

BFMA

Broadcast Film & Music Africa



THE DIGITAL EDGE:

EXPLORE • ENCOUNTER • EXCHANGE

Kenya National Theatre | 23-24 November 2016

MUSIC

BROADCAST

FILM

ANIMATION

CONFERENCE

EXHIBITION

INNOVATION

GAMING

Africa's top business and technology
event for digital media and creative content leaders

An AITEC Africa event

aitec 



A PAN AFRICAN CONTENT HOUSE

WE PRODUCE:

SERIES PROGRAMS

Pan African half hour TV shows and short feature stories.

DOCUMENTARIES

Human interest inspiring stories.

CREWING

Professionalism combined with state of the art equipment and facilities for news, events and conference coverage any time, anywhere in Africa. For both video and photography.

FOR CORPORATES AND NGOS

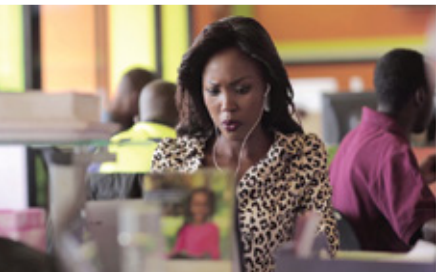
We can film your success stories and help you distribute it to your target audience.

SHORT COURSE MEDIA TRAINING

Experienced personnel to give a practical approach to media.

ARCHIVE CONTENT

Over 10,000 hours and 3 million images of news and events in Africa dating back to the 50's.



+254 737043811 / +254 739404016

info@a24media.com

www.a24media.com



Partners

EVENT ORGANISER



BRONZE SPONSOR



DIGITAL MEDIA PARTNER



VIDEO PRODUCTION PARTNER



AV PARTNER



RED CARPET PARTNER



SOUND PARTNER



TRANSPORT PARTNER



CATERING PARTNER



COPYRIGHT LEGAL ADVISORS



OFFICIAL STAND BUILDER



PARTNER EVENTS



Kenya Scriptwriters Guild



Permanent Presidential Music Commission



Bloggers Association of Kenya



MEDIA PARTNERS





Welcome to BFMA 8



BFMA is Africa's top business and technology event for digital media and creative content leaders. Below is a pick of some of the features you can look forward to:



Conference

Content Production
Marketing & Distribution
Audiences & Advertising



Exhibition

Sponsor Showcases
Industry Pavilions
Launch Pads



Special Features

Music Concerts, BFMA Awards
Big Screen, Networking Party
& so much more...

Let the show beign...

Programme Advisory Board Members



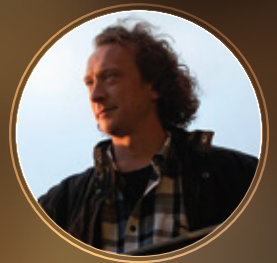
Paul Mukoma,
Founder & CEO,
Princecam Media



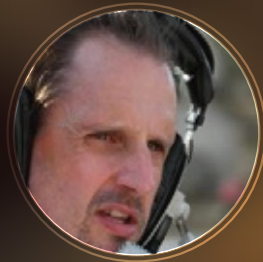
Grace Mungai,
CEO,
Talent Plus



Nick Loder,
CEO,
Deluxe Studios Africa



David Cecil,
Director,
Bad Mambo



Mike Strano,
CEO, PHAT! Music &
Entertainment, Kenya



Jackline Emali,
Kenya Scriptwriters
Guild



Caroline Mulu,
Sales & Marketing,
Kenya Buzz



Santos Okotta,
Founder
EZiki



DAY 1: WEDNESDAY 23 NOVEMBER 2016

10.00am

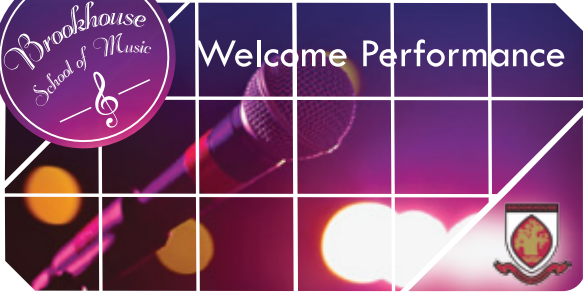
AUDITORIUM
OPENING SESSION

MODERATOR

Sean Moroney, Chairman, AITEC Africa



Welcome Performance



KEYNOTE ADDRESS

Dr Ezekiel Mutua,
CEO,
Kenya Film Classification Board



Kenya Film Classification Board

OPENING PANEL SESSION



A LOOK AT AFRICA'S DYNAMIC MEDIA LANDSCAPE –
CHALLENGES & OPPORTUNITIES

How can industry players adapt and align to thrive in
the new media landscape

Panelists

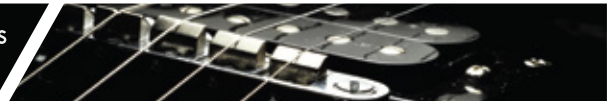
Moderator:
Salim Amin



Ezekiel Mutua, CEO, KFCB
Dr. Donald Otoyoy, Director, PPMC
Richard Rollier
Shamin Allu

1:00pm

BFMA Street Café Music Performances
Acoustic Traditions



2.00pm

SESSION 2 | AUDITORIUM | Panel Session

FUNDING

FUNDING FOR FILM, MUSIC AND
CREATIVE ARTS

How can film makers, musicians and creative
artistes source funding for their projects?

