



CONFERENCE PROGRAMME



BROADCAST FILM & MUSIC AFRICA

Including the Africa Media Business Exchange



Held in partnership with



Conference & Exhibition
Kenyatta International Conference Centre, Nairobi, Kenya
26-27 June 2013

**Africa's Leading Business & Technology Event
for Creative Content & Digital Media**

An AITEC Africa Event





PLATINUM SPONSORS			
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SUPPORTING ORGANISATIONS

 Digital Age Institute	 Association of Animation Artists KENYA	 Advancing Technology for Humanity	 MUSIC COPYRIGHT SOCIETY OF KENYA
 SACIA	 Africa Information & Communication Technologies Alliance	 VCA	 A24 MEDIA AFRICA'S VOICE
 Community Radio Association of Kenya "Every voice counts"	 ami African Media Initiative	 LOLA KENYA SCREEN	 KENYA FILM & TELEVISION PROFESSIONAL ASSOCIATION

MEDIA PARTNERS

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 artmatters flaunting arts & culture in Eastern Africa http://www.artmatters.info	 Kenyan Features - Global Audience	 nairobi's urban perspective	 Bloggers Association of Kenya

PARTNER EVENTS

 DISCOP AFRICA 2013 EDITION	 ZANZIBAR INTERNATIONAL FILM FESTIVAL
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Two days of intensive education, networking and business for the continent's booming electronic media industry.

Vision and Highlights

- Over 700 participants in 2012 – One of the largest annual gatherings of broadcast, film, music, other electronic media and content creation and distribution professionals in sub-Saharan Africa.
- Regional and international industry experts' latest insights.
- Distributing content to new channels, supporting co-production.
- A platform to develop digital multi-play strategies for Africa.
- Leading business and technology ideas to serve the creative content and electronic media industry through an integrated educational and marketing platform.
- This fourth edition will empower audiovisual/broadcast players with the knowledge and business contacts they need to build Africa's media future.
- A unique opportunity for the media and entertainment industries to connect with telecom service providers, as well as research, regulation and policy-making leaders.

Special Features at BFMA 2013

- The BFMA Exhibition of leading local and international suppliers of equipment and service providers to the film, broadcast and music industries.
- **The Kenya Film-Makers Pavilion**, under the auspices of the Kenya Film Commission, to showcase 28 film start-ups and SMEs.
- **The Training & Education Pavilion**, for universities and other training institutions providing courses for the sector.
- **The Animators Pavilion**, organised in partnership with the Association of Animation Artistes, to showcase 12 animation start-ups.
- **The Africa Media Business Exchange**, organised in partnership with FilmBiz Africa and The Growth Hub, to provide a showcase area for 34 creative content start-ups to showcase their products and business ideas to 20 investment funds and angel investors and their production ideas to commissioning editors.
- **The BFMA Preview Cinema**, to provide viewing opportunities for African film-makers to showcase their features, documentaries and short movies.
- **The BFMA Sound Stage**, which will have **live** performances by new music acts and artists each day of the conference pre-conference, during lunch and each evening.
- **Training Workshops:** Two Workshop Rooms will each have training programmes throughout the conference with local and international experts sharing knowledge and expertise in a series of practical workshops.

To participate in any of these special features, email info@aitecafrica.com

PROGRAMME

Day 1 – 26 June 2013

8.30am	<p>OPENING SESSION SESSION 1 THEATRE 1</p> <p>Setting the Scene</p> <p>MODERATOR Sean Moroney, Chairman, AITEC Africa</p> <p>Welcome address William Ruto, Deputy President, Republic of Kenya (tbc)</p> <p>Taking the region’s film industry to the next level Peter Mutie, CEO, Kenya Film Commission</p> <p>KEYNOTE PRESENTATION State of the market: Where African broadcast and film has come from and where it’s going - Africa's multi-screen future Russell Southwood, CEO, Balancing Act, UK</p> <p>KEYNOTE PRESENTATION New production opportunities in Africa Parminder Vir, Director, PVL Media, UK</p>		
11am	Network & do business		
11.30am	<p>GURU PRESENTATIONS SESSION 2 THEATRE 1</p> <p>Upping production standards</p> <p>MODERATOR Kevan Jones, Executive Director, Southern African Communications industries</p>	<p>GURU PRESENTATIONS SESSION 3 THEATRE 2</p> <p>Achieving diversity in sports content</p> <p>MODERATOR Julian Macharia, Deputy Programs Director – Radio, Royal Media Services, Kenya</p>	<p>PANEL DISCUSSION SESSION 4 THEATRE 3</p> <p>Making better music: Creativity, production & technology</p>




