CEO of iROKO to open DISCOP Africa 2012

Basic Lead, the Los Angeles based organisers of DISCOP Africa, the digital content market and co-production forum targeting Africa, taking place from 31 October to 2 November 2012 at the Sandton Convention Centre in Johannesburg, South Africa, have announced Jason Njoku, CEO and co-founder of iROKO, as the opening keynote speaker of the 2012 edition.

Head of the global digital distributor of Nollywood movies and YouTube's partner in Africa, Njoku will present the opening keynote event on 31 October which will focus on the benefits of digital migration.

'The Benefits of Digital Migration'

With digital switchover deadlines fast approaching throughout many African territories, this new, relevant and insightful addition to DISCOP Africa's conference schedule will kick off three days of powerful sessions simultaneously translated in French and English.

Alongside the topical conference programme, the market will also host numerous networking opportunities as well as hundreds of meetings between digital buyers, sellers and producers.

A simple vision for Digital Africa

"I have a very simple vision for digital Africa and the Diaspora: we are setting the content free by streaming it online. For too long, the content was restricted to a local market. We've made it global, for everyone to access," comments Njoku, adding, "The opportunity to open DISCOP Africa will allow me to speak with industry players and discuss the best ways of sharing the incredible content that Africa produces - online and on more traditional platforms."

"Welcoming the founder of the fastest-growing video-centered internet company in Africa to kick start DISCOP Africa 2012 will provide our attendees with a better understanding of the continent's rapidly expanding digital entertainment marketplace, and most importantly, of its potential inside Africa and outside." said Patrick Jucaud-Zuchowicki, general manager of Basic Lead.

He added "This session will also celebrate Africa's dynamic entrepreneurial spirit: Jason Njoku was touted by *Forbes Africa* as one of Africa's young millionaires to watch, and his example is certainly one to follow."

For more, go to www.discopafrica.com.

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