

DISRUPT!

THE SHAPE OF STORIES TO COME



12TH

Durban FilmMart

VIRTUAL EDITION 2021

2021 REPORT

13-22 AUGUST

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DISRUPT! DISRUPT!
THE SHAPE OF STORIES TO COME THE SHAPE OF STORIES TO COME

MESSAGE FROM THE CHAIR



The 12th DFM event once again exceeded expectations reaching 1 218 delegates from 73 countries with 67 different sessions by 217 speakers, panelists and moderators.

Despite the disruption we chartered a way to once again present opportunities over 10 incredible days of virtual panel discussions, workshops, presentations, pitches and meetings to an accumulative audience of 7 773 people. The recordings totalled 62 hours of webinars and hangouts and were extended to delegates to review after the event.

This year we had a total of 66 African Filmmakers who pitched their projects to panels of financiers, investors, sales agents and international markets. The resilience and courage of storytellers who continue to persevere against the odds is a testament to the talent we have in Africa. On behalf of the Board, I would like to thank our funders and partners who afforded further opportunities for these projects.

A huge congratulations to the DFM management team our General Manager Magdalene Reddy for your commitment in organizing an outstanding event, the curating team for an inspiring programme, the production team for many hours of work to ensure smooth operations and the marketing team for ensuring a huge attendance at the FilmMart. And to my Board for their unwavering support in showcasing African cinema to the world.

The DFM would not be possible without the loyal support of our core funders who share the same vision for African Cinema.

Jacintha de Nobrega

Jacintha de Nobrega

Chairperson

Durban FilmMart Institute

DISCUPT!
THE SHAPE OF STORIES TO COME

EXECUTIVE SUMMARY



2021 marked the 12th edition of the Durban FilmMart. Presenting the theme 'Disrupt! The Shape of Stories to Come', to over 1 000 leading and emerging African film professionals gathered from 73 countries.

We are in a world of many new challenges, new ways of working, and a new normal that has disrupted our film eco system.

Shifts that were happening organically and incrementally have suddenly accelerated at warp-speed over the last year, we've seen:

- Changes in production and distribution models, the closure of cinemas, the uncertainty of revenue and the growth of the online streamers have impacted the filmmaking landscape.
- Audiences also now have many more options at their fingertips resulting in changing consumption patterns.
- AI, new technologies and software development have introduced virtual production and new ways of shooting films, and this is taking off in a big way.
- Online training, workshops and discussions have expanded knowledge based and development opportunities.

The 2021 Durban FilmMart programme has interrogated these shifts, explored how filmmakers are responding, and discussed it means for the future of African storytelling through film.

Disruption is something we as individuals face daily now. When planning the 2021 DFM we were preparing to discuss disruptions being experienced in the global filmmaking community but in the week immediately prior to DFM South Africans and especially those of us living in Durban, KwaZulu-Natal experienced disruption on a massive scale as unrest, looting and violence swept across this province and then spread to Gauteng, with over 300 lives being lost in a matter of 5 to 7 days. This was disruption on another level, and we were therefore forced to postpone DFM to 13-22 August. Despite the disruption the DFM team presented the 2nd virtual edition consisting of 67 sessions by 217 speakers and panelists, 66 pitches by projects from 29 countries and 42 films – a programme that reflected resilience, courage, connectivity, and hope.

To build the Africa we want, the 2021 DFM aimed to connect producers, promote co-productions, and strengthen the African voice in film. Alongside returning programme streams such as Africa in Focus, DFM Conversations, Talents Filmmaker Talks, and DFM Hangouts, this year's programme introduced - Animation @ DFM which spotlighted the growing influence of animation on the continent and explored animation as a dynamic driving force within the continent's creative industries, Content Shop New Pathways highlighting how digital opportunities in the areas of training, sales, distribution and festival strategy can facilitate inclusivity and access and On the Mark which dialogued with actors.

Completing our 1st year as an independent entity, the Durban FilmMart Institute was proud to wrap up its first year-round programme outside the DFM calendar in June – DFM Access. This was a mentorship programme for 22 producers who are in early stages of their career development. Three of these projects were selected to participate in the DFM Pitch and Finance Forum.

DFM has always been a meeting point to facilitate important conversations with producers, funders and key industry role players and despite being virtual we continued to provide this successfully with the strong support our sponsors, partner markets, development organisations and funding bodies. The Durban FilmMart 2021 is produced by the Durban FilmMart Institute in partnership with principal funding from the EtheKwini Municipality's Durban Film Office, and sponsorships from the National Film and Video Foundation, KwaZulu-Natal Film Commission, Film and Publications Board, IEFTA and many loyal programme partners and sponsors.

On behalf of the Durban FilmMart 2021 Team, we thank you for your contribution to our 2021 edition, and for helping us create this platform for the business of film.

Magdalene Reddy

Magdalene Reddy

Durban FilmMart Institute

DFM IN NUMBERS



Total Item Count
2 508

Total AVE
R 115 319 705

Total Reach
290 529 821

TEAM



Magdalene Reddy
ACTING GENERAL
MANAGER



Mitchell Harper
PROGRAMME
CURATOR



Tiny Mungwe
PROGRAMME
CONSULTANT



Menzi Mhlongo
PROJECT
MANAGER



Faiza Williams
PROJECT
COORDINATOR



Maxine Burke
SPONSORSHIP
MANAGER



Thabang Lubisi
INTERN



Amanda Gumede
INTERN



Nikiwe Yika
INTERN

PR Team – SAFluence



Lee Rondganger



Nadia Davids



Se-Anne Koopman

MAIN SPONSORS



CITY OF DURBAN

His Worship, eThekweni Municipality
Mayor Cllr Mxolisi Kaunda



The City of Durban warmly thanks all delegates, stakeholders, and media from around the world for attending the 12th Durban FilmMart Virtual Edition.

Twelve (12) years ago, the City of Durban through the Durban Film office approved to fund the Durban Film Mart (DFM), a cooperation between the Durban Film Office (DFO) and the Durban International Film Festival (DIFF). The Durban Film Mart was created to provide a platform for African Filmmakers to connect and gain access to global markets, build strong networks and gain expertise and knowledge to their filming career.

In 2020, Durban Film Mart Institute (DFMI) was registered as a non-profit organisation with an independent board governing the company. The inaugural board of the DFMI is comprised of individuals from national film industry bodies.

Whilst we were disappointed that we were yet again unable to host you in person this year, I was excited to see that the Durban FilmMart team had found a way to keep these important conversations and meetings on the calendar. Despite the Covid-19 pandemic and Civil Unrests, the team was able to present the second ever Virtual edition of this very important African Film and Television Co-production Market.

Covid-19 as we all know, has disrupted businesses across all sectors, globally. These disruptions have impacted on economies all over the world. In our own beautiful City, due to Covid-19 and the recent Civil Unrests, most businesses have been unable to operate, and in many cases, have had to close their doors. The

Film and Television industry, has by its very nature, been severely impacted, and we as the City of Durban, are embarking on various economic recovery strategies to mitigate these impacts.

Despite these challenges, we prevailed, and the 12th Edition of the Durban FilmMart was an example of the resilience of the human spirit during difficult times. I was heartened by the unwavering support from partners, sponsors and industry participants involved in this virtual edition, despite the challenges we are experiencing, as individuals, as companies, organisations and governments.

This is a critical platform to ensure that our filmmakers are provided opportunities to showcase their works to the global marketplace, and for them to realize their highest potential.

We warmly acknowledge the growth in numbers of African films in the programme, particularly the increased numbers of Durban-made films, which stands as testament to the growth of the sector, and the City's vision of becoming a globally recognised 'Film City'.

We congratulate the organisers of the Durban FilmMart and the Durban FilmMart Institute Board for raising the voices of African storytellers, and ensuring the world is presented with authentic African narratives. The creative industry is one of the key engines towards achieving economic evolution on our Continent, and the eThekweni Municipality is proud to support the 2020 Durban FilmMart Virtual edition.

I thank you all for yet another a successful and fruitful edition Durban FilmMart!



NATIONAL FILM AND VIDEO FOUNDATION

Chief Executive Officer: Ms Makhosazana Khanyile



Congratulations to the *Durban Film Mart Institute* on a successful virtual instalment of the Durban Film Mart (DFM). The National Film and Video Foundation (NFVF) is proud to be associated with this business-centric marketplace as it aligns well with our mandate of growing the South Africa's film and video industry.

This year, through our continued partnership with SAGE, the NFVF excitedly extended the Rough-Cut Lab to the rest of the African continent. The NFVF also launched the South Africa-Netherlands Co-development Fund, named Thuthuka. The Fund is an initiative between the Netherlands Film Fund and the NFVF underpinned by the SA-Netherlands co-production treaty, and DFM was the perfect platform to launch this exciting initiative. The NFVF also sponsored workshops geared towards empowering key stakeholders in the industry and as such the Africa in Focus: Womxn in Film panel, was warmly received.

The NFVF, in pursuance of co-production opportunities for South African filmmakers, facilitated co-production sessions with New Zealand, the United Kingdom and Canada - countries which South Africa has co-production

treaties with. There were also sessions with Kenya and Tunisia in keeping with the promotion of the African agenda.

Partaking in the DFM has also enabled us to strengthen our industry-wide efforts of enabling commercially viable content to access receptive audiences by fostering connections and co-production collaborations. In this regard, it was an honour for us to sponsor two awards for Best Non-Fiction and Best Fiction at the 2021 DFM Awards and by so doing, engage with an eclectic array of filmmakers who made the theme "Disrupt – The Shape of Stories to Come" come to life.

Congratulations to *Eat Bitter* (Central African Republic), the documentary which won for Best Fiction and *Killing of a Beast* (South Africa), which won for Best Non-Fiction. These winners are but a taste of the stiff competition all around, which speaks to the power of storytelling and we are absolutely proud to be associated with the awards.



KWAZULU-NATAL FILM COMMISSION

Chief Executive Officer: Ms Carol Coetsee



The film Industry has been hit hard by the Covid-19. As we work towards sector recovery, it gives me great pleasure to convey my sincere congratulations and best wishes to the Durban FilmMart Institute for hosting another successful installment of the Durban FilmMart despite all the challenges they had to overcome. DFM has grown consistently over the past 12 years and developed a strong reputational brand and as the KwaZulu-Natal Film Commission we are proud to have been part of this journey.

DFM continues to play a pivotal role in bringing together different stakeholders in the audio visual industry,

enabling them to participate in in-depth conversations with industry leaders on various topics that affect the film industry. The virtual platform has allowed many more local filmmakers to participate and connect with an array of delegates from the industry both locally and internationally to secure funding, co-productions and market access for their productions.

We look forward to a continued partnership with the DFM in the years to come.



FILM AND PUBLICATIONS BOARD

Chief Executive Officer: Ms Nomvuyiso Batyi

The Film and Publication Board (FPB) is a long-standing supporter of the Durban Film Mart and Durban Film Festival. The quality of the event in 2021, as we have come to expect over the years, has been of an exceptional quality. The seamless evolution from a physical, in-person festival to a virtual engagement has been a pleasure to experience over two successive years.

In the face of a pandemic that has stolen our audiences away from our traditional film distribution platforms, and the uncertainty about the future health of our film sector, Durban Film Mart remains a shining beacon of hope that we can continue on despite our challenges as



long as we are working collaboratively as a collective, moving South Africa and Africa's film sector forward.

At the heart of the Durban International Film Festival is a mission to enable partnerships that strengthen the film industry and create opportunities for African voices. Once again, our thanks to DFM for creating these networks not only across South Africa, but also the continent – linkages from which we as the content regulator also benefit through our participation.



THE HIGH COMMISSION OF CANADA

High Commissioner Chris Cooter



The High Commission of Canada is proud to have supported another successful edition of the annual Durban FilmMart. With platforms like DFM, we are able to showcase Canadian talent and take hold of the opportunity for Canadian artists and creators to connect, share and collaborate with their local counterparts.

South Africa continues to be Canada's most significant cultural industries trading partner on the African continent and is ranked as a top ten partner country for Canada with regards to the number of productions over the last decade. In 1997, Canada and South Africa signed an audio visual co-production treaty. Since then co-productions continue to represent an important

part of the industry landscape in both South Africa and Canada. Similarly, the creative services sector in both countries is one of the drivers of sustainable economic opportunities, providing livelihoods for local communities while expanding business opportunities for small, medium and large enterprises.

We would like to thank the DFM Institute for keeping the industry momentum going, and for their continued willingness to engage with Canada over the years during this important event. We look forward to continued collaboration in the years to come.

PARTNERS AND SPONSORS

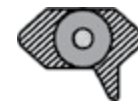
Principal Funders



Funders and Sponsors



Programme Partners



Media Partners



DFM 2021 OFFICIAL PROJECT SELECTION

PROJECT SELECTION

Evaluation Process

Project submissions for DFM 2021 were opened from December 2020 – February 2021.

With the assistance of the Development team at the Durban Film Office (DFO) all projects underwent a technical review to ensure that all necessary documentation was submitted before being sent for evaluation on 5 March.

