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Discop Launches Discopro

Producers attending Discop Africa and Discop Istanbul will be invited to take part in a pitching, matchmaking and training agenda codenamed Discopro, designed to foster relations across and with Africa and Eurasia.

 By ttvnews

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Patrick Jucaud, GM of Discop.

The Los Angeles and Johannesburg-based Discop Organization today announced a major new initiative to help TV content creators explore coproduction and fundraising opportunities, showcase their projects and develop practical skills.

Producers attending the organization's two flagship industry events, Discop Africa and Discop Istanbul, will be invited to take part in a pitching, matchmaking and training agenda codenamed Discopro, designed to foster relations across and with Africa and Eurasia.

"This initiative is sure to be a must-attend event for international producers, delivering deals, business connections and tailored solutions." says Azania Muendane, Discopro's community manager, and adds, "The program will be launched at the next DISCOP Africa in Johannesburg and close to 200 producers with the desire to develop and co-produce TV content made in Africa will take part in the inaugural edition."

The forthcoming Discopro program, taking place at Discop Africa from 6th to 8th November 2013,

will include three thematic pitching competitions rewarding TV shows created in Africa and dedicated meeting sessions between producers, commissioning editors and investors. A vibrant conference agenda will also feature, developed in partnership with Africa's most active production communities, mixing inspiring discussions, thematic sessions and training tracks.

Guest speakers will include Richard Bell, CEO of Wananchi Group and Zuku TV, Brett St. Clair, Head of New Products Sub Sahara for Google / YouTube and Jason Njoku, CEO of iROKO Partners, the operators of the iROKOTv online platform, labeled the Netflix of Africa.

The Discopro program is presented with the support of Wananchi Group, East Africa's leading home entertainment operator and the second largest Pay-TV operator in Africa. Wananchi Group operates the leading cable and satellite platform Zuku TV, which broadcasts more than 100 channels to audiences in East Africa.

Richard Bell adds, "Zuku believes in partnership, and we have experience of how coproduction partnerships can create high-quality, high-value programming. Discopro creates a unique environment for producers and broadcasters to find collaborators, across national and international borders, and even across industries. We are proud to support it and wish the participants success."

