

Televisa Wraps DISCOP Africa Deals

By Kristin Brzoznowski
Published: March 22, 2010

MEXICO CITY: Televisa Internacional scored a number of deals through its participation in DISCOP Africa, with highlight titles such as *Burden of Guilt* and *Curse by the Sea*.

Burden of Guilt was sold in Nigeria, Kenya, Ghana and Uganda. *Wild Heart* was picked up in Nigeria, Kenya, Ghana and Gambia. *Love Spell* will soon launch to audiences in Nigeria, Uganda and Ghana. *In the Name of Love* scored deals in Nigeria, Kenya, Ghana and Namibia. *Baie de Flamboyant*, a format of the Televisa production *Codigo Postal*, produced in French by JLA, was sold in Benin, Madagascar, Niger and Senegal. The format of *The Stepmother* was sold for local adaptation in various countries throughout the continent.

Televisa presented all these titles dubbed in French.

SCREENAFRICA.com

DISCOP AFRICA 3 ends with impressive deals

Thu, 11 Mar 2010

DISCOP AFRICA 3, a market dedicated to Sub-Saharan Africa's television sector, concluded on 26 February in Senegal, with a majority of suppliers reporting significant volume deals.

The event was attended by 75 international suppliers of television content, including 15 African-based companies, as well as acquisitions and programme executives representing 92 African TV Stations and Pay-TV platforms.

According to the DISCOP AFRICA organisers, overall participation remained equal to the previous edition held six months ago in Nairobi, Kenya, but the average number of meetings between participants increased substantially with all market areas busy throughout the event.

"The acquisitions teams attending reported that although they were still operating with limited budgets, they had far clearer views on how best to optimize them during their visit to DISCOP AFRICA 3" said Patrick Jucaud, general manager of DISCOP.

"Competition between suppliers is driving the marketplace in the right direction,- he continued, -The recent « presidential » visit to Senegal by a major Bollywood Star has contributed to the continuing popularity of Indian content and an increased number of

suppliers of Indian soaps and films are now competing well against the more established Latin American telenovela distributors”.

Major industry highlights of the DISCOP AFRICA 3 event included the announcement of the first association dedicated to the protection of copyright and the enforcement of copyright laws in Sub-Saharan Africa.

Attending DISCOP AFRICA 3's opening ceremony, Senegal's Minister of Information expressed confidence in the future of television content produced in Africa, confirming the government's decision to build dubbing facilities in Senegal in response to the overwhelming demand for programmes dubbed in African dialects, as well as in French, English and Portuguese.

Held twice a year, the next DISCOP AFRICA will take place in Nairobi, Kenya from 1 to 3 September 2010.

Since the beginning of 2009, DISCOP events have brought together a combined number of 2160 participants, a 33% increase from 2008, demonstrating the growing importance of world regions such as Central and Eastern Europe, Central Asia and Africa for audiovisual content business.

After 15 years of operating independently, DISCOP events partnered with the National Association of Television Program Executives (NATPE) in 2005. NATPE is a global non-profit organization dedicated to the creation, development and distribution of televised programming in all forms, across all mature and emerging media platforms.

Source : <http://www.screenafrica.com/news/africa/438360.htm>

WorldScreen.com

Telefe Strengthens African Presence

By Kristin Brzoznowski

Published: March 10, 2010

BUENOS AIRES: Following its participation in DISCOP Africa, Telefe International has wrapped several deals and has a number of negotiations ongoing in the region.

Among the negotiations is the purchase of the format of *Wild Moon* in Ghana, while *Trick and Treat with the Magic Hands* has been sold in Nigeria, Angola and Zambia. Telefe also received strong feedback for the telenovelas *Love's Guard* and *Don Juan and His Fair Lady* (dubbed into English) in Ghana, Nigeria and Kenya.

For Telefe's programs dubbed into Portuguese, such as *Tiny Angels*, *Countdown* and *Detectives, Brothers & Co.*, the company closed significant deals in Mozambique, Angola and Cape Verde.



Africa consolidates itself as a strategic territory for Globo TV International

19 February, 2010 | Public Relations

With the approaching Discop Africa 2010 fair, which will be held from 24 to 26 February in Dakar, Globo TV International celebrates the consolidation of its products on the continent. Countries that make up the Portuguese, English and French speaking Africa are airing products from the Brazilian distributor more and more, reflecting the constant growth year after year.

Of the 53 countries that exist on the African continent, 50 have already broadcasted some sort of TV Globo production. Among them, some successful telenovelas stand out, such as 'The Clone', 'Terra Nostra', 'Shades of Sin' and recently, 'India - A Love Story'. Winner of the International Emmy for best telenovela in 2009, the telenovela has already been licensed to more than 40 countries in Africa.

"Since the 1980s, our telenovelas have been broadcasted in African nations with a lot of success and they continue to attract attention from this market. However, it is important to point out that it is not only with the telenovelas that we are positioning ourselves as they are only a part of the Globo TV International portfolio which also includes series, miniseries, formats, specials and documentaries. We are optimistic with this catalogue which is more and more diversified, which has great potential and which attracts more and more buyers who have different programming needs", points out Raphael Correa, head of international sales.

Among the products that make up the 2010 Globo TV International portfolio, apart from the dramas, a new documentary series stands out, 'Globo Doc'. This year, seven new productions are being offered and they explore different themes in the categories of Culture, Science and Technology, and Personalities. Programmers will have the opportunity to learn about Brazil and Brazilians that are important around the world, such as Oscar Niemeyer, one of the most important people of current modern architecture, and scientist Miguel Nicolelis, nominated for the Nobel Prize in 2009 and who is one of the twenty most influential scientists in the world, who develops advanced and revolutionary research in the field of neuroscience.

There is also 'Globo Doc Carnaval', which in 3 x 45 minutes goes behind the scenes of what is considered to be the greatest party in the world. Teams accompany all the stages of the Rio de Janeiro party, from the composition of the samba music, preparation of the figures and floats, the practice, to all the expectations for the final result.

2010 also sees a new and interesting concept in formats. The first is 'Profession Reporter', an original journalistic reality program which goes behind the scenes of the

news and which develops new talent. It is currently televised on TV Globo and attracts 14 million viewers weekly. The other program is 'Sketch It Out' which was a leader in audience numbers during its eight years in Brazilian primetime. The program transforms common people's real stories into fiction, with a lot of humor.

With the aim of strengthening the links with this market, TV Globo products will be available at the next Discop Africa between 24 and 26 February 2010.