



DURBAN FILMMART 2010 – REPORT

Durban FilmMart 2010  
23 – 26 July 2010  
Organised by the Durban Film Office and  
the Durban International Film Festival

# Durban FilmMart

at the Durban International Film Festival  
July 2010



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## DURBAN FILMMART 2010

The Durban FilmMart is a partnership between the Durban Film Office and the Durban International Film Festival, with principal funding from the City of Durban.

The inaugural edition of Durban FilmMart took place in Durban, South Africa from 23 to 26 July 2010 during the 31st Durban International Film Festival, providing film professionals from across Africa an opportunity to pitch projects to financiers, distributors and sales agents, as well as participate in an exciting master class and workshop programme.

This successful event hosted 200 producers, directors, sales agents, distributors, financiers and funding organisations from across the world, who filled meeting lounges and seminar rooms over four days, attending meetings, project presentations and a series of master classes and workshops on latest trends in film finance, marketing, distribution and new media technologies.

From 75 qualifying applicants, 12 projects were chosen to participate in the Finance Forum segment of the Durban FilmMart. The projects selected came from as far afield as Egypt, Nigeria, Ethiopia, Zambia and Burkina Faso, with contributions in both Feature Film and Documentary genres.

For those who were not selected for the Finance Forum, the Durban FilmMart programme provided the Producers' Forum programme, which comprised film finance workshops and master classes facilitated by local and international experts. Alongside the Finance and Producers' Forum programmes, the Africa in Focus series of open panels, seminars and workshops within the DIFF highlighted the challenges facing filmmaking in Africa.

An integral part of the vision for the Durban FilmMart is to facilitate a gathering of industry leaders, from around the world, to address issues affecting the development of the sector and to use Durban FilmMart as a platform to strengthen ties between countries and begin shared initiatives that will promote unity and understanding as well as create opportunities towards further growth, development and prosperity of participating countries.



Designed to create partnerships and further the development and production of African cinema, Durban FilmMart ultimately aims to raise the visibility of projects from the African continent, create networking opportunities with potential co-producers and other industry partners and act as a feeder stage for established co-production markets across the globe. Official partner, the International Film Festival Rotterdam's CineMart, played an important advisory role in the establishment of the Durban FilmMart. Additional support from the Netherlands came in the form of the Hubert Bals Fund Award of €5,000 to the most promising Durban FilmMart project.

Further collaboration is being set up with the International Documentary festival of Amsterdam (IDFA) and the Dubai Film Connection

The organisers would like to thank the City of Durban, CineMart, the International Film Festival Rotterdam, the National Film and Video Foundation, the African, Caribbean and Pacific Group of States and the Hubert Bals Fund, for their support and contribution to the success of the 2010 Durban FilmMart.

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## DURBAN FILMMART FOUNDING PARTNERS

The Durban FilmMart is a joint venture between the Durban Film Office of the City of Durban and the Durban International Film Festival.



The Durban Film Office (DFO) is the film-industry development arm of the City of Durban, operating under the auspices of Economic Development Unit of eThekweni Municipality. The DFO is mandated to position Durban as a world class film production destination and facilitator for the development of the local film industry. The overarching vision is to support the creation of a viable and economically sustainable film sector in the City, where Durban filmmakers are renowned for creating high quality content for local and international audiences and for Durban to be recognised as a preferred destination for feature film and commercial media production.



**durban  
international  
film festival**

The Durban International Film Festival (DIFF) is a flagship project of the University of Kwa-Zulu Natal's Centre for Creative Arts (CCA). The CCA facilitates creative platforms and economic opportunities for artists and related industries, intercultural exchange and network development, training, audience development and strategic Pan-African and international cooperation in the cultural sectors. The 32nd edition of Durban International Film Festival, South Africa's longest-running festival, will take place from 21 to 31 July 2011, presenting over 250 screenings from different countries and cultures, with special focus on films from Africa. Venues include township areas where cinemas are non-existent. DIFF plays a role in the development of the film industry in South Africa through the provision of filmmaker workshops, seminars and networking events. The programme includes Talent Campus Durban, in cooperation with the Berlinale's Talent Campus.

*Research has identified that the most significant challenges facing African content are the insufficient number of investor-ready projects and the lack of theatrical distribution and exhibition opportunities. The collaboration between the Durban Film Office and the Durban International Film Festival brings to Africa growth, recognition and the opportunity to develop strategic relationships between film financiers and African filmmakers that will address this lack.*



**Fostering a New Generation of African Filmmakers**

# DURBAN FILMMART OFFICIAL PARTNERS



## CINEMART

CineMart is an annual co-production market which takes place over five days during the International Film Festival Rotterdam. An official partnership with CineMart has been established in terms of sharing expertise and selecting Durban FilmMart participants to attend the Rotterdam CineMart. Marit van den Elshout, Head of Industry, Rotterdam CineMart, played a key advisory role in the lead up to the 2010 Durban FilmMart and assisted in facilitating the participation of appropriate fund representatives and potential co-producers, and in running of the finance forum.



