

## VIDI seeks local content for South African video-on-demand

Professional and amateur producers of local video content are asked to submit their work via a dedicated link on the VIDI website for possible inclusion in its video-on-demand (VOD) service's South African content selection.



The VIDI local content team will review the content and decide on its suitability for posting on the streaming video site. Formal commercial contract terms will then be proposed and, if accepted, the content will be added to the site.

"This is a golden opportunity for producers of South African content to access a well-visited platform on which to showcase their talents. We're hoping the next generation of content producers who are currently amateurs will see this as that big opportunity to take them to the next level," said Janene Matsukis, VIDI spokesperson.

The site, launched commercially last year, is emerging as a well-known supporter of South African video content. It is a sponsor of the Independent Mzansi Short Film Festival (IMSFF), a four-day short film celebration. IMSFF 2015 screened some 20 hours of short films from up-and-coming directors and producers in South Africa during June 2014.

It is also committed to bringing the problem of illegal content downloads via the web to the fore and has recently launched a publicity campaign aimed at encouraging South African web users to 'keep it local and legal'.

For more information, go to [www.vidi.co.za](http://www.vidi.co.za).