

# Discop Africa Closes its Doors

Friday, November 8th marked the end of this annual event, which leaves behind a busy market and pleased attendees, proving Africa is a growing region with plenty of opportunities to explore.

By ALEJANDRO SÁNCHEZ, from Johannesburg, South Africa. -

The final day of the sixth annual Discop Africa was as busy as the first two, with plenty of attendants roaming the hallways at the Sandton Convention Centre, in Johannesburg, South Africa.

The tradeshow, which took place from November 6th through the 8th, gathered 1,500 executives from more than 70 countries.

Discop Africa 2013 was overall a positive market, according to statements from pleased attendants who spoke to tvv at the event in between business meetings and conferences.

The market welcomed distributors, acquisition executives, broadcasters, pay TV and online platforms, all from Africa, who joined delegations and executives from Asia, Europe, North America and Latin America.

The growing number of digital platforms was noted by attendees as windows for foreign content, especially from Latin America, represented at the event by several top companies.

Latin executives in Johannesburg highlighted the potential they see in the African market to distribute their content, mainly telenovelas, series, entertainment formats and documentaries; the most demanded genres at the event.

The event also featured pavilions and delegations such as TV France International (France), PACT (UK), Korean Internet & Security Agency and the Ministry of Science, ICT and Future Planning (South Korea), among others.

Conferences, panels and other activities included in the event's agenda allowed guests to take an in-depth look at the African market, especially Nigeria, named "Country of Honor" in

celebration of Nollywood's 20th anniversary.

The country hosted a gala dinner -organized by Discop Africa and Canal+- to showcase Nigeria as a production hub full of talented directors, producers and other professionals.

Through its Discopro initiative, coproduction relations across, with and between world regions covered by Discop trade-shows in Africa and Eurasia were also promoted, as well as potential deals between Africa and France, or Africa and Latin America.

"There's never been a better time to approach the future of content business in Africa with confidence," said Patrick Jucaud-Zuchowicki, General Manager of the Discop Organization and organizer of this annual event which launched in 2008 and is now Africa's most highly regarded television and online content industry gathering.