



# THE INSIDER

YOUR ALL-ACCESS NAVIGATION GUIDE



SPOTLIGHT ON THE  
GOLDEN ERA OF AFRICAN  
STORYTELLING WITH NETFLIX

**fame**  
*week africa*

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CAPE TOWN

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**AFRICAN  
FASHION  
FORUM**  
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# OUR EXHIBITORS

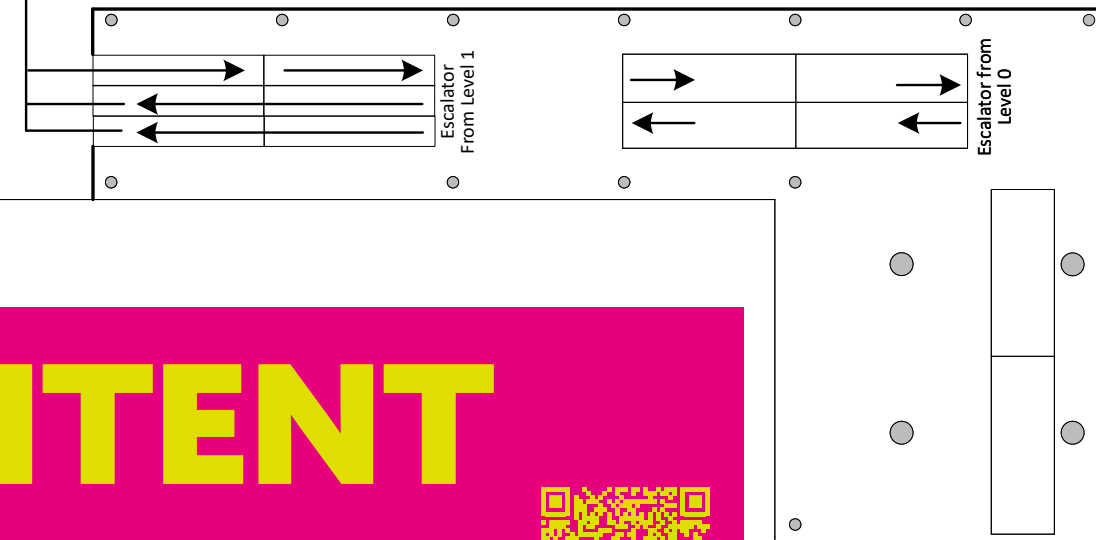
4AM Film Studios	F01b	MarketingnProduction	F01a
AFDA	L08	Media Valley	L05
Africa Creative Agency	MT-E	MediaHub	F11
All3Media International	F12	Mid-Career Productions	F01g
Andani Africa	E12	MIP Markets	A08
Animation South Africa	AP1	MPASA	B05
Arena Holdings	K17	MultiChoice	G01
BB Media	MTC	Namibia Film Commission	E06
Calinos Entertainment	MTD	Narativ Media	A07
China Huace Film & TV Co., Ltd.	K11b	NBC Universal	F7
China Pavilion	K11	NFB (National Film Board)	F01k
Cine Connect	A05	OGM UNIVERSE	E17
Cinekita Cote d'Ivoire	K15	One Life Studios	E09
City of Atlanta - Georgia	K01	OTtera Inc	D11
City of Cape Town	E01	Partners Against Piracy	G28
Cote Ouest a Mediawan Company	F04	Penguin Random House SA	E15
Crew Collective	L16	Peterson Polaris Corp	F01h
Dalino Media	L07	Peyo Company (Smurfs)	F18
DAWN	AP10	Primedia Studios	J04
Deutsche Welle	J16	Ray Content Hub	MT-1b
Documentary Filmmakers Association	L09	Rushlake Media GmbH	E11
Downtown Music Publishing Africa	J02	SAE Institute Africa	D08
Film Cape Town	D20	SAGE- SA Guild of Editors	AP5
Filmmakers Mart	G27	SAMPRA Development Fund NPC	L11
France 24	H27	SASFED	AP6
Gambit Films	F05	Seismic Media	E14
Global Agency	F14	Seriella	E21
Globo	F04a	Simba Creative Inc.	F01i
GMA Network Inc	J03	Something Good Studio	MT-F
Government of Canada	F01	Sony Pictures	G32
Handcuffs Entertainment Inc.	F01d	Special Effects Media	J10
Hello Hair	F01j	Suzhou Pegasus Liangzi Film	K11d
Independent Black Filmmakers Collective	AP3	SWIFT	AP7
IDEACOM INTERNATIONAL INC.	F01e	TelevisaUnivision	E19
iKasi Creative NPC	E10	The Filmone Ltd	L01
Independent Producers Organisation	AP4	The Refinery	F06
Indywood Distribution Network	MT-A	The Rooms Network	D04
INTER MEDYA	E16	TransPerfect International	H32
Jiangsu Broadcasting Corporation	K11a	Urban Brew Studios	J01
Jiangsu Strawbear Film Co., Ltd	K11e	Warner Bros.	F17
Laud Pulse	MT-G	Writers Guild of South Africa	AP9
Lawyers for the Arts South Africa	E04	ZDF Studios GmbH	E05
Mama Dance Music Library	J24	Zee	F10



