

More than 500 content producers from Africa heading for DISCOP Johannesburg

More than 500 film, television, digital and video gaming content producers from all over Africa will converge at DISCOP Johannesburg for the vibrant three-day market and co-production forum expected to welcome 1,500 plus delegates from 70 countries.



DISCOP Markets.

The organisers of the Johannesburg edition of the DISCOP market have unveiled their plans to welcome this largest ever contingent of independent producers who are driving Africa's dynamic entertainment and media industries.

A bespoke program, combining personalised attention with online technology will help entrepreneurial, Africa-trotting producers access funding and distribution opportunities for their finished content, for works progress, and for projects in development.

In a move to accelerate the development of a sustainable production and distribution ecosystem across Africa and the Middle East, DISCOP markets are held several times a year in strategic regional industry hubs.

Africa and the Middle East are reasserting themselves as the world's most coveted entertainment and media marketplace, one that encompasses 70 countries with a combined population of 1.5 billion. By 2030, thanks to a young population and growing middle classes, all indicators point to positive future development - especially in the entertainment and media sectors.

"DISCOP is increasingly driven by a marked preference for homegrown stories that resonate better with local audiences. Most of these shows are produced by independents for whom it is still very difficult to access business opportunities outside of their home countries," says Patrick Zuchowicki Jucaud, DISCOP Markets founder and general manager.

"After careful consideration, we have decided to reconfigure our markets to better welcome these up-and-coming producers and creators and make their market experience more knowledgeable, more comfortable

more economical – and more rewarding.”

Content from Africa

For the first time, DISCOP Johannesburg will host an online platform for buyers to screen before, during and after the market, over 1,000 plus hours of original content produced in Africa and available for immediate delivery. A special area will be set-up on the exhibiting floor, with ‘On-Demand’ viewing stations open to qualified buyers only. Detailed reporting will then help independent producers in their follow-up efforts.

Screening fees will be built into the cost of each producers’ market badge priced at \$250 per delegate. The cost of the badge also includes personalised matchmaking assistance, full use of the ‘Meetings on Demand’ lounge, access to the ‘Next Gen’ knowledge transfer, development and pitching program, and invitations to all social events.

Then, 150 plus exhibitors representing leading international and regional television and online brands are also expected to take part in DISCOP Johannesburg 2018, alongside Africa’s key broadcasters, pay-tv operators, streaming and mobile platforms.

Online registration for DISCOP Johannesburg will start on Monday, 29 May with an ‘Early Bird’ offer to register before Friday 14 September with a 50% discount.\

Next markets

- **DISCOP Abidjan** - 28-30 May 2018
- **DISCOP Zanzibar** - 11-13 July 2018
- **DISCOP Johannesburg** - 14-16 Nov 2018
- **DISCOP Sharm El Sheikh** - 26-28 Feb 2019

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