

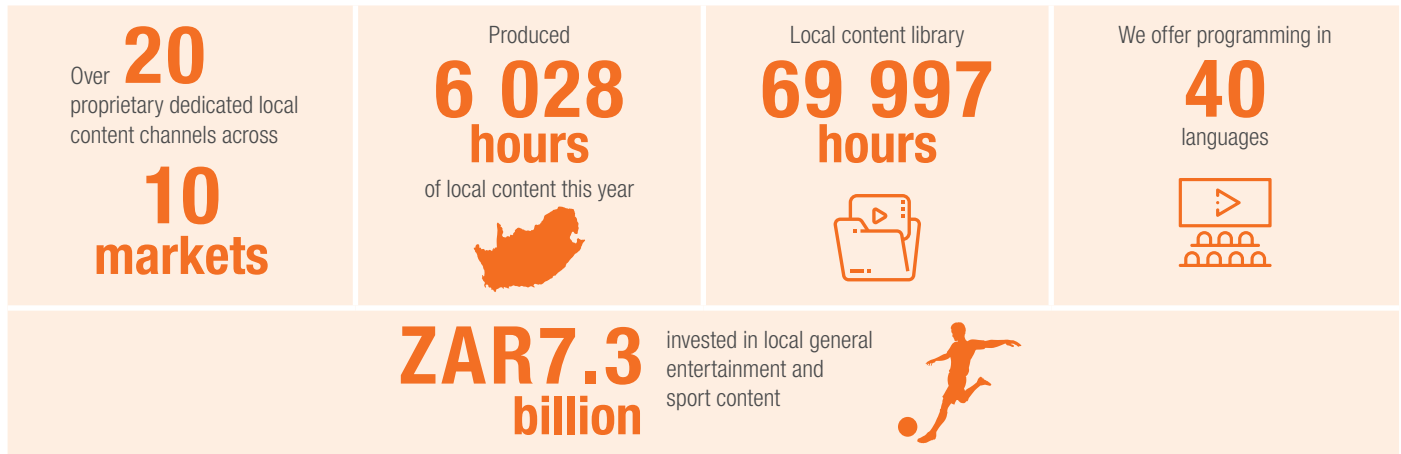
# Promoting local content

- 18 **Case study: The 8th Africa Magic Viewers Choice Awards celebrated over eight days**
- 19 **Case Study: East African content featured in Maisha Magic Movie Festival**
- 20 **Case study: Partnership with namibian broadcasting corporate injects impetus for NamibiaN content**
- 21 **Case study: Abol TV celebrates first year anniversary**
- 21 **Case study: Positive spinoffs of investment in content**



## Promoting local content

Africans have a large appetite for locally conceived and produced audio-visual content that features our own stories. Surveys have found that as soon as more local content becomes available, Africans view considerably less imported content. With that said, this appetite is not satisfied by 'one size fits all' generic African content. The more 'hyperlocal' the setting and story, the more it will be followed by local cultures and communities.



**MultiChoice is a prime mover behind building an African film industry that enriches our lives and cultures. Local content not only thrills African audiences – a primary MultiChoice focus – but brings with it a range of social and economic benefits.**

Creating local content boosts the local film industry on the continent. It creates opportunities for African writers, actors, producers and the numerous support positions created and sustained by any noteworthy audio-visual production. Hundreds of Africans are now being enriched through the filmmaking opportunities being opened up by MultiChoice.

Local stories speak directly to African hearts and minds. They inspire pride in our local cultures and nations. New generations of storytellers – and those whose stories were never told until now – are being enabled by MultiChoice's determination to seed Africa's young and talented film and TV industry.

**Nigeria**  
Africa Magic with MultiChoice announced an eight-day series of events in preparation of the 8<sup>th</sup> Africa Magic Viewers' Choice Awards.

**Uganda**  
MultiChoice Uganda added five new local stations with an array of content ranging from edutainment, entertainment, current affairs and sports, among others.

**Ethiopia**  
As part of the commitment to enhancing viewer experience, Abol TV was launched on the DStv platform.

**Kenya**  
Launched two new shows (Salem and Sanura) to reveal authentic Kenyan stories.

**Tanzania**  
MultiChoice Tanzania launched the Maisha Magic Movie festival at Dar es Salaam Serena Hotel.

**Mozambique**  
Maningue Magic, a new channel for Mozambicans launched and features locally produced content.

**Zimbabwe**  
ZTN Prime launched with the aim of extending the reach of Zimbabwean content on DStv.

**Ghana**  
Akwaaba Magic Abusua targeted at DStv Access and GOtv customers offering exciting local content at a competitive price.

**Angola**  
DStv Angola launched Kwenda Magic, a local channel catering exclusively to Angolan customers.

**Namibia**  
26 films were produced over a period of two years to share authentic Namibian stories.

**South Africa**  
*Wie Word 'n Miljoenêr*, the Afrikaans rendition of reality TV show *Who Wants to Be a Millionaire*, quickly gained viewers after launching on kykNET, and *Big Brother Mzansi* was a big hit after relaunching on *Mzansi Magic*.

