



CONFERENCE PROGRAMME



BROADCAST FILM & MUSIC AFRICA

Conference & Exhibition

Kenyatta International Conference Centre, Nairobi
26-27 May 2014

An AITEC Africa Event	PARTNER – NATIONAL FILM CONFERENCE
 <p>25 years of service to Africa's ICT Community S I N C E 1 9 8 7</p>	 <p>Film Kenya...Capture Africa!</p>

Two days of intensive education, networking and business for the continent's booming digital media industry.



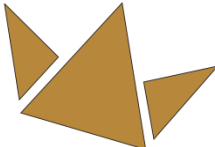















@BFMAfrika



#BFMA2014



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 internet solutions A DIVISION OF DIMENSION DATA	 Ona ^{TV} africa is watching	 SMOOTHGEL "The customer is always right"	 Roots International	
GAME PAVILION SPONSOR	SESSION SPONSOR		CINEMA PARTNER	
	 CÔTE OUEST AUDIOVISUEL			
PARTNER EVENTS				
 ZANZIBAR INTERNATIONAL FILM FESTIVAL	Africa World Documentary Film Festival (AWDFF)	 DISCOP AFRICA	 CABSAT	 KENYA MUSIC WEEK Developing a Music Industry that is Professional, Transparent and Profitable for All 2004 10 TH 2013 ANNIVERSARY



SUPPORTING ORGANISATIONS

MEDIA PARTNERS		
		
		
		
		
		
MEDIA CONSULTANT		
		



PROGRAMME ADVISORY BOARD



Daniel Obam, National Communications Secretariat



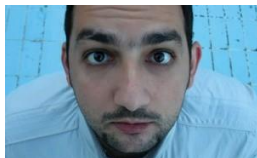
David Svarrer, CEO, Digital Age Institute



Meredith Beal, Music Content Director, AITEC



Michael Onyango, Director, Africa Creative Hub & Board Member, Kenya Film Commission



Alex Konstantaras, Director, Historia Films, Kenya



Mwara Kung'u, Association of Animation Artistes Kenya



Q'damah Walter Shaggy, Director, Comedy Central Kenya



Isabella Mumbi Maina, Princecam Media & Board Member, Kenya National Film Association



Mike Strano, Owner, PHAT! Music & Entertainment, Kenya



Debbie Asila, Music Copyright Society of Kenya



Alfred Muchilwa, Association of Animation Artistes Kenya






George Kimani, Business Development Director, Continental Content Distribution Company, Kenya

KEY FEATURES



- **BFMA Preview Cinema**
- **BFMA Sound Stage**
- **BFMA Film-makers Pavilion**
- **BFMA Animators Pavilion**
- **African Game Developers Hub**
- **Red-Carpet Photo Opportunity**
- **East-West Africa Co-Production Forum**
- **African Film Investment Forum**
- **Kenya Film Conference, under auspices of Kenya Film Commission**

CONFERENCE PROGRAMME

Day 1 – Monday 26 May 2014

9am	<p>OPENING SESSION</p> <p>Theatre 1</p> <p>Looking beyond Africa's stars: How to build a world-beating industry</p> <p>MODERATOR Meredith Beal, Music Director, AITEC Africa</p> <p>PANELLISTS Lizz Njaga, Actress, Kenya Emeka Mba, Director-General, National Broadcasting Commission, Nigeria Chris Foot, Chairman, Kenya Film Commission Bien Ame Baraza, Sauti Sol, Kenya</p>	
11am	<p>LIVE INTERVIEW</p> <p>Theatre 1</p> <p>How can the region's media owners accelerate Afriwood's rising?</p> <div data-bbox="383 1321 702 1534">  <p>AFRICA 24 MEDIA AFRICA'S VOICE</p>  </div> <p>Salim Amin conducts a live broadcast interview with Alfred Mutua, Governor, Machakos County</p>	<p>PANEL DISCUSSION</p> <p>Theatre 2</p> <p>Script-writing: Finding the authentic African story</p> <p>In partnership with PAWA254</p> <div data-bbox="861 1288 1204 1422">  </div> <p>MODERATOR Keith Kinambuga Ndenga, ICT and Media Professional, Spielworks Media</p> <p>PANELLISTS Joseph Gitau Njoroge aka Tash Mitambo, Writer, Actor (Churchill Live Season 2, Kenya at 50)</p> <p>Felix Ndolo - Writer (Lies That Bind, Behind the Veil)</p> <p>Florence Onyango, Writer (Wash and Set, Wale Watu, Consequence)</p> <p>Dr Margaretta wa Gacheru, Art Correspondent,</p>