## HUBERT BALS FUND

The Hubert Bals Fund is an initiative that provides grants to cinema projects in various stages of completion and is designed to bring feature films by innovative and talented filmmakers from developing countries closer to completion. The Hubert Bals Fund provided a cash prize of €5,000 to the most promising project presented at the 2010 Durban FilmMart.



One of the world's leading documentary film festivals, the International Documentary Festival of Amsterdam (IDFA), provided a leading expert in the field of documentary filmmaking to facilitate related workshops and master classes. IDFA's Jan Vrijman Fund also attended the Durban FilmMart and participated in presentations, panel discussions and meetings.



The Dubai Film Connection is the co-production market of the Dubai International Film Festival that aims to raise the visibility of Arab filmmakers and stimulate the growth of film production originating from the Arab world.



The National Film & Video Foundation (NFVF) is a statutory body mandated by the South African government to spearhead the development of the film and video industry.



## SPONSORS & NETWORKING EVENTS



The ability to successfully stage the inaugural Durban FilmMart relies on the support and commitment of all our partners and sponsors. The organisers gratefully acknowledge and thank the following for their support:



Financing, Networking and Workshops







From left to right: Anant Singh, Videovision Entertainment (South Africa), Mike Sutcliffe, City Manager, Durban (South Africa), Philip Sithole, Durban Tourism (South Africa), Marit Van den Elshout, CineMart (Netherlands), Iwana Chronis, Hubert Bals Fund (Netherlands), Logie Naidoo, Hon. Deputy Mayor of Durban (South Africa), Peace Anyiam-Osigwe, African Film Academy (Nigeria), Eddie Mbalo, National Film and Video Foundation (South Africa), Matthew Plouffe, Focus Features (United States of America).



From left to right: Hubert Bals Fund Award jury members Matthew Plouffe, Focus Features (United States of America), Peace Anyiam-Osigwe, African Film Academy (Nigeria), Iwana Chronis, Hubert Bals Fund (Netherlands) and Toni Monty, Durban Film Office (South Africa). Jenna Cato Bass, Winner of the Hubert Bals Fund Award (South Africa), Marit Van den Elshout, CineMart (Netherlands), Peter Rorvik, Durban International Film Festival, Centre for Creative Arts (South Africa).



## 2010 DURBAN FILMMART PROGRAMME

### **Finance Forum**

An opportunity for selected African filmmakers to engage in a two-day, closed pitching forum where producers pitch their projects to investors on a one-to-one basis.

### **Producers' Forum**

A series of topical seminars and workshops for registered delegates.

### **Africa in Focus**

A series of public workshops and seminars with a special focus on the development of African content.

The workshops and seminars were well-attended and a feedback survey of participants indicated a high level of satisfaction with the programme. Most of the participants reported that they had accomplished their goals at the 2010 Durban FilmMart, and indicated a strong likelihood that they would attend again in 2011.



### **Speakers, Panelists & Programme**

The Durban FilmMart programme was held over four days comprising a series of master classes and workshops powered by lead experts and industry professionals.

Key Seminars and Workshops:

- Film Financing Fundamentals: A master class with Mike Kelly.
- Succeeding in Global Documentary Markets: A master class with Leena Pasanen
- Marketing & Distribution: A master class with Luciano Gloor
- Presenting Your Story: A master class with Clare Downs
- Key Contracts and Agreements with Hugh Melamdowitz
- Cross Media Production with Emma Kaye



