

Kenyan focus at 2010 DISCOP Africa

LOS ANGELES / PARIS: The fourth edition of DISCOP Africa concluded late last week in Nairobi, Kenya with distributors reporting strong demand for content in the region notably from existing and future television operators possibly set to take advantage of Kenya's migration towards full digital terrestrial broadcasting.



80 vendors from 25 overseas and seven African countries attended the 2010 DISCOP Africa, an 8% jump in sellers' attendance. Amongst the sub-Saharan African content buyers visiting, 115 of them represented 72 'major' sub-Saharan TV Stations and pay-TV platforms.

Bharti direct-to-home TV services

Companies in attendance included Indian business group Bharti, which recently completed an US\$11 billion acquisition of mobile operator Zain's 42 million East African subscribers and is now looking to identify content suppliers for its future direct-to-home television services.

Additionally, the large turnout of Nigerian companies - 25 in total who arrived in Nairobi to sell and to buy content - highlighted the strategic importance of this country in the sub-Saharan African marketplace.

Key Nigerian TV players

"Close to 120 participants attended our country spotlight on Nigeria," says Ijeoma Onah, who represents DISCOP markets in Nigeria. "For the first time, we were able to bring 95% of Nigeria's key television players to DISCOP Africa."

"I am happy to see that over the last two years our DISCOP Africa attendees have been able to establish solid contacts with Africa's key TV pioneers, who are now in a position to take the continent to the next level of television distribution," commented Patrick Jucaud, general manager of Basic Lead, organisers of the DISCOP markets.

Investment

"Recent initiatives such as the US\$1 billion private equity venture for business investment in Africa set by Bob Geldof, the former Boomtown Rats rocker turned television producer, underlines the importance of the sub-Saharan African region in the global economy and we are delighted that DISCOP markets continue to be at the forefront of this," said Jucaud.

To be held once a year from 2011 on, the next DISCOP Africa will take place from 9-11 February 2011 in Accra, Ghana.