





# CONFERENCE PROGRAMME



## BROADCAST FILM & MUSIC AFRICA

### Conference & Exhibition



Kenyatta International Conference Centre, Nairobi  
27-28 May 2014

An AITEC Africa event	HOST COUNTRY PARTNER
 25 years of service to Africa's ICT Community SINCE 1987	 <i>Film Kenya...Capture Africa!</i>

Two days of intensive education, networking and business for the continent's booming digital media industry.





<p><b>LIVE WEB STREAMING PARTNER</b></p>	<p><b>VIDEO PRODUCTION PARTNER</b></p>	<p><b>CO-PRODUCTION FORUM PARTNER</b></p>	<p><b>AV PARTNER</b></p>	
				
<p><b>BANDWIDTH PARTNER</b></p>	<p><b>RED CARPET PARTNER</b></p>	<p><b>AV &amp; INTERNET PARTNER</b></p>	<p><b>MUSIC PRODUCTION PARTNER</b></p>	
			<p>Roots</p>	
<p><b>GAME PAVILION SPONSOR</b></p>	<p><b>SESSION SPONSOR</b></p>		<p><b>CINEMA PARTNER</b></p>	
				
<p><b>PARTNER EVENTS</b></p>				
	<p>Africa World Documentary Film Festival (AWDFF)</p>			



### SUPPORTING ORGANISATIONS

 <p>Association of Animation Artists KENYA</p>		 <p>Community Radio Association of Kenya "Every voice counts"</p>	 <p>Digital Age Institute</p>
		 <p>Music Copyright Society of Kenya</p>	 <p>growthafrica business success achieved</p>
		 <p>Kenfutures Partners Ltd Investments Consultants</p>	
 <p>Training for life... PUBLIC IMAGE INC</p>			



MEDIA PARTNERS		
		
		
		
		
		
		<b>MEDIA CONSULTANTS</b>
		





## PROGRAMME ADVISORY BOARD



*Daniel Obam, National Communications Secretariat*



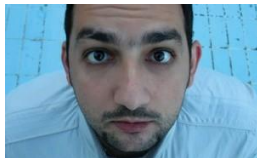
*David Svarrer, CEO, Digital Age Institute*



*Meredith Beal, Music Content Director, AITEC*



*Michael Onyango, Director, Africa Creative Hub & Board Member, Kenya Film Commission*



*Alex Konstantaras, Director, Historia Films, Kenya*



*Mwara Kung'u, Association of Animation Artistes Kenya*



*Q'damah Walter Shaggy, Director, Comedy Central Kenya*



*Isabella Mumbi Maina, Princemedia & Board Member, Kenya National Film Association*



*Mike Strano, Owner, PHAT! Music & Entertainment, Kenya*



*Debbie Asila, Music Copyright Society of Kenya*



*Alfred Muchilwa, Association of Animation Artistes Kenya*

*George Kimani, Business Development Director, Continental Content Distribution Company, Kenya*

## KEY FEATURES

- **BFMA Preview Cinema**
- **BFMA Sound Stage**
- **BFMA Film-makers Pavilion**
- **BFMA Animators Pavilion**
- **African Game Developers Hub**
- **Red-Carpet Photo Opportunity**
- **East-West Africa Co-Production Forum**
- **African Film Investment Forum**
- **Kenya Film Conference, under auspices of Kenya Film Commission**



# CONFERENCE PROGRAMME

## OPENING SESSION

Africa's stars: Headlining the rise of Afriwood

Lupita Nyong'o, Oscar Award Winning Actress, Kenya (TBC)

Lizz Njaga, Actress, Kenya

## LIVE MAIN STAGE INTERVIEW

How can the region's media owners accelerate Afriwood's rising?



Salim Amin conducts a live broadcast interview with Chris Kirubi, Owner and Chairman of Capital FM



Salim Amin CEO of  
Camerapix & Host of  
The Scoop



Chris Kirubi, owner and  
Chairman of Capital FM

## PANEL DISCUSSION

Regulation and Copyright Protection

Sponsored by Côte Ouest Audiovisuel





#### PANELLISTS

**Debby Asila, Head of Marketing, Music Copyright Society of Kenya**  
**Maurice Okoth, CEO, Music Copyright Society of Kenya**  
**Jane Gachui, GM, Kenya Association of Music Producers**  
**Ms Helen Koki, Deputy Chief legal Counsel, Kenya Copyright Board**  
**Elizabeth Oyange, Kenya Lead, Creative Commons Project, Wales University**  
**Angela Ndambuki, CEO, Performers Rights Society of Kenya**  
**Bernard Azria, CEO, Côte Ouest Audiovisuel, Côte d'Ivoire**

