

## Case studies

## East African content featured in Maisha Magic Movie Festival



In March, African film enthusiasts were presented with a film bazaar of an array of 45 movies from various genres produced in East African countries. The Maisha Magic Movie Festival showcased entertaining offerings ranging from comedies, thrillers to romantic dramas.

Maisha Magic Movies, available on DStv channel 141, used this festival to reinvigorate the channel by reintroducing new storytelling initiatives from Tanzania, Uganda, and Kenya's television and film production sectors. MultiChoice Tanzania hosted the launch event in Dar es Salaam for regional film stakeholders, who were addressed by Timothy Owase, Chief Executive Officer of the Kenya Film Commission. He said, "The Kenya Film Commission commends Maisha Magic Movies for offering local film producers an opportunity to showcase their talent to the regional audience. MultiChoice remains truly committed to the development and growth of our local film sector."

Films such as *Contract Love*, *Amandla*, and *Antisocial* produced by Kenyan movie directors Dr Zippy Okoth, Anthony Owuor, Tevin Kimathi and Likarion Wainaina have created many opportunities for crew and cast members to showcase their talents in the Kenyan film industry and beyond.

*"Maisha Magic Movies is proud to partner with local producers to offer them a platform to enrich the lives of our audiences through their talent and craft by telling captivating and authentic stories from across the region."* says Barbara Kambogi, Channel Head for Maisha Magic Movies.

According to Barbara Kambogi, the Covid-19 pandemic slowed down projects for most creatives, but it also created opportunities for new emerging talent. The movie festival showcased movies produced within the last two years, revealing vibrant East African film production.