Development Through Workshops and International Experts

## DFM 2010 programme

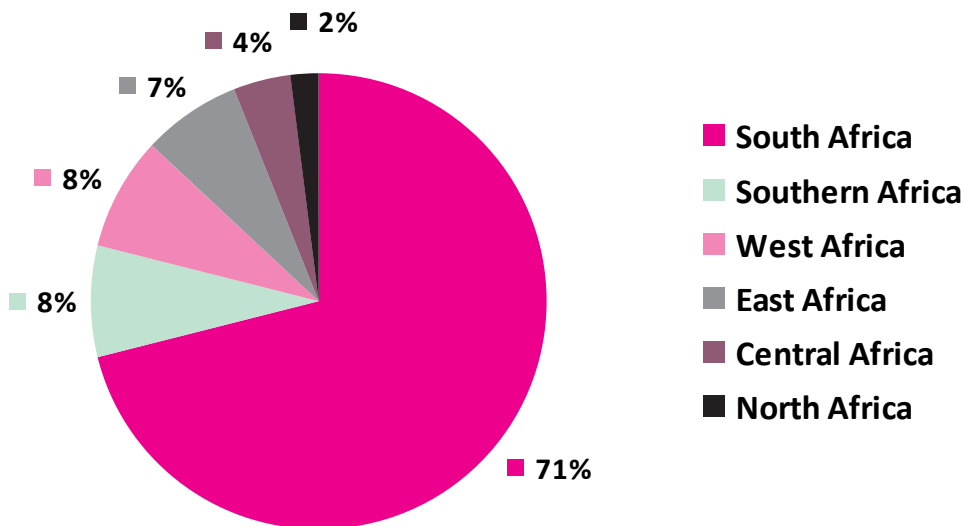
<b>Friday 23 July</b>	
08h00 - 09h00	Delegate Registration
09h45 - 10h15	<b>Producers' Forum</b> - How to Make FilmMart Work for You
10h30 - 12h30	<b>Producers' Forum</b> - Film Financing Fundamentals: A masterclass with Mike Kelly
12h30 - 13h30	Lunch Break
14h00 - 15h30	<b>Africa in Focus</b> - The Africa Connect Seminar: Developments Across Africa
16h00 - 18h00	<b>Producers' Forum</b> - Succeeding in International Documentary Markets: A masterclass with Leena Pasanen
16h00 - 17h30	<b>Africa in Focus</b> - Exploring African Co-production
<b>Saturday 24 July</b>	
08h00 - 09h00	Delegate Registration
09h00 - 11h00	<b>Producers' Forum</b> - Marketing & Distribution: A masterclass with Luciano Gloor
10h00 - 11h30	<b>Africa in Focus</b> - Managing Your Rights in the Digital Age
11h30 - 12h30	<b>Producers' Forum</b> - Meet the Investors: investors and sales agents discuss what they are looking for in projects
12h30 - 13h30	Lunch Break
14h00 - 15h45	<b>Africa in Focus</b> - Accessing the Funds with ACP Fund, Göteborg International Film Festival Fund, Hubert Bals Fund, Jan Vrijman Fund and World Cinema Fund
15h15 - 16h00	<b>Africa in Focus</b> - Merging Music, Sound and Moving Images with Mbongeni Ngema and Pascal Capitolin
16h00 - 18h00	<b>Africa in Focus</b> - The Evolution of Animation - Panelists: Christian Schoultz (Technical Director, Character Matters) and Paulo Ferreira (Platform Strategy Manager, Microsoft)
<b>Sunday 25 July</b>	
08h00 - 09h00	Delegate Registration
09h00 - 11h00	<b>Producers' Forum</b> - Presenting Your Story: a masterclass with Clare Downs
09h30- 10h45	<b>Africa in Focus</b> -The Art of Pitching Workshop
11h00-12h30	<b>Africa in Focus</b> - Mainstream and Alternative Distribution Strategies
12h30 - 13h30	Lunch Break
14h00 - 15h30	<b>Africa in Focus</b> - How Correct Post-Production Decisions Affect Film Sales with Tracey Williams, Director of Post Production, Refinery
14h00 - 17h30	<b>Africa in Focus</b> - Open Pitch
<b>Monday 26 July</b>	
08h00 - 09h00	Delegate Registration
09h00 - 11h00	<b>Producers' Forum</b> - Key Contracts and Agreements: A master class with Hugh Melamdowitz
10h00 - 11h30	<b>Africa in Focus</b> - Working with Broadcasters
12h30 - 13h30	Delegates' Lunch
14h00 - 16h00	<b>Africa in Focus</b> - The Value of Festivals and Markets with Africa Doc, Berlin International Film Festival, CineMart, Dubai Film Connection, Durban FilmMart, Durban International Film Festival, Göteborg International Film Festival Fund and International Documentary Film Festival, Amsterdam (IDFA) and others
16h00 - 17h30	<b>Producers' Forum</b> - Cross Media Production with Emma Kaye



## THE FINANCE FORUM

Central to the Durban FilmMart programme is the promotion of a set of projects selected following an adjudication process of submitted films subsequent to an Africa-wide call out for projects in an advanced stage of development. Qualifying requirements included a full script, synopsis, treatment, budget and finance plan, marketing and distribution plan and a marketable story line. A total of seventy-five (75) qualifying projects in advanced development were submitted from fourteen (14) African countries for the 2010 market. Twelve (12) projects were selected to participate in pre-arranged meetings with guest financiers, distributors, sales agents and funding organisations.

