

SCREENAFRICA™

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Basic Lead, organisers of DISCOP Africa announced record participation for the spring edition of its television content industry gathering, which wrapped 2 June 2016 in Abidjan, Ivory Coast.

A record number of 1142 delegates from 534 companies attended a bustling three day market, conference, pitching and screening programme. Included were 121 international programming suppliers, 183 independent producers, and 221 content and adaptation rights buyers, all driving French-speaking West Africa's rapidly growing multi-platform, multi-screen content production and distribution industries.

As DISCOP founder and director Patrick Zuchowicki Jucaud explained, "This is almost double the number of participants at last year's event, arriving from 63 countries versus 52 in 2015." He added, "Francophone Africa is rapidly establishing itself as one of the last remaining potentially lucrative television marketplaces, one that is bound by a common language, the same currency and similar cultural backgrounds, and with local economies expected to grow by an average of six percent between now and 2020."

The 2016 event was also marked by the first edition of The Television Summit, an initiative launched by Ivory Coast minister of communications, Affoussiata Bamba, to discuss strategies to shape and build a sustainable, regulated and self-sufficient content production and a distribution environment that could service nearly 300-million strong Francophone Africa.

Ivory Coast prime minister Daniel Kablan Duncan, as well as other key government leaders, regulating bodies, trade associations and senior corporate executives from Senegal, Burkina Faso, Guinea, Gabon, Mali and Togo, took part in The Television Summit.

Further highlights included a gala dinner hosted by Ivory Coast's ministry of communications honoring Turkey; a pitching competition featuring TV series, formats, animation, documentary and web projects; a training component designed to help independent producers navigate the contours of content development and funding; numerous presentations and cocktail parties; as well as Meet Your Stars, a promotional programme raising the level of interest for upcoming shows amongst strategic industry influences.

Eight years after hosting its inaugural edition, DISCOP Africa has grown into a twice-yearly industry gathering, with the next edition scheduled to take place in Johannesburg, South Africa, from 2 to 4 November this year.

For more information visit the DISCOP Africa website.

