

# NATPE DISCOP

CONTENT DISTRIBUTION, PROGRAMMING AND COPRODUCTION MARKETS FOR GROWING WORLD REGIONS

**AFRICA**



**I-3 September 2010 • HILTON NAIROBI • KENYA**



DISCOP EVENTS TAKE PLACE IN 5-STAR RESORTS

Launched in 2009, **DISCOP AFRICA** is an audiovisual content distribution, programming, and coproduction market, which targets free and pay television services operators from 47 Sub-Saharan African countries.

With almost 400 TV channels, 50 pay-TV platforms, 300 million mobile and 70 million Internet users, serving a population of 700 million people, with 40 million television equipped homes to be expected in the near future, content business in Sub-Saharan Africa has grown at a particularly rapid pace over the last few months.

Though the majority of the Sub-Saharan African households continue to receive analog broadcasts, increasing availability of digital services and equipment contributes to the fast development of this region where many nations have set analog terrestrial switch-off dates by the end of year 2015.

This is why **DISCOP AFRICA** was launched two years ago, to facilitate business between Sub-Saharan audiovisual content buyers and international distributors and producers of film, finished programs, formats and packaged TV channels.

Held twice a year alternatively in Senegal (February) and then in Kenya (September) and **limited to an average of 350 highly-qualified participants**, **DISCOP AFRICA** is a sales-centric, compact, hotel-based platform powered by our **multilingual research and matchmaking teams** in Paris and Dakar, who are dedicated to:

- 1 Year-round monitoring of the Sub-Saharan African marketplace
- 2 The preliminary planning of online and personalized meetings between **DISCOP AFRICA** participants during the 3-day event
- 3 The last-minute organization of meetings with late registrants during the course of the 3-day event
- 4 Post-**DISCOP AFRICA** follow-up procedures on behalf of participants experiencing communications problems because of language, cultural and time-zone differences

**DISCOP AFRICA** participants are regrouped into distinct categories according to their declared business activities at the time of the market in order to optimize the organization of meetings between attendees. These categories are:

- **CONTENT SELLER** : suppliers of film, finished programs, format and packaged TV channels, TV solutions providers
- **CONTENT BUYER** : qualified buyers representing public and private TV stations, television services operators, home video distributors, agents, closed circuit networks and territorial format brokers
- **CONTENT PRODUCER** : producers with partially funded projects looking for coproduction partnerships
- **ADVERTISER** : television advertisers and their agencies looking for branding and product placement opportunities
- **VISITOR** : experts, speakers and international governmental and non-governmental organizations

Outside of market hours, social functions and a program of informative sessions, case-studies and workshops, provide intelligence-gathering and spontaneous networking opportunities. **MARKET BADGES** run from 300 to 500 Euros, and limited premium and budget exhibits ranging from 500 to 6500 Euros are also available. This additional information is available upon request :

- MARKETPLACE OVERVIEW
- REGISTRATION FORMS
- HOTEL ACCOMODATION BOOKING FORMS
- LIST OF PAST **DISCOP AFRICA** PARTICIPANTS

**On Monday July 5th, 2010** we will begin planning meetings for the 4th edition of **DISCOP AFRICA**, to be held from **Wednesday 1 to Friday 3 September at the Hilton Hotel in Nairobi, Kenya.**

**EARLY REGISTRATION IS THEREFORE RECOMMENDED**



MEETINGS ARE PLANNED AHEAD OF TIME BY OUR IN HOUSE TEAM OF 'MATCHMAKERS'



DISCOP PARTIES ARE RENOWNED FOR THEIR NETWORKING POWER



LIMITED HIGH-IMPACT SPONSORSHIPS ARE AVAILABLE



TRAINING AND PITCHING SESSIONS - CENTRED ON INTRA-REGIONAL COPRODUCTION OPPORTUNITIES

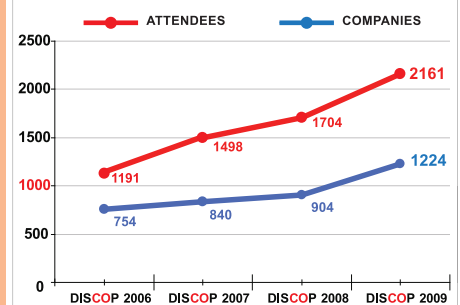
Launched in 1991, **DISCOP** markets cover fast-growing world regions where tangible, human connections are still crucial drivers of business, as these marketplaces account for a fast-growing portion of all content licensing revenues generated worldwide.

- **CEE + Central Asia / 34 countries**
- **Sub-Saharan Africa / 47 countries**
- **Middle East + North Africa / 20 countries**

After 15 years of operating independently, **DISCOP** entered a strategic partnership in 2006 with the US-based National Association of Television Program Executives (NATPE). Combined, **DISCOP** markets have brought together:

- **2007 - 1498 participants**
- **2008 - 1704 participants**
- **2009 - 2161 participants**

## ANNUAL DISCOP MARKETS ATTENDANCE



## FOR MORE INFORMATION

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