

DISCOP Accra records high attendance

LOS ANGELES / PARIS: DISCOP Accra, which concluded last week in Ghana, attracted the largest attendance of any DISCOP event to take place in Africa to date, with 439 participants, according to the organisation.



US studios, Latin America's telenovela suppliers and global TV channel brands were amongst the 88 international vendors exhibiting at DISCOP Accra, including 14 companies from Africa. 162 buyers visited DISCOP Accra, representing 99 sub-Saharan African TV stations and pay-TV platforms, a 31% jump in buyers' attendance from the previous event.

Major deals signed during DISCOP Accra include an agreement between Accra-based Modern African Productions (MAP) and Dutch entrepreneur John de Mol's Talpa Media to co-produce all Talpa's international formats in several African countries. The formats include properties across genres such as reality, game show and scripted shows.

For the first time, the DISCOPRO training program dedicated to trans-cultural co-production opportunities took place prior to the three-day market to an audience of independent African television content producers.

The next DISCOP event to take place in Africa will be held in Nairobi, Kenya from 7-9 September 2011.

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