

**fame**  
week africa

**mip®africa**  
CAPE TOWN

**MUZIKAFRICA**  
CAPE TOWN

**AFRICAN  
FASHION  
FORUM**  
CAPE TOWN

**FAME  
SHORTS  
FILM  
FESTIVAL**

CAPE TOWN | 01 - 07 SEPTEMBER 2024

# POST SHOW REPORT 2024



HOST CITY



SUPER SPONSOR



NIGERIA - COUNTRY OF HONOUR



EDUCATION PARTNER



BUILT BY



# WHO WE ARE



FAME Week Africa is an exhilarating celebration of African creativity, where the continent's unmatched talent, compelling stories, and vibrant culture shine. Our mission is to unite the creative forces of film, television, animation, music, fashion and entertainment technology, forming a dynamic nexus of artistic expression. We proudly showcase Africa's diverse cultural narratives, empower emerging talents, and inspire innovation at the intersection of entertainment and technology. FAME Week Africa is a global stage, connecting audiences worldwide

and fostering inclusivity while serving as a catalyst for positive change in Africa's creative industries. Join us on this electrifying journey into the heart of African creativity.

The series of events that take place during FAME Week Africa:

1. MIP Africa
2. Muziki Africa
3. African Fashion Forum
4. FAME Shorts Film Festival

**OUR RECAP  
VIDEO IS  
GIVING US ALL  
KIND OF FEELS.  
BRING ON  
1-6 SEPTEMBER  
2025.**



Get ready to embark on an exhilarating journey! **Just one click on the above screen**, and you'll be transported back to the heart-pounding, soul-stirring moments of FAME Week Africa. It's time to relive the electrifying energy, the vibrant colors, and the pulsating rhythms that defined this extraordinary event. The stage is set, the spotlight is yours, and with each click, you'll be immersed in the magic of FAME Week Africa once more. Get ready to be inspired, to dance, to learn, and to celebrate diversity and creativity like never before. Your adventure awaits at the tip of your fingers – click now and let the excitement of FAME Week Africa wash over you!



## BUSINESS EVENTS



**mip<sup>®</sup>africa**  
CAPE TOWN

MIP Africa provides an exclusive opportunity for content creators, producers, buyers, and sellers to engage in pre-scheduled one-to-one matchmaking sessions, ensuring productive meetings that foster content support, sales, and co-production partnerships. This event offers an exciting platform to showcase your latest film and television content to both African and global audiences. The magic of MIP Africa unfolds through a diverse array of networking events and business prospects, spanning from dawn till dusk. All of this takes place against the stunning backdrop of Cape Town, our gracious host city, setting the stage for the creation of meaningful deals and collaborations.



**MUZIKI AFRICA**  
CAPE TOWN

Muziki Africa serves as the ultimate gathering point for music industry enthusiasts to convene, learn, exchange insights, engage in conversations, lend an ear and unearth talent. Centred on the heart of the music business, including labels, publishers, rights societies, and more, as well as the dynamic technology sector encompassing start-ups, developers, and major tech corporations, Muziki Africa brings together brands and the agencies representing them, both in music and brand campaigns. It's the premier destination that will immerse you in face-to-face encounters with the individuals, content, and ground-breaking ideas poised to unlock a year of fresh opportunities.



**AFRICAN FASHION FORUM**  
CAPE TOWN

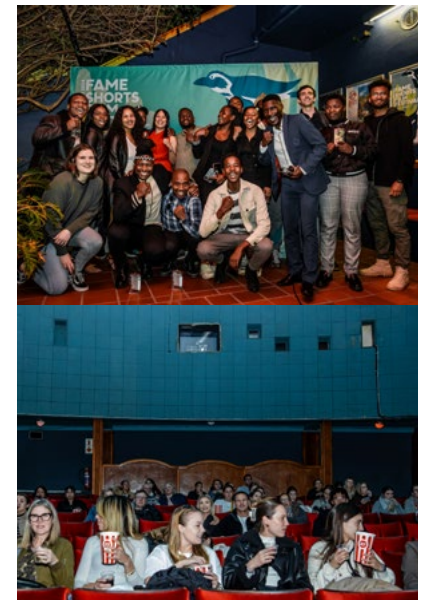
The African Fashion Forum (AFF) is a premier event that celebrates the vibrant and diverse African fashion industry, connecting it with film, TV, and music. The forum gathers prominent industry figures, emerging talent, and thought leaders to explore the intersection of fashion and entertainment. Attendees will gain insights into trends, foster educational growth, and network with designers, brands, retailers, and other key stakeholders in the fashion ecosystem. AFF is a must-attend for anyone passionate about fashion's cultural impact, offering valuable opportunities for collaborations that can amplify creative projects and enhance visibility across film, TV, and music.

## CONSUMER EVENTS



**FAME SHORTS FILM FESTIVAL**

Embark on a captivating journey into the realm of African cinema at the FAME Shorts Film Festival. This exceptional event unveils a treasure trove of thought-provoking films that serve as a testament to the boundless creativity of independent filmmakers from across the continent. It's a cinematic showcase that simply cannot be overlooked. The FAME Shorts Film Festival provides an unparalleled platform for filmmakers to present their work to a discerning audience and forge meaningful connections with seasoned industry professionals. It's an unmissable opportunity to immerse yourself in the vibrant world of African cinema and become a part of the exhilarating narrative.



# FAME WEEK AFRICA WELCOMED

- 1. CONTENT BUYERS:** These are individuals or companies responsible for purchasing content for broadcast, streaming platforms, or distribution. They seek films, TV shows, music, and other creative works to acquire and distribute on various channels or platforms.
- 2. CONTENT DISTRIBUTION:** Companies that specialise in distributing content, such as films, TV series, music, or digital media, to broadcasters, streaming platforms, and other media outlets globally. They act as intermediaries between content creators and platforms.
- 3. SERVICE PROVIDERS:** These are companies or individuals who offer essential support services to the creative industries, helping content creators and distributors with various aspects of production, post-production, and distribution.
- 4. CONTENT CREATORS:** Individuals or teams responsible for developing and producing original content, including filmmakers, scriptwriters, directors, musicians, and digital creators. They attend FAME Week Africa to showcase their work, network, and explore opportunities for collaboration or distribution.
- 5. MUSIC PUBLISHERS:** Professionals who manage the rights and licensing of musical compositions, ensuring artists and songwriters are compensated when their music is used in media. They seek new talent, negotiate deals, and manage the financial side of music usage in film, TV, and advertising.
- 6. PUBLIC SECTOR/GOVERNMENT:** Representatives from government bodies or public institutions who attend to support and promote cultural initiatives, provide funding, or encourage policies that enhance the growth of the creative industries in Africa.
- 7. FINANCING + INVESTORS:** These are individuals, venture capitalists, or financial institutions interested in investing in creative projects, media startups, films, or entertainment ventures. They attend FAME Week Africa to scout potential projects and businesses for investment opportunities.
- 8. CONFERENCE DELEGATES:** Industry professionals, academics, and stakeholders who attend the conference sessions of FAME Week Africa to engage in discussions on key industry trends, innovations, and challenges. They are looking to network, share knowledge, and stay informed on the latest developments in film, TV, music, and digital content.