Evaluation Panel

Fiction		
Marit van den Elshout	IFFR Pro (Cinemart)	The Netherlands
Lucas Rosant	MELIA films	France
Bridget Pickering	Bump Films	South Africa

Documentary		
Adriek Nieuwenhuyzen	IDFA	The Netherlands
Hicham Falah	FIDADOC ADIGIR	Morocco
Monica Rorvik	WESGRO	South Africa

Total Number of Projects Submitted	149
Total number of Fiction submitted	97
Total number of Documentary submitted	52



TOTAL NUMBER OF PROJECTS SELECTED	31
Total number of Fiction selected	16
Total number of Documentary selected	15

3 Projects which made the selection came from the inaugural DFM ACCESS programme

TOTAL NUMBER OF COUNTRIES REPRESENTED 14



PROJECT SELECTION

Fiction

2065 (working title) (South Africa) –

Producers: Carol Kioko, Carmen Sangion, and
Director: Carmen Sangion

Akashinga (working title) (Zimbabwe) –

Producer: Jérémie Palanque, Director: Naishe Nyamubaya

Combat de nègre et de chiens (Black Battle With Dogs)
(Senegal) – Producers: Charles de Meaux, Yanis Gaye,
Director: Joseph Gai Ramaka

Come Sunrise, We Shall Rule (Zimbabwe) –

Producer: Bramwel Iro, Co-producer: Sue-Ellen Chitunya,
Director: Nyasha Kadandara

Conversations with my Mother (Uganda) –

Producer: Juliana Kabua, Director: Samuel Tebandeke

Drummies (South Africa) –

Producer: Dries Scholtz, Director: Hanneke Schutte

Forget Me Not (South Africa) –

Producer: Cati Weinek, Director: Sibusiso Khuzwayo

Frontier Mistress (South Africa) –

Producer: Mfundu Vundla, Director: Charlie Vundla

Hamlet from the Slums (Egypt) –

Producer: Ahmed Amer (Egypt), Director: Ahmed
Fawzi-Saleh (Egypt)

Professional Mourners (South Africa)

(DFM ACCESS - FEATURE) – Producer: Sihle Ndaba,
Director: Amanda Lane, Writer: Anthony Oseyemi

Pretty Hustle (South Africa)

(DFM ACCESS - EPISODIC) –

Producers and Directors: Zoe Chiriseri and Rea Moeti

Requiem of Ravel's Bolero (South Africa) –

Producers: Sara Gouveia, Lindiwe Letwaba, Inka Kendzia,
Directors: Gregory Maqoma, Sara Gouveia, Inka Kendzia

Sakan Lelmoghtrebat (A House For Expats) (Egypt) –

Producers: Naji Ismail and Abdo Samir,
Director: Naji Ismail

The Day and Night of Brahma (South Africa) –

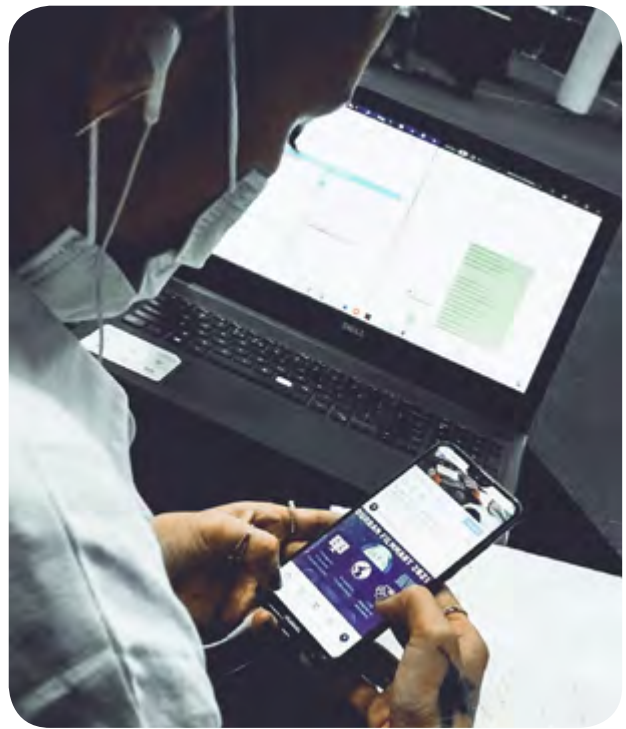
Producer: Carol Kioko, Director: Sheetal Magan

The Killing of A Beast (South Africa) –

Producer: Naledi Bogacwi, Director: Vusi Africa Sindane

The Mailman, The Mantis, and The Moon (Namibia) –

Producer: Valcerine Mouton, Director: Cecil Moller



Documentaries

Defying Ashes (Kenya) – Producer: Joan Njeri Maina, Director: Karanja Ng'endo

Doxandem, les chasseurs de rêves (Dream Chasers) (Senegal) – Producer: Yanis Gaye, Director: Saliou Sarr

Dusty & Stones (Swaziland) – Producer: Melissa Adeyemo, Director: Jesse Rudoy

Eat Bitter (Central African Republic) – Producer: Mathieu Faure, Co-producers: Orphe Zaza, Emmanuel Bamoy, Sol Sun, Pascale Appora-Gnekindy, Executive Producer: Steve Dorst, Director: Pascale Appora-Gnekindy, Co-director: Sol Sun

Ethel (Egypt) – Producers: Mohamed Siam and François Artemare, Director: Mohamed Siam

My Plastic Hair (South Africa) – Producers: Mamokuena Makhema, Yolanda K Mogatusi, Director: Yolanda K Mogatusi

Nzozing (Democratic Republic of Congo) – Producers: Nelson Makengo, Moimi Wezam, Director: Moimi Wezam

Part of the Pack (South Africa) – Producers: Emily Cross, Michael Cross (South Africa), Director: Emily Cross

The Possessed Painter: Abbès Saladi (Morocco) – Producer Mehdi Okacha, Director: Reda Lahmouid

The Woman Who Poked the Leopard (Uganda) – Producer: Rosie Motene, Director: Patience Nitumwesiga

Time of Pandemics (South Africa) – Producer: Anita Khanna, Director: Rehad Desai

Unfinished Journey (Uganda) – Producer: Liezel Vermeulen, Director: Joanna Higgs

Untitled: Miss Africa South (South Africa) – Producers: Bridget Pickering, Darren Kerr, Aliko Saragas-Georgiou and Jacqui-Lee Katz, Directors: Aliko Saraga-Georgiou and Jacqui-Lee Katz

Wataalat Loughatou él Kalami (Such a Silent Cry) (Tunisia) – Producer: Mehdi Hmili, Director: Walid Tayaa

Windward (DFM ACCESS) (South Africa) – Producer: Katie Taylor, Director: Marie Midcalf



TALENTS DURBAN



The 12th Durban FilmMart in cooperation with Berlinale Talents presented the 14th Talents Durban. Talents Durban is one of the seven Talents International programmes formed by Berlinale Talents in Africa and around the world including Talents Beirut in Lebanon, Talents Buenos Aires in Argentina, Talents Sarajevo in Bosnia-Herzegovina, Talents Tokyo in Japan, Talents Guadalajara in Mexico and Talents Rio in Brazil.

Talents Durban aims to have a streamlined developmental programme for emerging writer/directors that focuses on story development and to host virtual mentorship and hands-on training for emerging film critics/journalists. The inclusive programme tailor makes an impactful experience for all participants considering language, time zones internet connectivity barriers and other socio-economic factors. Selected participants received mentorship from industry leading experts, participated in lab discussions, group discussions, hangouts and mentor/alumni talks. The Durban Filmmart also presented Talent Filmmaker Talks during the market which were curated conversations especially for Talents but open to all DFM delegates.

TALENTS DURBAN LAB

The Talents Durban programme features three hands-on development programmes, presented in English and French: The Doc Lab, Storytelling Lab, and Talent Press. DOC Lab selects six documentary projects in development for coaching and mentoring towards participating in a public pitch at the DFM's pitching forum. The Storytelling Lab, a script-development programme for feature, short, episodic, and animation

projects. Talents are paired with mentors who assist in clarifying story structures and helping to arrive at an advanced draft of their script and a pitch deck to increase market viability. Talent Press, invited six critics to cover the films and events of the Durban International Film Festival and Encounters South African International Documentary Festival for online and print publications

The 6-week mentorship took place from the 7th of June till the 15th of July, culminating at the Durban FilmMart event that took place in 13-22 August 2021.

After the mentorship projects are presented at the Durban FilmMart Finance Forum (Story Junction) for an opportunity to receive feedback and recommendations. This opportunity also offers Talents a platform to network and engage in discussion concerning the future of film on the continent.

SELECTION OF PARTICIPANTS AND PROJECTS

Talents Durban 2021 call for entries opened for 6 weeks; 02 February to 19 March 2021 Applications were completed on the Berlinale Talents portal. This portal allows for the integration of prospective and selected talents on the Berlinale database which aims at profiling alumni.

An independent selection committee of industry experts participated in the process. The selection period was meant for 8 weeks, however ran over by two weeks (01 March – 07 May).



Selection Panel



CLAIRE DIOA



FIBBY KIORA



SHARON KAKORA



WILFRED OKICHE

Total number of Projects Submitted	386
Total number of Completed Projects Submitted	181
Total number of Projects Selected	32
Total number Film Critics Selected	6
Total number of Countries Represented	15

TALENTS DURBAN 2021 SELECTION

Fiction Feature

Kinafo (Cote D'Ivoire) – Animation Director: Adja Soro

The Northern Lights (L'Aurore Boréale) (Tunisia) – Director: Oubeyd Ayari

Dance Rosa! (Rosa Baila!) (Mozambique) – Screenwriter: Milvia Atiana

Bushrider (Bosryer) (South Africa) – Director: Aadil Dhalech

Yvette (Kenya) – Director: Se'ydou Mukali

The Path of Ruganzu (Part 2) (Sierra Leone) – Director: Lloyd Zachariah

Fiction Shorts

Whispers From My Mother (Kenya) – Director: Patricia Geula

The Lantern (La Lanterne) (Benin) – Director: Nelly Behanzin

Trouble (Wahala) (Nigeria) – Director: Sunny King

Crisis (Cote D'Ivoire) – Director: Rita Ambeu

The Pet (Cameroon) – Director: Njitam Amos

Why the Cattle Wait (South Africa) – Director: Phumi Morare

Mob Passion (South Africa) – Director: Twiggy Matiwana



TALENTS DURBAN 2021 SELECTION

Documentary

Fanta Sacko (Mali) – Director: Kanouté Kankou

Hear Me Out (South Africa) –
Director: Colean Nacken

A History of Distance (South Africa) –
Director: Michael James

Solo Moms (Nigeria) – Screenwriter: Ann Sarafina

Searching for Woody (Egypt) – Director: Sara Shazli

Terror Scars (Marcas de Terrorismo) (Mozambique) –
Director: Elisio Bajone

Animation

Egg (YAI) (Kenya) – Screenwriter: Justus Macharia

The Stonemason (South Africa) –
Animation Director: Erentia Bedeker

Twins (Ibeji) (Nigeria) –
Screenwriter: Omotunde Akiode

Lioness (La Lionne) (Democratic Republic of the
Congo) – Director: Christian Mokuba

The Memory Keepers (Les Gardiens de la Mémoire)
(Cote D'Ivoire) – Animation Director: Roland 'Kouadio'
Oka

Episodic

Choice Assorted (South Africa) –
Screenwriter: Obvious Nomaele

Meet My Family (Zimbabwe) –
Screenwriter: Ian Msakanda

Outer Rim Job (South Africa) –
Director: Xolelwa 'Ollie' Nhlabatsi

Adam to Eve (Kenya) – Director: Lizz Njagah

Talent Press (Film Critic/ Journalist) Selection

Hélio Nguane (Mozambique)

Adham Youssef (Egypt)

Aina Randrianatoandro (Madagascar)

Thabisa Ngcobo (South Africa)

Precious 'Mamazeus' Nwogu (Nigeria)

Buule Gabriel (Uganda)



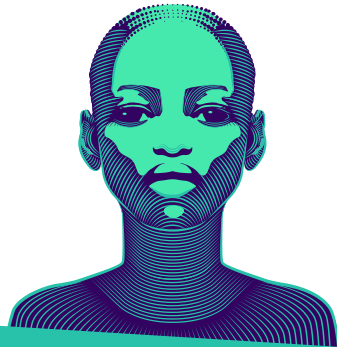
PARTNER PROJECTS

JUMPSTART

Produire au Sud of the Festival des 3 Continents, Nantes, and Institut Francais-South Africa continue their partnership with the Durban FilmMart for the 10th edition of the story lab programme Jumpstart. This incubator programme is one of the international partnerships established by DFM across its 12 year history to develop cinema on the African continent.

Focussing on project packaging for the international market, six South African filmmakers will be introduced to key techniques and tools for scriptwriting and storytelling processes.

- Bedrock (South Africa)
- God’s Work (South Africa)
- Who Keeps the Silence? (South Africa)
- The Farmer’s Tale (South Africa)
- Soweto on Fire (South Africa)
- The Story of A Thorn (South Africa)



Complete Projects Breakdown	75
DFM Docs	15
DFM Fiction	16
Talents Durban	32
HotDocs Fellows	5
Lusophone Spotlight	5
Jumpstart	6

The Selection Panel (Readers) included:



JÉRÉMIE DUBOIS
Independent Scriptwriter/
Consultant & Film Director



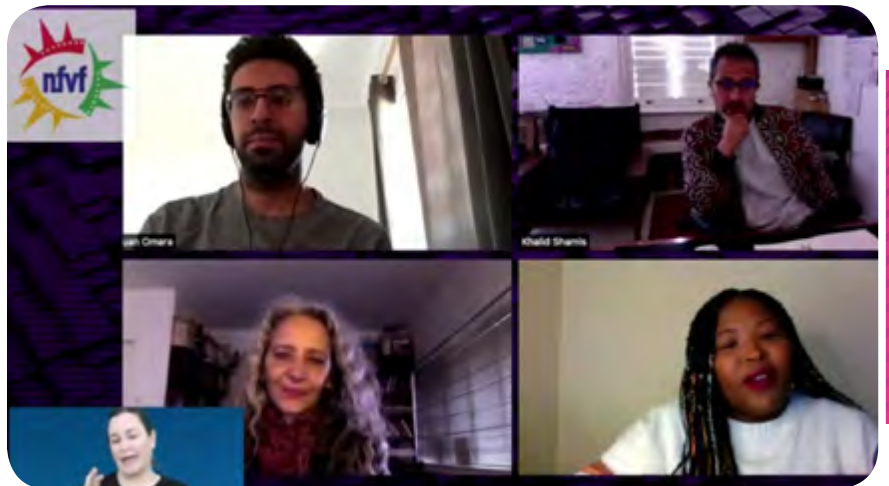
MMABATHO KAU
Script Consultant/Producer
Raindrop Media



GUILLAUME MAINGUET
Executive Director
PRODUIRE AU SUD Workshop



BONIE SITHEBE
DURBAN MOTION PICTURES



HOTDOCS FELLOWS

The Hot Docs-Blue Ice Docs Fund has invested \$2.35 million to enable more African documentary filmmakers to tell their stories and contribute to the next generation of African documentary talent. To date, the Fund has awarded 78 projects from 24 countries.

The Fund provides development grants of up to \$10,000 CAD and production grants of up to \$40,000 CAD to four to ten projects annually. Each year, up to five funded projects are invited to participate in a yearlong mentorship program, which includes private filmmaker labs at Hot Docs and the Durban FilmMart or other festivals and markets in Africa.

As part of the partnership between Hot Docs-Blue Ice Docs Fund and Durban FilmMart, Hot Docs-Blue Ice Docs Fund Fellows are invited to participate in the DFM forum meeting



- The Mother of All Lies (Morocco)
- The Wall of Death (Morocco)
- What's Eating My Mind (Kenya)
- We, People of the Islands (Cape Verde/Mozambique) (part of Lusophone Spotlight)
- Eat Bitter (Central African Republic) (part of DFM Official Documentary Selection)

LUSOPHONE SPOTLIGHT

In partnership with The International Emerging Film Talent Association (IEFTA) and Rede Cinema PALOP-TL, this platform aims to create development opportunities for projects in the early stages of production from Portuguese speaking African filmmakers.