TELL IT  
BOLD  
TELL IT  
AFRICAN

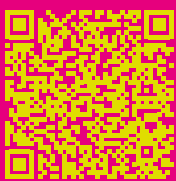
# KINGS OF CON

Move over Kings of Joburg—this September, we're crowning the true rulers: the Kings (and Queens) of Content at FAME Week Africa. Our content programme rules across film, TV, music, and fashion—from high-stakes financing and global distribution strategies to sync licensing, post-production hacks, and future-forward tech like blockchain and AI. Add to that sessions on breaking into global music markets, the future of African fashion storytelling, and the creative collaborations driving culture forward.



# ITENT

SCAN ME TO ACCESS THE CONTENT PROGRAMME



## PITCH ROOM

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# STREAMING NOW ON NETFLIX: SPOTLIGHT ON THE GOLDEN ERA OF AFRICAN STORYTELLING

**A**FRICA HAS A WEALTH OF UNTOLD STORIES, AND NETFLIX is committed to sharing them with local and global audiences. From the bustling streets of Johannesburg to the vibrant city of Lagos, storytelling is an intrinsic part of everyday life across the African continent. For too long, however, the world's perception of Africa was filtered through often inaccurate lenses, however, this is now rapidly changing.

African productions are powerfully reclaiming their own narratives. They are crafting stories in their authentic voices and telling them in their own languages. The exciting bonus? These stories are reaching audiences not only in their own communities and countries but now being streamed across the globe through entertainment services like Netflix, embodying the concept of 'glocal.'

## CULTURE AS CURRENCY

African filmmakers are impressively mastering the 'glocal' approach: creating locally-relevant stories for local audiences, yet with profound global impact. The power of these productions not only lies in their deep roots in culture and language but also skillfully tap into universal themes—love, ambition, identity, injustice, and belonging—that resonate far beyond borders.

Consider the young adult series ***Blood & Water***, set in Cape Town. Its narrative of youth social dynamics could just as easily unfold in São Paulo or Seoul. Similarly, ***Marked***, further demonstrates the global hunger for bold, original African stories. Starring Lerato Mvelase, Bonko Khoza, Natasha Thahane,

Jabulani Mthembu, and Jerry Mofokeng, this series delivers a narrative that is both deeply rooted in its local context and universally resonant in its emotional core.

This 'glocal' approach means African stories no longer require "translation" for the world, they simply need to be true to their origins. Audiences across continents are responding not despite the local flavor, but precisely because of it. This growing slate of stories from across the continent spans genres and formats and includes Nigeria's ***Blood Sisters***, starring Ini Dima-Okojie, Nancy Isime, and Kate Henshaw-Nuttal, and Kenya's ***Country Queen***, featuring Melissa Kiplagat, Melvin Alusa, and Nini Wacera, the pan-Africa reality series, ***Young, Famous and African*** featuring some of Africa's biggest entertainment stars like Diamond Platnumz (Tanzania), Khanyi Mbau (South Africa), Zari Hassan (Uganda), Swanky Jerry (Nigeria) and more has captured audiences' from around the world and showcased the glitz and glam of Africa and exposed more people to various African cultures and sights. Together, these productions are reshaping what African entertainment looks and feels like for both regional and global viewers.

## ▼ **Semi-Soeter (South Africa)**

Power couple Jaci and JP land in a hilarious predicament when a major pitch for a baby brand forces them to fake being perfect parents. As they juggle diaper duty and domestic bliss for the cameras, their picture-perfect lie begins to unravel—putting both their careers and relationship to the ultimate test.







#### **Unseen (South Africa)**

A house cleaner's world unravels when her husband mysteriously disappears, triggering a desperate search that pulls her into the orbit of a feared criminal syndicate. As she digs deeper, long-buried traumas resurface, and the line between victim and aggressor begins to blur. Pushed to her limits by betrayal, fear, and the relentless pursuit of truth, she's forced to take matters into her own hands—setting off a chain of events that will change everything. Survival now demands violence.



#### **Meet The Khumalos (South Africa)**

Created by Jayan Moodley, *Meet The Khumalos* is a heartwarming family film set in KwaZulu-Natal, following the delightful chaos of a modern Zulu family. Packed with love, laughter, and cross-generational quirks, the film builds on the success of Moodley's *Kandasamys* franchise. With its cultural charm and emotional resonance, *Meet The Khumalos* connects deeply with both local viewers and international audiences.

#### **Tuiskoms (South Africa)**

Grief, motherhood, and the search for belonging are universal themes that give *Tuiskoms* strong global appeal. Fleur's journey—shaped by loss and a longing for renewal—resonates deeply across borders. Her return home becomes a quiet yet powerful exploration of healing and rediscovery, showing how love, resilience, and second chances can help us find our way forward, no matter where we come from or what we've lost.







