

From analogue to digital - Africa Media and Broadcasting Congress

The Africa Media and Broadcasting Congress will take place from 29 November 2010 in Johannesburg, South Africa at the Sandton Convention Centre. The congress aims to ensure Africa's media and broadcasters can keep up with the switch-over from analogue to digital. Terrapinn is the organiser of the annual event.



"As this growing sector in Africa is expanding into a multitude of different avenues, traditional broadcasters need to be sure that they can move with the times and keep up with the switchover from analogue to digital," says Anthea Coltman, conference manager for Terrapinn.

Dynamic broadcast models

Coltman predicts that government and regulators will assist broadcasters in responding to the changing dynamics of traditional broadcasting, and allow them to realise that there is a great opportunity in a variety of broadcast models in Africa - such as internet and mobile TV.



Michael Armstrong

Michael Armstrong, the SVP and general manager of Black Entertainment Television in the US, will deliver a keynote address focusing on the perspective on improving African business strategies. Joe Frans, president: Africa from Next Generation Broadcasting in Ghana, will deliver the 10 Commandments of successful digital pay-TV.

Innovation, strategy an investment

The overall conference plans to focus on innovation, strategy and investment in Africa's media and broadcasting sector and is open to all involved in the media, content and telecoms market.



Joe Frans

Topics covered include; smart TV, digital migration, new business models, finance mechanisms and models, radio and print media, outlook for the media and entertainment industry as well as creating, distributing and monetising content.

The Africa Media and Broadcasting Congress plans to host over 150 industry executives to debate the issues facing the market and will provide networking opportunities.

For more information about the conference or to register, go to www.terrapinn.com/2010/mediaza.