

Tshimologong Digital Innovation Precinct unveils new digital content hub

Tshimologong Digital Innovation Precinct, in partnership with Agence Française de Développement (AFD) and the French Institute of South Africa (IFAS), has created a new digital content hub that is an incubator of audio-visual content.

The three-year EUR 950,000 (R14,500,000) grant from AFD will enable Tshimologong to expand its activities to incorporate audiovisual content creation (animation, virtual reality, augmented reality, mixed reality, holograms, 360° video, web content, video games, applications, web series and music).

The digital content hub is based at the precinct in Braamfontein, Johannesburg and is managed by Tshimologong in collaboration with key players in the multimedia, cultural, and creative industries sector in France.

The idea of establishing a digital content hub was born from an existing collaboration between Tshimologong and Digital Lab Africa, an initiative launched by IFAS in 2016.

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