

# TodoTV News

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## Africa Rising

Sold out months before its start, the 2013 Discop Africa promises to be the region's go-to market to find the movers and shakers of African TV. Patrick Jucaud, GM of the organization shares his goals and expectations upcoming event.

From November 6 through the 8th, more than 2000 delegates from 70+ countries will gather at the Sandton Convention Center in Johannesburg for the 8th Discop Africa. As he prepares to promote African content and professionals worldwide, Patrick Jucaud-Zuchowicki shares details on this year's event and explains the reasons behind Africa's notable growth.

**What are your main goals and expectations for this year's Discop Africa?** I want everyone to realize that Africa is the fastest-growing television market in the world. This is my goal. We feel the number one factor that will allow further development of Africa's television marketplace is to have more content made in Africa. That's the number one factor. So what we decided to do was to find a way to welcome independent producers in a way that they feel they are part of the entire picture, so they don't see the market as being just about big buyers and shows, but realizing there are also producers with projects looking for money. And they'll be welcome because it is important for us to have as much product produced in Africa as possible.

**What are the main events of this year's agenda?** The main event for us is Discopro, a program specifically aimed at independent producers. Within the program we will have a pitching competition, conference sessions and matchmaking sessions. It's meant for African producers to present their projects, meet with investors and people interested in partnering with projects created in Africa.

We have close to 200 producers from Africa coming to the event. This is the very first time such a platform will allow so many producers with their projects under one roof. So this year will be a very important edition.

This year Discop Africa is also introducing a new initiative called "Guest Country," and the first to receive this distinction is Nigeria. We chose this

region because this year marks the 20th anniversary of the Nollywood industry. This industry is a very important one, especially in Africa. We wanted to highlight what has been achieved, how big the Nigerian market is already and how much it will grow in the future. Many stars from Africa and Nigeria are coming to a gala dinner party honoring 20 years of Nigerian cinema.

**How has the market evolved over the years?** We've been organizing Discop Africa for eight years now and got a front row seat to see how the market's changed. We saw how difficult it was just three years ago to sell content, to find programming strategies. Now we see it's much easier for our clients to access TV stations, the pay TV networks and other content distribution platforms that are looking for content.

There's never been a better time to approach the future of content business in Africa in confidence. We want attendees to know there is business to be made. We're no longer in the exploratory phase. It's business now, it's finished. Business is available; I talk to my clients and see their numbers, and their numbers are going up.