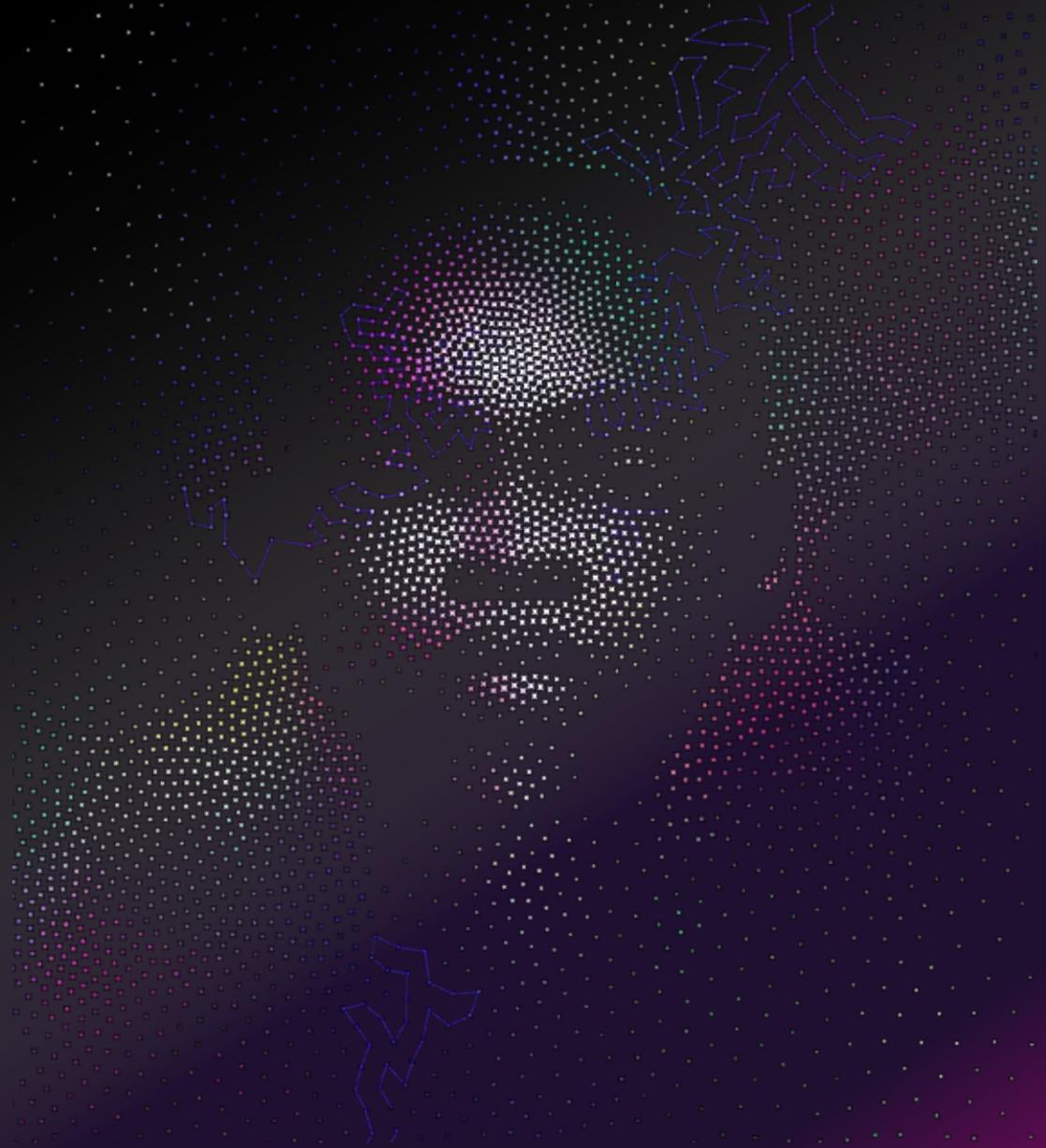


**AFRICAN** THE FOURTEENTH  
DURBAN FILMMART



**CONSTELLATION**



**REPORT**

14<sup>th</sup> Durban FilmMart



21-24 JULY 2023

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# PARTNER LOGOS

## PRINCIPAL FUNDERS



## PROGRAMME PARTNERS



## FUNDERS, SPONSORS & EXHIBITORS



## AWARDS



## YEAR-ROUND PROGRAMMES



# COMMENTS FROM PARTNERS



**national film and video foundation**  
SOUTH AFRICA  
an agency of the Department of Sport, Arts and Culture

As one of the foremost film markets in the sector, the Durban FilmMart has dynamically evolved into a platform which provides crucial access for filmmakers to an eclectic array of distributors, buyers and platforms. The market's diverse and high-impact programming has positioned it as a relevant market of premier importance on the continent. The NFVF is excited to have been a partner yet again this year where through the exhibition hall and various meeting opportunities, we were able to cement our positioning and engage with industry practitioners and stakeholders alike. Furthermore, through the Talking Cents conversational sessions, we were able to support quality conversations regarding film funding. The key announcements made enabled the NFVF to effectively communicate its continued efforts of driving equitable growth of the industry. We congratulate the team for bringing the theme "African Constellation" to life and look forward to an even more successful 15th DFM.



Always a pleasure to be part of the market, this year was most progressive, all stakeholders were accessible & patient, sessions were amazing, the projects pitched were all great and all meetings were fruitful.

## Sinema

It was a great pleasure being back, definitely to a better DFM.



We made many connections, formed new friendships and partnerships. A very big thank you to all who made this event possible.



# DFM 2023 OPENING SPEECH

BY CO-CHAIR, NEIL BRANDT

## African Constellation

The opening film of the Durban International Film Festival go a standing ovation celebrating African excellence.

It some of its hardest moments, its lead character looked up into the night sky to gaze at the stars and find solace in the dark night

That's one thing that binds us all as human beings, we all gaze up at the sky with a sense of wonder, of possibility, and that's what brings us together tonight.

Storytellers are the heartbeat of a vibrant society, reaching back into our collective consciousness and re-interpreting and re-imagining fables, myths and tales to make sense of our common futures. Creative Talent is the stardust that uses force of will, to coax those stories out of the ether, onto the page and beam them into the digital lifeblood of a billion glittering screens,

Supporting that talent is at the core of what the Durban FilmMart stands for.

## We are a market by filmmakers for filmmakers

This year we are bringing together all that creative energy together under the theme of "African Constellation", symbolising the eternal brightness that shines in our universal desire to be heard, to have a voice, to take you and your communities stories out into the world, to shine brightly , and be seen no matter where you are on the African continent, no matter your history.

The global film industry is going through unprecedented change and reorganisation, and it can be a daunting time for writers, directors, producers and all the associated artists, as they try to navigate access points for their stories, their careers and often their companies, making it even more critical for initiatives such as the DFM to facilitate platforms that help open up talent corridors and build sustainable and viable



content ecosystems, or dare we say, African Story Constellations.

One thing will never change, is that the market will always be drawn to powerful ideas, and we feel that intellectual property must always remain at the heart of a healthy storytelling universe, and that instead of creators worrying about what platform they going to get access to, rather become platform agnostic, and story-centric, giving due value to original thought and everything that flows from it

Every story has a home, a curious and hungry audience, and creators need to believe that if they are true to their story, the market will find them, not only across Africa, but across the globe.

The DFMI has been working extremely hard to make sure this is an unforgettable year, so on behalf of both our board and international advisory committee, we welcome back all our local and international guests to the first full-on in-person event since 2020.

We congratulate Magdalene and her entire organising team and programme participants for delivering the 2023 programme, once again proving that the Durban FilmMart is a dynamic pan-African platform that connects our industry to the world.

We also extend deep gratitude to our partners and supporters, old and new, for their continued love and support in promoting the African story.

On behalf of the DFMI Board, we wish you all, but most of all the storytelling talent in the room, a successful and rewarding Durban FilmMart 2023.

# INTRODUCTION



The Durban FilmMart Institute is a non-profit company that facilitates local and international trade and investment in African film content.

## VISION

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.

## MISSION

The mission of the Durban FilmMart Institute is to provide appropriate and effective programmes and services in order to promote, support and facilitate investment in the African film industries, so that African film industry professionals and products are competitive and celebrated globally.

## OBJECTIVES

The Durban FilmMart Institute aims to:

- Raise the visibility of projects from the African Continent and create networking opportunities with potential co-producers and other industry partners.
- Provide year-round capacity-building programmes to develop emerging filmmakers.
- Build a community of filmmakers that have access to year-round support.
- Generate market access for African film industry professionals and content to international markets.
- Facilitate access to funding for promising projects and accelerate the financing of participating projects through transnational cooperation.
- Stimulate the production of African content and promote international co-production opportunities.
- Encourage project collaboration between African filmmakers.

## PROGRAMMES

### • 14th Durban FilmMart (21 – 24 July 2023)

The annual Durban FilmMart is a pan-African finance and co-production market. This includes an eight-week mentorship programme for projects in development that have been selected to pitch in the market.

### • Animation Masterclasses and Mentorship (January – June 2023)

Development of animation projects focusing on story development, characterization, understanding the African animation landscape and project packaging.

### • 2nd DFM Access (February – May 2023)

Incubation programme that supports producers in shaping their stories, preparing their project presentations and understanding the marketplace.

### • 16th Talents Durban

Training programme that provides screenwriters, directors and film critics with the necessary skills to develop their craft.

### • 2nd DFMI Business Lab (November – March)

Digital programme of workshops on financial management, business skills, entertainment law and IP, and distribution strategies aimed at nurturing and empowering producers to develop sustainable careers.

### • Filmmart.Africa

Filmmart.Africa is an online platform for film professionals to connect, present new projects and access resources and support. The platform aims to provide up-to-date, trusted business information that will help the industry collaborate and develop.

### • Future Mentors

The Future Mentors Programme Guide is a precursor to the launch of The Future Mentors Programme to take place in 2024.

This report will highlight the impact of the DFMI programmes and reflect how the vision and mission is realised through the various programmes hosted by the Institute with focus on the flagship event – the annual Durban FilmMart.

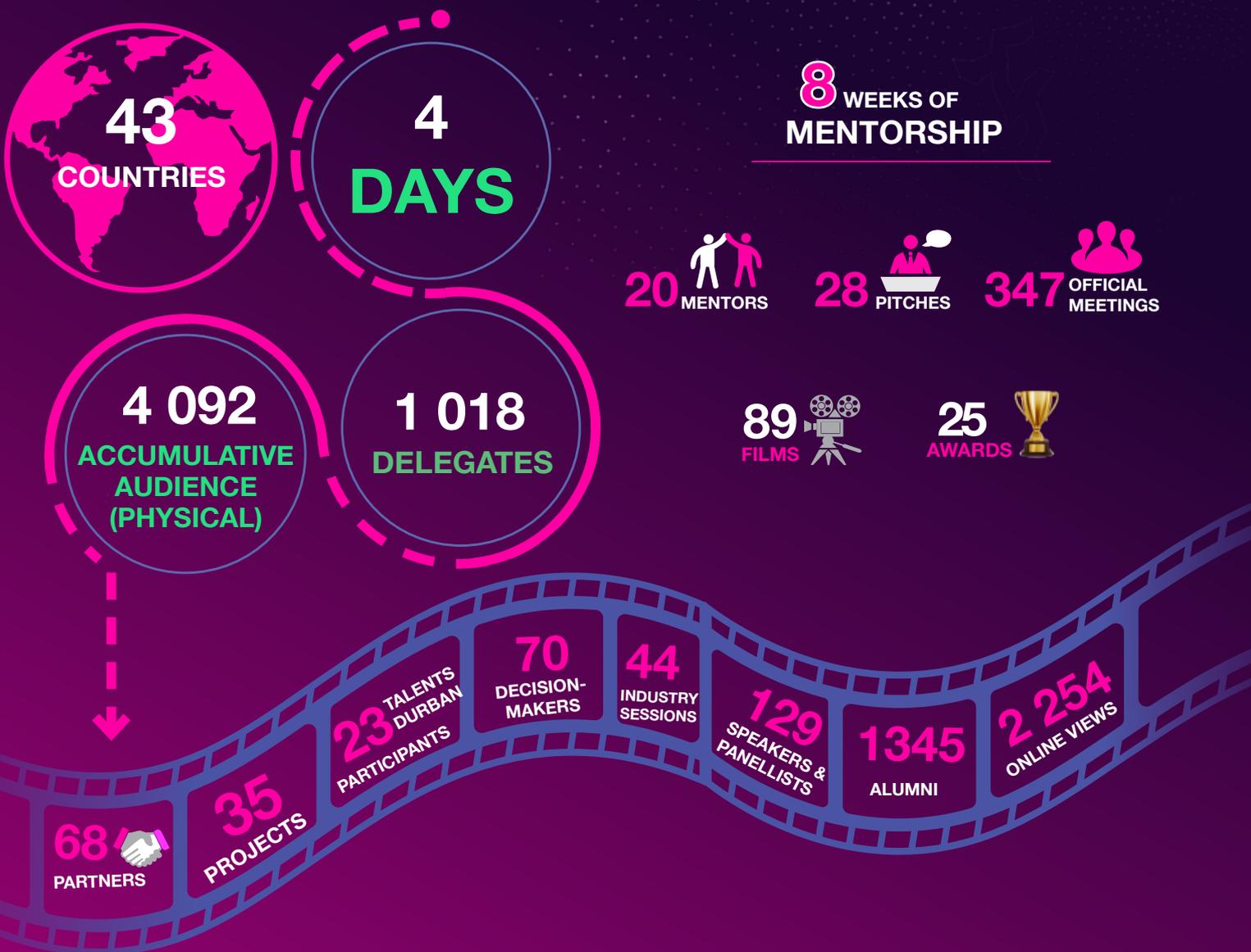
The following strategic impact points from the vision have been identified as key reporting areas:

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

# THE 14<sup>TH</sup> DURBAN FILMMART

The Durban FilmMart Institute welcomed attendees back to an in-person experience for its 4-day Durban FilmMart, from 21 – 24 July 2023 in Durban, South Africa, marking a significant milestone in the wake of the digital shift, with content being made available online later within the DFM footprint.

Under the theme African Constellation, DFM 2023 celebrated the champions of film industry initiatives, contemplating a vision for a future-forward African Star System for current and future professionals. Inspired by the constellations in the sky, the 14th DFM highlighted each film project as a world of its own. This revealed the unique filmic facets of our diverse and abundant continent.



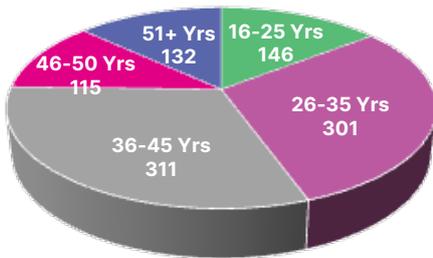
# 2023 DELEGATE PROFILE



## DELEGATES BY COUNTRY

<b>Africa</b>	Morocco	United Arab Emirates	Norway
Algeria	Mozambique		Spain
Angola	Namibia	<b>Central America and Caribbean</b>	Sweden
Botswana	Nigeria	Jamaica	Switzerland
Burkina Faso	Rwanda		United Kingdom
Cameroon	Senegal	<b>Europe</b>	<b>North America</b>
Côte d'Ivoire	South Africa	Belgium	Canada
Egypt	Tanzania	France	United States of America
Eswatini	Tunisia	Germany	
Ethiopia	Uganda	Italy	<b>South America</b>
Kenya	Zimbabwe	Monaco	Brazil
Malawi	<b>Asia</b>	Netherlands	Colombia
Mauritania	Singapore		
Mauritius			

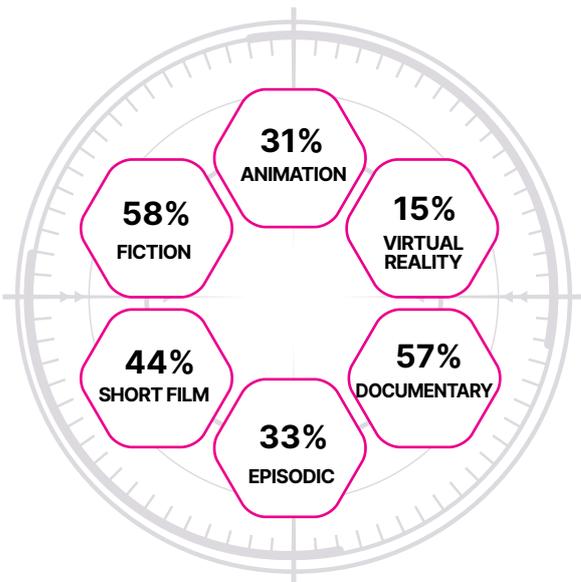
## AGE IN NUMBERS



## GENDER

Female %	50
Male %	47
LGBTI %	14
Non-Binary %	1

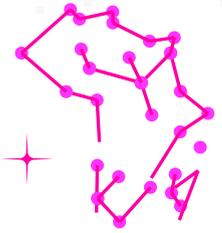
## CREATIVE FOCUS



## BUSINESS FOCUS

31,1% PRODUCER	15,4% DIRECTOR	9,6% OTHER	6,6% WRITER
5,3% GOVERNMENT	5,3% STUDENT	4,4% FESTIVAL & MARKETS	3,8% FILM COMMISSION
3,5% FILM SERVICES	3,2% SALES & DISTRIBUTION	2,8% FUND	2,8% MEDIA
2,1% FINANCIER	2% STREAMING SERVICE	1,6% SOUND & MUSIC	1,4% BROADCASTER
1,1% CINEMATOGRAPHER	1% PROGRAMMER	1% EDITOR	

# BUSINESS HUB FOR THE AFRICAN FILM INDUSTRIES



The Durban FilmMart stands as a pivotal catalyst in fostering the growth and development of the African film industry. Serving as a dynamic business hub, this initiative plays a crucial role in connecting filmmakers, producers, investors and other industry stakeholders.

Through a combination of the Pitch and Finance Forum, networking events, workshops and market access opportunities, the Durban FilmMart has become a linchpin for collaboration, innovation and sustainable growth in the African film landscape. The platform attracts a diverse range of investors, financiers and funding institutions interested in supporting African film projects.

## 1. 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 much needed financial support, distribution and broadcasting deals.

### Projects

DFM 2023 received 193 submissions from 32 countries through an open call.

28 African projects in development were selected as official DFM Projects.

Filmmakers from 20 African countries were represented in the Forum.

DFM presented 23 Talents Durban projects in the Story Junction sessions, which took place online.