The selected projects received one on one mentorship from IEFTA consultants focusing on preparing the filmmakers for international film markets, from lookbook preparation to pitching and strategizing their participation during the program.



- The Whalers (Os Baleeiros/Qilukkuqtaq) (Cabo Verde/Canada)
- The Widow of Fist (Cabo Verde)
- Vasco Martins and The Island of The Secret Sounds (Cabo Verde)
- We, People of the Islands (Cabo Verde/Mozambique)

The Selection Panel (Readers) included:



SAMIA ZAMAN
International Film Initiative of Bangladesh (IFIB) & IEFTA Consultant



MAGDALENE REDDY
Acting General Manager of the Durban FilmMart Institute (DFMI)



FAIZA WILLIAMS
Project Coordinator at the Durban FilmMart Institute (DFMI)



JANA WOLFF
The Berlinale Africa Hub at Head of Berlin European Film Market

MENTORS

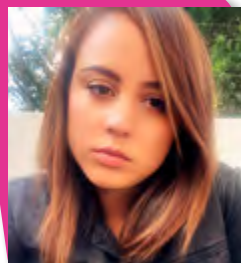
DFM OFFICIAL PROJECTS



DIEUDONNÉ ALAKA
Cameroon
Documentary



DON EDKINS
South Africa
Documentary



LAYLA SWART
South Africa
Fiction



LUCAS ROSANT
France
Fiction



SYLVIA VOLLENHOVEN
South Africa
Documentary



THEMBA BHEBHE
United Kingdom
Fiction

TALENTS DURBAN



WILFRED OKICHE
Nigeria
Talent Press Film Critic/
Journalist (English)



DJIA MAMBU
DRC/Belgium
Talent Press Film Critic /
Journalist (Francophone)



SEAN DRUMMOND
South Africa
Fiction Feature (English)



FANTA RÉGINA NACRO
Senegal
Fiction Feature (Francophone)



LYDIA MATATA
Kenya
Shorts (English)



IMAN DJIONNE
Senegal
Shorts (Francophone)



TEBOHO EDKINS
Germany/Lesotho
Documentary (Francophone)



NEILEO WHITEHEAD
South Africa
Documentary (English)



MARC DEY
South Africa
Animation (English)



TRACEY LEE RAINERS
South Africa
Episodic (English)

DFM ACCESS



ANTOINETTE ENGEL
South Africa
Documentary/Episodic



BONGI NDABA
South Africa
Episodic



DAVID HORLER
South Africa
Fiction



KETHIWE NGCOBO
South Africa
Fiction



LODI MATSETELA
South Africa
Episodic



MIKI REDELINGHUYS
South Africa
Documentary



MPHO RAMATHUTHU
South Africa
Fiction



NEILOE WHITEHEAD
South Africa
Documentary/Episodic



ROLIE NIKIWE
South Africa
Episodic



TEBOHO PIETERSEN
South Africa
Fiction



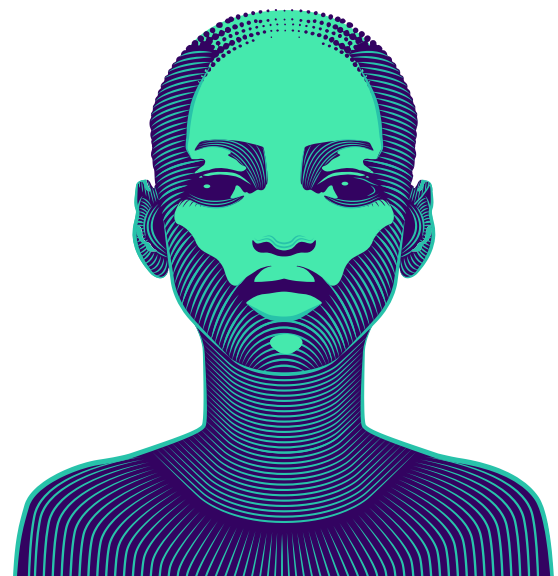
THANDEKA ZWANE
South Africa
Fiction



TRACEY-LEE DEARHAM-RAINERS
South Africa
Episodic



**TSHEGO MOLETE
KHANYILE**
South Africa
Documentary



PITCH FORUM

DFM Pitch Forum took place on the Friday and Saturday afternoons of the DFM event. The Projects pitched to panels consisting of both local and international funders, broadcasters and industry professionals. Each pitch session included a pre-record element to ensure that all filmmakers were able to present an uninterrupted

pitch regardless of connectivity challenges. This was followed by feedback and questions from the panellists. Audience members were able to engage with the filmmakers via the chat function and request meetings using zoom chat and polling functionalities. This helped set up the one on one meetings for the projects.

DOCUMENTARY PITCH PANEL

Reem Haddad, Al Jazeera
 Philippe Muller, Arte
 Marion Schmidt, DAE
 Roland Loebner, DOK Leipzig
 Sina Weber, DOK Munich
 Falah Hicham, FIDADOC
 Julian Carrington, HotDocs
 Olena Decock, HotDocs
 Sarah Dawson, IDFA
 Claudia Rodríguez Valencia, MiradasDoc
 Valentín Romero, MiradasDoc
 Lara Sousa, MiradasDoc
 Maarten Stoltz, Movies That Matter
 Nadine Cloete, NFVF
 Yolanda Ncokotwana, NFVF
 Enrico Chiesa, OIF
 Nicole Tsien, POV
 Lena Bacchet, Rushlake - Media
 Marc Friedman, SABC
 Milly Summersgill, SABC
 Nhlanhla Hlongwane, SABC
 Yashika Singh, SABC
 Yashika Singh, SABC
 Emma Louise Smith, IEFTA
 Gary Springer, IEFTA
 Lianne Llewellyn, IEFTA
 Marco Orsini, IEFTA
 Riaya Aboul Ela, IEFTA
 Samia Zaman, IEFTA
 Jane Mote, The Whickers
 Anastasia Akulinina, Toronto International Film Festival
 Nataleah Hunter-Young, Toronto International Film Festival
 Siyanda Manzini, Trace Studios



**MODERATOR:
DON EDKINS**

FICTION PITCH PANEL

Dorothee Wenner, Berlinale
 Co-Production Market
 Martina Bleis, Berlinale
 Co-Production Market
 William Peschek, BETS/JETS
 Benjamin Cowley, Gravel Road Africa
 Helen Kuun, Indigenous Distribution
 Thandeka Zwane, Indigenous Distribution
 Lucia Meyer-Marais, MNet
 Nadine Cloete, NFVF
 Yolanda Ncokotwana, NFVF
 Enrico Chiesa, OIF
 Per Eirik Gilsvik, SØRFOND – The Norwegian South Film Fund
 Marcelle Du Toit, Stage 5 Films
 Dylan Voogt, Stage 5 Films
 Heidi Zwicker, Sundance Film Festival
 Emma Smith, IEFTA
 Gary Springer, IEFTA
 Lianne Llewellyn, IEFTA
 Marco Orsini, IEFTA
 Riaya Aboul Ela, IEFTA
 Samia Zaman, IEFTA
 Milly Summersgill, SABC
 Shanitha R Bhageloo, SABC
 Victoria Maake, SABC
 Yashika Singh, SABC
 Nataleah Hunter-Young, Toronto International Film Festival
 Beverly Mitchell, Trace Studios



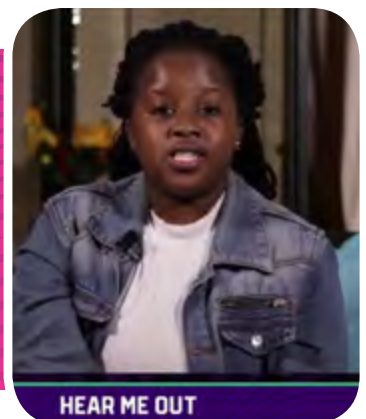
**MODERATOR:
KETHIWE NGCOBO**



EAT BITTER



EGG



HEAR ME OUT

STORY JUNCTION

The 2021 Finance Forum programme included Story Junction which invited participants from Talents Durban and The IEFTA Lusophone Spotlight to present their projects to panel experts for comments and feedback to further develop their projects.

These presentations took place on Sunday and Monday.

In past editions, Story Junction would invite projects to present to a live panel and audience followed by Q & A. However, the hive of activity at the market did not influence follow up meetings or give much needed feedback and recommendations for projects. We therefore took a different approach, removing the live panel and Q & A. Projects instead prepared a 5-minute pre-recorded presentation that was streamed at the market. During the stream, polls were active for each project, giving audiences an option to request a meeting with the project. This was followed by Roundtable discussions with panel members to provide feedback for each project.

A total of 14 roundtables saw 23 panel members engage with the projects who each attend 2 roundtable discussions of 20-minutes each. Between the polls and roundtables projects received 62 requests for meetings.

Meeting Panel

Heidi Zwicker, The Sundance Film Festival
Vanessa Ann Sinden, Triggerfish Animation Studios
Beverley Mitchell, Trace Studios
Sean Drummond, Be Phat Motel
Lucia Meyer, MNet
Yashika Singh, The International Emerging Film Talent Association (IEFTA)
Iman Djionne, Independent writer and director
Bongi Ndaba, FOSHA Pty LTD
Carolyn Carew, Free Woman Films
Tracey Lee Rainers, Stiletto Entertainment
Selin Murat, International Documentary Film Festival Amsterdam (IDFA)
Jane Mote, The Whickers
Julian Carrington, Hot Docs
Theresa Hill, Steps/AfriDocs
Siyanda Manzini, Trace Studios
Riaya Aboul Ela, The International Emerging Film Talent Association (IEFTA)
Samia Zaman, The International Emerging Film Talent Association (IEFTA)
Teboho Edkins, Independent Filmmaker
Tina Kruger, MNet
Mounia Aram, Mounia Aram Company
Marcin J. Sobczak, This Way Publicity
Deidre Jantjies, NA AAP Productions



FINANCE FORUM MEETINGS

Over 350 meetings were recorded via the DFM Finance Forum.

Selected projects took one on one zoom meetings with over 283 decision makers from across the world which included representatives from, A.M Afrika Film, Al Jazeera English, Arte, Bankside Films, BARENTSFILM, Berlinale, BETS/JETS, Bump Films, Canal Plus, Carthage Pro of the Carthage Film Festival, Chicken & Egg, Creative Artists Agency (CAA), Documentary Association Africa (DOCA), Documentary Association Europe (DAE), DOK Leipzig, DOK.fest Munich, Dramatic Encounters, FIDADOC, First Hand Films, Free Woman Films, Gravel Road, HotDocs, IFFR (Cinemart), Indigenous Distribution, International Documentary Film festival Amsterdam (IDFA), Joi Productions, Miradas Doc, MNet, Movies That Matter,

National Film and Video Foundation (NFVF), Netflix Global (Docs), Netherlands Film Commission, OIF, PAS, Polka Dot, POV (PBS), Rushlake Media, SABC, SilvertrustMedia, SØRFOND - The Norwegian South Film Fund, Stage 5 Films, Sundance Institute, The International Emerging Film Talent Association (IEFTA), The South African Broadcasting Corporation (SABC), The Whickers, Toronto International Film Festival (TIFF), Trace Studios, Tricoast, Visions du Réel, Wazabi Films, Women Make Movies (WMM), Wooz Pictures, XYZ Films and Yellowbone Entertainment.

These meetings will undoubtedly play an instrumental role in the further development of the projects which we hope to see as completed films in the next two to three years.



DFM CONTENT SHOP

The DFM Content Shop is a curated digital catalogue film project that aims to create opportunities, engender inclusivity and champion access to markets for emerging and established filmmakers. Selected projects from across the African continent were presented exclusively to a select group of international programmers, sales companies, broadcasters, distributors, exhibitors and talent agents. In this years edition, five projects were awarded year-long distribution agreements with TRACE Studios as part of the DFM 2021 Awards. The projects were presented in partnership with digital catalogue and screening platform INCOPRODUCTION. The Content Shop was open from 22 July till 30 August 2021.

DFM Content Shop 2021 presented 42 selected shorts, documentary, fiction and web series were presented to over 100 decision-makers.

SUBMISSIONS

The Call for submissions opened 16 February and closed 30 March. The submission process took place on the digital platform FilmFreeway. The Institute received a total of 236 total submissions.

Submission Breakdown

- South Africa 59
- Nigeria 27
- Egypt 8
- Zambia 6
- Uganda 6
- Kenya 5
- Benin 4
- Algeria 4
- Tanzania 3
- Morocco 3
- Cameroon 3
- Zimbabwe 2
- Tunisia 2
- Togo 2
- Cape Verde 2
- Sudan 1
- Namibia 1
- Malawi 1
- Guinea 1
- Ethiopia 1
- D.R. Congo 1
- Botswana 1

The submissions were reviewed and filter from 31 March – 30 April 2021, with a selection panel made up of the following readers

- Fiction – Bob Perfect (Almost Perfect Media)
Asanda Biyana (Independent)
- Documentary – Takalani Milly Malaudzi (Documentary Filmmakers Association)
Jessie Zinn (Giant Films)



FINAL SELECTION

The final selection was made of 42 projects – with 12 Feature Fictions, 6 Feature Documentaries, 13 Short Fiction and 11 Short Docs.

Feature Fiction

- The Ground Under - South Africa
- Tokoloshe The Calling - South Africa
- Withered - Nigeria
- Sons of the Sea - South Africa
- Maria Kristu; The Buumba Story - Zambia
- The Road Less Cycled - South Africa
- Taliya - Kenya
- November Tear - Uganda
- Bendskins - Cameroon
- Why U Hate - Kenya
- The Year of Our Lord - Malawi
- Kigoma – Tanzania

Feature Documentary

- The Harvest - South Africa
- Princesse Europe - Algeria
- #GA3 Chronologie D Une Revolution - Algeria
- From Patrice to Lumumba - The Democratic Republic of the Congo
- El Ghriba's Jews - Tunisia
- Defying Ashes - Kenya
- Ties that Bind - Botswana

Short Fiction

- Asiye Emasimini (Let's go Farming) - South Africa
- Vice Virtue: Gratitude- United Kingdom/South Africa
- Beauty in the Dark - South Africa
- Day 44 - Zimbabwe
- Entangled - South Africa
- Sub Zero - South Africa
- Red like Hell: The Red Ghost - Benin
- Play - Nigeria
- S.O.S - Togo
- Shake - South Africa
- Atunmarilaka - Nigeria
- The Volcano's Last Wish - Cape Verde
- A Real Lake Within A Dream - United Kingdom

Short Documentary

- The Living Legends - South Africa
- Call me Neginho - Cape Verde
- A Trip 2 Africa - Cameroon
- To Survive - Uganda
- Luciano - South Africa
- Gang 888 - South Africa
- Shafika - Egypt
- Born Different - Nigeria
- It Takes A Circus - United States
- The Eyes of the Land - Morocco
- Coda - South Africa



AWARD WINNERS

DFM Talents Durban Award went to **Bushrider** (Bosryer) written and directed by Aadil Dhalech (South Africa) and will be able to participate at DFM 2022 programme.

