

25^{ème} édition du FESPACO

OPENING CONFERENCE OF THE MICA



*"Audiovisual and innovation:
Entrepreneurship, financing and
interactivity, the keys to market access"*

This conference, organized in partnership with FESPACO, opened the MICA. It was one of the highlights of the festival's professional activities.

During this conference, attended by more than 300 professionals and students from the sector, innovative approaches in terms of creation and production, search for funding and partnerships, relations with the public and public authorities, dissemination and marketing were addressed by the different stakeholders.

Overall, the professional aspects and the impacts in terms of job creation, income generation and capacity building for these initiatives were highlighted.




This specificity of the selected projects and structures was fully integrated into the theme of the symposium organized at FESPACO 2017, "Training for the cinema and audiovisual professions", whose objectives was to nourish reflection on the professionalization of the sector.

See the video [HERE](#) and some photos [HERE](#)

SPEAKERS

-  **David CONSTANTIN**
-  **Ousmane BOUDANOUE**
-  **Alexandre RIDEAU**
-  **Marc-Henri WAJNBERG**
-  **Jean-Yves BASSANGNA**

PARTICIPANTS

-  **Stefano Manservigi**
European Commission
-  **Ardiouma Soma**
Executive Officer FESPACO
-  **Etienne Minoungou**
Moderator



David CONSTANTIN

Caméléon Productions (MAURITIUS)



- Director and producer of the Mauritian film "Lonbraz Kann", feature film supported by the ACPCultures+ Programme
- Co-founder of the "Iles courts" festival, a real engine for the Mauritian film industry
- Trailer of « Lonbraz Kann » [HERE](#)

Key points :

- Alternative financing (crowdfunding): tools for a functional campaign
- Marketing (social networks, partnerships) carried out before and after the finalization of the film and the distribution strategy (agreements with operators in the region)
- Involvement of the public (workshops of actors with non-professionals, screenings of previous works upstream, sessions of decentralized projections)
- Consideration of the young audiences (schools present on the set, projections for young audience)
- Involvement of public authorities (legislation for local productions)

Presentation

David CONSTANTIN





Ousmane BOUDANOUE

Génération Films (BURKINA FASO)



- Collective film production company and publishing company from Burkina Faso for audiovisual products, training and consulting
- Participates in the strengthening of artistic quality, management methods, new strategies for the diffusion and marketing of cinema, respecting international standards in the countries of the South

Key points :

- Innovative entrepreneurship: the need to create a collective where everyone has a share of responsibility (new type of participatory and cooperative management)
- The Ouaga film Lab: a laboratory for the development and co-production of fiction, animation and documentary films set up by the collective Générations films.
- The Talent Film Lab: a video workshop in partnership with the federation of cineclubs to revitalize the links between the public and cinema and one of whose main activities is media education
- Production of documentary films that deal with youth in order to give voice to citizens, by limiting intermediaries

Presentation

Ousmane BOUDANOUE





Alexandre RIDEAU

Kewu Studio (SENEGAL)



- Producer of the show "C'est la vie", an educational TV series initiated by the NGO RAES (dedicated to the education for development and health), broadcast in French and English, on TV5 and A+
- Series broadcasted free of charge by some 60 television stations, reaching 44 countries in sub-Saharan Africa and a potential audience of 100 million viewers

Key points :

- The keys to success (on the quality of the project, the subjects tackled, the professional approach, the support ...)
- The impact in terms of professionalization and employment of the project (150 to 200 ACP people trained in workshops are becoming more professional and acquire new skills, and the structure also uses young filmmakers for season 2)
- The interaction between televisions, online and offline
- New approaches with audience and new online formats
- The evaluation of the impact of the series on behaviors in terms of public health (working with researchers, indicators and surveys, etc.)