	<p>Association, South Africa</p> <p>Realistic credentials and experience for film production Richard Rollier, Video Producer, Kenya</p> <p>Creative writing: A deep and personal approach Wangui Wambugu, Director, Intrinsic Concepts, Kenya</p> <p>Content creation, format development and co-production ventures Risper Muthamia, Regional Manager, MNet, Kenya</p> <p>Content creation, formats, co-production and distribution in Africa James Kanja, Black Magic Films, Kenya</p>	<p>The impact of live TV on sports Gecheo Auka, GM, SuperSport East Africa, Kenya</p> <p>Changing the game in Africa: Local business, local media, local sport Gary Rathbone, Consulting Director—Africa, Touchskymedia, UK</p> <p>Towards a mature African football economy: Media as a key catalyst Themba Ndlawana, Director, Enter Afrika, UK</p> <p>Diversity in sports coverage for African radio stations Samuel Attah-Mensah, CEO, Omni-Media, Ghana</p>	<p>Should I find a producer or record it myself? What's the next step?</p> <p>Natalie Lukkenaer, Penya Africa</p> <p>Robert Kamanzi, Ingoma Talent Management</p> <p>Steve Kivutia, Ketebul Studios TBD, Kenya Copyright Board</p> <p>Lynn Jeter, Lynn Allan Jeter & Associates Public Relations</p>
1pm	Sound Stage Performances, Network & do business		
2pm	<p>PANEL DISCUSSION SESSION 5 THEATRE 1</p> <p>Audiovisual content creation in Africa: Challenges and opportunities</p> <p>MODERATOR Terryanne Chebet, Business News Anchor, K24TV, Kenya</p> <p>PANELLISTS Pascaline Wangui, Director, Intrinsic Concepts, Kenya</p>	<p>PANEL DISCUSSION SESSION 6 THEATRE 2</p> <p>Improving audiovisual production standards in africa: Innovating in digital media and design, script writing and audiovisual</p>	<p>PANEL DISCUSSION SESSION 7 THEATRE 3</p> <p>Content selection, assessment & audience research</p> <p>MODERATOR Dr Okoth Fred Mudhai, Course Director, Specialist Journalism Postgraduate Programme, University of Coventry, UK</p> <p>PANELLISTS Dr Anastasia Mirzoyants-McKnight, Associate Director</p>



	<p>Olivier Zegna Rata, President, Afrik.tv, Afrik.com, France</p> <p>Toni Mumbi Kamau, On Screen Productions, Kenya</p> <p>Q'damah Walter Lagat, Director/Producer, Qdamah Kip Films, Kenya</p> <p>Ogova Ondego, Managing Trustee & Creative Director, Lola Kenya Screen</p> <p>Peter Greste, East Africa Correspondent, Al Jazeera, Kenya</p>	<p>broadcast training</p> <p>MODERATOR Chiaka Orjiako, Editor, FilmBiz Africa, Kenya</p> <p>LEAD PRESENTATION</p> <p>Ethical business practices and the importance of standards, training and skills development</p> <p>Kevan Jones, Executive Director, Southern African Communications industries Association, South Africa</p> <p>PANELLISTS</p> <p>Nike Awoyinka, Business Development Manager, Marketing, Ravensbourne, UK</p> <p>Rachael Diang'a, Department of Theatre Arts & Film Technology, Kenyatta University, Kenya</p> <p>Ginger Wilson, Co-Producer, Nairobi Half Life, Kenya</p> <p>Munyardzi Dodo, Leader of Creative Team, C Media, Zimbabwe</p> <p>Adrian Zagoritis, Adrianzag, UK</p> <p>Michael Djaba, Producer, iFactory Live, Nigeria</p>	<p>of Research, InterMedia Africa, USA & Kenya</p> <p>Tom Mzungu, Audience Research Manager, Ipsos Synovate Kenya</p> <p>Tim Smyth, Group CEO, TBWA East Africa, Kenya</p>
4pm	Network & do business		
4.30pm	<p>GURU PRESENTATIONS SESSION 8 THEATRE 1 Production &</p>	<p>PANEL DISCUSSION SESSION 9 THEATRE 2 Monetisation of</p>	<p>PANEL DISCUSSION SESSION 10 THEATRE 3 Content production</p>



