainment, Cape Talk **Speakers:** Roy Harman, Managing Director, RESPECT MUSIC, Thando Kleinbooi, Artist Manager

### 14h30-15h30 | The landscape of music licensing in Advertising, Film and Production

The ever evolving tech landscape has irreversibly changed industries around the world. With the advent of VOD, FAST and OTT platforms, the music industry has experienced many changes surrounding the usage of its musical copyright. Traditional media has begun to take a back seat to digital consumption the world across. As a result, we'll be taking a deep dive into the landscape of music licensing in advertising, film, and production. With these various disciplines in need of their own uniquely tailored music solution, we'll be exploring the topic from various stand points, using the vast wealth of experience shared from our panelist, in light of the various discipline they all operate in. We'll further also be conversing on the various music avenues available to music users across the globe, their pro's and con's, price points, as well as which works best for which discipline, and more specifically, in which markets.

**Moderator:** Thando Makhunga, Managing Director: Sheer Publishing, **Speakers:** Tumi Mopani, Head of Publishing, Africori, Arnold Vermak - Sound Designer & Producer, WeLoveJam, Zwelibanzi Sisilana-Mavuka, Creative Director, BRIDGE IP, Gugulethu Zuma, Producer, Stained Glass, Bronwyn Henry, Owner & Executive Producer, Beehive Collective

### POWERED BY SHEER PUBLISHING

### 15h30-17h00 | Mastering Sync Licensing: Tales from the Trench

This workshop will feature a panel of esteemed music supervisors who will share their experiences and stories of notable sync deals. Attendees will get a behind-the-scenes look at how music is selected, negotiated, and placed in various media such as films, TV shows, commercials, and video games. The session will be highly visual, with examples of the sync deals being shown, followed by a breakdown of the process and strategies used to secure these placements.

### POWERED BY MPASA



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# AFRICAN FASHION FORUM

## TUESDAY, 3 SEPTEMBER

### 09h30-09h45 | FASHION SHOW

**HAUS OF STONE** founded by Danayi Madondo in 2018, is a Zimbabwean slow-fashion brand inspired by the fantastical. It creates understated, experiential apparel for the conscious, aspirational global wanderer. The brand narrates contemporary Zimbabwean stories infused with heritage and cultural nuances. Its three pillars are sustainable design practices, visual storytelling, and experimentation through handcrafted skills.

### 09h45- 10h00 | EMBRACING THE FUTURE OF AFRICAN FASHION: INNOVATION, IDENTITY, AND IMPACT

Join us as we embark on a journey to celebrate the artistry, diversity, and potential of African fashion. Let's connect, inspire, and drive the future of fashion together. Welcome to the African Fashion Forum!

**Welcome: Brad and Adiah**, Founders, Amen

### 10h00-11h00 | UNLOCKING AFRICA'S FASHION POTENTIAL: INSIGHTS FROM THE UNESCO

Join **Francisco Gómez Durán**, Head of Culture at UNESCO Southern Africa, and **Shingai Nyagweta**, Design Consultant, as they unpack UNESCO's report on Africa's fashion industry. They'll explore the continent's potential as a global leader in creativity and innovation, discussing how African designers blend tradition with innovation. The session will address challenges like insufficient investment and weak infrastructure while highlighting solutions for sustainable growth, emphasizing the importance of social responsibility and gender equality in African fashion.

### 11h00-11h15 | FASHION SHOW

**YOLANDA OKEREKE** epitomizes elegance, creativity, and innovation in costume design for film and television. Starting her career while studying Chemical Engineering, she founded The Rani Company and The Wardrobe Shack, elevating Nollywood with iconic works like "Blood Sisters" and "Oloture." Collaborating with Netflix, Amazon, and Showmax, her designs have been showcased at international film festivals and the Smithsonian Museum. Okereke's extensive portfolio includes major Nollywood blockbusters and TV shows like "King of Boys" and "MTV Shuga." Her vision and dedication inspire generations, ensuring cultural authenticity and enhancing narratives through meticulously crafted costumes.

