



**6<sup>TH</sup>**

# Durban FilmMart



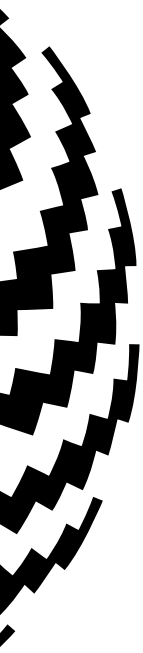
at the Durban International Film Festival 2015

## 2015 REPORT



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# MAYORAL MESSAGE

## HIS WORSHIP THE MAYOR CLLR JAMES NXUMALO

eThekweni Municipality extended a warm welcome to delegates to the 6th Durban FilmMart and 36th Durban International Film Festival. We expressed our gratification that these events have continued bringing together filmmakers from across the African continent and from around the world. Not only did we welcome our aspirant producers and directors, but we also welcomed the financiers, distributors, sales agents and potential co-producers who make our ideas become reality.

The Municipality is keenly aware of the importance of a vibrant local film industry. Not only is it a driver of empowerment and economic development, but it has enormous social benefits for the city and for South Africa. A healthy film industry is a powerful vehicle for ideas, information and ideology. It allows the world to see Africa from many different perspectives.

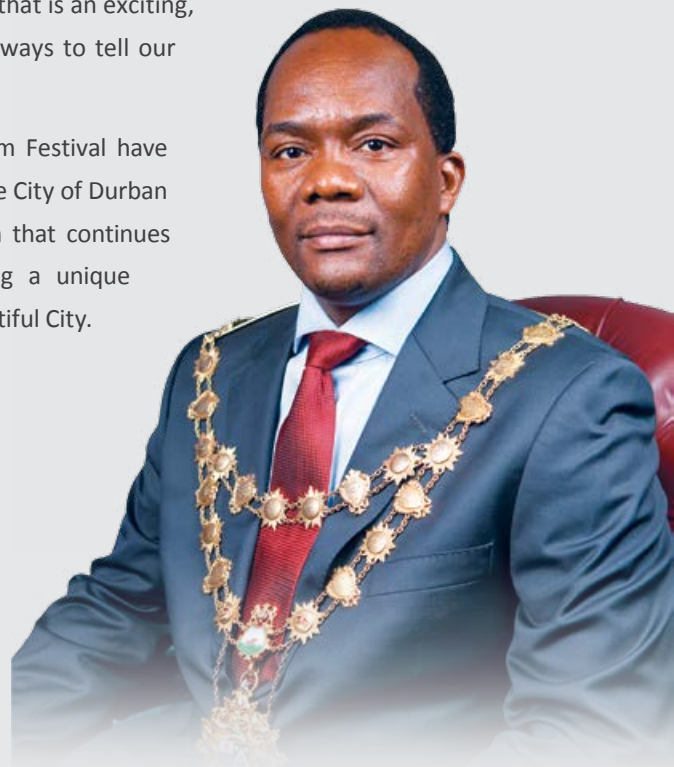
As an integral part of South Africa's fast-growing film industry, the Durban FilmMart has helped facilitate more than 80 African co-production projects. It has become established as the leading independent film market on the African continent. Together with the Durban International Film Festival it has put our city firmly on the film industry map worldwide.

Films that have had their genesis here in Durban have attracted the attention of international film-makers, producers, writers, artists and marketers. Many films have gone on to win national, continental and international awards. Many have been featured in our Durban International Film Festival and other international film festivals.

The time has come that we in Africa continue to tell our own stories. Africa is rising, and our own people are showcasing an Africa that is an exciting, vibrant, colourful and diverse place. There are many ways to tell our stories, and film is of course one of the most powerful.

As the Durban FilmMart and Durban International Film Festival have grown from strength to strength over the past years, the City of Durban is extremely proud to continue supporting a platform that continues to bring fellow African filmmakers together, offering a unique opportunity in bringing key industry players to our beautiful City.

*James Nxumalo*



# FOREWORD

## DURBAN FILMMART 2015

*The Durban FilmMart (DFM) is a joint programme of the Durban Film Office (DFO) – the film-industry development arm of the City of Durban and the Durban International Film Festival (DIFF), South Africa's largest and longest-running film festival and a flagship project of the Centre for Creative Arts (University of KwaZulu-Natal).*

The Durban FilmMart aims to create partnerships and further development and production of African cinema, and provides African film-makers with the opportunity to pitch film projects to potential partners and financiers, and assist filmmakers to build important networks for future collaborations.

The Durban FilmMart was established to service the need to raise the visibility of projects from the African continent and promote international co-production opportunities. Over the past six years, the Durban FilmMart has worked with more than 80 African projects in development, and together with partner markets, festivals and funding organisations, DFM has assisted many of these projects in accessing the global markets through developing industry networks and enabling projects to experience opportunities at partner markets and festivals. Now at the end of its sixth year, the Durban FilmMart has become an integral part of the African film

industry, recognised as the leading independent film market on the continent.

### Celebrating past successes

As a result of DFM's success, the Durban International Film Festival now regularly includes works from DFM alumni in its programme. Major fiction projects from the last six years that have had their genesis at DFM and were subsequently screened at DIFF.

Non-fiction films which have been screened at DIFF and made a major splash around the world include the South African gangster documentary *Devil's Lair* (DFM 2012), *Nelson Mandela, The Myth and Me* (2012), *Unearthed* (DFM 2013), which explores the dangers of fracking, and *The Shore Break* (DFM 2012), a vitally important film that chronicles the attempt of an international mining company to mine for titanium in one of the world's last untouched natural areas.





The Nigerian film *Confusion Na Wa*, produced by Tom Rowlands-Rees and directed by Kenneth Gyang, was a DFM project in 2010 and went on to win Best Film at the 2013 African Movie Awards, as well as other awards around the world.

*Imbabazi: the Pardon* was one of the selected projects at DFM in 2011, as a result of which producer-director Joel Karekezi attended the Rotterdam Lab in 2012. A very personal story about the genocide that took place in Rwanda, the film screened at DIFF 2014 as well as other festivals around the world, from Chicago to Luxor.

*A Shot At The Big Time* (DFM 2012) is inspired by the true story of director Janet van Eeden's brother, Jimmy, who took his own life rather than fight in the Apartheid border war. After receiving its world premiere at DIFF, the film was selected for the Cannes Court Mètrage, the short film corner of the official Cannes Festival 2014.

*Boda Boda Thieves* began its life as a pitch at DFM 2011 and has gone on to receive international acclaim. A collaboration between South African producer James Tayler and Kenyan producer Sarah Muhoho, the project was awarded the CineMart Rotterdam Lab award at DFM and went on to win a Highlight Pitch Award at the Berlin Film Festival's Talent Project Market. *Boda Boda Thieves* tells the tale of a poverty-stricken family from Kampala, Uganda, who support themselves by driving a motorcycle taxi or 'boda-boda'. Both producers and the film's director Donald Mugisha are passionate about creating and developing content for African cinema, which they believe expresses a "proud identity of humanity, heritage and culture".

*Ayanda*, which was selected as a project for DFM in 2013, opened the 36th edition of the Durban International Film Festival this year. Directed by Sara Blecher and produced by Terry Pheto, the film tells the story of a 21-year-old woman who fights to save her late father's motor repair shop when it is threatened with closure. *Ayanda* received its world premiere at the Los Angeles Film Festival in June this year where it was awarded a special mention in the world fiction category.

South African director Mayenzeke Baza's short documentary film *Ndiyindoda (I Am a Man)* tackles male circumcision, highlighting the dilemma it poses

for South Africa as the country forges a position for itself in the modern world and attempts to reconcile its strongest traditions with newly enshrined democratic rights. Produced by Andy Jones, the project won Most Promising Documentary at DFM 2011, enabling Baza to attend the International Documentary Film Festival Amsterdam (IDFA) later that year. The film premiered at the Encounters documentary festival and went on to be nominated for two South African Film and Television Awards (SAFTA) in 2014. *Devils Lair* chronicles the life of a convicted murderer and gang leader named Braam as he comes to terms with a lifetime of dubious choices. Producer Neil Brandt and director Riaan Hendricks won Most Promising Documentary Project at DFM 2012 – which came with the opportunity to participate at IDFA Summer School and to pitch at the IDFA Forum. The film went on to premiere at Hot Docs and became one of the highlights of DIFF 2013. It received three nominations at the South African Film and Television Awards in 2014, going on to win Best Feature and Best Editor, as well as numerous other awards at festivals around the world.

*Unearthed*, directed by Jolynn Minnaar and produced by Dylan Voogt, Stacey Keppler and Saskia Schiel, explores the effects of fracking in the United States in anticipation of proposed shale gas extraction in the Karoo and elsewhere in Southern Africa. Selected as a project for DFM 2013 and winning the WorldView Development Grant, the film screened to enthusiastic audiences at DIFF in 2014 and won the Green Award at the Sheffield International Documentary Festival the same year.

*The Shore Break* was selected as a DFM project in 2012 and premiered at IDFA in 2014. A powerful documentary whose narrative is every bit as engaging as a fiction thriller, the film will screen at DIFF this year and has already screened at the Encounters documentary film festival. It was the only South African documentary in Competition at IDFA 2014 and the only South African feature length documentary selected for Hot Docs 2015 in Toronto. The film won Best Feature Length Documentary at the 2015 Festival International du Film d'Environnement (FIFE) in Paris.

*The Dreams of Shahrazad* (DFM 2010) directed by Francois Verster and produced by Neil Brandt, Shameela Seedat and Wael Omar, explores the relationship between art



and revolution through the famous story collection *The 1001 Nights*. The film received development and production support from DFM as well as the Sundance Institute, the IDFA Bertha Fund, the NFVF, the Hakkaya Network, the Dutch Film Fund and Spier Films, who also act as the film's sales agent. The film premiered at the prestigious Masters Section of IDFA, and has gone on to receive critical acclaim and broadcast sales worldwide.

Other major successes that have emerged from DFM include the fiction-documentary hybrid, *Black President* (DFM 2011), produced by Anna Teeman and directed by

Mpumi Mcata (and also screened at DIFF this year), as well as the remarkable *I, Afrikaner* (DFM 2011), produced by Lauren Groenewald and directed by Annalet Steenkamp, which won Best South African documentary at DIFF in 2014. Khalo Matabane's *Mandela: The Myth and Me* was selected as a DFM project in 2012 and won Special Jury at International Documentary Film Festival in Amsterdam IDFA. Like Rehad Desai's *Miners Shot Down* (DFM 2013), it has been widely recognised as one of South Africa's most important documentary films and has gone on to have an extremely rich life at festivals around the world.



**DFM Awards 2015 with the French Ambassador, H.E Elisabeth Barbier and Deputy Mayor Cllr Nomvuzo Shabalala, Chairperson of Economic Development and Planning Committee.**

## Partners old and new

The success of the Durban FilmMart model is attributed to a carefully designed programme in which partnerships are crucial. It is through these partnerships that participating African filmmakers have been able to build strong international networks and experience global markets and festivals. Approximately 70 industry professionals and experts participated and presented in the 2015 programme. The aim of the industry programme is to provide delegates with an informative set of workshops, seminars and master-classes on various industry topics relevant to filmmakers with projects in development.

The Rotterdam Cinemart is Durban FilmMart's longest standing partner, and has played a significant role in the establishment and development of Durban FilmMart from its inception. CineMart has over the years supported a number of DFM projects to attend the Cinemart Rotterdam Lab. The 2015 CineMart Award

provides a fiction project with an opportunity to attend the Rotterdam Lab, a five-day training and networking event bringing together producers from all over the world. This was awarded to *Sunflowers Behind a Dirty Fence*, directed by Simon Mukali and produced by Nathan Magoola.

The International Documentary Festival of Amsterdam (IDFA) remains a strong partner of Durban FilmMart, playing an advisory role in project selection and the structure of the DFM annual documentary programme. The 2015 IDFA award for the most promising DFM documentary project was awarded to *Truck Mama* directed and produced by Zipporah Nyaruri and co-directed by Peggy Mbiyu, providing an opportunity to attend the IDFA Forum 2015.

Further strengthening our annual documentary programme, the Hot Docs-Blue Ice Group Fund is an active participant in our annual programme. Providing



financial support to African documentary filmmakers for development and production, the fund was created to help enable more African documentary filmmakers to tell their own stories and contribute to a new generation of African documentary filmmakers.

Also supporting the documentary programme, Afridocs, the broadcast stream that sees African and other international documentaries screened across 49 countries of sub-Saharan Africa on a weekly basis, awarded a €3000 grant to *Truck Mama* directed and produced by Zipporah Nyaruri and co-directed by Peggy Mbiyu.

In addition, we were pleased to announce the official participation of the Sundance Institute in 2015, which awarded a grant fund of \$7,000 to *The Other Half of The African Sky* directed and produced by Tapiwa Chipfupa, as the documentary film project that demonstrated potential for strong storytelling craft, artistic use of visual language, originality, feasibility, and relevance.

Produire au Sud, Nantes, France, provides instrumental support in the industry programme. Produire au Sud is a workshop programme within the Festival des 3 Continents, which focuses on the development of film co-productions, and aims to familiarise young producers who are based in Asia, Africa and Latin America, with a variety of important tools and international co-production techniques. The 2015 Produire au Sud Award went to *"Inkabi – The Hitman"* directed by Norman Maake and produced by Peter Pohorsky, who has been afforded the opportunity to attend the Produire au Sud Script Studio at the 2015 Festival des 3 Continents, Nantes.

The New Cinema Network (NCN) is the Rome Film Festival's co-production market, and provides a new

platform for African projects to further explore the European market place. Providing support for a second year, the New Cinema Network, Rome, selected *Riot Waif* directed by Zinaid Meeran and produced by Jean Meeran, to receive the NCN Award to attend the 2015 edition of NCN. The Restless Pitch award, a one-year representation deal for the project by Restless Talent Management, who provide development services such as image-building and positioning, project packaging, PR, and advice on film sales, distribution and promotion, was awarded to two projects: *Brace Yourself* by Thati Peele, and *Lucky* by Jacobus van Heerden.

Supporting the Durban FilmMart for a fourth year, Durban's Videovision Entertainment awarded the "Best South African Film Project" to *"Inkabi – The Hit Man"* directed by Norman Maake and produced by Peter Pohorsky, a prize valued at R75 000, which guarantees its release once it is completed. The prize includes marketing and distribution support from Videovision Entertainment.

The Durban FilmMart continues to play a role in active discussions about African Cinema, the past, the future and the possibilities. The 2015 industry programme presented a wealth of seminars and master-classes across finance, distribution, story development, transmedia and market strategy. Durban FilmMart 2015 offered attending delegates enormous opportunity to build important networks for project development.

We extend thanks and appreciation to the partner markets, funding bodies and development organisations who have continued to work with us in bringing African cinema to the world.

**The Durban FilmMart Team.**





# DFM PARTNERS

## Founding Partners



### eThekweni Municipality

eThekweni Municipality is a Category A municipality found in the South African province of KwaZulu-Natal. eThekweni is the largest City in the province and the third largest city in the country. It is a sophisticated cosmopolitan city of over 3 442 398 people, and is known as the home of Africa's best managed, busiest port.



### Durban Film Office

The Durban Film Office (DFO) is the film-industry development arm of the City of Durban, 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 recognized as a preferred destination for feature film and commercial media production.



### University of KwaZulu-Natal

The University of KwaZulu-Natal is a multi-campus, residential, teaching and research-led university located in KwaZulu-Natal. The University has a rich heritage of academic excellence and is one of the top institutions on the African continent. UKZN is passionate about teaching and learning. Their motto: Every Student Matters transcends the social, cultural and academic discourse across the disciplines. UKZN is one of three universities in South Africa and indeed in Africa rated amongst the top 500 universities of the world according to the Academic Rankings of World Universities (ARWU); this is due to their innovative curricula, dynamic teaching and learning, state-of-the art laboratories and accredited professional degrees with research activities spanning the natural, biomedical, humanities and social sciences.