The convergence of these participants creates a dynamic ecosystem that fosters networking, collaboration, and innovation in the world of entertainment.

**114**  
**CONTENT**  
**BUYERS**

**83**  
**CONTENT**  
**DISTRIBUTION**

**118**  
**SERVICE**  
**PROVIDERS**

**525**  
**CONTENT**  
**CREATORS**

**30**  
**MUSIC**  
**PUBLISHERS**

**54**  
**PUBLIC SECTOR/**  
**GOVERNMENT**

**21**  
**FINANCING**  
**+ INVESTORS**

**1315**  
**CONFERENCE**  
**DELEGATES**





## NET PROMOTER SCORE (NPS)

NPS measures how likely customers are to recommend a business. People rate it on a 0-10 scale. Scores of 9-10 are Promoters, 7-8 are Passives, and 0-6 are Detractors. To calculate NPS, subtract Detractors from Promoters. Higher scores mean happier customers and growth potential.

An NPS score of 70 and above is considered exceptionally high. It indicates that a large majority of attendees are Promoters, highly likely to recommend FAME Week Africa. This suggests strong customer satisfaction, which can lead to growth and positive word-of-mouth marketing.

## CONTENT CREATORS

**85**  
NPS

12% increase  
from 2023

**97%**  
LIKELIHOOD  
TO RETURN

7% increase  
from 2023

**97%**  
SATISFACTION

8% increase  
from 2023

## BUYERS + SELLERS

**71**  
NPS

8% decrease  
from 2023

**81%**  
LIKELIHOOD  
TO RETURN

9% decrease  
from 2023

**79%**  
SATISFACTION

10% decrease  
from 2023

Despite an 8% decrease in our NPS from 2023, with a current score of 71, our rating remains strong and reflects the high level of satisfaction among participants. The significant 54% increase in buyers, from 74 in 2023 to 114 this year, offered valuable new perspectives and opportunities, but also presented us with additional challenges and learnings. We view these insights as important steps in refining our offerings, and we are committed to applying these lessons to enhance the experience further in the 2025 edition, ensuring even greater satisfaction and engagement.

## EXHIBITORS

**80**  
NPS

7% increase  
from 2023

**88%**  
LIKELIHOOD  
TO RETURN

1% increase  
from 2023

**85%**  
SATISFACTION

0% increase  
from 2023



FAME Week Africa 2024 was widely regarded as a well-organised and valuable event by attendees. Many participants highlighted the strong networking opportunities, with numerous new business relationships being formed, and expressed satisfaction with the quality of the content and sessions. The event's atmosphere was described as lively and engaging, with a balance between socializing and business discussions. Attendees particularly appreciated the platform for facilitating meetings and the relevance of the event to the African creative industries. However, some feedback pointed out areas for improvement, such as noise levels at certain venues and a desire for more diverse participation from regions outside of Southern and East Africa.

## ATTENDEES CAME FROM

**14 AFRICAN**  
**COUNTRIES OUT**  
**OF A TOTAL OF**  
**35 COUNTRIES**

## TOP 5

### AFRICAN COUNTRIES

- South Africa
- Nigeria
- Cote d'Ivoire
- Kenya
- Mauritius

## TOP 5

### INTERNATIONAL COUNTRIES

- United States
- United Kingdom
- Canada
- France
- India

## COUNTRY BREAKDOWN

- |                        |                                |
|------------------------|--------------------------------|
| 1. <b>Angola</b>       | 22. Philippines                |
| 2. Belgium             | <b>23. Portugal</b>            |
| 3. Brazil              | <b>24. Saint Helena</b>        |
| 4. Canada              | 25. Singapore                  |
| 5. China               | 26. South Africa               |
| 6. Cote d'Ivoire       | 27. Spain                      |
| 7. Eswatini            | 28. Tanzania                   |
| 8. France              | <b>29. Trinidad and Tobago</b> |
| 9. Gabon               |                                |
| 10. Germany            | 30. Turkey                     |
| 11. Ghana              | 31. Uganda                     |
| 12. India              | 32. United Arab Emirates       |
| <b>13. Jamaica</b>     | 33. United Kingdom             |
| 14. Japan              | 34. United States              |
| 15. Kenya              | 35. Zambia                     |
| 16. Mauritius          |                                |
| 17. Mozambique         |                                |
| 18. Namibia            |                                |
| 19. Netherlands        | <b>BOLD =</b>                  |
| <b>20. New Zealand</b> | <b>NEW IN 2024</b>             |
| 21. Nigeria            |                                |

# WHAT OUR ATTENDEES THOUGHT

Another successful FAME Week Africa. It is great to see how the market has grown since it first launched three years ago.



**Marcel Solomon**  
Sponsorship Manager:  
Channel Services at  
**MultiChoice**



We really enjoyed participating in FAME Week Africa and we will definitely be present at future editions. I'd also like to compliment you on the organisation of the event and thank you for all the attention given.



**Natan Oletto**  
International Sales:  
**Seriella Productions (Brazil)**



We had an amazing experience—engaging in exciting conversations and holding strategic meetings that will undoubtedly propel Seismic Media to new heights. A huge thank you for the heart, passion, and energy you all put into making this market such a success. Your dedication truly made it magical. Here's to many more years of collaboration and even greater achievements ahead!



**Mariza Matshaya**  
Creative Producer,  
Film Financier, International  
Sales, Film and TV Distribution  
Strategist: **Seismic Media**



Thank you and your team for being such amazing partners who always go out of your way to give us more value than expected in our partnership. Thank you for this opportunity to engage with the industry again at your awesome event.