### 11h15-12h00 | CRAFTING CHARACTER THROUGH COSTUME: THE ART OF STORYTELLING WITH YOLANDA OKEREKE

Join **Yolanda Okereke**, Nigeria's leading costume designer for film and television, as she explores the pivotal role of costume design in storytelling. Discover how carefully crafted costumes bring characters to life, enhance narratives, and reflect cultural authenticity. Yolanda will share insights from her celebrated career, illustrating the creative process behind iconic looks and the impact of costume design on audience engagement and character development in African cinema and TV. She will be chatting with **Zethu Gqola**, a Marketing Strategist, in this enlightening conversation.

### 12h00-12h15 | FASHION SHOW

**ALIA BARE** was founded in 2015 by Nigerian designer, Alia Bare. This eponymous label celebrates womanhood and the female form. Through her meticulous craftsmanship, attention to detail, and use of high-quality materials, the Dakar, Senegal-based Bare has earned a reputation for producing garments that are as comfortable and accessible as they are the stylish epitome of African luxury.

### 13h30-14h30 | MARKETING AFRICAN FASHION: A PAN-AFRICAN PERSPECTIVE

Discover the dynamic fusion of tradition and modernity in African fashion and learn how to create marketing strategies that resonate across the continent. This talk explores the diverse African market, the integration of traditional elements into branding, leveraging digital platforms for widespread engagement, and collaborating with local talent. Gain actionable strategies to grow and elevate your brand identity by embracing Africa's rich cultural heritage and contemporary trends.

**Moderator: Caroline Nelson**, Country Manager, H&M. **Speakers: Iman Ganijee**, Creative & Business Development Lead, Sari for Change, **Rayana Edwards**, CEO and Founder, Sari for Change, **Kris Simpson**, Founder, JOBB

### 14h30-14h45 | FASHION SHOW

**SARI FOR CHANGE** is a conscious fashion brand that upcycles traditional Indian saris and heritage textiles into unique garments, preventing them from becoming landfill waste. Embracing cultural roots from Kenyan, South African, Indian, Arab, and Malaysian traditions, the brand celebrates evolving identities through interconnected textiles. The Sari for Change Foundation empowers women by providing education and skills training, creating economic opportunities in townships, and fostering inclusivity. Committed to sustainability across the entire supply chain, they promote participation in the Sacred Economy. Sari for Change has earned the SABF Social Innovation Award (2022) and the Goldman Sachs/Fortune Global Women Leader Award (2020) and recently collaborated with Pick 'n Pay Clothing.

### 14h45-15h45 | FROM SKETCH TO SCREEN: THE IMPACT OF TELEVISION AND FILM ON AFRICAN FASHION

A panel discussion on the significant impact of television and film on setting fashion trends and promoting African designers. Industry experts will explore how media representation influences public perception of African fashion, with a focus on successful partnerships between designers and film/TV productions.

**Moderator: Brad and Adiah**, Founders, Amen  
**Speakers: Nyambo Masa Mara**, Founder and Designer, Masa Mara, **Yolanda Okereke**, Fashion Designer, **Queen Motlatle**, Founder/CEO, House of Queen School of Beauty, **Gillian Scott**, Owner and Costume Designer, Gillian Caste Scott

### 15h45 – 16h00 | FASHION SHOW

Nyambo Masamara's journey is inspired by his "personal legend." Although fashion wasn't his initial path, growing up around colorful fabrics and prints eventually led him to embrace it. For Nyambo, fashion is about storytelling, emotion, and passion. Each garment he designs reconnects him with his past, embodying strength, hope, and the beauty of Africa. **MASA MARA**, his brand, captures the harmony between past and present, blending traditional tribal wear with urban activewear. This approach honors cultural heritage while introducing traditional values to today's generation, celebrating their innovation and creativity.

