

MultiChoice sponsors BFMA conference

MultiChoice Kenya has announced that it will be taking up lead sponsorship for Broadcast, Film and Music Africa (BFMA) conference, a creative content and electronic broadcasting event in East Africa that promotes knowledge sharing and networking among high-level electronic media professionals. BFMA 2013 is scheduled to take place in Nairobi at the Kenyatta International Conference Centre from 17-18 June 2013.



Danny Mucira, general manager at MultiChoice Kenya, said the company's decision to support the conference frequented by broadcasters, music producers, filmmakers, creative directors, scholars, content marketers and analysts underlined the pay TV company's commitment to developing the creative content industry in the African continent.

"We are committed to promoting local creative content and are supporting this knowledge sharing and networking platform to ensure that the industry continues to flourish and so that creative content creators can take advantage of the great opportunities," said Mucira.

MNet's regional manager, Risper Muthamia said the BFMA conference had already proven itself in the past three editions as the place where professionals meet to exchange ideas annually and gather new knowledge through updates from speakers, "not just on what is happening inside Africa, but other parts of the world as well". "We are pleased to be making an investment on the nurturing of local talent and seeing people take advantage of advances in technology to make better content. Our partnership and interest in the BFMA conference goes beyond putting content on air to participating in events that seek to promote the local industry and electronic media," she said.

During BFMA 2013, MultiChoice will be fronting its channels popular for African content including Africa Magic and SuperSport.

Sean Moroney, chairman of AITEC Africa, organisers of the conference, thanked MultiChoice Kenya for supporting the event saying there was great interest in the theme this year by industry leaders across the globe and that this had helped maintain the 4th edition of BFMA conference as a real global event.

The participation of high-level media professionals, analysts and other thought leaders from inside and outside Africa marked in the last three editions is likely to grow this year.

"These speakers and delegate make important sources of new knowledge and will enrich interaction and level of new knowledge and practices at the conference resulting to a world class learning opportunity. We already see it as a tremendous success."

For more, go to [Broadcast, Film & Music Africa 2013](#)

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