Number of Projects Selected for Pitch & Finance - 28	
DFM Animation	8
DFM Documentary	9
DFM Fiction	11

Partner Projects - 35	
DOC-A	2
HotDocs-Blue Ice Docs Fund Fellows	5
Talents Durban	19
Jumpstart	5

### Pitch Forum and Decision-Makers

The selected projects pitched to 67 decision-makers. The breakdown is as follows:

Decision-Maker Category	No.
Development Agency	4
Distributor/Sales Agent	6
Festival/Market	13
Festival/Market/Fund	5
Film Commission	3
Fund	5
Producer	13
Streamer/Broadcaster	10
Studio	6
Talent Agent	2

The following decision-makers participated in the public pitch panel providing feedback and asking the projects follow-up questions:

#### Animation Pitch Panel

- Africa Digital Media
- Chocolate Tribe
- Creatures Animation Studio
- Digital Content Hub Tshimologong Precinct
- Gauteng Film Commission (GFC)
- Impact X Studios
- Indigenous Film
- Mounia Aram Company
- National Film and Video Foundation (NFVF)
- Organisation internationale de la Francophonie (OIF)
- The Industrial Development Corporation of South Africa Ltd (IDC)
- Triggerfish Animation



### Documentary Pitch Panel

Al Jazeera English  
 BBC Storyville  
 Canal + International  
 Documentary Africa  
 FIDADOC  
 Ford Foundation  
 GFC  
 HotDocs  
 International Emerging Film Talent Association (IEFTA)  
 International Documentary Film Festival Amsterdam (IDFA)  
 MiradasDoc  
 Movies that Matter  
 Multichoice  
 NFVF  
 Organisation internationale de la Francophonie (OIF)  
 Red Sea Fund  
 Rushlake - Media  
 Sheffield DocFest  
 SØRFOND - The Norwegian South Film Fund  
 Sudu Connexion  
 Sundance Fund  
 IDC  
 The Whickers  
 Visions du Réel/Swiss Film Fund

### Fiction Pitch Panel

Alta Media  
 Barentsfilm AS  
 Black Mic Mac  
 Canal + International  
 Creative Artists Agency  
 Game Changer Films  
 GFC  
 Good Gate Meeting  
 IEFTA  
 IFFR/ Cinemart  
 Impact X Studios  
 Indigenous Film  
 Multichoice  
 NFVF  
 Netflix  
 Netherlands Film Commission  
 OIF  
 Red Sea Fund  
 Rushlake - Media  
 Series Mania  
 Sudu Connexion  
 IDC  
 Toronto International Film Festival  
 Trace Studio  
 XYZ Films

## Finance Forum Meetings

After the pitches were delivered, the selected projects were given the opportunity to meet the decision-makers 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.

Over the course of four days, 341 meetings organised by DFM took place in person, complemented by two additional days of online meetings for decision-makers who couldn't travel to Durban.



## 2. 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. Additionally, suppliers showcasing and selling the newest products were present, along with streaming networks who were on hand to address queries regarding content creation.

The Industry Lounge saw the comeback of 10 previous exhibitors and welcomed 11 new ones, marking

the largest exhibition in DFM's history. This growth underscores the value exhibitors find in participating at Africa's leading filmmaking business hub, as they see a tangible return on their investment.

This year's exhibitors included:

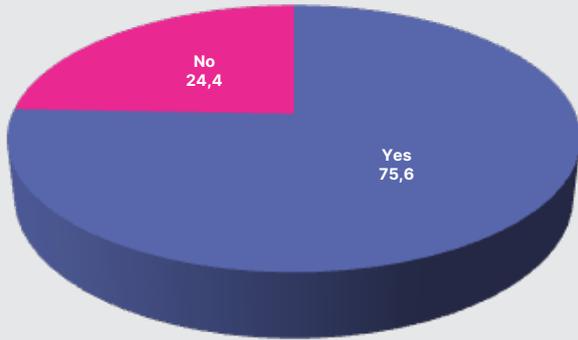
- Abaka Amara Productions
- CC&A Insurance
- Department of Trade Industry and Competition
- Durban Film Office
- Eastern Cape Development Corporation
- Film and Publications Board
- Gauteng Film Commission
- Industrial Development Corporation
- Independent Producers Organisation
- KZN Convention Bureau
- KZN Film
- Netflix
- Namibia Film Commission
- NFVF
- NEFT Emerging Film Talent International (NEFTI)
- Panavision
- Prime
- Sheer Publishing
- Sinema Agency
- Sollywood South Africa
- Wesgro



The value of the networking is highlighted by the following delegate feedback:

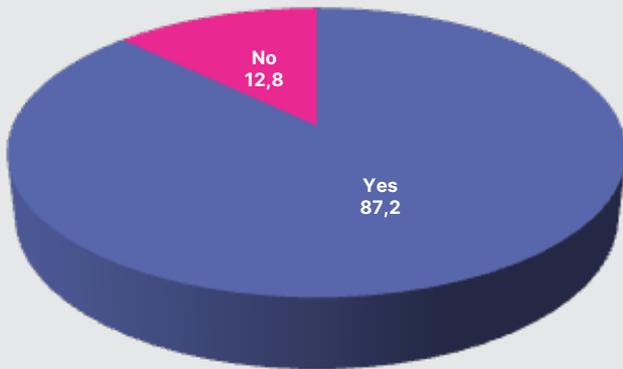
**Did you meet with all the companies of your choice?**

45 responses



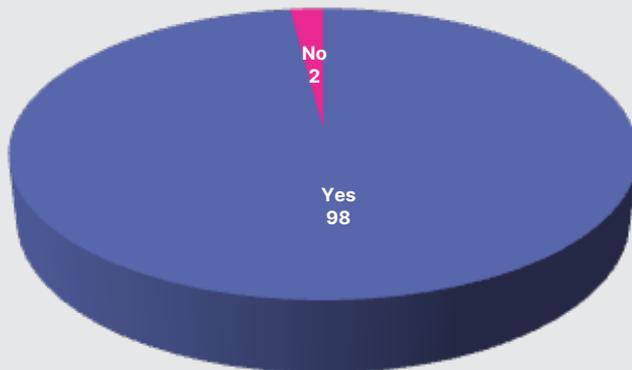
**Would you have been in a position to set up these meetings without attending DFM?**

47 responses



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

49 responses



## Networking

Resuming a completely physical format enabled DFM to offer abundant networking opportunities and the sponsors played a crucial role in this. They supported DFM in hosting essential networking events, particularly significant as most delegates hadn't had the chance to interact with one another since 2019.

The networking events included:

- DFM opening cocktail event (in partnership with Netflix)
- Fak'guesi Intermediaries Networking Event hosted by The University of the Witwatersrand (WITS) in collaboration with the Tshimologong Precinct and Fak'ugesi Festival
- Co-Production with Brazil evening cocktails sponsored by SPcine
- Thuthuka Co-Development Fund Announcement with cocktails sponsored by NFVF
- KZNFilm Animation Networking cocktail event
- IDC networking lunch
- NFVF hosted the Nigerian Film Corporation extended an invitation to producers who attended their cocktail event
- The Durban FilmMart Institute in partnership with DW Akademie cocktail event that saw the announcement of the Durban FilmMart and DW Akademie year-round programme.
- Women In Animation South Africa Connect Event
- DFM awards dinner (sponsored by Film and Publications Board and Viu)



### 3. DFM INDUSTRY PROGRAMME

The Durban FilmMart Industry Programme serves as a platform not only to showcase prominent institutions and filmmakers and their unique roles but also to highlight their contributions towards advancing and supporting the African film industry.

The programme included educational sessions and workshops, offering filmmakers knowledge about current industry trends, technological innovations, and optimal practices. Through keynote discussions, *DFM In Conversation* segments, and masterclasses led by esteemed experts, delegates gained valuable insights into navigating the ever-changing industry landscape.



This year's edition introduced the *Talking Cents* programming stream, a series of sessions dedicated to exploring financial opportunities, challenges and trends relevant to filmmakers in Africa. These sessions expanded beyond typical funding avenues for film industry professionals, encompassing private equity, government funding, distribution, broadcasting, corporate sponsorships and crowdfunding.



The *Co-production Corners* concentrated on co-production possibilities both within the continent and internationally, uniting national film bodies and filmmakers. These discussions revolved around the advantages of regional collaborations and the economic prospects that such partnerships offer.

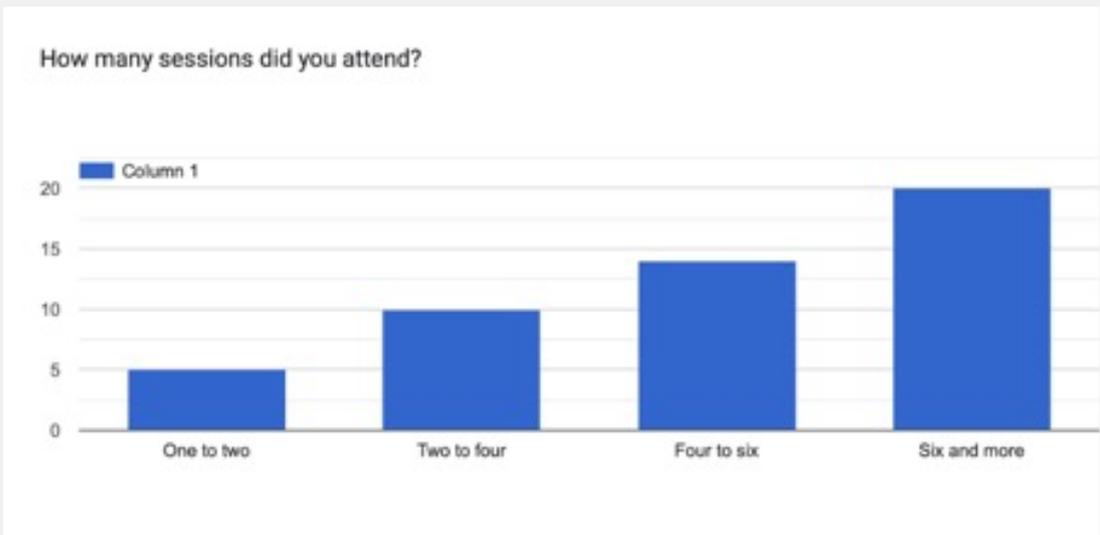
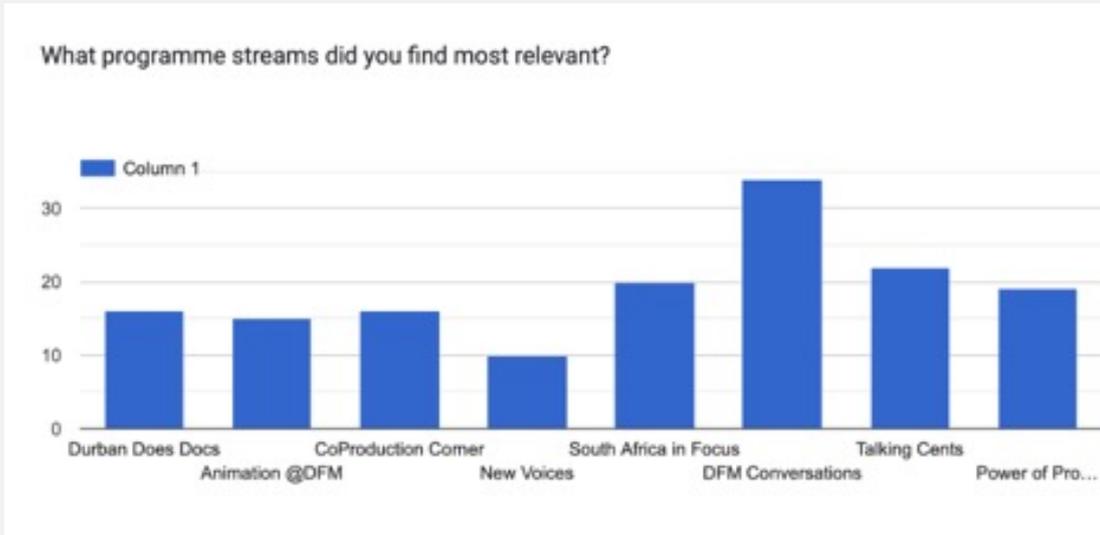


## Co-Curated Sessions

The DFM Industry Programme partners with various funding and industry organisations to bring additional expertise to the programme.



Herewith some audience feedback on the value of the DFM Industry Programme:



## 4. STREAMERS AND PLATFORMS AT DFM 2023

Netflix had a strong presence at DFM 2023, offering both a masterclass and panel discussion. In their masterclass *“From Development to Final Grade: Inspiring More Value in Our Visuals”*, Netflix explored the elements that make up successful and ‘iconic’ visual styles and key moments to enrich and foster image-making throughout the production process. Specialist Edmond Laccon highlighted how creating positive cycles of idea-sharing between artists from early development to final grading is key to creating compelling and polished visuals that draw audiences in. Laccon was joined by fellow Netflix executives Ndanu Kilonzo, David Karanja and Marc Baleiza in a Q&A session.

The Netflix panel *“Navigating Africa’s Content Distribution Landscape with Netflix”* considered the pathways filmmakers find to get their content onto various platforms and streaming services such as Netflix. Panellists included Netflix representatives and local distribution companies discussing the art and science behind distribution, the various deal structures available to them and the technical aspects of distribution, as well as how they bridge the gap between licensed content and streaming services such as Netflix. Featured guests included established distributors Helen Kuun (Indigenous Film Distribution), Ben Cowley (Gravel Road Africa) and Mayenzeke Baza (AAA Entertainment), who were joined by Netflix Director of Content for the Middle East and Africa (MEA), Ben Amadasun.



The inclusion of Prime Video this year was notable as the service has only recently entered the African content landscape. The streamer hosted a Q&A session exploring how Prime Video is showcasing authentic African content to a global audience. Audiences had

the opportunity to learn about Prime Video’s strategies, plans for the continent and their upcoming releases from Africa. Panellists included Ayanna Lonian (Prime Video), Bianca Isaac (Figjam Entertainment) and Joel Chiakpa Phiri (Known Associates Entertainment).



“How Viu Works with Local Storytellers” presented by Viu was another newcomer to DFM. Viu is a leading pan-regional over-the-top (OTT) video streaming service available in 16 markets, including Hong Kong, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Myanmar in Asia, Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and the UAE in the Middle East, as

well as South Africa. Operating with both an ad-supported tier and a premium subscription tier, Viu delivers premium content in different genres from top content providers with local languages and subtitles, as well as original production series under the ‘Viu Original’ initiative. Featured panellists included Country Manager, Ryan Solovei (Viu South Africa) and Farzana Wadee (Viu South Africa).



Trace Studios’ Beverley Mitchell presented a masterclass on “Finding Your Voice: Towards Authentic Storytelling”. In the roaring vortex of (mis)information that bombards us daily, how do you know what is authentic and what is not? And how do you make your voice heard? How do you craft stories that rise above the mundane without sacrificing originality and authenticity? This masterclass offered participants helpful tools to discover their own voices.

Comcast’s NBCUniversal and Sky and its pending re-launch, to be powered by Peacock’s globally scaled technology. Featured panellists included Flavia Motsisi (MultiChoice), Lucia Meyer-Marais (MultiChoice), Lufuno Lefowa (Multichoice), Mauro Black (MultiChoice Studios) and Merveline Ferris (M-Net).

The 2023 DFM Industry Programme featured Showmax and MultiChoice in a panel discussion titled “Making Your Scripted Series”. MultiChoice and Showmax executives discussed audiences through the pitch process for series seeking spots on Showmax, Mzansi Magic, M-Net, kykNET, Africa Magic and more. The panel also explored Showmax’s partnership with

The streamers also engaged with projects from the DFM Pitch and Finance Forum, alongside platforms such as Canal+, Trace Studios and commissioning editors from the SABC, Al Jazeera, BBC Storyville and many other financiers and distributors.

The involvement of Netflix, TRACE, Prime Video, Showmax and Viu in DFM highlights their dedication to promoting and exhibiting African content, while also offering distinctive growth opportunities within the industry.



## 5. IMPORTANT ANNOUNCEMENTS MADE AT DFM

To ensure relevance and set the part for new business in the industry, it is imperative that DFM be the space for important businesses and partnerships to be announced.



### DFO's Exciting Partnerships with CIPC and FPB

Durban Film Office (DFO) announced partnerships with the Companies Intellectual Property Commission (CIPC) and the Film and Publication Board (FPB). These Memorandums of Understanding (MOUs) are aimed at empowering emerging local filmmakers through transformative partnerships, development programmes, initiatives and platforms to ignite creativity and innovation. The signing ceremony brought together luminaries from the film industry, government dignitaries, industry influencers and esteemed members of the media.

The strategic partnerships with the Companies Intellectual Property Commission (CIPC) and the Film and Publication Board (FPB) will empower emerging local filmmakers, fostering creativity and innovation in the industry.



### Thuthuka Co-Development Fund

The NFVF announced that the joint funding venture between the Netherlands and South Africa, known as the Thuthuka Co-Development Fund, will be extended until 2025.

The fund was established in 2021 after a Co-Production Treaty was signed in 2015, aiming to support film and documentary projects with content related to both countries. The NFVF and the Netherlands Film Fund (NFF) will jointly support four projects each year, providing selective script support for feature-length films and documentaries. The annual budget of the fund is up to 160,000 EUR, with both organisations contributing 80,000 EUR each. The NFVF will also match the equivalent of 80,000 EUR in South African Rands, subject to currency fluctuations.

The objective of the fund is to promote cooperation and produce high-quality films that appeal to audiences in both countries and the international cinema market.

## NFVF Cooperation Agreement with Spcine Brazil

The NFVF and Spcine from Brazil signed a cooperation agreement to support diasporic narratives between the two countries. The collaboration aims to foster partnerships between South African and Brazilian filmmakers, focusing on feature films in development and work in progress projects. Each project will receive an investment of 20,000 US dollars (approximately 95,000 reals), and a total of four projects will be supported – two by producers in South Africa and two by producers in São Paulo.

“These hallmark co-development announcements serve as true testaments of powerful cross-border collaboration that enables authentic story-telling while bridging skills development gaps and enabling quality productions from all countries that are globally relevant”, says Ms. Thobela Mayinje, the NFVF Acting CEO.

## NFVF announced its partnership with Sheer Publishing Africa

The NFVF further announced its partnership with Sheer Publishing Africa (Sheer), as a skills development initiative, which is aimed at unpacking the key elements of music scoring across the development, production and distribution phases of filmmaking.

This kicked off with an informative masterclass entitled “Start with the End in Mind” which pinpointed the music scoring process and the ins-and-outs of music copyright. Both the NFVF and Sheer will also partner on various outreach and information workshops for stakeholders and the public at large to equip, educate and influence future filmmakers and industry catalysts who are yet to enter the industry, particularly those who are from previously disadvantaged and marginalised groups.

## Sound & Motion Studios and The Refinery signs a strategic partnership deal

Sound & Motion Studios and The Refinery announced a strategic partnership. With the acquisition of The Refinery by The First Order Group, Sound & Motion had partnered with The Refinery as the group sound department.

“We have been creative partners and co-producers with The First Order for years,” said Sound & Motion MD, Simon Ratcliffe. “As we bring the Refinery audio facilities and staff into our fold, we have embarked on an intense programme of upgrading and upskilling. It’s very important to us that the work between the branches is seamless, integrated, and offers the boutique audio solution our clients have come to rely on these past 21 years, combined with the convenience of slotting in with a full post workflow when required. The additional resources are also a major plus in servicing our international and local clients,” he added.

