2019 REPORT



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It has been an honor to host all the film industry leaders and enthusiasts who descended on our shores to participate in the Durban FilmMart on 19 to 22 July 2019.

The 10th edition of the Durban FilmMart was a spectacular showpiece where creatives, producers and other film industry experts had an opportunity to develop content, skills and expertise while also paving the way for cross-border collaborations and networks.

Durban has been a delighted host to one of Africa's leading filmmaker gatherings for the past 10 years. This is an important opportunity for our City to build significant relationships with the

international film sector, especially within the African continent. The success of the Durban FilmMart in bringing the business of film to Africa over the past 10 years is truly commendable, and the City of Durban remains a proud supporter of this vision. We look forward to the dawn of a new era for African filmmaking, and invite you to show your support for the newly established Durban FilmMart Institute. Together, let us ensure that Africa takes its rightful place in the world of visual storytelling.

Mxalisi Kaunda
MAYOR OF DURBAN



EXECUTIVE SUMMARY

Durban FilmMart 2019 - Celebrating 10 Years of Supporting African Film and Television.

Just over 10 years ago we began with an idea to create a platform for African FilmMakers to forge their own path in this complex industry. We understood then, that the industry was rapidly changing, with new funding and financing models and new distribution models. We believed that filmmakers needed to be at the forefront of these changes, leading the way into a new dimension of filmmaking and the business of film. Our core focus over the last 10 years therefore had been to enable and capacitate filmmakers to connect with the global markets, build strong networks and share experiences.

As we took this vision forward, we received tremendous support from our partners and sponsors on the continent and around the world, that has enabled us to grow this incredible industry community that joined us in 2019.

Over the past 10 years we have worked with hundreds of projects, connected with dozens of festivals and markets, and built an industry network in the thousands. Durban FilmMart has been inspired by this global network of industry professionals to forge ahead every year, and to remember that at the centre of all of this is story, many African stories, that must be nurtured and respected, that must be promoted and protected, African stories that must be told, sometimes with urgency and other times with gentle persuasion, but always with authenticity.

With over 1000 delegates attending DIFF and DFM this year, the 10th Edition of DFM presented a wonderful coming together of industry professionals from across the globe, to meet and collaborate with African filmmakers. We set out to make the 10th edition a celebration that would bring forth new initiatives, new conversations and new directions. We wanted to create a stronger sense of community amongst all of you, and with that, a stronger sense of responsibility, accountability, and an understanding of the power you possess as filmmakers to make this world a better place.

A total of 20 projects (10 documentaries and 10 feature films) were selected out of 140 submissions from around the continent for DFM 2019. In addition to this, 6 Realness Scriptwriters' Residency projects, 18 Talents Durban projects in the 12th Talents Durban 4 Projects in the Produire au Sud Jumpstart Programme and 4 Women Led Film Projects CineFam Africa Programme participated in the 2019 programme.

These projects have had the incredible opportunity to be mentored by industry professionals who have a deep passion for developing talent, as well as the opportunity to meet with potential investors from across the world.

The important work we do to enable film-makers, would not be possible without our sponsors, partner markets development organizations and funding bodies to which we are deeply grateful for their support and the work that they have done with us over the years.

We also extend our gratitude to the DIFF and DFM team, that has worked tirelessly over the years to keep this vision alive as well as the industry participants and programme contributors that have joined us in Durban over the years. Durban FilmMart is not an event, it is a living thing, and lives because of the life that many people breathe into it every year.

The Durban FilmMart team expresses our appreciation to all participants for their valuable contributions. We hope that this year's DFM has provided you with great inspiration and we look forward to seeing you again in 2020!

THE 2019 DFM TEAM

MAIN SPONSORS

NATIONAL FILM AND VIDEO FOUNDATION (NFVF)



AKHOSAZANA KHANYILE

As custodians of the National Film and Video Foundation (NFVF), we take seriously the role that we play in creating a transformed and sustainable industry and we are honoured to play a part in one of the largest film festivals in the African continent. The 40th edition of the Durban International Film Festival provides the opportune platform to reflect on previous years and the gains made whilst prompting us to carefully consider the future of the



industry and the role we have to play in shaping a viable strategy moving forward. DIFF plays a critical role in positioning South Africa as a premier filming and co-production destination as well as providing a strategic showcase platform for local filmmakers.

We are also honoured to be participating in the inaugural UN Women & GIZ Media Compact Flagship Project at DIFF.

We understand, appreciate and acknowledge the collective responsibility we share in educating ourselves and the industry at large about the effects of gender-based violence especially within our industry.

Our participation in the festival will, as always seek to amplify the work that we do as the NFVF, as well as to promote and support local talent and profile our dedicated initiatives and programmes. Whilst we realise that there is a pressing need to be able to start measuring the real impact of the work that we do; we continue to be dedicated to developing the filmmakers who have a huge task of telling authentic South African stories. LOVE SA FILM!

Makhosazana Khanyile

NEVE CEO

INDEPENDENT PRODUCERS ORGANISATION (IPO)



The Durban FilmMart continues to sit at the very centre of the South African film industry's calendar. The FilmMart has played a key role in Durban International Film Festival becoming a 'must attend' event.



The fact that scores of African films have developed over the last decade is testament to its success and the vital role it continues to fulfill.

We are confident that the FilmMart will continue to grow in the right direction. We need to build institutions whose trajectories are co- determined by organized industry and we see the DFM as one of our own institutions: a space where we can raise difficult conversations with local, and indeed international partners of our fledgling industry, on our own terms.

Together we must strive to ensure that the market remains both appropriate and inspirational for fully active and emerging fiction and doc filmmakers in SA and across the continent.

We look forward to developing a solid partnership over the coming years while actively engaging in the myriad of sessions.

Rehad Desai IPO CHAIRPERSON

M-NET MOVIES





M-Net Movies has become a Market Leader in our local film industry enabling many local productions to be produced to a high quality. Our Films dominate the local box office and are the top grossing local films such as The Kandasamys, Vir Altyd, Happiness is a Four Letter Word. Our relationships with Stakeholders and Global Film community has grown in strides because of our support.

We've won many local and international awards with critically acclaimed films like Sink, Kanarie, Krotoa, The Wound (Oscar entry 2018).

Over the last five years M-Net Movies have funded more than 100 films for script development and production investing in the growth of local screenwriters, DOPs and Directors.