### Centre for Creative Arts

Established in 1996 the Centre for Creative Arts is a multi-disciplinary arts organisation based within the School of Arts at the University of KwaZulu-Natal. The CCA's principal activities are the coordination of four international festivals -Time of the Writer, Durban International Film Festival, Jomba! Contemporary Dance Festival and Poetry Africa. The objectives include; provisions of creative platforms and economic opportunities for established and emerging artists, innovative voices, marginalized communities and cultural industries. The facilitation of exchange opportunities and network development between Africa and international cultural practitioners, provision of seminars, training workshops, and career-development initiatives, serving industry imperatives, aspirant artists, community organisations, educational institutions and disadvantaged communities, strategic development of audiences and generation of positive media attention for the arts.





## Durban International Film Festival

South Africa's longest-running film festival, the Durban International Film Festival (DIFF) runs across 10 days at the end of July, presenting more than 200 screenings of current films from around the world, with a strong focus on South African and African cinema. Screenings take place throughout Durban, including township areas where cinemas are non-existent. The festival also runs extensive seminar and workshop programmes to stimulate industry capacity. These include the participation of 50 filmmakers from Africa in Talent Campus Durban (Berlinale Talents Durban), cooperation with the Berlinale Film Festival, and the Durban FilmMart, a film financing initiative in partnership with Durban Film Office. DIFF is organised by the Centre for Creative Arts (CCA), University of KwaZulu-Natal (UKZN).

## Strategic Partners



### Durban Tourism

Durban is a modern vibrant cosmopolitan city and its lifestyle, architecture and culture reflect and thrive on its warm sub-tropical climate. As South Africa's premier travel destination, the city boasts stylish hotels, trendy restaurants, world class shopping; top nightlife and a shoreline of golden sands and beaches. In contrast Durban's western boundary is flanked by the Valley of a Thousand Hills and the rich history of the Inanda Heritage trail. Whilst the Southern boundary offers superb golf and world class diving at Aliwal shoal. Durban Tourism has made considerable progress in repositioning the city as a sophisticated destination with an extensive variety of things to do. In re-aligning itself to be at the cutting edge of worldwide trends in destination marketing, the city is focusing on providing visitors with a unique set of experiences that go beyond the beach and into the realm of Durban's cultural and scenic diversity.



### KwaZulu-Natal Film Commission

The KwaZulu-Natal Film Commission is a newly established entity in terms of the KwaZulu-Natal Film Commission Act, 2000. The Commission has been set up with its main vision being to position KwaZulu-Natal as a globally competitive, diverse and sustainable industry and choice film destination. Part of its mandate is to: promote and market the province as a global destination for film production; develop, promote and market, locally and internationally, the film industry in the province; facilitate investment in the film industry in the province; provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to enter and participate in the film industry in the province; address historical imbalances in the infrastructure and in the distribution of skills and resources in the film industry in the province; and to contribute to an enabling environment for job creation in the film industry in the province.





## National Film and Video Foundation

The NFVF is a statutory body mandated by a progressive act of Parliament to spearhead the equitable growth and development of the South African film and video industry. NFVF's mission is to collaborate with all stakeholders in supporting the development and promotion of a thriving South African film industry. The NFVF's Vision is the attainment of a viable film industry that represents the nation's aspirations and celebrates our diversity. Their new streamlined business objectives include increasing the number of SA films and PDIs producing them, increasing audience access to SA films and increasing numbers of people trained in the industry, particularly in areas of shortage of skills. Finally, the NFVF aims to promote Social Cohesion and promote opportunities to express the nation's stories through film.

## Programme Partners



### Department of Trade and Investment

The unit is responsible for attracting foreign direct investment, as well as developing and promoting local direct investment. This is achieved via the identification, packaging and marketing of potential investment opportunities, and the identification of potential investors. The unit facilitates investment in South Africa, provides general information on the investment and domestic business climate, and offers dedicated aftercare services to investors. The unit organises inward/outward trade missions, and facilitates funding and Government support for trade- and investment-related activities.

Within the film and television sector the unit participates in major film markets and engages closely with relevant stakeholders such as the NFVF, GFC, DFO, ATFT and Wesgro ect.



### CineMart

The International Film Festival Rotterdam launched CineMart, the International co-production market in 1983. Every year, this 'By Invitation' only market, invites a select number of directors/producers to present their film projects to co-producers, sales agents, distributors, TV stations and other potential financiers. CineMart offers emerging producers a five-day training workshop to build up their international network and experience at an international festival and market called the Rotterdam Lab. The Prins Claus Fund Film Grant and the ARTE France Cinéma Award are granted annually to filmmakers of the best CineMart Project from Africa, Asia, Latin America or the Caribbean and to the producer of the best CineMart project respectively.





## International Documentary Festival Amsterdam

International Documentary Film Festival Amsterdam (IDFA) is unique for its international film program, the variety of genres, its politically committed program and the many European and world premieres featured each year. Aside from the festival, IDFA consists of three industry components: the IDFA FORUM for international co-financing, Docs for Sale for finished documentaries and the IDFA Bertha Fund which supports documentary projects and festivals in developing countries. The presence of many decision makers, filmmakers, and sizeable audiences along with all the discussions, debates, workshops, master classes and the experienced staff, make IDFA the pre-eminent festival for creative documentaries.



## Institut Français

Food-for-thought provider “à la française”, the French Institute of South Africa (IFAS) was established in the Newtown Cultural Precinct in 1995. After 16 years in Newtown, IFAS moved to the up and coming area of Braamfontein in November 2011. Since its creation, the organization which consists of IFAS-Culture, IFAS-Research and Dibuka, has been a key player on the Johannesburg and Southern African artistic, cultural, academic and literary scenes.



## Produire Au Sud

The Festival des 3 Continents is an annual film festival which has been held since 1979, and is focused on film that is created and originates from Asia, and Africa and Latin America. Produire au Sud is a workshop programme within this festival, which focuses on the development of film co-productions, and aims to familiarize young producers who are based in these continents with a variety of important tools and international co-production techniques by coaching individual projects in development. The partnership between DFM and Produire au Sud who both share a vision to stimulate the development of new work on the African continent, afforded two DFM projects the opportunity to attend the Produire au Sud Script Studio at the Festival des 3 Continents. The residency is organised with the support of the NAC (National Arts Council of South Africa) and L' Institut Français, in the framework of the France South Africa Seasons.



## Talents Durban

Talents Durban is a development programme for emerging African filmmakers presented by the Durban International Film Festival in co-operation with the Berlinale Talents. The programme is one of six Talents International Programmes affiliated with the Berlinale Talents programme and consists of seminars and master classes, networking events and hands-on development programmes that include Talent Press, Script Station and Doc Station.





## Goethe Institut

The Goethe-Institut in Johannesburg regulates the work in the Sub-Saharan countries including 11 institutes and 14 Goethe reading/cultural centres. In addition we work together with German embassies in countries where Goethe is not represented. Our Cultural Programmes Department focuses on a variety of different artistic approaches from the visual arts to drama, dance, literature, film, and others. Our goal is to support the local cultural scenes and strengthen pan-African dialogue through the arts.



## Sundance Institute

Sundance Institute Documentary Film Program supports cinematic, feature documentary films from independent filmmakers globally. We provide grant support across all stages of development, production, post-production, and strategic audience engagement. Grantees are eligible for Sundance Institute Labs, Fellowships, editorial support, and creative community. Advancing the philosophy that; Art changes the way we reach people we focus on those values of ART, REACH, and CHANGE. Past films supported have included *The Queen of Versailles*, *Last Train Home*, *Rich Hill*, *Powerless*, *Chuck Norris v. Communism*, *The Square*, *31/2 Minutes Ten Bullets*, *The Look of Silence*, and *CITIZENFOUR*.



## VideoVision

VideoVision Entertainment is a diversified company with operations that range from its core business of film and television production and distribution to media, live entertainment, film studios and real estate development. The company is acknowledged as the premier film production and distribution company in South Africa.



## HotDocs

The Hot Docs-Blue Ice Group Documentary Fund is a grant program providing financial support to African documentary filmmakers for development and production. Development grants of \$3,000-\$8,000 and Production grants of \$5,000-\$40,000 are awarded to approximately four to 10 projects annually. The \$1-million fund was created to help enable more African documentary filmmakers to tell their own stories and contribute to a new generation of the African documentary community. Applications are open to professional filmmakers who are citizens and residents of continental Africa and are also living and working in the region. In addition to financing, the initiative also offers valuable resources to support production and professional development, and offers filmmakers opportunities to access the international documentary community. Through an accompanying peer-to-peer mentorship program, grantees may team with international production partners to bring their projects to international markets, festivals, broadcast and online audiences. Additionally, grantees will have travel, accommodation and accreditation support to attend Hot Docs Canadian International Documentary Festival and Hot Docs-Blue Ice Group Filmmakers Lab.







## New Cinema Network Rome

New Cinema Network (NCN) is the Rome Film Festival's co-production market, the place where filmmakers will find the ideal platform for presenting their new projects and getting in touch with the European film industry's major players.



## Restless Talent Management

Restless Talent Management is part of pan-African studio - Restless Global, the first global studio engaged in all aspects of development, production and distribution of African content within and outside Africa. Founded in 2015 by Marie Lora-Mungai and Tendeka Matatu, Restless Global works with the new generation of exceptional creative talents from across Africa and its diaspora to produce remarkable film and television content and distribute it through every channel of the growing African media landscape, including cinema, television, and VOD.

Registered in the UK and with a presence both on the continent (Nairobi, Lagos, Johannesburg) and in the world's largest film markets (Los Angeles, London), Restless Talent Management provides development services such as image-building and positioning, project packaging, PR, and advises its clients on film sales, distribution and promotion.



## Docubox

DOCUBOX is an East African documentary film fund. Applicants must be East African citizens of Kenya, Uganda or Tanzania to apply. We exist to enable talented, driven, focused and accountable artists with unique stories to tell to produce unique films that unearth new realities (about worlds, identities and people) and cross-transnational lines through training, development and production grants, screenings, and networking events for people who love documentary films. The fund aims to create a space where the local film community can learn, exchange ideas, network and benefit from a nurturing and supportive environment around documentary film. It also creates and runs learning programs for documentary filmmakers, supports the monthly screening sessions of great movies.





## AfriDocs

AfriDocs is an African broadcast first – a bold and exciting documentary broadcast strand that sees African and the best international films screened across 49 countries of sub-Saharan Africa every week. AfriDocs uses the power of television to reach new audiences, showcase African documentary filmmaking, and get people across the continent discussing common issues. Audiences across Africa have responded to the chance to see real stories that not only address many of the challenges facing the continent, but also stories that celebrate the diverse cultures, languages and peoples of Africa and the world. AfriDocs is an initiative of the multi-awarded South African documentary production and distribution company, Steps, in partnership with the Bertha Foundation. AfriDocs is screened every Thursday night on ED (DStv channel 190) and GOtv (channel 65). The AfriDocs strand is seen in 49 countries by satellite, and terrestrially to an additional 100 cities in 8 countries.



## Avalon

Co-founded in 1939 by the late AB Moosa Snr., now in its 76<sup>th</sup> year of operation, the Avalon Group is South Africa's largest and oldest independent Cinema Exhibition and Entertainment Company. In the late 80's during the apartheid regime, Moosa Moosa (third son of AB Moosa Snr.) acquired sole ownership of the Avalon Group. In 1991 his son, AB Moosa Jnr. joined his father in the business, which at the time had been reduced to only one cinema screen as a result of the unfair apartheid laws. Together father and son rebuilt Avalon anew, bringing it once again to the forefront of the South African cinema industry, as the largest Independent Cinema Exhibition and Entertainment Company in the country. Avalon holds the World Record for the longest uninterrupted relationship with industry mega player 20th Century Fox - which marked 75 years in 2014. The first film to screen at Avalon in 1939 was the 20th Century Fox film "Road To Glory." Avalon is also amongst the world's longest established Bollywood exhibitors since the early 1940s.

Avalon has been involved with the Durban International Film Festival from inception to date with its cinemas being a primary host venue of the festival.



## Media Partners



## Sponsors and Supporters









The panellists at Co-Producing with Brazil, Presented by NFFV and Ancine.



Triggafish's Anthony Silverston delivers his masterclass.



Sari Turgman addressing her masterclass.



Mayenzeke Baza (Film Director SA Indies) keep debate lively at one of the exciting panels.



The Industry Lounge.



The stage is set for the panelists in the Leading Lady lounge.



Docubox East Africa's announcement in the Industry Lounge.



Delegates visiting the Namibian Film Commission stand in the Industry Lounge.



Captive audience at The Restless Pitch.



AfriDocs live Broadcast from the Pool Deck.



Finance Forum meeting between Inkabi's Norman Maake (director), Peter Pohorsky and Emmanuelle Jac (Produire au Sud).



Carla De Gavino Dias in action at the NFFV stand in the Industry Lounge.



Doc Station Participants 2015.



Actors "Ayanda" Fulu Mugovhani and Thomas Gumede with Alik Saragas of Elafos Productions.







AB Moosa (Avalon), Monica Rovik (Wesgro) and Lauren Rosenberg.



Bianca Taal (CineMart) Tendeka Matatu (Restless Talent Management) Nashen Moodley (Sydney Film Festival DIFF 2015 Jury) Hossam Eluan (Transit Films).



Lance Gibbons (The CallSheet) stops by the Durban Film Office Stand to greet Gugu Zungu Radebe (DFO) Musa Ntuli (DFO).



Terry Pheto and Sihle Xaba.



Ayanda (Fulu Moguvhani) and the Mechanic (O.C. Ukeje).



Nilesh Singh addresses the audience at the Closing Night Awards.



DFM Awards 2015 with the French Ambassador, H.E Elisabeth Barbier and Deputy Mayor Cllr Nomvuzo Shabalala, Chairperson of Economic Development and Planning Committee.



Adriek van Nieuwenhuijzen of IDFA presents the award for the most promising documentary at The Africa Pitch to Zipporah Nyaruri and Portia Cele (*Truck Mama*) with DFM Programme Coordinator Tiny Mungwe.



Don Edkins presents the AfriDocs to award Zipporah Nyaruri and Portia Cele (*Truck Mama*) with DFM Programme Coordinator Tiny Mungwe.



New Cinema Network Rome prize presented to Jean and Zinead Meeran for their fiction project *Riot Waif*.