	 <p>Salim Amin CEO of Camerapix & Host of The Scoop</p>  <p>Hon Alfred Mutua, Governor, Machakos County, Kenya</p>	<p>Nation Media Group</p> <p>RESOURCE PERSON Janet Van Eeden, Award-Winning Theatre and Feature Film Script Writer, South Africa (via Skype)</p>
1pm	<p>BFMA Sound Stage Showcase Performances in Theatre 1</p> <p>Introducing promising new music acts to entertain and delight</p>	
2.30pm	<p>NEW MEDIA Theatre 1 New channels in the digital age</p> <p>MODERATOR Gerald Langiri, Kenya Actors Guild</p> <p>The fortune at the bottom of the pyramid of the African television market Craig Kelly, CEO, Africa Media Management/AfricaXP, South Africa</p> <p>The power of mobile devices in story telling: Filming on your mobile phone Daniel D'uwa, Film Director, Wired Media, Kenya</p> <p>Online services to grow Afriwood 'Teju Ajani, YouTube Content Partnerships - Sub-Saharan Africa, Google, Nigeria</p>	<p>PANEL DISCUSSION Theatre 2 More and better local TV content</p> <p>MODERATOR Naomi Kamau, Producer</p> <p>LEAD PRESENTATION Creative content development and advertising that meets user needs Beatrice Ndung'u, CEO, SemaRadio TV & Founder, Young Media Foundation, Kenya</p> <p>PANELLISTS Dorothy Ghettuba, CEO/Executive Producer, Spielworks Media</p> <p>Robby Bresson, CEO, XMedia, Kenya</p> <p>Mburu Kimani, Producer/Director, Sprkle Pictures, Kenya</p> <p>Tony Muita, Content Buyer, Citizen</p> <p>Charles Murito, Deputy MD, Wananchi Programming</p>



		Juniper Musa, Channel Manager, Multichoice Nigeria
4pm	<p>PANEL DISCUSSION Theatre 1</p> <p>Is there a place in film and TV for social empowerment messages?</p> <p>MODERATOR Jason Corder, Corder Productions, Kenya</p> <p>PANELLISTS Dorothy Ghattuba, CEO/Executive Producer, Spielworks Media</p> <p>Hawa Essuman, Filmmaker, Director of "Soul Boy"</p> <p>Linda Ogeda, LightBox Africa, Kenya</p>	<p>MUSIC PRODUCTION Theatre 2</p> <p>New tools, new strategies: Creativity, production & technologies</p> <p>MODERATOR Suzanne Gachukia, SubSahara Records</p> <p>PANELLISTS Juliani, Recording Artist</p> <p>Tabu Osusa, Executive Director & Founder, Ketebul Music, Kenya</p> <p>Ernie Singleton, Singleton Entertainment, Former President of Urban Music at MCA Records, USA</p> <p>Radido Harold, Producer, Kenya</p>
5.30 - 9pm	<p>The BFMA Newcomers Concert Introducing promising new music acts to entertain and delight</p>	


Day 2 – Tuesday 27 May 2014

	Theatre 1	Theatre 2
9am	<p>PANEL DISCUSSION New Media and its role in the Digital Age: Telling our stories on the digital platform</p> <p>MODERATOR</p>	<p>MUSIC DISTRIBUTION SESSION Making money from music: Innovation & the challenges of marketing & distribution</p> <p>MODERATOR</p>