**Mokgadi Seabi**  
Senior PR Manager,  
Sub-Saharan Africa: **Netflix**



Congratulations on a very successful market and thank you for all the support and assistance. We thoroughly enjoyed it.



**Mandy Pienaar**  
Vice President, Sales Liaison,  
Africa at **NBCUniversal**



Thank you so much for welcoming me to Cape Town and congrats on the amazing event that you organised! I really enjoyed the meetings, discussions and exchanges with you and participants. I look forward to future collaborations with FAME Week Africa.



**Francisco Gómez Durán**  
Head of the Culture Unit,  
**UNESCO Regional Office  
for Southern Africa**



It was a useful event and we genuinely hope you will continue to build the market in the years ahead.



**Stephen Driscoll**  
EVP EMEA, **ALL3MEDIA  
INTERNATIONAL**



It was an extremely meaningful panel discussion and a wonderful event overall. Congratulations to your fantastic team, and I'm looking forward to the next one.



**Kelly Grevler**  
Production Music Supervisor:  
**Universal Music Production**



I had an amazing time at MIP Africa in Cape Town. A huge thanks to the organisers for creating such a significant platform for the African TV market. This event has truly provided fantastic opportunities for TV channels, producers, and distributors to connect and collaborate. We are thrilled to announce that broadcasters have shown strong interest in two series from Turkish producer GOLD Film: *Kizilcik Serbeti* (*One Love*) and *Kizil Gonclar* (*Red Roses*). Global Agency has successfully sold *Kizilcik Serbeti* to channels in Angola and Mozambique. Additionally, we have managed to secure deals for the rest of Africa. This is a significant milestone for us, and we are excited about the future of these series in the African market.



**MA Miroslav Radojevic**  
Sales Director: Middle East  
& Africa at **Global Agency**



What an amazing platform you provide! Without it, we would not have the opportunity to keep bringing the Canadian producers back to South Africa to connect (and reconnect) with their counterparts. And yes, the signing of the updated audio visual treaty was the absolute icing on the cake!



**Nina Dube**  
High Commissioner of  
**Canada Trade Office**



I would like to take this opportunity to extend my sincere gratitude for the successful and productive FAME Week Africa. Both our staff and students were actively engaged and thoroughly enjoyed the diverse offerings throughout the week. Thank you once again for your efforts in making this year's FAME Week Africa such a success.



**Diaan Lawrenson**  
Dean: **AFDA (Cape Town  
Campus)**



We would like to extend our heartfelt congratulations on the success of MIP Africa. Your online platform was exceptionally well-developed, allowing us to set appointments seamlessly. The information provided about buyers was complete and incredibly helpful, ensuring a smooth and productive online experience.



**Carina Villanoz**  
Operations Manager:  
**GMA Network**



I had an overwhelmingly successful series of meetings where I pitched potential TV series, potential sitcoms, and potential features to the folks who can greenlight productions. I also got an unexpected job offer to write a feature. Bonus, I got the opportunity to personally introduce myself to Netflix, MultiChoice, eVOD and Known Associates who saw my creative potential.



**Ross Van Leeve**  
Producer/Director/  
Screenwriter/Author/Actor



## 5 831 MEETINGS WERE SCHEDULED

**2 381**  
**CONTENT CREATORS**  
5.54% increase from 2023

**1 277**  
**BUYER**  
9.9% increase from 2023

**1 544**  
**SELLER**  
50.1% increase from 2023

**139**  
**GOVERNMENT**  
Didn't track in 2023

**386**  
**SERVICES**  
55.65% increase from 2023

**104**  
**MUSIC PUBLISHERS**  
108% increase from 2023

The ConnectMe\* Support team delivered an impressive performance, actioning 86% of meeting requests, including accepted, declined, expired, and canceled meetings. Even more exciting, a remarkable 5,831 meetings were scheduled on the ConnectMe platform—a **36% increase from 2023!** The team's efforts ensured seamless communication throughout the event, sending a staggering **28,953 emails** to drive meeting selections, prompt actions, and provide access details. The surge in activity and engagement showcases the growing impact of ConnectMe, making it an essential tool for fostering connections and collaboration within the industry.

**55%** of meetings took place on exhibition stands/table tops

**35%** of the meetings took place in the NFFV Producers' Hub (Producer organised meetings only)

**10%** of the meetings took place in the Meetings in Demand Hub, Primedia Cafe,

### \*WHAT IS CONNECTME?

ConnectMe is an advanced networking and meetings platform designed to facilitate seamless connections between industry professionals. It allows participants to schedule, manage, and track meetings with exhibitors, buyers, and other key stakeholders attending an event. Through ConnectMe, users can request, accept, decline, or reschedule meetings, making it an essential tool for maximizing networking opportunities. The platform also supports communication by sending email reminders, meeting confirmations, and access details, ensuring attendees are well-prepared. ConnectMe enhances the event experience by streamlining interactions, promoting collaboration, and enabling participants to make meaningful connections that drive business opportunities and partnerships.

### WHAT THIS MEANS:

The numbers show a substantial growth in meetings for Sellers, with a 50.1% increase, and Music Publishers, which more than doubled. This indicates stronger engagement from the content distribution side and the music industry, reflecting increased collaboration opportunities. The rise in Buyers and Content Creators suggests a growing demand for and supply of creative content. Meanwhile, the surge in Services providers underscores the growing need for support and infrastructure in the creative ecosystem.







# R24 903 371\*

PR VALUE FROM 01 OCTOBER 2023 - 30 SEPTEMBER 2024


\* The AVE (Advertising Value Equivalent) for 1 October 2022 to 30 September is R24 903 371, indicating the significant value generated through marketing efforts.




**DIGITAL**  
R11 886 750



**BROADCAST  
(RADIO + TV)**  
R1 866 083

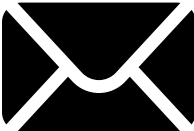


**PRINT**  
R3 259 586



**SOCIAL MEDIA/  
INFLUENCERS**  
R7 426 138

## NEWSLETTERS



Our email open rate has reached **47.69%**, reflecting a 9.49% increase from 2023. This **significantly surpasses the industry standard** of 31.1%, showcasing strong engagement and growing interest in our communications.