Kaye Ann Williams

HEAD LOCAL PRODUCTIONS & INDEPENDENT FILMS



SPONSORS & PARTNERS OF DURBAN FILMMAR

FOUNDERS











SPONSORS















PROGRAMME PARTNERS









































EXHIBITORS























MEDIA PARTNERS







INDUSTRY HUB



THE DURBAN FILMMART TEAM CANADIAN FOCUS



The Canadian Focus, supported by Telefilm Canada and the Canadian High Commission of South Africa, presented itself from a variety of perspectives at the 2019 Durban International Film Festival and Durban FilmMart. The aim of the initiative is to foster exchange between the Canadian and African FilmMakers. Canada's participation in the industry programme included the CineFam Africa Incubator, participation in the first edition of Durban Does Docs and meeting with official projects in the Finance Forum.

In special focus was a collaboration between South African and Canadian producers, unpacking the successes of the official co-production treaty between the two countries, and exploring future opportunities to enhance these collaborations.

WOMEN IN FILM PROGRAMME



SWIFT, in association with the German Development Cooperation 50/50 by 2020: What does this mean for men and women? Presented a curated programme workshopping the changes being made around gender in our industry. Discussions included representatives from SWIFT, NFVF, and GIZ speaking on what gender equality will mean for the industry in the future versus the current measures in place already.

DFM 2019 OFFICIAL PROJECT SELECTION

A total of 20 projects (10 documentaries and 10 feature films) were selected out of 140 submissions from around the continent. In addition, six Realness Scriptwriters' Residency projects and one Durban Talents 2018 were awarded the opportunity to pitch at this year's official DFM programme. Countries represented in the official selection include South Africa, Nigeria, Tunisia, Egypt, Zimbabwe, Uganda, Rwanda, Congo, Madagascar, Senegal, Ethiopia, Kenya and Burkina Faso. Directors and producers of these film projects, which are in development will be mentored for two days during Durban FilmMart, and then given opportunities to pitch to panels of investors, broadcasters, financiers, agents and distributors, as well as take one-on-one meetings with them.

We believe that this forum within the DFM, is one of the most exciting film industry programmes to have been established on the continent to help support films get off the ground. It is from here that the idea on the page is able to begin its complex journey to completion and exhibition. The selection panels were very encouraged by the content, themes and subject matter that came through in this year's selection, portraying some complex and unique African stories that provide intimate insights into the continent's consciousness.

DOCUMENTRY SELECTION



Africa Mother (Burkina Faso) - Producer: Koussoubé Abdoul Karim, Director: Yssouf Koussé

A Suitcase of Memories (South Africa) - Producer: Zinzi Nkenene Directors: Zinzi Nkenene, Engelbert Phiri,

Black Women and Sex (South Africa) - Producer: Godisamang Khunou, Director: Godisamang Khunou

Kongo is Burning (Uganda / Congo) - Producer: Ali Musoke, Director: Arnold Aganze

Living like a Shadow (Rwanda) - Producer: Romeo Umulisa, Director: Claudine Ndimbira

Murder in Paris - Dulcie September (South Africa) - Producer: Liezel Vermeulen, Director: Enver Samuel

The Home (South Africa) - Producers Justin Cohen, Jessie Zinn, and Chase Musslewhite, Directors: Jessie Zinn, Chase Musslewhite

The Last Survivor (Egypt) - Producer: Mark Lotfy, Director: Muhammad Taymour

The Missing Middle (South Africa) - Producer: Naumachias' Dewavrin, Director: Okuhle Dyosopu

When Shadows Move (South Africa) - Director and Producer: Jacqui-Lee Katz, Director and Producer: Aliki Saragas-Georgiou.

FICTION SELECTION



Day of the Vow, (South Africa) - Producers: David Franciscus, Nicki Priem, Director: David Franciscus

Mami Wata (Nigeria) - Producer: Oge Obasi, Director: C.J. Obasi

Mkhulu Was Next Door (South Africa) - Producers: Bongiwe Selane, Brendan Campbell, Director: Xolelwa Nhlabatsi,

Pieces of Salma (South Africa) - Producers: Khosie Dali, David Horler, Director: Imran Hamdulay

Sunflowers in the Dark (Zimbabwe) – Producer: Ben Mahaka, Tapiwa Chipfupa, Director: Tapiwa Chipfupa,

The Bursary (South Africa) - Producer: Brett Michael Innes, Director: Nomawonga Khumalo

The Legend of the Vagabond Queen of Lagos (Nigeria/South Africa) - Producers: James Tayler, Megan Chapman, Andrew Maki, Mat Cerf, Joel Bolnick, Director: Know Your City Radical Co-creative Film Collective

Those Who Dwell in Darkness (South Africa) - Producers: Dolly Mhlongo, Sithabile Mkhize, Director: Michael James

Tunis-Djerba (Tunisia) - Producer: Asma Chiboub, Director: Amel Guellaty

Yam and I (Egypt) - Producers: Hala Lotfy, Ruba Atiyeh, Nadine Salib, Director: Nadine Salib

TALENTS DURBAN





12th Talents Durban Talents

Talents Durban is a five-day development programme presented in cooperation with Berlinale Talents, an initiative of the Berlin International Film Festival, made up of workshops and seminars for African filmmakers, delivered by film industry professionals and academics. 15 filmmakers and 3 film critics from 12 countries across the continent made the final cut. The 12th edition was presented under the theme of "A Journey to Authenticity" inspired by the present moment in African cinema. Following a global renaissance of African cinema and television content, the demand for stories from the continent is rising. African storytellers and audiences seeking to connect with African cinema also have to grapple with the question of what is 'authentic' African cinema. For the filmmaker this question has a far more inward dimension as well - before the auteur can offer the answer to this question, they have to ask the question of themselves - what is authentic to me?

OFFICIAL 2019 TALENTS DURBAN PARTICIPANTS & PROJECTS

FEATURE SELECTION:

- > Spirit (South Africa) Director: Vusiafrica Sindane
- > Black Widow (Rwanda) Director: Shema Deve
- > No Country for Little Girls' Tantrums (Uganda) Director: Patience Nitumwesiga

SHORTS SELECTION:

- > Heart Attack (South Africa) Screenwriter: Minenhle Luthuli
- > Strong Girls (Tunisia) Director: Inès Arsi
- > Organized Crime (Zimbabwe) Director: Derby Bheta

DOCUMENTARY SELECTION:

- > And Who Will Cook? (Cape Verde) Director: Samira Pinto
- > The Sweet Cursed Dance (Rwanda) Director: Sibomana Alexandre
- > Twelve Pangas (South Africa) Director: Xola Mteto

ANIMATION SELECTION:

- > The Mystery of Waza (Cameroon) Animation Director: Claye Edou
- > Box Cutters (South Africa) Animation Director: Naomi van Niekerk
- > The Course (Le Parcours) (Benin) Animation Director: Odilon Assou

