

# Promoting local content

## Case studies

### The 8th Africa Magic Viewers Choice Awards celebrated over eight days

An eight-day feast of African film, television and culture took place in Nigeria to celebrate the eighth edition of the Africa Magic Viewers' Choice Awards (AMCAs).

Following an exuberant opening night on 7 May 2022, the subsequent seven days featured a spectacle of curated events celebrating African food, film, and culture. The best in colourful African attire was featured in the first-ever AMVCA runway show for emerging fashion designers.

Hardly missing out in the festivities, MTF Academy students participated in movie screenings and panel discussions in a dedicated MultiChoice Talent Factory Day. A special Content Market Day hosted by Africa Magic gathered various stakeholders in the film industry. We also hosted a Digital Content Day intended to unmask talent in the growing terrain of online content, while tickling the tastebuds at a pan-African food festival. The cherry on top was the awards night on Saturday, 14 May.

*“The AMVCA was birthed in line with Africa Magic’s vision of providing entertainment for Africans by Africans. We are focused on shining the light on the many aspects that make the African film and television industry truly magical and beaming that magic to millions of Africans who watch the awards every year,”* says Dr Busola Tejumola, Executive Head of Content and West Africa Channels at MultiChoice Nigeria.