	<p>Dr Moses Makayoto, Head, Kirdi Enterprise/Chief Research Scientist, Kenya Industrial Research & Development Institute</p> <p>LEAD PRESENTATIONS</p> <p>The power of digital platforms Santos Okottah, Founder, Ona TV, Kenya & David Mulwa, CEO, Futures Infinite, Kenya</p> <p>Content for a new digital era Tim Smyth, Group CEO, Skunkworks Studios, Kenya</p> <p>PANELLISTS Njeri Rionge, CEO, Ignite Consulting, Kenya</p> <p>Elizabeth Yonga, Head of Corporate Communications, Safaricom</p> <p>Mark Kaigwa, Principal, Nendo Ventures</p> <p>David Ngila, CEO, Futures Infinite</p> <p>Waithera Kabiru, Digital Marketing Manager, Coca-Cola Central, East & West Africa</p>	<p>Meredith Beal, BFMA Music Director, AITEC Africa</p> <p>LEAD PRESENTATION Taking African music to the world Trenton Birch, Africa Director, Bridges for Music; Head of Marketing, SAE Institute; Founder, Black Mango Music & Breathe Sunshine African Music Conference, South Africa</p> <p>PANELLISTS Tim Rimbui, Ennovator Music</p> <p>Mike Strano, Owner, PHAT! Music Publishing, Kenya</p> <p>Paul Mukoma, CEO, Princecam</p> <p>Mpumi Phillips, Creative Manager - Commercial Music, Sheer Publishing, South Africa</p> <p>Martin Nielsen, CEO & Co-Founder, <u>Mdundo.com</u></p>
11am	<p>PANEL DISCUSSION Regulation and Copyright Protection Sponsored by Côte Ovest Audiovisuel</p> <p></p> <p>MODERATOR David Muriithi, CEO, Creative Enterprise Centre, Kenya</p> <p>LEAD PRESENTATIONS Fighting piracy: Our experience with FTA channels in sub-Saharan Africa Bernard Azria, CEO, Côte Ovest Audiovisuel, Côte d'Ivoire</p> <p>How can Creative Commons serve the creative artist?</p>	<p>KENYA NATIONAL FILM CONFERENCE 1</p> <p></p> <p><i>Film Kenya...Capture Africa!</i></p> <p>PANEL DISCUSSION Developing a diverse film industry through devolution</p> <p>MODERATOR Michael Onyango, MD, Africa Creative Hub & Board Member, Kenya Film Commission</p> <p>PANELLISTS Chris Foot, Chairman, Kenya Film Commission</p>



	<p>Elizabeth Oyange, Kenya Lead, Creative Commons Project, Wales University</p> <p>PANELLISTS</p> <p>Maurice Okoth, CEO, Music Copyright Society of Kenya</p> <p>Jane Gachui, GM, Kenya Association of Music Producers</p> <p>Helen Koki, Deputy Chief Legal Counsel, Kenya Copyright Board</p> <p>Angela Ndambuki, CEO, Performers Rights Society of Kenya</p>	<p>Earnest Kerich, Ministry of Sports, Culture & Arts, Kenya</p> <p>Elizabeth Kyalo. Cultural Officer, Machakos County</p> <p>Steven Anderson Wekesa, Executive Director & Partner, Emerald Group, Kenya</p> <p>Njoki Muhoho, Director, Workingsmart Skills, Kenya</p> <p>Mwaniki Mageria, Owner, Balozi Productions, Kenya</p>
1pm	<p>BFMA Sound Stage Showcase Performances in Theatre 1</p> <p>Introducing promising new music acts to entertain and delight</p>	
2.30pm	<p>DIGITAL MIGRATION</p> <p>Theatre 1</p> <p>MODERATOR</p> <p>George Kimani, CEO, Continental Digital Distribution Company, Kenya</p> <p>LEAD PRESENTATIONS</p> <p>Adoukarim Soumaila, African Telecommunications Union Secretary-General</p> <p>Emeka Mba, Director General, National Broadcasting Commission, Nigeria</p> <p>PANELLISTS</p> <p>Communications Authority of Kenya Representative</p> <p>Andrew Kisaka, Tanzania Communications Regulatory Authority (TBC)</p> <p>Media Owners Association of Kenya Representative</p> <p>Joe Njoroge, Digital Decoder Dealers Association, Kenya</p>	<p>KENYA NATIONAL FILM CONFERENCE 2</p> <p></p> <p><i>Film Kenya...Capture Africa!</i></p> <p>LEAD PRESENTATION</p> <p>Understanding the audience for effective content production and film-making</p> <p>Mark Kaiyare, Founder, Evolve Entertainment, Kenya</p> <p>PANELLISTS</p> <p>Njoki Muhoho, Director, Workingsmart Skills, Kenya</p> <p>Julius Lemaon, Media Owners Association of Kenya</p> <p>Bob Nyanja, Cinematic Solutions, Kenya</p>



