

'European Pavilion' set for DISCOP Africa 2012

Basic Lead, organisers of the DISCOP regional television content markets, announced today that it will subsidise and set-up a "European Pavilion" during [DISCOP Africa](#) 2012, taking place at the Sandton Convention Center in Johannesburg, South Africa, from 31 October to 2 November 2012.



With the aim of helping independent European companies looking to export content to the African market, the pavilion will group a contingent of European content distributors and producers under a large umbrella stand. Eligible companies attending DISCOP Africa under the "European Pavilion" will be provided with low-cost, all inclusive, affordable participating packages that will include the preliminary organisation of meetings with qualified content buyers alongside access to individual screening stations and meeting points.

"Many of our clients in Europe will be affected by the current Euro crisis, especially those relying on government assistance to attend markets such as DISCOP AFRICA." comments Patrick Jucaud, general manager of Basic Lead, "We see it as our duty, in these difficult times, to enable these companies to maximize the potential of their content in the global marketplace. By establishing the European Pavilion, independent attendees will be able to reach the rapidly expanding African market in the most economic and efficient way possible."

Participants expected to take part in DISCOP Africa 2012 include international suppliers of finished content, TV formats adaptation rights, live events and thematic cable channels, many from Africa, and significant free and pay-TV operators, mobile networks and alternative content distribution platforms operating in 55 African countries.

Confirmed DISCOP Africa 2012 participants already include Telemundo, M-Net Sales, Cote Ouest, Trend TV, TV Azteca, Televisa Internacional, Venevision, Latin Media Corp, Modern African Productions, Wananchi Programming, Mondo TV, Zhejiang Huace Film, Kenyan Film Commission, Daar Communiations, Multimesh, Fox International Channels, Viasat and Caracol Television.

For more, go to www.discop.com

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