TV & WEB SERIES SELECTION:

- > Outfoxed (South Africa) Screenwriter: Jabulile Nadia Newman
- > Mau Mau (Kenya) Screenwriter: Damaris Irungu
- > Mami Wata (Gabon) Screenwriter: Samantha Biffot

TALENT PRESS SELECTION:

- > Nkululeko Zilibokwe (South Africa) Talent Press
- > Jeoffrey Mukubi (Namibia) Talent Press
- > Kayode Faniyi (Nigeria) Talent Press

JUMPSTART

Jumpstart is an incubator programme presented by the Durban FilmMart in partnership with Produire au Sud, Nantes, to introduce 6 emerging filmmakers from Durban and Kwazulu Natal region to writing and packaging for the international market. The 2019 lab was led by international script consultants **Mmabatho Kau**, **Jérémie Dubois and Head of Produire au Sud**, **Guillaume Mainguet**. The partnership was supported by the **French Embassy in South Africa**, which has been instrumental in finalising the programme and providing financial support for the key experts. The objective was to strengthen the links between France and South Africa in the film industry and create opportunities for professions in both countries.







CINEFAM - ACCELERATOR

CineFAM South Africa Co-Production Accelerator is a series of workshops, in Canada and South Africa, that aims to kick start original co-productions led by experienced and seasoned female producers, writers and directors from both countries. The goal of the 2019 program was to identify and develop suitable scripts, within the terms of the South Africa- Canada co-production treaty. Selected projects participated in a two-day intensive workshop during Durban Film Mart where they were supported by senior executives and mentors. In September, selected projects were invited to attend and pitch their projects at the 2019 Caribbean Tales Incubator (CTI), held annually in Toronto, Canada, in partnership with the Toronto International Film Festival (TIFF). This year's programme was led by mentors, Frances-Anne Solomon, Kethiwe Ngcobo, and CBC's Nicole Mendes and Mehernaz Lentin.

Canadian Participants

- > Reem Morsi Project: Fish
- > Patricia Bebia-Mawa Project: Finding Zendaya
- > Mariette Monpierre Project: Caribbean Girl NYC

South African Participants

- > Bridget Pickering Project: LIFE......AFTER DEATH
- > Ria Moeti Project: Life Esidimeni
- > Ayanda Halimana Project: ONE DAY IN JUNE
- > Sylvia Vollenhoven Project: Buckingham Palace



INDUSTRY PROGRAMME



The 2019 Durban FilmMart (DFM) Programme was curated under the theme **Imagine Community**, and attempted to respond to a need for community in the African film space, highlighting the work of filmmakers, professionals and institutions which are using the power of collaboration to build networks that move African cinema forward.

The programme consisted of masterclasses, panel discussions and networking events under the strands of the DFM, Durban Does Docs, Talents Durban, Creative Corner and Isiphethu.

Guest speakers presented masterclasses and workshops including Irish screenwriter and producer **Gabrielle Kelly**, Londonbased curator, audience development specialist and author **Nadia Denton**, South African producer and founding manager of the Cape Town chapter of the Shnit Worldwide Short Film Festival, **Sean Drummond**, and prolific Egyptian director **Mohamed Siam**.

DFM PRODUCER TALKS

The Durban FilmMart's core programme was designed to respond to the needs of producers working in the African programme with talks that spoke to the most critical issues and challenges faced by producers working in Africa. The programme also aimed to provide information and networking opportunities for producers wishing to work in this space.

Topics and participants included:

- Are You Speaking the Right Language? How to Package Your Project for The Market (Phillip Hoffman, Marit Van Den Elshout and Robert Naidoo)
- Marketing Strategies for Box Office Success (Jayan Moodley and Bianca Isaac)

- Copyright Amendment and Performers Protection Bills
 Independent Producers Organization, South African Guild of
 Actors, Recreate, Coalition for Effective. (Kethiwe Ngcobo, Rehad
 Desai, Collen Dlamini and Jack Devnarian)
- A Conversation with African Film Critics (Claire Diao, Peter Machen and Nthabiseng Nontsikelelo Mosieane)
- Going for The Oscar: Lessons from South African Producers (Elias Ribeiro and Layla Swart)
- Independent Producers Organization: Strategic Direction of Funding Instruments for Film
- · South Africa/ Jamaican Co-production Session
- Global Festivals and Markets (Jana Wolff, Lisa Ogdie, Chioma Onyenwe and Marit Elshout)

ENGAGE @ DFM

Engage is a Pan-African critical thinking forum to create dialogues and networks in the film industry across Africa on issues such as: decolonization, S/N relationships, building alliances with filmmakers/film festivals/audiences, and to collaborate in the same way across the global South.

The forum is a travelling series of think tanks with film professionals working in Africa to gather film communities separated along neo-colonial lines and offer a platform to discuss and improve professional practice in ways that aid collaboration within the continent.

The forum had its first installment at the DFM and will go on to take place Journee de Cinematographie Carthage in Tunisia; the African International Film Festival in Lagos. Further plans include hosting the think tanks at the Kalasha Film Festival in

Nairobi, Maputo Fast Forward in Mozambique and finally Fespaco in Burkina Faso. These think tanks will take place over the next two years with comprehensive reports of each think tank produced and shared with the African film community.

The project has partnered with pan-African film journal, Awotele as well as Berlin-based gallery of decolonial art, the Savvy Contemporary which runs United Screens - a global South network that produced video interviews with film practitioners about innovative distribution strategies.

The programme was curated and presented by the programming team along with guest curator, **Themba Bhebhe** and will continue to be organized and presented by this collective and partner organizations as well as DFM, its founding partner.



DURBAN DOES DOCS

Durban Does Docs is a two-day documentary conference formed around the idea that Africa has seen exponential growth in the demand for representative and localized video content in various part of the continent. Audiences want to see content that represents their lived experiences, however, the rate at which films reflect our real lived experiences still encounters stagnation in terms of support from funders and broadcasters. As a result, many documentary filmmakers on the continent are forced to limit their contact with the genre to educational, nongovernmental and governmental communication, that leaves little room for creativity, outspokenness and the 'real'.

Durban Does Docs focuses on possibilities of documentary to grow and flourish as cinema that speaks to the lived realities of African audiences. The gathering curated conversations about the aesthetics, politics and economies of documentary in Africa and the world.

The programme consisted of panel discussions, masterclass and plenary presentations that aim to attract documentary filmmakers and scholars from South Africa and the world to discuss the state of documentary today.