This collaboration brings together a team of exceptional individuals, each with a strong commitment to their craft and a passion for excellence,” said Sbonelo Mvuyana,



Chairman of The First Order Group. “We look forward to delivering outstanding audio experiences to our clients, guided by our shared dedication and expertise in the world of cutting-edge post-production.”

This strategic partnership between Sound & Motion Studios and The Refinery showcases a dedication to excellence and cutting-edge post-production in filmmaking.



## DFMI and DW Akademie: Fuelling African Film Industry's Future with Innovative Collaborations

DFMI has collaborated with DW Akademie (DWA) for the past two years, and their partnership is now entering its third year with even greater influence and impact. The DFMI's strategic mission is to stimulate the production of African content by providing access to business development opportunities and creative upskilling. This has led to the introduction of new programmes and the strengthening of their collaboration.

"One of the main missions of DW Akademie's Film Department is to promote and provide access to new authentic voices and generations in the film industry, says Programme Director Lina Hartweg, and continues, "This shared goal makes DFMI our natural partner in South Africa, with strong roots on the continent and beyond, and years of experience in supporting a pan-African community of filmmakers. The three programmes are a testament to our shared vision, which we hope to continue and expand in the future."

One of the programmes announced was the DFMI Business Lab, a 12-week online business skills development programme designed to empower producers with the necessary competencies to thrive in the global market. The programme, which has nurtured over 60 talented filmmakers across the continent since 2021, commenced in September 2023.

Another initiative launched was Filmmart.Africa, an exciting online network that connects film professionals, showcases new projects and provides valuable resources. The platform aims to promote collaboration and knowledge-sharing among professionals across Africa and beyond, benefitting both project creators and decision-makers. Connect with the film industry here – <https://filmmart.africa/>.

The Future Mentors Programme Guide was co-created in 2022 with DW Akademie and Berlinale Talents. It addresses the lack of African mentors and equips the next generation of mentors with essential skills. The guide serves as a training tool, catering to individuals seeking to become mentors or enhance their mentorship abilities. It was freely available throughout the Durban FilmMart Institute's online offering, supporting aspiring mentors and industry professionals – <https://durbanfilmmart.co.za/future-mentors/>.

The collaboration with DW Akademie enabled the DFMI to introduce these new initiatives and sustain existing successful programmes, reflecting their dedication to supporting the African film industry's growth and long-term success. The shared belief in the transformative power of mentorship and collaboration highlights the DFMI's commitment to nurturing emerging talents and providing them with opportunities within the industry.



# IDENTIFYING AND NURTURING TALENT

The primary obstacle for many filmmakers is gaining access to markets and networking opportunities. DFM aims to overcome this by empowering talent, providing guidance, mentorship, contacts and exposure for their projects. In doing so, DFM plays a key role in advancing African cinema by nurturing emerging talents.

*Mentorship and development in the annual market*

## 1. TALENTS DURBAN

Talents Durban, a satellite programme of Berlinale Talents, has been operational in Durban for 16 years. The programme offered a six-week mentorship from May – July 2023.

Throughout this online mentorship, participants enhanced their skills, connected with collaborators and focused on advancing their projects. Aimed at emerging screenwriters, directors, film critics and journalists, this intensive training programme concentrated on story and visual development, as well as pitch preparation and project packaging.

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

- 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.

- Talents 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. This edition, DFM also incorporated podcasting, with various interviews and reviews published on the DFM's Spotify account.

Talents attended a schedule of meetings, workshops, pitches and networking events. Talents attended 12 talks and masterclasses facilitated by leading filmmakers and mentors.

Talents Durban 2023:

- Received 502 submissions from 43 African countries through an open call.
- Selected 19 projects and 4 film critics representing 15 African countries.
- Increased the Talent alumni network community of 520 filmmakers.

The Talents Durban programme culminated in Story Junction (project presentations) with 19 projects in development participating. The project presentations were followed by meeting requests from potential producers and collaborators. These discussions proved to be 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 29 engagements were recorded.



## 2. JUMPSTART

The 12th edition of JUMPSTART took place online from 20–23 July in collaboration with Produire au Sud and the support of Institut Français in South Africa. JUMPSTART has served as an incubator programme, dedicated to equipping aspiring filmmakers with essential tools and techniques for scriptwriting excellence.

The 2023 mentors included Tracey-Lee Rainers, who is a story development practitioner. She is well known for the popular Netflix production *Seriously Single* and the SAFTAs award-winning film *Address Unknown*; Jérémie Dubois, a screenwriter who has written over a dozen short stories (two of which were selected for the Cannes Film Festival), as well as several feature films. In 2023, Dubois is shooting three new films; and Lucas Taillefer, who co-founded the Ecuadorian distribution company Trópico Cine, works for Festival des 3 Continents (Nantes) and runs the international training programme Produire au Sud.

The programme consisted of two distinct phases, each designed to progressively develop and refine the participants' projects:

### Phase One: Script Development Workshop (July 2022)

In this phase, script consultants collaborated with selected projects to develop their scripts, providing tailored guidance and expertise.

### Phase Two: Follow-up Script Feedback (November 2022)

This phase involved a follow-up session where projects reconvened with their mentors for further review and feedback. The aim was to assess progress and development since the initial workshop in July.

### Phase Three: Pitching Opportunity at DFM ACCESS (Early 2024)

Scheduled for early 2024, this phase will offer JUMPSTART projects the opportunity to pitch at DFM ACCESS. Successful projects will be considered for participation in the DFM 2024 Pitch and Finance Forum, providing a platform for further exposure and potential investment.

The programme included five projects from five African countries.

**14<sup>th</sup> Durban FilmMart** **DFM 2023 JUMPSTART PROJECTS**

				
<b>Anas Salaheldin</b> Director	<b>Malusi Bengu</b> Director	<b>Jake Sirma</b> Director	<b>Moreetsi Gabang</b> Director	<b>Minenhle Luthuli</b> Director
<b>A Lady Called Sayeda</b>	<b>Hotel Hillbrow</b>	<b>Jambo Lolita</b>	<b>THUPO [Initiation]</b>	<b>Maternal</b>
<b>Essam Hayder</b> Producer	<b>Khosie Dali</b> Producer	<b>Joan Njeri</b> Producer	<b>Frank Oteng</b> Producer	<b>Omolemo Nthathe</b> Producer
				





### 3. DFM OFFICIAL PROJECTS

Prior to the pitch and meeting days at DFM 2023, filmmakers underwent six weeks of individual mentorship from global and continental industry experts to prepare them for the market. The mentorship was designed to prepare them for an in-person pitch and to produce a seven minute video pitch, which was sent to decision-makers who were not able to attend the market in person.

In addition to one-on-one mentorship, animation filmmakers had access to an eight-week masterclass series, presented by DFMI during the months of January and February 2023. The masterclass series was specifically structured to upskill and prepare filmmakers

for the international market place and were presented by Beth Parker, Terence Maluleke, Aseye Tamakloe and Mounia Aram, just to name a few. The series covered creative elements such as story development, character development and visual representation, as well as business elements such as distribution and finance planning.

At the end of the eight-week masterclass series, selected project teams were invited to participate in the Road to Annecy Animation Incubation Programme presented by DFMI's animation partners, Digital Lab Africa (DLA), Tshimologong Precinct and Cape Town International Animation Film Festival (CTIAF).



## 4.DFM ACCESS

*Presented as part of DFM's year-round programme.*

DFM Access is a 12-week development platform for entry level producers. It provides a nurturing framework for participants with existing long-form or episodic independent film projects to hone and improve their scripts and project packages.

This online incubation programme supports producers in shaping their stories, preparing their project

presentations and understanding the marketplace in order to create effective strategies for their current projects and to plan their professional trajectory. The programme consists of one-on-one mentorship and talks led by industry experts. At the end of the 12-week mentorship, projects are pitched to an independent panel who selects three projects to participate in the annual Durban FilmMart as an official project.



## 5. DFMI BUSINESS LAB

*Presented as part of DFMI's year-round programme.*

DFMI Business Lab is a 12-week programme of workshops on financial management, business skills, entertainment law and IP, and distribution strategies. The programme is aimed at nurturing and empowering filmmakers to develop a sustainable career and to ensure that filmmakers in their early to mid-careers have

the necessary skills to effectively engage with a global market. The focus of the programme is to provide the necessary tools for the development of the producer's business/company.

The programme is presented in English, with simultaneous translation in French and Portuguese.



## 6. CREATING A PLATFORM FOR EMERGING TALENT

The Durban FilmMart Industry Programme consistently serves not just as a platform to nurture emerging talent but also to spotlight those within the continent and beyond who are equally committed to this endeavour.

Through knowledge-sharing sessions and panel discussions, the initiative contributes to the professional development of emerging talents, fostering a sustainable and skilled workforce. These sessions not only impart valuable knowledge but also serve as inspirational platforms, encouraging emerging talent to explore new avenues within the industry. Thought-provoking panel discussions delve into critical topics such as storytelling techniques, industry trends and navigating the challenges of filmmaking. These discussions provide a forum for emerging talent to engage with industry leaders, fostering a deeper understanding of the craft and the business.

### A few key sessions included:

*African Constellation: Highlighting Success in front and Behind the Camera* featuring Wanda Banda (The Woman King), Bonko Khoza (The Woman King), Milisuthando Bongela (Milisuthando), Apolline Traore (Sira).

*Power of Programming: Creative Documentaries on Screen* with panellists Sarah Dawson (International Documentary Festival Amsterdam), Lara Sousa (Miradas Docs), Yiqian Zhang (HOTDOCS), Madeline Roberts (Vision du Reel) and Mandisa Zitha (Encounters South African International Documentary Festival).

*Online Tools for the Industry* featured Fibby Kioria (Mucii Pictures), Menzi Mhlongo (Durban FilmMart Institute), Jane Mote (The Whickers) and Claire Diao (Sudu Connexion).

*Finding Your Feet As A Producer* presented by the Durban Film Office.



## Future Mentors

The Future Mentors Programme's mission is to address the scarcity of mentors originating from the African continent, while simultaneously equipping the next wave of mentors in Africa with the essential skills they need. In 2022, a group of film experts, selected by the Durban FilmMart Institute, embarked on an inspiring co-creation journey that culminated in the publication of an invaluable guide tailored for an emerging generation of film mentors.

The Future Mentors Programme Guide, crafted in collaboration with partners DW Akademie and Berlinale Talents, acts as a training tool that caters to individual needs and empowers mentors to actively engage within the film industry. Its purpose is to support a capacity-building programme for seasoned film professionals who possess a genuine desire to share their expertise with aspiring film practitioners. The guide caters to individuals with a background in mentorship, as well as those seeking to enhance their mentorship skills using a structured and comprehensive methodology. It is particularly beneficial for film industry practitioners who have successfully nurtured and delivered projects to fruition and are now seeking to transition into the role of mentor or trainer. Access to the [Future Mentors Programme Guide](#) is freely available through the [Durban FilmMart Institute's online offering](#), ensuring that aspiring mentors and industry professionals can readily benefit from this tool.

The 2023 Durban FilmMart event featured the official unveiling of the guide, accompanied by a panel discussion. This discussion focused on the guide's development, its significance and the programme, as well as exploring ways to integrate it among emerging filmmakers and in various global regions.

## Special Events

At the Durban FilmMart 2023, there were notable events including the NEFTI Africa screening, the announcement of the filmmaker award and a cocktail party sponsored by NEFT Vodka and African Bank. NEFT Vodka and the IEFTA collaborated four years ago to establish NEFT Emerging Film Talent International (NEFTI), a short film competition aimed at supporting film talents in emerging economies worldwide.

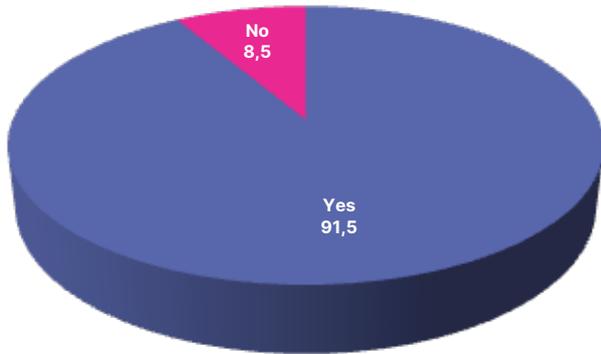
The first-ever NEFTI Africa competition was launched at this year's Durban FilmMart. The finalists were Moreetsi Gabang from Botswana and Lwazi Duma and Emma Tollman, both from South Africa. Moreetsi Gabang won the main prize and the Viewer's Choice award for his film *Zombie Date Night in Tlokweng*. The awards were presented during a screening and the afterparty was hosted at Durban FilmMart in Durban, KwaZulu-Natal, South Africa in July 2023.



The various programmes offered at the Durban FilmMart Institute are considered an important platform for featuring and celebrating African talent.

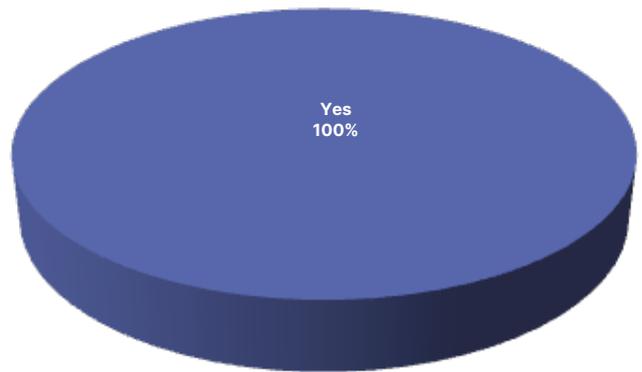
**Do you consider DFM as a key market to scout for African talent?**

45 responses



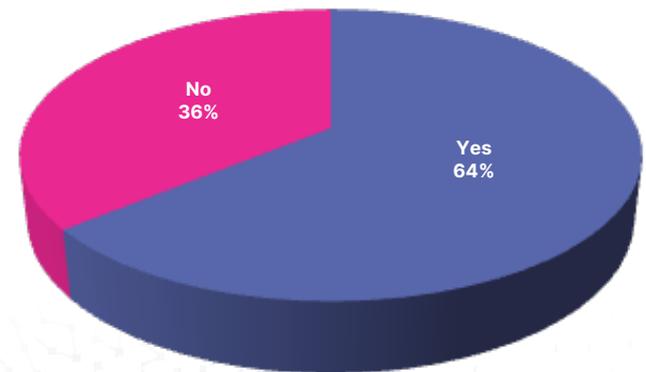
**Did you find the one on one meeting scheduled by DFM useful?**

25 responses



**Did you set-up any meetings outside of those scheduled by DFM?**

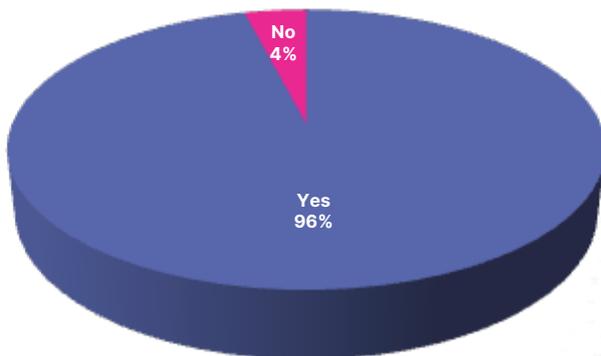
25 responses



Some feedback from participants in the market:

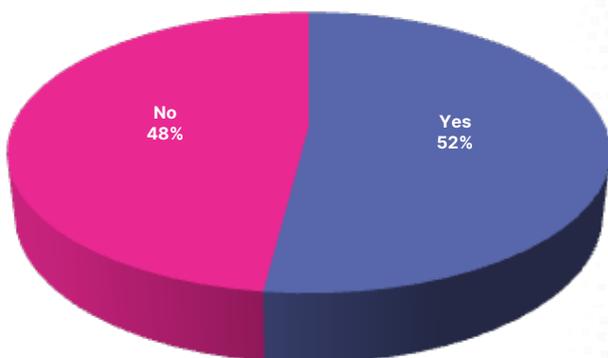
**Do you feel line the mentorship adequately prepared you for the pitch session and one-on-one meetings?**

25 responses



**Has your project changed over the mentorship period?**

25 responses



# CELEBRATING AFRICAN FILMMAKERS AND FILM CONTENT

## 1. COMPLETED DFM PROJECTS AND DFM PROJECTS CELEBRATED OVER THE PAST YEAR

An integral aspect of DFMI's year-round activities involves monitoring the progress of the official projects chosen for participation in the annual market. Film production is a lengthy process, often spanning several years. DFMI takes pride in celebrating the fruition of these film projects as they reach big and small screens.