### 16h15-17h15 | ECO-CHIC: SUSTAINABILITY IN AFRICAN FASHION

This session focuses on the sustainability efforts within the African fashion industry, exploring innovative materials and eco-friendly practices. Speakers will address how designers can adopt sustainable methods, the role of technology in eco-friendly production, and the impact of sustainable fashion on the continent's economic development.

**Moderator: Jessica Ramoshaba**, Founder - Fouura  
**Speakers: Danayi Madondo**, Founder and Fashion Designer: Haus of Stone, **Alia Bare**, Founder and Fashion Designer: Alia Bare, **Safiyya Karim**, Co-Country Coordinator Coordinator, Fashion Revolution, **Zubeida Zwavel**, Executive Director, Centre for African Resource Efficiency and Sustainability cares

### 17h15-17h45 | THE AFRICAN FASHION FILM AWARDS

The African Fashion Film Awards celebrates the union of film and fashion in Cape Town, a leading global fashion hub. The event will feature a broad spectrum of creative works, from documentaries and fashion shorts to films that either influence or are influenced by the fashion industry. This event offers an unparalleled opportunity to bring together the brightest talents from the film, music, and fashion industries, providing a platform for both emerging and established professionals to showcase their work. Attendees will relish the chance to celebrate the convergence of fashion and film, while networking with like-minded individuals in a dynamic programme of events.

## WEDNESDAY, 4 SEPTEMBER

### 10h00-10h15 | FASHION SHOW

**AMEN** by Brad&Abiah, founded in 2014 by Abiah Mahlase and Bradley Muttitt, is a Johannesburg-based unisex fashion brand known for bold, contemporary designs. Labeled "Material Masters" by Bona Magazine and "Fashion Royalty" by The Times, they specialize in bespoke statement pieces and limited-edition collections. Their design ethos merges traditional and new techniques, creating oversized garments with daring prints celebrating African heritage. Featured on CNN and awarded the PRIDE OF AFRICA's "Rising Stars," the duo has showcased at various African fashion weeks. They also lecture at prestigious fashion colleges in SA.

### 10h15-12h15 | MASTERCLASS CRAFTING A COMPELLING FASHION BRAND: LESSONS FROM BRAD&ABIAH OF AMEN

Join **Bradley Muttitt** and **Abiah Mahlase** from the acclaimed fashion brand AMEN for an exclusive masterclass on building and nurturing a successful fashion brand. This session delves into the core principles of branding in the fashion industry, emphasizing the power of storytelling, inclusivity, and strategic marketing. Brad and Abiah will share their journey, highlighting the opportunities and challenges they have encountered and offering insights into creating memorable and impactful brand experiences.

#### KEY POINTS

- Opportunities and challenges in brand development
- The importance of branding in the fashion industry
- Storytelling in fashion collections
- Expressing brand identity and emotional connection with the audience
- Cost implications of effective storytelling
- Creating memorable experiences through branding and marketing
- Incorporating inclusivity into your brand
- Using diversity in visuals and brand narrative
- Narrative design through print and colour
- Strategies for online campaigns, pop-up shops, stockists, and markets
- Leveraging publicity for brand growth

This masterclass is a must-attend for fashion entrepreneurs, designers, and anyone interested in understanding the intricacies of building a powerful and inclusive fashion brand.

### 12h15-12h30 | FASHION SHOW

**SOBER DESIGN HOUSE**, founded by Tshepo Mafokwane in 2006 after completing her B-tech in Fashion Design at TUT, embodies creative freedom. Tshepo established an in-house production plant with a skilled team to produce luxurious clothing for boutiques. Sober is a lifestyle accessories and travel brand that combines original craftsmanship with modern styling. The name "Sober" reflects Tshepo's desire to reclaim her true purpose as a designer, transitioning from corporate work to her own brand. Over 16 years, Sober has been retailed in over 16 South African boutiques and online, catering to the sophisticated, well-traveled woman.