Durban FilmMart Project Submissions 2010:



# DFM 2010 OFFICIAL PROJECT SELECTION

**City Body Continent: In Flux** (Documentary)  
James Tayler and Julia Raynham (South Africa)

**Confusion Na Wa** (Feature)  
Tom Rowlands-Rees and Kenneth Gyang (Nigeria / United Kingdom)

**The Dream Of Shahrazad** (Documentary)  
Neil Brandt and Francois Verster (South Africa)

**Hawi** (Feature)  
Hossam Elouan and Ibrahim El Batout (Egypt)

**La Manguie** (The Stone of the Mango) (Feature)  
Nicolas Cand and Idrissa Ouedrago (Burkina Faso / France)

**Mobile Muti** (Feature)  
Julie Frederikse and Madoda Ncayiyana (South Africa)

**New Mountains in the Desert** (Documentary)  
Sulette Van Jaarsveld, Marisa Van Jaarsveld & Robyn Rorke (South Africa)

**Queleh** (Feature)  
Guillame De Seille and Abraham Haile Biru (Ethiopia / France)

**Stockholm, Zululand** (Feature)  
Junaid Ahmed and Jan Blomgren (South Africa / Sweden)

**The Struggle** (Feature)  
Jeremy Nathan and Oliver Hermanus (South Africa)

**Tok Tokkie** (Feature)  
Jenna Cato (South Africa)

**Women On Hold** (Documentary)  
Tahir Aliyev and Jessy Chisi (Zambia / Finland)



## DURBAN FILMMART 2010 LEAD EXPERTS



Mike Kelly

British film finance expert, Mike Kelly was part of the management team that turned the monolithic former ITV franchise holder, Thames Television PLC, into a leading independent producer. He has been Executive Vice President and Chief Financial Officer of AOL Time Warner. Prior to that, he was Senior Vice President and CFO of America Online Inc. Mike Kelly presented a master class on film financing fundamentals for registered delegates during the Durban FilmMart.



Luciano Gloor

Producer, Luciano Gloor, presented a master class on global marketing and distribution trends during the Durban FilmMart. Gloor has produced and co-produced a large slate of feature films working with prolific directors such as Daniel Schmid, Markus Imhoof, Lea Pool, Otar Iosseliani, Jacques Rivette, Jaco van Dormael and George Sluizer, and with actors such as Donald Sutherland, Geraldine Chaplin, John Hurt, Armin Mueller-Stahl and Alice Krige. He also led the creation of the Swiss Film Centre and has been a trainer in numerous producer-training and project development programmes, such as EAVE for Europe, AVEA for Southern Africa, and IFA-SC for the South Caucasus, and TrainEastFilm in East Europe.





Clare Downs

Clare Downs presented a master class on scriptwriting and story development. Downs began her career in the film business as co-director of the Association of Independent Producers and Director of International Creative Affairs for the Ladd Company /Warner Bros. Since the 1970s, she has been involved in the production of a number of award-winning short and feature films. Downs has presented numerous master classes in screenwriting and in development strategies internationally. She has her own script development consultancy, where she works on individual projects with both film funds and filmmakers throughout the world. Downs is on the Advisory Board of Scriptwriter Magazine.



Leena Pasanen

Finnish reporter, political commentator, sub-editor and TV presenter, Leena Pasanen was the head of documentaries for YLE TV1 from 1999-2000, thereafter becoming Head of Programmes for cultural, factual and fiction programmes at YLE Teema in Finland. She became the director of European Documentary Network (EDN) in Copenhagen, before returning to Finland in November 2008 as Coordinator of Programmes at YLE Fact and Culture where she is leading a two-year pilot project on 360 degree commissioning. She is a regular expert, tutor and lecturer for several training programmes, is a member of the international advisory committee of Hot Docs and has been a member of the board of IDFA Forum, INPUT and the Bonnier's Journalistic Award in Finland. Pasanen presented a master class on succeeding in global documentary markets at the Durban FilmMart





Hugh Melamdowitz

Hugh Melamdowitz is a partner at IP specialist law firm, Spoor & Fisher where he heads the Trade Mark and Copyright Commercial Departments. He deals with all aspects pertaining to the commercialisation of copyright and trade marks as well as ancillary aspects of intellectual property such as licensing of intellectual property and copyright usage, into and out of South Africa. His work includes advice on agreements in the film industry, for example, option, release and performance agreements. He has written numerous articles on intellectual property and has lectured on various aspects of the subject at Johannesburg University (formerly RAU), Wits University and the Nelson Mandela Metropolitan University in Port Elizabeth. Melamdowitz presented a master class on key contracts and agreements at the Durban FilmMart.



Emma Kaye

Emma Kaye is driving key projects and initiatives within the world of new media. She is the founder of Gate7 New Media, a mobile media, entertainment and content company. Her recent election onto the board of the prestigious Mobile Entertainment Forum as the first person in Africa to be nominated is recognition for her thought leadership in the area as well as allowing her unprecedented access to strategic information and research across the entire range of global mobile entertainment activities. More recently, Emma has been elected as one of the top 50 women globally in the world of mobile entertainment, for the second year running, a significant accolade for her innovative thinking. Kaye presented on Cross Media Productions.