### Beyond the Light Barrier (2023)

**Year Pitched at DFM:** 2020

**Country of Production:** South Africa

**Screened:** Encounters 2023  
Hilton Arts Festival 2023  
South African Independent Film Festival 2023

**Awards won:** Nominee  
Encounters - Best South African Film  
Best documentary directed by an African Woman

**Special note:** Available to watch on Amazon Prime as of 6 October 2023

### Eat Bitter (2023)

**Year Pitched at DFM:** 2021

**Country of Production:** Central African Republic

**Screened:** Atlanta Film Festival 2023 – Official Selection  
CPH:DOX 2023 – Official Selection, World Premier  
Doc Edge (New Zealand)– 2023 – Official Selection  
Encounters 2023 - South African Premier  
FIDADOC 2023 - Official Selection  
Hot Docs 2023 – Official Selection  
Melbourne Documentary Festival 2023 - Official Selection  
Moscow International Documentary Film Festival 2023 – Official selection (DOKER)  
Visions du Reel 2023 – Official Selection  
IDFA - Docs for Sale

**Awards won:** Visions du Reel Nominee - Audience Award  
CPH:DOX Nominee – Doc Award

### Goodbye Julia (2023)

**Year Pitched at DFM:** 2020

**Country of Production:** Sudan

**Screened:** En Certain Regard /Cannes Film Festival 2023  
Belfast Film Festival 2023  
Opening film at the European Film Festival in SA 2023  
BFI London Film Festival 2023  
Marrakech Film Festival 2023

**Awards won:** Prix de la Liberté (Freedom Award) at 2023 Cannes Film Festival

**Special note:** First film from Sudan ever to be present in the Un Certain Regard section of Cannes Academy Award submission for Sudan

### Lobola: A Bride's True Price (2022)

**Year Pitched at DFM:** 2017

**Country of Production:** South Africa

**Screened:** DIFF 2023  
Encounters 2023  
SABC 1 (Two-part special)  
New York Africa Film Festival  
DIFF 2023  
PAFF 2023  
Encounters 2023  
Bertha House Cape Town 2022 (impact screening)  
AFRIFF 2023

**Awards won:** 2022 Nominee AMAA Best Documentary

**Special note:** Winner at AFFRIF 2023

## Mami Wata (2023)

**Year Pitched at DFM:** 2019  
**Country of Production:** Nigeria  
**Screened:** World Premier – Sundance 2023  
African Premier – FESPACO 2023  
Closing night film – Moving Image NYC  
Red Sea Film Festival Prize (post production) – FESPACO 2021  
Venice Final Cut Workshop 2019  
**Awards won:** Sundance 2023  
2023 Nominee Grand Jury Prize  
World Cinema – Dramatic - C.J. 'Fiery' Obasi  
2023 Winner World Cinema Dramatic Special Jury Award  
Cinematography - Lílís Soares  
FESPACO 2023  
2023 Nominee Etalon D'or Fiction Feature Film Competition - C.J. 'Fiery' Obasi  
2023 Winner Meilleure Image Fiction Feature Film Competition - Lílís Soares  
2023 Winner Meilleur Décor Fiction Feature Film Competition - C.J. 'Fiery' Obasi  
2023 Winner Prix De La Critique Africaine Paulin Soumanou Vieyra (African Critics Award)  
Prix Speciaux (Special Awards) - C.J. 'Fiery' Obasi  
Munich Film Festival 2023  
2023 Nominee CineRebels Award - C.J. 'Fiery' Obasi  
**Special note:** Nigerian release date - September 2023  
Aya Films has acquired U.K. rights to "Mami Wata"  
Dekalog will release the film theatrically in North America in the fall as well. International sales are handled by Alief.  
Director is signed by CAA

## Valley of A Thousand Hills (2022)

**Year Pitched at DFM:** 2017  
**Country of Production:** South Africa  
**Screened:** Currently available on Netflix  
**Special note:** Pitched under the title of 'The Lotus'

## What's Eating My Mind - AfriDocs (2022)

**Year Pitched at DFM:** 2020  
**Country of Production:** Kenya  
**Screened:** BBC Eye On Africa YouTube  
The Baobab Tree Live Film Event – Kenya (once off)  
The Leo Project – Kenya (once off)  
AfricDocs.net  
**Special note:** Hot Docs Blue Ice funding

## Milisuthando (2023)

**Year Pitched at DFM:** 2018  
**Country of Production:** South Africa  
**Screened:** Sundance - World Premiere  
DIFF 2023  
Sheffield Doc fest 2023  
AFS Docs 2023  
FCAT 2023  
Hot Docs 2023  
New directors New Films - MoMA 2023  
Ficci 2023  
True/ False film fest 2023  
IDFA 2023  
**Awards won:** N2023 Nominee Grand Jury Prize - World Cinema – Documentary  
San Francisco International Film Festival  
2023 Nominee Golden Gate Award - Best Documentary Feature  
Seattle International Film Festival  
2023 Nominee Documentary Competition Award  
Encounters 2023 – Opening Film  
DIFF 2023 – Winner – Best South African Documentary  
**Special note:** Available to watch on Amazon Prime as of 6 October 2023

## Mother of All Lies (2023)

**Year Pitched at DFM:** 2021 (Hot Docs Fellow)  
**Country of Production:** Morocco  
**Screened:** Un Certain Regard /Cannes Film Festival  
IDFA 2023  
Marrakech Film Festival 2023  
**Awards won:** Cannes- 2023 Winner Un Certain Regard - Best Director  
- 2023 Winner Golden Eye  
- 2023 Nominee Un Certain Regard Award  
2023 Winner Sydney Film Prize - Best Film  
2023 Durban International Film Festival - Best International Documentary  
**Special note:** Did not pitch at DFM but took finance forum meetings as per agreement for Hot Docs Fellows

## Special Mentions

- DFM 2021 fiction Alumni, *Drummies* received support from The Netherlands Film Fund.
- DFM 2022 documentary Alumni, *Capturing Water* pitched at Sunny Side of the Doc: Global Pitch for Global Change (Feb 2023)

## 2. DFM AWARDS

Awards are a valued component of the Pitch and Finance Forum. They encompass a variety of awards, including cash prizes, participation in programmes at partner markets and mentorship or professional consultation opportunities. These accolades serve as a catalyst for DFM alumni, propelling them into the international market.

Herewith the winners of the 2023 DFM Awards:

### DFM Talents Durban Award

#### ***Jua Kali (Kenya)***

Director and Screenwriter: Joash Omondi

Joash Omondi will present *Jua Kali* at the DFM 2024 Pitch and Finance Forum.

### OIF-ACP-EU Award

#### ***Graft (Zimbabwe)***

Producer: Sue-Ellen Chitunya and

Director: Naishe Nyamubaya

Sue-Ellen Chitunya and Naishe Nyamubaya will receive mentorship from the OIF collaboration.

### JCC Carthage Pro / Chabaka Prize

#### ***Coconut (South Africa)***

Producer: Bongwiwe Selane, Dineo Lusenga and

Director: Karabo Lediga

*Coconut* will participate at Carthage Film Festival (28 October – 4 November 2023).

### The Sheffield DocFest Award

#### ***Beyond Fela (Nigeria)***

Producer: Aderonke Adeola, Bolaji Kekere Ekun and

Director: Aderonke Adeola

*Beyond Fela* will participate at Sheffield DocFest (12 – 17 June 2024).

### Fagukesi / The Digital Lab Africa Award

#### ***Boy Boi (Kenya)***

Producer: Shadrack Munene, J. Njogu Macharia and

Director: J. Njogu Macharia

*Boy Boi* will participate in a residency programme at Digital Lab Africa

### Visions du Réel Award

#### ***Flying Like a Bird (Morocco)***

Producer: Hicham Falah and Director: El Mahdi Lyoubi

*Flying Like a Bird* will participate at Visions du Réel in 2024.

### The Produire au Sud of Festival des 3 Continents / IFAS Award

#### ***Every Stitch a Lonely Thread (South Africa)***

Producer: Tiny Mungwe and

Director: Jannous Nkululeko Aukema

*Every Stitch a Lonely Thread* will participate at Produire au Sud of Festival des 3 Continents (24 November – 4 December 2023)

### The FIDA DOC Award

#### ***ZERRI3A MORRA (BITTER SEED) (Algeria)***

Director: Camélia Gadhgadhi

Camélia Gadhgadhi will participate at FIDA DOC's Pan-African Writing Residency (2023 – 2024).

### The Special GZDOC Invitation

#### ***In My Father's House (Morocco)***

Producer: Merieme Addou and

Director: Rachida El Garani

*In My Father's House* will participate at the Guangzhou International Documentary Film Festival Market Pitch in 2024.

### MiradasDoc Award

#### ***In My Father's House (Morocco)***

Producer: Merieme Addou and

Director: Rachida El Garani

*In My Father's House* will participate at MiradasDoc 2024.

### The Sørfond Award

#### ***Every Stitch a Lonely Thread***

Producer: Tiny Mungwe and

Director: Jannous Nkululeko Aukema

*Every Stitch a Lonely Thread* will participate at the Sørfond in November 2024.

### IDFA Spotlight Award

#### ***Cirta (Tunisia)***

Producer: Olfa Ben Achour and

Director: Saif Chida

*Cirta* will participate in a tailor-made programme at IDFA (8 – 19 November 2023).

### The DOK Leipzig Award

#### ***EAGLETTE – A SUPERSTAR ERASED (South Africa)***

Producer: Thandi Davids and

Director: Beverley Ditsie

*EAGLETTE – A SUPERSTAR ERASED* will participate at the DOK Leipzig Co-Pro Market in 2024.

### The DOK.fest München Award

#### ***Cirta (Tunisia)***

Producer: Olfa Ben Achour and

Director: Saif Chida

*Cirta* will participate at DOK.forum Marketplace at DOK.fest München in 2024.

### The Cinemart Award

#### ***Graft (Zimbabwe)***

Producer: Sue-Ellen Chitunya and

Director: Naishe Nyamubaya

*Graft* will participate at the 2024 International Film Festival Rotterdam Cinemart Lab.

### The Whickers Bursary

#### ***Wildfire (South Africa, Canada)***

Producer: Seregeo Kirby, Laura Colucci and

Director: Zahra Moloo

*Wildfire* will receive a bursary to the value of £3,000.



### Hot Docs-Blue Ice Docs Award

#### ***The Circuit (Cameroon)***

Producer: Martinel Nemalieu and

Director: Arice Siapi

*The Circuit* will receive an award to the value of \$1,000 CAD.

### International Documentary Association Award:

#### ***Cirta (Tunisia)***

Producer: Olfa Ben Achour and

Director: Saif Chida

*Cirta* will receive a grant to the value of \$5000, one Getting Real Fellowship and free one-year Doc Maker Membership to IDA.

### TRT Cinema Award

#### ***Coconut (South Africa)***

Producer: Bongwiwe Selane, Dineo Lusenga and

Director: Karabo Lediga

*Coconut* will receive an award to the value of \$5000.

### Sisters in Cinema Filmmakers Sustainability Award

#### ***EAGLETTE – A SUPERSTAR ERASED (South Africa)***

Producer: Thandi Davids and

Director: Beverley Ditsie

*EAGLETTE – A SUPERSTAR ERASED* producer Dr. Beverly Ditsie will receive an award to the value of \$2500.

### Red Sea Development Grant

#### ***Nomvelo and the Wolf (South Africa)***

Producer: Leanne Gail Kumalo and

Director: Lindokuhle Langa

*Nomvelo and the Wolf* will receive a grant to the value of \$10,000.

### Red Sea Development Grant

#### ***Wildfire (South Africa, Canada)***

Producer: Seregeo Kirby, Laura Colucci and

Director: Zahra Moloo

*Wildfire* will receive a grant to the value of \$10,000.

### Red Sea Post-Production Grant

#### ***In My Father's House (Morocco)***

Producer: Merieme Addou and

Director: Rachida El Garani

*In My Father's House* will receive a grant to the value of \$20,000.

### NFVF Best Fiction

#### ***Graft (Zimbabwe)***

Producer: Sue-Ellen Chitunya and

Director: Naishe Nyamubaya

*Graft* will receive an award to the value of R100,000.

### NFVF Best Non-Fiction

#### ***Flying Like a Bird (Morocco)***

Producer: Hicham Falah and Director: El Mahdi Lyoubi

*Flying Like a Bird* will receive an award to the value of R100,000.

### 3. GENDER BALANCE

The Durban FilmMart Institute is committed to fostering an inclusive and equitable film industry in Africa. Recognising the importance of diversity, the programme actively addresses racial and gender imbalances, while also championing the inclusion of individuals with disabilities, those from rural areas and members of the LGBTQI+ communities. This commitment not only enhances the richness of African storytelling but also contributes to a more representative and dynamic film landscape.

The Durban FilmMart Industry programme actively seeks out and promotes films that reflect the diversity of African cultures, languages and perspectives. Inclusive programming ensures that representatives and participants in the programme from all racial and gender backgrounds are given a platform. The topics of the programme include creating a space to discuss not only what is being done to create this space, but also what can be done to improve so that the film industry is more inclusive.

Session included:

*The Power of Programming: Diversity in the Industry* with panellists Lyse Ishimwe Nsengiyumva (International Film Festival Rotterdam), Mbali Mashaba (Behind Her Lens Visuals) and Nataleah Hunter-Young (Toronto International Film Festival).

Other elements which reflect gender parity and equal access for all individuals are reflected in the following programmes:

Animation@DFM: Creative Currency - Professional Opportunities For Women in the Animation Industry with panellists Ebele Okoye (Jolly Squid), Nosipho Maketovan den Bragt (Chocolate Tribe), Mounia Aram (Mounia Aram Company)

SA in Focus: Sisters Working in Film and Television - Technically Speaking - Bringing Down Barriers Behind the Camera Basiami Segola (Basiami Segola), Nomathemba Thusi (The Star World), Nono Mncwango (Nsiba Films)

SA in Focus: Writers Guild of South Africa - The Working Modern Writer - Busisiwe Ntintili (The Ntintili Factory), Bongsi Ndaba (Fosha), Lurdes Laice Maswanganye (Don't Look Down)

DFM in Conversation with Effie T. Brown (GameChanger Films)

DFM in Conversation with Tshepiso Chikapa Phiri (Known Associates Entertainment)

#### Industry Programme

73 Female  
57 Male  
22 LGBTI community

#### DFM Official Projects

29 Female  
20 Male  
1 Non-binary  
1 Gender not specified

#### Talents Durban

12 Female  
11 Male

#### DFM Access

12 Female  
10 Male

#### Jumpstart

5 Female  
5 Male

#### DFMI Business Lab

15 Female  
14 Male  
1 Prefer not to say

#### Mentors

10 Female  
10 Male

## 4. MEDIA ATTENTION

Providing media exposure for filmmakers is one way DFMI celebrates the alumni and filmmakers featured in the market.

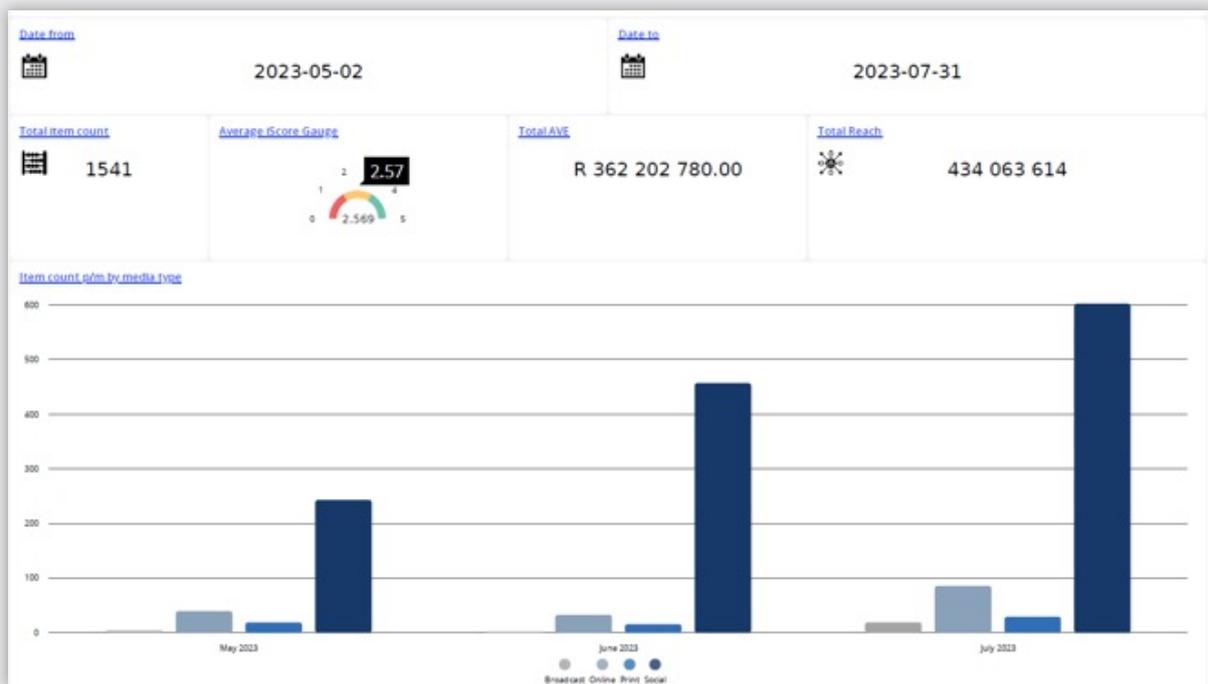
Marketing methodology implemented:

- A traditional media campaign of press releases was sent to newsrooms across Africa and abroad.
- A Social Media Campaign comprised both organic and paid advertising

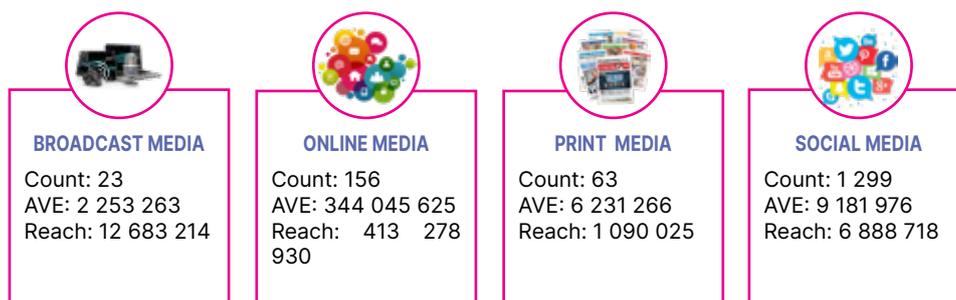
In 2023 DFM achieved the following media statics.

## MEDIA ANALYSIS

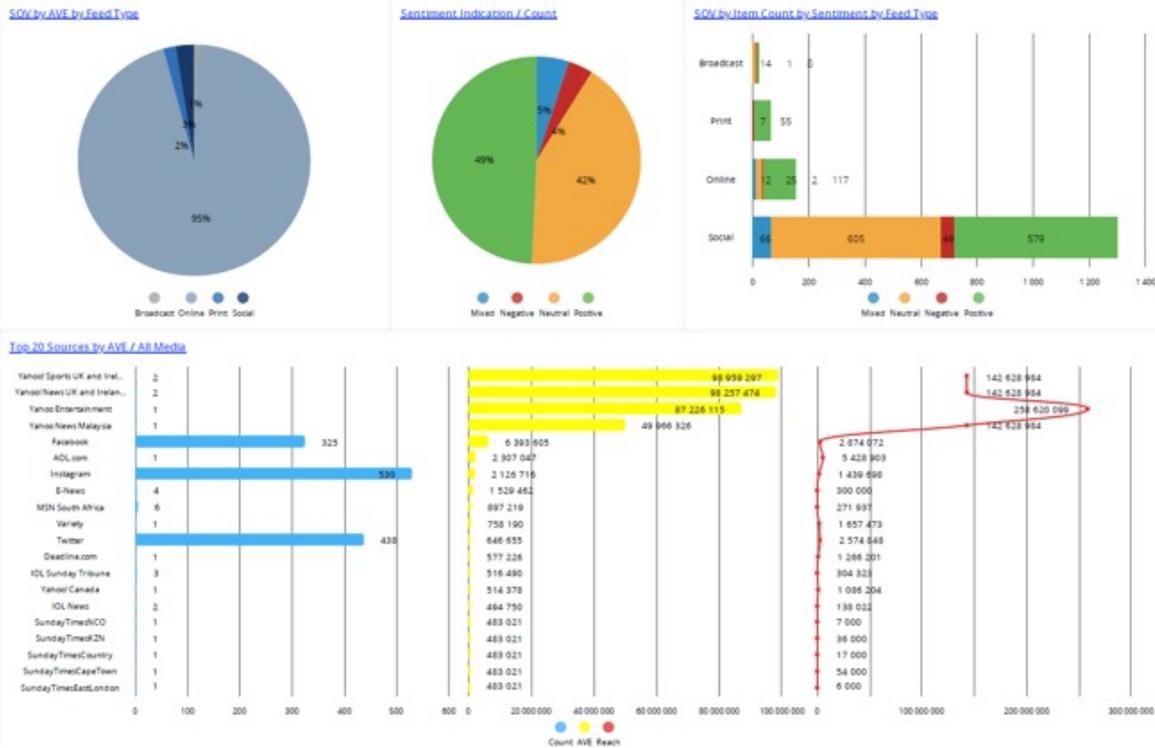
### Overall Summary



### DFM 2023 (May - July 2023)



**Top sources by AVE:**



**EXAMPLES OF COVERAGE: PRINT MEDIA**

**market iq**

**Publication:** Star, The (Early Edition) - Lifestyle  
**Title:** Durban FilmMart 2023 highlights the African film industry and talent  
**Publish date:** 19 Jun 2023  
**Page:** 16

**Reach:** 25596  
**AVE:**R 36627.43  
**Author:** Staff Reporter

**FESTIVAL**  
**Durban FilmMart 2023 highlights the African film industry and talent**

**ENTERTAINMENT REPORTER**

THE 14th annual Durban FilmMart (DFM) will be held from July 21 to 24, under the theme "African Constellations".