### 13h30-14h30 | FROM CONCEPT TO COLLECTION: MASTERING THE ART OF FASHION DESIGN

This masterclass will explore the process of taking a design from concept to a finished look to form part of a cohesive collection that can be produced and supplied to retail buyers and platforms. Attendees will learn how to analyze, interpret and incorporate trends patterns, the importance of establishing a distinct and recognizable signature, how to promote and effectively cost their collections to maximize profitability, also, the methodology and qualitative systems that must be put into place.

**Speaker:** Tshepo Mafokwane, Founder and Fashion Designer, SOBER

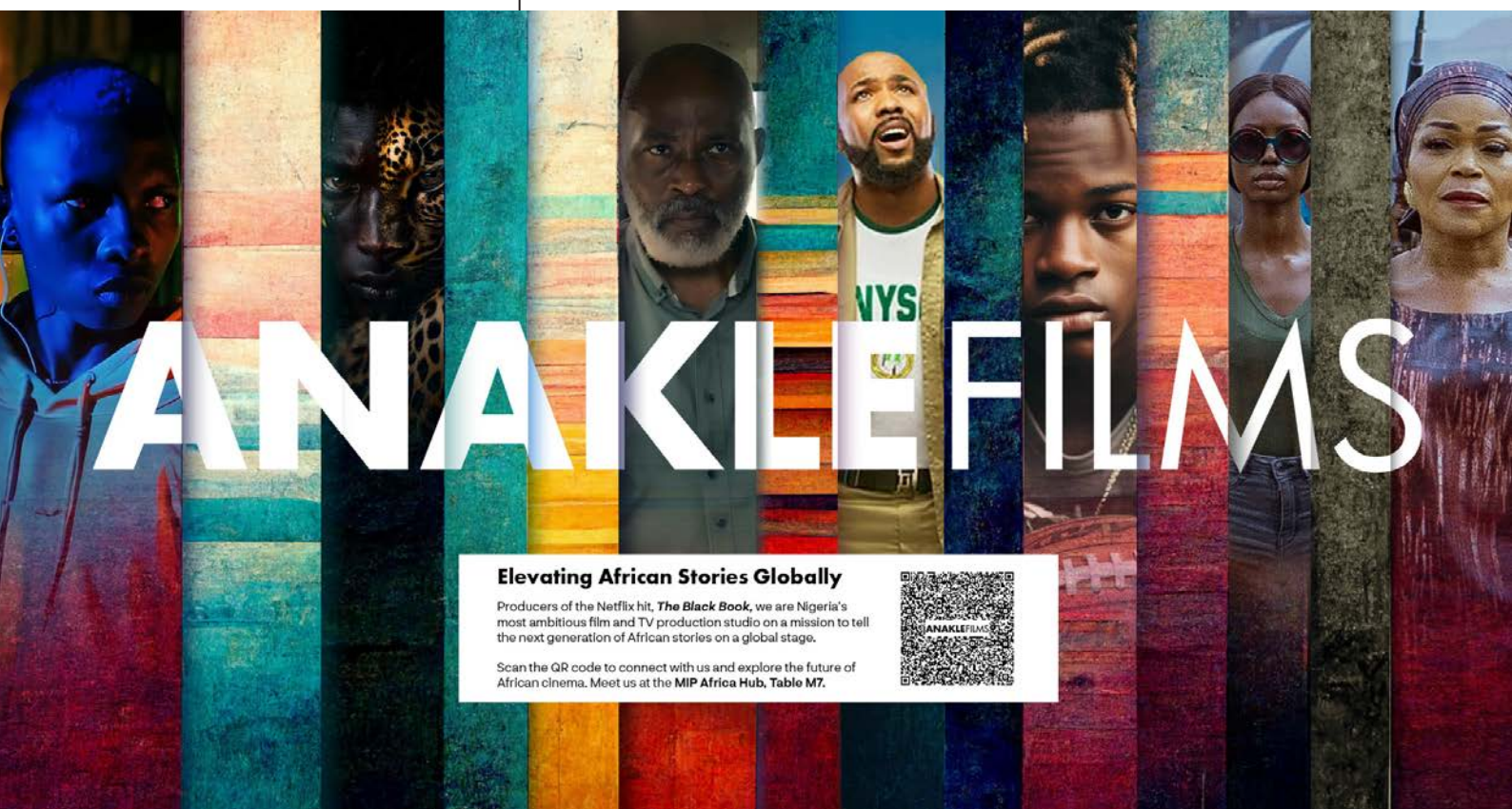
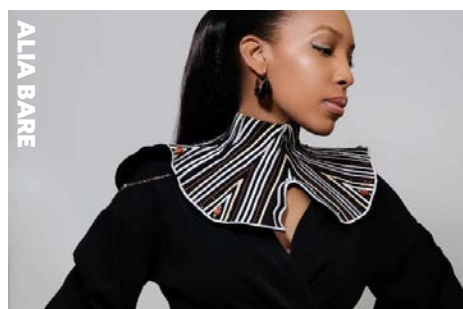
### 14h30-15h30 | FASHION IN THE SPOTLIGHT: SHAPING ARTISTIC STYLE

