

PROGRAM

PLEASE NOTE THAT ALL EVENTS WILL TAKE PLACE AT THE PULLMAN TERANGA HOTEL, UNLESS OTHERWISE STATED IN THE PROGRAM.
ALL CONFERENCE SESSIONS AND WORKSHOPS WILL BE IN THE MARKET'S TWO OFFICIAL LANGUAGES, ENGLISH AND FRENCH, UNLESS OTHERWISE STATED.

TUESDAY 23 FEBRUARY

5:30PM-8:30PM EARLY DELEGATE CHECK-IN
DISCOP AFRICA 3 REGISTRATION DESK | PULLMAN TERANGA

WEDNESDAY 24 FEBRUARY

7:00AM DELEGATE CHECK-IN
DISCOP AFRICA 3 REGISTRATION DESK | PULLMAN TERANGA

8:15AM WELCOME TO DISCOP AFRICA 3
CONFERENCE HALL | NOVOTEL HOTEL

8:30AM DIGITALIZATION: LEADING AFRICA INTO A NEW ERA
CONFERENCE HALL | NOVOTEL HOTEL

Those leading the digital revolution will share with us the challenges and opportunities unfolding throughout Africa. What are the leading switchover strategies that could serve as examples to other African countries? Are there any low-cost, step-by-step solutions? Our speakers have experience in maximizing the visibility and profit of digital content, helping channels make the switchover, and developing new channels cost-effectively.

- **Russell SOUTHWOOD**, CEO, BALANCING ACT
- **Ian NJUGUNA**, Programming Manager, WANANCHI
- **François THIELLET**, CEO, THEMA
- **Mike DEARHAM**, Head of Sales and Acquisitions, M-NET
- **Enrico CHIESA**, Associate Director, IDIMAGE
- **Steven RICH**, Vice President, SES ASTRA AFRICA
- **Xinxing PANG**, President, STAR COMMUNICATIONS
- **Omar Gueye NDIAYE**, General Manager, SONATEL

10:00AM OPENING OF THE FIRST MARKET DAY

1:00PM POOLSIDE LUNCH
POOLSIDE RESTAURANT | PULLMAN TERANGA

1:00PM ROUND-TABLE LUNCH: WHAT ARE WE TEACHING OUR VIEWERS? LA CITRONELLE RESTAURANT | PULLMAN TERANGA
ENGLISH ONLY

With the world expected to be viewing nearly 24 billion hours of television a day in the near future, we must ask ourselves what sort of education are they/or should they be getting out of it. This lunch session will explore the value of content that addresses HIV/AIDS issues, current events from the views of Africans, and social values. From health content to documentaries to telenovelas, all content carries a message and we are here to discuss how this message should be formed and what television viewers value.

- **Bob JENKINS**, Journalist, DISCOP LINK
- **Scott RAWDIN**, Writer, Producer, Director
- **Farah CHAUDHRY**, COO, A24 MEDIA
- **Reena GARINGAN**, Head of International Distribution, ABS-CBN GLOBAL LTD.

1:00PM MADE IN AFRICA LUNCH WORKSHOP: MASTERING THE PITCH SEAVIEW TERRACE | PULLMAN TERANGA
BY INVITATION ONLY | FRENCH ONLY

5:00PM CLOSING OF THE FIRST MARKET DAY

5:30PM THE OMG NETWORK PRIVATE SCREENING
PRESENTED BY OPTIMA MEDIA GROUP
CONFERENCE HALL | NOVOTEL HOTEL | **BY INVITATION ONLY**

7:00PM WELCOME COCKTAIL
SPONSORED BY EUTELSAT
POOLSIDE | NOVOTEL HOTEL



THURSDAY 25 FEBRUARY

8:00AM DELEGATE CHECK-IN

9:00AM ROUND-TABLE BREAKFAST: REGULATION-A VITAL STEP IN DEVELOPING THE AUDIOVISUAL INDUSTRY
SEAVIEW TERRACE | PULLMAN TERANGA

This round-table session is organized to give a clear picture of the current state of audiovisual piracy in Sub-Saharan Africa and to delineate the issues facing those in the African and international audiovisual industry. Each speaker will discuss key reasons for why it is important to defend audiovisual heritage, copyright, and the rights of all professionals associated with production in Sub-Saharan Africa. They will also have the opportunity to share effective methods of fighting piracy and the necessity to implement, to adapt (or to apply, if they already exist) audiovisual regulatory frameworks. In working with all those involved in the audiovisual industry, this round table will provide us with potential methods to effectively fight the various forms of piracy.

- **Abdou LO**, General Manager, PRIMUM AFRICA CONSULTING
- **Françoise LEGUENNOU**, General Manager, CANAL OVERSEAS AFRICA
- **Bernard AZRIA**, General Manager, COTE OUEST
- **Mactar SILLA**, President, ASSOCIATION DES DIFFUSEURS PRIVÉS
- **Mike DEARHAM**, Head of Sales and Acquisitions, M-NET
- **Sidiki KONATE**, President, RAPAFA
- **Frédéric DELACROIX**, General Manager, ALPA

9:00AM OPENING OF THE SECOND MARKET DAY

1:00PM POOLSIDE LUNCH
POOLSIDE RESTAURANT | PULLMAN TERANGA

1:00PM MADE IN AFRICA LUNCH WORKSHOP: WHERE TO LOOK FOR FUNDING
SEAVIEW TERRACE | PULLMAN TERANGA
BY INVITATION ONLY | FRENCH ONLY

6:00PM CLOSING OF THE SECOND MARKET DAY

7:30PM BROADCASTER'S GALA DINNER
SPONSORED BY CANAL OVERSEAS AFRICA
POOLSIDE RESTAURANT | PULLMAN TERANGA
BY INVITATION ONLY



FRIDAY 26 FEBRUARY

8:00AM DELEGATE CHECK-IN

9:00AM ROUND-TABLE BREAKFAST: DISCOVERING CAMEROON'S AUDIOVISUAL INDUSTRY
SEAVIEW TERRACE | PULLMAN TERANGA

As an attestation to their international appeal and development, broadcasters in Cameroon take up a large part of international pay-TV platform's African bouquets. With Cameroon's 12 TV channels and more ready to launch, competition is lively and broadcasters are looking for the new edge to attract viewers. Advertising is dominated by five main companies, deeply involved in productions and barter deals to support new content purchases. During this breakfast, major broadcaster, producers, and advertisers from Cameroon will present their strategies and what partnerships and content they hope to find at DISCOP AFRICA. Rostant TANE, Director of MEDIA INTELLIGENCE, will introduce and moderate the discussion.

9:00AM OPENING OF THE THIRD MARKET DAY

1:00PM POOLSIDE LUNCH | PASSPORT AWARDS
POOLSIDE RESTAURANT | PULLMAN TERANGA
BUYERS : Please, bring your passport for counting. 20 Top Buyers will collect their prizes !

1:00PM MADE IN AFRICA LUNCH WORKSHOP: DISTRIBUTION ESSENTIALS SEAVIEW TERRACE | PULLMAN TERANGA
BY INVITATION ONLY | FRENCH ONLY

6:00PM CLOSING OF THE THIRD MARKET DAY