Guangzhou International Documentary Film Festival (China) Special GZDOC Invitation went to:

- **Eat Bitter** (Central African Republic) – produced by Mathieu Faure, Orphe Zaza, Emmanuel Bamoy, Sol Sun, Pascale Appora-Gnekindy and Steve Dorst and directed by Pascale Appora-Gnekindy and Sol Sun
- **My Plastic Hair** (South Africa) produced by Mamokuena Makhema, Yolanda K Mogatusi and directed by Yolanda K Mogatusi
- **The Possessed Painter: Abbès Saladi** (Morocco) produced Mehdi Akacha and directed by Reda Lahmoud
- **Defying Ashes** (Kenya) – produced by Joan Njeri Maina and directed by Karanja Ng'endo
- **Untitled: Miss Africa South** (South Africa) produced by Bridget Pickering, Darren Kerr, Aliko Saragas-Georgiou and Jacqui-Lee Katz and directed by Aliko Saraga-Georgiou and Jacqui-Lee Katz

The filmmakers have an opportunity to participate in the virtual GZ Doc Pitch Session in 2022.

Miradas Doc Award (Spain) went to **The Woman Who Poked The Leopard** (Uganda). Producer Rosie Motene and director Patience Nutumwesiga will also go on to participate in the Miradasdoc 2022.

Carthage Pro-Carthage Film Festival Award went to **The Killing Of A Beast** (South Africa). Produced by Naledi Bogacwi and co-produced and directed by Vusi Africa Sindane

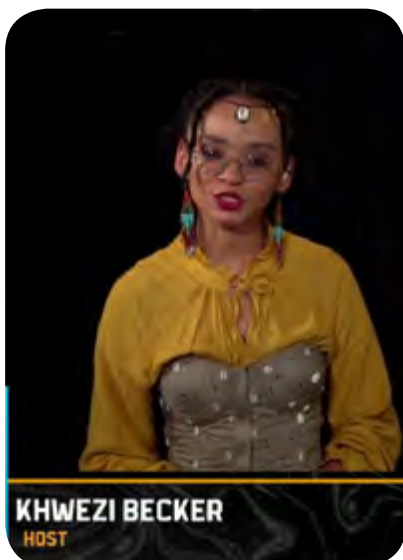
DOK.fest München Award went to **UNTITLED: Miss South Africa** (South Africa) produced by Bridget Pickering, Darren Kerr, Aliko Saragas-Georgiou and Jacqui-Lee Katz, and directed by Aliko Saraga-Georgiou and Jacqui-Lee Katz who will be able to participate in the DOK.forum Marketplace.

DoK Leipzig Co-Pro Market Accelerator Prize (Germany) was awarded to **The Woman Who Poked The Leopard** (Uganda) produced by Rosie Motene and directed by Patience Nutumwesiga who will be given accreditation for the DOK Leipzig 2021 for the project team. The project will also participate in the DOK Co-Pro Market.

Festival International de film Documentaire d'Agadir (Morocco) (FIDADOC) Award went **Such a Silent Cry** by Walid Tayaa (Tunisia) and **Fanta Sacko** by Kanouté Kankou (Mali) providing the filmmakers with the opportunity to participate in the FIDADOC Writing Residency.

OIF - Clap ACP Prize awarded by the OIF, the ACP Organization and the EU went to **Come Sunrise, We Shall Rule** (Zimbabwe) co-produced by Bramwell Iro and Sue-Ellen Chitunya and directed by Nyasha Kadandara. The filmmakers will undergo project diagnostic mentorship and assisted with re-writing mentoring (or audit of all application documents if the script needs no rewriting). They will also receive 18 months exposure and promotion towards co-producers/distributors.

The IEFTA Award Narrative Feature (IEFTA) (Monaco) went to **The Mailman, The Mantis, and The Moon** (Namibia) produced by Valcerine Mouton and directed by Cecil Moller who will be given mentorship through one of IEFTA's partner development programs and labs.





The **IEFTA Award Documentary** went to **Eat Bitter** (Central African Republic). Produced by Mathieu Faure with co-directors Pascale Appora-Gnekindy and Sol Sun who will receive mentorship through one of IEFTA's partner development programs and labs.

International Documentary Film Festival of Amsterdam (IDFA) Spotlight Award went to **The Woman Who Poked The Leopard** (Uganda). Producer, Rosie Motene and director Patience Nutumwesiga was awarded participation, travel and accommodation to IDFA's next edition and participation in a tailor-made program within the IDFA Industry and training activities.

The Produire au Sud of Festival des 3 Continents (Nantes, France)/ **IFAS Award** went to the **Day and Night of Brahma** (South Africa). Producer Carol Kioko and director Sheetal Magan will be given the opportunity to attend the developmental workshop programme, PAS, where they are supported with developing tools, expertise, and opportunities to forge European networks.

CineMart Award sponsored by the co-production market of the International Film Festival Rotterdam (The Netherlands) went to **The Killing Of A Beast** (South Africa). Produced by Naledi Bogacwi and co-produced and directed by Vusi Africa Sindane will be able to participate in the Rotterdam Lab, a training and networking event for producers.

Sørfond Award (Norway) was awarded to **The Woman Who Poked The Leopard** (Uganda). Filmmakers; Rosie Motene and directed by Patience Nutumwesiga the opportunity to attend a pitch course at the Sørfond Pitching Forum in Oslo, Norway.

The **Trace Studios Award** went to

- **Entangled** – a feature film by Happiness Mpase
- **The Year of Our Lord** – a feature film by Imran Shabaan
- **Ghriba's Jews** – a documentary film by Lassad El Ghaieb
- **From Patrice to Lumumba** – a documentary film by Patrick Kabeya
- **Ties that Bind** – a documentary film by Mpho Dintwa

Each project will feature in TRACE Content Distribution catalogue for 24 months.

Hot Docs-Blue Ice Docs Fund Award went to **The Woman Who Poked The Leopard** (Uganda). This project was produced by Rosie Motene and directed by Patience Nutumwesiga. They received \$1,000.

AfriDocs Award went to **Eat Bitter** (Central African Republic). Produced by Mathieu Faure with co-directors Pascale Appora-Gnekindy and Sol Sun, the project has received a prize of €2,500 awarded by AfriDocs for a documentary film project at DFM 2021.

The National Film and Video Foundation's Award for Best Fiction went to **The Killing Of A Beast** (South Africa). Produced by Naledi Bogacwi and co-produced and directed by Vusi Africa Sindane.

The National Film and Video Foundation's Award for Best Non Fiction went to **Eat Bitter** (Central African Republic) – produced by Mathieu Faure, Orphe Zaza, Emmanuel Bamoy, Sol Sun, Pascale Appora-Gnekindy and Steve Dorst and directed by Pascale Appora-Gnekindy and Sol Sun.

Both projects receive a cash prize of R100 000 each.

INDUSTRY PROGRAMME

The 2021 DFM Industry programme team consisted of Mitchel Harper as the Industry Programme Curator with assistance from Menzi Mhlongo and consultation from Tiny Mungwe. Additional support for delivering the programme was provided by intern Nikiwe Yika who joined the team from June 2021.

PROGRAMME OVERVIEW

The theme for this year's edition was "Disrupt! The Shape of Stories to Come", a theme that looked to current conditions of the world as it acclimatizes to another year in the COVID-19 pandemic. The theme also interrogated how COVID had disrupted the film industry landscape, and how the film industry continued to adapt to a radically changed world a year on. A change that affected the film industry to its core, storytellers have continued to innovate, shape-shift and collaborate. Film and television professionals on the continent have had to come up with measures to withstand the economic, health and safety and logistical challenges. Through adaptation, resilience and inspiration, the industry has taken this disruption, and found new ways to move their world-building forward.

With 59 sessions and 217 participants, the 2021 edition aimed to connect with the energy of the times, in which online networking, financing, cloud-based workflows and disruption of the distribution ecosystem have the potential to democratize access across the film value chain. The 2021 DFM Industry programme looked to interrogate the challenges and opportunities that these changes represent, while celebrating the new contours of access as online leads the way, remote working connects us differently and new collaborations

emerge. The market looking at the significant changes, highlighting the success stories, and unpacking new approaches to content production in all forms.

The theme also looked to touch on filmmakers who were disruptive or their work disruptive to many of the status quo of the Film Industry. With inclusivity and access at the core of what DFM does, this edition aimed to create access for filmmakers of all stages, foster true community and put stories first. Through new programmes and initiatives, and highlighting new voices, the DFM took the next step in delivering an in-depth and dynamic programme, speaking to more diverse topics while looking to include the wider film community.

The DFM Programme consisted of a 5-day programme of talks and hangouts, sponsored content, while working with film industry bodies to curate the public programme.

The DFM programme was presented in streams as follows – DFM Conversations; Talents Filmmaker Talks; Durban Does Docs; South African Film in Focus; Engage; Africa In Focus. This year's edition saw new streams of programming – Animation@ DFM, an animation focused programme curated with the help of the Digital Lab Africa and The Cape Town Animation Festival; On The Mark, a focus on actors; and Content Shop New Pathways, focus on digital opportunities in the areas of training, sales, distribution and festival strategy available on the continent. Sponsored Content included sessions presented with Netflix, National Film and Video Foundation, KwaZulu-Natal Film Commission, Industrial Development Corporation of South Africa, Locations Africa, Film and Publications Board, WESGRO, Dolby Laboratories, and Afreximbank.

DISRUPT!
THE SHAPE OF STORIES TO COME



WEBINARS

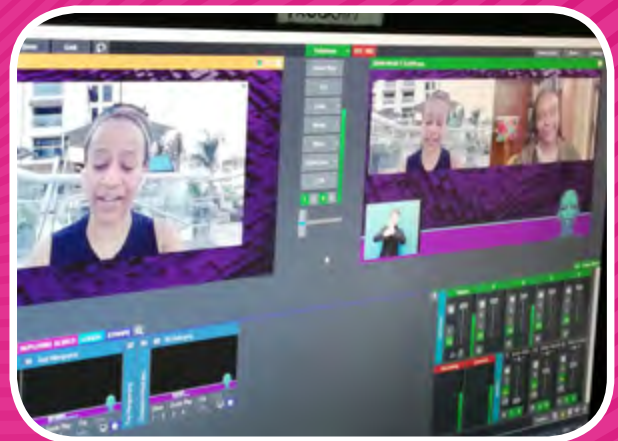
Overview

The DFM webinars was a 5-day programme of talks as well as sponsored content which makes up the public programme of Durban FilmMart. Taking place on the digital platform Zoom and presented through the Virtual Event Platform, the 60 minute webinars presented high level discussions to users of the VEP to the discussions pertinent to film industry, areas such as production, financing, exhibition and others.

The DFM programme was presented in streams as follows - DFM Conversations; Talents Filmmaker Talks; Durban Does Docs; South African Film in Focus; Engage; Africa In Focus. This year's edition saw new streams of

programming Animation @ DFM, an animation focused programme curated with the help of the Digital Lab Africa and The Cape Town Animation Festival; On The Mark, a focus on actors, and Content Shop New Pathways, focus on digital opportunities in the areas of training, sales, distribution and festival strategy available on the continent.

Sponsored Content included talks curated with Netflix, National Film and Video Foundation, KwaZulu-Natal Film Commission, Film and Publications Board, Locations Africa, WESGRO, Dolby Laboratories, and AFRIMEX Bank.



DFM Conversations - A series of talks with leading content producers working in or with Africa. The talks aimed to highlight the work of these thought-leaders as it relates to the theme, these talks served as the keynote discussions within the DFM Programme.

DFM Conversation: Something Necessary

Judy Kibinge (Creative Economy Working Group)
Moderator: Katarina Hedren (Freelancer)

DFM Conversation: Driven by Inspiration

Coréon Dú (Semba Comunicação Group)
Moderator: Lara Sousa (MiradasDOC)

Durban Does Docs - A series of talks with organizations and filmmakers in the area of documentary filmmaking on the continent. These talks aimed to focus on documentary filmmaking, the challenges faced and opportunities as a result of the changes of the landscape due to COVID-19 pandemic.

Durban Does Docs: Impact Producing

Elaine Maane (STEPS), Emily Wanja (Impact producer),
Miriam Ayoo (LBxAfrica)
Moderator: Dylan Valley (University of Cape Town)

Durban Does Docs: Supporting Documentaries

Mohamed Säid Ouma (DOC-A), Jihan El-Tahri (Dox Box),
Rehad Desai (Uhuru Productions)
Moderator: Wilfred Okiche (Freelancer)

Durban Does Docs: Generation Africa

Sam Soko (LBxAfrica), Tiny Mungwe (Social Transformation and Empowerment Projects) Yanis Gaye (Gorée Island Cinéma), Akuol de Mabior (APO Media Unlimited)
Moderator: Dylan Valley (University of Cape Town)

Durban Does Docs: Spreading the Docs

Marie Laurentine Bayala (Sudu Connexion), Theresa Hill (STEPS) Steven Markovitz (Big World Cinema)
Moderator: Dylan Valley (University of Cape Town)

Talents Filmmaker Talks - part of the Talents Durban programme, these featured directors, producers and journalists. These talks focused on the work of these industry professionals, the challenges faced and opportunities as a result to the changes of the landscape due to COVID-19 pandemic

Talents Filmmaker Talks: Home Grown Cinema Community

Mahad Hashi (Somalireact), Isaac Godfrey Geoffrey Nabwana (Independent Filmmaker), Bonie Sithebe (Durban Motion Pictures)
Moderator: Fatimata Wane (France 24)

Talents Filmmaker Talks: Bread on the Table - Income Streams for Film Journalism

Wilfred Okiche (Freelance), Wanjeri Gakuru (Freelance), Kim Growie (Callsheet Africa)
Moderator: Fatimata Wane (France 24)

Talents Filmmaker Talks: Making the Best of Times

Matias Mariani (Shine Your Eyes), Bongwiwe Selane (Blingola Media) John Gutierrez (Amiga Pictures)
Moderator: Fatimata Wane (France 24)

Talents Filmmaker Talks: Showing Your True Face

Ayten Amin (Souad)
Moderator: Fatimata Wane (France 24)

SA in Focus - is a series of talks focusing on the South African film and television sector, unpacking challenges faced by filmmaker association, industry bodies, producers, writers, cinemas, while looking highlighting the various opportunities for growth.

