

PROGRAM

TUESDAY, 31 AUGUST

5:30PM-8:00PM EARLY DELEGATE CHECK-IN | LOBBY

WEDNESDAY, 1 SEPTEMBER

8:00AM DELEGATE CHECK-IN | LOBBY

8:15AM WELCOME TO DISCOP AFRICA 4 | AMBOSELI HALL

9:00AM KEYNOTE: THE IMPORTANCE OF CHANNEL IDENTITY | AMBOSELI HALL

Who is your audience? Before signing a check, advertisers want to know who is watching your channel. This session will invite experts in building brand identity, advertisers, and other key players in the industry to discuss how to distinguish your channel and attract viewers, subscribers, and advertisers in a growing market.

10:00AM OPENING OF THE FIRST MARKET DAY

1:00PM LUNCH

4:00PM COFFEE BREAK

6:00PM CLOSING OF THE FIRST MARKET DAY

6:00PM COUNTRY FOCUS: NIGERIA | AMBOSELI HALL

When looking at the most populous country in Africa of 140 million people with one of the most vibrant media markets, its hard to keep up with the fast-paced audiovisual industry in Nigeria. Out of Nigeria's 60 TV channels and 4 Pay-TV platforms, who are the key players today? Join us for this session to hear key Nigerian broadcasters, advertisers, and producers discuss their content needs and strategies for DISCOP AFRICA 4.

7:30PM WELCOME COCKTAIL PARTY | POOLSIDE

THURSDAY, 2 SEPTEMBER

8:00AM DELEGATE CHECK-IN | LOBBY

10:00AM OPENING OF THE SECOND MARKET DAY

11:30AM INTEL SAT BROADCASTING SUMMIT "AFRICAN VIDEO COMMUNITY" | BY INVITATION ONLY

1:00PM LUNCH



4:00PM COFFEE BREAK

5:30PM - 7:30PM DISCOPRO AFRICA | ACADEMY SUITE 2
- PITCHING OF TELEVISION PROJECTS PRESENTED BY INDEPENDENT AFRICAN PRODUCERS

6:00PM CLOSING OF THE SECOND MARKET DAY

8:00PM BROADCASTER'S GALA DINNER | AMBOSELI HALL
SPONSORED BY AFRICAN MOVIE ACADEMY AWARDS



10:00PM DANCE PARTY

DISCOPRO
FITTING AND INFORMATIVE PROGRAM
CENTERED ON CO-PRODUCTION
OPPORTUNITIES
AFRICA

THE DISCOPRO INTERNATIONAL TRAINING AND PITCHING PROGRAM IS COMING TO AFRICA AFTER 3 SUCCESSFUL YEARS OF WORKING WITH INDEPENDENT PRODUCERS IN EMERGING MARKETS.

THE PROGRAM IS DESIGNED TO FACILITATE COPRODUCTION INITIATIVES AND INCREASE SALES OF INDEPENDENT AFRICAN PRODUCTIONS.

FRIDAY, 3 SEPTEMBER

8:00AM DELEGATE CHECK-IN | LOBBY

10:00AM OPENING OF THE THIRD MARKET DAY

11:00AM COFFEE BREAK

1:00PM LUNCH

6:00PM CLOSING OF THE THIRD MARKET DAY