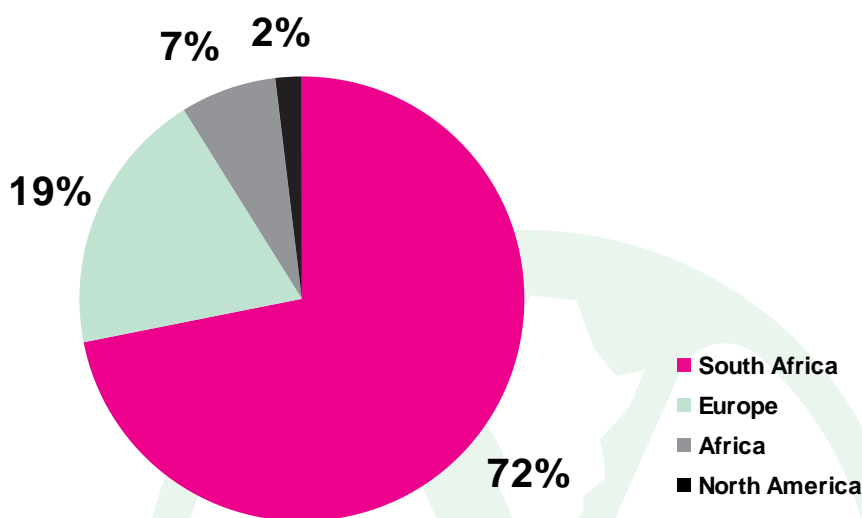


# DURBAN FILMMART DELEGATES 2010

Attendance at the inaugural 2010 Durban FilmMart exceeded expectations. The market saw industry professionals, lead experts, market leaders, government heads and support organisations coming together to network, debate issues and conduct business. DFM brought together 200 participants from 19 countries, as well local and international media.

Country	No. of Delegates 2010
Belgium	2
Egypt	1
Ethiopia	1
Finland	2
France	11
Germany	8
Haiti	1
Kenya	3
Mozambique	1
Namibia	1
Netherlands	3
South Africa	143
Sweden	5
Uganda	2
United Arab Emirates	1
United Kingdom	9
United States of America	4
Zambia	1
Zimbabwe	1
<b>Delegates</b>	<b>200</b>

Durban FilmMart 2010 Delegate Attendance by country



Creating Opportunities for African Film Production



# WHAT OUR DELEGATES HAD TO SAY



“A TV channel agreed to broadcast my film ... and the organisation of DFM was superb”

**Philani Sithebe, Durban Motion Pictures, SA**



“Because it is small in size, people get the chance to meet easily, and it creates a very friendly atmosphere”

**Hossum Elouan, Ein Shams Films, Egypt**



“A very personal market where the quality of the meetings was much better than in bigger sized markets”

**Fabien Westerhoff, Hanway Films, UK**



“I got so much out of it. I learned a lot, so much that I haven't yet finished digesting it. And I really think we've got some good openings that have come out of being at the DFM, not just for ‘Confusion Na Wa’ but for other projects as well.”

**Tom Rowlands-Reese, Finance Forum project, Cinema kpatakpata, UK**



“I found two potential producers for one of my films including interest from a T.V. Channel (after the public pitch session). Thereafter, I found a potential producer for another project. And a week after DFM, I hooked up with yet another potential producer for a third production. All in all, that's 3 potential producers and one interested TV channel for three different movies - I'd say very successful”

**Pippa Jazmine Dyer, IQU Networks, SA**



# WHAT OUR DELEGATES HAD TO SAY

“For me as a European producer, DFM will be the gate to the African film industry: both financiers and filmmakers”

**Jan Blomgren, Bob Films, SE**

“Small and cosy environment. It was really great to meet people and not just formally, you end up meeting everybody through the different events, even people who you wouldn't have met with through the official project pitches”

**Laure-Marie Vaysse, Bankside Films, UK**

“We were privileged to present our project, ‘City Body Continent’ at the 2010 Finance Forum and our experience was overwhelmingly positive. Right from the start, the selection process and pre-arrangements were handled efficiently and with great care. The input of the project mentors was deeply appreciated. These sessions really helped us focus our pitch and hone our presentation. When it came to the one-on-one meetings with potential partners and financiers, we enjoyed the relaxed atmosphere that was created and we were successful in making contacts that we are confident will prove to be mutually beneficial to us in the future...”

**James Tayler, Switch Media, SA**

“I was impressed by the variety and quality of projects that made it through to the Finance Forum programme, and also by the relaxed and informal atmosphere which encouraged an exchange of ideas and information that continued throughout the week”

**Frédérique Westhoff, ACP FILMS, BEL**

“Excellent networking opportunity, the most accessible of any market I have been to”

**David Forbes, Shadow Films, SA**

“It was well worth it. I found it so useful!”

**Janet van Eeden, Just Do It Productions, SA**

“Congratulations! the atmosphere of the DFM was more conducive than that of any other local market I have ever attended”

**Martina Della Togna, Rainbow Circle Films, SA**

“It was an excellent first time event and well organised”

**Clare Downs, Script Consultant and Trainer, UK**

“It was a wonderful forum to focus on African talent and consolidate old relationships”

**Lucinda Englehart, Aramid, UK**



## MARKETING, PROMOTION AND BRANDING

The Durban FilmMart executed a strong and effective promotional campaign to ensure the success of the event and the growth of the brand. The brand building campaign consists of advertising, public relations activities and international dialogues.

