

# AITEC Africa to host 2012 BFMA conference in Nairobi

The 2012 Broadcast, Film & Music Africa (BFMA) conference, hosted by AITEC Africa, is set to take place from 10-11 July 2012 at the Oshwal Centre in Nairobi. The conference is aimed at evaluating opportunities for growth in the industry.



**10-11 July 2012, Oshwal Centre, Nairobi**

Known by broadcasters, filmmakers and advertising agencies simply as BFMA, the conference is styled as a thoughtleaders' convention to assess trends in film, broadcast and music business in Europe, the US, Asia and Africa - and will be characterised by experience sharing and presentations by experts from around the globe.

## Synergy building encouraged

According to event director, Ryan Moroney, this year's conference has been redesigned to maximize networking and interaction opportunities between researchers, filmmakers, and music producers, with advertising agencies and broadcasters all grouped in a way to encourage synergy building.

"At BFMA, collaboration between different players is identified as crucial to unleashing full potential of the market and we are engaging the programme board here in East Africa and in Europe to evaluate how best we can increase information sharing and networking between the professionals with their specific interests," said Moroney.

## What to expect

The event will also mate original equipment manufacturers (OEMs) and other digital technology vendors with broadcasters and creative content developers and is being marketed in Europe and Asia jointly with the Zanzibar International Film Festival which also takes place in the same week - as a proposition for delegates to experience two East African media events at a go.

But even as film, broadcasting and music take centre stage at BFMA, new media and associated developments in specialised software applications, animation, mobile film and mobile broadcasting will have in-depth coverage at the conference. The organisers are said to be looking for a sponsor for the Animation and Broadcast Apps Development Pavilions to provide an opportunity for the region's emerging new talent and innovators to showcase new inventions.

Early participation has been confirmed by such companies as InMobi, Royal Media Services, Omni-media Ghana, Aja and Apple Systems.

Players in cinema space, Pay TV and Free to Air (FTA) broadcasters are expected to use the forum to discuss sustainable broadcasting models, advertising and the advent of digital broadcasting

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