## FILM INVESTMENT FORUM

### Investing in the rise of Afriwood

#### MODERATOR

**Charles Asiba, Director, African Documentary Film Festival**

Mainstreaming film financing in Africa: Rethinking the business model

**Nelson Karanja, Director, Distance & E-Learning Programmes & Acting Principal, Nairobi Campus, St Paul's University, Kenya**

Rather than being prescriptive, this presentation seeks to generate debate on the best way to mainstream film financing in Africa. Africa's film industry is taking shape at a time when America and other global film industry leaders are grappling with their business models amidst market turbulence/inefficiency occasioned by unstructured and fast evolving technological production and distribution platforms.

Understanding the audience for effective content production and Film-making

**Mark Kaiyare, Founder, Evolve Entertainment, Kenya**

#### PANELLISTS

**Bernard Azria, CEO, Côte Ouest Audiovisuel, Côte d'Ivoire**

## BROADCAST TECHNOLOGY

International formats for Africa: Achieving quality of productions and digital storage for HD and SD productions

**James Kivuitu, Chief Planning Engineer, Kenya Broadcasting Corporation**

## PANEL DISCUSSION

### Gaming: How to develop synergies between gamers, animators and film-makers to build Afriwood

#### LEAD PRESENTATION

**David Svarrer, CEO, Digital Age Institute, Kenya**



PANELLISTS

**Samuel Odeke (a.k.a. NtindaSnyper), Uganda**

**PANEL DISCUSSION**

New Media and its role in the Digital Age: Telling our stories on the digital platform

MODERATOR

**Dr Moses Makayoto, Head, Kirdi Enterprise/Chief Research Scientist, Kenya Industrial Research & Development Institute**

LEAD PRESENTATIONS

The power of digital platforms

**Santos Okottah, CEO, Ona TV, Kenya**

Beyond digital migration

**Tim Smyth, CEO, Flame Tree, Kenya**

Creative content development and advertising that meets users needs

**Beatrice Ndung'u, CEO, SemaRadio TV & Founder, Young Media Foundation, Kenya**

The power of mobile devices in story telling: Filming on your mobile phone

**Daniel D'uwa, Film Director, Wired Media, Kenya**

PANELLISTS

**Njeri Rionge, CEO, Ignite Consulting, Kenya**

**Elizabeth Yonga, Head of Corporate Communications, Safaricom**

**Mark Kaigwa, Principal, Nendo Ventures**

**David Ngila, CEO, Futures Infinite**

**Waithera Kabiru, Digital Marketing Manager, Coca-Cola Central, East & West Africa**

**SCRIPT-WRITING WORKSHOP**

**Janet Van Eeden, Award Winning theatre and Feature Film Script Writer, South Africa (via Skype)**

**MUSIC PRODUCTION**

New tools, new strategies: Creativity, production & technologies





#### PANELLISTS

**Suzanne Gachukia, SubSahara Records**

**Natalie Lukkenaer, Penya Africa**

**Tabu Osusa, Executive Director & Founder, Ketebul Music, Kenya**

### MUSIC DISTRIBUTION SESSION

## Making money from music: Innovation & the challenges of marketing & distribution

#### LEAD PRESENTATIONS

Music is business

**David Muriithi, CEO, Creative Enterprise Centre, Kenya**

Taking African music to the world

**Trenton Birch, Africa Director, Bridges for Music; Head of Marketing, SAE Institute; Founder, Black Mango Music & Breathe Sunshine African Music Conference, South Africa**

#### PANELLISTS

**Ernie Singleton, Singleton Entertainment, Former President of Urban Music at MCA Records, USA**

**Michael Howard, Soraya**

**Gustav Erickson, Mdundo Music**

**Tim Rimbui, Ennovator Music (Music distribution on the mobile platform)**

**Mike Strano, Owner, PHAT! Music & Entertainment, Kenya**

**Paul Mukoma, CEO, Princecam**

**'Teju Ajani, Content Partnerships, Sub-Saharan Africa, YouTube/Google, Nigeria**

### PANEL DISCUSSION

#### Comedy as power: Using humour to gain clout

Humour has long been a tool to break the ice, to lighten the atmosphere and to connect people. There is also a well-established history of black comedians in Africa and the diaspora leveraging comedy to create lucrative careers and multimillion dollar enterprises. The most notable of these are comedians like Bill Cosby, Eddie Murphy, Whoopi Goldberg, Jamie Foxx, Martin Lawrence, the Wayans, British humorist Lenny Henry and a number of others. This panel discusses the presence of women in comedy, examines successful strategies like the ensemble approach and explores how comedians have made the move from stand up to movies and opportunities.