### **The Advertising and Promotional Program:**

- Local and International Broadcast and Print Media
- Internet advertising
- Bunting and banners

### **Public Relations:**

- General public relations activities
- International launches and promotional trips
- Local launches

### **Worldwide Promotion**

The Durban FilmMart has been promoted at Rotterdam CineMart, Cannes Film Festival, IDFA, Toronto Film Festival, DISCOP Africa, Berlin Film Festival and Dubai Film Connection.

### **Participation Promotion**

The goal of the Durban FilmMart is to bring the key role players in the global industry every year. We classify the key role players as follows:

- Those that have potential to finance projects, co-produce, offer sales and distribution deals;
- Those with potential to offer project support in kind or as donor funding;
- Those actively involved in promoting the advancement of African content;
- Those that have an influence on the advancement of African content.

### **2010 participants were from the following groups:**

- Key government officials and government support agencies
- Industry professional producers, directors, sales agents, distributors
- Funding Organisations
- Financiers / Investors
- Broadcasters
- International and local media



# ADVERTISING AND PROMOTION

## Print Advertising and Online Promotion

The Durban FilmMart began an online promotion programme from July 2009, which included regular email and newsletter campaigns to an industry database and consistent promotion of the Durban FilmMart on the following websites:

The online campaign was also augmented through online media promotion, event listings, on-line press releases and website linking.

- [www.cca.ukzn.ac.za/Durban\\_International\\_Film\\_Festival.htm](http://www.cca.ukzn.ac.za/Durban_International_Film_Festival.htm)
- [www.filmfestivalrotterdam.com](http://www.filmfestivalrotterdam.com)
- [www.durbanfilmoffice.com](http://www.durbanfilmoffice.com)
- [www.nvf.co.za](http://www.nvf.co.za)
- [www.acpfilms.eu](http://www.acpfilms.eu)
- [www.screendaily.com](http://www.screendaily.com)
- [www.thecallsheet.co.za](http://www.thecallsheet.co.za)
- [www.africultures.com](http://www.africultures.com)
- [www.screenafrica.com](http://www.screenafrica.com)
- [www.hollywoodreporter.com](http://www.hollywoodreporter.com)
- [www.marimbamedia.net](http://www.marimbamedia.net)
- [www.germanyandafrica.diplo.de](http://www.germanyandafrica.diplo.de)
- [www.highbeam.com](http://www.highbeam.com)
- [www.sasfed.org](http://www.sasfed.org)
- [www.nigeriafilms.com](http://www.nigeriafilms.com)
- [www.africacolours.com](http://www.africacolours.com)
- [www.ikindmedia.com](http://www.ikindmedia.com)
- [www.arterialnetwork.org](http://www.arterialnetwork.org)
- [www.artslink.co.za](http://www.artslink.co.za)
- [www.bizcommunity.com](http://www.bizcommunity.com)
- [www.tradeinvestsa.co.za](http://www.tradeinvestsa.co.za)
- [www.filmfestivalrotterdam.com](http://www.filmfestivalrotterdam.com)
- [www.goingplacessa.co.za](http://www.goingplacessa.co.za)
- [www.imaginedurban.org](http://www.imaginedurban.org)
- [www.mediaupdate.co.za](http://www.mediaupdate.co.za)

Print Advertising included placements in leading industry publications leading up to the 2010 Durban FilmMart:

- CallSheet (SA)
- Daily Variety
- Discop Link Magazine (Senegal)
- Hollywood Reporter – (Cannes)
- Hollywood Reporter (USA/ Hong Kong Filmart publication)
- MipCom Production (France)
- Rotterdam Industry Manual (Netherlands)
- Screen Africa - February issue 2010 and July Issue 2010
- The Daily Tiger- daily newspaper at the CineMart, IFFR (Netherlands)
- Tricontinental Film Festival Brochure (SA)
- Variety Magazine (USA/ Berlin International Film Festival edition)



# SUMMARY OF MEDIA COVERAGE

## Broadcast Coverage:

Ref# - Station - Programme - Headline - Start Time

2461835 - Lotus FM - Newsbreak - Durban Filmart - New - 01 Feb 2010 13:25:23  
 2700008 - Lotus FM - Newsbreak - Durban Short Film Challenge - New - 26 May 2010 06:54:44  
 2854197- SABC 2 - Weekend Live - Film Mart - New - 10 Jul 2010 07:41:10  
 2884471- SA fm - Afternoon Talk - Durban Short Film Challenge - New - 22 Jul 2010 15:07:00  
 2884474 - SA fm - Afternoon Talk - Durban FilmMart - New - 22 Jul 2010 15:36:56  
 2901461- SABC 1 - Shift - Durban International Film Festival - New - 27 Jul 2010 12:59:55  
 2901464 - SABC 1 - Shift - Durban International Film Festival - Continue 27 Jul 2010 13:13:11  
 2901469 - SABC 1 - Shift - Durban International Film Festival - Continue - 27 Jul 2010 13:40:59