	<p>distribution innovation</p> <p>MODERATOR Derek Bbanga, Director, Public Image Africa, Kenya</p> <p>Brands creating content that engages viewers Spero Patricios, MD, Launch Factory, South Africa</p> <p>Social media: Is it a double-edged sword among the Kenyan mediated community? Rosemary Nyaole-Kowuor, Senior Lecturer, Communication Department, Daystar University, Kenya</p> <p>Beyond blogging: The African media renaissance Elsie Ng'endo Wambugo, Research Editor, Sauti Project, Kenya</p> <p>The differences between delivering by cable and satellite: What works best in what circumstances and why? Richard Alden, COO, Wananchi/Zuku TV, Kenya</p> <p>Production lessons from down-under Scott Patterson, Director, Slamcam Films, Australia</p>	<p>content & finding new revenue sources</p> <p>MODERATOR Gerald Langiri, Executive Director, Kenya Actors Guild</p> <p>PANELLISTS Agastee Khante, GM, Nation Digital, Kenya Philip Wahome, Producer, Kenya Mark Kaigwa, Partner, Afrinnovator, Kenya George Kimani, Business Development Director, Continental Content Distribution, Kenya</p>	<p>& grassroots participation in community radio</p> <p>Held under the auspices of African Media Initiative</p>  <p>MODERATOR Doreen Rukaria, Executive Director, Community Radio Association of Kenya</p> <p>PANELLISTS Catherine Wanjiku, Assistant Manager, Koch FM, Korogocho, Kenya Musa Lakanet, Reported/Presenter, OI Toilo Le Maa (Voice of the Maasai), Narok, Kenya Joseph Sekiku, Station Manager, Fadeco Radio, Tanzania Beatrice Ndungu, Director, Young Media Foundation</p>
6pm	Time to network, boogie & spot talent		



Day 2 – 27 June 2013

<p>9am</p>	<p>GURU PRESENTATIONS + PANEL DISCUSSION SESSION 11 THEATRE 1</p> <p>The race to DTT in Africa: Seizing the opportunity - Technical & Regulatory</p> <p>MODERATOR Daniel Obam, Communications Radio Technology Expert, National Communications Secretariat, Kenya</p> <p>Public-private partnership and co-operation needed to achieve the digital dividend in a maturing market Dr Bitange Ndemo, Permanent Secretary, Ministry of Information & Communications, Kenya</p> <p>Market trends and forecasts for satellite broadcasting in the digital era Rodney Benn, Regional VP Africa, Eutelsat, South Africa</p> <p>PANELLISTS Annemarie Meijer, Key</p>	<p>PANEL DISCUSSION SESSION 12 THEATRE 2</p> <p>Financing content development in Africa: How to bridge the gap between funding sources and producers</p> <p>MODERATOR Michael Djaba, Producer, iFactory Live, Nigeria</p> <p>PANELLISTS Richard Rollier, Video Producer, Kenya Eddie Douglas Okila, House of Talent, Uganda</p> <p>Njuguna Mwangi, Film Editor & Relationship Marketing Entrepreneur, Kenya</p> <p>Judy Kibinge, Director, East African Documentary Film Fund (DOCUBOX), Kenya</p>	<p>GURU PRESENTATIONS SESSION 13 THEATRE 3</p> <p>Movie distribution</p> <p>MODERATOR Eddie Irura, Editor, Film Kenya Magazine</p> <p>Content distribution in Kenya and the future of documentaries Evans Omolo, Production Manager, Centre of Creativity Productions, Kenya</p> <p>The last mile of content distribution in Africa George Kimani, Business Development Director, Continental Content Distribution, Kenya</p>
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11am	Network & do business		
11.30am	<p>PANEL DISCUSSION SESSION 14 THEATRE 1 The race to DTT in Africa: Seizing the opportunity – Content selection and distribution</p> <p>MODERATOR Meredith Beal, Knight International Journalism Fellow, African Media Initiative, Kenya</p> <p>PANELLISTS Jean Diop, Partner Director, Deloitte, Netherlands/Kenya George Kimani, Business Development Director, Continental Content Distribution, Kenya Guillaume Pierre, Director for Africa, Canal France International Kobi Horin, Marketing Director - International Markets, Tecsys Video Networks, Brazil</p>	<p>GURU PRESENTATION + PANEL DISCUSSION SESSION 15 THEATRE 2 Roundtable discussion on animation development and production</p>  <p>MODERATOR Michael Onyango,</p> <p>LEAD PRESENTATION Animation: A new frontier for African electronic media innovation Vincent Alati, Alati International Marketing, USA</p> <p>PANELLISTS</p>	<p>GURU PRESENTATION + PANEL DISCUSSION SESSION 16 THEATRE 3 Regulation & copyright protection</p> <p>LEAD PRESENTATION Fighting the scourge of piracy: Regulatory and industry initiatives regarding IP, broadcasting rights and licensing and legal framework development; using new technology to block piracy.</p> <p>PANELLISTS Angela Ndambuki, CEO, Performers Rights Society of Kenya Maurice Okoth, CEO, Music Copyright Society of Kenya</p>