# INDUSTRY PROGRAMME

## Finance Forum

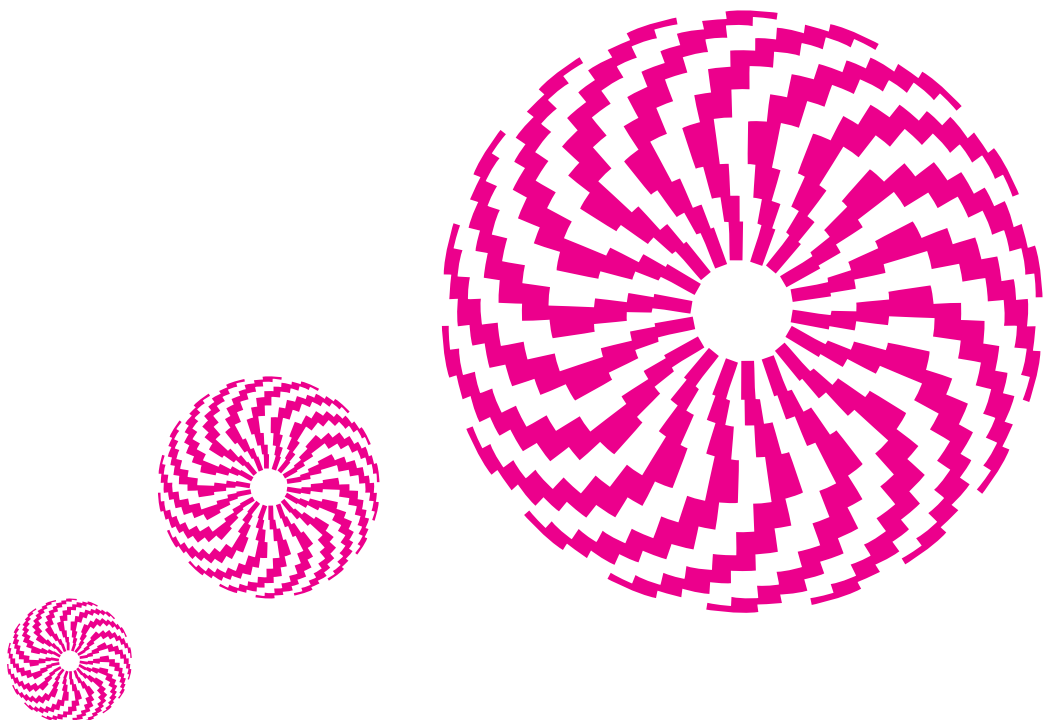
The Finance Forum, a closed session which provides a platform for official projects and invited investors, offered 19 selected DFM projects' and three Doc Station filmmakers an opportunity to participate in a two-day pitching and packaging session. African filmmakers had the opportunity to meet and pitch their projects to film financiers, sales agents and distributors on a one-to-one basis over a two day period.

## The African Pitch

The African Pitch is a full day of public pitching to a panel of funders, co-producers and broadcasters in advance of the two day Finance Forum meetings. Both fiction and documentary, along with three Talents Durban DOC Station projects, pitched their projects to a group of panellists followed by a question and answer feedback session with the panellists and the audience. In order to be pitch perfect, projects were mentored for a month in advance and received a day of rehearsal at the venue.

## Masterclasses

Over 450 registered DFM delegates attended the master classes presented by leading experts in the film industry. The objective of the master classes it to develop African producers' industry knowledge and professional skills so that they can compete more effectively locally and internationally, and to provide a greater understanding of what is expected in packaging and pitching projects for the global marketplace.



## Business Model Canvas Bootcamp 2015

The Business Model Canvas Bootcamp workshops at the 2015 Durban FilmMart were a successful endeavour. Participants at the workshop became ambassadors for the empowering tool that equips creative content producers with the skill to model business plans for their projects - in this case films. Workshops took place from 17 – 22 July 2015 in the Congella Room at the Maharani Hotel, Snell Parade Durban. These workshops trained six South African producers to be able to continue beyond the FilmMart as trainers of the BMC tool. On top of this 19 producer-filmmakers were trained to be able to apply the tool to projects going forward through the application of the tool on current projects at the workshops.

## Transmedia Lab

The DFM Transmedia Lab aims to provide participants with a four day guide to cross media storytelling. The aim is to unlock the opportunities in working across traditional media platforms to create a far richer experience that creates a living network of interactive users, consuming and generating content without the limitations of being bound to a single form of media.

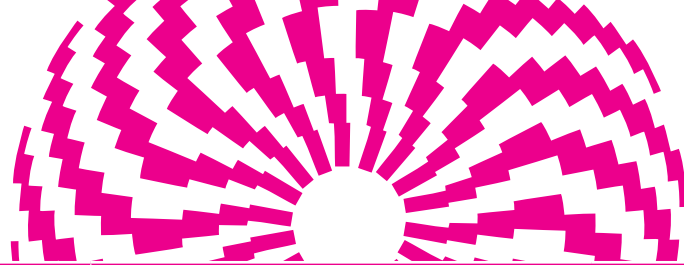


# PROGRAMME OF ACTIVITIES

FRIDAY, 17 JULY			SATURDAY, 18 JULY		
Registration: Durban FilmMart 09h00-17h00			Registration: Durban FilmMart 09h00-17h00		
09h00-10h00	National Film and Video Foundation Annual Industry Engagement	DFM 101	09h00-13h00: Project Packaging – DFM Official Projects (closed to DFM projects)	Short Film Production in Africa	09h00-13h00: Project Packaging & Pitch Rehearsals: DFM Official Projects (closed to DFM projects)
10h00-12h00	<b>Masterclass:</b> Angus Finney – <i>New Filmmaking Strategies, from South Africa to Pan Africa, Towards a Global Market</i>			<b>Masterclass:</b> Stefano Tealdi – <i>Pitching Your Way into the International Film Business</i>	
12h00-13h00	Meet the Namibian Film Commission			M-Net/Mzansi Magic Local Content Acquisitions & Commissioning Seminar	
13h00-14h00 Namibian Film Commission Lunch			13h00-14h00 M-Net/Mzansi Magic Lunch		
14h00-15h00	Restless Talent Pitch Workshop and Preparation	SA Regional Opportunities: KwaZulu-Natal Film Commission, Wesgro, Gauteng Film Commission	14h00-17h30: Project Packaging – DFM Official Projects (closed)	KwaZulu-Natal Film Commission Research presentation (Strategy for Film Induced Tourism)	14h00-17h30: Project Packaging & Pitch Rehearsals – DFM Official Projects (closed to DFM projects)
15h00-16h00	Spotlight on Co-Production with the National Film and Video Foundation			Film & Publications Board: Engagement on Online Regulation (Closed session)	
16h00-17h00	16h15-17h15 NFVF Audience Research Presentation: Presented by NFVF	Finding the Right Partner: A Round Table with Industry Professionals		Panic! At the Box Office: Strategies for recoupment	
19h30-22h00 <b>Talents Durban Reception</b> Venue: Havana Grill, Suncoast Entertainment Centre			17h30-18h30 <b>Callsheet Cocktail</b> Venue: Moyo – uShaka Marine World, Mezzanine level		







**SUNDAY, 19 JULY**

**MONDAY, 20 JULY**

Registration: Durban FilmMart  
10h00-17h00

Registration: Durban FilmMart  
10h00-13h00

Shifting Perspectives on Short Filmmaking	09h00-13h00: The African Pitch – DFM Official Documentary Projects Pitch	09h00-13h00: Finance Forum Meetings (closed to official projects)	Window to the World: Roundtables with International Festivals and Markets	09h00-13h00: Finance Forum Meetings (closed to official projects)	09h00-10h00
<b>Masterclass:</b> Sari Turgeman – <i>Story Development ‘My Characters and I’</i>			<b>Masterclass:</b> Anthony Silverston, Head of Development, Triggerfish Animation – <i>How to write characters that people care about</i>		10h00-12h00
Co-Producing with Canada, Presented by DTI and NFVF			Co-Producing with Brazil, Presented by NFVF and Ancine		12h00-13h00
<b>13h00-14h00</b> Department of Trade and Industry Lunch			<b>13h00-14h00</b> Talents Durban Lunch		
<b>Story Lab Presentation -</b> Anthony Silverston, Head of Development, Triggerfish Animation	14h00-17h30: The African Pitch – DFM Official Fiction Projects Pitch Forum	14h00-17h30: Finance Forum Meetings (closed to official projects)	The Restless Pitch with Tendeka Matatu, Restless Talent Management	14h00-17h30: Finance Forum Meetings (closed to official projects)	14h00-15h00
Removing the Frame - Perspectives from the next generation of African cinema			Connecting with African Festivals and Markets		15h00-16h00
Co-producing with Reunion					16h00-17h00
<b>17h30-18h30</b> <b>Docubox/Britdoc Cocktail</b> Venue: Industry Lounge (Invite only)			<b>18H30-23H00</b> <b>Closing Night</b> Co-hosted with Videovision Entertainment (Invite Only)		







OFFICIAL PROJECT SELECTION

# 2015 PROJECT SELECTION

## DOCUMENTARIES

- **After Marikana – The end of democracy** (South Africa)  
Directed by Rehad Desai, produced by Anita Khanna and co-produced by Brian Tilley
- **Amal** (Egypt)  
Directed by Mohammed Siam and produced Sara Bökemeyer
- **Life and Times of John C** (South Africa)  
Directed by Francois Verster and produced by Neil Brandt
- **Truck Mama** (Kenya)  
Directed and produced by Zipporah Nyaruri and co-directed by Peggy Mbiyu
- **Not in my Neighbourhood** (South Africa)  
Directed and produced by Kurt Orderson and co-produced by Crystal Orderson
- **Project Delight** (South Africa)  
Directed and produced by Karin Slater
- **Terre Jaune** (Togo)  
Directed by Bouna Cherif Fofana and Sitou Ayite and produced by Madjé Ayite and Elisabeth Guthmann
- **The Other Half of the African Sky** (Zimbabwe)  
Directed and produced by Tapiwa Chipfupa
- **The Rainbow: Jazz for the Struggle, and the Struggle for Jazz** (South Africa)  
Directed by Niren Tolsi and produced by Antoinette Engel

## FICTION

- **Cactus Flower** (Egypt)  
Directed by Hala Elkoussy and produced by Hossam Elouan
- **Inkabi "The Hit Man"** (South Africa)  
Directed by Norman Maake and produced by Peter Pohorsky
- **Laughter is the Best Colour** (Nigeria)  
Directed by Chike Ibekwe and produced Mohammed Musulumu
- **On the Way to Paradise** (South Africa)  
Directed by Sara Blecher, produced by Imraan Jeeva and co-produced by Omar Khan
- **One More Night in Lagos** (Cote D' Ivoire)  
Directed by Marina Niava and produced by Tosin Coker
- **Riot Waif** (South Africa)  
Directed by Zinaid Meeran and produced by Jean Meeran
- **Selma and Charlize** (South Africa)  
Directed by Robyn Aronstam and produced by Junaid Ahmed and Helena Spring
- **Sunflowers Behind a Dirty Fence** (Uganda)  
Directed by Simon Mukali and produced by Nathan Magoola
- **The Tall Assassin** (South Africa)  
Directed by Roy Zetisky, produced by Carolyn Carew and written by Malcolm Kholi
- **Unbalanced** (Ghana)  
Directed by P. Sam Kessie and produced by Akousa Adoma Owusu



# 2015 EXPERTS



## ANGUS FINNEY

**'New Film-Making Strategies: From South Africa to Pan-Africa and towards the Global Market'**

This year's masterclass in Film Packaging and Finance, was entitled *New Filmmaking Strategies: from South Africa to Pan-Africa and towards the Global Market*. Sponsored by the National Film and Video Foundation (NFVF) and KwaZulu-Natal Film Commission (KZNFC), it was presented by leading international film and creative industry specialist and published writer, Angus Finney. Finney, came to the Mart having been actively involved as executive producer on many films including Neil Armfield's *Candy* with Heath Ledger, Roger Michell's *The Mother* with Anne Reid and Peter Vaughan and Rose Troche's *The Safety of Objects* with Glenn Close, among others. Finney has spent the past three years working as a risk manager and media advisor for Octopus Media, a division of Octopus Investments. A City of London Fund Manager, he is also Course Director for the Exeter University/London Film School MA in International Film Business. He holds a PHD in Business Strategy from Cass Business School in London, an MA in Film and Journalism from New York University and a BA from Sussex University in International Relations. His training includes working with Creative Skillset, Creative London and the Film Distributors Association, to mention a few. His professional work in the past five years has extended to South Africa, UAE, Ireland and New Zealand.



## ANTHONY SILVERSTON

*Partner and Head of Development at Triggerfish Animation.*

**Masterclass – How to write characters that people care about**

Anthony Silverston is director and co-writer of *Khumba*, which premiered in competition at Annecy International Animation Festival 2013 and held the number one spot at the SA box office for two weeks. He was also one of the writers and producers of *Zambezia* and completed three independent stop-motion shorts, one of which, *The Slipper Cycle*, won Best Independent Animation at The Independents' Film Festival in Florida. In 2014, Silverston was selected to be on the Jury of the prestigious animation festival in Annecy and has been a judge for the International Emmy's for three years running. He also holds a Bachelor of Science (Hons) – which has come in handy less and less over the years.

Character is plot. Character is theme. Character is story. Great films live and die by whether audiences invest in the main character and root for his or her success. Anthony Silverston explored how to write characters that live and breathe and evoke emotional responses in audiences. In short, how to write characters that people care about.





## DOMINIQUE WELINSKI

### 'Co-production Strategies and Networks'

Dominique Welinski joined Haut & Court Distribution in 1991 where she was responsible for releasing over 20 films and organised many distribution collections. In 1998 Welinski joined MK2 as Head of Distribution and Acquisition until 2002. As a freelance distributor, Dominique has released *Lullaby to My Father* by Amos Gitai and *Once I Entered a Garden* by Avi Mograbi at Epicentre. She has also been in charge of the Jacques Tati catalogue for Les Films de Mon Oncle where she supervised the restoration and release of *Play Time* in 2003, as well as release of the Oscarised English version of *My Uncle*.

In February 2012, after more than 20 years in the distribution field, she founded DW, a consulting and producing company. In 2013, she developed and set-up the concept of the "Factory" to pair promising filmmakers in order to co-direct short films. The first edition was Taipei Factory set in Taiwan. The second round was Nordic Factory set in Denmark in 2014. Since 2012, Welinski has worked as a consultant for international strategy and development process for production companies all around the world. She is also an expert and coach for Fabrique des Cinémas du Monde (French Institute, Cannes), Marché du Film and Media Talent Award Cannes (since 2004). Currently producing her first feature film, *Oblivion Verses*, at House On Fire productions, Welinski is also associate producer for *Burning Birds* and *Peacock Lamenting* by Sanjeewa Pushkakumara (Sri Lanka) with Néon Productions. Additionally she is in charge of the International promotion for Sapir College in Sderot (Israel).



## SARI TURGEMAN

### 'Story Development 'My character and I'

Sari was born in France, in Cannes. After finishing her BA at Tel Aviv University, she began her career in consulting with the film director Amos Gitai and other well-known Israeli authors. She has more than fifteen years' experience in consulting and analysing scenarios. As a prime lecturer and developer at Israeli Film Fund and for Israeli TV channels, she founded her own company a few years ago, consulting and editing scripts, with the intention to guide novice and professional filmmakers, and to allow a creative dialogue at every stage of the writing process. In the past two years, Sari has developed her own method of writing and editing which she teaches in professional courses in various colleges in Israel. Recently she finished her screen-writing book "*The Script Journey In 84 Days*", to be published in November 2015. Over the past year, she has been a script consultant in the professional workshops "*Produire Au Sud*", held in Nantes (France) and in Sderot (Israel).





## STEFANO TEALDI

**'Pitching your way into the international film business'**

Born in Johannesburg in 1955, he studied Architecture in Torino, Italy. After graduating, he worked in Film and TV at the Politecnico di Torino, becoming Head of Production. In 1985, he founded, with others, Stefilm where he has worked as a director and producer.

Tealdi produces and directs one-off documentaries and documentary series. Since 2008, he has directed *A World of Pasta*, *Doctor Ice* (Science Film Festival - Milano 2009), *Coffee Please* and *Tea for All*, and the series *Food Markets – In the Belly of the City*. Recent works produced include: *Mostar United* (IDFA 2009), *Vinylmania* (IFF Rotterdam 2012), *Char, No Man's Island* (Berlinale Forum 2013). He has directed all 17 editions of the annual Italian workshop *Documentary in Europe*. He chaired EDN (European Documentary Network) and is national co-ordinator for input, Television in the Public Interest.

Tealdi tutors film development and production at universities and master courses, and film pitching for organisations, such as Biennale Cinema College, Cannes Film Market, Films de 3 Continents – Produire au Sud, Media Business School, Med Film Factory, Scuola Holden, TFL-Torino Film Lab, Zelig Film School.