## Print Coverage:

Ref# - Publication - Page - Headline - PubDate

10218905 - SCREEN AFRICA - 3 - Feature in Zulu - 01 Jan 2010  
 10219199 - SCREEN AFRICA - 10 - Positioning the PROVINCES FOR 2010 - 01 Jan 2010  
 10250662 - DESTINATION 2010 - 122 - 1 of 2 - Kwazulu Natal - 01 Nov 2009  
 10250669 - DESTINATION 2010 - 123 - 2 of 2 | Quick Guide - 01 Nov 2009  
 10285685 - SOWETAN (Late Final) -18 - BOOST FOR AFRICAN FILM MAKERS - 01 Feb 2010  
 10297407 - HORIZONS MAGAZINE- 39 - 1 of 3 | REEL PROFITS - 01 Feb 2010  
 10297417 - HORIZONS MAGAZINE - 40 - 2 of 3 | THE NUMBERS - 01 Feb 2010  
 10297427 - HORIZONS MAGAZINE - 41 - 3 of 3 | Productions such as Lyfstraf, shot for Rizo ooo, are spearheading a South African filmmaking 01 Feb 2010  
 10299522 - NORTHGLEN NEWS - 18 - New film festival for city - 05 Feb 2010  
 10322784 - HIGHWAY MAIL - 18 - New film festival for city - 05 Feb 2010  
 10338240 - EZASEGAGASINI METRO - 2 - FilmMart is the reel deal - 12 Feb 2010  
 10357695 - QUEENSBURGH NEWS -8 - New film fest for city - 12 Feb 2010  
 10387964 - SUNDAY TRIBUNE (Sport Edition) - 4 -The cache that, fooled the cops -21 Feb 2010  
 10388091 - SUNDAY WEEKEND ARGUS - 2 - Movie props fool police, hikers - 21 Feb 2010  
 10435559 - HIGHWAY NEWS - 2 - Chance for African film-makers - 25 Feb 2010  
 10446708 - CALLSHEET, THE - 26 - OPPORTUNITIES - 01 Feb 2010  
 10502482 - SCREEN AFRICA - 37 - Durban has been touted recently as one of the best potential filmmaking venues in the country - 01 Mar 2010  
 10502500 - SCREEN AFRICA - 34 - ons upoea - 01 Mar 2010  
 10522395 - ADVANTAGE - 4 - FILMMART PROJECTS SOUGHT - 01 Mar 2010  
 10539139 - WITNESS - 10 - Filmmart: calling Durban movie makers - 22 Mar 2010  
 10575039 - PRETORIA NEWS, Tonight - 3 - Zulu Film aims for authenticity - 29 Mar 2010  
 10578568 - DAILY NEWS, Tonight - 4 - Township story rooted in KZN aims for authenticity - 29 Mar 2010  
 10578717 - CAPE ARGUS, Tonight - 3 - Zulu film aims for authenticity - 29 Mar 2010  
 10593002 - CALLSHEET, THE - 18 - Durban FilmMart deadline extended - 01 Mar 2010  
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- 10776415 - SCREEN AFRICA - 1 - SA House at Cannes Lions - 01 May 2010
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- 10834913 - SUNDAY TRIBUNE, Sunday Magazine - 5 - Durban's Short Film challenge - 23 May 2010
- 10838800 - SAKE 24 (Burger Kaap) - 19 - Rolprentkommissie nie vanjaar na Cannes - 25 May 2010
- 10969770 - MAIL & GUARDIAN, Friday - 2 - ARTS IN BRIEF - 18 Jun 2010
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- 11296287 - MERCURY, Network - 4 - Experts lined up for Durban FilmMart - 07 Jul 2010
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- 530462 - DAILY SUN (KZN) - 13 - All about African Films - 12 Jul 2010
- 11543448 - MERCURY, Network - 1 - Bold venture to take film-making to a new level - 14 Jul 2010
- 11553774 - SCREEN AFRICA - 23 - Still going strong after 31 years - 01 Jul 2010
- 11553810 - SCREEN AFRICA - 26 - vbl, - 01 Jul 2010
- 11553813 - SCREEN AFRICA - 27 - 2 of 2 | heralds exciting future - 01 Jul 2010
- 11553869 - SCREEN AFRICA - 27 - Producers Forum - 01 July 2010
- 11560126 - EZASEGAGASINI METRO - 2 - Reel deal: good news for aspiring film makers - 16 Jul 2010
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- 11578087 - SUTRA - 63 - 2 of 2 | Western Cape - 01 Jul 2010
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- 11595856 - HIGHWAY IZINDABA NEWS - 2 - Africa's first FilmMart to premier at DIFF - 22 Jul 2010
- 11596161 - PRETORIA NEWS, Tonight - 4 - Putting African films on the map - 22 Jul 2010
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- 11647638 - EZASEGAGASINI METRO - 4 - TOK OF THE TOWN 30 - Jul 2010
- 11655314 - CALLSHEET, THE - 8 - STATE OF VIOLENCE TO OPEN DIFF - 01 Jul 2010
- 11655687 - XPRESS TIMES - 15 - Museum hosts film festival - 30 Jul 2010
- 11655887 - ILANGA LANGE SONTU - 16 - IZIGAWU ZOKUDINGIDA NGOMCULO - 01 Aug 2010
- 11699507 - INDWE - 19 - Various venues, Durban - 01 Jul 2010
- 11712760 - SCREEN AFRICA - 1 - 1 of 2 | 1st DFM a success - 01 Aug 2010
- 11712764 - SCREEN AFRICA - 51 - 2 of 2 | 1st DFM a success - 01 Aug 2010
- 11729440 - EZASEGAGASINI METRO - 5 - Fflip for Durban ifim industry- 13 Aug 2010
- 11907833 - EZASEGAGASINI METRO - 6 - Film Office makes reel progress - 10 Sep 2010
- 11911679 - SCREEN AFRICA - 4 - 1 of 2 | More film commissions - 01 Sep 2010
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The value of the media coverage is approximately R1 264 757.50. This excludes any additional multiplier effect of the coverage and does not include online coverage.