Fashion and music have always shared a symbiotic relationship, each influencing and elevating the other. In this engaging talk, we will explore the powerful impact of fashion on the artistic style of musicians and performers. From iconic looks that define an artist's image to the latest runway trends that set the tone for a performance's aesthetic, fashion plays a pivotal role in how music is perceived and experienced. This discussion will highlight how fashion can challenge norms, express identity, and convey powerful messages, making it a crucial element of the music industry's creative landscape. Join us as we unravel the threads of fashion's influence on music, celebrating the innovative fusion of style and sound that captivates audiences worldwide.

**Speakers:** Mzukisi Mbane, Founder, Imprint ZA, Hunter Blue, Artist, Holy Alpha, Artist

### 15h30-15h45 | FASHION SHOW

**IMPRINT ZA** is an Afro-Futuristic Pan-African fashion brand celebrating African ancestors' stories through iconic prints and fabrics. Its ethos: "Leave a mark." Mzukisi Mbane, a Creative Entrepreneur with a Bachelor of Accounting Science, founded and directs Imprint ZA. Born in Cape Town, Mzukisi has showcased his brand in New York, Milan, Morocco, Lagos, and Ghana. Imprint has been featured in major publications like Vogue Italia, Vogue Portugal, and Harper's Bazaar Vietnam. His brand has dressed major South African and international celebrities, including Billy Porter, marking one of his many achievements.



