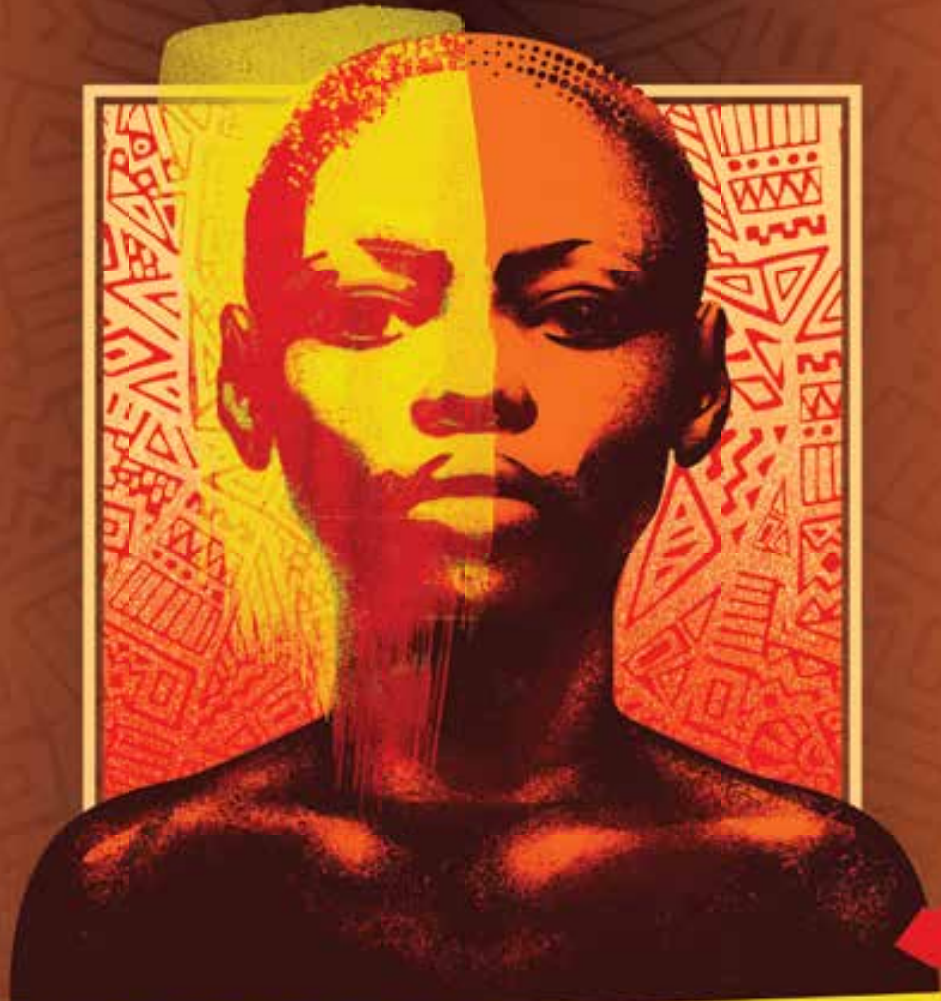


REPORT

22-31 JULY 2022



13TH

Durban FilmMart

REVOLUTION/EVOLUTION

CHANGING THE NARRATIVE



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PARTNER LOGOS

Principal Funders



Funders



Sponsors and Exhibitors



Programme Partners



Awards



Media Partners



Year Round Programme Akademie

INTRODUCTION

Africa's premier film industry event, the Durban FilmMart (DFM), hosted its 13th edition under the theme of Revolution/Evolution – Changing the Narrative from 22 - 31 July 2022.

The 2022 event embraced both the virtual and physical spaces providing a hybrid event for an extended reach and deepened networking engagements.

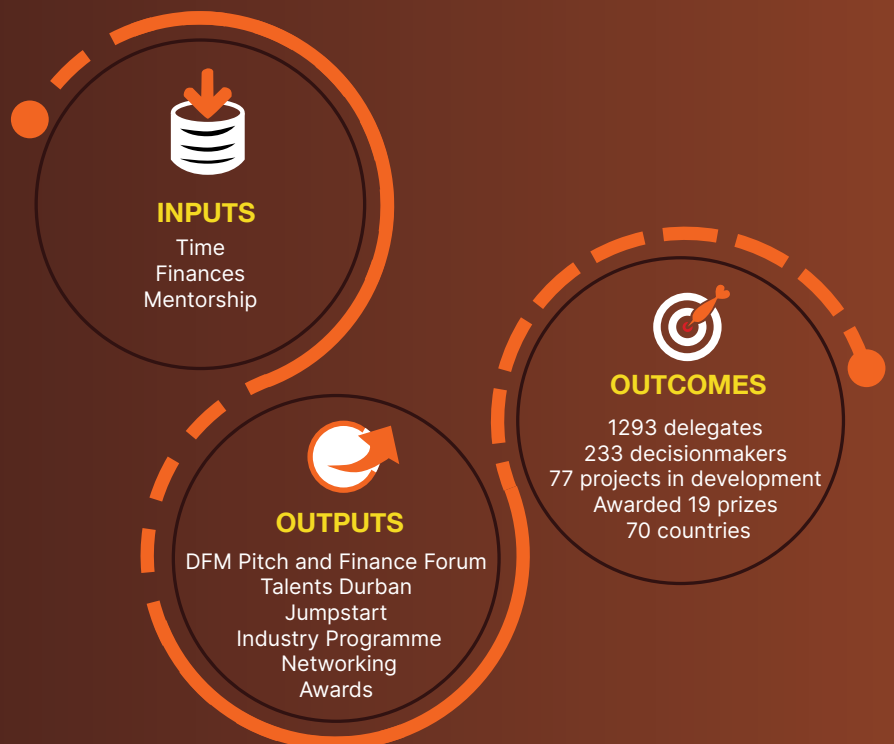
The 13th DFM programme focussed on the ever-shifting evolution within the industry: the game changers working to bring inclusivity and access to all levels of filmmakers, and the new spaces driving content creation. With African and the African Diaspora interests as the core of the industry programme, mainstream film professionals, established independents, emerging and alternative filmmakers who continue to shape new directions with their work presented masterclasses, panel discussions and networking events to complement the co-production and finance market.

This report gives an insight into the DFM 2022 event – its impacts, its areas of priority and filmmaker development.

Our Theory of IMPACT

We believe that in being Africa's premier business hub on the African continent we can create a space for African film industry professionals and products that is globally competitive and celebrated.

In 2022 the Durban FilmMart Institute invested R4,686,030 (292,876 euros) in 77 producers in the DFM Pitch and Finance Forum, 27 directors in Talents Durban, 5 scriptwriters in Jumpstart, 1293 film professionals in the industry sessions.