# SCREENAFRICA

DAILY NEWS ON BROADCAST, FILM, COMMERCIALS, NEW MEDIA & TECHNOLOGY

Durban FilmMart makes business sense

Fri, 23 Jul 2010 14:02

There was an important emphasis on the business side of film as the inaugural Durban FilmMart (DFM) got underway at the Royal Hotel in Durban on Friday, 23 July. At the opening media conference, Toni Monty, acting CEO of the Durban Film Office said that one of the objectives of the first African co-production market was to reveal the world of film finance and how it could be explored.

"This first African co-production market has the potential to act as a key driver in raising the visibility of film content from Africa," said Monty. "We envisage that it will provide African film-makers with the opportunity to pitch film projects to leading financiers and meet and network with internationally-reputed directors and producers in order to form alliances for future collaborations. This is one of the most exciting additions to Durban's film event calendar for many years."

Peter Rorvik, director of the Centre for Creative Arts and Durban International Film Festival (DIFF) said: "We expect the DFM to be a place for film financiers to locate fundable African projects and encourage project collaboration between African film-makers from different African countries and through this forum redress the current scarcity of film production on this continent. In fact, it is hoped that the Durban FilmMart will become a valuable feeder stage for established co-production markets across the globe," says.

The programme, packed with local and international speakers and pertinent industry-related issues, is targeted directly at role-players, producers and film-makers in Africa. "Support from a number of key sponsors including Tourism Durban, SABC, Cinemart Rotterdam, the Hubert Bals Fund, Microsoft, IDFA and the National Film & Video Foundation (NFVF) has made this year's event possible and bodes well for its long-term success in the future," Monty said.

According to Rorvik, the DFM promises to be "a catalyst for growth in the region by becoming one of the key events of the South African and African film industry and a focal point to interface with global parties and stimulate interest and activity in the city and the province.

"We are only too aware of the difficulties faced by the local sector when trying to function in the global marketplace and as such, seek to address the need for targeted development programmes that will enable the sector to participate meaningfully in the marketplace. The DFM provides one such opportunity for networking with international role-players and making 'our case' for the support and development of African film."

The DFO / DIFF partnership brings an important business component to the existing Durban International Film Festival offering and offers a focal point to interface and engage with international players about global trends affecting and ultimately impacting on how Africa accesses the global marketplace.

"We believe that the City is taking up its place as both a globally competitive film venue and an important contributor to the local economy," Monty emphasised.

"We are extremely fortunate to have the support and co-operation of our local role players, without whom we would not be enjoying quite as much success and receiving the accolades of local and foreign film makers and companies alike. We have worked hard at The Durban Film Office to create a well organised, efficient and supportive infrastructure around the industry in the city and the province. The Durban FilmMart provides further impetus to this focus."

<http://www.screenafrica.com/page/news/industry/652301-Durban-FilmMart-makes-business-sense>





# CREDITS AND ACKNOWLEDGEMENTS

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## DURBAN FILMMART 2011

The 2<sup>nd</sup> Durban FilmMart 2011 will be held once again at the Royal Hotel, Durban, South Africa, from 22 to 25 July 2011 during the 32<sup>nd</sup> Durban International Film Festival (21-31 July). We extend a warm invitation to industry professionals, producers, funders and financiers to the second edition of the Durban FilmMart and look forward to your participation and support of this new and exciting addition to the international film industry calendar.

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Organised by the Durban Film Office and the Durban International Film Festival