## SOCIAL MEDIA

1 October 2023 - 30 September 2024

Our social media performance has seen outstanding growth across all platforms, showcasing a strong and expanding online presence when compared to 2023:

### LINKEDIN:

- Organic impressions surged by **169%**, rising from 37 987 in 2023 to an incredible **102 253** in 2024.
- Achieved **22 615** organic engagements.
- Followers increased by **44.29%**
- Engagement rate skyrocketed by **386%**
- Posting activity increased by **86.3%**, further solidifying our industry dominance.

### INSTAGRAM:

- Followers grew by **40%**, further enhancing our community
- Impressions reached **261 678**, marking a **63.17%** increase from 2023.

### TWITTER (X):

- Impressions skyrocketed by **183%** compared to 2023.

## WEBSITE

www.fameweek africa.com  
(Ave for June - September 24)

**19K** Unique users  
**12K** Page views  
**1m40s** average page engagement  
**244K** event engagements

## SPOTTED AT FAME WEEK AFRICA 2024



[Steve Harvey](#)



[Anele Mdoda](#)



[Leslie Kasumba](#)



[Rorisang Thandekiso](#)



[Clint Brink](#)



[Rami Chuene](#)



[Kurt Schoonraad](#)



[Brendon Daniels](#)



[Lorcia Cooper](#)



[Cameron Scott](#)



[Robyn Rossouw](#)



[Diaan Lawrenson](#)



[IMPRINT ZA](#)



[Cassidy Nicolson](#)



[Kate Pinchuck](#)



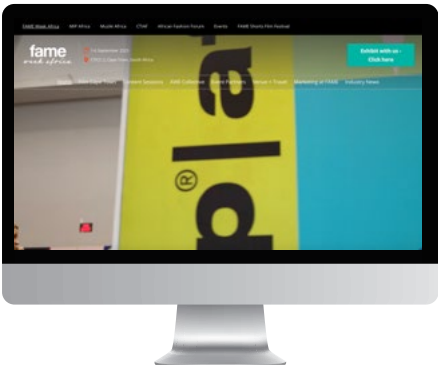
[Danilo Acquisto](#)



[Suraya Santos](#)



[Minister of Sport, Arts and Culture Gayton Mckenzie](#)





# DIVERSITY AND INCLUSION



## INCLUSIVE NAME BADGES

### Why It's Important:

Inclusive name badges featuring personal pronouns create a welcoming environment, fostering respect for gender identity and expression. It promotes a culture of inclusivity where attendees can feel acknowledged and respected.



## GENDER-NEUTRAL BATHROOMS

### Why It's Important:

Gender-neutral bathrooms ensure that all individuals, regardless of their gender identity, feel safe and comfortable. It reduces gender-related discrimination and supports the dignity and rights of transgender and gender-nonconforming attendees.



NEW IN 2024

## QUIET ROOMS

### Why It's Important:

This year, we introduced Quiet Rooms—dedicated spaces designed for neurodiverse individuals to step away from the busy event environment and recharge. These calm, inclusive areas provide a peaceful retreat where attendees can take a moment to reset and feel refreshed.



NEW IN 2024

## SIGN LANGUAGE INTERPRETERS

### Why It's Important:

Having sign language interpreters at a conference is vital for ensuring accessibility and inclusivity for the Deaf community. We offered this service for five sessions and are committed to expanding it for more sessions in the future.



NEW IN 2024

## D&I AMBASSADOR

### Why It's Important:

Having Tarryn Tomlinson as our ambassador reinforces FAME Week Africa's commitment to inclusivity. Her advocacy for marginalised communities sparks conversations, amplifies underrepresented voices, and drives real change, ensuring the event truly reflects Africa's diverse talents and stories.



## INCLUSIVE INDUSTRY TALKS

### Why It's Important:

Conversations about inclusion for people with disabilities and LGBTQ+ representation in cultural and creative industries promote diversity, challenge stereotypes and ensure marginalised voices and talents are represented and celebrated in media.



## INCLUSION OF LGBTQ+ AND WOMEN ARTISTS

### Why It's Important:

Including LGBTQ+ and women artists in the entertainment lineup sends a powerful message of support. It showcases diverse talents and fosters an environment where all artists can thrive and be celebrated.



## WOMEN IN ENTERTAINMENT BREAKFAST

### Why It's Important:

This breakfast highlights the achievements of women in film, television, and music. These discussions empower women in these industries, inspiring future generations and promoting gender equality.



NEW IN 2024

## INCLUSIVE LENS AWARDS

**Why It's Important:** The Inclusive Lens Awards is crucial because it aligns with the event's mission to champion diversity and representation in the creative industries. These awards celebrate creators who push boundaries and ensure that underrepresented voices—particularly in LGBTQ+ communities, disability awareness, and children's content—are acknowledged and uplifted. By recognising these exceptional efforts, FAME Week Africa reinforces its commitment to fostering an inclusive and equitable space, shaping the future of African film and television to reflect the continent's rich and diverse stories. This initiative drives meaningful change, making the industry more accessible and representative for all.



*FAME Week Africa's commitment to these initiatives underscores its dedication to creating an inclusive and diverse creative landscape that welcomes all voices and talents. These efforts not only enrich the event experience but also contribute to a more equitable entertainment industry.*

# SUSTAINABILITY

Across film, music, and fashion, there is a growing emphasis on telling stories and creating art that reflects the need for environmental sustainability and social responsibility. This extends to representing underrepresented groups, advocating for fair labour practices, and addressing global challenges like climate change, biodiversity loss, and resource scarcity.



*"Untitled" explored the beauty of transformation through upcycled materials, reminding us that sustainability was not just a trend but a necessity for the future of fashion. Crafted from discarded fabrics, this piece reflected Haus of Stone's commitment to sustainable design practices and the power of reinvention. By reimagining waste as art, it invited viewers to reflect on their own role in reducing environmental impact while embracing creativity. This installation celebrated handcrafted skills and paid tribute to the conscious wanderer who valued heritage, culture, and responsible consumption. Sustainability was not only a choice but a journey we all shared.*

**FAME Week Africa is a champion for sustainability, and we genuinely practise what we preach.**

## ECO-FRIENDLY EVENT PLANNING AND PRODUCTION

One of the key reasons we choose the CTICC as our venue is its strong commitment to sustainability. The centre is energy-efficient, utilising renewable energy sources, providing sustainable catering options, and boasting green building certifications. In addition, the CTICC has an effective waste reduction strategy, which promotes recycling, composting, and minimizing single-use plastics. Designated bins are strategically placed to ensure proper disposal and repurposing of materials, helping us reduce our environmental footprint.