10 DAYS

1293 DELEGATES

4522 ACCUMULATIVE AUDIENCE



51

INDUSTRY SESSIONS

PANELLISTS & SPEAKERS



147

11

EXHIBITION STANDS



70 COUNTRIES

56

FUNDERS AND PARTNERS

77 PROJECTS

FROM 40 COUNTRIES

233 DECISION MAKERS

40 PITCHES

250 MEETINGS

89 FILMS

19 AWARDS



Total Item Count
2 553

Total AVE
R 168 686 503

Total Reach
466 033 474



TRAIN



SUPPORT

6 WEEKS MENTORSHIP



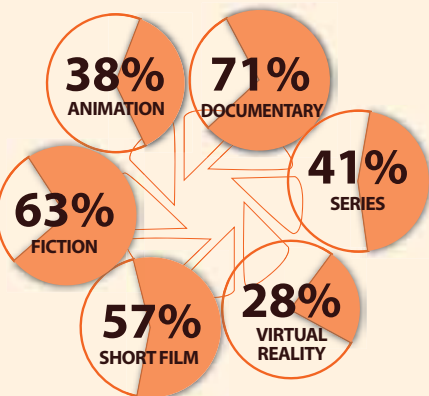
MOTIVATE



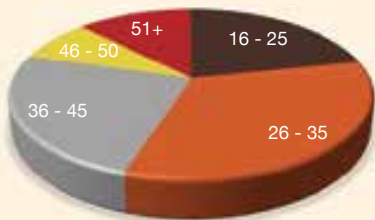
SUCCESS

2022 DELEGATE PROFILE

Creative Focus



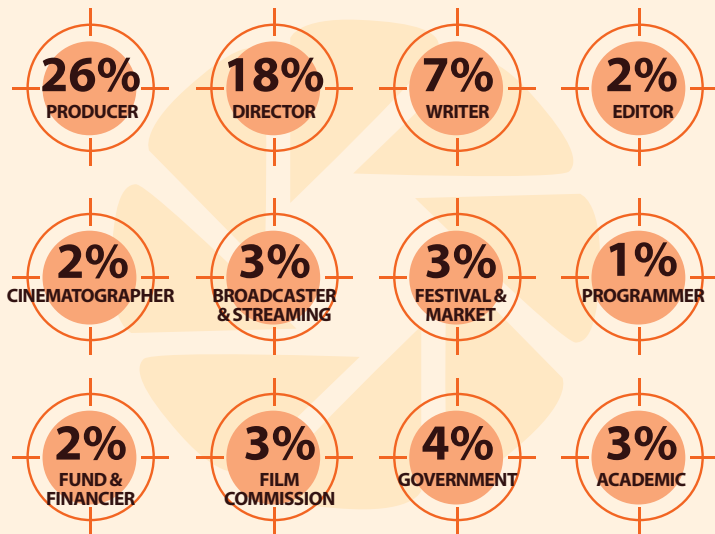
Age



Gender

Female	616
Male	643
Non-Binary	14
Prefer not to say	21
Disabled	39

Business Focus



Delegates by Country

Argentina	Republic of the Congo	Lesotho	Sweden
Bangladesh	Egypt	Morocco	Switzerland
Belgium	Ethiopia	Namibia	Togo
Belize	France	Netherlands	Tunisia
Botswana	Germany	New Zealand	Turkey
Brazil	Ghana	Nigeria	Uganda
Burkina Faso	Honduras	Norway	United Kingdom
Cameroon	India	Qatar	United States of America
Canada	Iran	Russia	Zambia
Central African Republic	Italy	Rwanda	Zimbabwe
Colombia	Jamaica	Saudi Arabia	
Comoros	Japan	Senegal	
Côte d'Ivoire	Kenya	South Africa	
Democratic Republic of the Congo	Lebanon	Spain	
		Sudan	

Delegates by Continent



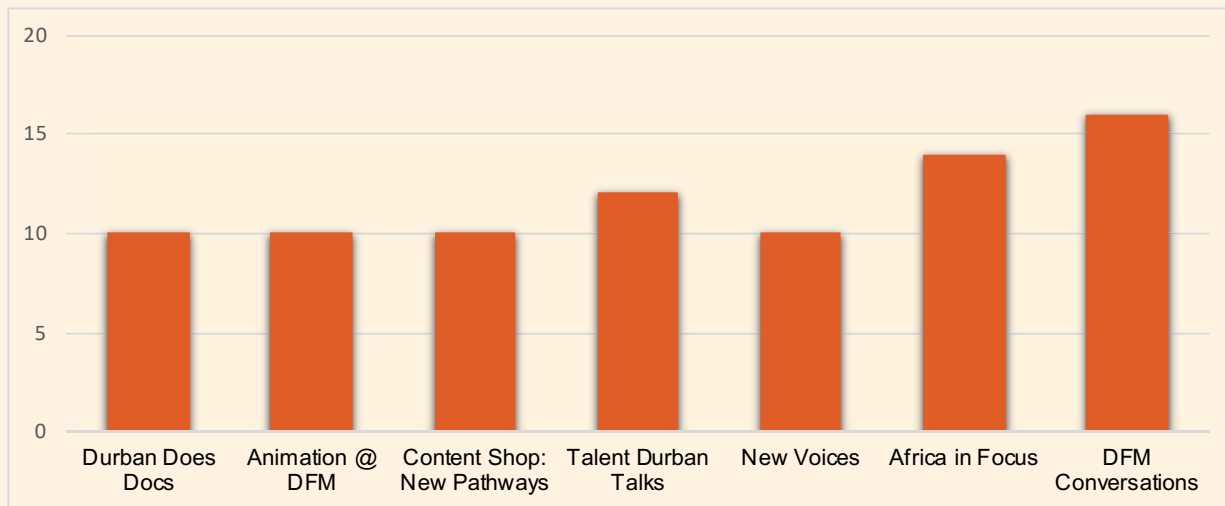
Virtual Event Attendance

566 delegates
52 countries
1 809 accumulative attendance

Physical Event Attendance

727 delegates
18 countries
2 713 accumulative attendance

Most Relevant Streams



Most Popular Sessions - Physical Event



The Bill - The Good, The Bad and The Ugly presented by the *Independent Producers Organization*.



Sessions presented by Netflix:

A Netflix Guide to Post Production & Visual Effects: A Masterclass presented by Leo De Wolff, Ben Perry and Beverly Toweett.



Masterclass: TikTok and Film and why they make each other better.



In Conversation with Tendeka Matatu.

Most Popular Sessions - Virtual Event



In Conversation with Dana Sims.



In Conversation with Mo Abudu.



Africa in Focus: Investing in the Industry.

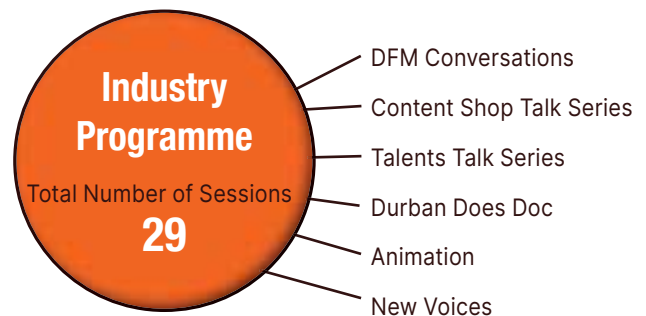
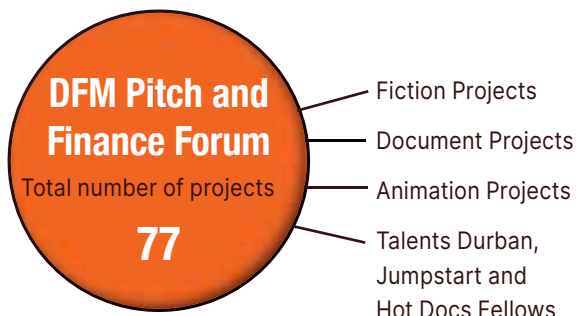
VIRTUAL AND PHYSICAL

Most of the global festivals and markets returned fully to the physical space, however the DFM 2022 edition was planned under COVID restrictions therefore the decision to keep an online element while returning to the physical was embraced (COVID restrictions in South Africa were lifted a month before the DFM event). In addition, due to travel restrictions and

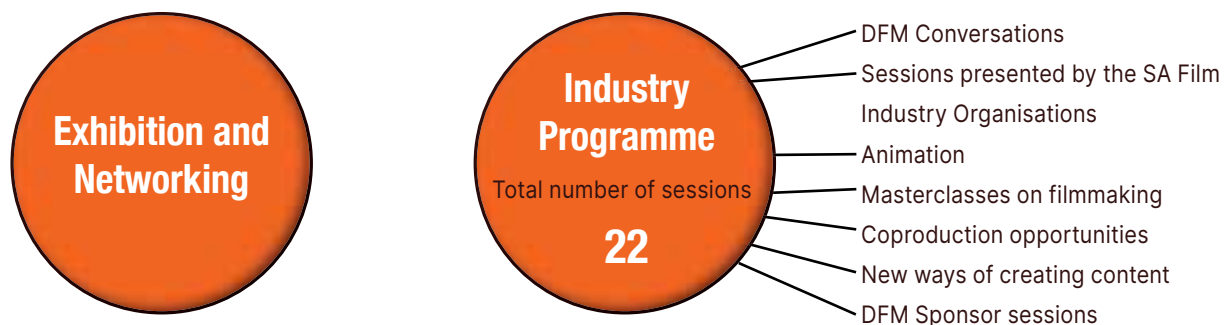
travel apprehension by some decisionmakers the Pitch and Finance Forum remained online.

DFM 2022 was therefore designed to offer access to both local and international delegates ensuring that both audiences were prioritised.

The Virtual Platform Featured

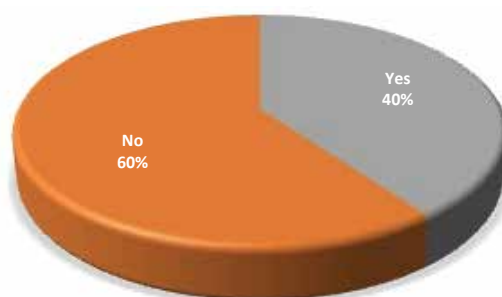


The Physical Platform Featured



Physical sessions were recorded and uploaded to the virtual platform 24 hours after the session. The DFM post event survey revealed that delegates watched the sessions at a later stage therefore these sessions will remain as open source resources on the DFMI website accessible to all film professionals.

Did you watch any session via VOD?