Presentation

Alexandre RIDEAU





Marc-Henri WAJNBERG

Wajnbrose Productions (BELGIUM)



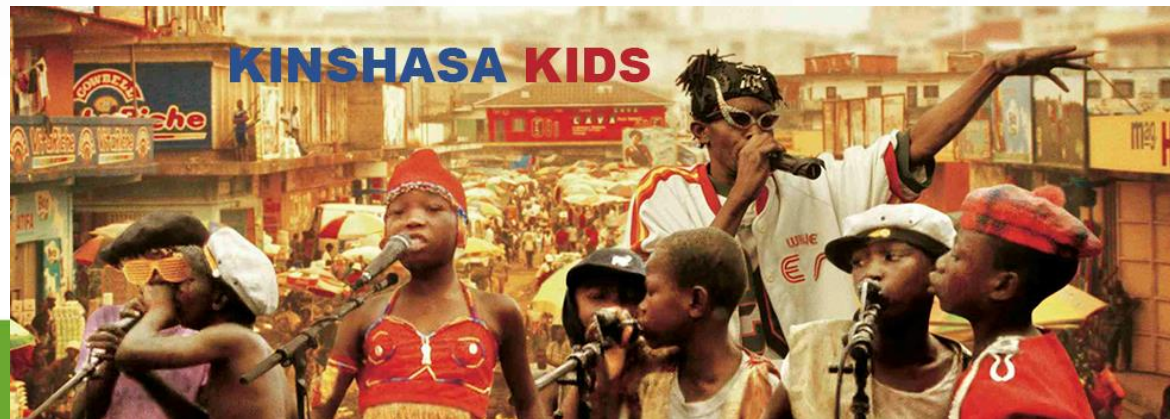
- Producer, director and screenwriter
- He directed the feature film "Kinshasa Kids", presented at the festival of Venice in 2012, in which he presents the life of street children in Kinshasa
- From this first experience, he is currently developing a cross-media virtual reality project, which can also be used on phones and computers
- The project also includes the production of classic documentaries for television and short modules for the web
- Kinshasa Kids trailer [HERE](#)

Key points :

- The design of a cross media and virtual reality project: conception and writing
- Production conditions for a cross media project, combining virtual reality, documentary production and online
- The economic model and the sources of financing for this type of project
- Cross-media as a tool for sensitizing young people in particular on issues of human rights and the rights of the children

Presentation

Marc-Henri WAJNBERG





Jean-Yves BASSANGNA

Kiro'o Games (CAMEROON)



- Young start up from Cameroon who employs 20 people
- Launched in 2016 the first video game of Central Africa, "Aurion"
- Ranked among the 3 winners of the Total 2016 start-ups, Kiro'o games has raised funds with many partners to launch this game
- The first game production studio in French-speaking Africa, one of the first VSEs to have explored venture capital to finance its activities
- Trailer of the game Aurion [HERE](#)

Key points :

- The specificities and economic potential of the creation of video games and 2D and 3D animation
- Its economic model and alternative financing (through venture capital)
- The tools to access the market for this type of projects (Steam online platform)
- The challenges and constraints of cultural entrepreneurship in Africa

Presentation

Jean-Yves BASSANGNA



Some assets of the projects presented 1:

- An entrepreneurial approach (in various forms - collective or startup) with a search for an economic model
- New forms and approaches to financing (crowdfunding, venture capital, thematic funding outside culture due to the consideration of social issues, public impact assessment to assess return on investment)
- New artistic forms of projects (cross media projects, virtual reality, video games)
- Multi-media broadcasting (including mobile projections)
- The place given to marketing (media partnership, creation of communities, use of social networks)
- The transversality of projects that combine production, training and integrated dissemination

Some assets of the projects presented 1:

- An innovative and comprehensive approach that enables projects to be carried out, to be integrated into sustainability and to convince donors, investors and broadcasters
- The projects give young talents a chance (Generations films, Kiro'o games or Kewu studio)
- An interactive approach with the public with sometimes their involvement even in the projects and the taking into account of the young public (activities of education to the image)
- The professionalization of the actors on the ground (workshops) which leads to the creation of jobs and promotes the economic and social spin-offs
- Valorization of cultural identity (choice of subjects, language) and problems faced by ACP populations, taking into account the public's demand for local productions telling local stories