## SHOWCASING SUSTAINABLE CREATIVES AND PROJECTS

We proudly showcased creators and companies dedicated to sustainability. Our screenings

featured filmmakers who produce eco-friendly films, while we collaborated with fashion designers championing ethical and sustainable fashion. This platform highlighted the creativity and impact of those making strides towards a more environmentally conscious industry.

## EDUCATION AND DIALOGUE ON SUSTAINABILITY

Through insightful discussions and workshops, we focused on sustainability in the creative industries. We brought together experts in eco-friendly production, sustainable fashion, and other key areas to educate and inspire our audience. These sessions provided valuable knowledge and practical solutions to drive sustainability forward in the creative community.



## CREATING AWARD TROPHIES FROM DISCARDED MATERIALS



Meet Davis Ndungu, the talented artist and owner of Recycled Flip-Flop Sculptures Studio (RFFS) in Cape Town. Davis creates stunning sculptures from over 10,000 discarded flip-flops each year, transforming them into captivating works of art while reducing pollution from landfills and beaches. His creations, including our Stand Awards, Inclusive Lens Awards, Fashion Film Awards, and FAME Shorts Film Awards, are not only beautiful but also support sustainable business and job creation. And here's a fun fact for all our award winners—your award is in good company; Miley Cyrus owns one of Davis's unique sculptures!



# WHAT WENT DOWN IN 2024



## EXHIBITION + CONTENT MARKET

**SHOW DAYS @ CTICC 2**  
**HALL 8, 9 + 10**

**2000+**

sqm of  
exhibition  
space

**130**

exhibitors  
(That's a **8%**  
increase  
from 2023)

The FAME Week Africa exhibition floor buzzed with dynamic conversations, deal-making, and new connections being forged. Industry leaders such as MultiChoice, eMedia, Primedia Studios, and NBCUniversal dazzled attendees with impressive custom-built stands, creating a visually stunning experience. As the epicentre of the African film, TV, music, fashion, and animation industries, the exhibition served as a vital networking hub where professionals collaborated, exchanged ideas, and pushed forward the future of the continent's creative sectors.



## PROJECT PITCH PLATFORM

**SHOW DAYS @ CTICC 2**

**207**

project  
submissions  
(a **78%**  
increase  
from 2023)

**30**

projects  
selected

**08**

pitching  
sessions

The 2024 call for project pitches drew 207 submissions, with 30 projects spanning scripted series, scripted features, reality, and documentary genres being selected. **eMedia, MultiChoice, Netflix, and Primedia Studios** expressed interest in hearing specific projects. MIP Africa also held open pitching sessions attended by commissioning editors, production companies, financiers, and buyers. The feedback from those involved has been overwhelmingly positive. We eagerly anticipate the greenlighting of projects that promise to shape the future of African content creation. [Click here](#) to view the projects.



## CONFERENCE PROGRAMME

**SHOW DAYS @ CTICC 2**

**05**

theatres

**85**

content  
sessions

**250+**

speakers

FAME Week Africa's conference programme included two vibrant MIP Africa Theatres, delving into trends, challenges, and opportunities in African film and television. Our new Brain Box Theatre hosted case studies and masterclasses, while the Muziki Africa Theatre provided valuable insights into the African music industry. The African Fashion Forum showcased the intersection of fashion, film, and music, bringing creative industries together. A highlight of the event was Steve Harvey's inspiring talk, offering behind-the-scenes insights into his journey to fame, sharing lessons on resilience, innovation, and the importance of staying true.



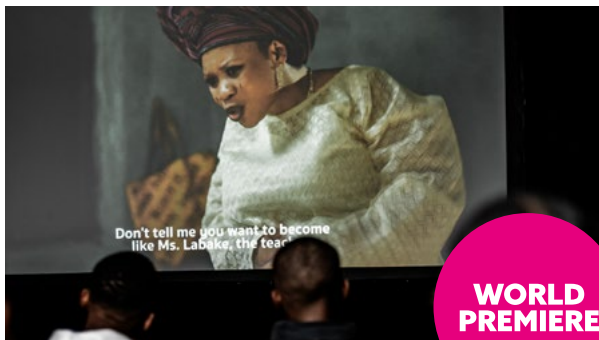
## AFRICAN FASHION FORUM FASHION SHOWS

**TUESDAY - WEDNESDAY, 3-4 SEPTEMBER**  
**CTICC 2**

**07**

fashion  
shows

The African Fashion Forum highlighted incredible designers, including **Alia Bare**, who celebrated womanhood with luxurious, meticulously crafted pieces. **Amen by Brad&Abiah** wowed with bold, unisex designs blending tradition and modernity. **Haus of Stone** embraced sustainability and Zimbabwean heritage, while **Imprint** celebrated African ancestors through iconic prints. **Masa Mara** showcased tribal-inspired activewear, **Sari for Change** repurposed saris for conscious fashion, and **Sober Design House** impressed with its timeless, luxurious designs.



## NOLLYWOOD NIGHT SUNDAY, 1 SEPTEMBER THE ROCKEFELLER HOTEL

FAME Week Africa's Nollywood Night was a celebration of Nigeria as our country of honour, taking centre stage with vibrant energy and excitement. The event featured the world premiere of "Farmer's Bride", a highly anticipated film from FilmOne Studios, one of Nigeria's top production houses. The night was an incredible showcase of Nollywood's finest talent, with captivating storytelling that highlighted the best of Nigerian cinema. Attendees enjoyed an electrifying atmosphere, with the event serving as a powerful tribute to the influence and creativity of Nollywood on the global stage. The film had its Nigerian cinematic release on 27 September 2025.



## OPENING FORUM MONDAY, 2 SEPTEMBER CTICC 2

FAME Week Africa 2024 kicked off with a warm welcome from the **City of Cape Town**, our gracious Host City, alongside **Nigeria**, the Country of Honour, and super sponsor, **MultiChoice**. The opening forum showcased the transformative power of the creative industry, emphasising its critical role in driving economic growth across the continent. The UCT Choir delivered soul-stirring melodies, inspiring unity and hope. A ribbon-cutting ceremony at the City of Cape Town's stand marked the beginning of a week filled with innovation and collaboration. FAME Week Africa 2024 set the stage for industry leaders to connect, collaborate, and unlock new possibilities.