VISION REALISED

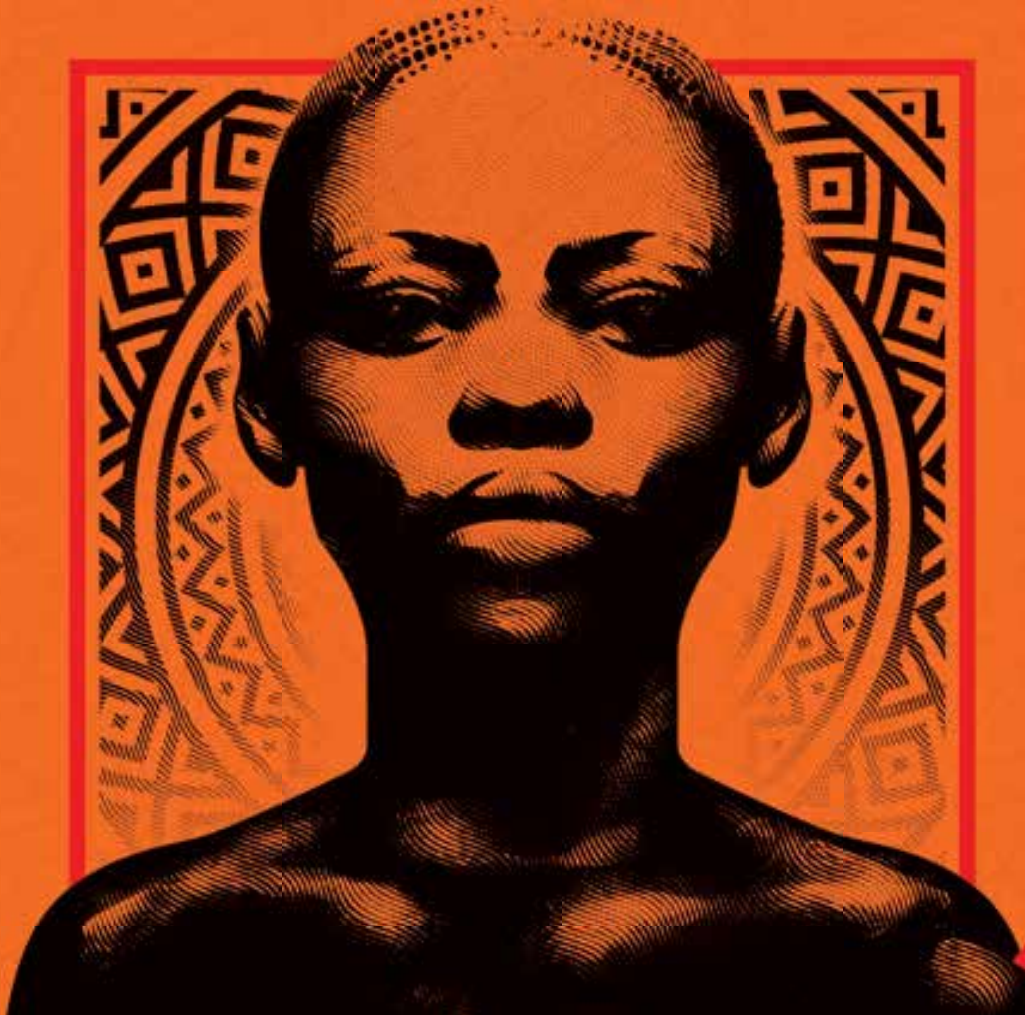
The Vision of the Durban FilmMart is:

To be the premier business hub of the African film industries in a world where African film industry professionals and products are globally competitive and celebrated.

This report will unpack the DFM 2022 annual event reflecting how the above vision was achieved through the 13th edition.

The following strategic impact points from the vision have been identified as key reporting areas:

- Business Hub for the African Film Industries
- Celebrating African Filmmakers and Film Content
- Nurturing African Talent
- Global Engagement ensuring Global Relevance



Business Hub for the African Film Industry

The annual Durban FilmMart event has become a key meeting place for African professionals. As an African market the focus of the DFM is to provide African content, African programming, and create a connection for filmmakers from Africa and the diaspora.

The 2022 edition hosted 1130 film professionals from Africa and the diaspora.

DFM Pitch and Finance Forum

The business of DFM is centred around the Pitch and Finance Forum which selects projects in development to pitch to financiers. The pitching and one-on-one meetings create exposure and connection for projects but more especially the platform is to help projects in development secure the much needed financial support, distribution and broadcasting deals.

Projects:

DFM 2022 received 278 submissions from 31 countries through an open call.

40 African projects in development were selected as official DFM projects.

DFM presented 27 Talents Durban projects in the Story Junction round tables.

Filmmakers from 19 African countries were represented in the forum.

Number of projects selected for Pitch & Finance Forum	40
DFM Documentaries	14
DFM Fiction	16
DFM Animation	10

Partner Projects	37
HotDocs-Blue Ice Docs Fund Fellows	3
Talents Durban	27
Jumpstart	5

Pitch Forum and Decisionmakers:

The selected projects pitched to 233 decisionmakers. The breakdown is as follows:

Decisionmaker category	No.
Broadcaster	33
Curator/ Programmer	3
Development Agency	11
Distributor	15
Festival/ Market/ Fund	60
Foundation	2
Fund	12
Fund, Coproduction	2
Not specified	7
Producer	63
Sales	13
Streaming/VOD	13



The following decisionmakers participated the public pitch panel providing feedback and asking the projects follow up questions:

Documentary Pitch Panel

- Africa No Filter
- Al Jazeera English
- Arte
- Berlinale Co-Production Market
- Cinema du Reel
- Scotland Doc Society
- Doclisboa
- Documentary Africa (DOC-A)
- DOK Leipzig
- Field of Vision
- HotDocs
- IEFTA
- International Documentary Film festival Amsterdam (IDFA)
- KZN Film Commission
- Mnet
- Mnet
- Movies That Matter
- National Film and Video Foundation (NFVF)
- POV
- MiradasDoc
- SØRFOND - The Norwegian South Film Fund
- Sundance Film Festival
- The Whickers
- Visions du Réel
- South African Broadcasting Corporation (SABC)
- TRT
- STV

Animation Pitch Panel

- Africa Digital Media
- Africa No Filter
- Al Jazeera English
- Animation Production Days
- Animax FYB Studios
- Creatures Animation Studio
- Animation Studio
- Crossroads Digital Multimedia
- DOK Leipzig
- Fak'ugesi/ Tshimologong
- IEFTA
- Dipopai Studios
- KZN Film Commission
- Mnet
- National Film and Video Foundation (NFVF)
- Paramount
- Play Nice Pictures
- South African Broadcasting Corporation (SABC)
- This Way Publicity

Fiction Pitch Panel

- Arte
- Barentsfilmm AS
- Berlinale Co-Production Market
- World Cinema Fund
- BETS/JETS
- Dramatic Encounters Ltd
- Gravel Road
- IEFTA
- Indigenous Distribution
- KZN Film Commission
- Marrakech Film Festival
- Mnet
- National Film and Video Foundation (NFVF)
- Netflix
- OIF
- Paramount
- PAS
- Sky UK
- Stage 5 Films
- Sundance Film Festival
- Toronto International Film Festival (TIFF)
- VENICE INTERNATIONAL FILM FESTIVAL
- Africa No Filter
- TRT
- MIP Africa

Finance Forum Meetings

After the pitches were delivered, the selected projects were given the opportunity to meet the decisionmakers for one on one meetings which were pre-arranged for maximum output. The pitches were available to all DFM delegates providing access to a wider audience and inviting meeting requests from producers outside the decision maker category.

250 meetings occurred over the space of 4 days



DFM Industry Lounge and Exhibition

DFM's Industry Lounge and exhibition served as the space where most of the delegate meetings took place. The exhibition included film commissions who showcased their regions and location benefits and funders and industry agencies who provided the latest statistics and relevant information easily accessible to delegates. Also participating were suppliers that promote and sell the latest products and streaming networks who were readily available to answer questions about content creation.

This years exhibitors included:

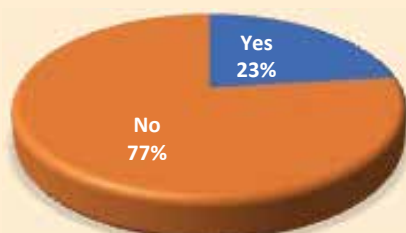
- Department of Trade Industry and Competition
- Durban Film Office
- Eastern Cape Development Corporation
- Filmmakers Mart
- Gauteng Film Commission
- KZN Film
- Netflix
- National Film and Video Foundation
- Panavision
- Sheer Publishing
- Wesgro

Networking

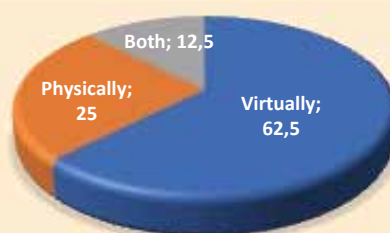
Presenting DFM online over the last 2 years limited networking opportunities and restricted social engagements which thereby reduced business opportunities for delegates. Returning to the physical space allowed the DFM to present networking events that were conducive for informal business to take place. These included:

- DFM opening dinner
- Animation Networking event hosted by the GIZ
- Networking Party hosted by Netflix

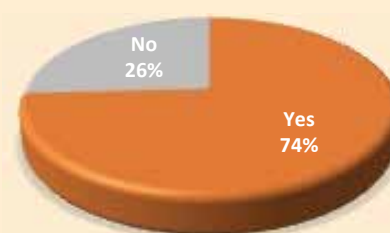
The value of networking at DFM is highlighted in the following graphic representation of the delegate feedback obtain from the DFM post event survey:



Would you have been in a position to setup these meetings without attending DFM?



Did you network virtually or physically?