SA in Focus State of the South African Audiovisual Industry (Session 1)

Simphiwe Ngcobo (Documentary Filmmaker's Association SA), Cati Weinek (Writers Guild of South Africa), Thandi Davids (Independent Producers Organisation), Jack Devnarian (South Africa Guild of Actors), Nick Cloete (Mind's Eye Creative)
Moderator: Lesedi Oluko Moche (Olu & Lime)

SA in Focus State of the South African Audiovisual Industry (Session 2)

Jackie Motsepe (KwaZulu-Natal Film Commission), Nthabeleng Phora (Gauteng Film Commission), Phumeza Skoti (Eastern Cape Provincial Arts & Culture Council), Monica Rorvik (Wesgro)
Moderator: Lesedi Oluko Moche (Olu & Lime)

SA in Focus: Page to Screen

Cati Weinek (Writers Guild of South Africa), Neiloe Whitehead (Black Seed Film Hub), Unathi Malunga (SASFED), Brett Michael Innes (Independent Filmmaker), Lauren Beukes (Lauren Beukes Pty Ltd)
Moderator: Lesedi Oluko Moche (Olu & Lime)

SA in Focus: Production in the New World

Lola Edmayr (KEU Underwriting managers (PTY) LTD), Mpho Ramathuthu (Tshanduko Media Pty Ltd), Layla Swart (Yellowbone Entertainment)
Moderator: Lesedi Oluko Moche (Olu & Lime)

SA in Focus: State of SA Cinemas

Nicky Scheepers (SterKinekor), AB Moosa (Avalon), Unathi Malunga (SASFED), Russell Grant (The Bioscope Independent Cinema)
Moderator: Lesedi Oluko Moche (Olu & Lime)

Engage - Part of an ongoing series of talks and think-tanks across Africa, these talks aims to create a platforms for debate of professional practice, representation and decolonial practice of filmmaking and a report feedback session from the activities over the last two years

Engage: Engage: Report Feedback

Themba Bhebhe (Programmers of Colour), Tiny Mungwe (STEPS)
Moderator: Mitchell Harper (Durban FilmMart Institute)

Engage: Durban FilmMart - Cairo Film Festival Fireside Chat

Jihan El-Tahri (Dox Box), Francois Verster (Ucurrent), Abdoul Aziz Cissé (Speaker), Yolanda Ncokotwana (NATIONAL FILM AND VIDEO FOUNDATION), Meriame Deghedi (MAD Solutions), Azza Chaabouni (Freelancer)
Moderator: Derin Ajao (Screen Out Loud)

African In Focus - A series of talks focusing on the film and television sector on the continent, unpacking challenges faced by producers and highlighting the various opportunities for growth.

African In Focus: Homegrown Online Platforms for Pan-African Content

Tigist Kebede (Habesha View), DeShuna Spencer (Kweli.tv), Wilfred Kuimi (African Digital Media Group), Michael S Maponga. (AfrolandTV)
Moderator: Oris Aigbokhaevbolo (C&B Limited)

African In Focus: Representation Matters

Yaya Mavundla (BECOMING), Athi Petela (Speaker), Peter Murimi (BBC's Africa Eye)
Moderator: Oris Aigbokhaevbolo (C&B Limited)

African In Focus Womxn in Film

Edima Otuokon (Ladima), Zanele Mthembu (SWIFT) Antoinette Engel (Black Woman Disrupt the WEB), Iyabo Boyd (Brown Girl Doc Media)
Moderator: Mandisa Zitha (Encounters International Documentary Festival)

African In Focus: Financing Instruments

Vincenzo Bugno (World Cinema Fund), Ousmane Baundaone (Jeune Création Franco), Enrico Chiesa (Organisation Internationale de la Francophonie), Augustine Chukwuemeka Uzoh (African Export Import Bank)
Moderator: Oris Aigbokhaevbolo (C&B Limited)

Animation @ DFM - A new series of talks aimed to highlight the growing influence of animation on the continent. These talks looked at all aspects of the animation sector from creation, structural support and broadcasting, curated with the help of the Digital Lab Africa and The Cape Town Animation Festival.

Animation @ DFM: Animation on the continent - Connecting International Opportunities

Mounia Aram (African Creative Talents) David Masanso (Crossroads Digital Multimedia Ltd), Mukui Mbindyo (African Digital Media Group)
Moderator: Mary Glasser (Cape Town International Animation Festival)

Animation @ DFM: Building a Community for Animators in SA

Isabella Rorke (Tshimologong/Enlightened Poppy Network Pty Ltd), Deidre Jantjies (Na Aap Production), Clare Louis (Katanimate Studios) Bokang Koatja (Animation Studio)
Moderator: Mary Glasser (Cape Town International Animation Festival)

Animation @ DFM: Sketching African Animation Development Platforms

Mukui Mbindyo (African Digital Media Group), Jesse Kang'ethe (Heva Fund), Tumelo Selamolela (Digital Canvas Academy), Kabelo Maaka (Cabblow Studios (Pty) Ltd, Colin Payne (Triggerfish)
Moderator: Mary Glasser (Cape Town International Animation Festival)

On The Mark - A new series of talks focussing on actors both creatively as well as from an industry aspect. These talks focused on issues and challenges facing actors in the areas of rights, pay and the work of agencies across the continent to support them, as well as the art of acting and working with child actors.

On The Mark: The Method of Actors Pay

Olubukola Adeyemi (Audio Visual Rights Society of Nigeria), Professor Malebakeng Forere (University of Witwatersrand) Carlynn de Wall-Smit (South African Guild of Actors)
Moderator: Nolulama Lulu Maquthu (Freelancer)

On The Mark: Working with Child Actors

Odwa Gwanya (Blood and Water), Benjamin Overmeyer (Gambit), Tascha van der Westhuizen (Gambit Films)
Moderator: Nolulama Lulu Maquthu (Freelancer)

Content Shop: New Pathways - A new series of talks with a focus on digital opportunities in the areas of training, sales, distribution and festival strategy available on the continent since as access to filmmaking across the continent and the world become more inclusive.

Content Shop New Pathways: New Screens

Gavin Humphries (Nowness,) Raquel Couceiro (Show Studio)
Moderator: Nadia Denton (BEYOND NOLLYWOOD)

Content Shop New Pathways: Sales and Acquisitions on The Continent

Mayenzeke Baza (AAA Entertainment), Helen Kuun (Indigenous Film Distribution), Sanjeev Singh (Videovision Entertainment), Toni Monty Koatja (AM Afrika), Ibee Ndaw (Sudu Connexion),
Moderator: Nadia Denton (BEYOND NOLLYWOOD)

Content Shop New Pathways: Ground Up

Marco Orsini (International Emerging Talent Film Association of Monaco), Njoki Muhoho (Zebra Productions/Multichoice Talent Academy Kenya), Lara Utian-Preston (Ladima), William Peschek (JETS Initiative), Elias Ribiero (Realness Institute)
Moderator: Nadia Denton (BEYOND NOLLYWOOD)

SPONSORED CONTENT

Netflix

Opening the Doors: How to Pitch to Netflix

Christopher Mack (Grow Creative, Netflix)

Moderator: Tiny Mungwe (Steps)

National Film and Video Foundation @ DFM

African Perspectives- Doc Rough Cut Lab

Khalid Shamis (Tuba Films), Marouan Omara (Regional Conference for Arab Independent Cinema), Catherine Meyburgh (SAGE)

Moderator: Yolanda Ncokotwana (National Film and Video Foundation)

NATIONAL FILM AND VIDEO FOUNDATION (NFVF): Netherlands Film Fund Announcement

Makhosazana Khanyile (NFVF), Bero Beyer (Netherlands Film Fund)

Moderator: Terrence Khumalo (NFVF)

Film and Publications Board (SA) @ DFM

The Film and Publication Board: South Africans have spoken: The Film and Publication Board is a trusted content regulator

Puleng Lephoi (Film and Publications Board), Oupa Makhalemele (Film and Publications Board)

Moderator: Lynette Kamineth (Film and Publications Board)

KwaZulu-Natal Film Commission@ DFM

KwaZulu-Natal Film Commission: Made For TV - A KZN Film Success Case

Ziyanda Macingwane (KwaZulu-Natal Film Commission)

Afreximbank

CANEX: An Afreximbank Creative Industries Initiative

Ben Murray-Bruce (Silverbird Group), Augustine Chukwuemeka Uzoh (African Export Import Bank), Edima Otuokon (Ladima)

Moderator: Lara Utian-Preston (Ladima)

Industrial Development Corporation of South Africa

The IDC Approach to Funding

Maijang Mpherwane (Industrial Development Corporation)

Moderator: Mpho Maringa (Industrial Development Corporation)

Locations Africa

Locations Africa: Innovation in Location Shooting - Lessons Learned Through the Pandemic

Dean Engela (Dark Wing Aerials), Quinton Fredericks (Spier Films), Tiaan Franken

Moderator: Azania Mundane (Locations Africa)

Wesgro

Wesgro: Driving Investment in Film and Tourism Through Export and Locations

Lisa Mini (Wesgro) Bradley Joshua (Gambit films), Themba Khumalo (SA Tourism)

Moderator: Monica Rorvik (Wesgro)

Dolby Laboratories

Dolby: Pioneering African Stories through Immersive Technologies

Pankaj Kedia (Dolby Laboratories), Dr. Bayo Adepetun (Midvision Limited), Simon Ratcliffe (Sound and Motion), Richard West (Sound and Motion) & Quinton Schmidt (Dolby Laboratories)

Dolby: Immersive Productions in Africa for Africa

Vikram Joglekar (Dolby Laboratories)

HANGOUTS

Overview

The DFM Hangouts was conceived as a more informal networking format to allow delegates to connect and share about the work they are doing while engaging with key decision-makers and thought-leaders in the industry.

The hangouts invited partners and industry stakeholders to share about their initiatives in information sessions where the first 40 delegates to sign up for the event were able to participate.

Hangouts were presented as large Zoom meetings where every participant was able to speak and be visible on camera, creating an interactive and engaging session. This year saw film industry organizations curate hangouts for their own participants and audiences.

This year, the DFM partnered with the National Film and Video Foundation to curate hangouts that centred on international co-production treaties the currently holds. These five sessions brought together representatives from each of the countries film commissions and filmmakers, these sessions focussed on facilitating co-production between these countries and South African film professionals.

Hangout: DLA #5 Animation and XR category winners' announcement

Godisamang Khunou, (Mogale Pictures), Arome Ibrahim (Experis Immersive), Ssagala Ndugwa (Red Clay), Brian Olaolu Wilson (ZERO GRAVITY STUDIOS LTD), Bokang Koatja (Tshimologong Precinct)

Moderator: Eduardo Cachucho (Digital Lab Africa/ Tshimologong Precinct)

DFM Hangout: Meet The Doc Festivals

Julian Carrington (Hot Docs) Sarah Dawson (IDFA), Sina Weber (DOK.fest München) & Bob Perfect (Almost Perfect Media)

DFM Hangout: SWIFT Hangout

Busisiwe Ntintili (Ntintili Factory), Bianca Isaacs (Figjam Entertainment), Bridget Pickering (BuMP Films/Fireworx Media), Lucilla Blankesberg (Creative Media Trust), Ayanda Duma (Independent Filmmaker)

Moderator: Mmbatho Kau (Raindrop Media)

DFM Hangout: Training Institutions

Tiisetso Dladla (Wits School of Arts Film and Television), Dr Liani Maasdorp (University of Cape Town), Subeshini Moodley (Nelson Mandela University), Sydelle Willow Smith (Sunshine Cinema)
Moderator: Asanda Biyana (Freelancer)

DFM Hangout: Meet The Festival Programmers

Tiny Mungwe (STEPS), Lyse Ishimwe Nsengiyumva (International Film Festival Rotterdam), Jim Kolmar (SXSW)
Moderator: Bob Perfect (Almost Perfect Media)

DFM Hangout: South African Film Festivals

Patrick Walton (Garden Route), Mandisa Zitha (Encounters International Documentary Festival), Senzo Zindela (Ugu)
Moderator: Asanda Biyana (Freelancer)

Co-producers Corner: Kenya

Timothy Owase (Kenya Film Commission), Nicholas Munene Mutuma (Giraffe Africa Production Ltd) and Terrence Khumalo (NFVF)

Documentary Filmmakers Association of South Africa Hangout

Antoinette Engel (Black Woman Disrupt the WEB) Shameela Seedat (Undercurrent Film and Television cc), Khalid Shamis (Tuba Films), Sam Soko (LBx Africa), Enver Samuels (EMS Productions)
Moderator: Sivu Giba (SivuBuhle Media)

Co Producer Corner: New Zealand

Chris Payne (New Zealand Film Commission) Terrence Khumalo (NFVF)

DFM Hangout: International Emerging Talent Film Association (IEFTA) Spotlighting the EFM- Africa Hub

Marco Orsini (International Emerging Talent Film Association), Magdalene Reddy (Durban Film Mart Institute)
Moderator: Asanda Biyana (Freelancer)

Co Producer Corner: United Kingdom

Bridget Pickering (BuMP Films), Giada Mazzoleni (PAGURO FILM), Attica Dakhil (British Film Institute (BFI))
Moderator: Terrence Khumalo (NFVF)

DFM Hangout: Independent Black Filmmakers**Collective**

Lebone Maema (LMX Content Emporium), Weaam Williams (Tribal Alchemy) Fabian Lojede (1 Take Media)
Moderator: Maganthrie Pillay (SWIFT/IBFC/ Masala Film Works)

DFM Hangout; Accessing the African Festivals

Chioma Ude (AFRIFF), Azza Elhosseiny (LUXOR), Ousmane Baundaone (Jeune Création Francophone) Mykel Parish (Pan-African Film Consortium)

