

NFVF partners with SABC, M-Net, FPB for MIPTV

In an historic move, the NFVF has brought together broadcasters SABC and M-Net to participate in the South African Pavilion at MIPTV. Not only that, the Film and Publications Board (FPB) will for the first time officially partner with the NFVF to host the South African Pavilion at the 45th year of MIPTV taking place in Cannes, France, 7– 11 April 2008.

The South African pavilion is a place where anyone who wants to do business with South Africa can find the right representatives in either the sales and acquisition of content. By having SABC and M-Net on board, the SA presence in the market is strengthened and the broadcasters themselves enjoy a higher profile enabling them to strengthen their brands on an international platform.

“We are very happy to have our partners FPB on board; responsible for classification of theatrical content, this will be FPB's first official presence in the market,” says Jackie Motsepe, NFVF's head of marketing and public affairs.

Facilitate cooperation

NFVF sees the partnership in view of its responsibility to facilitate cooperation of different and sometimes competing entities at national platforms. The four partners have joined forces in hosting the national pavilion with the aim of promoting SA film and television content and acquiring the best of international content.

Commenting on its involvement at the South African Pavilion at MIPTV, Mike Dearham, head of film library and sales at M-Net, says, “M-Net's continued success with the development of original SA productions have increased the channel's library of quality content. We are excited about the opportunity to make a fine selection of our top-notch and award-winning television programmes available for sale and presentation at this important platform. We look forward to being part of the broader collective of South African participants.”

Peter Kwele, GM: strategic communications and marketing: SABC Content Enterprises, says about the partnership, “This year we are particularly excited to be in partnership with the NFVF because together we have acquired a prominent stand at the market that is bigger than we ever had before thus demonstrating how serious we are about elevating the profile of SA content within the world stage.

“With [the] SABC moving into the digital broadcasting and new media environment, the corporation will also be sending people to go learn and interact with other international experts so that SA is on par with world standards.”

The FPB, which will be attending MIPTV for the first time, expressed its excitement and commitment to the partnership. “MIPTV will present a platform to collaborate and benchmark with relevant stakeholders, (in particular classifying authorities), in order to align our activities with current global trends,” says Prudence Pitsie, FPB's communications

manager.

Encounters

Prior to MIPTV, Encounters Documentary Festival will present the African Trailblazer for the third year at MIPDOC, the international showcase for documentary screenings, which is held annually in Cannes, France, 5 – 6 April.

This year, Encounters selected Karin Slater for her innovative and pioneering work. Slater's films have previously been screened at other major festivals including Sundance, Berlin, Hot Docs and Africano Film Festival in Milan. Her interest in the environment is evident in her films Prenessa and the Dolphins (2006) and Onse Water (Our Dear Water (2006).

“I feel completely overwhelmed. It is quite something to live up to now, after being acknowledged for a collective of work in documentaries rather than a single film. I feel honoured to represent Africa, the continent I love. I'll forever be grateful to Encounters Film Festival for the nomination and the support over the years, not forgetting the overwhelming support from the NFVF, dedicated editors and producers . Films are not made alone,” says Slater.

Slater is described by the Encounters team as “inspiring, sensitive, humorous, courageous, and compassionate.”

Last year, Encounters selected Vincent Moloi (South Africa) along with Jean-Marie Teno (Cameroon-born) as the African Trailblazers for 2007. Khalo Matabane was the first Trailblazer from Africa in 2006.

The NFVF plans to continue discussions with other broadcasters, including new broadcasters on their participation at MIPTV and MIPCOM and to provide an opportunity to be partner on the SA pavilion moving forward.

On their return from MIPTV, the NFVF will present a model for national pavilions that will be operated in MIPTV, MIPCOM and Cannes Film Festival. The full details of this model will be conveyed to all stakeholders at a later stage.

For more information about all the partners, go to www.nfvf.co.za, www.sabc.co.za, www.mnet.co.za, www.encounters.co.za and www.fpb.gov.za.

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