

## TUESDAY 8 FEBRUARY

9:00AM - DISCOPRO: FOCUS ON SCRIPTED SERIES\*

5:00PM CONFERENCE HALL | GROUND FLOOR

The DISCOPRO training and networking program will take a close look at the obstacles as well as the opportunities facing the co-production of television content aimed at audiences from culturally different origins. Each edition of DISCOPRO will analyze a television content genre that could benefit from the creative and production savvy input of trans-cultural partnerships. In Accra, we will explore Scripted Series.

\*Registration required in advance

## WEDNESDAY 9 FEBRUARY

8:00AM DELEGATE CHECK-IN

8:30AM WELCOME & DISCOP ACCRA HIGHLIGHTS

9:00AM KEYNOTE: THE SECRET TO PROFITABLE CROSS-PLATFORM PRODUCTION AND DISTRIBUTION  
CONFERENCE HALL | GROUND FLOOR

Leaders in content and distribution solutions will explore what content genres and formats are easily adaptable to a variety of distribution platforms and how cross-platform distribution can increase viewers and advertising revenue. We will also hear what technical solutions are available for broadcasters looking to expand to other platforms.

- AKIN SALAMI OH TV
- HASINA KATHRADA KIDS NEWS NETWORK
- PAULA SOULOUMIAC ORANGE
- ALAN GREEN FCCE
- SYLVIE MACRAIGNE GLOBECAST
- CARL PARKINSON MTV

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 BROADCAST WORKSHOP:  
DEVELOPING CHANNEL IDENTITY  
CONFERENCE HALL | GROUND FLOOR

Differentiate your TV channel – Standing out from the competition. The TV stations that will make their mark in 2011 and succeed in gaining market share will be those that build loyalty through the people, pro-

6:00PM BROADCASTWORKSHOP:  
DEVELOPING CHANNEL IDENTITY (CONT.)

grammes and feel of their TV channel. The workshop will focus on all aspects of differentiating your TV channel, primarily addressing: Channel attitude and personality, Content (local and exclusive); Programming (overall structure and pieces); and brand (content, personalities and marketing). This workshop will be led by Russell Southwood, PDG, Balancing Act.

7:30PM WELCOME COCKTAIL PARTY  
POOLSIDE | SPONSORED BY EUTELSAT



## THURSDAY 10 FEBRUARY

8:00AM DELEGATE CHECK-IN

9:00AM SOUTH AFRICA: POST-WORLD CUP  
CONFERENCE HALL | GROUND FLOOR

What's next for South Africa? In an open discussion with South African change leaders, we will hear about the current state of the South African TV and advertising industry, what changes have taken place since the World Cup, and what we can expect in the years to come.

- MIKE DEARHAM M-NET
- QONDISA NGWENYA OCTAGON
- GARY RATHBONE SUPERSPORT

10:00AM OPENING OF THE SECOND MARKET DAY

1:00PM LUNCH

1:00PM PRIVATE LUNCH (BY INVITATION ONLY)  
SPONSORED BY ACP  
CONFERENCE HALL | GROUND FLOOR



4:00PM COFFEE BREAK

6:00PM CLOSING OF THE SECOND MARKET DAY

8:00PM BROADCASTER'S GALA DINNER  
BY INVITATION ONLY

10:00PM HOMEBASE DANCE PARTY  
CITIZEN KOFI CLUB



## FRIDAY 11 FEBRUARY

8:00AM DELEGATE CHECK-IN

10:00AM OPENING OF THE THIRD MARKET DAY

1:00PM LUNCH

6:00PM CLOSING OF THE THIRD MARKET DAY