Panelists



Moderator:
Emily Manjeru



Meredith Beal



Juliani



DAY 1: WEDNESDAY 23 NOVEMBER 2016

3.00pm

SESSION 3 | AUDITORIUM MUSIC CONFERENCE

Tapping and Nurturing Talent

Donald Otoy, *Director, PPMC*

David Cecil, *CEO, Bad Mambo*

SESSION 4 | UKUMBI MDOGO COPYRIGHT FORUM



4.00pm

SESSION 5 | AUDITORIUM ADVANCED IP WORKFLOW

Chris Waddington,

Director of Sales EMEA, NewTek

SESSION 6 | UKUMBI MDOGO TAKING AFRICAN ANIMATION TO THE WORLD STAGE

SESSION 7 | DANCE STUDIO HIGH QUALITY LOW BUDGET FILM PRODUCTION

6.00pm

-9.00pm

BFMA STREET CAFÉ

Sound Stage Performances



CMC

Storage Media

The World Leader in OEM
and Private Label Media Manufacturing



DVD-R CPRM
DVD-R
DVD-RW

DVD+R DL
DVD+R
DVD+RW

CD-R
CD-RW

Booth No.A9

CMC Magnetics Corporation

15th. Fl., 53, Ming Chuan W. Rd., Taipei, Taiwan

<http://www.cmcnet.com.tw>

Tel: 886-2-2598-9890 Fax: 886-2-2598-9896



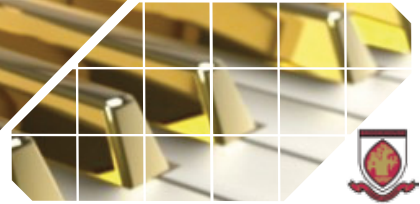
DAY 2: THURSDAY 24 NOVEMBER 2016

10.00am

SESSION 8 | AUDITORIUM



Welcome Performance
Brookhouse School of Music



INTER-ARTS
CO-PRODUCTION FORUM

Panelists



Moderator:
Rosemary Kowuor,
Daystar University

Mike Strano, *Phat! Productions*
Yvonne Mwangi, *Kenya Fashion Industry*
Bernard Kioko, *Bernsoft*
Kenya Actors Guild

11.30am

SESSION 9 | AUDITORIUM
DIGITAL CONTENT
CREATION & MONETISATION
Digital Content and how to
make it pay



SESSION 10 | UKUMBI MDOGO
BROADCAST TECHNOLOGIES
The IP Studio- A Proof of Concept
Benson Nyaga,
Technical Director, *Byce Broadcast
& Technologies (K) Ltd*

SESSION 11 | DANCE STUDIO
SCRIPTWRITING WORKSHOP 1



Kenya
Scriptwriters
Guild

Story concept and theme:
The what and why
Keith Kinambuga

The 4Fs of Character:
Friend, Foe, Flaw, Fear
Mildred Achoch

1:00pm

BFMA Sound Stage
Showcase Performances





DAY 2: THURSDAY 24 NOVEMBER 2016

2.00pm

SESSION 12 | AUDITORIUM



CONTENT PACKAGING & BRANDING

How can content developers create, package and monetize winning content?

Panelists



Moderator:
Kweya Gerry



Maggie Ileri,
CEO,
TIFA Research



Alex Chamwada,
OLX SOMA 2016
Social media Personality
of the year

3.00pm

SESSION 13 | AUDITORIUM

DIGITAL MUSIC

Digital music creation & distribution

Martin Nielsen, CEO, Mdundo
Richard Rollier

SESSION 14 | UKUMBI MDOGO



COMMUNITY MEDIA FORUM

Radio Is Changing:
What is the future of community-based radio in the digital age?

- The state of community-based radio in Kenya, both digital and mainstream
- ICT as Community-based radio: Opportunities and Challenges
- How to effectively leverage digital platforms in community-based radio.

SESSION 15 | DANCE STUDIO



Kenya
Scriptwriters
Guild

SCRIPTWRITING WORKSHOP 2

The Log Line: The magicbullet to scripting and elevator pitch

Cajetan Boy

Formatting: Scripting well to aid pre-production

Jackline Emali

4:15pm

SESSION 16 | AUDITORIUM

VISUAL ENTERTAINMENT:
THE FUTURE IS NOW

The future of TV: Cloud Broadcasting, IPTV, Mobile TV
Santos Okotta - EZiki

SESSION 17 | UKUMBI MDOGO



Bloggers
Association
of Kenya

MONETIZING BLOGS

How to make money through blogs
Kennedy Kachwanya, BAKE

SESSION 18 |

DANCE STUDIO

ROFFEKE FESTIVAL
PREVIEW SCREENING



Screenings and commentaries on local & international rock 'n roll films & music videos

THEMES:

- End poverty in all its forms everywhere
- End hunger, achieve food security & improved nutrition & promote sustainable agriculture
- Ensure healthy lives & promote well-being for all ages
- Achieve gender equality & empower all women & girls

5.30pm |
SESSION 19
AUDITORIUM

BFMA
AWARDS



6pm -9pm

BFMA
SOUNDSTAGE