	<p>David Couret, Director Technical Solutions – Distribution, France 24</p>	<p>David Mugambi, Head On-air Presentation & Promotion, Wananchi Group, Kenya</p> <p>Vlad Borovina, Recruiting Manager, Discop Africa, South Africa</p>
4pm	<p>PANEL DISCUSSION Comedy as power: Using humour to gain clout</p> <p>MODERATOR Harrison Mareka, Lecturer, Daystar University, Kenya</p> <p>PANELLISTS George Mwangi, Talent Manager, Kenya</p> <p>Michael Williams, Founder, Comedy Act Theatre, USA</p> <p>Lucy Wangui, Actress, Vioja Mahakamani, KBC TV</p> <p>Mary Khavere, Actress, Vitimbi, KBC TV Dickson Mbugua, Actor, Vioja Mahakamani, KBC TV</p> <p>Thomas Oyolo, Director, Kanyanga Waya Productions, Kenta</p> <p>Q'damah Walter Shaggy, Director, Comedy Central Kenya</p>	<p>FILM INVESTMENT FORUM</p>  <p><i>Film Kenya...Capture Africa!</i></p> <p>Investing in the rise of Afriwood</p> <p>MODERATOR Charles Asiba, Director, African Documentary Film Festival</p> <p>Mainstreaming film financing in Africa: Rethinking the business model Nelson Karanja, Director, Distance & E-Learning Programmes & Acting Principal, Nairobi Campus, St Paul's University, Kenya</p> <p>PANELLISTS Bernard Azria, CEO, Côte Ouest Audiovisuel, Côte d'Ivoire</p> <p>Dike Dimiri, Group Head, Enterprise Risk Management, Heritage Bank, Nigeria</p> <p>Greg Odutayo, MD, Royal Roots Nigeria</p> <p>Samuel Aboje, Deputy Commissioner, Kenya Revenue Authority</p> <p>Mwaniki Mageria, CEO, Balozi Productions, Kenya</p> <p>John Karanja, Efwe Association & Riverwood Academy, Kenya</p>

WORKSHOPS & MASTERCLASS

MUSIC INDUSTRY MASTERCLASS

(Workshop Room 1, 11am Tuesday 27 May)



Taking African music to the world

Trenton Birch, Africa Director, Bridges for Music; Head of Marketing, SAE Institute; & Founder, Black Mango Music & Breathe Sunshine African Music Conference, South Africa

The African music industry is experiencing phenomenal growth on the ground and is coming under the spotlight on the global stage with more frequency every year. This session will explore the strengths and weaknesses of the industry and analyse what is needed to take the modern African sound truly global. It will explore the challenge of cultural colonisation, Africa's inferiority complex and some of the barriers that the continents music industry is facing. It will also assess what tools are needed to export African music out of the continent.