The festival aims to showcase and celebrate the talent and diversity of the African film industry.

This year, the festival is returning to a physical edition, taking place over four days at the Southern Sun Elangeni in Durban.

The festival programme will feature various thematic strands that have been popular in previous editions.

These include "DM in Conversation", which likely involves panel discussions and talks with industry professionals, providing insights into the world of film-making.

"Durban Does Docs" will focus on documentary films, highlighting their significance and impact. "Animations@DFM" will explore the world of animation in African cinema, while "SA in Focus" will showcase the South African film industry.

In addition to these returning strands, the festival is introducing two new strands this year.

"Talking Cents" is likely to delve into the business and financial aspects of the film industry.

"The Power of Programming" will likely explore the art and significance of film programming, emphasising the role of curators and programmers in shaping film festivals and events.

"As we unveil the DFM 2023 Industry Programme, our focus remains on highlighting the immense talent emanating from Africa," said Magdalene Reddy, director of the Durban FilmMart Institute.

"DFM provides a wealth of oppor-

**LYSE Nsengiyuma of the International Film Festival Rotterdam is one of the keynote speakers at the 2023 Durban FilmMart. | Supplied**

tunities, empowering film-makers to reach for success and providing them with knowledge and experience to access global markets.

"Our chosen theme, 'African Constellations', encapsulates the idea that each individual is a brilliant star, and together we form a constellation that represents the vibrant African film industry."

The guest speakers will unpack what measures exist in the African documentary landscape that can be built to create a more dynamic ecosystem that not only creates a space for film-makers to grow and show their work, but develops the documentary community on a holistic level.

The Durban FilmMart promises to be an enriching experience for attendees, with a diverse range of events and discussions that highlight the African film industry and its talent.

For more information and to view the full programme visit <https://durbanfilmmart.co.za/>

[www.marketiq.co.za](http://www.marketiq.co.za) | Tel: 011 884 7847 | [enquiries@marketiq.co.za](mailto:enquiries@marketiq.co.za)

**market iq**

**Publication:** Daily News - Lifestyle  
**Title:** Animation takes centre stage at the 2023 Durban FilmMart  
**Publish date:** 30 Jun 2023  
**Page:** 9

**Reach:** 8283  
**AVE:**R 11867.86  
**Author:** Alyssia Birjalal

**FESTIVAL**  
**Animation takes centre stage at the 2023 Durban FilmMart**

**ALYSSIA BIRJALAL**  
 alyssia.birjalal@dailynews.co.za

THE Durban FilmMart Institute (DFMI) is preparing to celebrate film industry champions and future leaders in film at this year's Durban FilmMart.

Under the theme "African Constellations", the festival will pay special attention to animation.

The festival will showcase eight animations and offer "four specialised sessions which will not only be a gathering point for creators and institutions, but also offer a platform to showcase the innovative ideas that are top of mind for leaders in this sector".

Magdalene Reddy, director of the Durban FilmMart, said: "The animation industry in Africa is witnessing significant growth and recognition, especially as it highlights cultural diversity and unique perspectives, earning international acclaim for African animators' creativity and storytelling."

**The four specialised sessions will include:**

- "The Correct Picture - The Dynamics of Characterisation in Animation", which will look at issues surrounding authentic voices and representation. The session brings together Raymond Malinga (iCreatures Animation), Yolanda Mogathu (1000 Hugs Films) and Dillon Khars (Nickelodeon).
- "Creative Currency - Professional Opportunities For Women in the Animation Industry" will look at professionals who are working to create a more diverse and inclusive industry. Featured guests include Ebele Okoye (Jolly Squid), Nosipho Mako-van den Bragt (Chocolate Tribe) and Mounia Aram (Mounia Aram Company).
- KZN Film will present its "Ani-

mation Growth Strategy" targeting KwaZulu-Natal.

Isabelle Rorke (Animation SA), Clare Louis (Katanamata Studios), Justin Yarrow (SuperScientists) and Nompoti Vilakazi will lead the conversation.

"Intermediaries in Africa, Now and Beyond" will give an understanding of digital creative industries and a roadmap for strengthening them.

Featured speakers include Edsardo Cachucho (Fak'ugesi Festival and Digital Lab Africa), Sekhile Mqoliso, Tegan Bindoo and Kirsten Khan (University of the Witwatersrand - Digital Arts).

**The eight animation films on offer include:**

- Season 1 of *Anansi Rises*, a South African production by Dr Farayi Chiriyanga and Fatuma Abdullah and directed by Farisai Kavaya.
- Boy Bot*, a Kenyan production produced by Shadrack Munene and J Njogu Macharia and directed by J Njogu Macharia.
- Between Heaven and Earth* (Entre ciel et terre) (Tunisia). Produced by Sarra Ben Hansen and directed by Nadia Rais.
- My Ig World Big* (South Africa), produced by Busiswa Ntintile, Mpmi Sinxoto and Amanda Zungu and directed by Lebogang Sekwelenkwe.
- Nahli* (South Africa), produced by Lesego Vorster, Valentin Masing and Aristote Dounoudakis and directed by Lela Aikins.
- Spiky to the Core* (Egypt), from producer and director Nermeen Salem.
- Sola* (South Africa), produced by AJ Pitso, Thandiswa Mlaali and directed by Thandiswa Mlaali.
- The Pasopart of Mafun'li* (Nigeria), produced by Ferdinand Adimefe and directed by Chekwube Okonkwo.

For more information on the festival visit [www.durbanfilmmart.co.za](http://www.durbanfilmmart.co.za).

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Page 1 of 1



**Publication:** City Press - Entertainment  
**Title:** AFRICAN CONSTELLATION AT THIS YEAR'S FILMMART  
**Publish date:** 16 Jul 2023  
**Page:** 11

**Reach:** 16503  
**AVE:R:** 247359.46  
**Author:** Janice Phiri

# AFRICAN CONSTELLATIONS AT THIS YEAR'S FILMMART

The Durban FilmMart festival is back for another year and this time the organisers are giving marginalised African film makers the space to tell their stories. **Janice Phiri** spoke to **Magdalene Reddy**, the director of the film institute



The Durban FilmMart (DFM) Institute is back with another jam-packed programme. In six weeks down the days to the film festival that is putting Durban on the map, you might be wondering what to expect, or whether an impromptu holiday to the coast at Durban-based would be worth it. The 16th edition of the DFM festival runs from July 21 to 26. This time around, the platform has some exciting opportunities planned for film makers and attendees. This year's theme is African Constellations, at least 20 projects have been selected for the Pitch and Finance Forum. This is the platform that gives film makers the opportunity to pitch their projects and find funding for them. It also connects them with global investors, broadcasters, streamers, sales agents and producers. Some of the world's biggest streaming流encers, such as Amazon Prime, will be represented. "It was a part of this project as its inception almost 10 years ago. We have come a long way," said Magdalene Reddy, the director of the DFM Institute. "I've worked with so many talented people, to showcase this time of the year comes around, I'm very excited." "We started as just a small programme that was an extension of the Durban International Film Festival which is South Africa's longest running film festival," Reddy said. "When I rejoined the Durban FilmMart in 2021, it was becoming more of an institute. We had gained a lot

**AFRICAN CONSTELLATION** The Durban FilmMart is back for another jam-packed programme.

**AFRICAN CONSTELLATION** is back for the festival projects and might connect with the investors at Durban this month.

of recognition, to the City of Durban Reddy agreed to make it its own entity as an nonprofit organisation," she added. Africa has been making its way in the international circle for quite some time now, and although there are many productions that have gained global recognition, such as Netflix's *Black & Blue* and MTV's *Shuga* series, the continent still struggles with unfair funding. "This is showing the expansion of African content for young and talented film makers. The Durban International Film Festival was one of the first to give film makers the chance to shine in their fields. When the DFM came around, there was a gap in the market for smaller creatives who were trying to get their films screened. "So many people wanted their films to be screened

at the Durban International Film Festival but didn't meet the standards for that. There has been such a gap in the market for independent film makers, which is where the DFM comes in. "There is a need for all these indie stories to be told. We want African film makers to connect and develop their ideas so that they can stand confidently among international film and film makers with a product that they can be proud of," Reddy said. Reddy said this year's festival would have promotional tables on site, with complimentary resources designed to challenge the status quo. "African film makers are breaking the scope of cinema and offering fresh perspectives to audiences worldwide. "The number of submissions this year was a testament to the creativity and ever-evolving expertise

of our continent's film makers," Reddy added. The DFM will give film makers the opportunity for in-person networking and collaboration. The aim is to create the strongest film makers with growing talents, in order to create new dimensions of film making with more resources and stories about the continent, she said. "Understanding the scope of the biggest television shows in the country while Cape Town hosts some of the biggest film production houses, with commercial film making at its core. "Durban has been left out of the conversation despite having major talents, and we see this event as an African answer. There is a need to bring all these different connections together and that is exactly our aim," Reddy said. "The South African Film Commission and the Durban Film Office have been doing a great job at strengthening our industry to work, our film makers have been given better opportunities." This time around, the DFM will feature 20 live action projects and eight animations which will also be a part of the Pitch and Finance Forum. The festival's headline speakers will feature globally talents such as *1917*'s Steven, the CEO and owner of *Queenbeige* Films. The production house is responsible for productions such as *Dear White People* and *Five Feet Apart*. Also in the line up will be South African producer *Shogun* Phil, the CEO and founder of *Screen Associates* Investments, a partner in the critically acclaimed film *The Woman King*. Reddy hopes that the DFM will open new doors for the marginalised groups, and lower accessibility for people who otherwise would not have had the chance to be in that space. Reddy said: "We want to see the film community grow. We want to be the business hub for the African film industry. That is our role, and we hope that the makers will come to Durban and be part of the professionals who will be celebrated at the end of the day. "We're in something with talent. It is a gift, and we want the world to know that!"



**MAGDALENE REDDY** The DFM, the genre festival for African film makers, is back for the festival projects and might connect with the investors at Durban this month.



**Publication:** Ezasegagasini Metro IsiZulu - Main  
**Title:** Kuhlonyiswa abenzi bamafilimu abasafufusa  
**Publish date:** 14 Jul 2023  
**Page:** 16

**Reach:** 100000  
**AVE:R:** 14414.09  
**Author:** PRIAH DASS

# Kuhlonyiswa abenzi bamafilimu abasafufusa

**PRIAH DASS**  
**1-DURBAN FilmMart Institute (DFMI)** iyaziqheya ngokamemezela imisebenzi yabenzi bamafilimu abathathu ekhethwe obhelelweni eDFM Access Programo yango-2023. Abenzi balawu mafilimu asengingeni eTipherofu bathehola ihuba lokazoyevuthula kwiDFM Pitch and Finance Forum enogala ngomhla ka-21 kuya ku-24 Julayi. I-DFM Access wahlalelo olwenzelwe ukwenza abenzi bamafilimu abasafufusa abenza amafilimu ayisithathu eside noma ayizigqephu angakaphothuba. Ibhloso yabona hlelo wukuthathu kina unsebenzi wobenzi bamafilimu, amakhono abo-akukhangisa imise-

benzi yabo, nokubhalomisa ukuzibaphumelele emkhakheni wamafilimu emkhakheni jikelele. Ngobuso hooPESF Foundation engaphansi kweNational Film and Video Foundation, ngoMeyi kaphethathwe ubhloko lwamasonto awu-12 obhalizwe ngrathaleko nezisibhalelo zokufunda zamasonto awu-23 kubenzi bamafilimu baseNingizimu Afrika. Bonke banikwe ihuba lokuthola imibono yabo korgoti bakule mboni. Kuleli qembu, kuqokeke imisebenzi yabathathu evelile ezokhonziswa nemiqondo esu-29 yababambe igqiza kwiDurban FilmMart Pitch and Finance Forum yesi-14, emasifilimu opopayi ayisihyagolombili, ama-documentary ayisithathu, namafilimu ayizindaba ezinqanaba awu-11.

UMagdalene Reddy ongumqondisi weDFMI uthe uluhakasele lolu bhloko. "I-DFM Access iyinkundla ebalulekile yokukhathala abenzi bamafilimu abasafufusa emkhakheni. Sibonga asiphuzi kubona bonke ababalekeli nezikhuthazi abafike banokwaba ubanzi namava abo kubenzi bamafilimu abasafufusa. Nakuba kukhethwe imisebenzi emithathu kuphela kwiDFM 2023, sikholelwa okutheni bonke abebambambe igqiza banzwe okuthile okubalulekile okuzobasiza emisebenzini yabo ngokubambisa kwesikhuthazi." Amafilimu akhethwe yi-documentary iNamatwaland, The Green Frontier, eyenziwe nguLaroon Gann-Salie, Eyesibhili yifilimu eyenziwe nguMimbenle Luthuli i-Ahany'



Omama (Some Mothers) kunzi eyesithathu kube wumsebenzi oytzigqephu iGASLIGHT, odidiywe ngo-Emma Toliman. I-DFM wumcimbi wemasifilimu obambisa phambili e-Afrika ngobona uryaka wawo wesi-14 noobanjwa

ngaphansi kwesikhuthazi ethi 'African Constellations'. Lolu hlelo luzokhonziswa imidlalo bukhosha, amafilimu opopayi asenziwe, kube namaklasi okokufundisa kwama-ogridi, i-tingqiso mayelana nezibhalelo ezabukhathalele, nokanye okuningi. Ukuthola ubho obhelele hwebizibhalelo namathuba athokakala kwiDFM, iya ku-<https://durbanfilmmart.com>. On:888. Uma uneminye imibuzo, thazwela i-email ku-[info@durbanfilmmart.com](mailto:info@durbanfilmmart.com).



# BROADCAST MEDIA

**Lotus FM - Newsbreaks - 25 Jul 2023 @ 05:26 - Durban FilmMart**  
 ...Veeran (Newsreader) A new documentary will be released next year and it tells the story of how ANC members in exile inspired South Africans in the 1960s and 1970s to say that the struggle was still continuing. Mention: Durban FilmMart, ...  
 2023-07-25 08:17:07  
 LotusFM Broadcast Radio AVE:80796 Reach:171500

**E-News - News - 24 Jul 2023 @ 12:47 - Durban FilmMart**  
 ...Studios Owner Inc. Tony Kamal, Filmmaker and Producer Int. Magdalene Reddy, Durban FilmMart...  
 2023-07-24 20:24:53  
 E-News Broadcast TV AVE:82356 Reach:30000

**Newzroom Afrika - NewsroomAfrica - 24 Jul 2023 @ 08:50 - Durban FilmMart**  
 ...Craig & Ayanda Nyathi (Newsreaders) 14th edition of Durban Film Mart continuing with a list of hype around animators. [Byline] Nqobile Madlala [Int] Isabelle Rorke - Animation SA, Ivanildo Soares - Brazilian Director & Animator...  
 2023-07-24 18:59:54  
 NewzroomAfrica Broadcast TV AVE:82933 Reach:476214

**E-News - News - 23 Jul 2023 @ 13:32 - Durban FilmMart**  
 ...the devastation of Covid, the Durban FilmMart has made a physical come back. The festival will pay special attention to animation and its growth in Africa. The event will be recorded and become available as video on demand a day later...  
 2023-07-24 12:29:16  
 E-News Broadcast TV AVE:80720 Reach:30000

**E-News - News - 23 Jul 2023 @ 10:09 - Durban FilmMart**  
 ...Durban FilmMart returns its full physical program post the COVID pandemic. Instead of live-streaming will also be recorded and available on video-on-demand a day later. [Byline] Lethwe Mdluli - Reporter (Int) Magdalene ...  
 2023-07-24 12:26:00  
 E-News Broadcast TV AVE:80000 Reach:30000

**RADIO 2000 - Radio 2000 - 24 Jul 2023 @ 06:54 - Durban FilmMart**  
 ...Durban FilmMart is in its 14th edition from the 21st of July and ends today under theme African Constellations. Highlighting the talent and diversity of the African film industry. (Int) Magdalene Reddy - Durban FilmMart...  
 2023-07-24 10:59:28  
 Radio2000 Broadcast Radio AVE:82919 Reach:42000

**RADIO 2000 - Radio 2000 - 24 Jul 2023 @ 06:19 - Durban FilmMart**  
 ...Durban FilmMart is in its 14th edition from the 21st of July and ends today under theme African Constellations. Highlighting the talent and diversity of the African film...  
 2023-07-24 10:55:13  
 Radio2000 Broadcast Radio AVE:82919 Reach:42000

**E-News - News - 24 Jul 2023 @ 06:55 - Durban FilmMart**  
 ...Tony Kamal, Filmmaker and Producer Int. Magdalene Reddy, Durban FilmMart...  
 2023-07-24 10:04:11  
 E-News Broadcast TV AVE:82356 Reach:30000

**Newzroom Afrika - NewsroomAfrica - 21 Jul 2023 @ 11:52 - Durban FilmMart**  
 ...Mgambi, news anchor: The 14th edition of the Durban FilmMart kicks off today in the city. This year's theme is African Constellations - a celebration of rich diversity of the African film industry. [Byline] Nqobile ...  
 2023-07-21 12:45:52  
 NewzroomAfrica Broadcast TV AVE:84883 Reach:476214

**Newzroom Afrika - NewsroomAfrica - 21 Jul 2023 @ 14:48 - Durban FilmMart**  
 ...the 14th edition of the Durban FilmMart funded by the Ethekezi Municipality's Durban Film Office. (Insert) Magdalene Reddy - Durban FilmMart...  
 2023-07-24 07:26:19  
 NewzroomAfrica Broadcast TV AVE:81767 Reach:476214

**Newzroom Afrika - NewsroomAfrica - 21 Jul 2023 @ 16:47 - Durban FilmMart**  
 ...Sithole - The 14th edition of the Durban FilmMart kicks off today in the city. now this year's theme is African Constellations, a celebration of the rich diversity of the African film industry. (Comres) Nqobile ...  
 2023-07-21 20:50:58  
 NewzroomAfrica Broadcast TV AVE:84883 Reach:476214