Did you make any valuable contacts outside of you existing network?



Content Shop

The DFM Content Shop presented a digital catalogue of 89 films from 26 African countries that were ready for sale and distribution. Aimed at creating opportunities and access to markets for established and emerging professionals, the films were curated to reflect the unique storytelling of African filmmakers readily available to the international and local markets.

Select film projects, from various stages of post-production, were categorised into the following sections:

- Animation - 3 projects
- Documentaries - 9 projects
- Shorts - 63 projects
- Fiction Feature - 14 projects

DFM Industry Programme

The 2022 Industry Programme sessions presented 94 African panellists discussing key points for business development in Africa. The programme included established and emerging professionals who work across traditional and non-traditional means of filmmaking. The 2022 programme presented a diverse spectrum of professionals and institutions that reflect the diverse nature of the African industry.

Notable themes relevant to doing business or developing business for film in Africa were highlighted in the following sessions:

New financing models

- Democritizing and Destablizing The Space: Two Hues NFT Discussion
- Content Shop New Path Ways: Show Me The Money
- Financing for A New Age panel with Weaam Williams (South Africa), BusaBuntu (Nobuntu) Dubazana (South Africa), and Chidi Nwaogu (Nigeria)
- The Investing in the Industry focussed on investment in the african industry and funding mechanisms available to established and emerging filmmakers.

New models of technologies

- Ojoma Ochai (Nigeria) focussed on how data is used to determine industry trends and successes
- New Voices: New Distribution Models featuring Alan d'Escragnolle (Film Hub), Eugénie Michel (OUI COPROD), Ryan Solovei (Viu)

Working in collaboration

- Durban Does Docs: Coproduction without Treaties featuring Ike Nnaebue (Nigeria), Faissol Gnonlonfin (Benin) and Carol Kioko (Kenya)
- The Italian Connection: Coproduction Meeting with the Italian Delegation

- Your Kingdom is Your Stage, KZN and beyond, featuring Keith Matthews (KwaZulu-Natal Tourism), Spheisihle Dlamini (KwaZulu-Natal Film Commission), Jimmy Jean-Louis (STOLEN)
- Co-production with the UK: An Introduction to the BFI UK Global Screen Fund, featuring Denista Yordanova (British Film Institute), Uzanenkosi Mahlangu (ANTS Multimedia), Shantelle Rochester (Ida Rose)

Audience Development

- Content Shop New Path Ways: From the Seed: Audience Development Through Alternative Screening featuring Sunshine Cinema's Sydelle Willow Smith (South Africa), Kampala Movie Night's Moses Serugo (Uganda), Screen-A-Loud Aderinsola Ajoa (Nigeria) and Rouge Cinema Society's Mugambi Nthiga (Kenya)
- Talents Durban Talks: Cinema Space Networks which featured members from Guinea- Bissau, Zimbabwe, Tunisia, and The Democratic Republic of Congo
- New Voices: Developing Industries from the Outside, featuring film professionals from emerging industries Yanis Gaye (Goree Island Cinema), Nizar Saleh Mohamed (FARTA), and Kamy Lara (Geração 80)

Sessions highlighting original Africa content provides a good foundation for emerging filmmakers both doing creative and business development. These are reflected in:

- Talents Durban Talks: Crafting Narratives with Khadar Ayderus Ahmed (Somalia), Jenna Cato Bass (South Africa), Mamadou Dia (Senegal)
- Talents Durban Talks: Narratives Breaking Through New Voices featuring Amil Shivji (Madagascar), Anisia Uzeyman (Rwanda)
- Content Shop New Path Ways: Holding The Memory: The Importance of Archiving African Cinema with Imruh Bakari (June Giovanni Foundation), Aboubakar Sanogo (African Film Heritage Project)



Leading African Professionals

The DFM Conversations featuring leading African professionals are strong building blocks in the DFM programme. The DFM Conversations serve as the industry programme's keynote discussions with high level industry professionals representing years of experience and significant milestones in their careers and respective fields. The 2022 DFM Conversations gave audiences access to the speaker's journey as they shared key points from their profession and knowledge and learnings that have impacted them personally.

• Mo Abudu

Mo Abudu, CEO of EbonyLife Group, has made her mark through various endeavors in the corporate world; she has been described by Forbes as "Africa's Most Successful Woman". As Amongst many other successes, Ebony Life has recently signed a two-year exclusive first-look deal with Sony Picture's Television and a multi-title deal with Netflix.



• Tendeka Matatu

Tendeka is the Director of Local language Films, Africa for Netflix. In his current role, Tendeka is charged with leading the creation of original films from the Sub-Saharan region. Before joining Netflix, Tendeka was a film producer who worked on multiple, critically acclaimed films.



Co-curated Sessions

The DFM Industry Programme works in collaboration with funding and industry organisations to present masterclasses and panel discussions. The 2022 programme included:

- Masterclass: Developing Scripted Content Presented by Trace Studios
- A Netflix Guide to Post Production & Visual Effects: A Masterclass Presented by Leo De Wolff, Ben Perry and Beverly Toweett
- Masterclass: TikTok and Film and why they make each other better
- Goethe Institute, Cav' Platform and Animation SA Dialogue Forum: Incubators and Creative Clusters as Models for the Transformation of the Audio Visual Industry
- Discovering NEFTI: The New Emerging Film Talents International presented by NEFTI Vodka
- "The Presidential Economic Stimulus Programme Presentation" presented by National Film and Video Foundation
- "Co-production with the UK: An Introduction to the BFI UK Global Screen Fund" presented by the KwaZulu-Natal Film Commission and The British Film Institute.
- "Your Kingdom is Your Stage, KZN and beyond with Jimmy Jean-Louis
- Presented by the KwaZulu-Natal Film Commission.



Identifying and Nurturing Talent

The challenge most filmmakers face is access to markets and networking opportunities. The DFM seeks to address this challenge by empowering Talent - offering guidance, mentorship, and contacts and exposure for their projects. This way the DFM contributes to the growth of African cinema by developing promising talents.

Talents Durban

Talents Durban is a satellite programme of Berlinale Talents and has been running in Durban for 15 years. Talents Durban delivered a 6-week mentorship programme from May to July 2022.

During the online mentorship, Talents deepened their craft, met collaborators and worked towards developing their projects. This programme for emerging screenwriters/

directors and film critics/journalists focused on an immersive training programme. The mentorship curriculum covered story development, visual development and pitch and packaging.

The Talents Durban programme featured three hands-on development elements (present in English and French): The Doc Lab, Storytelling Lab, and Talent Press.



Sara Blecher



Bongi Ndaba



Mohamed Siam



Mounia Aram



Iman Djionne



Akosua Adoma Owusu



Mamadou Dia



Nadine Cloete



Claire Diao

- DOC Lab catered for documentary projects in development, it offered coaching and mentoring towards participating in a public pitch (DFM Story Junction being the platform).
- The Storytelling Lab is a script-development programme for feature, short, TV/web series, and animation projects. Talents were paired with mentors who assisted in clarifying story structures and helping to arrive at an advanced draft of their script.
- Talent Press invited critics to cover the films and events of the Durban International Film Festival and Encounters South African International Documentary Festival for online and print publications.

Talents attended a schedule of meetings, workshops, pitches and networking events. Talents attended 16 talks and masterclasses facilitated by leading filmmakers and mentors.

Talents Durban 2022

- Received 362 submissions from 29 African countries through an open call.
- Selected 27 projects and 4 film critics representing 16 African countries.
- Added to the Talent Alumni community of over 500 filmmakers.

The Talent Durban programme culminated in Story Junction (project presentations) with 27 projects in development participating. The project presentations were followed by roundtable discussions with potential producers and collaborators. These discussions proved as a vital step in developing the filmmakers experience of taking meetings but also helped them understand how to represent themselves with confidence. A total of 33 engagements were recorded.

Jumpstart



Guillaume Mainguet



Jérémie Dubois



Tracey-Lee Dearham-Rainers

Currently in its 11th year, Jumpstart is an incubator programme for emerging filmmakers focussing on scriptwriting, storytelling and packaging. It is a partnership programme with Produire au Sud, Nantes, CNC and Institute Francais, South Africa.

The programme has recently been extended into 3 phases:

Phase 1: Script development workshop (July 2022) - Script consultants worked with selected projects to develop their scripts.

Phase 2: Followup Script feedback by the consultants (November 2022) - These sessions will see the projects meet again with their mentors for further review and feedback as progress should have been developed since July.

Phase 3: Production Strategy and Marketing (March 2023). This phase will include an opportunity for the selected projects to meet with French producers and sales agents who are looking to collaborate with African filmmakers.

The programme included 5 projects from 5 African countries.

DFM Official Projects

Prior to the pitch and meeting days at DFM 2022, filmmakers underwent 6 weeks of individual mentorship from global and continental industry experts to prepare them for the market. The mentorship was designed to produce a 7-minute video pitch which was played during the pitch forum followed by

live feedback from curated panels of decisionmakers.

The mentorship included 85 filmmakers as part of 40 project teams.