DISCUSSIONS INCLUDED:

- Documentary Festival Programmers in Conversation (Brigid O' Shea, Nathalea Hunter-Young, Lamia Guiga, Barbara Off and Mandisa Zitha)
- Teaching Documentary (Mocke Van Veuren, Lauren Groenewald and Mandisa Zitha)
- Finding The Right Funding Partner (Stephanie McArthur, George Gachara and Per Eirik Gilsvik)
- Meet the Channels (Philippe Muller, Mandy Chang, Thando Shozi, Lars Säfström and Nicola van Niekerk)
- Documentary Audiences in Africa (Reem Haddad, Claire Diao and Theresa Hill)
- Resistance and Art (Sara de Gouveia and Zoel Zito Araujo)



CREATIVE CORNER



The Creative Corner programme is a free public programme which focused on creative sectors vital to the film and television industry. Creative Corner featured panel discussions with local film and television industry experts and creative organizations, focusing on creative sectors such as costume, set, sound and makeup design, as well as editing.

The programme partnered with the Writers Guild of South Africa to present the Script to Live, a series of live script reading sessions that aimed to support scripts in development. In-development and production-ready feature film projects from six South African writers had an opportunity present excerpts of their screenplays to industry delegates in hour-long sessions.

CREATIVE CORNER PANELS

- · Costume Design Panel (Noky Ngobeni)
- Actor Panel (Jack Devnarain, Andre Dellow, Carlynn de Waal Smit, Christa Schamberger, Londiwe Shange, Melusi Yeni and Pumza Ralo)
- · Set Design Panel (Matthew Tikoane and Nerina Du Plessis)
- Sound Design Panel (Oscar Mhlangeni)
- Editor Panel (Itumeleng Prof Nkabinde)
- · Make Up Panel (Stella Johnson and Khethile Chili)

ISIPHETHU HUB

Isiphethu is aimed at addressing the needs of emerging producers who make up a large number of Durban based film professional not working in the international market. The programme aimed to present informative talks on practical filmmaking and producing that inspires and educates, while providing networking opportunities for young talented filmmakers starting out in the industry.

ISIPHETHU TALKS

- · Meet the Funders: Industrial Development Corporation
- Introduction to Documentary Filmmaking: Kenneth Kaplan, WITS University.
- Entrepreneurship in Production: Legend Mangele
- · Independent Black Filmmakers Collective Industry Engagement
- · Department of Trade and Industry: Funding Criteria
- · Film and Publications Board Guidelines & Film Rating
- · KZN Film Commission: Meet the Funders



LOCATIONS AFRICA EXPO AND CONFERENCE





Locations Africa™ is an initiative focusing on filming locations, facilities, and skill in physical production across the continent of Africa. Conceived in 2015 as an expo and discussion forum, Locations Africa is set to ignite efforts to position Africa as a key filming destination equipped with all the necessary elements for physical production, local film projects, and shoot of all kinds inbound, inter-country, and locally within countries.

Our goal is to contribute to increasing the number of films shot on location in Africa, improve the skills of both private and

public sectors in meeting the needs of filmmakers, increase the number of businesses and individuals participating in the sector, and building the filming brand identity of Africa in a way that boosts investment.

This inaugural launch session saw the showcasing of the regions and film authorities through the days of the expo, and a series of conversations and insights on the physical production, with speakers from Europe and the USA and across Africa, such as Sarah Migwi of Protel Studios from Kenya; Irfaan Fredericks of Kalahari Media; Johnny Ludlow of the Locations Managers Guild International; renowned DOP and Cinematographer Christian Epps of Lights Camera Diaspora; and Nikki Knight of Film Fixers, who work throughout the continent.

Valuable information on how to access locations, facilities and crew from the regions, was given by film authorities and personnel, who were on hand.

Locations Africa is a global platform focused of Africa's readiness to service the film industry. For more information visit www.locationsafrica.com and contact us on info@locationsafrica.com All social media handles @locationsafrica FB/Tw/Insta/LdIn.

2019 DELEGATES







DELEGATES BY REGION



DELEGATES BY CONTINENT

AFRICA

EUROPE

NORTH AMERICA

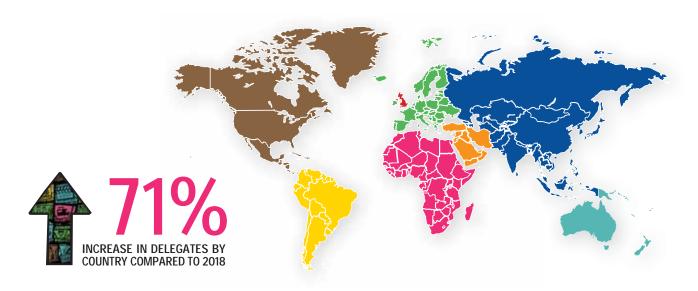
UNITED KINGDOM

SOUTH AMERICA

AUSTRAILIA

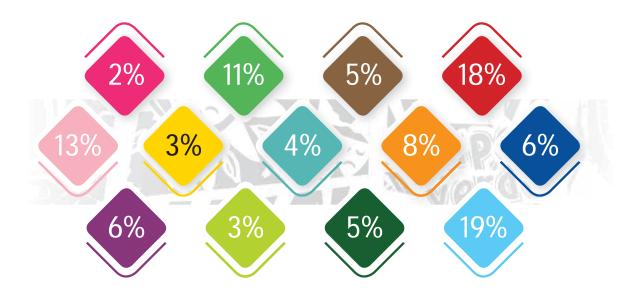
MIDDLE EAST

ASIA



		IST OF DELEC	SATES	BY COL	JNTRY	W
Algeria	Brazil	Congo, Democratic Republic	Ghana	Netherlands	South Africa	United Kingdom
Angola	Burkina Faso	Egypt	Greece	New Zealand	Spain	United States of America
Belgium	Cameroon	Ethiopia	Jamaica	Nigeria	Sweden	Zimbabwe
Benin	Canada	France	Kenya	Norway	Tunisia	
Botswana	Cape Verde	Gabon	Lesotho	Qatar	Turkey	
Australia	China	Germany	Madagascar	Rwanda	Uganda	
Morocco	Mozambique	Namibia	Mauritius	Senegal	Ukraine	

BUSINESS FOCUS

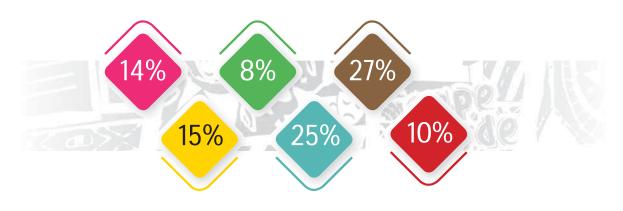


DELEGATES BY BUSINESS FOCUS

PRODUCTION COMPANY



CREATIVE FOCUS



DELEGATES BY CREATIVE FOCUS











2019 AWARDS

The CineMart Award, sponsored by the co-production market of the International Film Festival Rotterdam, went to the fiction project, Sunflowers in the Dark (Zimbabwe) produced by Ben Mahaka, Tapiwa Chipfupa and directed by Tapiwa Chipfupa. The project is given an opportunity to attend the Rotterdam Lab, a five-day training and networking event for producers from all over the world.

