

# The next generation of storytellers

## The MultiChoice Talent Factory

MultiChoice connects over 100 million people across the African continent through world-class entertainment and content provided across more than 120 channels. We offer the best local and international content programming in 40 different languages.

All these many hours of content have to be created by MultiChoice or acquired from elsewhere. We decided to launch the MultiChoice Talent Factory (MTF) in 2014, so that Africans can tell their own stories. MTF is the platform through which MultiChoice can provide the skills and resources to do so.

Our MultiChoice Talent Factory functions through two distinct initiatives. The first is to identify and nurture young talent, with the second pillar being to further upgrade the skills of those professionals already active in the industry.

We source and develop new talent by identifying promising young Africans and placing them on intensive 12-month

programmes to develop their film and content creation skills. For those professionals already in the industry, MultiChoice has partnered with leading international and local production companies to provide masterclasses and collaborate in developing Africa's audio-visual industry.

## 293 storytellers



from across the African continent have been trained through the MTF over the past seven years

87

interns and graduates in 2022 financial year



16

production houses registered by MTF alumni in the past financial year



14

core markets served by MTF masterclasses



## Case studies

## MultiChoice Talent Factory partners with Canon to run filmmaking workshops

Canon, leading provider of digital cameras, partnered with MTF to provide a series of training workshops for the 2021/22 MTF class of students.

A total of 60 students from 13 different African countries formed part of the initiative. Workshops took place both virtually and through physical in-person sessions, within the ambit of Covid-19 guidelines. Face-to-face sessions were offered at the MTF academies in Nigeria, Kenya, and Zambia.

The workshops offered a deep dive into advanced technical aspects of filmmaking with participants honing their aptitudes using latest state-of-the-art filmmaking equipment from Canon.

*“Our endeavour through this association with MultiChoice Talent Factory is to nurture the already kindled spirit of creativity in the MTF academy students, through a series of trainings that will set a strong foundation for them when they’re ready to step into the professional world. The workshops are planned and structured in a manner that will provide students with an exposure to a compressive overview and understanding of the actual products which are being used across the industry by leading professionals,”* says Somesh Adukia, Managing Director of Canon Central and North Africa.



Canon

These workshops were scheduled as part of the 12-month immersion programme provided by the MTF Academy, which incubates emerging film talent in Africa. This partnership enables MTF students to access training workshops and industry masterclasses through Canon online platforms.

*“The MultiChoice Talent Factory partnership with Canon is an exciting opportunity for the African film industry. Most African filmmakers and content creators are self-taught, and access to master skills development is hard to attain. Collaborations such as these are crucial for upskilling the industry,”* says Nwabisa Matyumza, MultiChoice Talent Factory Director.

# The next generation of storytellers

The MultiChoice Talent Factory continued

## Case studies

### Florence Rapeu



Florence Mashadi Rapeu was the first person in her family to graduate, after completing her journalism degree. However, like so many, she couldn't immediately find a job in her field of study and followed a different line instead. After some time and feeling unfulfilled, Florence started looking for ways to express her creativity and discovered her passion for writing. The sense of disillusionment disappeared, and she told everyone around her that she wanted to be a scriptwriter.

Florence's colleague sent her a link to the MultiChoice Talent Factory South Africa scriptwriting programme. A first of its kind programme in the country, the Scriptwriting Incubator is a SETA-accredited learnership that includes structured learning with the Wits University Film and Television Department and practical workplace experience over the course of 12 months.

Florence was accepted into the programme, and it taught her the importance of being adaptable, solutions-oriented, and collaborative.



*"Before I joined the MultiChoice Talent Factory, I was writing alone in my small corner at home, and I thought this is how magic happened. However, I learned that collaboration was the backbone of the industry."*

The MultiChoice Talent Factory Scriptwriting Incubator opened new doors for Florence – she is now a full-time South African TV writer, and as she follows her dreams, she inspires others (like her daughters) to do the same.