**RSG - DIS DIE EEN**  
 Radiosondergense (RSG) - search - 24 Jul 2023 @ 06:46 - Durban FilmMart  
 ...Carole (Newsreader) The Durban FilmMart brought together people from around the world to promote their films, documentaries and television shows. [Insert] Anna-Marie Jansen van Vuuren - researcher in the field of South African ...  
 2023-07-24 09:35:43  
 Radiosondergense(RSG) Broadcast Radio AVE:89800 Reach:127300

**Newzroom Afrika - Test - 23 Jul 2023 @ 13:09 - Durban FilmMart**  
 ...the 3rd day of the Durban FilmMart taking place in Ethekezi KZN continues to focus on animation in its role in the raising of fresh stories from Africa. [Byline] Nqobile Madlala - reporter (Int) Isabelle Rorke - ...  
 2023-07-24 09:50:46  
 NewzroomAfrica Broadcast TV AVE:81767 Reach:476214

**EastCoastRadio KZN'S NO.1 HIT MUSIC STATION**  
 ...Unpacking the Durban Film Mart some of the opportunities for filmmakers and industry professionals to network and establish their business connections. (Int) Magdalene Reddy - Director Durban FilmMart...  
 2023-07-19 06:50:33  
 EastCoastRadio Broadcast Radio AVE:82215 Reach:108400

**Ukhozi FM - 16 Jul 2023 @ 06:55 - Durban FilmMart**  
 ...Now it is the time to talk to Mendi Mhlongo from the Durban Film Art which will start from 21st to 24th of July. Guest Speaker: Mendi Mhlongo (Durban Film Mart)...  
 2023-07-17 09:04:05  
 UkhoziFM Broadcast Radio AVE:81740 Reach:724000

**97.7 Highveld Stereo - Drive - 4 Jul 2023 @ 15:54 - Durban FilmMart**  
 ...which is the business behind film making. (Int) Magdalene Reddy - Director of Durban Film Mart...  
 2023-07-04 18:57:49  
 97HighveldStereo Broadcast Radio AVE:81975 Reach:95800

**Fine Music Radio(FRM) - 14 Jul 2023 @ 12:48 - Durban FilmMart**  
 ...The Durban Film Mart Institute announced their program recently and the theme this year is African Constellations (Int) Magdalene Reddy - Director Durban FilmMart...  
 2023-07-14 13:47:54  
 FineMusicRadio Broadcast Radio AVE:81036 Reach:42000

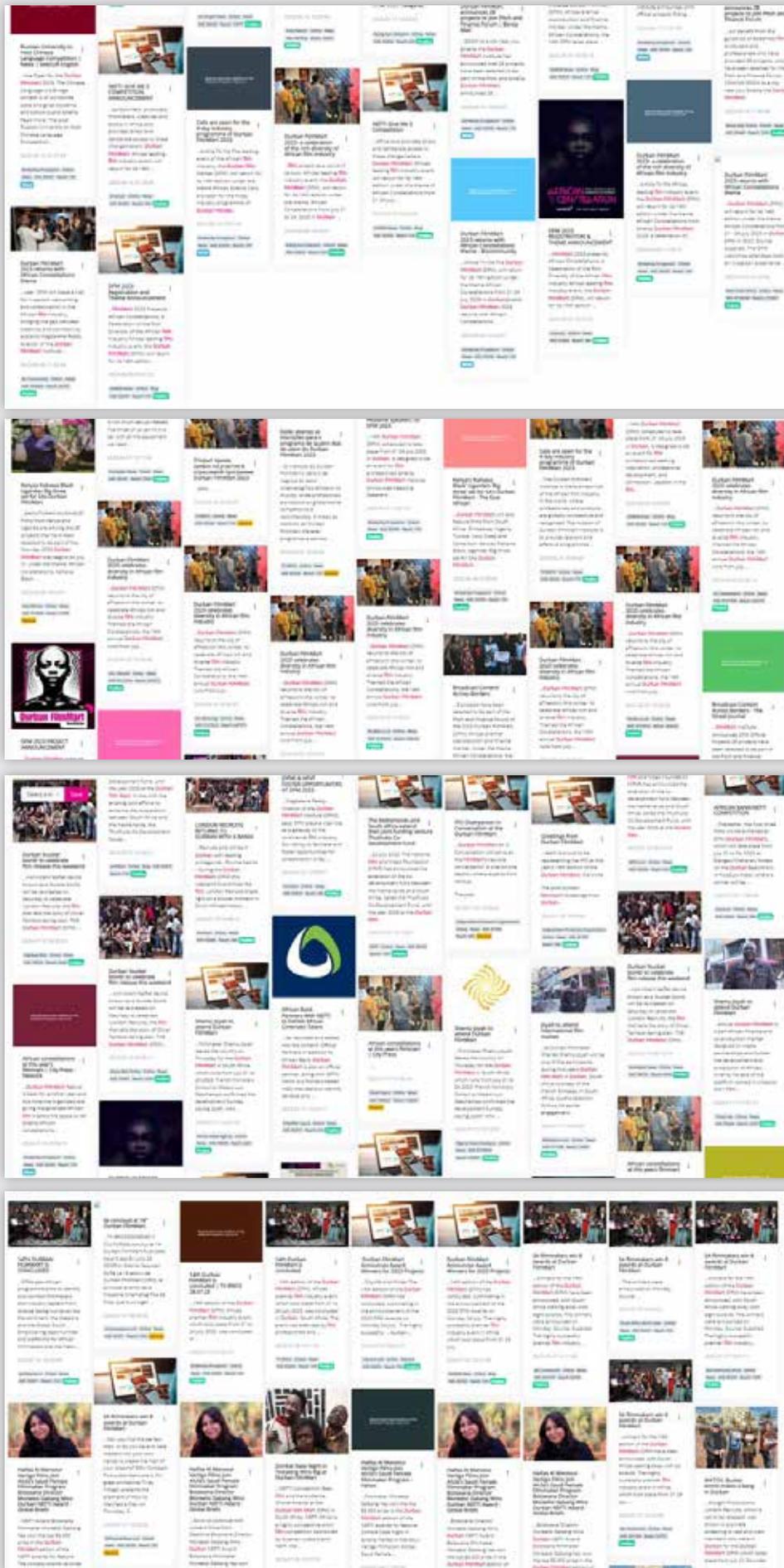
**Vuma 103 FM - Its All About The Money**  
 ...The Durban FilmMart which is a key event point for both creatives and business professionals in the film industry. (Int) Magdalene Reddy - Director at the Durban FilmMart...  
 2023-05-29 08:30:16  
 Vuma103 Broadcast Radio AVE:82197 Reach:471000

**Vuma 103 FM - Its All About The Money**  
 ...The Durban FilmMart which is a key event point for both creatives and business professionals in the film industry. (Int) Magdalene Reddy - Director at the Durban FilmMart...  
 2023-05-29 07:17:51  
 VumaFM Broadcast Radio AVE:82197 Reach:471000

**Vuma 103 FM - Its All About The Money**  
 ...The Durban FilmMart which is a key event point for both creatives and business professionals in the film industry. (Int) Magdalene Reddy - Director at the Durban FilmMart...  
 2023-05-29 07:17:51  
 VumaFM Broadcast Radio AVE:82197 Reach:471000

**Vuma 103 FM - Its All About The Money**  
 ...The Durban FilmMart which is a key event point for both creatives and business professionals in the film industry. (Int) Magdalene Reddy - Director at the Durban FilmMart...  
 2023-05-29 07:17:51  
 VumaFM Broadcast Radio AVE:82197 Reach:471000

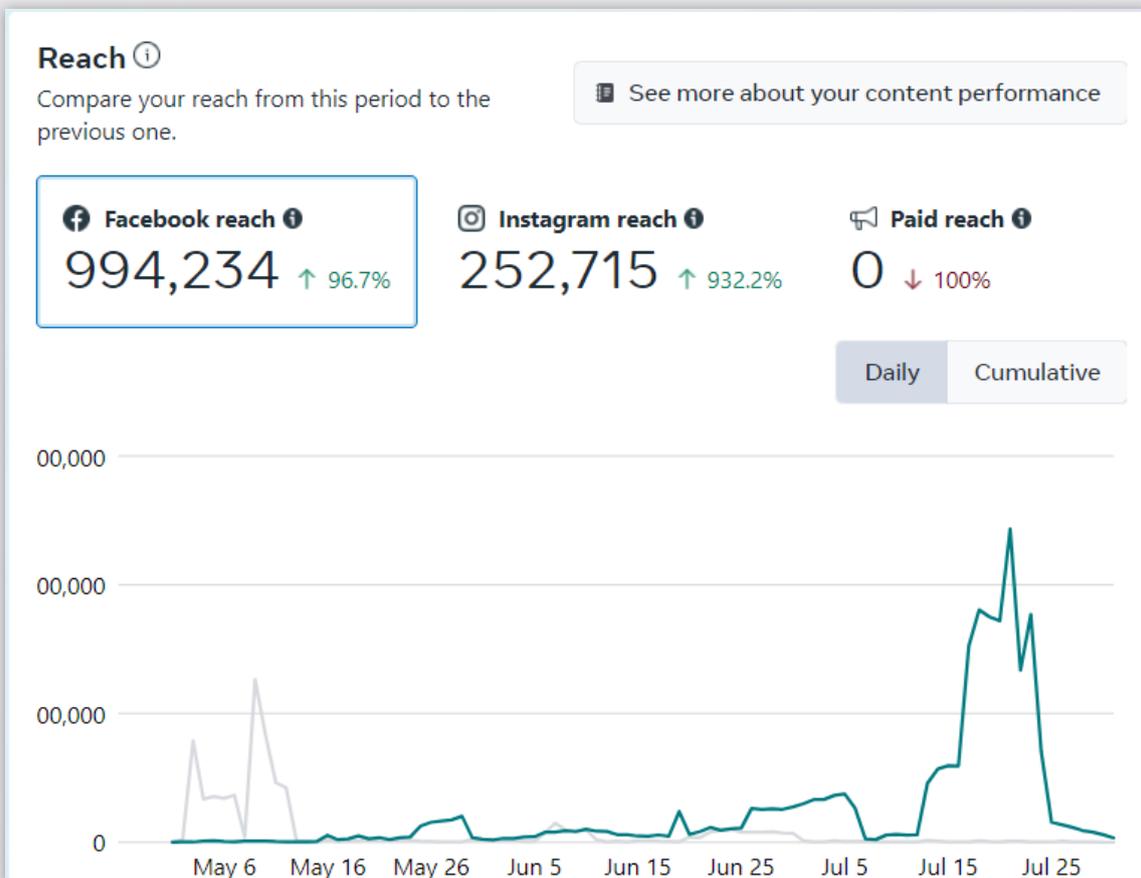
# ONLINE MEDIA



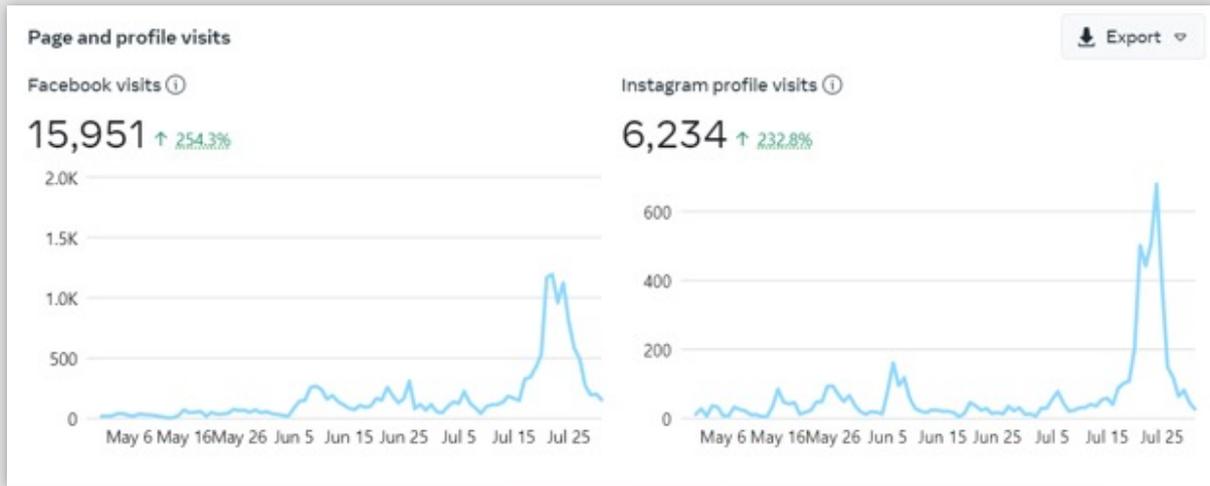
## SOCIAL MEDIA ANALYSIS

PLATFORM	*2022 (7 April – 8 August 2022)	2023 (2 May – 31 July 2023)
<b>FACEBOOK</b>		
Facebook Followers	11 977	12 842
Facebook Reach	4 517 956	994 234
<b>INSTAGRAM</b>		
Instagram Followers	4 288	5 861
Instagram Reach	730 206	252 715
<b>TWITTER</b>		
Twitter Followers	9 105	9 553
Twitter Impressions	301 053	132 300
Twitter Mentions	311	35
Twitter Retweets	428	329
<b>LINKEDIN</b>		
LinkedIn Followers	277	277
<b>TIKTOK</b>		
TikTok Followers	0	268
TikTok Views	0	925 100
TikTok Likes	0	4 400

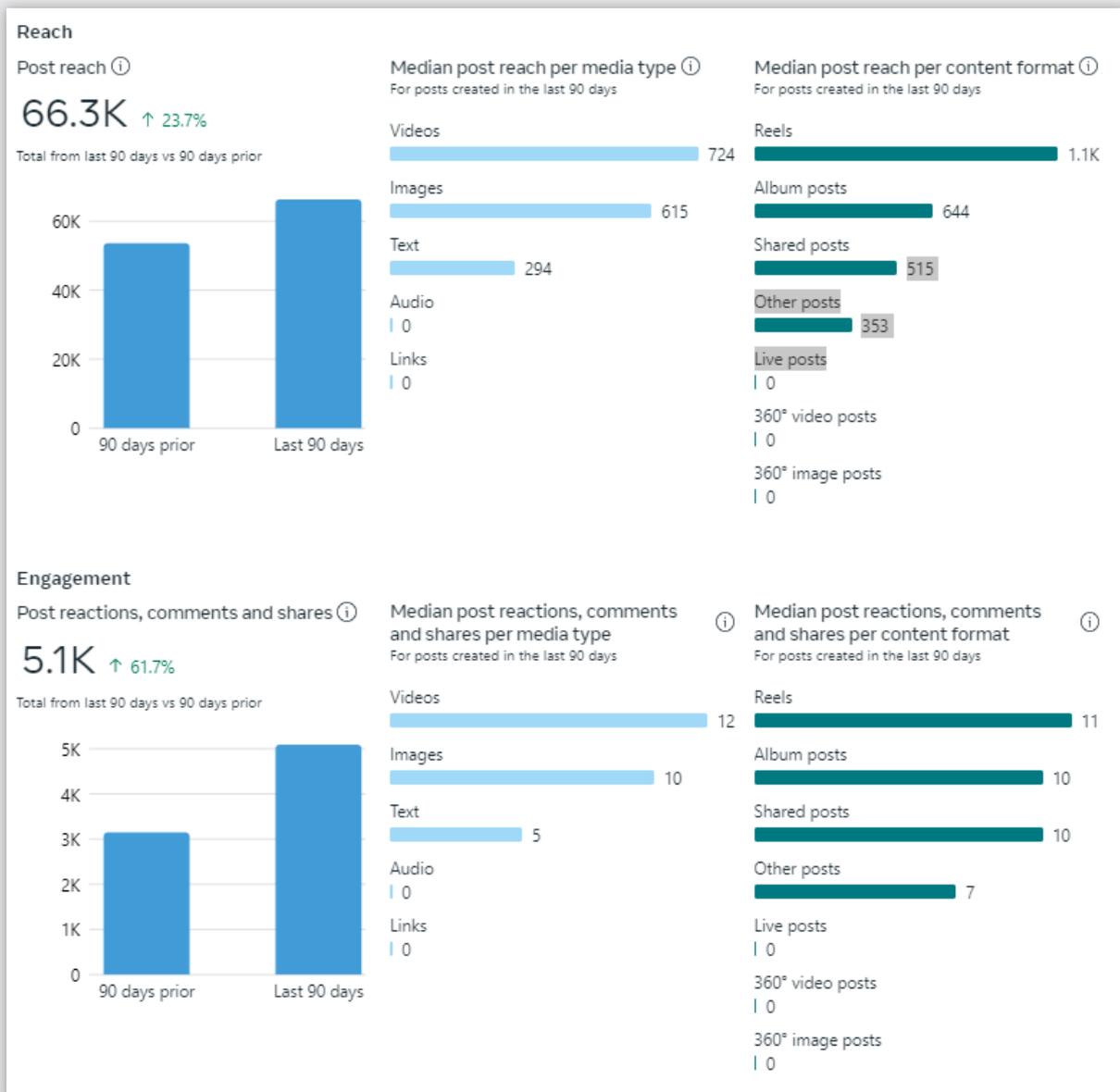
\*2022 metrics were over a four-month period; 2023 metrics over a three-month period based on contract of employment



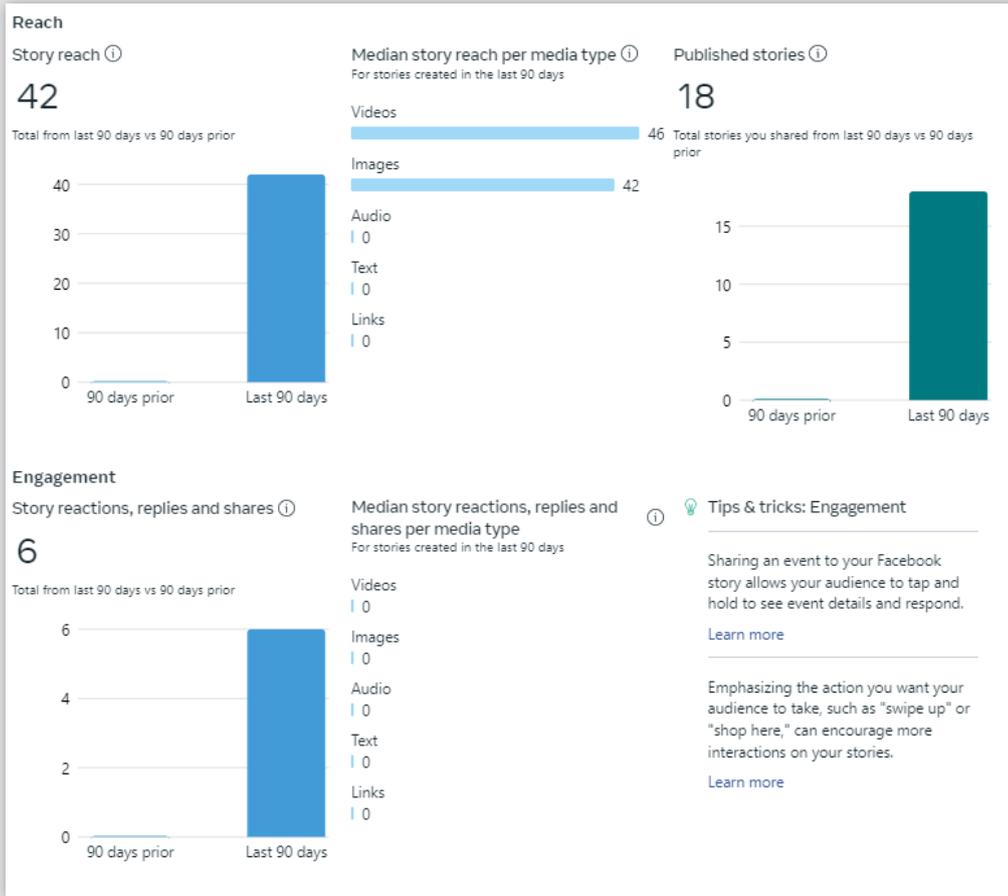
## Facebook and Instagram page and profile visits



