

# DISCOP Africa 2012 reports record breaking attendance

Basic Lead, the organisers of DISCOP Africa, have reported a record breaking attendance for the 7th annual edition of the television content market and co-production forum, which concluded last week in Johannesburg, South Africa.



A total of 1 248 delegates representing 672 companies from 86 countries attended the three-day event. This included 173 exhibiting distributors and 304 broadcasters, Pay-TV platforms, mobile operators, broadband-based TV services, closed-circuit networks and territorial distributors operating in Africa.

"With 2.5 times more participants year-on-year, all of them busy throughout the three-day program, we can conclude that Africa has now become the world's fastest growing digital entertainment marketplace," says Patrick Jucaud-Zuchowicki, general manager of Basic Lead.

He added, "The consensus amongst veteran distributors was that 90% of Africa's key content buyers were at the market and that sales were significantly stronger than ever before."

With 195 independent production and distribution companies also in attendance, DISCOP Africa featured a selection of African created content ever available under one roof, as well as the inaugural edition of the 'Formats From Africa' pitching competition, with Kenyan producers winning the top prizes.

A conference program dedicated to regional and international partnerships provided efficient learning and networking opportunities. The 18-session program ended with a fully-packed conference celebrating the increasing global demand for Film and TV content created in Africa. Plans for the City of Johannesburg to invite programmers, content acquisitions executives and commissioners from outside of Africa to next year's edition were also announced.

DISCOP Africa will take place from 6-8 November 2013, at the Sandton Convention Center in Johannesburg, South Africa.

For more, go to [www.discop.com](http://www.discop.com)

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