WORKSHOP

(Workshop Room 2, 11am Monday 26 May & 3pm Tuesday 27 May)

Services for film production and studio installation: Lighting equipment & technologies, systems group & suspension

Thomas Binsert, Stage Technology Engineer & Senior Lighting Designer Founder of TOWORX and XXLlight & Sales Director Lighting - Africa & Middle East, ARRI, Germany

WORKSHOP

(Workshop Room 2, 3pm Monday 26 May & 11am Tuesday 27 May)

New trends in IP live broadcasting: Using the cellular network without compromising quality

Awad Mousa, Regional Director, TVU Networks, USA

WORKSHOP

(Workshop Room 2, 12pm Monday 26 May & 12pm Tuesday 27 May)

Camera applications: Studio, EFP, ENG, Cinematography

Hiromichi Tanaka, Assistant Manager - Content Creation Marketing, Sony Professional Solutions ME & Africa, UAE

What camera makes fit into a certain application category, the key differences using the specifications of the cameras and how overlap is now developing. All this will help you choose the right camera for your application.

WORKSHOP

(Workshop Room 1, 3pm Monday 26 May & 9am Tuesday 27 May)

Five key considerations for online distribution

'Teju Ajani, Content Partnerships, Sub-Saharan Africa, YouTube/Google, Nigeria

- Choosing the right outlets at different stages of the distribution lifecycle
- Leveraging YouTube tools to reduce the effects of piracy
- Know, define (and keep) your rights

WORKSHOP

(Workshop Room 2, 4pm Monday 26 May)

International formats for Africa: Achieving quality of productions and digital storage for HD and SD productions

James Kivuitu, Chief Planning Engineer, Kenya Broadcasting Corporation

ANIMATION WORKSHOP

(Workshop Room 1, 3pm Tuesday 27 May)

Creating animation environments

Solomon Jagwe, Animator, Uganda

In partnership with AAA Kenya



An online workshop with the Ugandan animator/director behind the hotly anticipated 'Nkoza and Nankya' animated children's show in Uganda: A walk through on how I create my environments for TV, Game Cinematics and Commercials ~ how to create an animated Vehicle sequence in Max and render it in Vue Xstream. The workflow can be applied to say a cinematic for a game, where a car is driving through an environment during a chase scene, or even a car commercial, as well as a military cinematic. Software: 3DS Max, Craft Animation Studio, Vue xstream, Photoshop.

GAMING WORKSHOP

(Workshop Room 1, 11am Monday 26 May)

How to develop synergies between gamers, animators and filmmakers to build Afriwood



David Svarrer, CEO, Digital Age Institute, Kenya & Samuel Odeke, Lead Developer, Infores Africa, Uganda

WORKSHOP

(Workshop Room 1, 12pm Monday 26 May)

Music in Film/Television

Mpumi Phillips, Creative Manager - Commercial Music, Sheer Publishing, South Africa

- The Impact of music in Film/TV
- How artists/composers can earn and income through Film/TV productions
- The importance of music cue sheets
- Contracts & Budgets

WORKSHOP SCHEDULE

	WORKSHOP ROOM 1	WORKSHOP ROOM 2
Day 1		
11am	Game Development	Lighting equipment & technologies (Arri)
12pm	Music in Film/TV (Sheer Publishing)	Camera applications (Sony)
3pm	Online distribution (YouTube)	IP live broadcasting (TVU Networks)
4pm	TV production formats (KBC)	
Day 2		
9am	Online distribution (YouTube)	
11am	Music Distribution Masterclass, Trenton Birch	IP live broadcasting (TVU Networks)
12pm		Camera applications (Sony)
3pm	Animation: Creating an environment	Lighting equipment & technologies (Arri)
4pm		

For videos of BFMA 2013, see:

<http://aitecafrica.com/event/live?id=93> & <http://www.youtube.com/watch?v=G8xT5b88lh4#t=159>

<https://www.youtube.com/watch?v=G8xT5b88lh4>

To reserve your free delegate space at BFMA 2014, log on here:

<http://www.eventbrite.com/e/broadcast-film-and-music-africa>

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