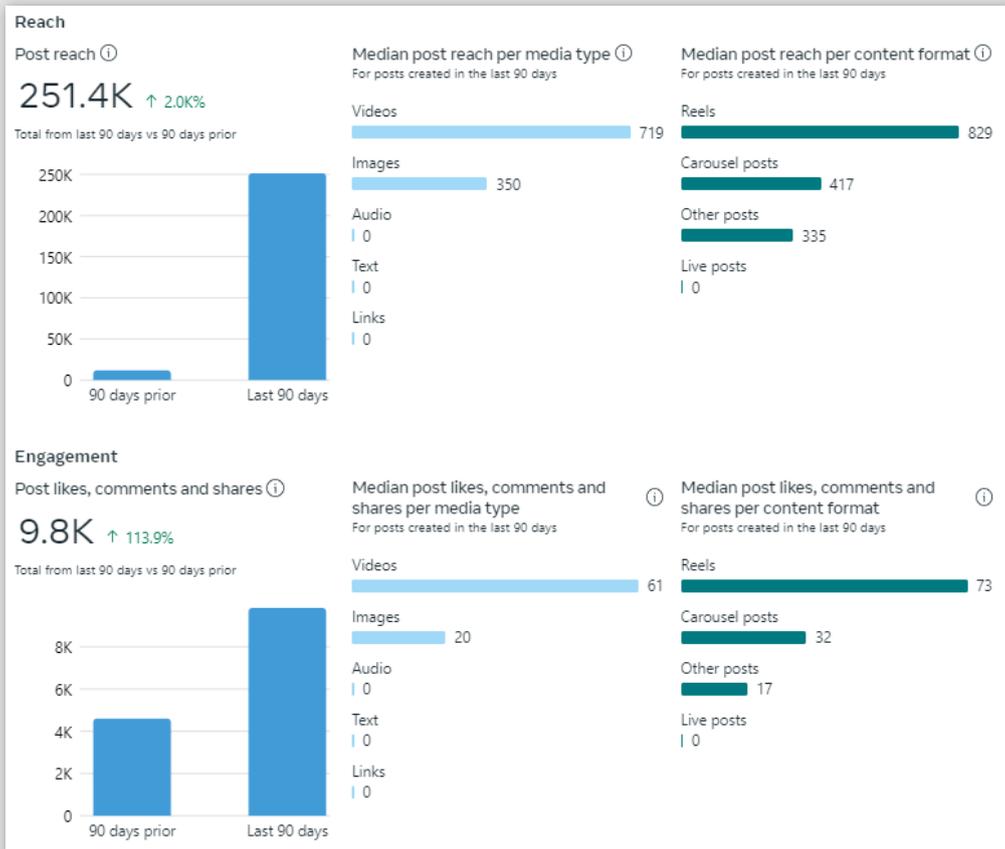
## Facebook posts



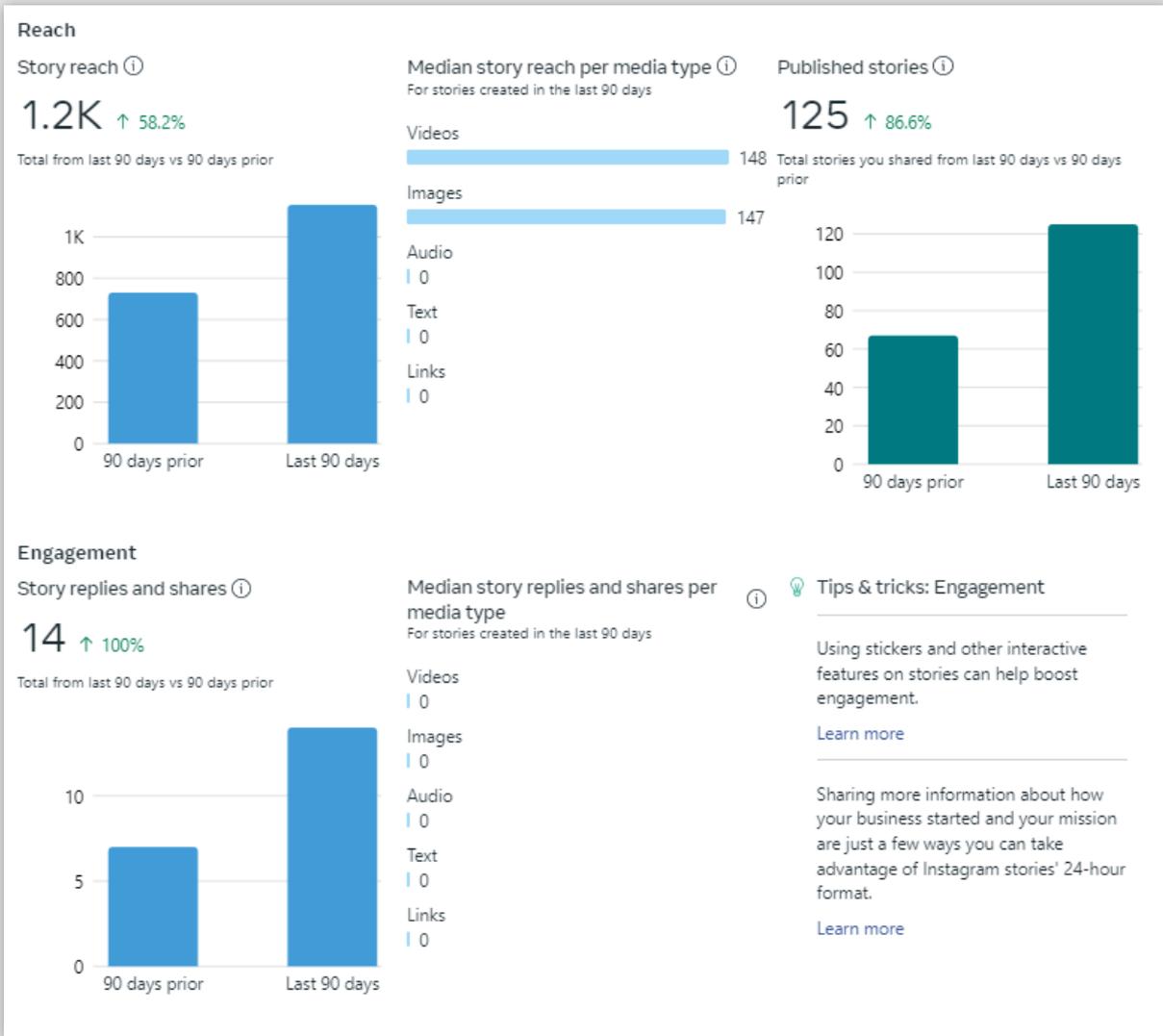
## Facebook stories



## Instagram posts

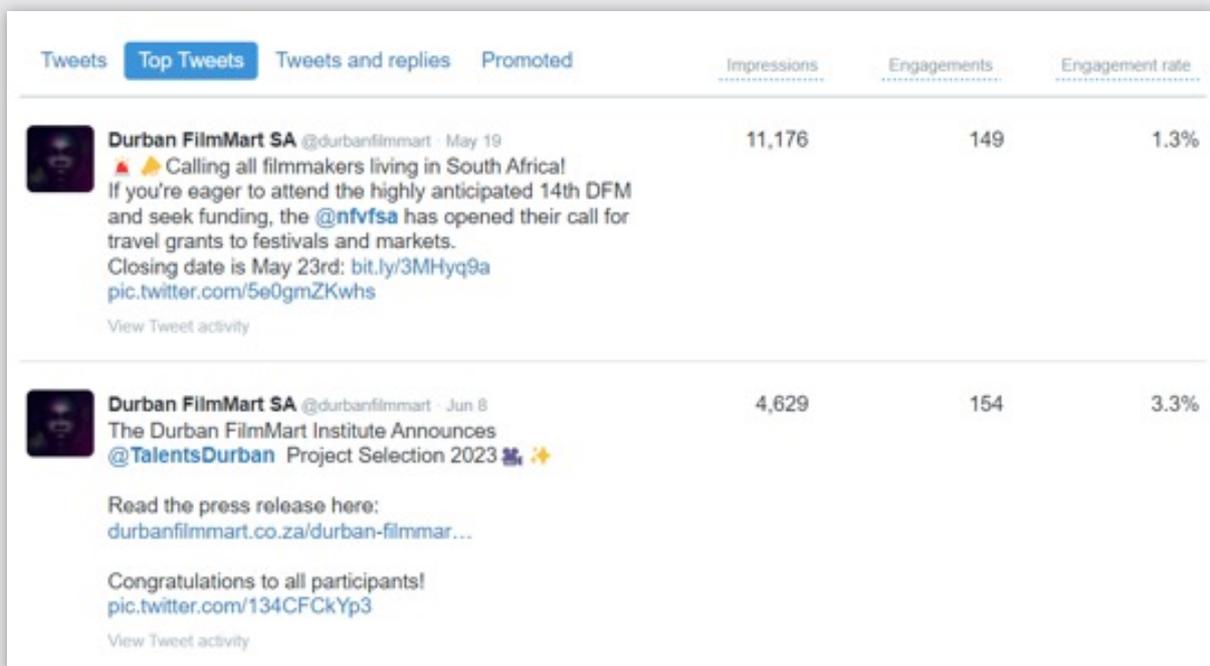


## Instagram stories

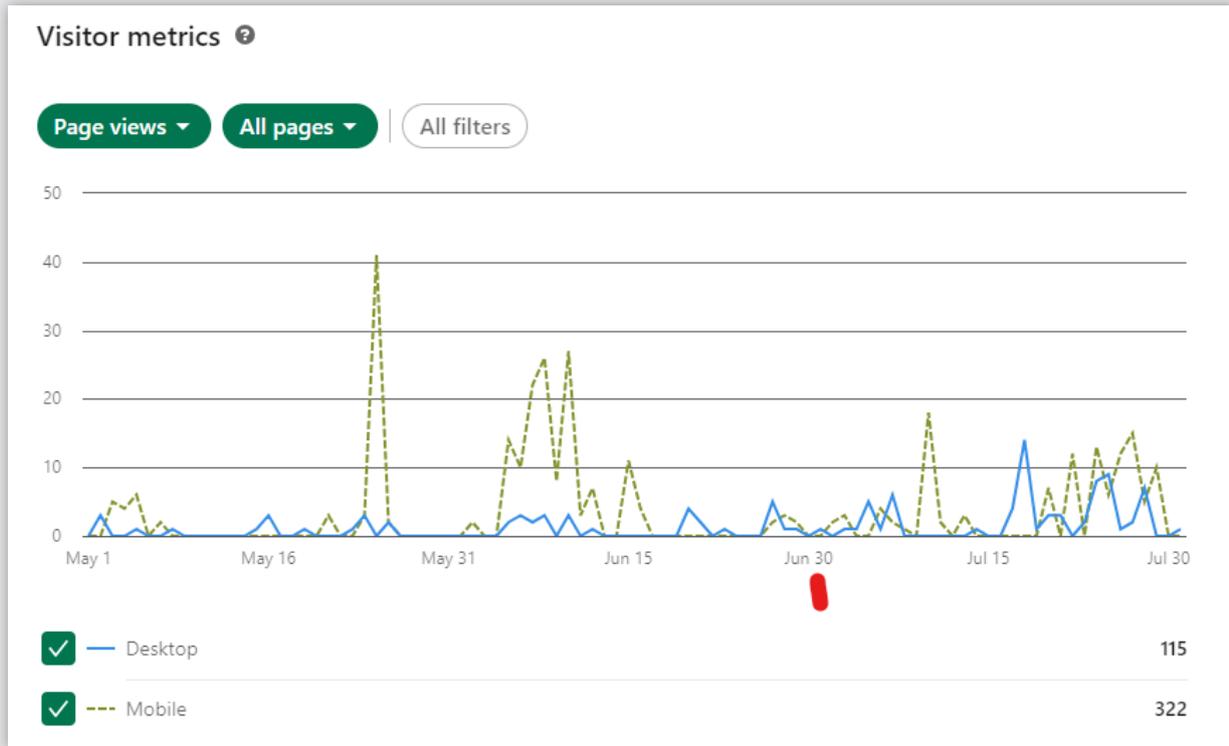


## Twitter

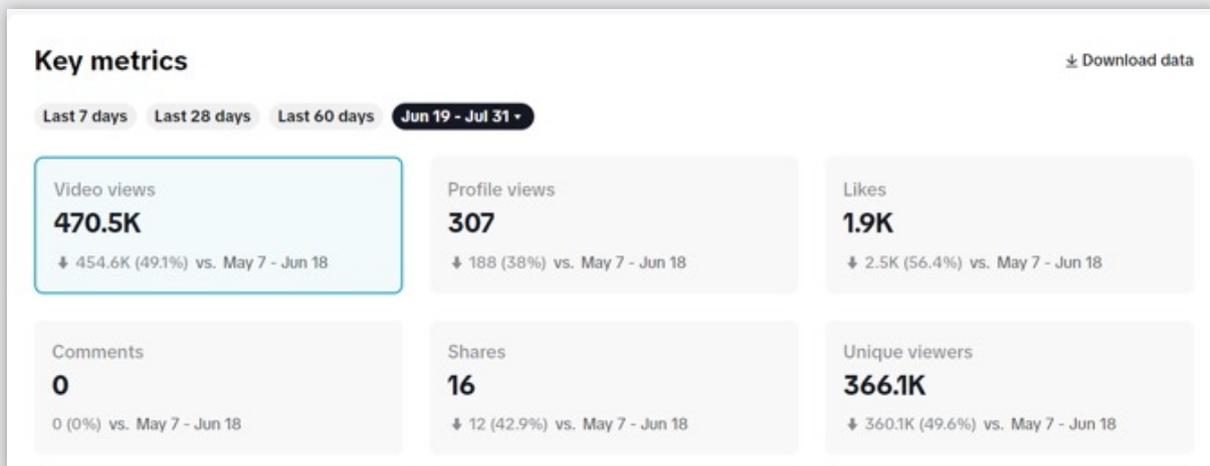
Tweet with highest impression (number of times users saw the tweet on twitter) and highest engagement (total number of times a user has interacted with a Tweet).



## LinkedIn Metrics



## TikTok Metrics



## Social Media posts

**Post details**  
ID: 2120216510099230

This view of your post may not represent exactly how it appears on Facebook's News Feed.

There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

**23,863**  
Accounts Center accounts reached ●  
88% from boosted posts

2,641 organic 21,222 paid

**0**  
Post engagements ●

94 reactions	12 comments
82 on post	11 on post
12 on share	1 on share
21 shares	1,196 clicks
21 on post	114 photo clicks
0 on share	112 link clicks
	0 clicks to play
	972 other clicks

**Post details**  
ID: 2120207128720203

This view of your post may not represent exactly how it appears on Facebook's News Feed.

Post performance  
There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

**10,901**  
Accounts Center accounts reached ●  
0% from boosted posts

10,901 organic 0 paid

**0**  
Post engagements ●

520 reactions	94 comments
69 on post	16 on post
459 on share	78 on share
20 shares	909 clicks
28 on post	285 photo clicks
0 on share	10 link clicks
	0 clicks to play
	614 other clicks

**Post details**  
ID: 54055647476000

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Post performance  
There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

**58,555**  
Accounts Center accounts reached ●  
97% from boosted posts

1,430 organic 57,125 paid

**0**  
Post engagements ●

20 reactions	0 Comment
20 on post	0 on post
0 on share	0 on share
0 Share	620 clicks
0 on post	111 photo clicks
0 on share	411 link clicks
	0 clicks to play
	36 other clicks

**Post details**  
ID: 458705292955119

This view of your post may not represent exactly how it appears on Facebook's News Feed.

Post performance  
There may be delays in stats reporting. To see the most up-to-date stats please go to your live post.

**499**  
Accounts Center accounts reached ●  
0% from boosted posts

499 organic 0 paid

**0**  
Post engagements ●

4 reactions	1 comment
4 on post	1 on post
0 on share	0 on share
1 share	8 clicks
1 on post	5 photo clicks
0 on share	0 link clicks
	0 clicks to play
	3 other clicks

**Post details**  
ID: 18229106848208073

This view of your post may not represent exactly how it appears on your Instagram feed.

Performance for your post  
Reported stats may be delayed from what appears on posts.

**548**  
Accounts Center accounts reached ●

**Post interactions ●**

44 likes	1 comment
2 saves	

**Account activity ●**

0 texts	0 email
0 calls	0 get directions
0 website clicks	

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Post details**  
ID: 17905441188802473

This view of your post may not represent exactly how it appears on your Instagram feed.

Performance for your post  
Reported stats may be delayed from what appears on posts.

**8,922**  
Accounts Center accounts reached ●

**Post interactions ●**

70 likes	1 comment
4 saves	

**Account activity ●**

0 texts	0 email
0 calls	0 get directions
0 website clicks	

Insights activity is reported in Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Post details**  
ID: 1794245286529398

**Post overview**  
This view of your post may not represent exactly how it appears on your Instagram feed.

**Performance for your post**  
Reported stats may be delayed from what appears on posts.

**5,576**  
Accounts Center accounts reached

**Post interactions**

47 likes	1 comment
4 saves	

**Account activity**

0 texts	0 emails
0 calls	0 get directions
0 website clicks	

Insights activity is reported in Pacific time zone. Ads activity is reported in...



## The Durban FilmMart Institute Announces @TalentsDurban Project Selection 2023 🎬 ✨

Read the press release here:  
[durbanfilmmart.co.za/durban-filmmar...](http://durbanfilmmart.co.za/durban-filmmar...)