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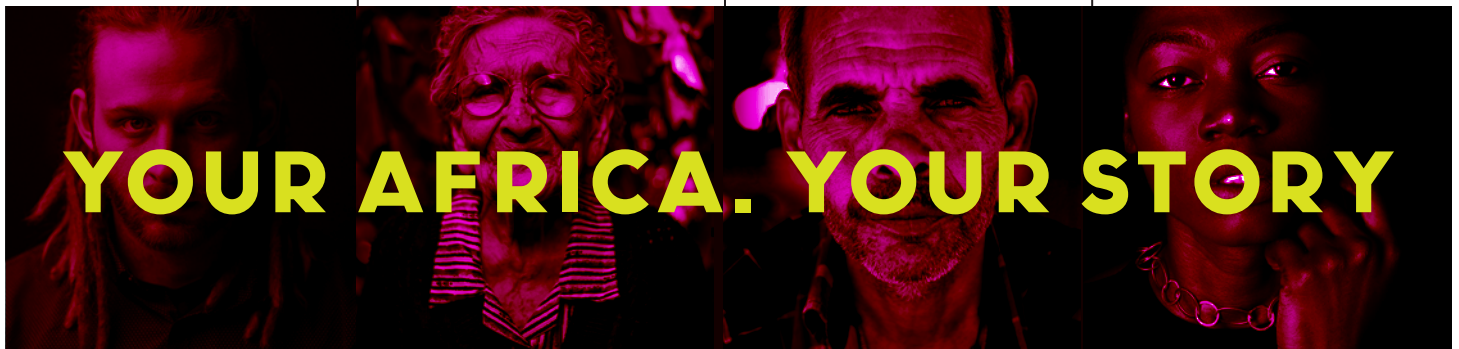
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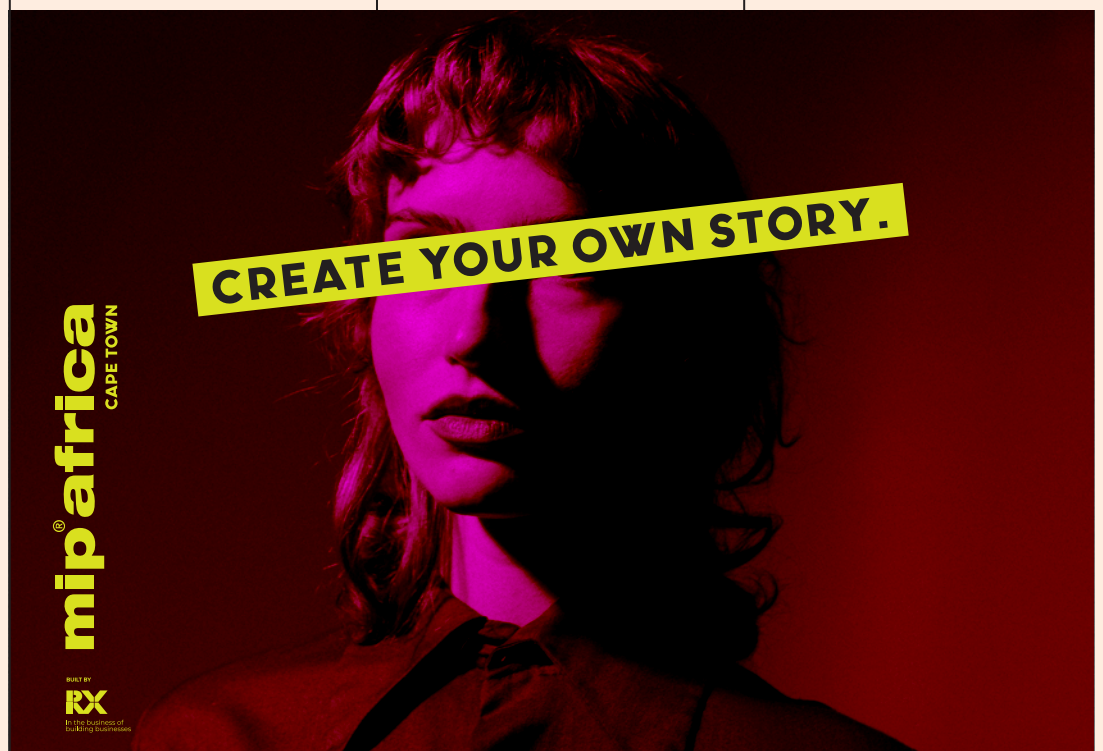
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