Produire au Sud of Festival des 3 Continents (Nantes)/ IFAS awarded the fiction film Sunflowers in the Dark (Zimbabwe) produced by Ben Mahaka, Tapiwa Chipfupa and directed by Tapiwa Chipfupa an opportunity to attend its developmental workshop programme, PAS, where they will be given tools, expertise, and opportunities to develop European networks.

Carthage Film Festival awarded Pieces of Salma (South Africa) produced by Khosie Dali and David Horler and directed by Imran Hamdulay, an opportunity to participate in their programme in Tunisia.

Sørfond awarded the project **Mami Wata** (Nigeria) produced by Oge Obasi, directed by C.J. Obasi with an opportunity to pitch at the Sørfond Pitching Forum in Oslo later this year.

NFVF CineFAM-Africa Incubator Accelerator Programme Award of a R50 000 development grant went to Sylvia Vollenhoven for **Buckingham Palace**.

Videovision Entertainment awarded the "Best South African Film Project" to **The Bursary** (South Africa) produced by Brett Michael Innes and directed by Nomawonga Khumalo. They receive a prize valued at R75 000, which guarantees its release once it is completed. The prize also includes marketing and distribution support from Videovision Entertainment.

Stage 5 Films Award for the 'Most Promising Narrative" went to The Bursary (South Africa) produced by Brett Michael Innes and directed by Nomawonga Khumalo. They receive a R50 000 cash prize accompanied by an additional R25 000 worth of script coverage, production support, market analysis and packaging for further finance.

Durban FilmMart Talents Award for the Durban Talents Project Selected as a project for DFM went to **Twelve Pangas** directed by Xola Mteto (South Africa).

Versfeld & Associates, communications consultants awarded Those Who Dwell in Darkness (South Africa) produced by Dolly Mhlongo, Sithabile Mkhize, directed by Michael James, The Home (South Africa) produced by Justin Cohen, Jessie Zinn, and Chase Musslewhite and directed by Jessie Zinn, Chase Musslewhite and Talents Durban project And Who Will Cook? by Samira Vera-Cruz (Cape Verde) one-on-one publicity consultations.

The broadcast stream, **Afridocs**, that flights African and other international documentaries across 49 countries of sub-Saharan Africa on a weekly basis, gave a €2500 award, funded by the Bertha Foundation, to **Kongo is Burning** (Uganda / Congo) produced by Ali Musoke and directed by Arnold Aganze.

DoK Leipzig Award went to **Black Women and Sex** (South Africa) produced and directed by Godisamang Khunou who will be given an opportunity to participate in the 2020 DoK Leipzig programme in Germany.

Hot Docs Blue Ice Award, a cash prize of 2000 Canadian Dollars went to the documentary project Kongo is Burning (Uganda / Congo) produced by Ali Musoke and directed by Arnold Aganze.

PUBLICITY REPORT 2019

A. INTRODUCTION

The objective was to maximize media exposure using various media platforms for the Durban FilmMart 2019, these platforms include print, broadcast and online media, social media and other digital platforms to achieve this.

B. MEDIA GENERAL OVERVIEW

A campaign to engage the media through press releases, media liaison and oneon- one engagements was planned. Seven press releases were issued to media and industry stakeholders from May to July 2019, and a number of bespoke articles written for the trade magazines – Callsheet and ScreenAfrica as well as a focussed campaign on social media platforms: Twitter, Facebook and Instagram.

C. MEDIA ACCREDITATION

Print Media: 24 Online Press: 37 TV and Radio: 11

D. MEDIA COVERAGE

The event was covered by local, national and international media across print, broadcast and online. The coverage is contained in the Newsclip Media Monitoring Report. Note that the DFM and Durban International Film Festival media monitoring was combined this year, due to DIFF's budget constraints. This figure represents a combined total for DFM and DIFF.

Total Advertising Value: R33 604 841. 30

Print AVE: R10 830 741.00 Broadcast AVE: R6 223 010.82 Online AVE: R16 551 089.50

Total PR Value: R100 814 524.00

Print PR value: R32 492 223.00 Broadcast PR value: R18 669 032.50 Online PR value: R49 653 268.50

Total clips: 761

Total Print: 236
Total Broadcast: 86
Total Online: 439

E. MEDIA PARTNERSHIPS

A total of four bespoke articles were written for the Callsheet and Screen Africa media partnerships and the media team supported the requirements of Variety magazine as well.

CLIP COUNT

1 May - 28 Aug 2019's individual service result shows that print has increased by 232 (1055%) clippings to 254, broadcast is up by 84 (2800%) to 87, and online increased by 423 (1113%) to 461 - The total combined for 1 May - 28 Aug 2019 was 802, up on the previous period of 63.

DURBAN FILMMART

1 Jan - 30 Apr 2019

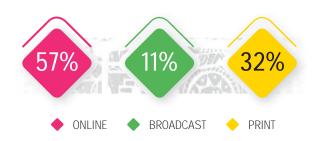
63



1 May - 28 Aug 2019

802

TOTAL COMBINED MONITORING UNITS FOR DURBAN FILMMART



FACEBOOK



#DFM2019 events lineup: SWIFT - Sisters Working in Film and Television |

A women-led film programme that includes events, launches and announcements, as well as a workshop and seminar sessions around women in film. Don't delay - register now: http://bit.ly/2K8XvL1