Independent Producers Organization: The Great Copyright Debate

Thandi Davids (IPO), Senzo Zindela (Ugu), Bertrand Moullier (International Federation of Film Producers Associations) Bradley Silver (IPO), Stephen Hollis (Adams & Adams)
Moderator: Phumla Mfeka (Mfeka Attorneys)

DFM Hangout: Meet Documentary Association of Europe (DAE)

Brigid O'Shea (Documentary Association of Europe)

Co Producer Corner: Canada

Shant Joshi (FaePictures), Shuresse Jacobs (Canadian High Commission), Nina Dube (Canadian High Commission), Christopher Cooter (Canadian High Commission), Michael Alexander Dobbin (Quiet Revolution Pictures) Shannon Walsh (Parabola Films), Yanick Létourneau (Peripheria Productions), Harry Cherniak (Plainspeak Pictures), Tara Boire (Boomerang films)
Moderator: Terrence Khumalo (NFVF)

DFM Hangout: Meet The Funders

Per Eirik Gilsvik (Sørfond - Norwegian South Film Fund), Kia Brooks (The Gotham Film & Media Institute), William Pescheck (JETS Initiative), Nadja Lischewski (Deutsche Welle Akademie), Bob Perfect (Almost Perfect Media)

DFM Hangout: Connecting Across the World Through Talents

Florian Weghorn (Berlinale Talents), Dorothee Wenner (Berlinale)
Moderator: Menzi Mhlongo (Durban Film Mart Institute)

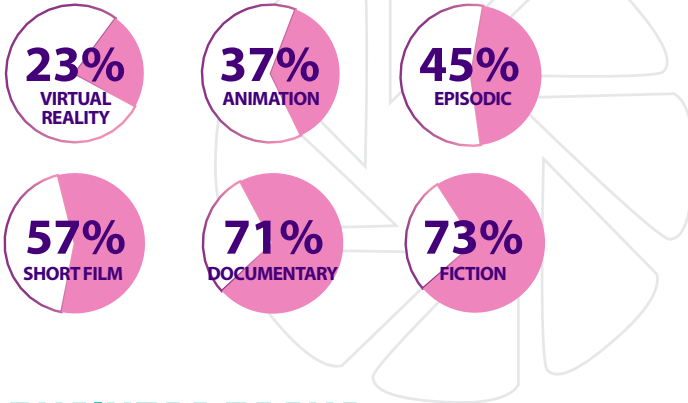
Co Producer Corner: Tunisia

Karima Amirat (Centre National du Cinema et de l'Image) Terence Khumalo (NFVF)

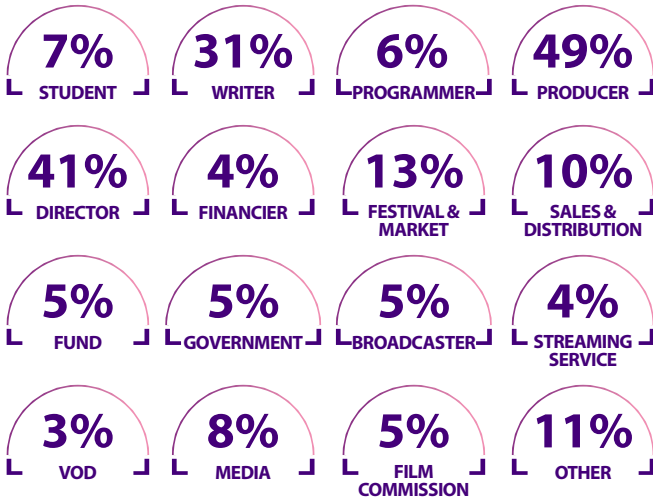


2021 DELEGATES

CREATIVE FOCUS



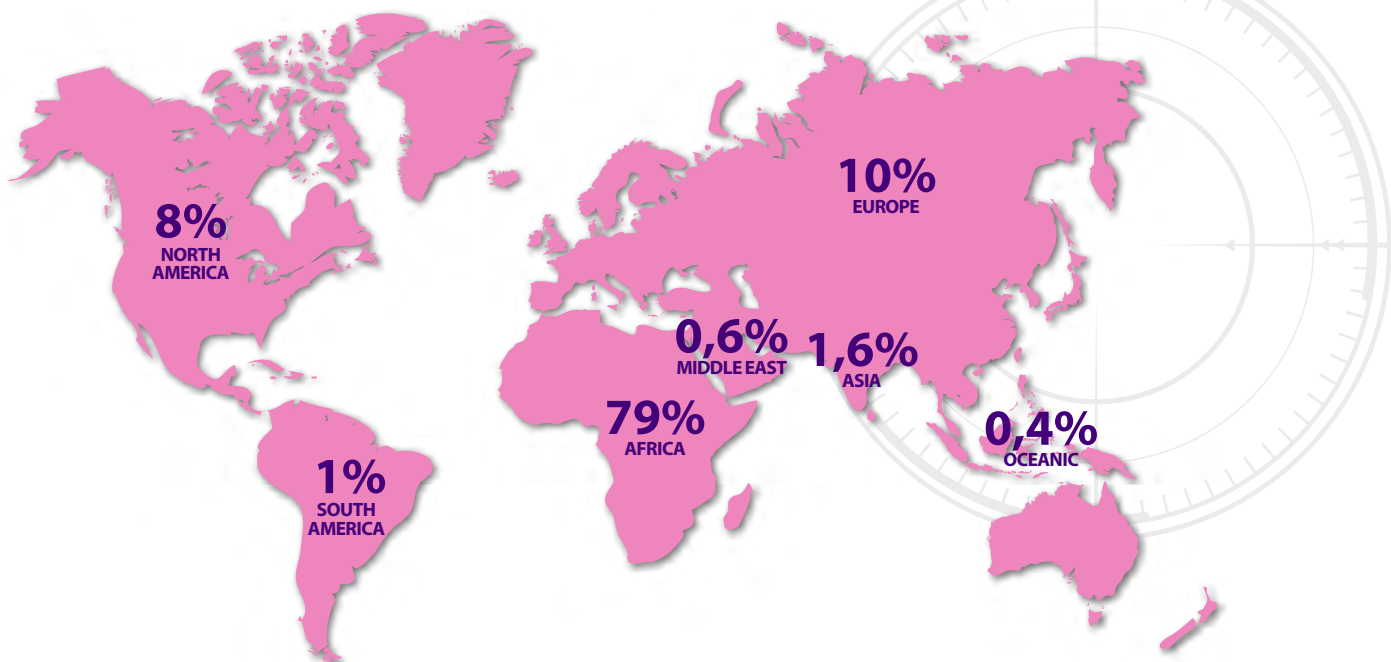
BUSINESS FOCUS



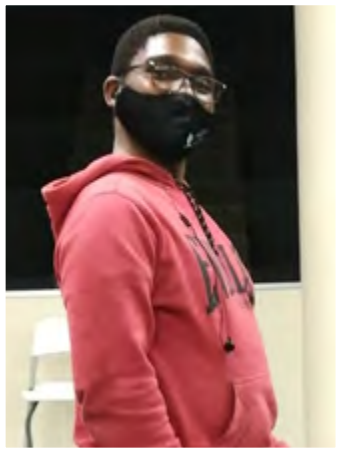
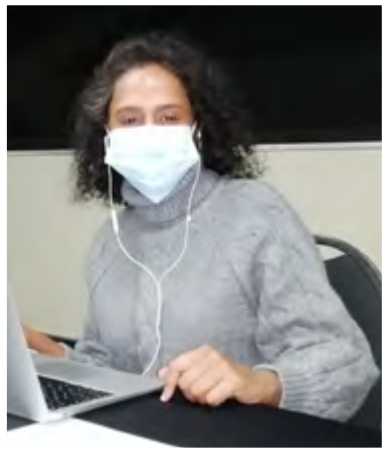
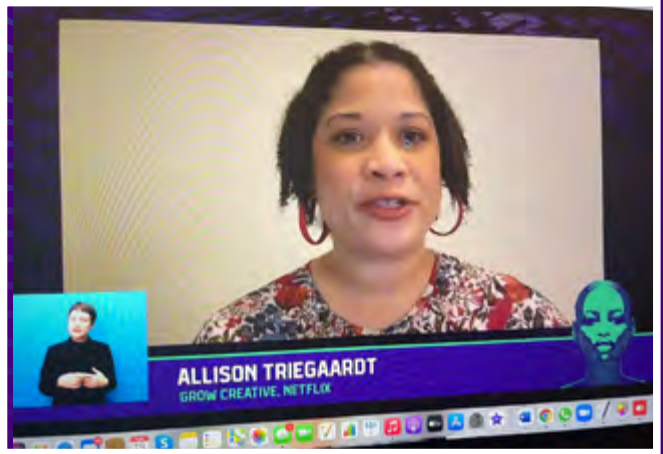
DELEGATES BY COUNTRY

- | | | |
|-----------------------------------|-------------|--------------------------|
| Algeria | Egypt | Nigeria |
| Angola | Eswatini | Norway |
| Argentina | Ethiopia | Poland |
| Armenia | France | Portugal |
| Australia | Gabon | Qatar |
| Austria | Germany | Rwanda |
| Bangladesh | Ghana | Senegal |
| Belgium | Greece | Sierra Leone |
| Belize | Guinea | Singapore |
| Benin | India | South Africa |
| Botswana | Italy | Spain |
| Brazil | Jamaica | Sweden |
| Burkina Faso | Japan | Switzerland |
| Cabo Verde | Jordan | Tanzania |
| Cameroon | Kenya | Togo |
| Canada | Lebanon | Trinidad and Tobago |
| Central African Republic | Lesotho | Tunisia |
| China | Madagascar | Uganda |
| Colombia | Malaysia | UK |
| Comoros | Mali | United Arab Emirates |
| Congo, Democratic Republic of the | Mexico | United States of America |
| Côte d'Ivoire | Monaco | Venezuela |
| Dominican Republic | Morocco | Zambia |
| | Mozambique | Zimbabwe |
| | Namibia | |
| | Netherlands | |
| | New Zealand | |

DELEGATES BY CONTINENT



GALLERY





MEDIA REPORT

SUMMARY

It was the first year that SAFluence Digital ran the marketing and public relations for the Durban FilmMart Institute.

With it being the second year in a row that the DFMI hosted its annual event online our approach to media was to be aggressive with our digital marketing while also building on the DFM's already recognizable brand. Our mandate was to liaise with DFM media partners, attract delegates, create brand awareness and generate media publicity.

MARKETING METHODOLOGY IMPLEMENTED

- A traditional media campaign of press releases was sent to newsrooms across Africa.
- A Social Media Campaign comprised both organic and paid advertising.
- Creating bespoke static and MP4 gifs for social media
- Creating videos and other bespoke media graphics during the virtual event
- Creating bespoke content for CallSheet, a DFM media partner that was used in their newsletter, DigiMag and emailers.

PUBLICITY

The following press releases were distributed to media databases, uploaded onto the website with images and posted organically on Facebook and Twitter.

May 25, 2021 Durban FilmMart Institute Announces 2021 Finance Forum Projects

Jun 3, 2021 'Disrupt! The Shape of Stories to Come' is the theme of Durban FilmMart 2021

Jun 8, 2021 Durban FilmMart Announces 14th Edition of Talents Durban

Jun 15, 2021 Durban FilmMart Programme highlights Diversity and Inclusivity

Jun 3, 2021 Durban FilmMart Institute Announces the 2021 Jumpstart Projects

Jun 22, 2021 Durban FilmMart Access projects for the Finance and Pitch Forum.

Jul 14, 2021 Durban FilmMart postpones 2021 edition to August in wake of violence

Aug 5, 2021 Durban FilmMart 2021 Back on Track from August 13-22

Aug 22, 2021 Award-winners of 2021 Durban FilmMart Announced



market iq

Publication: Voloketel
Title: FilmMart bekyk Covid-ontwriging
AVE: 8062.5

Page: 10
Publish Date: 14 June 2021
Author: Unspecified



FilmMart bekyk Covid-ontwriging

Die Durban FilmMart Instituut het 'n nuwe Covid-19-ontwriging ontwikkel wat die film- en televisie-industrie in die land help om te oorkom. Die nuwe ontwriging is 'n nuwe platform wat die film- en televisie-industrie help om te oorkom. Die nuwe ontwriging is 'n nuwe platform wat die film- en televisie-industrie help om te oorkom.

market iq

Publication: Umlal Times - Supplement (Mac)
Title: Durban International Film Festival screens Durban FilmMart Alumni Projects
AVE: 37363.39

Page: 6
Publish Date: 16 Jun 2021
Author: Unspecified



Durban International Film Festival screens Durban FilmMart Alumni Projects

FIVE TIGER




market iq

Publication: Umlal Times
Title: Voorste rolprentmark op koers
AVE: 4822.0

Page: 12
Publish Date: 12 August 2021
Author: Unspecified



Voorste rolprentmark op koers

Die Durban FilmMart Instituut het 'n nuwe Covid-19-ontwriging ontwikkel wat die film- en televisie-industrie in die land help om te oorkom. Die nuwe ontwriging is 'n nuwe platform wat die film- en televisie-industrie help om te oorkom.

market iq

Publication: South Coast Weekly Courier - Supplement (Mac)
Title: Durban FilmMart Institute Announces 2021 Jumpstart Projects
AVE: 2708.74

Page: 3
Publish Date: 26 June 2021
Author: Unspecified



Durban FilmMart Institute Announces the 2021 Jumpstart Projects

The Durban FilmMart Institute has announced the 2021 Jumpstart Projects. The projects include 'Disrupt!', 'Five Tiger', and 'Woza Weekend'.

market iq

Publication: Southern Star
Title: Durban FilmMart Institute Announces the 2021 Jumpstart Projects
AVE: 1762.7

Page: 4
Publish Date: 28 June 2021
Author: Unspecified



Durban FilmMart Institute Announces the 2021 Jumpstart Projects

The Durban FilmMart Institute has announced the 2021 Jumpstart Projects. The projects include 'Disrupt!', 'Five Tiger', and 'Woza Weekend'.

market iq

Publication: Mzantsi News
Title: Decides fly the flag for Africa
AVE: 309

Page: 12
Publish Date: 08 July 2021
Author: Unspecified

Decides fly the flag for Africa

The Durban FilmMart Institute has announced the 2021 Jumpstart Projects. The projects include 'Disrupt!', 'Five Tiger', and 'Woza Weekend'.

market iq

Publication: Newcastle Express - Supplement
Title: Durban FilmMart Announces 14th Edition of Finance Forum
AVE: 2026.58

Page: 8
Publish Date: 10 June 2021
Author: Unspecified



Durban FilmMart Announces 14th Edition of Finance Forum

The Durban FilmMart Institute has announced the 14th Edition of the Finance Forum. The forum will focus on the challenges of the film and television industry during the COVID-19 pandemic.

market iq

Publication: Rising Sun - North Coast
Title: Durban FilmMart Institute announces 2021 Finance Forum Projects
AVE: 20061.93

Page: 14
Publish Date: 02 June 2021
Author: Unspecified

Durban FilmMart Institute announces 2021 Finance Forum Projects



The Durban FilmMart Institute has announced the 2021 Finance Forum Projects. The projects include 'Disrupt!', 'Five Tiger', and 'Woza Weekend'.

market iq

Publication: Ezemvelo KwaZulu-Natal
Title: Kuzogqama ukulingana kowamafilimu
AVE: 2112

Page: 12
Publish Date: 02 July 2021
Author: Unspecified

Kuzogqama ukulingana kowamafilimu

The Durban FilmMart Institute has announced the 2021 Finance Forum Projects. The projects include 'Disrupt!', 'Five Tiger', and 'Woza Weekend'.

market iq

Publication: Mail & Guardian - Friday
 Title: Murder in Paris: Who killed activist Dulcie September?
 Publish Date: 11 June 2021
 Page: 39
 Author: Wilfred Okéke

Murder in Paris: Who killed activist Dulcie September?