## INGRID KOPP

**Transmedia lab**

Ingrid Kopp is Director of Digital Initiatives at the Tribeca Film Institute in New York City where she oversees the TFI New Media Fund. Recent supported projects include *Hollow*, *Who Is Dayani Cristal?* and *Question Bridge*. Ingrid leads the Institute's other digital and interactive programmes including the TFI Interactive conference and the Tribeca Hacks hackathon series bringing storytellers, technologists and designers together to explore new projects and collaborations. She also curates the Tribeca Storyscapes programme for interactive, transmedia work at the Tribeca Film Festival. She began her career in the Documentaries department of Channel 4 Television in the UK. Ingrid is constantly working at the intersection between storytelling, technology, design and social change and is a frequent speaker on the subject.



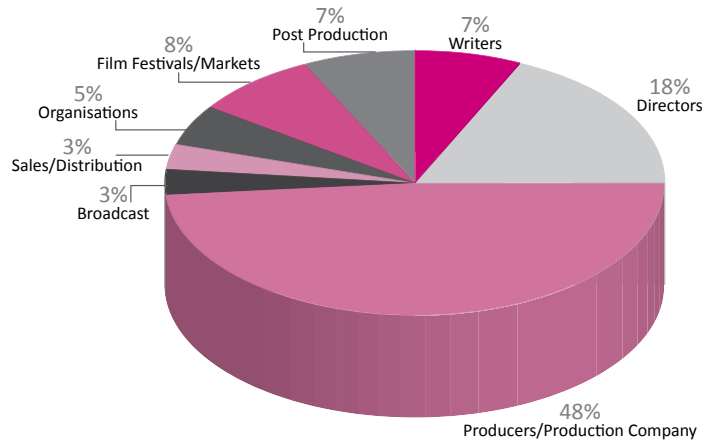


# 2015 DELEGATES

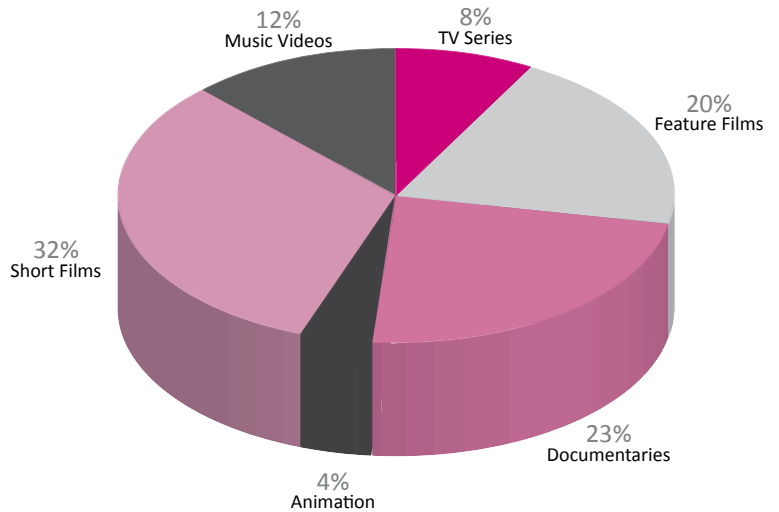
## Country Attendance

Country	Total No. of Delegates
Australia	1
Brazil	7
Cameroon	3
Canada	12
Chad	1
Cote D'Ivoire	1
Egypt	2
France	14
Germany	7
Ghana	2
Israel	1
Italy	2
Kenya	12
Mali	1
Mauritius	1
Nambia	9
Netherlands	1
Nigeria	16
Norway	1
Reunion	4
South Africa	454
Sudan	1
Tanzania	1
Togo	1
Uganda	3
United Kingdom	12
United States of America	12
Zambia	2
Zimbabwe	2
<b>Total No. of Delegates</b>	<b>586</b>

## Delegate Type



## Delegate Focus Area



# WHAT OUR DELEGATES HAD TO SAY

*"I found the Festival enlightening and the enthusiasm of all the delegates was infectious!"*

– Jackie Smith, Utopia Media

*"It's a great place to network"*

– Gabrielle Béroff-Gallard, Institut France

*"Many many thanks for a wonderful festival. It truly was inspiring and valuable as a filmmaker and for my project."*

– Karin Slater, Project Delight (in de light)

*"It was a wonderful experience for me, I really enjoyed and was moved by the feedback... it is always magic for me to witness how much the cinema is an universal language."*

– Sari Turgeman with regards to her Masterclass

Docubox/Britdoc Cocktail in the DFM Industry Lounge.



# MEDIA AND MARKETING

A robust media campaign was implemented throughout the year, increasing brand awareness for the Durban FilmMart.

- The media campaign included print, broadcast, online and outdoor advertising.
- Monthly newsletter mail-outs were sent to industry professionals, including a weekly countdown mailshot leading up to the commencement of the sixth Durban FilmMart.
- Local print media partner, The Callsheet, produced daily electronic newsletters which were distributed by them to both their local and African databases.
- Programme and broadcast partner Afridocs produced live daily broadcasts from DIFF/DFM 2015, which were screened every evening on ED (DStv channel 190) and GOtv (channel 65). The AfriDocs strand is seen in 49 countries by satellite, and terrestrially to an additional 100 cities in eight countries.

MEDIUM	A.V.E (ZAR)	PR VALUE (ZAR)
Print Coverage	1 554 830.87	4 664 492.61
Online Coverage	5 443 716.37	16 331 149.11
Broadcast Coverage	130 163.00	390 489.00
<b>TOTAL DFM MEDIA</b>	<b>7 128 710.24</b>	<b>21 386 130.72</b>



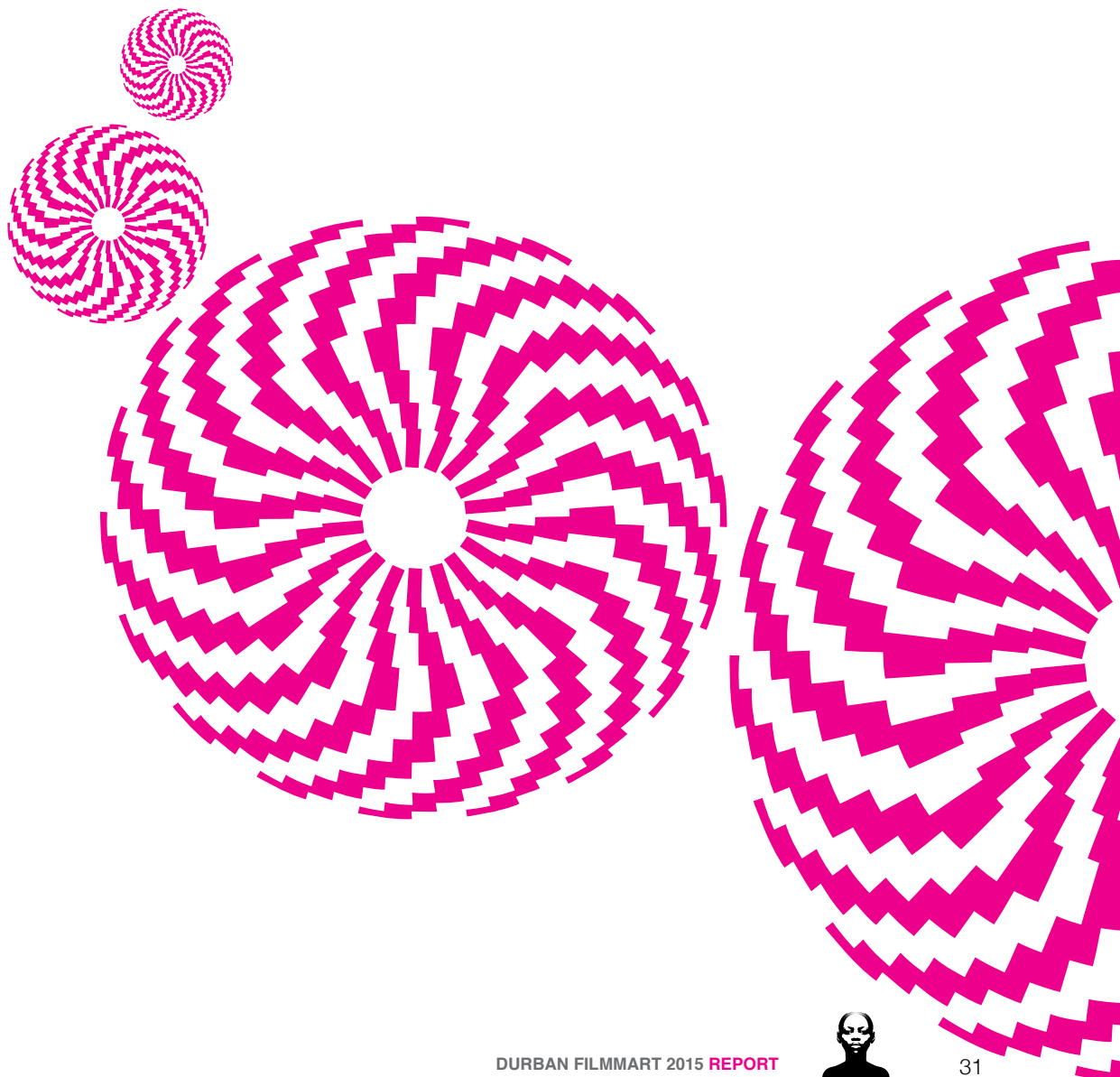
**PRINT SERVICE**

Date	Headline	Source media	Country/region	AVE
29/05/2015	Selection for Durban FilmMart announced	BEREA MAIL	KwaZulu-Natal	5 758.61
29/05/2015	Fest dates for film about dilemma over mining	MERCURY (First Edition)	KwaZulu-Natal	18 791.18
01/06/2015	The Shore Break to co-premiere at Encounters and DIFF	SCREEN AFRICA	South Africa	6 205.16
01/06/2015	A busy time	SCREEN AFRICA	South Africa	7 561.25
01/06/2015	KwaZulu-Natal: A Firm Favourite for Feature Films	FILMMAKERS GUIDE, THE	South Africa	47 328.37
01/06/2015	PART 1 of 4 - Durban FilmMart turns Six	SCREEN AFRICA	South Africa	135 239.53
05/06/2015	Using film to touch lives	CAPE ARGUS, Tonight	Western Cape	44 596.50
05/06/2015	Using film to touch lives	STAR, Tonight	South Africa	86 510.00
08/06/2015	Finest of the African doccies and fiction films	MERCURY (First Edition)	KwaZulu-Natal	28 106.46
12/06/2015	36th International Durban Film Festival	GOVERNMENT PUBLICATIONS: Ezasegagasini Metro	KwaZulu-Natal	2 448.16
26/06/2015	SA film to open Durban Festival	MERCURY, Good Life	KwaZulu-Natal	23 662.96
26/06/2015	This Weekends Events	WOZA WEEKEND	KwaZulu-Natal	66 695.97
01/07/2015	Durban International Film Festival Durban Filmmart	SCREEN AFRICA	South Africa	0.00
01/07/2015	Feast of Film	WESTVILLE TIMES	KwaZulu-Natal	718.20
01/07/2015	Africa a treasure trove of stories for filmmakers	DAILY NEWS (Late Final)	KwaZulu-Natal	20 244.86
01/07/2015	Durban Filmmart and Durban International Film Festival offer up a feast of film and business	CALLSHEET, THE	South Africa	20 625.13
01/07/2015	EVENTS	CALLSHEET, THE	South Africa	22 186.40
01/07/2015	PART 1 of 2 – DFM Success Stories 2010-2015	SCREEN AFRICA	South Africa	64 599.38
01/07/2015	PART 1 of 5 – Ongoing and ever evolving	SCREEN AFRICA	South Africa	159 608.13
03/07/2015	This Weekend's Events	WOZA WEEKEND	KwaZulu-Natal	64 077.42
04/07/2015	SA's efforts are bearing fruit at DIFF	WITNESS WEEKEND, THE, Explore	KwaZulu-Natal	23 727.18
10/07/2015	Durban International Film Festival to boost local filmmakers	GOVERNMENT PUBLICATIONS: Ezasegagasini Metro	KwaZulu-Natal	19 723.84
10/07/2015	This weekend's events	WOZA WEEKEND	KwaZulu-Natal	62 537.10
12/07/2015	Welcome to the 36th Durban International Film Festival	SUNDAY TRIBUNE, Supplement A	KwaZulu-Natal	42 454.81
12/07/2015	Themes and Focus Areas	SUNDAY TRIBUNE, Supplement A	KwaZulu-Natal	45 391.40
13/07/2015	Brink Honoured at Festival	NEW AGE, THE	South Africa	29 047.20
13/07/2015	More French Films at DIFF	WITNESS, THE, Arts	KwaZulu-Natal	43 930.38
16/07/2015	KZN WHAT'S ON	NEW AGE, THE	South Africa	32 810.40
17/07/2015	Business Model Boot Camp for DFM	SOUTH COAST SUN	KwaZulu-Natal	7 046.77
17/07/2015	PART 1 of 2 – The Actor, a demonic thriller	WOZA WEEKEND	KwaZulu-Natal	23 228.06
17/07/2015	Durban International Film Festival 2015	BEREA MAIL	KwaZulu-Natal	34 654.47
17/07/2015	This weekend's events	WOZA WEEKEND	KwaZulu-Natal	48 396.94



**PRINT SERVICE**

Date	Headline	Source media	Country/region	AVE
20/07/2015	What's On	NEW AGE, THE	South Africa	13 994.40
23/07/2015	And the winners are...	WEEKLY GAZETTE (Central)	KwaZulu-Natal	17 341.05
24/07/2015	Business model boot camp at DFM	SOUTHLANDS SUN	KwaZulu-Natal	6 498.40
24/07/2015	Singh remains a driving force in SA film industry	PRETORIA NEWS, Tonight	Gauteng	22 525.19
24/07/2015	This weekends events	WOZA WEEKEND	KwaZulu-Natal	22 827.58
24/07/2015	Singh remains a driving force in SA film industry	DAILY NEWS, Tonight	KwaZulu-Natal	36 465.89
24/07/2015	Singh remains a driving force in SA iilm industry	STAR, Tonight	South Africa	78 729.38
25/07/2015	Eight awards and over 900 business meetings at Durban FilmMart	WITNESS WEEKEND, THE, Explore	KwaZulu-Natal	5 307.95
01/08/2015	Africa Is Busting with Stories	SCREEN AFRICA	South Africa	23 053.59
01/08/2015	Durban FilmMart 2015 Highlights	CALLSHEET, THE	South Africa	72 639.90
07/08/2015	Sibs Shongwe-La Mer Wins Best South African Director Award In Durban	BUGLE REGIONAL LIFESTYLE MAGAZINE, THE	KwaZulu-Natal	17 535.32





ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
20/05/2015	Official Project Selection for the 6th Durban FilmMart Announced in Cannes Yesterday	Getitonline.co.za - Get It	South Africa	21 890.72
21/05/2015	Official selection for 6th Durban FilmMart	Artslink.co.za - Arts Link	South Africa	39 889.31
21/05/2015	6th Durban FilmMart selects its projects	lafrica.com - Entertainment	South Africa	76 862.94
21/05/2015	DFM announces selected African projects at Cannes	Bizcommunity.com - Biz Community	South Africa	92 982.08
21/05/2015	DFM announces selected African projects at Cannes	Bizcommunity.com - Biz Community	South Africa	93 190.56
22/05/2015	Official Project Selection for 6th Durban FilmMart Announced in Cannes	Durbanlife.wordpress.com - Durban Life	South Africa	17 022.32
22/05/2015	Official Project Selection for the 6th Durban FilmMart Announced in Cannes	Filmcontact.com - Film Contact	South Africa	28 602.63
22/05/2015	Official project selection for the 6th Durban FilmMart announced	Screenafrica.com - Screen Africa	South Africa	28 985.53
22/05/2015	Official Project Selection for the 6th Durban FilmMart Announced in Cannes	Sacreativenetwork.co.za - SA Creative Network	South Africa	29 708.19
23/05/2015	6th Durban FilmMart Delegate Registration	Artsmart.co.za - Art Smart	South Africa	9 329.26
23/05/2015	Eco-film premieres at Film Festivals	Artslink.co.za - Arts Link	South Africa	45 258.26
25/05/2015	Eco-film about controversial titanium mining to co-premiere at Encounters and the Durban International Film Festivals	Sacreativenetwork.co.za - SA Creative Network	South Africa	39 571.15
25/05/2015	Eco-film The Shore Break premieres at film festivals	Filmcontact.com - Film Contact	South Africa	39 591.86
25/05/2015	6th Durban FilmMart announces project selection at Cannes	Goingplacessa.com - Going Places SA	South Africa	44 057.52
25/05/2015	Eco-film about controversial titanium mining to co-premiere at Encounters International Documentary- and the Durban International Film Festivals	Showme.co.za - Show me South Africa	South Africa	58 394.94
25/05/2015	Eco-film about controversial titanium mining to co-premiere at Encounters International Documentary- and the Durban International Film Festivals	Showme.co.za - Show me South Africa	South Africa	58 611.82
26/05/2015	Selection for Durban FilmMart announced	Bereamail.co.za - Berea Mail	South Africa	8 457.28
26/05/2015	The Shore Break to co-premiere at Encounters and DIFF	Screenafrica.com - Screen Africa	South Africa	39 553.57
26/05/2015	The Shore Break to co-premiere at Encounters International Documentary Festival and DIFF	Screenafrica.com - Screen Africa	South Africa	39 630.15
01/06/2015	6th Durban Filmmart Official Project Selection	Artsmart.co.za - Art Smart	South Africa	8 386.79
04/06/2015	Produire au Sud partners with Durban FilmMart	Screenafrica.com - Screen Africa	South Africa	28 104.86
04/06/2015	Produire au Sud of Festival des 3 Continents, Nantes - France partners with Africa's Premier Film Market	Sacreativenetwork.co.za - SA Creative Network	South Africa	31 895.54
05/06/2015	The 36th Durban Film Festival	Mydurban.co.za - My Durban	South Africa	9 391.60
05/06/2015	eThekweni Municipality - Get ready for the 36th Durban Film Festival	Kzntopbusiness.co.za - KZN Top Business	South Africa	10 633.80



ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
05/06/2015	SA Film <i>Ayanda</i> announced as DIFF's opening night film	Getitonline.co.za - Get It	South Africa	19 474.59
05/06/2015	<i>Ayanda</i> to open Durban International Film Festival	Screenafrica.com - Screen Africa	South Africa	22 897.42
05/06/2015	SA Film <i>Ayanda</i> announced as DIFF's opening night film	Sacreativenetwork.co.za - SA Creative Network	South Africa	25 850.50
05/06/2015	SA Film <i>Ayanda</i> announced as DIFF's opening night film	Thecallsheet.co.za - Call Sheet	South Africa	26 458.39
05/06/2015	SA Cannes offering to open Durban Fest	lol.co.za/tonight - lol Tonight	South Africa	51 274.92
08/06/2015	Get ready for the 36th Durban Film Festival	Getitonline.co.za - Get It	South Africa	12 400.86
09/06/2015	<i>Ayanda</i> to open Durban International Film Festival	Filmcontact.com - Film Contact	South Africa	18 723.81
09/06/2015	<i>Ayanda</i> set to open film festival	Showbizzone.co.za - Showbiz Zone	South Africa	37 718.76
11/06/2015	6th Durban FilmMart Delegate Registration opens	Kzntopbusiness.co.za - KZN Top Business	South Africa	7 975.35
11/06/2015	Notice to Media: Durban International Film Festival	4RFV International Broadcast News	United Kingdom	0.00
18/06/2015	Official Project Selection for the 6th Durban FilmMart Announced in Cannes	Olori Supergal	Nigeria	0.00
18/06/2015	Produire au Sud of Festival des 3 Continents, Nantes – France partners with Africa's Premier Film Market	Olori Supergal	Nigeria	0.00
18/06/2015	SA Film <i>Ayanda</i> Announced as Durban International Film Festival's Opening Night Film	Olori Supergal	Nigeria	0.00
22/06/2015	Talents Durban 2015 Participants Announced	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	26 649.84
22/06/2015	Talents Durban 2015 Participants Announced	Thecallsheet.co.za - Call Sheet	South Africa	26 688.13
22/06/2015	Talents Durban 2015 Participants Announced	4RFV International Broadcast News	United Kingdom	0.00
22/06/2015	Event Line Up in Durban for July	Olori Supergal	Nigeria	0.00
23/06/2015	Durban International Film Festival 2015	Showme.co.za - Show me South Africa	South Africa	11 006.66
23/06/2015	DurbanZone - Durban Online Magazine & Radio Durban News, Durban Events, Durban Entertainment, lifestyle and schools	Durbanzone.co.za - Durban Zone	South Africa	16 224.63
23/06/2015	African filmmakers take part in Talents Durban	Screenafrica.com - Screen Africa	South Africa	26 458.39
23/06/2015	Talents Durban 2015 Participants Announced - Durban International Film Festival	Sacreativenetwork.co.za - SA Creative Network	South Africa	27 520.84
23/06/2015	DFM to host leading industry professionals	Screenafrica.com - Screen Africa	South Africa	33 044.27
23/06/2015	DFM 2015 to host leading industry professionals	Screenafrica.com - Screen Africa	South Africa	33 580.33
23/06/2015	Durban FilmMart to host leading Financiers, Producers and Broadcasters for its sixth edition July 17 - 20, 2015	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	35 954.31



ONLINE SERVICE				
Date	Headline	Source media	Country/region	AVE
23/06/2015	Durban FilmMart to host leading Financiers, Producers and Broadcasters for its sixth edition July 17 - 20, 2015	Thecallsheet.co.za - Call Sheet	South Africa	35 992.60
23/06/2015	Durban FilmMart to host leading Financiers, Producers and Broadcasters for its sixth edition	Megazonehitradio.com - MegaZone Hit Radio	South Africa	56 983.78
23/06/2015	DFM to host leading industry professionals	4RFV International Broadcast News	United Kingdom	0.00
23/06/2015	DFM 2015 to host leading industry professionals	Screen Africa	South Africa	0.00
23/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	Ballito - ShowMe	South Africa	0.00
23/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	Durban - ShowMe	South Africa	0.00
23/06/2015	DFM 2015 to host leading industry professionals	4RFV International Broadcast News	United Kingdom	0.00
23/06/2015	Durban FilmMart to host leading Financiers, Producers and Broadcasters for its sixth edition	DurbanZone Online Magazine	South Africa	0.00
23/06/2015	African filmmakers take part in Talents Durban	4RFV International Broadcast News	United Kingdom	0.00
24/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	Getitonline.co.za - Get It	South Africa	11 090.91
24/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	Showme.co.za - Show me South Africa	South Africa	20 712.04
24/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	Showme.co.za - Show me South Africa	South Africa	20 928.92
24/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	4RFV International Broadcast News	United Kingdom	0.00
25/06/2015	A busy time	Screenafrica.com - Screen Africa	South Africa	15 584.03
26/06/2015	Talents Durban 2015 Participants	Artsmart.co.za - Art Smart	South Africa	4 760.07
26/06/2015	Backsberg Audience Choice Award for The Shore Break at Encounters	Sacreativenetwork.co.za - SA Creative Network	South Africa	14 277.43
29/06/2015	Durban FilmMart Success Stories 2010-2015	Sacreativenetwork.co.za - SA Creative Network	South Africa	65 501.19
29/06/2015	Durban FilmMart Success Stories 2010-2015	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	67 696.72
29/06/2015	Durban FilmMart Success Stories 2010-2015	Thecallsheet.co.za - Call Sheet	South Africa	67 735.01
29/06/2015	Durban FilmMart Success Stories 2010-2015	Get it Online	South Africa	0.00
29/06/2015	Durban FilmMart Success Stories 2010 – 2015	Olori Supergal	Nigeria	0.00
30/06/2015	DIFF announces 2015 Programme	Screenafrica.com - Screen Africa	South Africa	76 618.29
01/07/2015	NFVF Call for applications - South Africa-Brazil Co-production Forum	4RFV International Broadcast News	United Kingdom	0.00
01/07/2015	Africa a treasure trove of stories for filmmakers	iol.co.za/dailynews - Daily News	South Africa	11 097.15
01/07/2015	Africa a treasure trove of stories for filmmakers	Daily News (ePaper)	South Africa	81135.28
02/07/2015	The Shore Break	Famous Publishing	South Africa	0.00



ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
02/07/2015	DIFF announces 2015 programme	Filmcontact.com - Film Contact	South Africa	76 082.23
02/07/2015	NFVF call for applications: SA-Brazil Co-production Forum	Screen Africa	South Africa	0.00
02/07/2015	NFVF call for applications: SA-Brazil Co-production Forum	4RFV International Broadcast News	United Kingdom	0.00
03/07/2015	Durban Film Mart	Screenafrica.com - Screen Africa	South Africa	4 173.61
03/07/2015	Durban FilmMart	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	21 901.88
03/07/2015	Durban FilmMart	Thecallsheet.co.za - Call Sheet	South Africa	21 901.88
03/07/2015	NFVF Call for Applications : South Africa-Brazil Co-Production Forum	4RFV International Broadcast News	United Kingdom	0.00
03/07/2015	NFVF Call for Applications : South Africa-Brazil Co-Production Forum	4RFV International Broadcast News	United Kingdom	0.00
04/07/2015	Backsberg Award for The Shore Break	Artsmart.co.za - Art Smart	South Africa	4 604.98
04/07/2015	<i>Ayanda</i> to Open DIFF	Artsmart.co.za - Art Smart	South Africa	8 112.40
06/07/2015	36th Durban International Film Festival 16-26 July 2015	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	86 382.24
06/07/2015	36th Durban International Film Festival 16-26 July 2015	Thecallsheet.co.za - Call Sheet	South Africa	86 420.53
07/07/2015	Durban Film Mart 2015 announces partners' awards for this year's market - Durban News	Durbannews.co.za - Durban News	South Africa	17 608.08
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Screenafrica.com - Screen Africa	South Africa	25 501.14
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Showme.co.za - Show me South Africa	South Africa	37 574.46
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Showme.co.za - Show me South Africa	South Africa	37 791.34
07/07/2015	Durban FilmMart 2015 Announces Partners' Awards	Olori Supergal	Nigeria	0.00
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	4RFV International Broadcast News	United Kingdom	0.00
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	4RFV International Broadcast News	United Kingdom	0.00
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Ballito - ShowMe	South Africa	0.00
07/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Durban - ShowMe	South Africa	0.00
07/07/2015	Urucu to host Semaine De La Critique screenings at DIFF	4RFV International Broadcast News	United Kingdom	0.00
08/07/2015	Explore the world of DIFF on iTunes Durban International Film Festival - July 16-26, 2015	Sacreativenetwork.co.za - SA Creative Network	South Africa	12 209.39
08/07/2015	SA film fest on iTunes	Showbizzone.co.za - Showbiz Zone	South Africa	19 518.36
08/07/2015	Durban FilmMart announces partners and new awards	Zobo.co.za	South Africa	0.00



ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
09/07/2015	DIFF associated films available on iTunes	Screenafrica.com - Screen Africa	South Africa	9 457.63
09/07/2015	International director Jean-Jacques Annaud leads French delegation at DIFF	Screenafrica.com - Screen Africa	South Africa	57 281.84
09/07/2015	International director Jean-Jacques Annaud leads French delegation at DIFF	4RFV International Broadcast News	United Kingdom	0.00
09/07/2015	DIFF associated films available on iTunes	4RFV International Broadcast News	United Kingdom	0.00
10/07/2015	Jean-Jacques Annaud leads French delegation at Durban Film Festival	Filmcontact.com - Film Contact	South Africa	15391.58
10/07/2015	Time to bring magic to the marketplace	BDlive	South Africa	14 781.00
10/07/2015	Jean-Jacques Annaud leads French delegation at Durban Film Festival	4RFV International Broadcast News	United Kingdom	0.00
10/07/2015	Produire Au Sud at Durban Film Mart	4RFV International Broadcast News	United Kingdom	0.00
12/07/2015	France Partners with Durban FilmMart	Artsmart.co.za - Art Smart	South Africa	9 901.90
12/07/2015	Nollywood's Poor Showing at Durban Film Fest	The Guardian Nigeria	Nigeria	0.00
13/07/2015	36th Durban International Film Festival, 16-26 July 2015	Filmcontact.com - Film Contact	South Africa	82 017.18
13/07/2015	Durban Film Mart partners announce awards for this year's festival	The Witness Digital Edition	South Africa	71542.03
13/07/2015	More French films at DIFF	PressDisplay.com	Canada	12 702.28
14/07/2015	Business model boot camp at DFM	Southcoastsun.co.za - South Coast Sun	South Africa	9 425.52
14/07/2015	SA low budget indie screens at DIFF	Screenafrica.com - Screen Africa	South Africa	10 989.23
14/07/2015	Explore the world of DIFF on iTunes	Filmmakerfrica.co.za - Filmmaker Africa	South Africa	11 908.19
14/07/2015	Explore the world of DIFF on iTunes	Thecallsheet.co.za - Call Sheet	South Africa	11 908.19
14/07/2015	Restless Talent Management hosts pitch event at DFM	Screenafrica.com - Screen Africa	South Africa	16 924.18
14/07/2015	The Shore Break screening at Suncoast	Durbanzone.co.za - Durban Zone	South Africa	17 481.78
14/07/2015	DFM Business Model Canvas workshops	Screenafrica.com - Screen Africa	South Africa	17 613.40
14/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Filmmakerfrica.co.za - Filmmaker Africa	South Africa	25 616.01
14/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Thecallsheet.co.za - Call Sheet	South Africa	25 616.01
14/07/2015	Green Light for Wild Coast Toll Road disputed	Getitonline.co.za - Get It	South Africa	33 389.17
14/07/2015	DFM Business Model Canvas workshops	4RFV International Broadcast News	United Kingdom	0.00
14/07/2015	Durban International Film Festival 2015	Architect Africa Online	South Africa	0.00
14/07/2015	Restless Talent Management hosts pitch event at DFM	4RFV International Broadcast News	United Kingdom	0.00





ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
14/07/2015	SA low budget indie screens at DIFF	4RFV International Broadcast News	United Kingdom	0.00
14/07/2015	Restless Talent Management to Reprise The Restless Pitch at DIFF 2015	4RFV International Broadcast News	United Kingdom	0.00
15/07/2015	Six 'must see' films at DIFF 2015	Bereamail.co.za - Berea Mail	South Africa	15 630.16
15/07/2015	Six 'must see' films at DIFF 2015	Bereamail.co.za - Berea Mail	South Africa	15 649.92
15/07/2015	Durban International Film Festival promises fun time for film lovers	Times LIVE	South Africa	54 599.33
16/07/2015	36th Durban International Film Festival	Mycomlink.co.za - My Community	South Africa	5 940.00
16/07/2015	2013 DFM project wins Backsberg Audience Choice Award for 'The Shore Break' at Encounters	Screenafrica.com - Screen Africa	South Africa	13 975.85
16/07/2015	Restless Talent Management to Reprise The Restless Pitch at DIFF 2015	Sacreativenetwork.co.za - SA Creative Network	South Africa	16 981.79
16/07/2015	Fireworx Media Celebrates it's 7th Birthday in Durban This Year	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	21 863.59
16/07/2015	Fireworx Media Celebrates it's 7th Birthday in Durban This Year	Thecallsheet.co.za - Call Sheet	South Africa	21 863.59
16/07/2015	36th Durban International Film Festival	Artsmart.co.za - Art Smart	South Africa	26 353.37
16/07/2015	DFM success stories	Screenafrica.com - Screen Africa	South Africa	63 063.63
16/07/2015	Triggerfish Story Lab to launch at DFM	Screen Africa	South Africa	0.00
16/07/2015	DFM success stories	4RFV International Broadcast News	United Kingdom	0.00
16/07/2015	Triggerfish Story Lab to launch at DFM	4RFV International Broadcast News	United Kingdom	0.00
16/07/2015	The Mammoth 36th Durban International Film Festival kicks-off today with a lineup of over 200 films	Indiewire Blogs	United States	200 707.87
16/07/2015	Durban Festival Spotlights Strong Slate of African Films	Variety	United States	530 789.60
16/07/2015	2013 DFM project wins Backsberg Audience Choice Award for 'The Shore Break' at Encounters	Screen Africa	South Africa	0.00
16/07/2015	Durban Festival spotlights strong slate of African Films	Ghana Web	Ghana	40 543.88
16/07/2015	Restless Talent Management to Reprise The Restless Pitch at DIFF 2015	Olori Supergal	Nigeria	0.00
16/07/2015	2013 DFM project wins Backsberg Audience Choice Award for 'The Shore Break' at Encounters	4RFV International Broadcast News	United Kingdom	0.00
17/07/2015	DFM Opens the Transmedia Lab to the Public	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	10 682.91
17/07/2015	DFM Opens the Transmedia Lab to the Public	Thecallsheet.co.za - Call Sheet	South Africa	10 721.20
17/07/2015	DIFF films available on iTunes	Yomzansi.com - Yo Mzansi	South Africa	14 309.28
17/07/2015	Restless Talent Management to Reprise The Restless Pitch at DIFF 2015	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	16 885.89
17/07/2015	Restless Talent Management to Reprise The Restless Pitch at DIFF 2015	Thecallsheet.co.za - Call Sheet	South Africa	16 885.89



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Date	Headline	Source media	Country/ region	AVE
17/07/2015	DIFF films available on iTunes	Yo'Mzansi	South Africa	0.00
17/07/2015	2013 DFM project wins Backsberg Audience Choice Award for The Shore Break at Encounters	Balancingact-Africa.com	United Kingdom	5 878.74
17/07/2015	DIFF associated films available on iTunes	Balancingact-Africa.com	United Kingdom	5 878.74
17/07/2015	Durban FilmMart 2015 announces partners' awards for this year's market	Balancingact-Africa.com	United Kingdom	5 878.74
17/07/2015	Durban FilmMart Opens Screen Doors to African Talent	Wopular	United States	5293.82
17/07/2015	DFM Masterclass attempts to demystify film sale process	4RFV International Broadcast News	United Kingdom	0.00
17/07/2015	DFM Masterclass attempts to demystify film sale process	Screen Africa	South Africa	0.00
17/07/2015	EAVE ON DEMAND IN LAGOS - Project development workshop for writers & producers	EAVE	Luxembourg	0.00
17/07/2015	Durban FilmMart 2015 announced partners' awards for this year's market	4RFV International Broadcast News	United Kingdom	0.00
18/07/2015	Durban FilmMart opens the Transmedia Lab	Screenafrica.com - Screen Africa	South Africa	9 227.89
18/07/2015	KZN's film-induced tourism strategy	Screenafrica.com - Screen Africa	South Africa	17 651.69
18/07/2015	Durban FilmMart Opens Screen Doors to African Talent	Congoo News	United States	0.00
18/07/2015	Durban FilmMart opens the Transmedia Lab	4RFV International Broadcast News	United Kingdom	0.00
18/07/2015	KZN's film-induced tourism strategy	4RFV International Broadcast News	United Kingdom	0.00
18/07/2015	Stefano Tealdi talks pitching for the international market	4RFV International Broadcast News	United Kingdom	0.00
18/07/2015	Stefano Tealdi talks pitching for the international market	Screen Africa	South Africa	0.00
19/07/2015	DFM delegates day two	Screenafrica.com - Screen Africa	South Africa	3 101.49
19/07/2015	DFM delegates day two	4RFV International Broadcast News	United Kingdom	0.00
19/07/2015	Seen at DFM day three	4RFV International Broadcast News	United Kingdom	0.00
19/07/2015	Seen at DFM day three	Screen Africa	South Africa	0.00
20/07/2015	DFM 2015: The Restless Pitch	Screenafrica.com - Screen Africa	South Africa	3 829.00
20/07/2015	Videovision continues to support the development of African film	Screenafrica.com - Screen Africa	South Africa	11 180.68
20/07/2015	Britdoc and Docubox Join Forces to Launch Good Pitch 2 Kenya 2016	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	14 626.78
20/07/2015	Britdoc and Docubox Join Forces to Launch Good Pitch 2 Kenya 2016	Thecallsheet.co.za - Call Sheet	South Africa	14 665.07
20/07/2015	Industry players discuss the role of short films	Screenafrica.com - Screen Africa	South Africa	24 697.05



ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
20/07/2015	DFM script writing masterclass stresses the importance of the protagonist	Screenafrica.com - Screen Africa	South Africa	28 564.34
20/07/2015	Perspectives from the next generation of African cinema at DFM	Screenafrica.com - Screen Africa	South Africa	29 751.33
20/07/2015	Film commissions push cooperation and collaboration at DFM 2015	Screenafrica.com - Screen Africa	South Africa	54 180.35
20/07/2015	'Dis Ek, Anna' to debut at DIFF	4RFV International Broadcast News	United Kingdom	0.00
20/07/2015	Perspectives from the next generation of African cinema at DFM	4RFV International Broadcast News	United Kingdom	0.00
20/07/2015	DFM script writing masterclass stresses the importance of the protagonist	4RFV International Broadcast News	United Kingdom	0.00
20/07/2015	Film commissions push cooperation and collaboration at DFM 2015	4RFV International Broadcast News	United Kingdom	0.00
20/07/2015	Industry players discuss the role of short films	4RFV International Broadcast News	United Kingdom	0.00
20/07/2015	Videovision continues to support the development of African film	4RFV International Broadcast News	United Kingdom	0.00
20/07/2015	DFM 2015: The Restless Pitch	4RFV International Broadcast News	United Kingdom	0.00
21/07/2015	DFM 2015: Toni Monty	Screenafrica.com - Screen Africa	South Africa	3 254.65
21/07/2015	DFM 2015: Ingrid Kopp	Screenafrica.com - Screen Africa	South Africa	3 484.39
21/07/2015	DFM 2015: Sari Turgeman talks story development	Screenafrica.com - Screen Africa	South Africa	3 484.39
21/07/2015	Film bodies 'must unite in promoting destination SA'	Gautengfilm.org.za - Gauteng Film Commission SA	South Africa	13 860.98
21/07/2015	Durban's Videovision Entertainment Supports DFM and DIFF	Filmcontact.com - Film Contact	South Africa	19 757.64
21/07/2015	The NFVF and Anciné discuss SA-Brazil co-production at DFM	Screenafrica.com - Screen Africa	South Africa	31 206.35
21/07/2015	2015 Durban FilmMart Award winners	Filmcontact.com - Film Contact	South Africa	38 634.61
21/07/2015	2015 Durban FilmMart Award winners	Screenafrica.com - Screen Africa	South Africa	38 672.90
21/07/2015	2015 Durban FilmMart Award winners	Screen Africa	South Africa	0.00
21/07/2015	2015 Durban FilmMart Award winners	4RFV International Broadcast News	United Kingdom	0.00
21/07/2015	DFM 2015: Sari Turgeman talks story development	4RFV International Broadcast News	United Kingdom	0.00
21/07/2015	DFM 2015: Toni Monty	4RFV International Broadcast News	United Kingdom	0.00
21/07/2015	Writer's Table Screen Writing Initiative	4RFV International Broadcast News	United Kingdom	0.00
21/07/2015	Durban's Videovision Entertainment Supports DFM and DIFF	4RFV International Broadcast News	United Kingdom	0.00



ONLINE SERVICE				
Date	Headline	Source media	Country/ region	AVE
21/07/2015	DFM 2015: Ingrid Kopp	4RFV International Broadcast News	United Kingdom	0.00
21/07/2015	The NFVF and Anciné discuss SA-Brazil co-production at DFM	4RFV International Broadcast News	United Kingdom	0.00
22/07/2015	Durban's Videovision Entertainment Supports DFM and DIFF	Karabomokgoko.co.za - Karabo Mokgoko	South Africa	7 762.25
22/07/2015	Britdoc and Docubox partner on African pitching forum	Screenafrica.com - Screen Africa	South Africa	14 703.36
22/07/2015	Biographical documentary: from DIFF to ZIFF 2015	Screenafrica.com - Screen Africa	South Africa	16 234.96
22/07/2015	2015 Durban FilmMart Award winners	Sacreativenetwork.co.za - SA Creative Network	South Africa	38 576.90
22/07/2015	2015 Durban FilmMart Award winners	Olori Supergal	Nigeria	0.00
22/07/2015	Britdoc and Docubox partner on African pitching forum	4RFV International Broadcast News	United Kingdom	0.00
22/07/2015	Biographical documentary: from DIFF to ZIFF 2015	4RFV International Broadcast News	United Kingdom	0.00
22/07/2015	2015 Durban FilmMart Announces 8 Award winners	Indiewire Blogs	United States	200 707.87
22/07/2015	Eight awards at this year's Durban FilmMart	Bizcommunity.com	South Africa	12 118.45
22/07/2015	Biographical documentary to close ZIFF 2015	4RFV International Broadcast News	United Kingdom	0.00
22/07/2015	Spier Films to develop joint film slate with SA filmmakers	4RFV International Broadcast News	United Kingdom	0.00
23/07/2015	2015 Durban FilmMart Award winners	Durbanzone.co.za - Durban Zone	South Africa	11 787.63
23/07/2015	2015 Durban FilmMart Award Winners	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	38 098.55
23/07/2015	2015 Durban FilmMart Award Winners	Thecallsheet.co.za - Call Sheet	South Africa	38 136.84
23/07/2015	NFVF participation at DIFF	4RFV International Broadcast News	United Kingdom	0.00
24/07/2015	Urucu Media and DIFF bring Cannes Critics' Week to South Africa	Screenafrica.com - Screen Africa	South Africa	25 960.62
24/07/2015	Singh a driving force in film industry	iol.co.za/tonight - iol Tonight	South Africa	48 136.92
24/07/2015	Business Canvas Model Boot Camp at DFM 2015	Olori Supergal	Nigeria	0.00
24/07/2015	Urucu Media and DIFF bring Cannes Critics' Week to South Africa	4RFV International Broadcast News	United Kingdom	0.00
24/07/2015	Urucu Media and DIFF bring Cannes Critics' Week to South Africa	Screen Africa	South Africa	0.00
24/07/2015	Co-Producing with Brazil	4RFV International Broadcast News	United Kingdom	0.00
27/07/2015	Co-Producing with Brazil	4RFV International Broadcast News	United Kingdom	0.00
28/07/2015	The Writing Studio helps writers prepare for The Triggerfish Story Lab	4RFV International Broadcast News	United Kingdom	0.00



**ONLINE SERVICE**

Date	Headline	Source media	Country/region	AVE
28/07/2015	Six Independent Film Teams from Across the African Continent Sought for Inaugural Good Pitch Kenya 2016 Initiative	Indiewire Blogs	United States	200 707.87
29/07/2015	Necktie Youth Wins Best South African Film and Best Director Awards in Durban	Thevent.tv - The Vent	South Africa	23 624.93
29/07/2015	Necktie Youth Wins Best South African Film and Best Director Awards in Durban	Sacreativenetwork.co.za - SA Creative Network	South Africa	23 702.92
29/07/2015	Uganda films on show at Durban Film Festival	The Observer	Uganda	0.00
29/07/2015	Southern Africa: Uganda Films on show at Durban Film Festival	All Africa.com	United States	66 297.38
30/07/2015	Necktie Youth wins	Famous Publishing	South Africa	0.00
31/07/2015	Necktie Youth Wins Best South African Film and Best Director Awards in Durban	4RFV International Broadcast News	United Kingdom	0.00
02/08/2015	Necktie Youth wins big at DIFF	The Nation	Nigeria	126 310.59
06/08/2015	Durban FilmMart 2015 Highlights	Filmmakerafrica.co.za - Filmmaker Africa	South Africa	49 815.29
06/08/2015	Durban FilmMart 2015 Highlights	Thecallsheet.co.za - Call Sheet	South Africa	49 853.58
06/08/2015	Sibs Shongwe-La Mer Wins Best South African Director Award In Durban	The Bugle	South Africa	0.00
07/08/2015	2015 Durban Filmmart Award Winners	Artsmart.co.za - Art Smart	South Africa	12 097.02
07/08/2015	GFC honours, rewards short film-makers at DIFF	Gautengfilm.org.za - Gauteng Film Commission SA	South Africa	19 259.87
26/08/2015	Writers Table screenwriting programme call for applicants	4RFV International Broadcast News	United Kingdom	0.00
26/08/2015	The Writers' Table screenwriting initiative	4RFV International Broadcast News	United Kingdom	0.00
27/08/2015	Opportunities	Balancingact-Africa.com	United Kingdom	5 878.74
27/08/2015	SA family film secures global distribution	4RFV International Broadcast News	United Kingdom	0.00
31/08/2015	AFDA Cape Town film wins Best Student Short Film Award	Filmcontact.com - Film Contact	South Africa	105 986.72
07/09/2015	NFVF releases mid-year box office report for 2015	4RFV International Broadcast News	United Kingdom	0.00
08/09/2015	The NFVF to position SA film industry at the TIFF	4RFV International Broadcast News	United Kingdom	0.00
09/09/2015	Pan-African Triggerfish Story Lab receives 1 378 entries from 30 countries	4RFV International Broadcast News	United Kingdom	0.00





**BROADCAST SERVICE**

Date	Headline	Source media	Country/ region	AVE
26/06/2015	Durban FilmMart profile	SAFM	South Africa	29 406.00
23/07/2015	Sanjeev Singh on Videovisions association with the Durban International Film Festival	East Coast Radio	KwaZulu-Natal	1 576.00
24/07/2015	Durban Film Festival – Continue	SABC News	South Africa	94 000.00
24/07/2015	The 2015 Durban FilmMart	SAFM	South Africa	5 181.00



# PUBLICITY

## The Callsheet

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Zama Mkosi - NFFV CEO



Trick Mama Industry Meeting



KZN Film-Induced Tourism Presentation

# DURBAN FILMMART

## 2015 Highlights

### 2015 Durban FilmMart Award Winners

After a packed four day programme of project pitching, industry masterclasses, seminars and workshops, and networking, the 6th Durban FilmMart (DFM) came to a close with the announcing of the market awards and grants at the awards and closing function sponsored by Videovision Entertainment.

The DFM saw around 550 guests from 26 countries, 32 workshop and panel discussion sessions presented by various local and international industry experts and professionals.

"It has been an extremely productive and pleasing market this year, with over 900 official business meetings documented in the Finance Forum," says Toni Monty, Head of the Durban Film Office, which partners with the DIFF to present the DFM. "The Durban FilmMart is considered one of Africa's most important film finance platforms: this is borne out of the fact that we have been able to track the progress of many of the projects which had their beginnings at the market which have successfully made it to the screen. This year the Durban International Film Festival was able to screen six DFM alumni films, a concrete indication that this model is working well."

