

Michael Dearham joins 'Cote Ouest Audiovisuel'

Cote Ouest Audiovisuel, a distributor of audiovisual rights for and from Africa, has welcomed aboard Michael Dearham as senior vice president of the group and general manager of the Mauritian office.



Michael Dearham

Dearham's role is to oversee with full authority the English Programming part of the business and to shape the strategic growth and development of the Cote Ouest Audiovisuel Group as a whole.

According to Bernard Azria, CEO of Cote Ouest, "Mike is a highly qualified professional who will undoubtedly take Cote Ouest one step further and who will contribute greatly to the expansion of our activity across English-speaking Africa. We are proud to welcome such an outstanding professional of the African market".

Dearham is the former head of M-Net's Sales and Library acquisitions department and sole curator of the [African Film Library](#) owned by M-Net.

Dearham, a film industry veteran, credited with a string of leadership positions within various media initiatives including South Africa's National Film and Video Foundation (NFVF), Sithengi and Film Resource Unit, started his career in radio communications and political science, and has held a number of high level consultancy posts within the South African government and the international donor community.

He has directed and judged at several African and international film festivals and, in 2005, he received the prestigious Prince Claus Award (an initiative of the Dutch Government) for outstanding contribution to the growth and development of the African film industry.

"I am extremely excited about joining Cote Ouest - a great company with a solid track-record and world-class potential. Cote Ouest offers a unique opportunity for me to apply my experience toward further growth and development of the African film and television sector. I look forward to working with and learning from the exceptionally talented management

team and staff", said Dearham.

Cote Ouest Audiovisuel is a distributor of audiovisual rights for and from Africa. It owns a unique catalogue of TV programmes including prestigious soap operas and telenovelas, major US and African feature films, TV series, movies made for TV, documentaries and animations for the young audience.

Cote Ouest is an independent company with offices in Abidjan (Ivory Coast), in Ebene City (Mauritius) and in Casablanca (Morocco) to effectively serve its customers across the entire continent.

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