Amel Bouzid



Bongiwe Selane



Femi Odugbemi



Olivier Cathrin



Sylvia Vollenhoven



Themba Bhebhe



Tiny Mungwe



Vanessa Sinden

Creating a Platform for Emerging Talent

This year's Industry programme introduced a new stream to highlight the work of emerging professionals from the continent. 'New Voices', presented film professionals who are working in the alternative spaces and spaces outside of the established film spaces. These individuals have worked to bring film from not only grassroots spaces, but in the spaces on the periphery of the established film industry with new models of working. This space in the programme offered exposure for new voices from Africa.

- New Voices in Programming featured film programmers, from the continent and the diaspora, who work to bring African and the Global South cinema to audiences through various programmes and mediums. This session included Lyse Lyse Ishimwe Nsengiyumva (Recognition BXL) and Abhishek Nilamber (United Screens).

- New Voices: Indigeneous Filmmaking brought together filmmakers from it's network to reflect on the programme as they detail each of their individual efforts and the importance of growing cinema on the continent, focussing on the cultural issues of indigenous populations. The panel featured Deidre Jantijies (NA AAP Productions), Dalion Adofo (Ancestral Voices), Samira Vera Cruz (Parallax Produções) and David Hernández Palmar (If Not Us Then Who).
- New Voices: Developing Industries from the Outside highlighted film professionals who, despite their challenges, continue to cultivate their respective industries while establishing themselves, helping other professionals along the way, and encouraging others to do the same. This panel featured Yanis Gaye (Goree Island Cinema), Nizar Saleh Mohamed (FARTA) and Kamy Lara (Geração 80)

Celebrating African Filmmakers and Film Content

Completed Projects

Part of the DFMI's year round activities is to keep track of the development of the official projects selected to participate in the annual market. The making of films can take many years to complete. DFMI is proud to celebrate the completion of film projects as they reach screens big and small.

Herewith a list of DFMI Alumni who have completed films over the last 3 years:

Category	Project Title	Country	Year of Production
Fiction	<i>Valley of A Thousand Hills (pitched at DFM under the title The Lotus)</i>	South Africa	2022
Documentary	<i>Zinder</i>	Niger	2021
Documentary	<i>Searching for Janitou</i>	Algeria	2020
Documentary	<i>Lift Like A Girl</i>	Egypt/Germany	2020
Documentary	<i>SOFTIE (Presented at DFM under UASI (Working Title))</i>	Kenya	2020
Documentary	<i>The Letter</i>	Kenya	2019
Fiction	<i>This Is Not A Burial, It's A Resurrection</i>	Lesotho	2019
Fiction	<i>INSILA KASHAKA</i>	South Africa	2019
Documentary	<i>Homage to the Buddha (Buddha in Africa)</i>	South Africa	2019
Fiction	<i>Flatland</i>	South Africa	2019
Documentary	<i>How To Steal A Country</i>	South Africa	2019
Fiction	<i>The White Line</i>	Namibia	2019
Fiction	<i>YOU WILL DIE AT 20</i>	Sudan	2019
Fiction	<i>Un Fils</i>	Tunisia	2019

Important mentions:

Although not completed, there are a few DFM Alumni projects in post production or currently doing the rounds on the market circuit:

- *Kongo is Burning*, which was the project with most meetings requested at Cannes Marche du Film 2020.
- *The Woman Who Poked the Leopard* scored most wins at DFM 2021, which opened the door for the pan-African filmmaking team to attend markets and pitch forums across the world.
- Nigeria fiction feature film, *Mami Wata* led by producer Oge Obasi and director C.J. Obasi is a much anticipated black and white arthouse feature, which is a rarity from the west african nation known for Nollywood productions. *Mami Wata* most recently participated in Venice Final Cut 2021.



DFM Awards

Awards has become a valued part of the Pitch and Finance Forum. The awards range from cash prizes, programme participation at partner markets and mentorship/ professional consultation.

Herewith the winners of the 2022 DFM Awards:

No.	Partner	Name of Award	Details of Award	Award Type	Recipient
1	DFMI	DFM Talents Durban Award	DFM Talents Durban Project Award to Talent project to participate at DFM 2022 programme	Programme Participation	The Darker Side of Afrobeats (Nigeria)
2	DOK.fest München	The DOK.fest München Award	A prize package to a selected DFM project, the package will include: <ul style="list-style-type: none"> • Participation in DOK.forum Marketplace • Accommodation expenses will be provided (subject to the situation) 	Programme Participation	Trash Cemetery (Tunisia)
3	Cinemart	The Rotterdam Lab Award	“A prize package to a selected DFM project, the package will include: <ul style="list-style-type: none"> • Participation in the Rotterdam Lab • Accommodation (pending physical event) 	Programme Participation	Captain Mbaye (Senegal/Rwanda)
4	Dok Leipzig	The DOK Leipzig Award	A prize package to a selected DFM project, the package will include: <ul style="list-style-type: none"> • 2 x Accreditations for DOK Leipzig 2021 for the project team • Participation of the selected project in the DOK Co-Pro Market • 3 nights accommodation in a twin room 	Programme Participation	Kange (Democratic Republic of Congo)
5	The Gotham	Gotham Week Award	Selection for Gotham Week Coproduction market	Programme Participation	Breakfast, Lunch, and Dinner (Egypt/France)
6	IDFA	IDFA Spotlight Award	The directed of selected DFM project will be awarded participation, travel and accommodation to IDFA's next edition and participation in a tailor-made program within the IDFA Industry and training activities. If the project has a producer, this person will receive accreditation	Programme Participation	Khamseen Mitr (50 Meters) (Egypt)
7	Produire au Sud	The Produire au Sud of Festival des 3 Continents (Nantes, France)/ IFAS Award	Opportunity to attend the developmental workshop programme, PAS, where they are supported with developing tools, expertise, and opportunities to forge European networks.	Programme Participation	Aisha Can't Fly Away Anymore (Egypt/Sweden)

No.	Partner	Name of Award	Details of Award	Award Type	Recipient
8	Miradas Doc	Miradas Doc Award	A prize package to a selected DFM project, the package will include: <ul style="list-style-type: none"> • Participation in the Miradasdoc 2022 • Flight, accommodation and accreditation 	Programme Participation	Trash Cemetery (Tunisia)
9	Sorfund	The Sorfund Award	A prize package to a selected DFM project, the package will include: <ul style="list-style-type: none"> • A confirmed seat as pitcher · A pitch course • Hotel accommodation and meals* • NOK 3.500 in contribution for travel expenses* 	Programme Participation	The Camera Never Lies (Sudan)
10	FIDA DOC	The FIDA DOC Award	<ul style="list-style-type: none"> • Participation in the FIDADOC Writing Residency 2021 • Accreditation, flights and accommodation (this is dependant on COVID-19 regulations) 	Programme Participation	Khamseen Mitr (50 Meters) (Egypt)
11	OIF	OIF-ACP-EU Award	Will receive mentorship from the OIF collaboration	Mentorship/ Consultation	Specters of Alhoot (Sudan)
12	DocA	DocA Award	Mentorship prize	Mentorship/ Consultation	Kange (Democratic Republic of Congo)
13	MIPAFRICA	MIP Africa Special Invitation	To attend MIP Africa/Fameweek	Programme Participation	<ul style="list-style-type: none"> • Captain Mbaye (Senegal/Rwanda) • Breakfast, Lunch, and Dinner (Egypt/ France) • Funny Business (South Africa) • Black Burns Fast (South Africa)
14	Animation - Fagukesi	Fak'ugesi Award	Offering a hybrid residency programme from 13-21 October 2022 during the Fak'ugesi festival	Programme Participation	Grit (Nigeria)
15	Hot Docs-Blue Ice Docs Fund	Hot Docs-Blue Ice Docs Award	\$1,000 CAD awarded by Hot Docs-Blue Ice Docs Fund Pitch Prize to one DFM project pitched in the Finance Forum	Cash	Plagued (South Africa)
16	The Whickers	The Whickers Bursary	£3,000 bursary	Cash	Khamseen Mitr (50 Meters) (Egypt)
17	TRT	TRT Award	3000 USD	Cash	The Missing Camel (Mauritania)
18	National Film and Video Foundation	Best Non-fiction grant	R100,000	Cash	Sharp End of A Knife (South Africa)
19	National Film and Video Foundation	Best Fiction grant	R100,000	Cash	Black Burns Fast (South Africa)

Animation

Animation programming at the DFM event has been slowly but steadily expanding. In 2021 the Durban FilmMart looked to delve deeper into the burgeoning African animation sector. The 2021 edition focussed on the production, implementation and training aspects of animation in the DFM Industry programme and mentorship in the Talents Durban programme. This year with the funding support from the GIZ, the DFM event expanded animation into the Pitch and Finance Forum thereby providing a wider focus on animation.

Attendance

The need for animation content and opportunities is highlighted by the steady growth of the attendance by delegates in the animation community. Therefore to ensure that DFM reached a wider audience, the animation programming took place in both the virtual and physical spaces.