## GLOBO + COTE QUEST NETWORKING LUNCH MONDAY, 2 SEPTEMBER THE ONYX HOTEL

**Globo** and **Cote Quest** hosted a special lunch, inviting delegates to explore their latest content offerings and celebrate their growing partnership. The event highlighted the collaborative journey between the two companies, emphasising their mutual commitment to delivering exceptional, high-quality content. It provided an opportunity for industry professionals to gain insights into their innovative projects while marking a significant milestone in their ongoing relationship. The lunch was a celebration of their shared vision for pushing creative boundaries and captivating audiences worldwide.



## NFVF INDUSTRY GATHERING MONDAY, 2 SEPTEMBER PRODUCERS' HUB ON THE SHOW FLOOR

The NFVF Industry Gathering at MIP Africa was an event of networking and celebration that has already left a mark in the industry. Hosted by **NFVF**, provided an exclusive opportunity to mingle with industry peers and executives, while gaining valuable insights into the latest industry trends and strategies. As the demand for original content continues to soar, attendees seized the chance to open doors to exciting new opportunities for their production companies. Attendees had the chance to connect with some of the biggest names in the industry, making it an unforgettable gathering.







## LAWYERS FOR THE ARTS SOUTH AFRICA MIXER

**MONDAY, 2 SEPTEMBER**  
**LAW CLINIC @ CTICC 2**

During FAME Week Africa, **Lawyers For The Arts South Africa** shared valuable insights into their work supporting the creative and cultural sector. They hosted a networking mixer, where attendees had the chance to learn about their initiatives and access free legal consultations throughout the event. This gathering offered a unique platform for professionals to deepen their understanding of the legal challenges in the industry while benefiting from expert advice tailored to their needs, making a significant contribution to the creative community's growth and success.



**WORLD  
PREMIERE**

## PREMIER SCREENING

**MONDAY, 2 SEPTEMBER**  
**THE LABIA**

"Soft Love", a heartfelt romantic comedy written by Paballo Molingoane, was screened at FAME Week Africa 2024 and debuted on Amazon Prime on 25 October 2024. The film tells the story of a South African relationship expert who loses faith in love after being dumped on her wedding day, only to discover her fiancé's hidden identity. Her journey to healing takes an unexpected turn when a Nigerian photographer enters her life, offering her hope and a second chance at love. "Soft Love" is a touching narrative of resilience, cultural connection, and the healing power of love. It beautifully captures the complexities of modern relationships while reflecting FAME Week Africa's ongoing commitment to showcasing authentic African stories that resonate with both local and global audiences.



## SHOWMAX AFRICAN PREMIERE

**MONDAY, 2 SEPTEMBER**  
**NASDAK**

**Showmax** invited attendees of FAME Week Africa to the African premiere of its adrenaline-fueled original, "The Fix". Set in a toxic future, the film follows a model who takes a new drug, triggering shocking transformations. Pursued by forces with competing interests, she discovers that her mutations could hold the key to saving humanity. "The Fix" debuted on Showmax on Thursday, 31 October 2024, as the platform's Halloween highlight. Written and directed by Kelsey Egan, "The Fix" first premiered globally in June at the Chattanooga Film Festival in Tennessee, one of MovieMaker's 25 Coolest Film Festivals in the World.



## NETFLIX PRODUCERS' BREAKFAST

**TUESDAY, 3 SEPTEMBER**  
**RADISSON RED**

Netflix invited producers to join them for a morning of networking and celebration at the Producers' Breakfast. Attendees enjoyed a delicious breakfast while gaining valuable insights into the latest industry trends and strategies. The event provided a unique opportunity for producers to connect with some of the biggest names in the business, fostering meaningful conversations and sparking potential collaborations. It was a dynamic start to the day, allowing producers to exchange ideas, explore future opportunities, and strengthen their industry connections. The breakfast offered both inspiration and networking opportunities for all participants.

**NETFLIX**



## FILM CO-PRODUCTION TREATY SIGNING BETWEEN SOUTH AFRICA AND CANADA

**TUESDAY, 3 SEPTEMBER  
NFVF PRODUCERS' HUB**

During Fame Week Africa 2024, a modernised film co-production agreement was signed between South Africa and Canada. South Africa's minister of sports, arts, and culture, Gayton McKenzie, and Canada's high commissioner, Chris Cooter, formalised the new treaty. First signed in 1997, the updated agreement now includes film, animation, television, and new media, reflecting the evolving landscape of the industry. McKenzie called the agreement a milestone in the relationship between the two countries, promoting further investments, fostering community development, and addressing contemporary challenges within the cultural and creative industries, benefiting both economies and creative sectors.



## TOURISM & FILM KWAZULU-NATAL MIXER

**TUESDAY, 3 SEPTEMBER  
EXHIBITION STAND**

Tourism & Film KwaZulu-Natal hosted a networking function that explored the collaboration between tourism and film to promote culture and the creative industries. Attendees learned about the exciting synergies between these sectors and how this partnership is showcasing KwaZulu-Natal's rich cultural heritage. The event highlighted opportunities for individuals and the broader creative community to benefit from this collaboration, fostering connections to drive both industries forward. It was a valuable occasion for professionals to exchange ideas and explore the future potential of combining tourism and film to elevate local stories.



## PARAMOUNT AFRICA NETWORKING MIXER

**TUESDAY, 3 SEPTEMBER  
ROOF TOP ON BREE**

Paramount Africa hosted an exclusive networking mixer during FAME Week Africa, offering attendees the opportunity to explore the latest additions to their show slate and hear about exciting new development. Industry professionals gathered for an evening of meaningful connections, insightful conversations, and collaboration in a vibrant, relaxed atmosphere. Attendees enjoyed great company, refreshments, and the chance to expand their networks while gaining valuable insights into Paramount Africa's future content offerings.



## eMEDIA FAME PARTY

**TUESDAY, 3 SEPTEMBER  
CABO BEACH CLUB**

The eMEDIA FAME Party has already become a cherished highlight of FAME Week Africa, offering the perfect conclusion to an extraordinary day. African creatives gathered for an unforgettable night of music beneath the vast African sky, featuring a lineup of sensational performers. The event was pure magic, where music and creativity seamlessly merged to create a truly memorable experience. The eMedia FAME Party left lasting impressions, fostering connections through the power of music and artistry. It was a night filled with energy, celebration, and inspiration, making it an unforgettable moment for all who attended.







## INCLUSIVE LENS AWARDS

**TUESDAY, 3 SEPTEMBER**  
**MIP AFRICA THEATRE 1**



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, powered by Urban Brew Studios, 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.

