

Self-taught Ugandan film producer, Isaac Oboth, makes Forbes list

Isaac Oboth is the chief executive officer of one of the biggest rising film production companies in East Africa, Media 256 Ltd, which produces some of the best TV productions in the game. This has earned him a lot of awards and recognition both in Africa and outside of Africa.



Isaac Oboth, filmmaker.

Oboth had to learn how to use his creative thinking to survive on his own at a very young age, because at the age of seven he had already lost both his parents, making him an orphan. He was taken in by his elder brother who took care of him.

When Oboth was 16, his brother lost his job leaving him to fend for himself and see himself through school. That was when the creative ideas started flowing in and he started implementing them to help see himself through school.

His love for the world of photography and media began during his high school prom when he decided to make a digital alumni album. He hired a contractor to put together the album and was very disappointed with the final result at the end of the day because he felt it lacked the quality that he imagined.

The album however made a huge sale and from that moment he realised that if a media product of this low quality could be sold out, then the one of high quality would definitely have greater value and that was when he decided to go into the multimedia business.

Since that time his business has had nowhere else to go but up. It can now boast of having clients such as USAID, UNDP, Althea, African Leadership Academy and Coca Cola on its list. One of its most celebrated works is *Discover Uganda* which is a 10-part series that was very successful in multiple African countries and was later picked up by a US cable outlet.

Oboth has received a lot of well-deserved accolades both in Africa and outside Africa; and he was listed as one of Africa's 30 most promising Young entrepreneurs by *Forbes* and also received the highly respected Anzisha Prize.

Source: CP-Africa.

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