The closing night awards dinner saw key local and international partners of the annual co-production market, award a number of projects with development support through cash grants, invitations to partner markets or business support, to take the projects through the next stages of development.

This year eight awards were made by an evaluation panel made up of local and international film industry experts. Recipients of the 2015 DFM awards are as follows:

**The Sundance Institute Documentary Film Program award** for a documentary film project that demonstrates potential for strong storytelling craft, artistic use of visual language, originality, feasibility, and relevance went to **The Other Half of The African Sky** directed and produced by Tapiwa Chipfupa which receives a cash award of \$7 000 for further development.

Afidocs, the broadcast stream that sees African and other international documentaries screened across 49 countries of sub-Saharan Africa on a weekly basis, awarded a €3 000 grant for an **outstanding documentary project** to **Truck Mama** directed and produced by Zipporah Nyaruri and co-directed by Peggy Mbiyu.

The **CineMart Award**, sponsored by the co-production market of the International Film Festival Rotterdam, awarded the fiction project **Sunflowers Behind a Dirty Fence** directed by Simon Mukali and produced by Nathan Magoola, with an opportunity to attend the Rotterdam Lab, a five-day training and networking event bringing together producers from all over the world.

The International Documentary Film Festival of Amsterdam (IDFA) awarded the **most promising documentary project** at the DFM, **Truck Mama** directed and produced by Zipporah Nyaruri and co-directed by Peggy Mbiyu, with an opportunity to attend the IDFA

Forum, the largest and most influential meeting place for documentary filmmakers, producers, commissioning editors, funds, private financiers and other documentary stakeholders in Europe, from November 23 to 25.

**The New Cinema Network awarded Riot Waif** directed by Zinaid Meeran and produced by Jean Meeran an opportunity to attend the 10th edition NCN in Rome, where the producer/director will be able to present the project to film companies at an international level.

Produire au Sud of Festival des 3 Continents (Nantes), awarded the fiction project "**Inkabi The Hitman**" directed by Norman Maake and produced by Peter Pohorsky with an opportunity to attend its developmental workshop program, PAS, where they will be given tools, expertise, and opportunities to develop European networks.

The **Restless Pitch** awarded, a one-on-one consultation with Restless Talent Management co-founder Tendeka Matatu, to two projects: **Brace Yourself** by Thati Peele, and **Lucky** by Jacobus van Heerden. The company will provide development services such as image-building and positioning, project packaging, PR, and advice on film sales, distribution and promotion. Restless Talent Management also made a special mention of Mark Waambui for **Heterophobe** for an edgy and challenging concept.

Durban's Videovision Entertainment, awarded the **Best South African Film Project "Inkabi The Hit Man"** directed by Norman Maake and produced by Peter Pohorsky a prize



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which guarantees the films release once it is completed. The prize includes marketing and distribution support from Videovision Entertainment and is valued at R75 000.

Videovision Entertainment, which is acknowledged as the leading film entertainment company in South Africa, has had a strong relationship with the Durban International Film Festival for three decades, providing top local and international films to

be screened at the festival.

"We are thrilled to be so much more involved with this year's DFM," says Anant Singh, CEO of Videovision Entertainment. "As a Durban-based company, we are committed to development of the South African film industry, especially in the KwaZulu Natal province. By supporting the DFM, we are able to contribute to the development of Durban as a film industry hub."

## THE NFVF'S Audience Research Report

The NFVF presented their research report to a rapt audience in the last session of the first day of DFM.

Key findings and recommendations below:

### Content Preferences

- SA audiences take film quality into consideration, these include factors such as professionalism, acting, language, plot, format, interest, accessibility, social class and location, among others.
- Lack of attention to audience preferences – SA film does not always consider what the audience wants.

- Local audiences need for entertainment – local audiences need to experience a sense of satisfaction and have entertainment value.
- Desire for cultural reference – SA audience wants to feel a sense of belonging by seeing cultural iconography which appeal to their sense of self and place in society.
- International insight into SA – Local films should tell the world about SA stories, cultures and heritage. There are many stories to tell.
- Authentic local stories need to be showcased – SA film does not always represent a true reflection of SA life, and so, many people watch more international content than local.

### General perception and attitude towards SA movies

SA audiences prefer foreign film content above SA film content. Three factors drive this choice: SA audiences can watch local content for free, SA audiences perceive SA films as being of poorer quality, and the star quality aspect of foreign films. ▶



Tapiwa Chipupa (The Other Half of the African Sky)





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ATFT Marche du Film and CineMart press conference at DFM



KZN is focusing on film induced tourism over the coming years.

The impact of foreign content and culture on SA audiences – SA audiences imitate other countries' way of life and style of dress, especially the US and UK.

### Major Findings

- Gender: Female 53% and Male 47%
- Race: Black African 80% Coloured 10% White 6% Indian/Asian 4%
- Relationship: Single 64% Married 24% Co-habiting 5% Widowed 4% Divorced 3%
- Employment: Employed 24% Unemployed 20% Students 20% Employed & Studying 8% Studying and Seeking Employment 4% Pensioners 4%

### Typical SA film audience

- Adult: Single economically active female, urban dweller, educated.
- Child: 5 to 12 years, accompanied by a parent or guardian.
- Youth: 13 to 16 years, mostly attend with their friends.

### SA or Foreign Film?

- 55% No preference as long as the storyline is interesting
- 19% Prefer SA films
- 18% Prefer foreign films
- 6% There aren't enough SA films to watch
- 2% Other

## A SA Strategy To Harness Film-Induced Tourism in KZN

Did you know that visitor numbers to Forks, Washington increased by 1 000% following the release of the *Twilight* films? Or that tourism increased in New Zealand by 200% after the *Lord of the Rings* premiered? Chinese road movie *Lost in Thailand* is explicitly cited as the main reason for the 44% increase in Chinese tourists visiting Thailand. These numbers are not to be brushed off, and the KZN Film

Commission has developed a draft strategy to harness this incredible opportunity.

Carol Coetzee, CEO of the KZN Film Commission, presented the draft Film-Induced Tourism Strategy for KwaZulu-Natal at Durban FilmMart 2015. She stated that there are four key factors, based on an extensive literature review, that influence film tourism. They are:

- The tourists and their decision-making process
- Success of filmed content
- Strategic approach of destination marketing organisation
- Government incentives
  - For tourism promotion companies
  - For establishing services and products, particularly for SMMEs
  - For attracting international films
  - For local production

Carol Coetzee cited a number of international examples of best cases, for instance:

- The Wallace Monument in Scotland saw a 100% tourism increase after *Braveheart*
- The Crown Hotel in England is fully booked three years in advance since the release of *Four Weddings and a Funeral*
- The National Park in Sydney saw a 200% increase in 2000 after *Mission Impossible 2*
- Lyme Park in England saw a tourism increase of 150% after *Pride and Prejudice*

The strategic objectives of the Film-Induced Tourism Strategy are as follows:

- Establish a clear port of call in the Province that will be the first point of contact for any parties interested in filming in the province, in order to stimulate film-induced tourism promotion and attraction
- To provide tourism-related film destination support services that will promote tourism destinations and facilities as assets in the production value-chain
- To provide extensive production support

that will attract prospective filmmakers to the province, moreover to KZN's key tourism destinations

- Ensure international standards of professionalism are adhered to by film and tourism role-players, and enhance local customer service training, tour guiding and story-telling capacity to increase the attractiveness of KZN as a film-tourism destination
- Partnering with relevant organisations and producers to encourage promotion of KZN as a film and tourism location
- Identify appropriate target markets that would find film-induced tourism appealing, and use appropriate marketing channels to promote KZN's destinations, particularly film destinations
- Develop promotional packages and campaigns designed to boost film-induced business tourism
- Develop film-tourism and ancillary products for leisure tourists

We commend the KZN Film Commission on this comprehensive strategy, and we look forward to reporting on its progress.

## The Marche Du Film – Festival De Cannes And Rotterdam Lab Sa Producer Development Programme

The Marché du Film of Festival du Cannes, and CineMart, part of the International Film Festival Rotterdam, partners with the Association for Transformation in Film and Television (ATFT) to create a development programme for five South African black producers to attend the Rotterdam Lab and the Marché du Film's Producers Network in 2016. The five producers and their projects will be selected by the ATFT in collaboration with the Marché du Film and the Rotterdam CineMart and preference will be given to producers who have completed a film



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theatrically released.

The programme consists of three stages: producers partake in the Rotterdam Lab in January 2016, next the producers and their projects are work shopped in South Africa two months prior to the Marché du Film, and lastly, the producers go to Cannes and are enrolled into the Producers Network, where there is a spotlight on them and their projects at one of the Breakfast Meetings of the Producers Network. In Cannes, meetings with distributors and financiers will be arranged to support further development of the projects.

The Rotterdam Lab is a five-day training workshop for young and emerging producers designed to build up their international network and their experience at an international festival and market. Participation in the Rotterdam Lab provides producers with the confidence and skills to navigate the festival circuit and meet professionals who can help finance their projects. Next to the panel discussions, participants take part in so-called 'speed dating' sessions in which they meet with industry delegates in person and receive advice about their own projects. In addition to the organised Lab programme producers can strengthen their network and participate in all other CineMart events, like networking lunches, cocktails and other panels.

The workshop in South Africa will take place over three days with two experts bringing their expertise on international co-production and on international distribution. The two experts will follow-up with the five delegates after the workshop to help them prepare for their participation to the Producers Network at the Marché du Film in Cannes.

The Producers Network hosts more than 500 producers from around the world for a series of meetings and unique events specifically designed to stimulate international

co-production and optimize networking. During a week, with a different programme each day, producers are given opportunities to meet the potential partners that will move their projects forward, namely co-producers, sales agents, distributors and financiers. The SA Producers selected will participate in this programme and a spotlight on them will be presented at one of the Breakfast Meetings. In addition the SA Producers will be introduced to a selection of international guests during a luncheon organized by the Marché du Film and ATFT.

To apply to the programme, ATFT database members need to respond to the callout they will receive on email and apply to both the Rotterdam CineMart and Marché du Film delegations and submit their project via the online application form. To join the database sign up on the ATFT website at [www.atft.info](http://www.atft.info).

## Britdoc and Docubox Join Forces to Launch Good Pitch 2 Kenya 2016

On day 3 of Durban Filmmart, part of the Durban International Film Festival, a new joint initiative has been announced between UK-based documentary organisation, BRITDOC and the East African documentary film funder, Docubox. The two organisations are collaborating to produce the pitching forum Good Pitch 2 Kenya, which will connect Africa's best social justice documentaries with new partners and funders.

Good Pitch is a project of BRITDOC in partnership with the Ford Foundation and Surindance Institute Documentary Film Program. Since 2009, Good Pitch has been bringing together documentary filmmakers with foundations, NGOs, campaigners, philanthropists, policymakers, brands and media around leading social and environmental issues – to forge coalitions and campaigns that are

good for all these partners, good for the films and good for society.

The Good Pitch 2 programme was developed in 2011 to enable regional organisations to host their own Good Pitch 2 events. In 2015 there are Good Pitch programmes operating in the US, Europe, Australia, South East Asia, Argentina and now Kenya. Good Pitch 2 Kenya will be taking place in Nairobi in October 2016. It will present up to seven film-making teams to pitch their feature documentary and its associated audience engagement campaign in front of a live audience of funders and changemakers.

Once selected, these teams will receive sustained mentorship and professional development over the course of a year. This will include two campaign development workshops, taking place right after project selection and again on the eve of the live event.

The organisers are looking for six independent film teams from across the African continent ready to join the 2015/16 programme:

- Films that tackle a significant national or global issue or have something important to show us about the world and ourselves
- Film teams who are looking for partnerships and funding to help their film create change around leading social and environmental issues
- Films that are currently in production and will be 60– minutes in length when finished
- English-speaking filmmakers who are citizens of an African country

The call for entries is now open and will close on November 2nd 2015.

To find out more information and apply, [click here](#) or contact Judy Kibinge, Docubox: [judykibinge@gmail.com](mailto:judykibinge@gmail.com) or Elise McCave, Britdoc: [elise@britdoc.org](mailto:elise@britdoc.org)





# Weekly Gazette (Central)

Date: 23-07-2015

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## And the winners are...



After a packed four day programme of project pitching, industry masterclasses, seminars and workshops, and networking, the 6th Durban FilmMart (DFM) came to a close with the announcing of the market awards and grants at the awards and closing function sponsored by Videovision Entertainment.

The DFM saw around 550 guests from 26 countries, 32 workshop's and panel discussion sessions presented by various local and international industry experts and professionals. This year 8 awards were made by an evaluation panel made up of local and international film industry experts.



## Business model boot camp at DFM

THE Durban FilmMart (DFM), in partnership with the Documentary Filmmakers' Association, the Canadian Film Centre (CFC) Media Lab and the National Film and Video Foundation, will host one-and-a-half day closed workshops on the powerful Business Model Canvas (BMC) tool for South African filmmakers at this year's DFM, which takes place during the Durban International Film Festival from 17 to 20 July.

The success of Alex Osterwalder's book *Business Model Generation* and subsequent workshops based on the book has resulted in the demystification of business model design. With BMC, licensed under Creative Commons, Osterwalder and his associates have created a visualisation tool to help business owners determine which set of business models may work for their product.

The business model canvas is a design tool to help businesses to get their first principles right - starting with who their customer might be.

The BMC boot camp will walk participants through the business model canvas using methods developed by Osterwalder and further evolved by the CFC Media Lab for the creative content industries. The workshop will take a participatory approach in order to create an empowering and interactive working environment that fosters understanding, discussion, creativity and analysis.

The workshop team will lead content producers through a series of exercises in order to help participants identify their various business models and provide blueprints for their current and future projects.

Filmmakers will learn how to apply BMC to each individual project, identifying the different elements, connecting them, and learning how to integrate them in order to enhance their work and deliver an optimal final product.

Due to its visual and narrative approach to business planning, the model is easy to understand and interpret for those who lack training in business management theory.

In addition to this practical application to current projects, six South African trainers will learn to train content producers how to use the tool, thus expanding the legacy of the programme beyond the Durban FilmMart. It is anticipated that BMC will become a widely used tool in the SA and African film industries. Tshego Molefe, a member of the Documentary Filmmakers Association who participated in a BMC workshop in 2014, said: "The Business Model Canvas allowed me to view the documentary process in a different form.

Pulling back from the story and getting a bird's eye view of the entire process was refreshing and helpful, especially to a producer who wants to maintain a sustained business around production."

The sixth Durban FilmMart takes place in Durban, at the Tsogo Sun Elangeni from 17 to 20 July, during the 36th edition of the Durban International Film Festival (16 to 26 July).

For more information on the Durban FilmMart and to register as a delegate, visit [www.durbanfilmmart.com](http://www.durbanfilmmart.com).



# Daily News (Late final)

Date: 01-07-2015

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## Africa a treasure trove of stories for filmmakers

**NOSIPHO MNGOMA  
and CARISSA MARNCE**

AFRICA is no longer just the backdrop for the next jungle movie; instead, the continent's "treasure chest of rich stories", are making the world stand up and take notice.

This is thanks to initiatives like the Durban FilmMart, a co-production platform for filmmakers to connect with investors with the aim of getting film projects to the screen.

This year, six films which started out as FilmMart development projects, will be screened at the Durban International Film Festival (DIFF), including the opening night film, *Ayanda*.

The initiative was founded by the Durban Film Office, the film industry development arm of the eThekweni Municipality.

Film office head Toni Monty said on Monday that the idea came about out of a need to create a platform to assist filmmakers develop their film projects, access finance and the markets – one of the key chal-

lenges in the industry.

"Developing a project relies heavily on the filmmakers having an extensive network of industry professionals," she said. The partnership with the country's longest running film festival, DIFF, was a no-brainer, as was inviting pitches from all over Africa.