[CLICK HERE TO SEE THE WINNERS.](#)



## AFRICAN FASHION FORUM FILM AWARDS

**TUESDAY, 3 SEPTEMBER**  
**AFF THEATRE**

The African Fashion Film Awards celebrated the dynamic fusion of film and fashion in Cape Town, a global fashion hub. The event honoured exceptional creativity and collaboration, highlighting the power of visual storytelling within the fashion industry. Categories included Best Fashion Film, which recognised outstanding creativity and narrative in fashion-related films, Best Major Brand Production, celebrating impactful brand-driven productions, Best Fashion Design Colab, highlighting collaborations between filmmakers and fashion designers, and Best Music in a Fashion Video, acknowledging the synergy between music and visuals.

[CLICK HERE TO SEE THE WINNERS.](#)



## STAND AWARDS

**TUESDAY, 3 SEPTEMBER**  
**CTICC 2**

In 2024, we proudly introduced the Stand Awards to recognise the exceptional creativity, innovation, and effort that exhibitors bring to their displays at FAME Week Africa. As a platform that celebrates the cultural and creative industries, FAME Week Africa has always featured visually captivating stands that showcase the talent and artistry within the industry. This year, we wanted to formally acknowledge those exhibitors who truly went above and beyond to create immersive, striking experiences for attendees. These awards not only celebrate the hard work and dedication of our exhibitors but also aim to inspire others to push the boundaries of creativity in future editions. By introducing the Stand Awards, we hope to enhance the visual impact and overall experience of FAME Week Africa.



## THE AFRICAN WOMEN IN ENTERTAINMENT BREAKFAST

**WEDNESDAY, 4 SEPTEMBER**  
**CTICC 2**



The African Women in Entertainment Breakfast, presented by **EarCandy** and powered by **CTICC** and supported by **Anakle Films** and **Primedia Studios**, is a standout event at FAME Week Africa, offering an essential platform for women from across the continent and around the globe to connect, inspire, and uplift one another. This empowering breakfast fosters collaboration, mentorship, and professional growth, creating a space where women can share experiences and ignite change.

This year's guests were treated to a powerful discussion featuring **Rorisang Thandekiso**, the groundbreaking presenter of *Wheel of Fortune South Africa*, the first female to ever anchor the global franchise, and **Leslie Kasumba**, a leading Ugandan media personality and Head of Channel O Africa. The event was further elevated by an inspiring keynote from **Anele Mdoda**, celebrated South African television presenter, radio personality, and businesswoman.

The African Women in Entertainment Breakfast is truly a highlight of FAME Week Africa, celebrating the strength, creativity, and leadership of women in the entertainment industry.



## GAUTENG FILM COMMISSION + CLOSING MIXER

**WEDNESDAY, 4 SEPTEMBER**  
**EXHIBITION STAND**

The **Gauteng Film Commission** hosted an engaging networking event where attendees learned about the GFC's offerings and how they could support their creative journeys. This special function also celebrated three days of career-defining conversations at MIP Africa, providing a perfect conclusion to the third edition of this dynamic content market. It was an opportunity for creatives to connect, reflect, and explore the many ways the GFC could help shape and elevate their projects, marking the end of a successful and impactful event.



## LOCATION + STUDIO TOUR

**THURSDAY, 5 SEPTEMBER**  
**VARIOUS SITES IN CAPE TOWN**

Visitors had the opportunity to experience the vibrant heart of South African creativity with **Wesgro's** Location and Studio Tour in Cape Town. They dove into the world of film and television, exploring iconic shooting locations, from the breathtaking Table Mountain backdrop to historic streets that have graced the silver screen. They witnessed the magic of film production firsthand by visiting state-of-the-art studios where blockbuster movies and acclaimed series came to life. Led by knowledgeable guides, this immersive tour offered a behind-the-scenes look at the film industry's dynamic hub in the Mother City, showcasing its rich history and promising future. It was an unforgettable opportunity to discover Cape Town's cinematic charm.



# 04 - 07 SEP 2024 | THE LABIA THEATRE

## 2024 THEMES

### DRIFTING

Welcome to 'drifting', a collection of short films delving into human aimlessness and fleeting connections. Characters wander through transient lives, evoking contemplation and juxtaposing the emptiness of drifting with the occasional glimpses of purpose and connection.

### LOVE STORIES

Welcome to 'Love Stories,' a collection of short FILMS that captures the essence of love in its many forms. These shorts delve into the complexities and beauty of human connections, providing a cinematic journey that celebrates the transformative power of love.

### GROWING PAINS

Welcome to 'Growing Pains,' a collection of short films that delves into the raw and transformative experiences of growth and change. Each narrative captures the poignant moments of struggle and self-discovery that define our journey from innocence to maturity.

### PAST ECHOES

Welcome to 'Past Echoes,' a collection of film shorts that delve into the resonating impact of history on contemporary lives. Each film captures the subtle reverberations of past events, traditions, and memories, showcasing how they shape and influence the present.

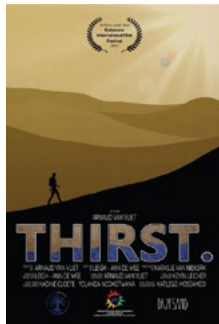
## WINNING SHORT FILMS



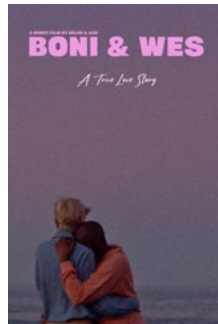
**DOCUMENTARY  
SHORT**



**NARRATIVE  
SHORT FILM**



**ANIMATED  
SHORT FILM**



**LGBTQ+ SHORT  
FILM**

**32  
FILMS FROM**

**13  
COUNTRIES**

**25  
AFRICAN**

**7  
DIASPORA**

-  Algeria
-  Belgium
-  Cameroon
-  Egypt
-  France
-  French Guiana
-  Ghana
-  Haiti
-  Kenya
-  Nigeria
-  South Africa
-  United Kingdom
-  United States

## SUNÉ ROSSOUW'S CREATIVE VISION FOR THE FAME SHORTS FILM FESTIVAL POSTER

The FAME Shorts Film Festival's mascot and poster icon is the African Penguin, drawing attention to the urgent plight of the species. With the population plummeting to fewer than 10,000 breeding individuals, an announcement in October revealed that the African Penguin has been added to Critically Endangered list.