The 2022 animation attendance reflected 37% of the total DFM audience:

- 272 – in the physical space
- 213 – in the virtual space

Pitch and Finance Forum

2022 marked the first time in which DFM formally welcomed animation projects to pitch at the market. Ten projects in development were selected from across the continent. Selected projects were given 6 weeks mentorship from South African Vanessa Sinden, senior producer at Triggerfish and French independent producer and creative consultant Olivier Catherinin in order to prepare the projects for the market where they pitched to a panel of decision makers from across the world.

Pitches were moderated by South African producer Isaac Mogajane. The panellists of decision makers included:

- Africa Digital Media
- Africa No Filter
- Al Jazeera English
- Animation Production Days
- Animax FYB Studios
- Creatures Animation Studio
- Animation Studio
- Crossroads Digital Multimedia
- DOK Leipzig
- Fak'ugesi/ Tshimologong
- IEFTA
- Dipopai Studios
- KZN Film Commission
- Mnet
- National Film and Video Foundation (NFVF)
- Paramount
- Play Nice Pictures
- Sony Animation Pictures
- South African Broadcasting Corporation (SABC)
- This Way Publicity
- Warner Kids

As with other projects in the market, one-on-one meetings were secured for the animation producers. One of the highlights of the project engagement with the decision makers was the securing of a R6million distribution deal for *Knittyville* (agreement is to be finalised).



Industry Programme

The 2022 Animation@DFM programming stream looked at the sector's value chain through panel discussion, roundtable discussion and industry dialogues. The key topics highlighted included production, distribution, financing and exhibition. The programme included animation industry professionals from South Africa, Ghana, Cameroon, Nigeria, Madagascar, United Kingdom, and the United States of America.

The online programme presented four panel discussions and one keynote discussion in the DFM In Conversation stream.

- The *Animation@DFM: Production* panel discussion focussed on the initiatives of independent filmmakers that manage to produce animation projects without the support of mainstream studios and what it takes to develop animation projects across the continent and the diaspora without the resources of established platforms.
- The aim of the *Animation@DFM: Exhibition* was to highlight exhibition opportunities within the continent, the importance of exhibiting animation projects, the role of animation as a storytelling platform, and where it fits in the cinematic landscape.
- The *Animation@DFM: Gaming and Filmmaking* panel looked at one of the key emerging areas of storytelling as one of the fastest growing industries for animation practitioners and how one of the biggest economic areas of work for the animation sector has become a space for storytelling and the latest narrative models.
- *Animation@DFM: Funding* centred on the funding initiatives and mechanisms available for production and distribution, for programmes, training and development and exhibition.
- In Conversation with Mike de Seve taking place in DFM In Conversation stream of programming saw a one-on-one conversation reflecting on his journey as industry professional working on some of the biggest global animation projects, the importance of the animation sector for the film industry, and the importance of cultivating and development of the animation industry on the African continent.

The physical programme presented 3 sessions - an industry dialogue in collaboration with Goethe Institute and Animation SA (more details below), closed round table (more details below) and a session in the Animation@DFM stream.

- The *Animation@DFM: Distribution* panel brought together independent distributors and established broadcasting platforms to look at the nuanced difference between animation and live action terrains, the challenges and opportunities that exist for film professionals through the storytelling medium, while looking at the trends and lessons that are appearing through one of the fastest growing mediums in the film landscape.



Talents Durban

Talents Durban selected four animation projects as part of the Animation Lab. The lab focused on story development, visual development, and the business of animation in Africa. The four Talents were mentored by Mounia Aram over a 6 week period, providing masterclasses, group discussions and one-on-one meetings. Talents presented their projects at the Durban FilmMart Story Junction project presentations proving to be invaluable experiences for the promising filmmakers.

Industry Engagement – Animation Roundtable

The Durban FilmMart Industry Programme hosted a closed roundtable discussion bringing together government institutions, local film commissions to discuss initiatives and opportunities that drive the growth and stimulation of the animation sector in SA. This included the National Film and Video Foundation, KwaZulu-Natal Commission, Gauteng Film Commission, Eastern Cape Development Corporation, WESGRO, The Department of Trade, Industry and Competition and Small Business Development. These discussions, moderated by researcher and journalist Mary Corigill, centred around the development initiatives by each organisation and how they are advancing the animation sector in the country.

Networking Event

The Durban FilmMart hosted a networking function at the end of the first day of the Durban FilmMart's physical programme sponsored by GIZ. The networking event, taking the form of a cocktail engagement, brought together animators to network and connect beyond the scheduled programme activities.

Partners

The Durban FilmMart Industry Programme worked closely with selected key animation partners from the African continent including the Animation SA, Digital Lab Africa, African Animation Network and the Goethe Institut South Africa.

- African Animation Network

The Durban FilmMart Industry Programme collaborated with African Animation Network to co-curate the virtual Industry Programme stream - Animation@

DFM programme. Looking at key discussion points and topics pertinent to the African animation industry, this collaboration saw both organizations identifying possible topics and speakers for high-level discussions that would highlight the work of animators, trends and developments in the industry. This collaboration also worked in securing the participation of Mike de Seve of Baboon Animation as a key-note speaker in the DFM In Conversation stream of programming.

- Animation SA

The Durban FilmMart collaborated with the local industry group Animation SA to help develop programming topics for the physical Animation@DFM stream. The collaboration also saw Isabelle Rorke, the vice president of Animation SA, moderate the online discussions.

- Goethe Institut South Africa

The Durban FilmMart hosted the second instalment Cav' Platform and Animation SA Dialogue Forum, which is a partnership between the Goethe Institut and Animation SA. The session focussed on 'incubators as a model for industry transformation', and a strategic opportunity to not only share with the animation community in the KwaZulu-Natal province but with key stakeholders who can influence and support the development of an incubator and or creative cluster for the province.

- Digital Lab Africa

Digital Lab Africa (DLA) is one of the premier digital incubation programmes for animation, video games, extended reality (AR, VR) on the continent so it was natural for the DFMI to collaborate with them. The selection of the ten animation projects in development was finalised in partnership with DLA. DLA presented 'The Fak'ugesi Animation Award for Hybrid Residency Programme' at the Pitch and Finance Forum. The prize was awarded to Grit an animation series by Nigerian filmmaker, Ajibola Adewole-Oyebokun. In addition, the overall DLA pitch winner at Fak'ugesi 2022 was a DFM alumni, Joseph Oseme with his feature length project Okiki: The Legend of the Half God. The DLA CEO, Lesley Williams presented a speech at the DFM opening event.



Gender Balance

The DFMI is committed to ensuring Diversity and Inclusion in all programming elements thereby making it part of the institution's DNA thereby representing a true community within the film industry. The Durban FilmMart, does not discriminate against participants of any race, background, gender or sexuality.

Herewith a representation of DFM's contribution to ensuring gender balance in the 2022 event:

Panellists in the Industry Programme



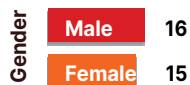
Moderators in the Industry Programme and the Pitch and Finance Forum



Filmmakers in DFM Official Projects



Filmmakers in the Talents Durban Programme



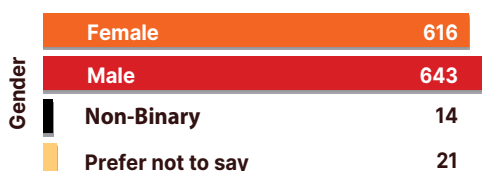
Mentors across all Programmes



Readers/Selection Teams across all Programmes



DFM Delegates



Note - In creating a safe space the DFMI does not compel participants to disclose any of the personal identity or personal choices even for the purpose of statistics.



In addition, the Industry Programme provided a space for engagement on gender and representation matters in order to advocate for equity in the film industry. The following sessions focussed on such:

- Africa in Focus: Ground Breaking Womxn in Film**
 This panel brought together womxn filmmakers from the continent who are creating new and interesting films, while also navigating the space and establishing themselves in an industry often dominated by men.
- Durban Does Docs: Ethical Framing - Ethics in Documentary Filmmaking**
 This panel will look at the challenges and the ways filmmakers navigate the documentary space as they break away from the established models, which can at times prove to be problematic.
- Africa in Focus: Building Inclusivity**
 With a drive for initiatives to bring more inclusivity to physically challenged professionals and audiences, this panel looks at making cinema more inclusive for all.
- Telling Stories after #MeToo**
 Has #MeToo brought improvements to writer experiences around the globe? How do we tell stories in different parts of the world after #MeToo?

Media Attention

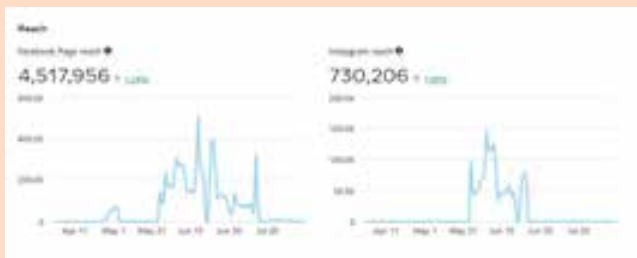
Generating high quality media attention for the DFM annual event significantly affects the exposure for filmmakers and film content therefore DFM implemented an aggressive media campaign which included traditional and digital marketing

strategies to create wide reaching awareness.

