

Discop Africa launches Meet Your Stars

Alongside Discop Africa, the pan-African multiplatform television industry gathering being held at Sandton Convention Centre from 4-6 November 2015, is the newly launched 'Meet Your Stars'.



The sidebar event displays new series and shows and runs parallel to the three-day market and coproduction forum. It will enable media buyers, advertisers, brand managers and influential leaders in the industry to hear, in advance of South Africa's next television season, all the information on new and returning hit shows, directly from talent attached to them.

The event is designed to help advertisers, brand managers and media buyers to:

- Learn more about next season's television programs line up,
- Measure the potential level of engagement of TV viewers for each of these shows
- Optimise airtime purchase decisions

- Address questions directly to the stars of the shows

Some of the shows featured are:

- *Isidingo* (SABC 3): Temanyana Sebopedi and Michaela Russell
- *Generations The Legacy* (SABC 1): Connie Ferguson, JT Medupi and Rapulana Seiphemo
- *Hectic Nine-9*: (SABC) Laurian Nortjie, Ayanda Makuzeni, Samora Mangesi and Mbaso Fefe
- *Skeem Skaam* (SABC 1): Clement Maosa, Paulina Mothlatswi and Afrika Tswai
- *Muvhango* (SABC 1): Gabriel Temudzani, Lesley Musina and Cindy Dlathe
- *eXpresso* (SABC 3): Graeme Richards, Leigh-Anne Williams, Katlego Maboe, Elana Afrika-Bredenkamp
- *Afternoon Express* (SABC 3): Bonang Matheba, Bonnie Mbuli, Jeannie D
- *7 de Laan* (SABC 2): Annelisa Wylandt, Anneliza van der Ryst and Pierre van Pletzen
- *Top Billing* (SABC 3): Lorna Maseko
- *Showville*: (SABC 3): Rob van Vuuren and Bontle Modiselle
- *Scandal* (eTV)
- *Rhythm City* (eTV): Hlubi Mboya, Dumisani Mbebe

- *Gold Diggers* (eTV)

"In today's digital multichannel environment, Meet Your Stars will be an opportunity for strategic advertising industry influencers to learn a great deal more about next season's television programmes' line-up and for networks to prove to brands that their shows will engage viewers despite continued audience fragmentation," says Patrick Zuchowicki, GM of Discop Africa.

Meet Your Stars is a global concept that is new to South Africa but it has already secured major support from a host of top brands including VW Motors, Uber, TMTv-SA and Pepsi.

For more, visit: <https://www.bizcommunity.com>