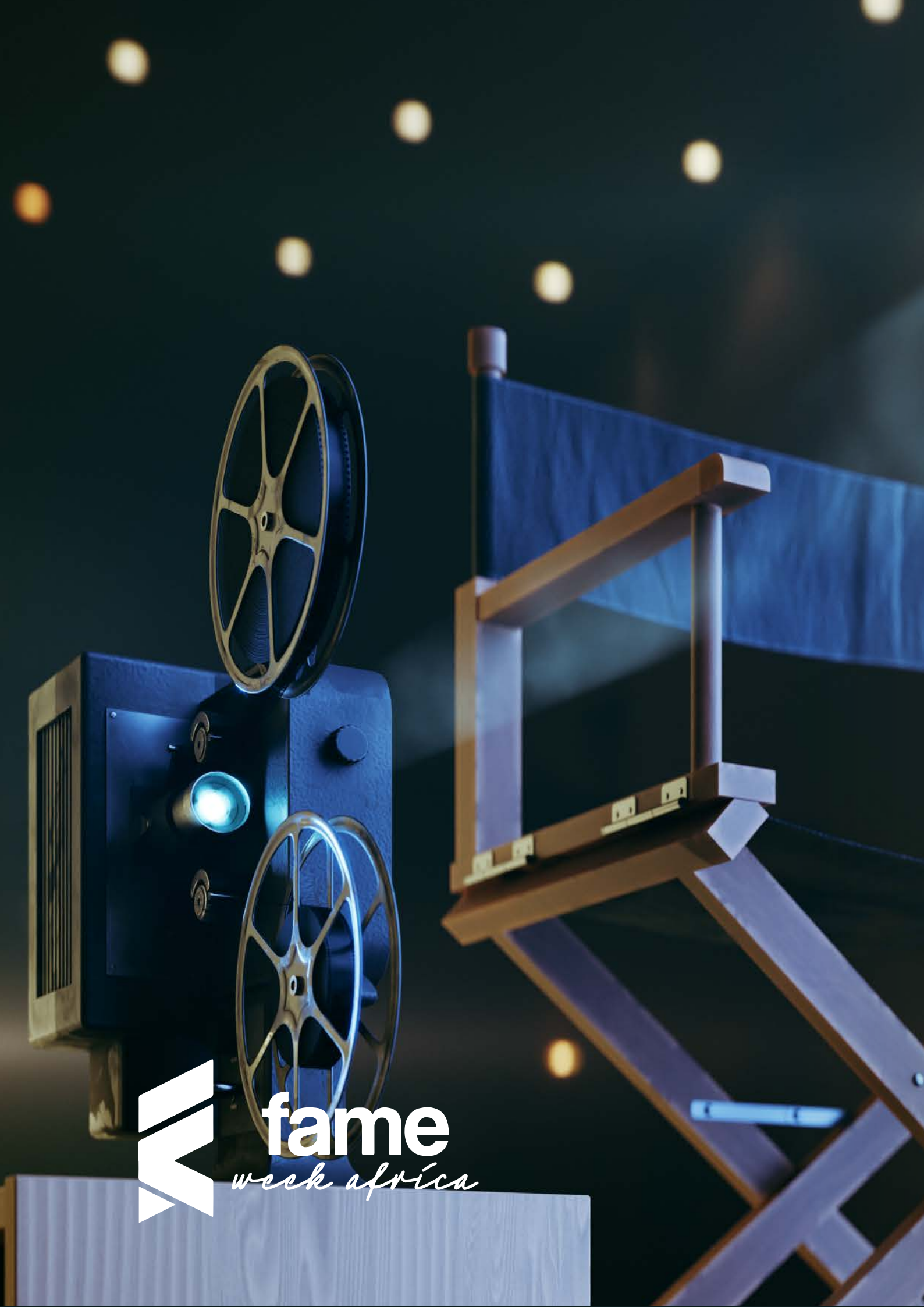
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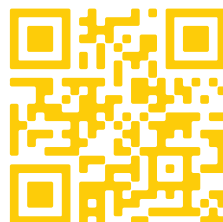
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# TOURISM: FILM