The outcomes of the media campaign reflects the following breakdown:



The outcome of the social media campaign reflected the following growth results:



Facebook

	2022	2021
Followers Count (March 2022)	10 555	10 663
New Followers	1 422	603
Total Followers (07/08/2022)	11 977	11 266
Page Impressions	9 970 542	6 687 480
Engagement	522 453	228 337
No. of organic posts (incl. stories)	221	279

Twitter

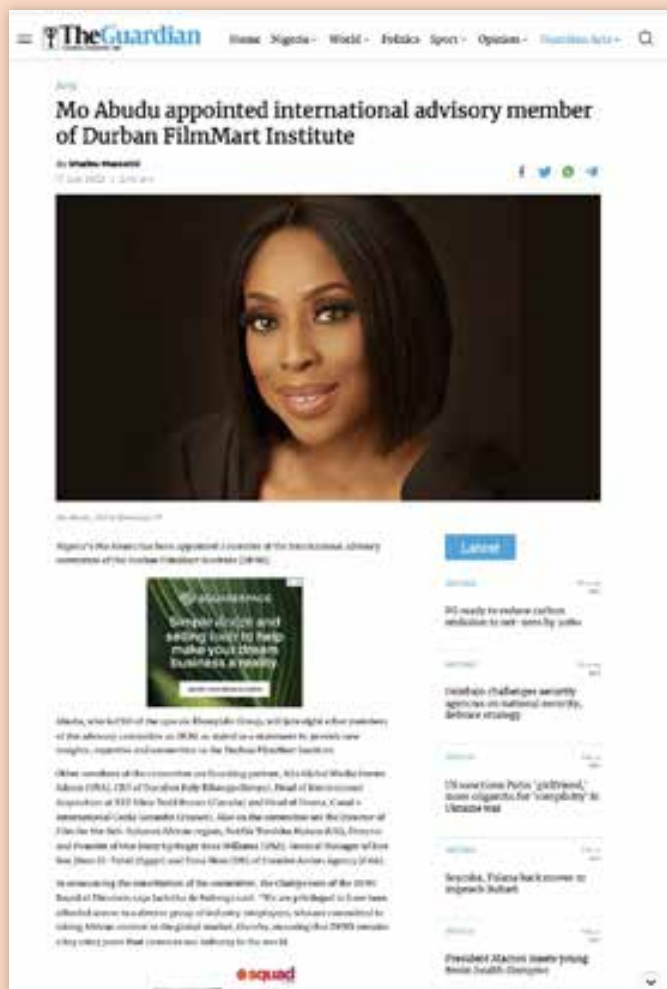
	2021
Followers (March)	8 818
Followers (8 Aug)	9 105
Follower increase	287
Mentions & re-tweets	311 mentions; 428 RT
Impressions	228 337
No. of organic posts (incl. stories)	279

Some samples of the media coverage highlighted in the publicity campaign:

<https://variety.com/2022/film/global/durban-filmmart-advisory-committee-1235315669/>



Some samples of the media coverage highlighted in the publicity campaign:



Global Engagement Ensuring Global Relevance

Attracting and engaging with the global industry is imperative to ensure DFM remains globally competitive and relevant. The global audience attends DFM to connect with the African filmmaking community, identify new African talent and to get a deeper understanding of the African filmmaking industry.

Global Participation at the DFM and as a result of DFM

The 2022 event recorded

- Delegates from 52 countries at the virtual event
- Delegates from 18 countries at the physical event



DFM global partners include:



DFM Pitch and Finance Forum panels included decisionmakers from:

- Global film funds such as HotDocs Blue Ice, IDFA Bertha Fund and NYT Op Docs,
- International broadcasters and streamers such as Al Jazeera, Paramount, Netflix, Showmax, POV and Trace Studios.
- International film festivals such as Toronto International Film Festival, Sundance, Berlinale, Marrakech Film Festival and The Gotham.
- International Distributors such as Indigenous Distribution, Rushlake Media and Journeyman Pictures.

Awards from partners in the following geographic Locations:

- Europe - 9
- Africa - 8
- North America - 2

Selected 2022 DFM Projects will participate in the following international platforms:

- The DOK.fest München Award (Germany)
- The Rotterdam Lab Award (The Netherlands)
- The DOK Leipzig Award (Germany)
- Gotham Week Award (United States of America)
- IDFA Spotlight Award (The Netherlands)
- The Produire au Sud of Festival des 3 Continents / IFAS Award (France)
- Miradas Doc Award (The Canary Islands)
- The Sørfond Award (Norway)
- The FIDA DOC Award (Morocco)

JUMPSTART participants will take part in an extended programme which includes a 3rd phase in early 2023, where they will engage with sales agents and producers from France (over zoom).

Industry Programme Panellists:

- Africa - 94
- Europe - 24
- North America - 8
- South America - 2
- Middle East - 1

Global Representation in the Industry Programme

The aim of the DFM Industry Programme was to include a diverse group of participants from the African continent and beyond therefore the curation includes talking points affecting both the African and global industries.

Discussions on the global market went across the production and economic value chain.

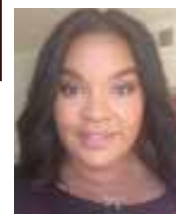
Some sessions included:

- A discussion with Hollywood actor Jimmy Jean- Louis from Haiti
- An in-depth post production masterclass with British editors Leo De Wolff, Ben Perry, and Beverly Towett in partnership Netflix
- An in-depth one-on-one discussion with talent agent Dana Sims of international talent agency Creative Artist Agency
- Coproduction session with Italian Producers
- A discussion focussing on copyrights with British copyright lawyer Bertrand Moullier
- Coproduction discussion focussing on collaborations from with the United Kingdom including British Producer Shantel Rose

International Keynote Speakers included:

- Dana Sims

Dana Sims is a MP Talent Agent at leading entertainment and sports agency Creative Artists Agency (CAA). Sims is based in Los Angeles and represents many of the world's leading musicians and actors, including Chris "Ludacris" Bridges, Wesley Snipes, Pearl Thusi, Alyssa Goss and Gabrielle Union among others. Sims began her career at ICM. She joined CAA in 2020.



- Mike de Seve

Mike de Seve is an Emmy-nominated director and screenwriter who worked directly under Jeffrey Katzenberg on six feature films, including Madagascar, Shrek 2 and Shrek the Third. He was also a sequence director and writer on the Beavis and Butt-Head feature film, and a director on all seven series of the Beavis and Butt-Head series. His global screenwriting company, Baboon Animation, has developed and/or written on animated series for 51 countries around the world, bringing them from concept to globally market-ready properties



- Nicola Ofoego

Nicola is based between Paris, France and Kingston, Jamaica, and works as an acquisitions consultant and producer. She is currently Head of Acquisitions at Paris-based Black Mic Mac, an African film financing and packaging company established as a part of Logical Pictures Group in early 2022. The company's mission is to find African stories that have the potential to entertain the world, created by African filmmakers.



FEEDBACK FROM PAST AND PRESENT DFM PROJECTS

This section provides a collection of responses from DFM projects and Talent Durban participants.



Moimi Wezam



Godisamang Khunou



Pascale Appora-Gnekindy



Nicole Schafer

Alumni Engagement

Please could you share why you decided to submit a second project at the DFM?

I was in the early stages of writing my documentary film NZONZING when I participated in Talents Durban 2020. The different work-sessions with my mentors and colleagues gave me interesting elements of rewriting but the project was not yet ready for the market. Hence the motivation to come back a year later (this time for the market) with a more accomplished project and much clearer choices. NZONZING would not have the qualities he has, if he had not participated at Talents Durban.

Moimi Wezam

DRC

DFM 2020 - Talents Durban - Nzonzing

DFM 2021 - Pitch & Finance Forum - Nzonzing

DFMI Alumni Business Lab 2021/22

I've attended two DFM's because of the amount of access and exposure I got from my first experience at the DFM. Each project really needs that kind of exposure in Development, where you are raising funding and need to connect to potential Co-producers, Funders, markets and Distributors.

Godisamang Khunou

South Africa

DFM Pitch & Finance Forum 2019 - Black Women & Sex

DFM Pitch & Finance Forum 2022 - SHARP END OF A KNIFE

How has DFM impacted your career?

As a Congolese filmmaker residing in Congo, I was limited to the Francophone economic model in the conception of my projects. A model that is pretentious but limited in almost every aspect. Participating in the DFM has broken this barrier and allowed me to access a much wider field of action with different economic models. This is what will allow NZONZING to be done in the right conditions no matter what.

Moimi Wezam

DRC

DFM 2020 - Talents Durban - Nzonzing

DFM 2021 - Pitch & Finance Forum - Nzonzing

DFMI Alumni Business Lab 2021/22

Attending the DFM allowed me to meet decision-makers and investors in the film industry, to network and to better understand how the industry works, especially the production side. Also, it allowed me to have outside views on the film. This was very useful to me.