Congratulations to all participants!  
[pic.twitter.com/134CFCKYp3](https://pic.twitter.com/134CFCKYp3)

**Durban FilmMart SA** @durbanfilmmart · Jul 24 Promote

The TRT Cinema Award goes to: Coconut (South Africa). Producer: Bonglwe Selane, Dineo Lusenga and Director: Karabo Lediga



6 comments, 19 retweets, 55 likes, 10.5K views

**TALENTS DURBAN 2023**



1 reply, 6 retweets, 11 likes

[View Tweet activity](#) [View all Tweet activity](#)

**Durban FilmMart SA** @durbanfilmmart · Jul 23 Promote

Zamabuya Msibi, Acting Industry Skills Development Manager at the KwaZulu-Natal Film Commission @KZNFC2014, was interviewed live on @Newzroom405 where she discussed the Animation Growth Strategy. An informative session on animation in the local film industry was held at #DFM2023-



1 comment, 1 retweet, 3 likes, 466 views

**Durban FilmMart SA** @durbanfilmmart · Jul 24 Promote

Feeling inspired, Yvonne Welbon from Sisters in Cinema, presented a Sister in Cinema Sustainability Award to Beverly Ditsie. #DFM2023



10 retweets, 17 likes, 6,401 views



# GLOBAL ENGAGEMENT ENSURING GLOBAL RELEVANCE

To maintain its global competitiveness and relevance, it is essential for DFM to attract and engage with the international industry. Global participants attend DFM to network with the African filmmaking community, discover emerging African talent and gain a more comprehensive understanding of the African filmmaking industry.

The 2023 event recorded delegates from 43 countries attending the physical event.



## 1. INTERNATIONAL PARTNERS



## 2. DFM PITCH AND FINANCE FORUM

- DFM invited 67 decision-makers from 21 countries to meet with 40 projects in development.
- Filmmakers represented 19 African countries.

Panels at each of the Pitch Forums included decision-makers from global film funds such as Red Sea Fund, Turkish Radio and Television Company, International Documentary Association, Hot Docs-Blue Ice Docs Fund, The Whickers, IFFR Cinemart, DOK.fest München, DOKLeipzig, International Documentary Film Festival Amsterdam, Sorfund, Miradas Doc, Guangzhou International Documentary Film Festival, FIDA DOC, Produire au Sud, Sheffield Documentary Film Festival, JCC Carthage Pro, Visions du Réel, The OIF, IEFTA and Africa No Filter.

## 3. THE INDUSTRY PROGRAMME

The objective of the DFM Industry Programme was to encompass a wide array of participants from across the African continent and other regions, establishing a pivotal gateway to the African continent for both African and international film communities. As a result, the programme's curation addressed issues relevant to both the African and global film industries. This year's programme saw participation from filmmakers not only from Africa but also from Europe, North America, South America and the Middle East.

### Industry Programme Panellists:

SOUTH AFRICA – 56

AFRICA – 67

OUTSIDE AFRICA – 29



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

- Financing masterclass with Goodgate Media's John Giwa Amu
- Funding platforms such as Ford Foundation's Jon-Sesrie Goff, Lerato Mogoatlhe of Africa No Filter, Emad Eskander of the Red Sea Film Foundation, Aïcha Bahari of OIFe, and Dominic Davis Sundance Institute
- A masterclass on the changing funding landscape with Todd Brown of XYZ film
- An in-depth panel breaking down the pathway to Hollywood and what Hollywood is looking for in new territories with Dana Sims of Creative Artists Agency, and Steven Adams Alta Global Media
- A discussion focussing on ethical programming featuring international film programmer Lyse Ishimwe Nsengiyumva of International Film Festival Rotterdam, and Nataleah Hunter-Young of Toronto International Film Festival

- Co-production session with Brazilian regional fund Spcine along with Brazilian Producers. This was part of a visiting delegation of from Brazil Viviane Ferreira (Spicine), Luana Rocha (A Fábrica production company)
- A discussion focussing on Artificial intelligence with American producer Lisa Russell, local producer Antoinette Engel (Electric South), Vulane Mthembu (Goethe Institut)
- A co-production discussion focussing on collaborations from with the Nigerian Film Corporation head Dr. Chidia Maduekwe
- An in-depth post production masterclass with British editors Edmond Lacco in partnership Netflix
- An in-depth about bridging the gap between Africa and international markets with international talent agents Dana Sims of Creative Artists Agency, Colin Gayle and Yvette Gayle of African Creative Agency

The DFM In Conversation Panel is conversation styled masterclasses with some of the industry's leading role players and disruptors. These masterclasses represent a vital platform for filmmakers, industry professionals and enthusiasts to engage in thought-provoking discussions, share insights and learn from esteemed experts. The Durban FilmMart's emphasis on conversation is pivotal as it fosters a dynamic exchange of ideas, trends and best practices within the rapidly evolving landscape of filmmaking. By incorporating the discussion not only provides a unique learning experience but for speakers to delve into their journeys, lessons learned and the ethos that drive their work, intricacies of storytelling, technological advancements and industry trends.

**Effie T Brown** - the CEO of Gamechanger and producer of successful film and episodic television such as *Stranger Inside*, *In the Cut*, *Real Women Have Curves*, *Everyday People*, *Rocket Science*, and the hit *Dear White People*. Longtime advocate and voice for diversity and inclusion within the film industry, Effie T. Brown is CEO of Gamechanger Films, which produces, develops, and finances content by and about women, POC, LGBTQ+, and people with disabilities.

**Philippe Lacôte** - Philippe Lacôte, is a film director from Côte d'Ivoire. He is most noted for his 2014 film *Run*, which was a Lumières Award nominee for Best French-Language Film at the 20th Lumières Awards, and his 2020 film *Night of the Kings (La Nuit des rois)*, which was a winner of the Amplify Voices Award at the 2020 Toronto International Film Festival. Both films were selected as Côte d'Ivoire's submission to the Academy Awards (Oscar) for the Best International Feature Film respectively.

**Tshepiso Chikapa Phiri** - CEO and founder of Known Associates, has had a unique career path in the media industry, from being in front of the camera to producing numerous successful fiction, factual, and episodic productions. She has also been involved in the purchase of the country's biggest servicing company, working on international projects such as *The Woman King*, and recently securing a multi-picture licensing deal with Amazon Prime.

## 4. FILMMART.AFRICA

The launch of Filmmart.Africa at the DFM Event 2023 marks a significant step towards strengthening the African film industry's global presence. The platform's comprehensive features and support from industry leaders reflect its potential to become a vital resource for film professionals, fostering collaboration and contributing to the industry's growth and success.

Filmmart.Africa envisions becoming the premier online business hub for the African film industry globally. The platform seeks to make African film industry professionals and products globally competitive and celebrated. Its mission includes serving as a comprehensive database of film professionals on the continent, providing a platform for connection, resource sharing, project presentation and collaboration, as well as offering extended online support for projects in development.

## Features of Filmmart.Africa

- 1. Find People:** The platform allows users to connect with other film professionals globally, facilitating empowering connections and team-building.
- 2. Find Companies:** Filmmart.Africa serves as a gateway to real companies and services within the film industry, unlocking opportunities for success.
- 3. Find Projects:** Users can explore ongoing projects, track their progress and connect with like-minded individuals within the African film industry.
- 4. Resources:** Filmmart.Africa provides up-to-date information, resources, funding opportunities, news and more, enabling professionals to learn and stay informed about industry trends.

Filmmart.Africa is powered by the Durban FilmMart Institute, functioning as a comprehensive database of film industry representatives and projects. DFMI plays a crucial role in supporting the platform and ensuring its effectiveness as a hub for collaboration and development within the African film industry.

For further information and to connect with the African film industry, visit [Filmmart.Africa] (<https://filmmart.africa/>).



“We have so many stories to tell, so many authentic voices, our tribes, our culture, so much for us in history, in present and even in the future”.

Audience member, Animation@DFM: The Correct Picture - The Dynamics of Characterisation in Animation



## The Durban Film Mart Institute

Extracts from an independent evaluation

Evaluator: Michele Sohn  
michele@confluence.co.za

“Being in this room today, and seeing so many people here, it is so inspiring and gives me so much hope for our animation industry in the country and the continent as a whole.”

Audience member, Animation@DFM: The Correct Picture - The Dynamics of Characterisation in Animation

### Results to be proud of

- ✓ Making space for women
- ✓ Developing new voices
- ✓ Entrenching partnerships
- ✓ Continental hub

DFMI has played a substantial role in encouraging gender transformation, through:

1. Networking events
2. Gender sensitive panel discussions
3. Focusing on incubating women animators

18 projects have been incubated and given an opportunity to pitch to a panel of judges, through

- One-on-one mentoring
- Masterclasses
- Pitch preparation
- Pitch facilitation

South African animation industry partners were well represented at the DFM, and used the platform to run networking events, conferences, present research findings and host panels.

DFMI aspires to be the hub of African animation and works with individuals and organisations from seven African countries. There is work to be done in building ties to other countries in the continent.

“Most of what your kids are watching is Western content, and content can define the perception of how you view the world. If our stories are not equally shared... then the negative image of Africa remains.

Mohamed Said-Ourma, Executive Director, DocA–Documentary Africa

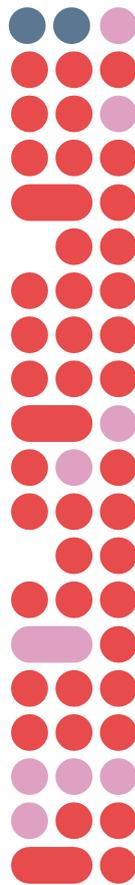
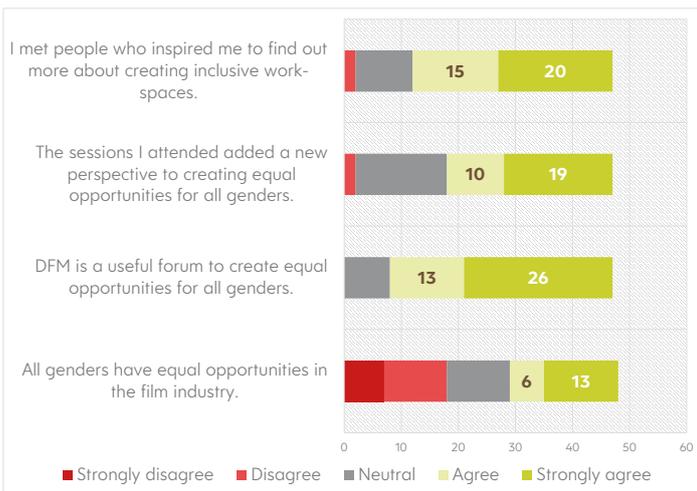
20 years ago, the animation industry was almost exclusively the domain of white men, now there is a refreshing mix of voices in the room as women and black animators are taking centre stage.

Collectively these stories and perspectives can help to challenge unconscious bias and prejudice that lead to overt racism and sexism, not only in the animation sector, but for all society.

This did not happen automatically, it was a result of a series of deliberate, intentional interventions to open the industry to black and women voices. One of these is DFMI.

## Making space for women

Gender sensitive programming



### DFM is championing the cause and playing a part

Through representation on panels, and specific gender focused panels – together with the Women in Animation SA Connect Event, DFM is playing a part in making sure that gender equality remains on the agenda.

DFM panel discussions are effective tools to ensure that issues of gender equality are not forgotten or sidelined. The challenge will be in finding ways to keep the topic interesting to a jaded audience – and the DFMI team are up for the task.

## Developing new voices

The Animation Pitch and Finance Forum

# 18

projects in  
development

# \$35 898 278

capital to be raised

# \$1 738 084

pledged



There are already signs of success stemming from connections made at DFM:

- Clare Louis, Knittyville, distribution and SABC pre-sales.
- Esther Kemi, Nigeria, attended Berlinale Talents 2023 and Annecy 2023.
- Adja Mariam Soro, Côte d'Ivoire, Centre National du Cinéma et de l'Image Animée (CNC) DEENTAL-ACP
- Brian O Wilson, Nigeria, won a Ciclic Animation Residency for 2022.

## Entrenching partnerships

DFMI has strong working relationships with the key South African players. These collaborations ensure that activities are not duplicated, and aligned activities are cross promoted, which stretches a limited budget to develop the sector.

The South African animation ecosystem made the most of the platform.



### Industry World Café:

Facilitated by Tshimologong, driven by DSAC, DSAC, DCDT, DTI and DSBD used new formats for public private engagement to integrate feedback from the small business sector into the Creative Industries Master Plan.



### Fak'ugesi networking event and intermediary research report

Promoting and presenting the results of the the *Trust in the Value Chain research project*.



### Animation SA and KZN Animation Growth Strategy

The KZN animation growth strategy is a pivotal moment – creating additional investment into production, education and audience development in the local animation sector. This was the first time that the strategy was presented, and the audience response was positive.



### Animation SA facilitated panel discussions

Animation SA facilitated two panels, The Correct Picture - The Dynamics of Characterisation in Animation and Animation@DFM: Creative Currency: Professional Opportunities for Women in the Animation Industry



### Women in Animation Connect Event

Women in Animation are considering establishing a South African chapter. This event tested the appetite for it.

## Developing a continental hub



### Three reasons why a vibrant African animation sector matters

- 1. Developing self-respect and agency:** re-representing Africa will contribute towards equalising power relations between Africa and the rest of the world.
- 2. It is a source of economic development:** the global animation market is estimated to be \$587 billion by 2024. African animators should have a slice of this.
- 3. Fostering pan-African approaches to a post-colonial agenda:** the power of cross-country collaboration will unlock ways of overcoming a shared challenge.

It will take ongoing investment into skills and infrastructure development for African animators to realise this potential.

**DFM has a vital role to play in this.**

This is a space, the Durban FilmMart, where we as African film professionals can bring people here to hear our vision of the world.

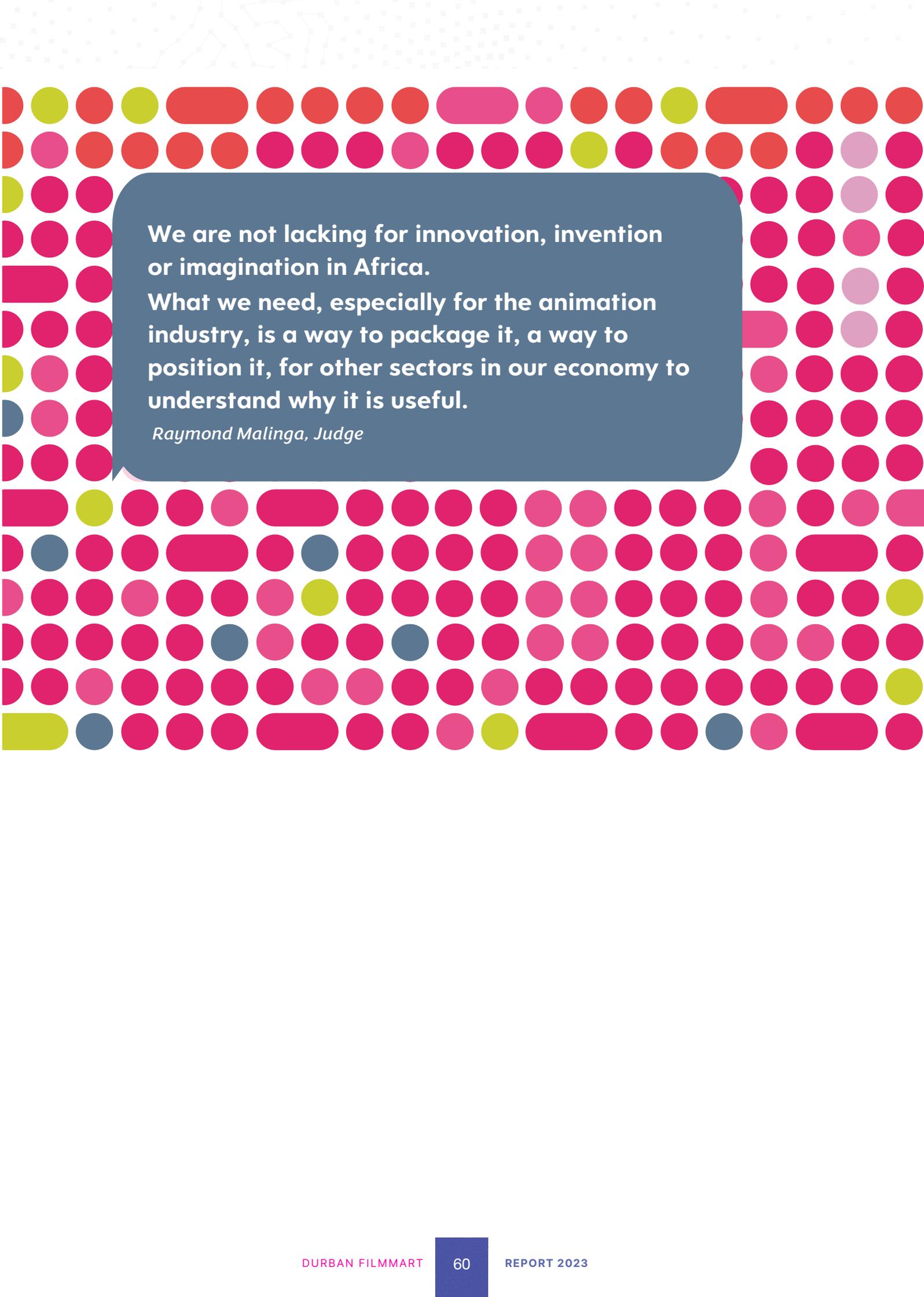
We are not going to the North to be the token African project buried in masses of Western projects.

*Mohamed Said-Ourma, Executive Director, DocA-Documentary Africa*

These achievements should be celebrated, and both the Animation@DFM Industry Programming and Animation Pitch and Finance Forum should be supported through additional partnerships, sponsorship, grant funding or investment.

This report was commissioned by the supra-regional project Cultural and Creative Industries. The project is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in cooperation with the Goethe-Institut. It improves employment and income opportunities for creative professionals in six partner countries: Lebanon, Jordan, Iraq, Kenya, Senegal, and South Africa and operates mainly in the music, fashion, design and animation sectors. In addition to promoting the development of entrepreneurial, digital, creative and technical skills through training programmes, the project aims to strengthen the framework conditions and the ecosystem of the cultural and creative industries.





**We are not lacking for innovation, invention or imagination in Africa.**

**What we need, especially for the animation industry, is a way to package it, a way to position it, for other sectors in our economy to understand why it is useful.**

*Raymond Malinga, Judge*

# AFRICAN THE FOURTEENTH CONSTELLATION DURBAN FILMMART

14<sup>TH</sup>

**Durban FilmMart**

## CONTACT DETAILS

EMAIL: [info@durbanfilmmart.com](mailto:info@durbanfilmmart.com)



[/Durban.Filmmart.Africa](https://www.facebook.com/Durban.Filmmart.Africa)



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