One cross-country collaborative success story is a film called *Boda Boda Thieves*, pitched at FilmMart 2011 as a development project.

Directed by Ugandan filmmaker Donald Mugisha and produced by South African James Tayler and Kenyan Sarah Muhoho, it will be screened at the festival this month.

From this year's call out, 19 projects were selected for the four-day event, featuring a finance forum, master classes, an Africa in Focus workshop and seminar programme and numerous networking functions. "We assign mentors to work with the filmmakers even before they arrive at FilmMart.



**Under the feet of community activist and leader Nonhle Mbuthuma is not just the the untouched sand and pristine water of the Wild Coast, but titanium deposits, the proposed mining of which has torn apart the people of her village. Their story is captured in the documentary *The Shore Break*, a DFM development project which has already won two awards and will be screened at the Durban International Film Festival next month.**

It really is a match-making process, and we look for investors who are particularly interested in African content," said Monty.

The last two days of the four-day event – which runs

during the festival – are for the presentations of the packages and pitch.

In its six years, FilmMart has helped to facilitate 80 African co-production projects, many of which have subse-

quently been produced as acclaimed films.

A FilmMart 2012 project screening at the festival is *The Shore Break*, by award winning filmmaker Ryley Grunenwald.

The documentary follows the dilemma faced by a rural community on the Wild Coast because of a proposed titanium mining project and a national tolled highway in their area, one of the world's last untouched natural areas. It has already won two awards.

Speaking at the DIFF media launch yesterday, new festival director Pedro Pimenta said for the first time short films would be "positioned in a place of prestige within the festival programme" and screened at premier venues such as the cinemas at Suncoast and Musgrave.

Of the almost 1 000 short film entries, 62 were selected for screening in packages.

"Short films are the future of the industry. We want them to reach more audiences than they have been in the past," said Pimenta.





# The Witness Weekend, Explore

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## Eight awards and over 900 business meetings at Durban FilmMart

AFTER a four-day programme of project pitching, industry masterclasses, seminars and workshops the Sixth Durban FilmMart (DFM) announced the market awards and grants.

This year's DFM involved some 550 guests from 26 countries, who attended 32 workshops and panel discussion sessions presented by local and international industry experts and professionals.

Over 900 official business meetings were documented in the Finance Forum, said Toni Monty, head of the Durban Film Office, which partners with the Durban International Film Festival to present the DFM.

"The Durban FilmMart is considered one of Africa's most important film finance platforms. This is borne out of the fact that we have been able to track the

progress of many of the projects which had their beginnings at the market which have successfully made it to the screen.

"This year the DJFF was able to screen six DFM alumni films, a concrete indication that this model is working well."

The closing night awards dinner sees key local and international partners of the annual co-production market, award a number of projects with development support through cash grants, invitations to partner markets or business support, to take the projects through the next stages of development.

This year eight awards were made. Recipients are as follows:

- The Sundance Institute Documentary Film Programme award: *The Other Half of The African Sky* directed and produced by Tapwa Chisipanga, who receives a cash

award of \$7 000 (R88 655).

- Afrifocus awarded a €3 000 (R41 505) grant for an outstanding documentary project for *Trick Mama*, directed and produced by Ziporah Nyarui and co-directed by Peggy Mbiya.

• The CineMart Award, sponsored by the co-production market of the International Film Festival Rotterdam, went to the fiction project *Sunflowers Behind a Dirty Fence* directed by Simon Mubali and produced by Nathan Magoala. They have an opportunity to attend the Rotterdam Lab, a five-day training and networking event with producers from all over the world.

- The International Documentary Film Festival of Amsterdam (IDFA) award for the most promising documentary project went to Nyarui and Mbiya's

*Trick Mama*. They have the chance to attend the IDFA Forum, the largest and most influential meeting place for documentary film-makers in Europe.

- The New Cinenet Network award went to *Ror Waf* directed by Zinaid Mckenzi and produced by Jean Meeran. They have the chance to attend the 10th edition of NGN in Rome.

• The Procuire au Sud of Festival des 3 Continents (Nantes) award went to the fiction project *Inkabi "The Hill Man"* directed by Norman Maake and produced by Peter Hloosky.

- The Restless Pitch award of a one-on-one consultation with Restless Talent Management co-founder Tendeza Mbatia, went to *Braz Yaazad/By Thati Pevle*, and *Lukoy* by Jacobus van Heerden.
- Durban's Videowision Entertainment

award for the best South African film project went to *Inkabi "The Hill Man"*. The prize includes marketing and distribution support from Videowision Entertainment and is valued at R75 000.

"We had a very strong line-up of projects this year," said Monty. "We were pleased with the diverse topics and themes that have been explored in both the fiction and documentary sections, and with strong representation of filmmakers collaborating across the continent. The DFM has been placing emphasis on the telling of African narratives, and in doing so hope to continue to discover new African projects."

- For more information on the Durban FilmMart visit [www.durbanfilmmart.com](http://www.durbanfilmmart.com)
- Arts Editor



# Mercury (First edition)

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Akousa Adoma Owusu, the producer of *Unbalance*, a film from Ghana that has been selected for the Durban FilmMart.



Niren Toibi, director of the South African documentary *The Rainbow: Jazz for the Struggle, and the Struggle for Jazz*.

## Finest of the African doccies and fiction films

### GoodLife Reporter

**N**INETEEN documentaries and fiction feature film projects from around Africa have been selected for this year's Durban FilmMart (DFM), which takes place in Durban from July 17 to 20.

The venue will be the beachfront's Togo Sun Elangeni, and the event unfolds during the 46th Durban International Film Festival that runs at various venues from July 16 to 26.

The details of the selection were announced recently at a networking function at the South Africa Pavilion at the Cannes International Film Festival.

The Durban FilmMart, now in its sixth edition, has selected these projects from 120 submissions by African film-makers who wished to take part in the continent's premier finance and co-production market.

A joint initiative between the Durban Film Office and the Durban International Film Festival, the Durban FilmMart aims to raise the visibility of African cinema, stimulate production on the continent, and facilitate project collaboration among African film-makers.

The Durban FilmMart creates an optimum platform for African film-makers, financiers, broadcasters and top movie experts to converge, network and spark creative thinking around current and future projects.

"This year, we are pleased to welcome projects from a diverse range of countries on the continent, including Ghana, Ivory Coast, Uganda, Nigeria, Kenya, Zimbabwe and South Africa," says Tani Monty of the Durban Film Office.

"The DFM has become an important springboard for projects that have been conceptualised by African film-makers, to support them as the projects move from the idea to exhibition.

"Over the past 30 years we have seen many projects go on to be awarded further opportunities to develop at various other markets, and eventually be screened in cinemas and festivals around the globe.

"In previous years, past DFM projects have been selected for the Durban International Film Festival, testimony to the value this market adds to the development process."

A panel, comprising African and international film professionals, had to mediate and score submissions, culminating in a selection discussion of shortlisted projects in both the documentary and fiction section.

These feature and documentary film-makers will be attending the Durban FilmMart for

one-on-one meetings with potential investors and co-producers in the Finance Forum.

The nine documentary projects selected are:

- *After Marikana – The End of Democracy* (South Africa): Producer Anita Khama, director Rehad Desai.
- *Amal* (Egypt): Producer Sara Böhmeyer, director Mohamed Sam.
- *Life and Times of John C* (South Africa): Producer Neil Brand, director Francois Verster.
- *Track Mama* (Kenya): Producer Zipporah Nyarui, co-directors Zipporah Nyarui and Negey Mbitia.
- *Not in My Neighbourhood* (South Africa): Producer-director Kurt Orderson.
- *Project Delight* (South Africa): Producer and director Karin Slater.
- *Terre Jaune* (Togo): Producers Sitou Ayite and Madje Ayite with Elisabeth Guthmann; directors Bouma Cherif Polana and Sitou Ayite.
- *The Other Half of the African Sky* (Zimbabwe): Producer-director Tapwa Chipfupa.
- *The Rainbow: Jazz for the Struggle, and the Struggle for Jazz* (South Africa): Producer Antoinette Engel, director Niren Toibi.

The 10 fiction films selected are:

- *Cactus Flower* (Egypt): Producer Hosam Elouan, director Hala Elsouky.
- *Imishi (The Hitman)* (South Africa): Producer Anco Hettling, director Norman Masha.
- *Laughing in the Best Colour* (Ghana): Producer Muhammad Mamuhani, director Chike Bekwe.
- *On the Way to Paradise* (South Africa): Producer Imman Jeeva, director Sara Blecher.
- *One More Night in Lagos* (Ivory Coast): Producer Tostin Coker, director Marina Niava.
- *Riot Wolf* (South Africa): Producer Jean Meeran, director Zinaid Mawrin.
- *Selma and Charlize* (South Africa): Producer Jumaid Ahmed, Tishana Spies, director Robyn Aronstein.
- *Sunflowers Behind a Dirty Fence* (Uganda): Producer Nathan Magoola, Director Simon Mukali.
- *The Tall Assassin* (South Africa): Producer Carolyn Carew, director Roy Zetitsky.
- *Unbalance* (Ghana): Producer Akousa Adoma Owusu, director P Sam Keese.





# CREDITS AND ACKNOWLEDGMENTS

## Steering Committee

**Durban Film Office, eThekweni Municipality:** Toni Monty, Sharon Ngcobo, Faiza Williams

**Durban International Film Festival, Centre for Creative Arts, University of KwaZulu-Natal:** Pedro Pimenta, Tiny Mungwe, Siphindile Hlongwa

**DFM Management:** Toni Monty

**Durban Film Office Team:** Faiza Williams, Fezile Peko, Gugu Radebe, Musa Ntuli, Sharon Ngcobo, Sibongiseni Shangase, Thembanani Mthembu

**Durban International Film Festival Team:** Londiwe Mtungwa, Luke Jouboert, Mitchell Harper, Musa Sibisi, Nolulamo Maquthu, Pedro Pimenta, Phumulani Mfeka, Sakhile Gumede, Samkeliso Mabaso, Sandile Makhathini, Sesethu Makinana, Siphindile Hlongwa, Thula Madladla, Tiny Mungwe, Vulane Mthembu, Wanda Mchunu

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**DFM Project Coordination:** Faiza Williams

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**Finance Forum Matchmaker:** Lucas Rosant

**Finance Forum Mentors:** Don Edkins and Lucas Rosant

**Doc Station Coordinator:** Menga Nhlabathini

**Industry Programme:** Tiny Mungwe

**Masterclasses Coordination:** Faiza Williams

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**Transmedia Lab:** Ingrid Kopp, Marc Schwinges, Rodney Place

**Business Canvas Model:** Tina Louise Smith, Documentary Filmmakers Association, National Film & Video Foundation

**Industry Programme Panellists:** Adriek van Nieuwenhuijzen; Alexander Stone; Andile Buwa; Anthony Silverston; Arya Laloo; Bheki Petersen; Bianca Taal; Carol Coetzee; Carolyn Carew; Christine Troestrum; Clive Fischer; Cosima Degler; Darryl Els; Desmond Mthembu; Don Edkins; Elizabeth Radshaw; Emmanuelle Jacq; Franco Human; Iole Giannattasio; Jackie Motsepe, Jane Maduegbuna; Jelena Goldbach; Jeremy Nathan; Jose Rodriguez; Judy Kibinge; Katarina Hedren; Kenneth Kaplan; Lucas Rosant; Mayenzeke Baza; Monica Rorvik; Phillip Hoffman; Rahdi Taylor; Ramadan Suleiman; Remi Burah; Simphiwe Ngcobo; Siphiso Risiba; Temba Wakashe; Tendeka Matatu; Terence Khumalo; Todd Brown; Tracey Dearham-Rainers; Trenton Birch; Vuyo Sekupa

**Industry Programme Facilitators:** Dylan Wilson; Lani Marsdorp; Shannelle Jewnarain, Sihle Mthembu

**Leading Lady Lounge:** Terry Pheto

**Guest Liaison and Event Coordination:** Thoughtfire

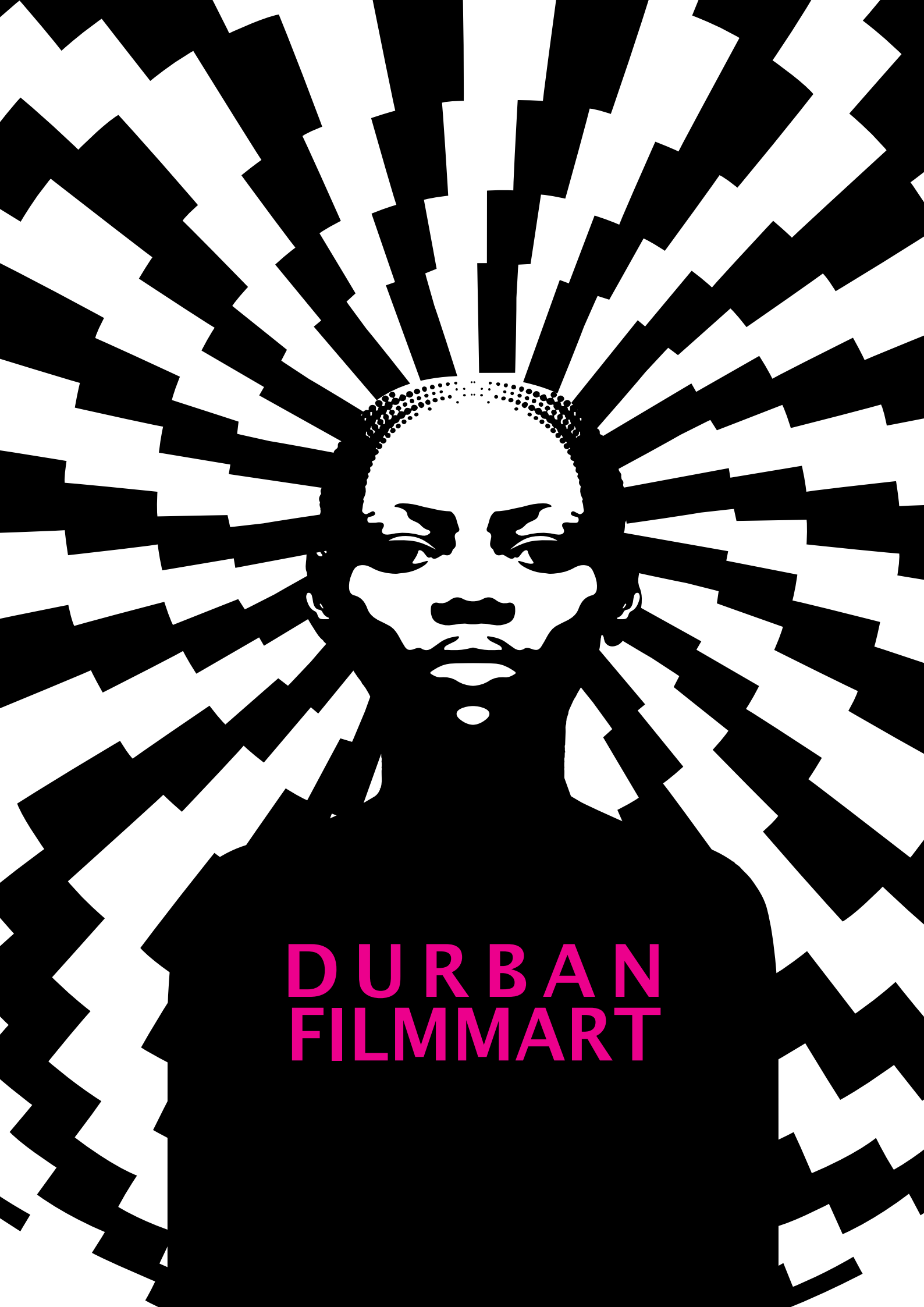
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# Durban FilmMart



at the Durban International Film Festival 2015

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