599 People Reached

NIEVALEOLI OVALEDO

40 Engagements

Boost Post

NEW FOLLOWERS	+3/3
TOTAL REACH	359,9k
TOTAL IMPRESSIONS	389,7k
ENGAGED USERS	6,7k
TOTAL ENGAGEMENTS	3,594

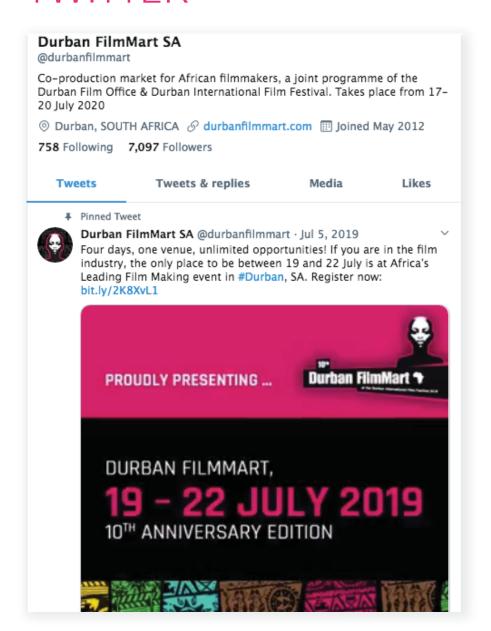
272

INSTAGRAM



NEW FOLLOWERS	+210
TOTAL REACH	19,5k
TOTAL IMPRESSIONS	25,5k
PROFILE VIEWS	308
WEBSITE CLICKS	38

TWITTER



NEW FOLLOWERS	+120
TOTAL ENGAGEMENTS	1,706
TOTAL IMPRESSIONS	91,8k
URL CLICKS	242

PAID MEDIA



ADS & BOOSTS

PAID REACH	533k
PAID IMPRESSIONS	728k

A RECORD-BREAKING 10TH DURBAN FILMMART

Rounding up a jam-packed four days of master classes, discussions, networking, pitching and forums, the 10th Durban FilmMart (DFM) - the industry development programme of the eThekwini Municipality's Durban Film Office (DFO) and the Durban International Film Festival (DIFF) - came to a close on 22 July with its annual awards ceremony, this year held at the Southern Sun Maharani Hotel in Durban. South Africa.

t the stylish event, Toni Monty, head of the Durban Film Office and the Durban FilmMart, addressed the audience of 300 filmmakers from South Africa, Africa and across the globe, saying, "We have enjoyed a packed programme this yea with a record number of more than 1,000 delegates registered for the DFM, representing 40 countries, 19 of which were from Africa. This year we had 50 projects in our Finance Forum, Talents Durban, Jumpstart, Realness Writers' Residency and CineFAM programmes, who pitched their film projects in development to potential financiers. filmmakers, producers, partners, festivals, distributors and agents in hundreds of meetings.

"As we reach our 10th anniversary this year, we are reminded of the value that the DFM provides the developing African industry," Monty continued. "The Mart acts as a springboard that enables filmmakers to meet and network, benighmark themselves, gather information and learn. Of course this would not be possible without the support of development organisations, our partner markets and other funding bodies, all of whom we graciously thank.

"The DFM would like to acknowledge the eThekwini Municipality, the principal funder of the DFM for its involvement in supporting the market, which has become a vital cog in the engine of making film on the continent."

This year – through the sponsorship of the Industrial Development Corporation and the National Film and Video Foundation (NFVF) – 20 official DFM film projects were pitched at the Finance Forum. Six CineFain Africa television series projects were mentored by



Award winners at the 10th Durban FilmMart (DFM)

Caribbean Tales, Canada; Jumpstart (Produire au Sud, France) and the Realness Script Writing Residency hosted scriptwriters' labs for a total of 10 projects; and HorDocs Canada, together with Don Edkins of Afridocs, mentored 13 documentary projects. Supported by Berlinale Talents and the Goethe-Institut. Durban Talents hosted 18 young filmmakers and three Talents Press.

Finally, a number of delegations were hosted including the in-bound delegation from Canada with support from the Canadian High Commission and Telefilm Canada.

THE AWARDS/GRANTS:

- The CineMart Award, sponsored by the co-production market of the International Film Festival Rotterdam, went to the fiction project, Sunflowers in the Dark (Zimbatwe), produced by Bon Mahaka, Tapiwa Chipfupa and directed by Chipfupa. The project is given an opportunity to attend the Rotterdam Lab, a five-day training and networking event for producers from all over the world.
- Produire au Sud of Festival des 3
 Continents (Nantes)/ IFAS also awarded Sunflowers in the Dark an opportunity to attend its developmental workshop programme, PAS, whele they will be given tools, expertise and opportunities to develop European networks.
- Carthage Film Festival awarded Pieces of Salma (South Africa), produced by Khosie Dali and David Horler, and directed by Imran

- Hamdulay, the opportunity to participate in their programme in Tunisia.
- Serfond awarded the project Mamil Wata (Nigerial, produced by Oge Obasi and directed by C.J. Obasi, with the opportunity to prich at the Serfond Patching Forum in Oslo later this year.
- The NFVF CineFAM-Africa Incubator Accelerator Programme Award of a RS0,000 development grant vent to Sylvia Vollenhoven for Buckingham Palace.
- Videovision Entertainment awarded the "Best South African Film Project" to The Bursary (South Africa), produced by Brett Michael Innes and directed by Nomawonga Khumalo. They receive a prize valued at R75,000, which guarantees the film's release once it is completed. The prize also includes marketing and distribution support from Videovision Entertainment.
- The Stage 5 Films Award for the "Most Promising Narrative" also went to The Bursary (South Africa). They receive a R50,000 cesh prize accompanied by an additional R25,000 worth of script coverage, production support, market analysis and peckaging for further finance.
- Durban FilmMart Talents Award for the Durban Talents Project selected as a project for DFM went to Twelve Pangas directed by Xola Mesto (South Africa).
- Versfeld & Associates. communications consultants, awarded Those Who Dwell in

- Darkness (South Africa), produced by Dolly Mhlongo and Sithabile Mkhize and directed by Michael James; The Home (South Africa), produced by Justin Cohen, Jossie Zinn and Chase Musslewhite and directed by Jessie Zinn and Chase Musslewhite; and the Talents Durban project And Who Will Cook? by Samira Vera-Cruz (Cape Verde) with one-on-one publicity consultations.
- The broadcast stream, Afridocs, which shows African and other international documentaries across 49 countries of sub-Saharan Africa on a weekly basis, gave a €2,500 award, funded by the Bertha Foundation, to Kongo is Birming (Uganda/Congo), produced by All Musoke and directed by Arnold Aganza.
- The DoK Leipzig Award went to Black Women and Sex South Africa), produced end directed by Godsamang Khunou, who will be given an opportunity to participate in the 2020 DoK Leipzig programme in Germany.
- Finally, the Hot Docs Blue Ice Award, a cash prize of 2,000 Canadian dollars, went to the documentary project Kongo is Burning (Uganda/Congo), produced by Ali Musoke and directed by Arnold Aganze.

The 10th Durban FilmMart ran from 19-22 July, alongside the 40th Durban International Film Festival which come to a close on 28 July.