		<p>Gatumia Gatumia, Recon-Digital, Kenya</p> <p>Andrew Kaggia, Kenya</p> <p>Anthony Mwangi, Anto Deziens, Kenya</p> <p>Harto Muharto, Kenya Shout Huge Productions, Kenya</p> <p>Ngendo Mukii, Kenya Joseph Thuo Mburu, Nairobi Institute of Technology</p>	<p>June Gachui, GM, Kenya Association of Music Producers</p>
1pm	Network & do business		
2pm	<p>GURU PRESENTATIONS SESSION 17 THEATRE 1 Cable, VOD & mobile distribution</p> <p>Over-The-Top internet TV services: The right moment for a pan-African digital media interactive offer Jean Diop, Partner Director, Deloitte, Netherlands</p> <p>Internet distribution of productions on the web Richard Rollier, Video Producer, Kenya</p> <p>The future of video on demand and cable TV Santos Okottah, MD, Evolve Interactive, Kenya</p>	<p>PANEL DISCUSSION SESSION 18 THEATRE 2 Content buyers: What types of content do they need to acquire right now?</p> <p>PANELLISTS Mike Dearham, Senior VP, Côte Ovest, Mauritius Daniel Furnad, COO & Executive Producer, A24, Kenya George Kimani, Business Development Director, Continental Content Distribution, Kenya</p>	<p>PANEL DISCUSSION SESSION 19 THEATRE 3 New production opportunities in Africa</p> <p>MODERATOR Meredith Beal, Knight International Journalism Fellow, African Media Initiative, Kenya</p> <p>PANELLISTS Dr Isaac Rutenberg, Creative Commons Community, Kenya</p> <p>George Kimani, Business Development Director, Continental Content Distribution, Kenya</p> <p>James Kanja, Black Magic, Kenya</p> <p>Paul Ikhane, CEO, Exodus Entertainment, Nigeria</p>



	<p>Does the future of video production in Africa belong on the web?</p> <p>Martin Khamala, Multimedia Specialist, Mank and Tank, Kenya</p>		<p>Manka Angwafo, Director, Hadithi, Kenya</p> <p>Ruby, r.w.k., Kenya</p> <p>Evans Omollo, Director, Centre of Creativity, Kenya</p>
3.30pm	<p>PANEL DISCUSSION SESSION 20 THEATRE 1</p> <p>Mobile TV in Africa: Where has it been deployed? What type of content? What types of contracts between producers and distributors?</p> <p>MODERATOR Russell Southwood, CEO, Balancing Act, UK</p> <p>LEAD PRESENTATIONS Mobile TV in Africa Olivier Laouchez, Director, Trace TV, France</p> <p>From content producer to distributor: The mobile opportunity from the point of view of the film industry Marie Lora-Mungai, Founder and CEO, Buni TV, Kenya</p> <p>PANELLISTS Olivier Zegna Rata, President, Afrik.tv/Afrik.com, France Eugene Nyagahene, CEO, Tele10, Rwanda</p>	<p>PANEL DISCUSSION SESSION 21 THEATRE 2</p> <p>Making Money From Music: Innovation & the Challenges of Marketing & Distribution</p> <p>What needs to happen to develop a viable music market in East Africa? How can African music makers take advantage of growing global markets?</p> <p>Ernie Singleton, Singleton Entertainment (Former Pres of Urban Music at MCA Records)</p> <p>Gustav Erickson, CEO, Mdundo Music</p> <p>Colin Gayle, Billboard Magazine</p> <p>Edward Sigei, Kenya Copyright Board</p> <p>Tim Rimbui, Ennovator Music</p>	<p>PANEL DISCUSSION SESSION 22 THEATRE 3</p> <p>Making community radio more sustainable</p> <p>Held under the auspices of African Media Initiative</p>  <p>MODERATOR Doreen Rukaria, Executive Director, Community Radio Association of Kenya</p> <p>PANELLISTS Thomas Bwire, News Editor, Pamoja FM, Kibera, Kenya Sam Gummah, CEO, Uganda Radio Network Nick Lenyakopiro, Station Manager, Serian Radio, Samburu, Kenya Josephat Kang'ethe, Station Manager, Kangema FM, Muranga, Kenya</p>

