

# DISCOP launches DISCOPRO for TV producers

LOS ANGELES, US / JOHANNESBURG, SA: The Los Angeles and Johannesburg-based DISCOP Organisation announced the launch of DISCOPRO a pitching, matchmaking and training agenda to help TV content creators explore co-production and fundraising opportunities, showcase their projects and develop practical skills.

Producers attending the organisation's two flagship industry events, DISCOP Africa and DISCOP Istanbul, will be invited to take part in DISCOPRO designed to foster relations across and with Africa and Eurasia.

"This initiative is for international producers, delivering deals, business connections and tailored solutions," says Azania Muendane, the program community manager. "The program will be launched at the next DISCOP Africa in Johannesburg from 6-8 November 2013. Close to 200 producers with the desire to develop and co-produce TV content made in Africa will take part in the inaugural edition."

It will include three thematic pitching competitions, rewarding TV shows created in Africa and dedicated meeting sessions between producers, commissioning editors and investors. A conference agenda, developed in partnership with Africa's most active production communities, will mix inspiring discussions, thematic sessions and training tracks.

## Guest speakers include...

Guest speakers will include Richard Bell, CEO of Wananchi Group and Zuku TV, Brett St. Clair, head of new products Sub Sahara for Google / YouTube and Jason Njoku, CEO of iROKO Partners, the operators of the iROKOtv online platform, labelled the Netflix of Africa.

The program is presented with the support of Wananchi Group, East Africa's leading home entertainment operator and the second largest Pay-TV operator in Africa. It operates the leading cable and satellite platform Zuku TV, which broadcasts more than 100 channels to audiences in East Africa.

Richard Bell adds, "Zuku believes in partnership and we have experience of how co-production partnerships can create high-quality, high-value programming. The new program creates a unique environment for producers and broadcasters to find collaborators, across national and international borders, and even across industries. We are proud to support it and wish the participants success."

More than 2,000 delegates from 70-plus countries are expected to attend the 8th edition of DISCOP Africa, representing more than 800 new and established regional and global companies driving content business and digital changes with and across Africa. National umbrellas representing the UK, France, the US, China, Korea, Kenya, Nigeria and South Africa will also be on the floor.

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