

## DISCOP Africa set for next month

Basic Lead, the organisers of the annual DISCOP Africa television content market and coproduction forum, have announced that over 1 000 non-exhibiting and exhibiting delegates representing 700 companies from 85 countries are expected to take part in the industry gathering dedicated to the production, programming and distribution of multiplatform, television content.



The seventh edition of DISCOP Africa will take place from 31 October to 2 November 2012 at the Sandton Convention Centre in Johannesburg, South Africa, and will feature an exhibition showcasing African and major international suppliers of popular and high-quality film, series, animation, comedy shows, formats, sports content, documentaries, educational programming and thematic channels, as well as distributors of international digital broadcasting and content management solutions providers.

The three day market will welcome content acquisitions and programming executives representing African broadcasters, Pay-TV platforms, mobile networks, broadband-based TV services, airlines and closed-circuit networks.

Over 100 South-African companies and associations are expected to attend the 2012 edition of DISCOP Africa, reinforcing it's relevance as a marketplace for independent television content producers operating in Africa.

### What to expect

A coproduction forum and an eclectic conference program dedicated to regional and international partnerships will provide them with true and efficient opportunities to sell content, initiate partnerships, access valuable information, connect with key players and learn from experts.

"In the not so distant future, one of the main drivers of content business in Africa will be local programming. Inevitably, there will be a shift to regional coproduction and distribution models as non-African content will play a lesser role," says Patrick Jucaud-Zuchowicki, general manager of Basic Lead.

He added, "Independent television content production is already undergoing a huge renaissance as Africa is transitioning from massive importer of content to producer of content that is far more locally relevant, outpacing in the process the traditional production formulas that the rest of the world falls back on so much".

## **A chance to promote original TV formats**

A new pitching competition, 'Formats From Africa', will also be launched during this years' event, to promote original TV formats created in Africa, which can begin as local successes and end up as international hits.

Independent TV formats producers taking part in DISCOP Africa will be offered the possibility to forward original submissions that have local, regional and international appeal. Ten shortlisted candidates will be invited to pitch their formats live in front of a judging panel of international programming executives and format commissioners. Three winners will be offered funds and expert guidance to develop a pilot

## **"Made in Africa"**

In partnership with Gauteng Conventions and Events Bureau, special efforts will also be deployed to attract South, North American and European television content acquisitions executives interested in the increasing range of good quality content and formats created in Africa. This initiative is driven by recent TV consumption trends which indicate that a growing number of television operators around the world are acquiring programming "Made in Africa".

Nonnie Kubeka, marketing manager at Gauteng Conventions and Events Bureau added, "We are very pleased to support DISCOP Africa in encouraging international TV content buyers to seek out African programming for their own networks. Our mission is to cultivate and facilitate an environment that allows Africa's film and television industries to play a meaningful role in the socio-economic development of the Gauteng region".

For more, go to [www.discopafrika.com](http://www.discopafrika.com).

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