

AfricaCom 2018 launches the Africa Video Forum

With video content and streaming influencing viewing habits on the African continent, TV Connect Africa has evolved into the Africa Video Forum stream, where content will dominate and incorporate new content stages and features.



AfricaCom 2017, Cape Town.

TV Connect Africa, an event previously co-located within AfricaCom, has grown in recent years around distribution models and technologies, to become the premier knowledge exchange and networking platform for broadcasters, telco operators and OTT players across the African continent. While a lot of the focus has been distribution led, growing conference audiences and exhibition visitors have expressed the need not to look at distribution in isolation.

The unprecedented demand for high quality African content across multiple platforms has meant that FTA broadcasters, pay TV operators and new market entrants all need to build an all-encompassing strategy that meets the needs of evolving consumption behaviours.



#AfricaCom: Africa's audiences want African content

Louise Marsland 8 Nov 2017



As such, AfricaCom 2018 sees the growth and evolution of TV Connect Africa into Africa Video Forum; with content poised to feature as a major part of the show this year incorporating several new content stages and features that will include:

- **Africa Video Forum Content Showcase** – a dedicated area of the exhibition dedicated to displaying the hottest content on the continent.
- **Content Hub:** Three days of show floor presentations and panels focused purely on monetising new content models for everyone across the media value chain.
- **Film makers showcase** – a chance for talented local film makers to get spotted in an increasingly crowded market.
- **Leaders In Video Summit** – A one day invitation only, behind closed doors event for the most senior figures in video content and distribution to speak off the record and define the future of the industry in Africa
- **VIP industry introductions** – matchmaking buyers and sellers to make sure time at the event is best spent

Africa Video Forum is co-located with [AfricaCom](#), returning to Cape Town's CTICC from 13 – 15 November 2018.

AfricaCom is part of the Connecting Africa series of events that expose delegates, the media and the savvy, to the latest advancements and opportunities in technology and the digital ecosystem. AfricaCom is now in its 21st year and is Africa's largest technology, media and telecommunications conference and exhibition.

The conference programme covers the most strategic issues affecting companies in Africa's digital market: services, efficiency, profitability, customer experience, partnerships, policy and more. It features several co-located events: 5G Africa, Africa Video Forum, The AI Summit Cape Town and Mission Critical Technologies Africa.

For more, visit: <https://www.bizcommunity.com>