The article discusses the assassination of Dulcie September, a prominent anti-apartheid activist, in Paris in 1988. It explores the political context of the time, the role of the ANC, and the ongoing search for justice and truth regarding her death. The text is accompanied by several columns of text and a large photograph of a protest.

market iq

Publication: Die Burger / Weekend
 Title: Fliekprojekte vir Talente
 A41: 86A12

Fliekprojekte vir Talente

The article highlights various film projects and talents in the industry, discussing the challenges and opportunities for emerging filmmakers. It features several columns of text.

market iq

Publication: Catalyst
 Title: DFM 2021: Disrupt! The Shape of Stories to Come
 Publish Date: 01 May 2021
 Page: 5
 Author: Unpublished



DFM 2021: Disrupt! The Shape of Stories to Come

The 10th edition of the DFM takes place from 16-25 July 2021. The article provides an overview of the event, its goals, and the diverse talent participating. It includes a QR code for more information.

Registration for the Durban FilmMart 2021 – Disrupt! The Shape of Stories to Come – is Now Open

N1,200



The poster and accompanying text promote the registration for the Durban FilmMart 2021. It emphasizes the theme 'Disrupt! The Shape of Stories to Come' and provides details about the event dates and location.

Media Release: Award winners of 2021 Durban FilmMart Announced



The article is a media release announcing the winners of the 2021 Durban FilmMart. It lists the names of the winners and provides information about the awards and the festival's commitment to showcasing diverse voices.

NewsDay

2 Zim films to screen at Durban FilmMart



The article reports on two Zimbabwean films being screened at the Durban FilmMart. It discusses the significance of the event for Zimbabwean cinema and the local film community.

18-19 SEPT - 8AM-5PM

REGISTER TO VOTE



This block features a registration page for the Durban FilmMart. It includes a grid of participant portraits, a 'REGISTER TO VOTE' button, and information about the event dates and times.

REGISTER TO VOTE

16-25 JULY

Film-makers got a shot at turning projects into reality at this year's Durban FilmMart



This block features another registration page for the Durban FilmMart. It includes a stylized portrait, a 'REGISTER TO VOTE' button, and text highlighting the opportunity for filmmakers to bring their projects to life.

MEDIA PARTNERS

CallSheet

The media partnership with CallSheet included seven newsletter articles, placement of an article in their Digimag, a full-page ad of the Theme and a double-page spread of the industry event.

All of these pieces of content were added to their social media.

We also used CallSheet to place a banner with a registration link.

It must be noted that CallSheet also assisted with a social media push when the DFM event had to be postponed due to the July civil unrest – which included 3 additional newsletters.

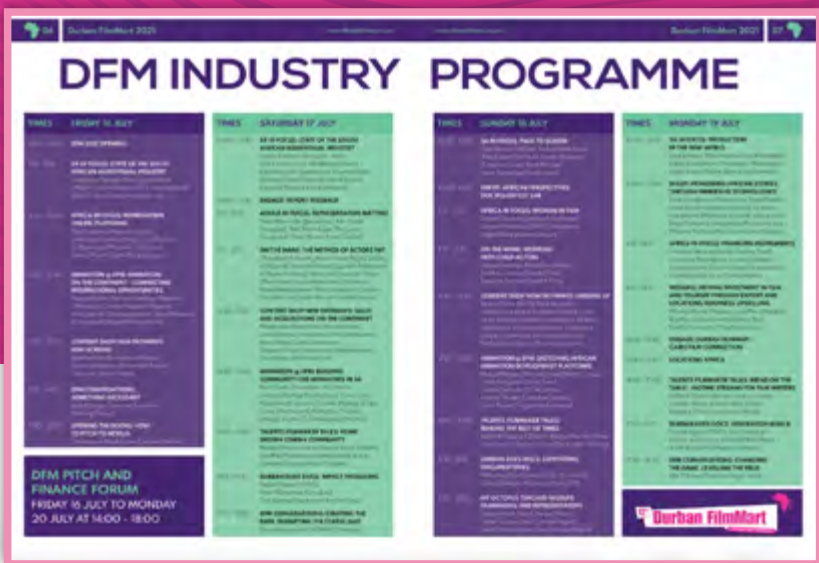
June 14, 2021 DFM 2021 Disrupt! The shape of stories to come

June 15, 2021 Call Sheet Newsletter Media Release Durban FilmMart Institute announces 14th edition of Talents Durban

July 15, 2021 Durban Filmmart Postpones 2021 Edition to August In Wake of Violence

July 30, 2021 Durban FilmMart Back on Track from 13-22 August 2021

August 13, 2021 eThekweni Mayor Mxolisi Kaunda Opens Durban FilmMart 2021



SPOTLIGHT ON PROJECTS FROM LUSOPHONE AFRICA

These projects will be pitch at the 4-day DFM Finance and Pitch Forum (18-20 July).

2021 JUMPSTART DIRECTORS

Spotlight on projects from Lusophone Africa in partnership with the International Emerging Film Talent Association (IEFTA) and Rede Cinema PALOP-TL, this platform aims to create development opportunities for projects in early stages of production. The selected projects

DFM ACCESS PROJECTS PARTICIPATING AT DFM FINANCE AND PITCH FORUM

Jumpstart
 Produce au Sud of the Festival des 3 Continents, Nantes, and Institut Francophone South Africa continue their partnership with the Durban FilmMart for the 10th edition of the story lab programme Jumpstart. Focusing on story development, six South African directors will be introduced to key techniques

DISRUPT!

THE SHAPE OF STORIES TO COME

16-25 JULY 2021

Durban FilmMart

Durban FilmMart Project Initiatives

Durban FilmMart is a business hub that promotes community and collaboration between African filmmakers. As the Durban FilmMart community grows, it also takes the responsibility to remain inclusive and create access for filmmakers of all stages.

Over the 12 years the DFM has presented the official DFM selection of fiction and documentary projects, Not Dooz-Blue Ice Dooz Fund fellows, Jumpstart and Talents Durban. This year's Pitch and Finance Forum includes two new partner programmes - DFM Access and a Spotlight on projects from Lusophone Africa.

DFM Access

12TH DURBAN FILMMART READY FOR ACTION: Africa's premier film industry event, the Durban FilmMart, is embracing the disrupting effect the COVID-19

DISRUPT! THE SHAPE OF STORIES TO COME 13-22 AUGUST 2021

Grid of 20 talent portraits.

August 13, 2021

Ethekwini Mayor Mxolisi Kaunda Opens Durban FilmMart 2021

The 12th edition of the Durban FilmMart was officially opened by Durban Mayor, Mxolisi Kaunda, on Friday, 13 August 2021.

Under the theme of 'Disrupt! The Shape of Stories to Come', the Durban FilmMart highlights the best the continent has to offer while interrogating the challenges and opportunities the film industry faces.

Initially meant to take place between 16-25 July, the DFM faced its own disruption and was postponed to 13-22 August following a week of civil unrest in KwaZulu-Natal and parts of Gauteng.

Due to the impact of the Covid-19 pandemic, this is the second year that the event takes place virtually. Kaunda remarked on how the pandemic had disrupted businesses across all sectors on a global scale.

"These disruptions have impacted economies all over the world. In our own beautiful City, due to Covid-19 and the recent civil unrest, most businesses have been unable to operate, and in many cases, have had to close their doors. The film and television industry has, by its very nature, been severely impacted, and we as the City of Durban, are embarking on various economic recovery strategies to mitigate these impacts," Kaunda said.

Variety

Link: <https://variety.com/2021/film/news/durban-filmmart-digital-disruption-1235041049/>



Durban TV

Link: <https://tvbrics.com/news/lozung-kinorynka-v-durbane-2021-goda-vremya-peremen-gryadushchie-sobytiya-/>



MEDIA ANALYSIS

(As of August 25, 2021)

Overall Summary



Media Analysis Breakdown

Broadcast Media

Count: **11**
AVE: **410 710**
Reach: **4 092 222**



Facebook

Count: **78**
AVE: **3 278 097**
Reach: **2 304 712**



Instagram

Count: **672**
AVE: **3 336 756**
Reach: **2 000 360**



Online Media

Count: **107**
AVE: **102 250 117**
Reach: **267 918 233**



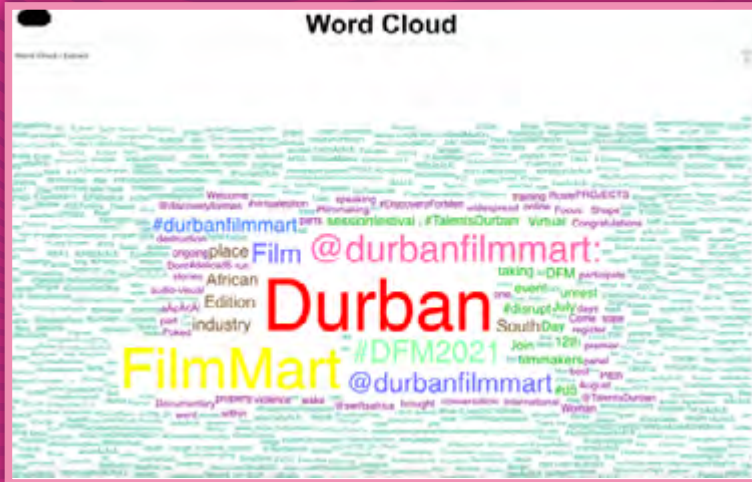
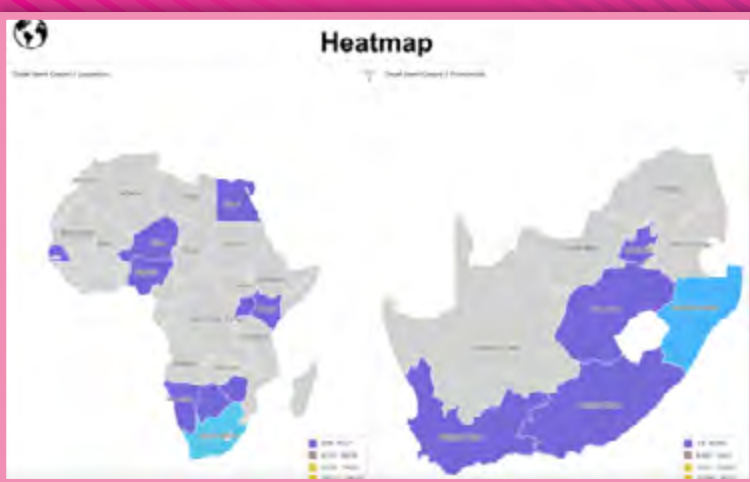
Print Media

Count: **90**
AVE: **2 399 163**
Reach: **715 695**



Twitter

Count: **1 508**
AVE: **3 481 128**
Reach: **13 408 759**



ADVERTISING

The Social Media Advertising campaign was managed by Digit Lab and the Social Media Organic posts were managed by SAFluence.



Google Search

- It was observed in the second week of the campaign (after the campaign was live for 9 days to be exact) that searches for the following keywords had increased. These keywords were then added to the Google Search keyword list and ads were optimized to rank whenever a user searched for these keywords (provided they matched the relevant audience targeting criteria):
 - *Movie festival dates* – search volume increased by 40 searches for the week.
 - *African film funding* – search volume increased by 21 searches for the week.
 - *Documented filmmaker* – search volumes increased by 36 searches for the week.
 - *Film commissioning in Africa* – search volumes increased by 46 searches for the week
- After the addition of these keywords to the ad sets, the volume of Impressions served increased by 48% while the volume of Clicks through to the site from these keywords accounted for 1455 Clicks during the remainder of the campaign period.
- The following keywords that were not eligible because users were not searching for them were removed from the ad set so that the budget could be focused on keywords that did have a valid search volume:
 - *Content Buyer*
 - *Film content buyer*
 - *Film funder*
 - *Get your story to screen*
 - *African fiction feature*
 - *Film Sales agents*

Google Display & YouTube

- Animated Google Display Banners started seeing a decline in Impressions served as well as resulting clicks. These animated banners were replaced with Static banners which saw the Impression share increase by 46%.
- YouTube banners served a high impression share but yielded lower CTR's than that of Google Display banners.
- The audience for YouTube banners was optimized in the second and fourth week to accommodate "African Movie Enthusiasts" as an additional additivity audience targeting category.

Twitter

- A decision was made in the third week of the campaign to switch off Twitter as it was an underperforming platform that had an extremely high cost attached. Costing more than four times that of Facebook and Instagram combined, Twitter ads were paused and the budget was shifted into Facebook.

Instagram

- During the last two weeks of the campaign it was noted that Instagram had started underperforming – i.e. it was delivering a fair Impressions share but the CTR had dropped by more than 70% since the previous weeks.
- All Instagram advertising was paused as a result and the budget was also shifted into Facebook.
- Despite no ads being published natively to Instagram, with the use of the increased Facebook advertising budget, we ensured that ad placement for Facebook ads included IG placement as well.
- Speaker profile videos did not perform as well on IG as it did on Facebook.
- General event info content performed better on IG.

