



08 - 10 OCTOBER 2024

SWAKOPMUND, NAMIBIA

8TH EDITION

# BROADCAST AND DIGITAL MEDIA CONVENTION AFRICA 2024

*INCORPORATING THE 31ST ANNUAL GENERAL ASSEMBLY (AGM)  
OF THE SOUTHERN AFRICA BROADCASTING ASSOCIATION - SABA*





**The 8th Broadcast and Digital Media Convention, convened by the Broadcasting and Media Association (BMA) and the Southern African Broadcasting Association (SABA), stands as a pivotal event in the media industry calendar.**

**Hosted this year by the Namibia Broadcasting Corporation and co-located with the 31st AGM for the Southern African Broadcasting Association, the convention is a dynamic platform for showcasing the latest innovations in broadcast and digital media technologies.**

**The 8th Broadcast and Digital Media Convention will bring together industry leaders, innovators, and professionals from the broadcast and digital media sectors to foster collaboration, inspire innovation, and provide a platform for discussing the latest trends, technologies, and challenges facing the industry.**

**This convention will serve as a platform for networking, knowledge sharing, and exploring new business opportunities and will feature keynote speeches, panel discussions, workshops, and exhibitions. Policymakers, regulators, and industry stakeholders will engage in dialogue to shape policies that foster growth that supports innovation and sustainable development in the broadcasting and digital media sectors.**





## KEY THEMES

- Updates on the commissioning of the SADC TV Platform
- AI, ML and Block-chain technologies and impact of broadcasting services in Africa
- Public service broadcasting in Africa: delivering quality public service content
- The future of advertising on television - changes and responses
- Optimising digital terrestrial broadcasting based on reliable regional infrastructure
- Understanding Changes in regulatory and policy regimes for a converged world
- Content delivery platforms and systems for African Broadcasters
- Funding and financing opportunities and challenges for the digital broadcast ecosystem
- Deploying state-of-the-art content aggregation and delivery facilities for broadcasters and media publishers in Africa
- Content commissioning in a multi-platform digital environment

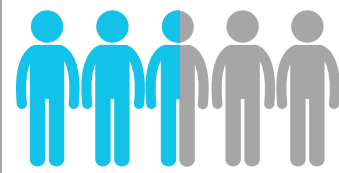
## REASONS TO ATTEND

- ✓ **Insightful Keynotes:** Hear from industry leaders and visionaries about the future of broadcasting and digital media.
- ✓ **Cutting-Edge Technologies:** Discover the latest technologies and innovations driving the industry forward.
- ✓ **Networking Opportunities:** Expand your professional network with peers, potential partners, and industry experts.
- ✓ **Expert Panels:** Gain diverse perspectives on key issues from expert panel discussions.
- ✓ **Exclusive Content:** Access exclusive content and presentations available only to attendees.
- ✓ **Business Opportunities:** Explore new business opportunities and collaborations with leading companies.
- ✓ **Market Insights:** Gain valuable insights into market dynamics and consumer behaviour.
- ✓ **Innovative Solutions:** Discover innovative solutions to challenges facing the broadcasting and digital media industry.



### SENIOR LEVEL ATTENDEES

Chief Executive Officers



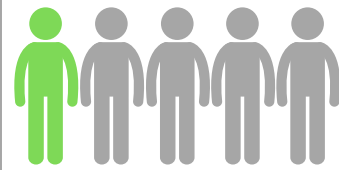
55%

Directors General



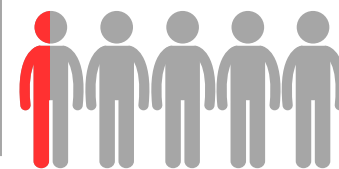
25%

Senior Management



13%

Executives



5%

### INDUSTRY REPRESENTATION

- Broadcasters
- Digital Media Professionals
- Technology Providers
- Advertising And Marketing Professionals
- Regulatory Bodies From Regulatory Authorities Overseeing Media And Broadcasting
- Content Creators: Filmmakers, Producers, And Creators Of Digital Content
- Journalists And Members Of The Press And Media
- Academics And Researchers
- Venture Capitalists And Investors

### REGIONAL REPRESENTATION



50%

SOUTHERN AFRICA



20%

EAST AFRICA



20%

WEST AFRICA



10%

REST OF THE WORLD