

DISCOP 2014, StarSat in partnership

DISCOP 2014, taking place from 5-7 November 2014, at Sandton Convention Centre, Johannesburg, has StarSat as its strategic partner.

Mike Dearham, MD of StarTimes Media Division, delivered the opening keynote address yesterday, 5 November on the organisation's contribution to creating a home-grown, sustainable, regulated, digital television ecosystem that will serve as a role model for the rest of the continent.



Panel discussions

Various panel discussions will also take place during the course of the conference and Eddie Mbalo, Executive Consultant, will participate in the discussion at 2pm today, on Africa's immediate and long-term 'switchover' funding needs and the potential revenue returns for possible investors who would like to enter the market. Digital transition is a costly process, and it is unclear where the financial resources will come from in Africa.

"DISCOP is very closely aligned to our business in terms of content development, production and distribution. We look for opportunities to collaborate with organisations that share similar objectives, so this is a very good fit for us. We are delighted to be part of this premier event," says Sophia Zhang, CEO for ODM.

It is StarTimes' firm belief that development of new, uniquely compelling African formats will be the driving force for growth and development in Africa.

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