## KWAZULU-NATAL

*Magical. Zulu Kingdom.*



## ON THE EAST COAST OF AFRICA

### LIES THE BEAUTIFUL PROVINCE OF KWAZULU-NATAL

KwaZulu-Natal is a subtropical region of lush and well-watered valleys washed by the warm Indian Ocean. One of the country's most popular tourist destinations, the province stretches from Port Edward in the south to the borders of Swaziland and Mozambique in the north. The province is riding on the waves of the positive feedback and recognition it has received from hosting the successful shooting of the international blockbusters "The Woman King" and the "Mission Impossible" franchise which were filmed in the region - a feat that highlighted KwaZulu-Natal as a premium and affordable filming location. Local talent and crew were also provided with an opportunity to glean knowledge and skills from leading expertise.



#### KEY FACTS

##### FAMILIARISATION TOURS TO SHOWCASE LOCATIONS

The KwaZulu-Natal Tourism and Film Authority offers familiarisation tours to local and international film production houses where we showcase all spheres of KwaZulu-Natal based on what the production needs to achieve.

KwaZulu-Natal provides a unique tapestry of backdrops for the big screen all within a 2-hour radius of the King Shaka International Airport. The interior of the province consists largely of rolling hills from the Valley of a Thousand Hills, the Midlands Meander, the incredible World Heritage Site of the Ukhahlamba-Drakensberg mountains and the waterfalls set in the South Coast of the province. Other breathtaking sights include the:

- St Lucia Estuary - a World Heritage Site;
- Kosi Bay on the northeast;
- Red Desert in the South Coast; and the
- Indigenous forestry along the Indian Ocean coastline.

Northern KwaZulu-Natal is also home to the African savanna and several game parks boast rich wildlife including the Big Five.

#### KWAZULU-NATAL TOURISM AND FILM SERVICES

KZN Tourism and Film is also a one-stop-shop for all enquiries for film production, offering the following services:

- Packaging of production specific locations, facilities, and talent; and
- Advisory services for filmmakers. These are:
  - o Assisting production in gaining access to locations for film production;
  - o Facilitating regulatory and operating processes in South Africa;
  - o Extensive databases and connectivity with all relevant stakeholders in the industry;
  - o Databases of the best local service providers, general crew, and trained filmmakers tiered according to their experience;
  - o Referenceable resumes and showreels of previous work of crew and talent; and
  - o Partnerships with film friendly municipal offices for the issuing of permits and coordinating approvals.

#### INFRASTRUCTURE

KwaZulu-Natal offers an array of accommodation options including internationally renowned brands. The King Shaka International Airport caters to international connectivity with direct flights to Durban (Qatar, and Emirates Airlines). The province also has world-class IT systems with Durban being within 150 kilometres of 3 major cable landings and fibre optics connectivity through broadband at Dube Trade Port.

#### Blockbusters filmed in KwaZulu-Natal

- Cry the Beloved Country (1995)
- Tarzan and the Lost City (1999)
- The Woman King (2022)
- Mission Impossible (2022)
- Spud (2010)
- I dreamed of Africa (2000)
- Blood Diamond (2006)





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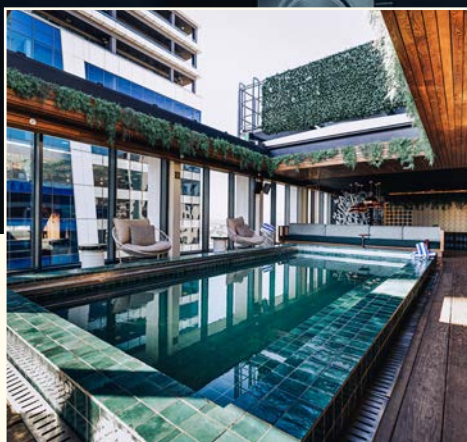
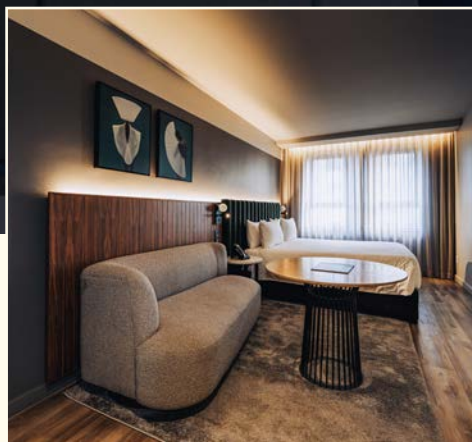
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