- Sharlene Versfeld

As we reach our 10th anniversary this year, we are reminded of the value that the DFM provides the developing African industry. The Mart acts as a springboard that enables filmmakers to meet and network, benchmark themselves, gather information and learn. Of course this would not be possible without the support of development organisations, our partner markets and other funding bodies, all of whom we graciously thank.

—Toni Monty

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U-Angus Gibson uyinkakha - Moneoa

Zoloh Guma

"U-ANGUS Gibson uyinkakha, uyayazi into ayifunayo nangaphambi kokuqoshwa kwefilimu usuke esenomqondo wokuya phambili. Engikuthakasela kakhulu ngokusebenza naye uyaye afune umbono wethu nokujabulisayo wukwazi ukuthi uyakukhathalela ukuthi sicabanga noma sizizwa

Lawo ngamazwi kaMoneoa Moshesh odlala indawo ka-Eve Msomi kwi-movie eqondiswe ngu-Angus Gibson wodumo lwe-Isibaya, iBack of the Moon ezophuma ema-cinema akuleli ziyi-6 kuMandulo (Septhemba).

Uthe uma umuntu esebenza nabalingisi, ikakhulu abesifazane, owesilisa angeke athi uyazi ukuthi kunjani ukuba sezicathulweni zowesifazane osemdlalweni ngaphandle kokufuna umbono wowesifazane, ikakhulu ngoba abantu abampisholo abacabangi njengabebala elimhlophe ngokwemigomo yempilo nezimfundiso nezikolelo ze.

"Ukuthi ucele umbono wami njengomuntu wesifazane ompisholo kwenze kwaba mnandi ukusebenza nave futhi kwaba lula kuyena ukuwuqondisa noma cvele cwushaya umsebenzi wakhe." "Ngiyakubonga lokho ngoba ubefuna sazi kangcono umlingiswa nangendlela asebenza ngayo," kubeka uMoneoa.

Lo meulo owaduma ngengoma ethi "isbhanxa", nosezakhele igama ekulingiseni kamuva uthe ukuthakasele kakhulu ukuthola ithuba lokulingisa kwi-movie



INKAKHA yezokuqondisa nokukhiqiza imidlalo yakumabonakude kuleli, u-Angus Gibson, emi nabalingisi be "Back of the Moon" ngenkathi bemukela indondo yefilimu evelele kuleli kuma award eDurban International Film Festival kulonyaka. Isithombe: Mxolisi Sniper Zuma

eqondiswe uGibson nongomi wabaqondisi abahamba phambili kuleli ukulandela imidlalo asevikhiqizile kumabonakude.

U-Gibson osezakhele igama endimeni kamabonakude, waziwa kakhulu ngemidlalo vakhe okubalwa i-Yizo Yizo. i-The Road, i-Isibaya, iZone 14 neminye kanti i-movie yakhe isanda kuhlomula ngendondo evelele eNingizimu Afrika kwi-Durban International Film Festival (DIFF) muva-nje. Okumangazayo ngemidlalo

eqondiswe uGibson ukuthi ikhuluma ngempilo yabantu abamnyama kakhulu nokungalindeleka ukuba igondiswe ngumuntu ompisholo

onolwazi olunzulu lokuthi omnyama ucabanga kanjani, izinkolelo zakhe nokunye.

Ephawula uGibson. uthe:"Ngiyinzalo yesiko lamadocumentaries, ama-movie amaningi engiwenzile amayelana neNingizimu Afrika. Ngicabanga ukuthi ngathola uthando lwempilo yangempela futhi ngokwami indaba ongayixoxa uyithola ngokusondela empilweni yangempela." Uthe ubenentshisekelo ngeSophiatown ngoba iveza

isikhathi angazigqaji ngaso ngoba wakhula ngezikhathi zobandlululo nalapho wafuna umlando wayo wathola ukuthi ivindawo vokugala okwasuswa

kuyo abantu ngezikhathi zobandlululo, Ubeke nokuthi wake wasolwa

ngokungavezi iginiso ngalendawo etshelwa ukuthi kwakwenzeka izinto ezinzima ngaleziya zikhathi nokwathi ngemuva kweminyaka engama-30 wathola ithuba lokwenza le-movie ekhuluma ngezibuhlunga nezimnandi. Le-movie, i-Back of the

Moon, ikhuluma ngempilo yuseSophiatown ngonyaka ka-1958 lapho isigebengu esaziwayo uBadman (Richard Lukunku) nesiphethe igembu lemigulukudu esatshwayo endaweni i-The Vipers sesiqume ukuziphindiselela kumaphoyisa obandlululo ngesinqumo sawo sokubasusa ngenkani endaweni abahlala kuyo. Ngosuku ofwandulela

ukususwa kwabo, nalapho avesedele ukusuka ashiye ikhaya lakubo wahlangana no-Eve Msomi (Moncoa Moshesh) ongumculi wasendaweni nobesehlele ukuya eNgilandi ukulandela iphupho lakhe lekucula nokwaphela usuku impilo yakhe ingasafani

Abalingisi: URichard Lukunku – Badman, uMoncoa Moshesh – Eve, uLemogang Tsipa – Ghost, uS'dumo Mtshali – Strike, uThomas Gumede – Nat no Israel Matsepe-Zulu - Bra Don.



The 10th Durban FilmMart, the industry development programme of the eThekwini Municipality's Durban Film Office and Durban International Film Festival (Centre for Creative Arts, UKZN), closed in style with its awards ceremony at the Southern Sun Maharani Hotel in Durban recently.

Addressing 300 filmmakers from South Africa, Africa and across the globe, Toni Morty, head of the Durban Film Office and the Durban FilmMart, said, "We have enjoyed a packed programme this year with a record number of more than 1000 delegates registered for the DFM. representing 40 countries, 19 of which were from Africa. We had 50 projects in our Finance Forum, Talents Durban, Jumpstart, Realiness Writters' Residency and CineFAM programmes who pitched their film projects in development to potential financiers, filmmakers, producers, partners, festivals, distributors and agents in fundreds of meetings.

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"The DFM would like to acknowledge the eThekwini Municipality, the principal funder of the DFM for its involvement in supporting the market, which has become a vital cog in the engine of making film on the continent, added Monty.

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JULY 20, 2019 10:48AM PT

South African Creatives Grapple Over Copyright Amendment Bill

By CHRISTOPHER VOURLIAS



CREDIT: AYE KASI BROTHERS

DURBAN-The South African government is planning to update its four-decade-old copyright legislation, but what that means for filmmakers was up for debate during a contentious and often heated session at the Durban FilmMart this week.