For the 2024 edition, the festival teamed up with Yes!Definitely, a bottled-water company renowned for its collaborations with illustrators, to create the 2024 poster. Cape Town-based illustrator Suné Rossouw's winning design, featuring a penguin on a sea adventure capturing everything on film, symbolises companionship and collaboration. Her vibrant and enchanting poster captures the festival's spirit and graced Yes!Definitely water bottles, with all proceeds from sales, along with ticket sales, benefiting the Southern African Foundation for the Conservation of Coastal Birds (SANCCOB).

Suné aimed to encapsulate the festival's spirit and objectives by creating a vibrant scene of two penguins on an underwater adventure, symbolising creativity, collaboration, and discovery. Her work emphasises the festival's themes of teamwork and storytelling, inviting viewers to explore cinematic wonders.





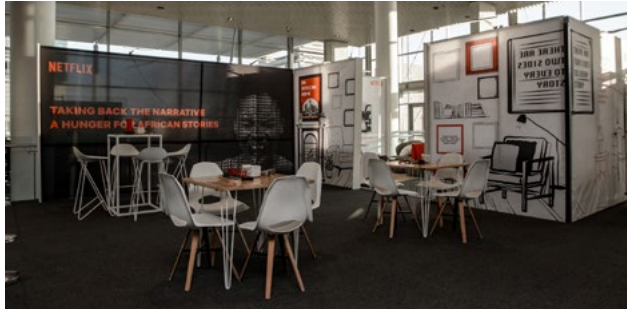
## AFRICAN FASHION FORUM SHOWROOM

In support of the African Fashion Forum, FAME Week Africa hosted a pop-up boutique featuring designers selected for their outstanding work, perfect for starring roles in TV shows, films, or music videos.



## CAPE TALK STUDIO

Cape Talk set up a dedicated FAME Week Africa Studio, allowing attendees to connect with presenters, fostering a deeper understanding of Cape Talk's programming and creating memorable interactions.



## NETFLIX COFFEE CAFÉ

The Netflix Coffee Café, buzzing with excitement and a dash of Tudum magic, was the go-to spot for caffeine, ensuring attendees kicked off their career-shaping day with all the energy they needed!



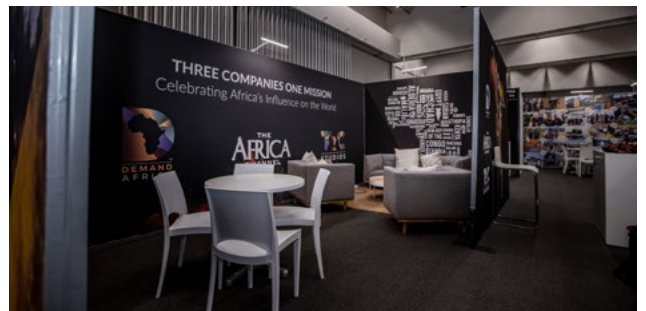
## NTVF PRODUCERS' HUB

The NTVF Producers' Hub was the ultimate gathering spot for producers, providing a central space for networking, collaboration, and sparking new ideas in the heart of the creative community.



## PRIMEDIA STUDIOS CAFÉ

The Primedia Studios Café delivered a top-notch culinary experience, featuring a menu by award-winning chef Katlego Mlambo, while attendees admired the stunning Primedia Star, proudly hanging above the vibrant café.



## THE AFRICAN CHANNEL INNOVATION LOUNGE

The African Channel Innovation Lounge provided a sanctuary for buyers, media, speakers, and VIPs, offering a break from the bustling energy of the show floor.



## THE BRAIN BOX

The Brain Box Theatre was a hub of innovation, offering interactive workshops, masterclasses, and creativity. Attendees unleashed their potential and transformed their visions into reality in this dynamic space!



## YOLANDA OKEREKE SHOWCASE

Renowned costume designer, Yolanda Okereke, debuted her first costume display at FAME Week Africa in 2023. This year, we went even bigger. Yolanda serves as the Fashion Principal on Showmax's "Style Magnet", now streaming.



# SHOW FLOOR HIGHLIGHTS | STAND AWARDS



**BEST STAND**  
Primedia Studios



**MOST INNOVATIVE STAND**  
MultiChoice



**MOST EXPERIENTIAL STAND**  
City of Cape Town/Film Cape Town



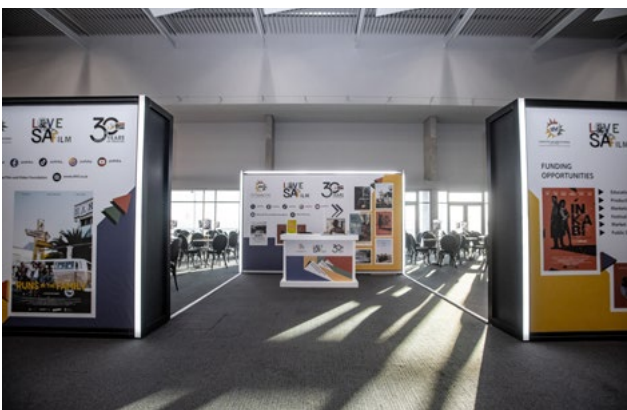
**MOST RESPONSIBLE STAND**  
eMedia



**BEST STAND FEATURE**  
Primedia Studios Cafe Star



**BEST STAND FEATURE**  
Bluewater



**BEST STAND TO DO BUSINESS**  
NFVF Producers' Hub



**BEST STAND PERSONNEL**  
Lawyers For The Arts South Africa



# MEET OUR 2024 EVENT PARTNERS

## HOST CITY



## COUNTRY OF HONOUR: NIGERIA



## SUPER SPONSOR



## EDUCATION PARTNER



## LEGAL PARTNER



## MIP AFRICA PLATINUM PARTNER



## MIP AFRICA GOLD PARTNER



## MIP AFRICA SILVER PARTNER



## PRODUCERS' HUB



## INCLUSIVE LENS AWARDS PARTNER



## AFRICAN FASHION FORUM PARTNERS



## WOMEN IN ENTERTAINMENT BREAKFAST



## PRODUCERS' BREAKFAST



## eMEDIA FAME NIGHT



## NETWORKING FUNCTIONS



## FILM FESTIVAL PARTNERS



## VENUE PARTNERS



## EVENT PARTNERS



## MEDIA PARTNERS



## ASSOCIATIONS



## CSI PARTNERS