Facebook

- Facebook out of the three social platforms yielded the highest performance and most of the budget optimisations made from twitter and Instagram resulted in an increased Facebook budget.
- The Facebook carousel's out-performed all other ad types on Facebook including that of video content but did come at a slightly higher cost.
- Video content was the second best performer in terms of ad types with a lower cost per click and a slightly higher impressions share, however Clicks were 12% lower than that of the Carousel's. This indicates that both the video ad types and carousel ad types worked in tandem to obtain good Impression share and click-throughs.
- All four speaker videos performed well on Facebook with a 89% completion rate.
- The first speaker video performed the best with in excess of 30 000 Link Clicks.

Advertising Campaign Media Snapshot

Facebook & Instagram	
Budget Spent	R40 738.20
Proposed Budget	40,000
Impressions	5,304,114
Reach	1,658,547
Results - Link Clicks	133,148
Cost per Click	R2.01

Twitter	
Budget Spent	R8 762.79
Proposed Budget	R10,000
Impressions	207,935
Reach	N/A
Results - Link Clicks	362
Cost per Click	R24.20

Google (Display, Search and YouTube)	
Budget Spent	R50075.96
Proposed Budget	50,000
Impressions	3,790,231
Results	37,158
Cost per Click	R1.84

Website	
Visits	5,733
Pageviews	10 043
Bounce Rate	67%
Paid Advertising (Google)	2,871
Social	1,406
Organic	1,552

Facebook Overall Performance	
Impressions	6 687 480
Reach	2 304 712

Instagram Overall Performance	
Impressions	923 919
Reach	2 000 360

Twitter Overall Performance	
Impressions	453 000
Reach	13 408 759

Social Media (Organic)	
Facebook	
Followers count (May)	10 663
New Followers	603
Total Followers (25/08/21)	11 266
Page Impressions	6 687 480
Engagement	228 337
No. of organic posts (incl. stories)	279



Post Details

Performance for Your Post

451 People Reached

14 Likes, Comments & Shares

13 Likes, 13 On Post, 8 On Stories

6 Comments, 6 On Post, 8 On Stories

1 Share, 1 On Post, 8 On Stories

9 Post Clicks

5 Post Views, 1 Link Click, 8 Home Clicks

1 Like Post, 1 Post Action

1 Share on Email, 1 Like Post

451 People Reached

22 Engagements

Boost Post

Post Details

Performance for Your Post

70,553 People Reached

224 Reactions, Comments & Shares

309 Likes, 205 On Post, 13 On Stories

1 Comment, 1 On Post, 8 On Stories

6 Shares, 6 On Post, 8 On Stories

1,111 Post Views

2 Post Views, 792 Link Clicks, 877 Home Clicks

1 Like Post, 1 Post Action

1 Share on Email, 1 Like Post

70,553 People Reached

1,111 Engagements

Boost Post

Durban FilmMart SA
June 10 · IG

After a busy 24 hours of intense meetings, we are happy to announce the program for our #DFM2021 Awards ceremony. Please join us this Sunday from 15:00 - 16:00 as we honour the presence of the film projects that were part of the 2021 market. The Awards Ceremony will be streamed live on the DFM Virtual Event Platform.

Durban FilmMart SA's Program Management, Marketing, Film and Video Production, Publicity, Sales, Film Commission Film and Production Board, The International Design. See More

#DFM2021 AWARDS CEREMONY
22 AUGUST
15:00 - 16:00

375 People Reached · 16 Engagements · [View Post](#)

Jack M. Adu, Thea Dore Rabin and 16 others · 1 Comment · 8 Shares

Performance for Your Post
975 Reach (Average)

37 Reactions · Comments & Shares

Like	12	On Post	17	On Story
Love	5	On Post	1	On Story
Comment	2	On Post	0	On Story
Share	4	On Post	9	On Story

21 Post Clicks

1 Post View · 0 Link Clicks · 15 Other Clicks

NEGATIVE FEEDBACK

0 Hate · 0 Dislike · 0 Report as Spam

Durban FilmMart SA
June 10 · IG

DMF 2021 Industry Programme - Don't miss the professionals at Durban Does Docs Sessions. The following sessions happening this year:

Durban Does Docs: Supporting Documentaries
Mozesee Said Duma (DCC-A)
Alan Et-Tahri (Doc Box) · See More

DURBAN DOES DOCS
16-25 JULY 2021

DMF 2021
The rules of the game have changed, no longer...

57,492 People Reached · 1,541 Engagements · [View Post](#)

Based on June 10, 2021
By Post Goals

People Reached: 56.4K · Link Clicks: 114

715 Like · 154 On Post · 11 On Story

134 Reactions · Comments & Shares

Like	12	On Post	17	On Story
Love	5	On Post	1	On Story
Comment	2	On Post	0	On Story
Share	4	On Post	9	On Story

1,412 Post Clicks

2 Post Views · 102 Link Clicks · 488 Other Clicks

NEGATIVE FEEDBACK

0 Hate · 0 Dislike · 0 Report as Spam

Durban FilmMart SA
June 11 · IG

Welcome to our Durban Does Docs: Impact Producing speakers! Meet Amy, Emily, Marieke & J'EFF! Open Video · 127 Interactions · See More

402 People Reached · 16 Engagements · [View Post](#)

Purple David, Jonathan, Tanya, Melissa and 8 others

Performance for Your Post
402 Reach (Average)

10 Likes · Comments & Shares

Like	10	On Post	4	On Story
Love	2	On Post	0	On Story
Comment	0	On Post	0	On Story
Share	0	On Post	0	On Story

6 Post Clicks

1 Post View · 0 Link Clicks · 0 Other Clicks

NEGATIVE FEEDBACK

0 Hate · 0 Dislike · 0 Report as Spam

Durban FilmMart SA with Sanford - Norwegian Scout Film Fund and 13 others
June 17 · IG

Profile #2 Sub of the Festival has 2 Comments, Likes, and Favorite Photos of South Africa - #23 Culture continue their partnership with the Durban FilmMart for the 10th edition of the key 40 programme Jumpstart. The incubator programme is one of the international partnerships established by DFM across its 12 year history to develop cinema in the African continent.

Partnering on project packaging for the international market, all South African filmmakers will be in... See More

2021 JUMPSTART DIRECTORS

16-25 JULY 2021

8 SOUTH AFRICAN PROJECTS 16-25 JULY

2,270 People Reached · 487 Engagements · [View Post](#)

Michelle Fakh, Tobi Mouty and 12 others · 1 Comment & Shares

Performance for Your Post
2,079 Reach (Average)

260 Reactions · Comments & Shares

Like	13	On Post	61	On Story
Love	121	On Post	108	On Story
Comment	17	On Post	12	On Story
Share	9	On Post	0	On Story

157 Post Clicks

1 Post View · 2 Link Clicks · 182 Other Clicks

NEGATIVE FEEDBACK

0 Hate · 0 Dislike · 0 Report as Spam

Durban FilmMart SA
August 11 · IG

That's a wrap for day one of the Durban FilmMart 2021! We've kicked off our premier film event with delegates from 26 countries across the world attend 4 roundtable meetings and 9 sessions on the first day of DFM where 514 GB of content was shared by the top of 160 delegates.

#DFM2021 #DurbanFilmMart #DurbanFilmMart2021 #DurbanFilmMart2021 #DurbanFilmMart2021 #DurbanFilmMart2021 #DurbanFilmMart2021 #DurbanFilmMart2021 #DurbanFilmMart2021 #DurbanFilmMart2021

DURBAN FILMMART 2021 DAY 1

4 Roundtables · 9 Sessions · 116 GB of content shared
13 Premieres & Screenings · 25 Screenings · 500 delegates of international origin

357 People Reached · 14 Engagements · [View Post](#)

Melanie Tsimon-Vieljeux, Melissa Abreu and 1 others · 1 Share

Performance for Your Post
357 Reach (Average)

0 Likes · Comments & Shares

Like	7	On Post	1	On Story
Love	0	On Post	0	On Story
Comment	0	On Post	0	On Story
Share	1	On Post	0	On Story

6 Post Clicks

2 Post Views · 0 Link Clicks · 4 Other Clicks

NEGATIVE FEEDBACK

0 Hate · 0 Dislike · 0 Report as Spam

Durban FilmMart SA
August 11 · IG

The 12th Durban FilmMart has officially started with Mayor of eThekweni, Councillor Muzila Khuzo welcoming delegates at Africa's premier film event.

Mayor Khuzo said delegates that despite the Covid-19 pandemic, the event got ahead in F2B and partnerships of Durban. He was heartened by the welcoming support from partners, sponsors and industry participants involved in the virtual edition.

He said the Durban FilmMart was a great platform for filmmakers to showcase their... See More

716 People Reached · 72 Engagements · [View Post](#)

Performance for Your Post
716 Reach (Average)

37 Reactions · Comments & Shares

Like	22	On Post	0	On Story
Love	31	On Post	0	On Story
Comment	1	On Post	0	On Story
Share	3	On Post	0	On Story

35 Post Clicks

4 Post Views · 0 Link Clicks · 31 Other Clicks

NEGATIVE FEEDBACK

0 Hate · 0 Dislike · 0 Report as Spam

Instagram	
Followers (May)	3 138
New Followers (11.4% inc)	357
No. of followers	3 495
Profile views	2 764
Website clicks	195
No. of organic posts (incl. stories, reels and IGTV)	167
Top cities represented	Cape Town; Durban; Jhb; Lagos; Nairobi

The collage displays various Instagram analytics and post details for the #DISRUPT! festival. Key elements include:

- Reach Screenshots:** Two screenshots showing 'Top Reels' and 'Top IGTV Videos' with view counts ranging from 103 to 115,000.
- Post Performance Screenshots:** Multiple screenshots showing metrics for different posts, such as:
 - Interactions: 13, 17, 5, 12
 - Discovery: 663, 651, 570, 387, 1,039
- Post Details Screenshots:** Detailed views of individual posts, including captions and engagement metrics. Captions often mention 'DISRUPT! Festival' and 'South African Projects'.

Twitter	
Followers (May)	8 294
Followers (25 Aug)	8 506
Follower increase	212
Mentions (incl retweets)	746
Impressions	453 000
No. of organic posts	312

Top media Tweet Retweeted 1,402 · 10/25/2021

The DFM is excited to announce the 3 DFM Access programme projects that have been selected for this year's DFM Finance and Pitch Forum.

They are Windward (documentary), Pretty Huddle (episodic), and Professional Mourners (fiction)

Full article: durbanfilmmart.co.za/press-office/a...
pic.twitter.com/qSAB71Xnsh



Durban Filmmart SA @durbanfilmmart · Jun 8

The LFM Africa in Focus: Women in Film panel will discuss the challenges that Black women film professionals across the continent.

Register here: <http://bit.ly/RegisterDFM2021>

#DFM2021 #AfricaInFocus #LoveSAfilm #KZNfilm #KDF filmCommission #ecommunications
pic.twitter.com/pV58DFBQ

Impressions: 1,323
 Total engagements: 70

Social Media (Paid)	
No. of posts boosted	9
Total Cost	R 3 901.95
People reached	666 955
Link clicks	6 796

Ad Topic	People Reached	Link Clicks
DISRUPT! (General)	85,713	805
PAID TO SCREEN	74,195	916
DISRUPT! (16-25 JULY 2021)	80,562	866
DISRUPT! (16-25 JULY 2021)	81,508	925
ON THE MARK	28,304	3
ANIMATION RUPM	82,849	796
AFRICA IN FOCUS	69,824	699
DURBAN GALS GOES	85,424	914
DFM CONVERSATION	78,576	875

CREDITS AND ACKNOWLEDGEMENTS

Durban FilmMart Institute Board: Jacintha de Nobrega, Mandisa Zitha, Neil Brandt and Thandi Davids

Acting General Manager: Magdalene Reddy

Principal Funder: eThekweni Municipality, Durban Film Office

Funders and Sponsors: National Film and Video Foundation, KwaZulu-Natal Film Commission, Film and Publications Board, International Emerging Film Talent Association, Institut Francais – South Africa, Wesgro, Canadian High Commission

Programme Partners: Berlinale Talents, Produire au Sud, AfriDocs and Avek, Cape Town International Animation Film Festival, Carthage Film Festival Logo (JCC), CC&A Insurance, Digital Lab Africa, Documentary Filmmakers Association, Documentary Association of Europe, DOK.fest München, DOK Leipzig, Dolby, Durban International Film Festival, FidaDoc, FESPACO, Hot Docs-Blue Ice Docs Fund, Inco Production, Guangzhou International Documentary Film Festival, International Documentary Film Festival Amsterdam, Independent Producers Organisation, Miradas Doc, Namibia Film Commission, Netflix, Organisation Internationale de la Francophonie, Rotterdam Cinemart, SAFED, South African Guild of Actors, Sørfond - Norwegian South Film Fund, SWIFT, Trace Studios, The Wits School of Arts Film and Television, Writers Guild of South Africa.

Media Partners: Awotele, Call Sheet, Variety

Award Host: Kwezi Becker

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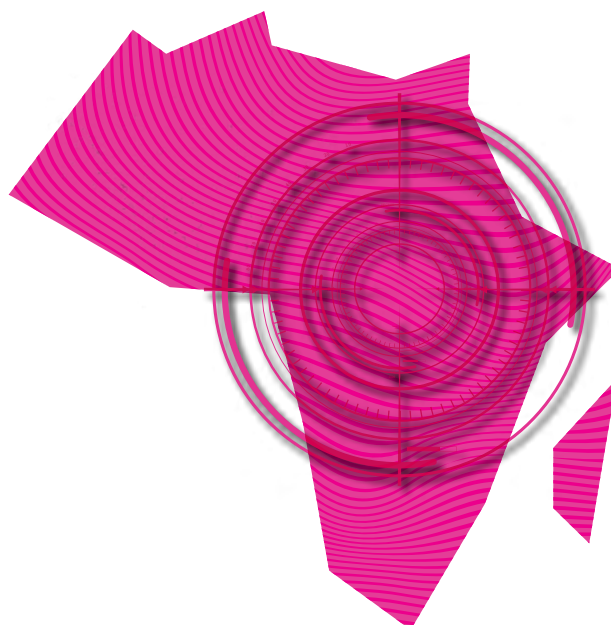
DFM 2021 Campaign Design: Born and Bred Studio and DigitLab

DFM Dossier: Artworks

Virtual Event Platform: Cvent and Digitlab Digital Strategy

Digital Production Team: Rendmo

DFM Website: No Logo Studios



DISRUPT!

THE SHAPE OF STORIES TO COME



12TH

Durban FilmMart

VIRTUAL EDITION 2021

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