#### MODERATOR

**Karis ThaEntertainer, Kenya**

#### PANELLISTS

**George Mwangi, Talent Manager, Kenya**

**Michael Williams, Founder, Comedy Act Theatre, USA**

**Lucy Wangui, Actress, Vioja Mahakamani, KBC TV**

**Mary Khavere, Actress, Vitimbi, KBC TV.**

**Dickson Mbugua, Actor, Vioja Mahakamani, KBC TV**

**Thomas Oyolo, Director, Kanyanga Waya Productions, Kenta**



## AFRICA'S DIGITAL MIGRATION JOURNEY

MODERATOR

**Meredith Beal, CEO, Lasting Value, Kenya**

**Message from Adoukarim Soumaila, African Telecommunications Union Secretary-General**

LEAD PRESENTATIONS

**Emeka Mba, Director General, National Broadcasting Commission, Nigeria**

**George Kimani, CEO, Continental Digital Distribution Company, Kenya**

PANELLISTS

**John Levy, Deputy Chief Economist, Federal Communications Commission, USA**

**Communications Commission of Kenya Representative**

**Andrew Kisaka, Tanzania Communications Regulatory Authority (TBC)**

**Media Owners Association of Kenya Representative**

**Joe Njoroge, Digital Decoder Dealers Association, Kenya**

## CONTENT FOR THE NEW BROADCAST ERA

The fortune at the bottom of the pyramid of the African television market

**Craig Kelly, CEO, Africa Media Management/AfricaXP, South Africa**

## MUSIC INDUSTRY MASTERCLASS



### Taking African music to the world

**Trenton Birch, Africa Director, Bridges for Music; Head of Marketing, SAE Institute; & Founder, Black Mango Music & Breathe Sunshine African Music Conference, South Africa**

The African music industry is experiencing phenomenal growth on the ground and is coming under the spotlight on the global stage with more frequency every year. This session will explore the strengths and weaknesses of the industry and analyse what is needed to take the modern African sound truly global. It will explore the challenge of cultural colonisation, Africa's inferiority complex and some of the barriers that the continents music industry is facing. It will also assess what tools are needed to export African music out of the continent.



## PANEL DISCUSSION

### Youth in digital media: What direction to take?

MODERATOR

**Brodie Osome, Media Consultant, Kenya**

## WORKSHOP

### Services for film production and studio installation: Lighting equipment & technologies, systems group & suspension

**Thomas Binsert, Stage Technology Engineer & Senior Lighting Designer Founder of TOWORX and XXLlight & Sales Director Lighting - Africa & Middle East, ARRI, Germany**

## WORKSHOP

### New trends in IP live broadcasting: Using the cellular network without compromising quality

**Awad Mousa, Regional Director, TVU Networks, USA**

## WORKSHOP

### Camera applications: Studio, EFP, ENG, Cinematography

**Hiromichi Tanaka, Assistant Manager - Content Creation Marketing, Sony Professional Solutions ME & Africa, UAE**

What camera makes fit into a certain application category, the key differences using the specifications of the cameras and how overlap is now developing. All this will help you choose the right camera for your application.

## WORKSHOP

### Five key considerations for online distribution

**Teju Ajani, Content Partnerships, Sub-Saharan Africa, YouTube/Google, Nigeria**

- Choosing the right outlets at different stages of the distribution lifecycle
- Leveraging YouTube tools to reduce the effects of piracy
- Know, define (and keep) your rights



## WORKSHOP SCHEDULE

	WORKSHOP ROOM 1	WORKSHOP ROOM 2
<b>Day 1</b>		
11am		<b>Lighting equipment &amp; technologies (Arri)</b>
12pm	<b>Script-writing Workshop</b>	<b>Camera applications (Sony)</b>
3pm	<b>Online distribution (YouTube)</b>	<b>IP live broadcasting (TVU Networks)</b>
4pm		
<b>Day 2</b>		
9am		
11am		<b>IP live broadcasting</b>
12pm		<b>Camera applications (Sony)</b>
3pm		<b>Lighting equipment &amp; technologies (Arri)</b>
4pm		

For videos of BFMA 2013, see:

<http://aitecafrica.com/event/live?id=93> & <http://www.youtube.com/watch?v=G8xT5b88lh4#t=159>

To reserve your free space at BFMA 2014, log on here: <http://www.eventbrite.com/e/broadcast-film-and-music-africa>

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