

Startimes launches the first African Online Film Festival

StarTimes is launching the first edition of the Pan-African Online Film Festival (PAOFF). The festival will be running via StarTimes ON and it will be a quarterly competition where it will be open to all local professional film and music video producers.



Image source: Gallo/Getty.

The new platform is a fan's voting system for all videos that are qualified for the awards competition, which will include favourite film ranking board, favourite short film ranking board, and favourite MV board.

All videos will be listed in the three boards based on their categories, and rank according to votes from StarTimes ON users. The number one video of each board will win the quarterly Best Film Award, Best Short Film Award and Best MV Award; and producer will get USD 1,500 as prize money.

"It is an online age and local online video contents will be an important pillar of StarTimes ON's content strategy," said Ariel Wang, operation director of StarTimes ON.

She added: "That's why we established the PAOFF awards and we sincerely hope the awards competition will encourage the development of local online video creation and see the rise of African online video industry."