Pascale Appora-Gnekindy

Central African Republic

DFM Pitch & Finance Forum 2020

The DFM was the first market that I attended for my project BLACK WOMEN AND SEX, and that was the first award in film that I had ever gotten. It really got people excited about my project, I have since won three more awards for that project, and now I have been selected as one of the five filmmakers to look out for from IMPACT MAGAZINE in 2022 so the participation at the DFM definitely grew my career.

Godisamang Khunou

South Africa

DFM Pitch & Finance Forum 2019 - Black Women & Sex

DFM Pitch & Finance Forum 2022 - SHARP END OF A KNIFE

Please could you share one of your favourite DFM memories.

My best memory is participating at the DFMI Alumni Business Lab. When I applied, I did not expect the exceptional quality of speakers and modules. Everything was well thought out to meet the practical needs of young African producers. Top.

Moimi Wezam

DRC

DFM 2020 - Talents Durban - Nzonzing

DFM 2021 - Pitch & Finance Forum - Nzonzing

DFMI Alumni Business Lab 2021/22

One of the memories I have of DFM is during the coaching sessions. It helped me to see beyond what we wanted for the film. Having other people's critical opinions helped me see what I hadn't thought of.

Pascale Appora-Gnekindy

Central African Republic

DFM Pitch & Finance Forum 2020

My favourite memory at the DFM was the first time I won an award at the 2019 Durban FilmMart, it was the dinner and I wasn't expecting to win anything but it was such an overwhelming and beautiful experience. I was with all my friends in film, my colleagues and the new friends that I had made from the DFM and we were all so happy for one another, we all knew each other's projects so well...and there was a real sense of community and love.

Godisamang Khunou

South Africa

DFM Pitch & Finance Forum 2019 - Black Women & Sex

DFM Pitch & Finance Forum 2022 - SHARP END OF A KNIFE

Please share a few specific (tangible) ways in which the awards you have won at DFM have added value to your project / your craft as a filmmaker?

The awards I received at the DFM among others the following awards:

AfriDocs Award: which was a sum of money, allowing us to continue shooting the sequences and thus continue to have material and develop the story of our characters.

We also received The IEFTA Award Documentary which was a mentorship with the IEFTA team. These exchanges allowed me to express the vision of the film, to have other ideas in the artistic development of the subject from the feedback and proposals received.

Pascale Appora-Gnekindy

Central African Republic

DFM Pitch & Finance Forum 2020

The award I won for my Documentary Series THE SHARP END OF A KNIFE was the Best Non-Fiction from the NFVF. This award came with a cash prize of R100 000.00 towards the Development of the project. This funding helped me attend the Venice International Film Festival, and it will also go towards the attendance of DOK Leipzig where I am an official selection for the 2022 DOK Leipzig international Co-Pro Market.

Godisamang Khunou

South Africa

DFM Pitch & Finance Forum 2019 - Black Women & Sex

DFM Pitch & Finance Forum 2022 - SHARP END OF A KNIFE

"I participated in the first DFM doc circle pitch in 2010 with my film "Buddha in Africa". I was a first-time filmmaker and had little expectations as this was my first pitching event. As it turned out, DFM was a major springboard for this project and my career. My project won the "IDFA Most Promising Documentary" award that enabled me to attend my first international documentary film festival and market in Amsterdam. This award gave me and my project the much-needed recognition and exposure to the international film market and community and enabled me to more easily secure film funding and turn the film into a reality.

I am currently in development on my new film, "Plagued" and submitted it to DFM 2022 with the intention of creating visibility and input on the project. I was impressed with the level of mentorship we received over an approximately 6- 8-week period. The mentorship was in-depth and took the project from a concept into something that started to resemble a film. I was also impressed by the number of prizes compared to the first event. It's hugely beneficial for emerging filmmakers to be able to attend film markets and festivals. As African filmmakers we are cut off from the rest of the world and depend on networking platforms such as DFM to expand our global film networks. In our case, we won a cash prize - the "Hot Docs Blue Ice pitch award". I was really not expecting this at all. It helped hugely to give the film international recognition - also plugging a hole and helping to cover some of the ongoing costs of production while we were waiting for funding.

It is great to see how DFM has evolved over the years with the ongoing training and mentorship programmes running throughout the year. Thank you to the DFM team who give so generously of their time and expertise to support the development of filmmakers, their projects and our film community.

Nicole Schafer

South Africa

DFM 2010 - Buddha in Africa

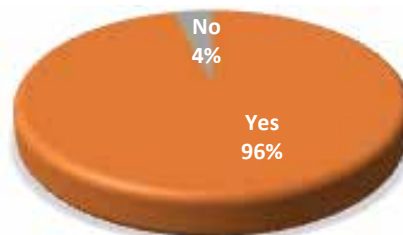
DFM 2022 - Plagued

Survey Feedback from DFM 2022 Projects

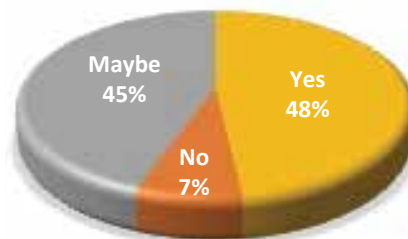
Do you feel like the mentorship adequately prepared you for the pitch session and one-on-one meetings?



Did you find the one-on-one meetings useful?



Do you intend to apply to any of DFM's partner markets?

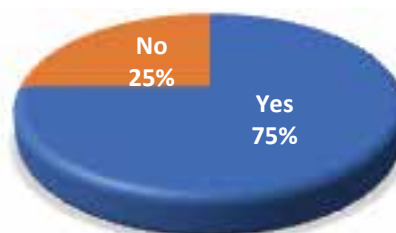


Survey Feedback from Talents Durban 2022 Projects

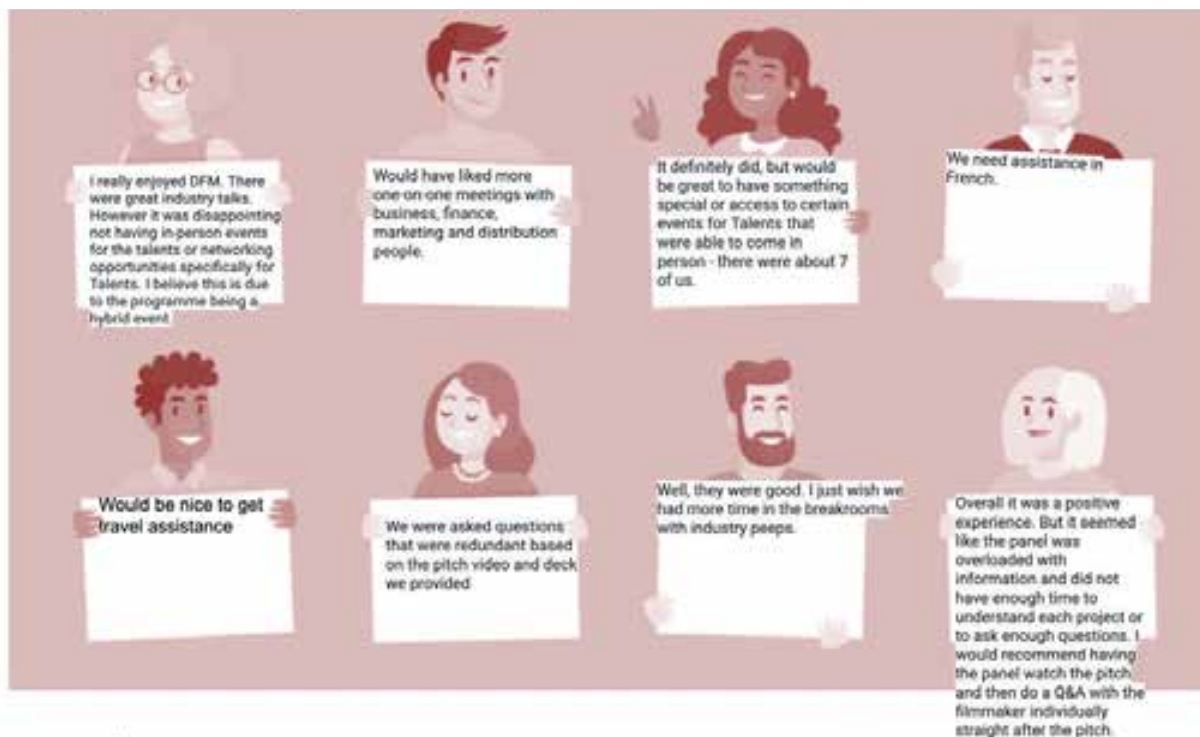
Did the mentorship at Talents Durban programme meet your expectations?



Did you find the lab/group discussion sessions useful?



Participant Feedback (positive & negative)



DURBAN FILMMART 2022



DURBAN FILMMART 2022



REVOLUTION/EVOLUTION

CHANGING THE NARRATIVE



13TH

Durban FilmMart

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