While the Copyright Amendment Bill awaits the signature of President Cyril Ramaphosa, industry stakeholders remain divided over how the proposed changes will impact the creative industries.

"We want these reforms. We need them. But we cannot have a bill that is flawed, that has been rushed through parliament where there was a lack of consultations with the film industry," said Collen Dlamini, of the Coalition for Effective Copyright.

The Dept. of Trade and Industry has argued that the new copyright amendment bill protects publishers, authors, composers, filmmakers, artists, and others working in creative industries while bringing South Africa's copyright laws in line with the realities of the digital age.

Among their chief concerns was the "uncertainty around ownership and royalties" that the bill creates by allowing the free reuse of published material. Critics of the bill say it will allow tech giants like YouTube and Facebook to profit from content created by musicians, artists, filmmakers and writers without fairly compensating its creators.

"Right now, the President, on the top of his agenda is to grow this economy," said Dlamini. "How are we going to grow this economy when it's a free-for-all? 'Let's just copy and get everything for free, without protection of our IP."

Proponents of the bill argue that it will strengthen the "moral rights" of small producers to their work while offering a more balanced framework to protect intellectual property.

"The fair use provisions in the bill say you can only do it...if you're not substituting your work in the market for the original work," said Ben Cashdan of ReCreate, a coalition of South African creatives in favor of what it describes as "balanced copyright reform." "What you can do is you can quote them, you can satirize them, you can sample them and create something new using inspiration."

He added: "When you create, you draw on the culture, you draw on what has come before."

MEDIA REPORT



CREDIT AND ACKNOWLEDGEMENTS

DFM Management: Toni Monty.

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Durban International Film Festival Team: Lliane Loots (Centre for Creative Arts Acting Director), Chipo Zhou (Festival Manager) Jessica Singh, Sakhile Gumede, Menzi Mhlongo, Vulane Mthembu, Nomfundo Xolo, Andrea Voges, Peter Machen, Londiwe Shange, Nosipho Makhathini, Nonsikelelo Ndaba, Siphindile Hlongwa, Mbuso Kunene, Nonkululeko Magwaza, Thandeka Ngcobo, Nzuzo Ngubane, Mpumelelo Ngwazi, Gina Zuma.

DFM International Liaisons: Don Edkins, Lucas Rosant

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Finance Forum Coordination: Faiza Williams.

Finance Forum Coordinators: Thobeka Mncwango, Zimasa Dodo

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Talents Durban Coordinator: Menzi Mhlongo.

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Jumpstart Mentors: Guillaume Mainguet, Jeremy Du Bois, Mmabatho Kau

IVIITIADATITO NAU

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Industry Programme Curation Team: Anele Mnyengo,

Mitchell Harper, Russel Hlongwane, Sakhile Gumede, Tiny Mungwe

Industry Programme Participants:

DFM Main programme: Bianca Isaac, Claire Diao, Chioma Onyenwe, Collen Dlamini, Elias Riberio, Fibby Kioria, Gabrielle Kelly, Jack Devnerain, Jana Wolf, Jayan Moodley, Khethiwe Ncobo, Layla Swart, Lisa Ogdie, Marit Van Den Elshout, Mohamed Siam, Nadia Denton, Nthabiseng Nonstikelelo Mosieane, Peter Machen, Phillip Hoffman, Rehad Desai, Rebekah Louisa Smith, Sean Drummond, Themba Bhebhe.

Durban Does Docs: Barbara Off, Brigid O'Shea, Claire Diao, Don Edkins, Joel Zito Araújo, Lauren Groenewald, Nathalea Hunter, Mandisa Zitha, Mandy Chang, Mocke J Van Veuen, Muhammad Refaat, Philippe Muller, Reem Haddad, Sara CF de Gouveia, Stephanie McArthur, Theresa Hill. Talents Durban: Athi-Patra Ruga, Becs Arahanga, Beza Hailu Lemma, Catherine Meyburgh,

Chinonye Chukwu, Dorothee Wenner, Fanyana Hlabangane, Iman Djionne, Jahmil Qubeka, Michael Stutz, Tchaiko Omawale, Creative Corner: Noky Ngobeni, Nerina Du Plessis, Itumeleng Prof Nkabinde, Stella Johnson, Hazel Kunene

Moderators: Bob Perfect, Booker Mwenzva, Leah Jasmin Reed, Lerato Sokhulu, Lungi Ngubelanga, Nkokheleng Reta Skosana, Zoe Ramushu.

Engage: Themba Bhebhe (curator), Claire Diao (Moderator), Luthando Ngema (Moderator) Abhishek Nilamber (United Screens - Savvy Contemporary), Laura Kloeckner (United Screens - Savvy Contemporary)

Locations Africa: Azania Muendane, Martin Cuff, Sihle Shange, Trusty Ndimande, Panelists: Christian Epps, Lights Camera Diaspora; Irfaan Fredericks, Kalahari Film & Media; Johnny Ludlow, LMGI; Nikki Knight, Film Fixers; Sarah Migwi, Protel Studios; Toni Kamau, On Screen Africa

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Guest Liaison and Event Coordination: ThoughtFire Events Management

Marketing and Publicity: Beyond Borders, Memeza, Versfeld & Associates, Karlilooooo, Makulu Events Publication & Branding: Afrospice Branding Studios, Adnotes, Brand Iron, Media Personality, Peter Machen Exhibition: Brandsprout

Website: No Logo Studios

Partners and Sponsors

AFDA Film School, AfriDocs, Berlinale, Callsheet, Canadian High Commission, Carthage Film Festival, CineFAM – Africa, Department of Trade and Industry, DokFes, DOK Leipzig, Durban Film Office, Durban Tourism, Eastern Cape Province, Film and Publications Board, Festival des 3 Continents, Gauteng Film Commission, German Embassy, Goethe Institute, Hot Docs-Blue Ice, Independent Black Filmmakers Collective, Industrial Development Corporation, Independent Producers Organisation, International Festival Rotterdam, Institut Francais, Jaguar Hillcrest, Jamaican Film Commission, Kenya Film Commission, King Cetshwayo District, KwaZulu-Natal Film Commission, Mnet, National Film and Video Foundation, National Film and Video Censors Board Nigeria, Namibia Film Commission, Produire au Sud, Realness, Rotterdam CineMart, SABC, Screen Africa, Sheer Publishing Africa, Sisters Working in Film and Television, Sørfond, Stage 5 Films, Sundance Institute, Talents Durban, TeleFilm Canada, Tsogo Sun International, Variety, Versfeld & Associates, VideoVision, Wesgro, Wits School of Arts, Writers Guild of South Africa.





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