#### **To Kill A Monkey (Nigeria)**

A struggling father is drawn into the high-stakes world of cybercrime, lured by the promise of fast money and a better life. But each decision pulls him deeper into a web of deception and danger, forcing him to confront impossible moral choices as he risks everything to provide for his family—and keep his soul intact.

### **THE LANGUAGE OF HOME**

A powerful element of the streaming shift is the ascendance of indigenous languages in mainstream entertainment. The introduction of subtitles and dubbing features further enhanced this trend with Netflix now offering subtitles and dubbing in over 30 languages, facilitating meaningful cultural translation of stories and making entertainment more accessible. Some of Netflix's biggest global titles like *Squid Game*, *Wednesday*, *Bridgerton*, *Lupin*, *Money Heist* and more can now be enjoyed in a variety of languages. The subtitles also offer viewers the ability to customise the subtitle font for a more personalised experience and features like closed captions and audio descriptions. This option is available across



#### **Marked (South Africa)**

*Marked*, a raw and emotionally-charged six-part thriller follows cash-in-transit security guard, Babalwa, a woman cornered by circumstance, fighting to protect what matters most. As the pressure mounts, the line between right and necessary begins to blur, leaving one haunting question: What happens when survival leaves no room for mercy?



all languages on the platform, and viewers can also customise the subtitle font for a more personalised experience. This feature has been implemented for South African titles such as *Go!*, *Meet the Khumalos*, *Kings of Joburg* Season 2, *Tuiskoms*, and *Unseen* Season 2, all currently available for viewing.

### **BEHIND THE CAMERA, LEADING CULTURE**

Africa's new wave of content is also significantly driven by those working behind the scenes. African writers, directors, producers, and showrunners are increasingly taking on leadership roles, telling stories from within their own communities.

Among the impactful voices is Jayan Moodley, whose work illuminates an often-overlooked part of the African story, that of the Indian community in South Africa. This community, as integral to the African cultural fabric as any other, brings its unique histories and heart to the screen. With her Netflix directorial debut, *Kandasamys: The Wedding* (starring Jailoshini Naidoo, Maeshni Naicker, and Madhushan Singh), Moodley delivered a story that resonated with many, layered with love and the beautiful chaos of family. The first film in the franchise, *Keeping Up With the Kandasamys*, transcended cultures and backgrounds, becoming the highest-grossing South African



#### **Young, Famous & African (Pan-Africa)**

Glamour, fame, and friendship collide in *Young, Famous & African*. Featuring stars from across the continent, this stylish reality series celebrates African pop culture and personality—bringing the vibrancy of modern Africa to international audiences.



film in 2017 and has since led to a spin-off, *Meet The Khumalos*, a family-focused film created by Moodley that launched on Netflix in the first quarter of 2025 and was also a visual love letter to the beauty of Kwa-Zulu Natal.

### **A NEW GENERATION IS WATCHING AND CREATING**

Streaming is influencing what young Africans believe is possible. Netflix has introduced various training and development initiatives for emerging film and TV professionals. These include the **ScreenCraft Pathway**



**AFRICAN STORIES NO LONGER REQUIRE TRANSLATION FOR THE WORLD – THEY SIMPLY NEED TO BE TRUE TO THEIR ORIGINS.**



***Fatal Seduction* (South Africa)**

A married professor's affair with a younger man ignites passion but unravels a web of betrayal and long-buried secrets, exposing tragic truths hidden by those she trusts most.



programme, an on-the-job training initiative that allows participants to earn a living while gaining practical experience with Netflix-affiliated production companies. Furthermore, Netflix has launched numerous skills-capacity and development programs across various fields, alongside scholarships in collaboration with local institutions. Notable partnerships include over 100 scholarships awarded to students at various South African film schools including AFDA and the Wits School of Arts (WSOA) Film and TV Department, where they also initiated a Digital Creative Equity program providing students with hardware (laptops) and software. Another key programme is *African Folktales, Reimagined*, a partnership with UNESCO, which provided emerging filmmakers with the opportunity to create short films, receive mentorship from experienced filmmakers, and have their work launched on the service.

**MORE STORIES TO BE TOLD**

Africa is home to over a billion people and more than 3,000 languages. There is no single African story, and that is precisely the point. What makes this moment so exciting is that the industry is finally making space for a multitude of perspectives. Audiences are no longer surprised to see African series topping local trending charts. Instead, their question is: "What's next?" More crime thrillers from Africa? More romantic comedies? A political thriller in Tshivenda? A family drama from Lusaka? A generation of storytellers is ready to deliver, and an entire continent is ready to see what's next on Netflix. **N**







a love story?



A NETFLIX SERIES

BEAUTY  
AND THE BESTER

ONLY ON **NETFLIX** | 12 SEPTEMBER