

One to one Sessions

Panel Discussions

Networking Activities

### **Welcoming Coffee and Registration**

08:00 - 09:00 | Networking Activity

### **Welcoming remarks**

09:00 - 09:10 | Welcoming Speech

Nicolas Gangloff- VP Africa Daxis

### **Industry Overview**

09:10 - 09:25 | Welcoming Speech

Pascal Orhan- CEO of Daxis

### **One to One Session**

09:25 - 09:45 | One to One session | 20 mins

The expansion of Econet Media in Sub Saharan Africa

#### **SPEAKERS**

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Joseph Hundah - President & CEO, ECONET MEDIA

### **African Public broadcasters: What needs to be done to become more successful?**

09:45 - 10:15 | Panel Discussion | 30 mins

New Broadcasting models: interactive services, on demand services, catch up  
Revenue opportunities with new delivery formats: HD, Catch-up TV, Web- streaming  
Advertising models to support free-to-air content  
What actions should be put in place to help public broadcasters flourish

#### **SPEAKERS**

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Patrick Mavhura - Director General, Zimbabwe Broadcasting Corporation

Fatuma Matulanga - Head of TBC Zanzibar, TANZANIA BROADCASTING CORPORATION

Jane Kasumba - Head of TV, UBC

Seyoum Mekonen - CEO, Ethiopian Broadcasting Corporation

### **One to One session**

10:15 - 10:35 | One to One session | 20 mins

SES

### **Coffee Break**

10:35 - 11:05 | Networking Activity | 30 mins

Hosted by

### **How can Telco?s and OTT players collaborate to best served subscribers?**

11:05 - 11:50 | Panel Discussion | 45 mins

How can telecom operators compete with or work with the main OTT players?  
Monetization challenges: payment issues  
Constraint in acquiring premium and local content

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## SPEAKERS

Vikash Barath - Group Digital, MTN

Simon Aderinlola - GM - Content & Innovation, Airtel Nigeria

Nana Yaa Dufie Oti-Boateng - Digital Transformation Manager, Vodafone Ghana

## One to One Session

11:50 - 12:10 | One to One session | 20 mins

The ongoing digital migration process in Burundi, Cameroon, Central African Republic, Chad, Congo, Dem. Rep. of the Congo, Equatorial Guinea, Gabon, Madagascar, Rwanda, Sao Tome and Principe

## SPEAKERS

Jean-Jacques Massima-Landji - Representative Central Africa and Madagascar , ITU

## One to One Session

12:10 - 12:30 | One to One session | 20 mins

BBC

## Lunch

12:30 - 13:30 | Networking Activity | 60 mins

Hosted by

## One to One Session

13:30 - 13:50 | One to One session | 20 mins

Intelsat

## The rise of international TV channels

13:50 - 14:20 | Panel Discussion | 30 mins

Factors contributing and affecting to the growth of international TV channels

The foreign strategies of International TV channels

Localised content to reach a larger audience

## SPEAKERS

Louise Cottrell - SVP Affiliate Sales, AMC Network

## One to One Session

14:20 - 14:40 | One to One session | 20 mins

Safaricom business activities in Kenya

## SPEAKERS

Kamal Bhattacharya - Chief Innovation Officer, Safaricom

## Coffee Break

14:40 - 15:10 | Networking Activity | 30 mins

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## Regulatory challenges in the new TV ecosystem

15:10 - 15:40 | Panel Discussion | 30 mins

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## SPEAKERS

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Mallam Is&#8217;haq Modibbo Kawu - General Director, NBC - Nigeria

Gerald Musinguzi - Head of Procurement, Uganda Communications Commission

### One to One Session

15:40 - 16:00 | One to One session | 20 mins

Deutsche Welle

### Set up and Departure for Networking activities

16:00 - 19:00 | Networking Activity

### Networking Cocktail

19:00 - 20:00 | Networking Activity

### Dinner

20:00 - 21:30 | Networking Activity

### After Party

21:30 - 22:30 | Networking Activity

## Day 2

### Welcoming Coffee

08:30 - 09:00 | Networking Activity | 30 mins

Hosted by

### One to One Session Multichoice

09:00 - 09:20 | One to One session | 20 mins

### Country Focus Ethiopia

09:20 - 09:50 | Panel Discussion | 30 mins

State of the TV market in Ethiopia

The ongoing DTT process

Scope for private and public FTA

## SPEAKERS

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Major Gebremeskel Teklemariam - General Director, Information Network Security Agency (INSA)

Seyoum Mekonen - CEO, Ethiopian Broadcasting Corporation

### One to One Session

09:50 - 10:10 | One to One session

Inview

### One to One Session

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10:10 - 10:30 | One to One session | 20 mins  
Tivo

### Coffee Break

10:30 - 11:00 | Networking Activity | 30 mins  
Hosted by

### Building ?A World Class? African film and content industry

11:00 - 11:30 | Panel Discussion | 30 mins

What challenges exist within African content industry?  
How to make African cinema and content industry Â world class?  
Importance of Co-Productions in Africa Â  
Monetizing content across multiple platforms

#### SPEAKERS

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Verona Duwarkah - CEO, Urban Brew Studios

### One to One Session

11:30 - 11:50 | One to One session | 20 mins  
Canal +

### One to One Session

11:50 - 12:10 | 20 mins  
NBA

### Private FTAs expansion in Africa

12:10 - 12:45 | Panel Discussion | 35 mins

Scope for FTA development in Africa  
What are the opportunities and challenges  
Local content monetisation

#### SPEAKERS

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Danny Mucira - General Manager, BAMBA TV

Santokh Singh Ram Singh - Managing Director, Multi TV

Tony Akiotu - Group Managing Director, African Independence Television, AIT DAAR Communications

### Lunch

12:45 - 13:45 | Networking Activity | 60 mins  
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### One to One Session

13:45 - 14:05 | One to One session | 20 mins  
Africell plans for Africa

#### SPEAKERS

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Omar Khodr - CEO, AFRICELL DRC

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**The power of African women in the media**

14:05 - 14:45 | Panel Discussion | 40 mins

**One to One Session**

14:45 - 15:05 | One to One session | 20 mins

YouTube

**Coffee Break**

15:05 - 15:35 | Networking Activity | 30 mins

Hosted by

**The rise of social media influencer in the African TV landscape**

15:35 - 16:05 | Panel Discussion | 30 mins

What are the most effective strategies today for working with influencers?

Why are brands so focused on them?

Boosting revenue with influencer advertising on social media

**Set up and departure for networking activities**

16:05 - 19:00 | Networking Activity

**Cocktail**

19:00 - 19:30 | Networking Activity

Hosted by

**Dinner**

19:30 - 21:00 | Networking Activity

**After Party**

21:00 - 23:00 | Networking Activity