5pm	Conference Summary, Best Stand Awards & Delegate Prize Draw
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TRAINING WORKSHOPS

Day 1 – 26 June 2013

	WORKSHOP ROOM 1	WORKSHOP ROOM 2
11am	<p>Audio level control in TV and radio</p> <p>Marc Judor, Jungher Audio</p> <p>Programme suppliers and broadcasters alike have long been plagued by ‘surprise’ level changes when switching from one source to another. The volume, or loudness, can vary wildly from source to source, wreaking havoc with unattended operation. Significant differences in loudness often exist between television programming and advertisements. For viewers, this is very irritating because it results in a constant need to reach for the remote and adjust the volume. The problem isn’t just confined to commercials – notable loudness differences can also exist in the same program, for example with live sports feeds or during a movie or a talk show.</p>	<p>Cinematography and IP live production from Sony</p> <p>Nigel Thompson, Sales Manager for Africa, Sony Professional Solutions Middle East and Africa, UAE</p> <p>What are the key attributes that a DoP is looking for in a camera whose application is cinematography? In this regard we will look at various resolution specifications, compression techniques and sensor technology amongst others. Then we’ll outline the Sony cameras that are targeting this application and the new technology behind them. Touch screen devices like the iPad and Smartphone have been a “game- changer” for users and operators. Sony has now brought out the first touch screen operated broadcast A/V Switcher, which for existing and new producer/operators this will take their game to a new level. Another topic that will be discussed is IP live production. Some of you may know that the HD-SDI signal format is the mainstay of the broadcast industry, but it has limitations, the principle one being cable run length. But now imagine if you can put a HD-SDI signal onto a LAN, in fact imagine 4 x HD-SDI signals with no loss of quality down one CAT-6 Ethernet cable. This is the job of Sony’s new IP Live Production unit the NXL-IP55.</p>
2pm	<p>Lightning protection – A ‘no-brainer’!</p> <p>Phil Collins, MD, Clyde Broadcast, UK</p>	<p>Cinematography and IP live production from Sony</p> <p>Nigel Thompson, Sales Manager for Africa, Sony</p>

	<p>During thunderstorms, electrical charge passes between cloud masses and the surface of the earth in the form of violent arc discharges which we recognize as lightning. In this brief presentation, Phil Collins of Clyde Broadcast, provides an interesting overview of these problems and presents some methods of significantly reducing the effects of lightning strikes, in particular those via power cables.</p>	<p>Professional Solutions Middle East and Africa, UAE</p>
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Day 2 – 27 June 2013

	WORKSHOP ROOM 1	WORKSHOP ROOM 2
11am	<p>The need for versatility in outside broadcast links Phil Collins, MD, Clyde Broadcast, UK As the world becomes more and more 'media-hungry', the need for broadcasters to send reporters to all corners of the world, and to the most unlikely locations, has never been greater. Sports coverage has never been more popular, and with an increasing number of venues and events to cover, the need for portable, reliable and versatile equipment which can be rapidly deployed in any situation can provide a real headache for broadcasters, particularly when there are simultaneous events requiring coverage at the same time! In this short presentation, Phil Collins of Clyde Broadcast introduces the COMREX ACCESS, a robust, portable, high quality and multi-format device that is affordable to broadcasters of all sizes, probably the most versatile OB link that exists today!</p>	<p>Cinematography and IP live production from Sony Nigel Thompson, Sales Manager for Africa, Sony Professional Solutions Middle East and Africa, UAE</p>
2pm	<p>Making documentaries in Africa Daniel Furnad, COO & Senior Executive Producer, A24 Media, Kenya</p> 	<p>Cinematography and IP live production from Sony Nigel Thompson, Sales Manager for Africa, Sony Professional Solutions Middle East and Africa, UAE</p>



<p>We will examine what subjects make for good documentaries, how to choose them, how to set up the shooting, challenges faced while shooting, post-production hints, pleasing clients and marketing the finished product. The workshop will be interactive so please bring your experiences, ideas and examples of your work.</p>	
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<p>1st Floor New Block Muthaiga Mini Market Limuru Road Nairobi 00619</p>	<p>8 High Street, Croxton Cambridgeshire PE19 6SX, UK</p>

Attendance is free for industry professionals, academics, policy-makers, regulators, researchers, analysts and senior students.
To register as a delegate, log on to www.aitecafrica.com or email info@aitecafrica.com

Contacts



25 years of service to Africa's ICT Community

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