



BROADCAST AND DIGITAL MEDIA CONVENTION 2024 - *East Africa*

Delivering Quality Content With Innovative Digital Media Services

**7TH-8TH
MAY
2024**



*Five Star Venue
Addis Ababa - Ethiopia*

Convened By:



Partner:



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#BroadcastConventionEastAfrica



ABOUT THE CONVENTION

With a rapidly transforming digital landscape, broadcast media practitioners and content publishers in Ethiopia and across East Africa seek new ways to optimise and deliver their services in the digital media ecosystem. Industry players across the value chain seek to fully understand the dynamics of the new digital media environment and how it can be used to deliver enhanced value to consumers.

With the theme: "Delivering Quality Content With Innovative Digital Media Services", the International Broadcasting And Media Convention - East Africa is a 3-day industry meeting for all broadcasters, content platforms and publishers in Ethiopia and across East Africa.

Offering a unique blend of keynotes, panels and networking sessions that foster collaboration, inspire new ideas, and promote the sharing of best practices, the industry convention will explore cutting-edge advancements and innovative practices in digital broadcasting and content publishing, helping assess the multiple roles and responsibilities that will allow them to effectively handle and manage their changing role in society as digital media becomes a reality across the region.



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KEY THEMES

- State of digital broadcasting across East Africa - reviewing the state of play.
- Local content, channels and programmes for the digital ecosystem.
- Digital-enabled radio and sound broadcasting.
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- OTT content streaming and video-on-demand services.
- Digital studio facilities management for digital broadcast stations.
- Convergence of broadcasting and telecoms services delivery.
- Regulatory regimes for a converged world.
- Content preservation and archiving in the digital ecosystem.
- Funding and financing opportunities and challenges for digital broadcast ecosystem.

FORMAT AND FEATURES

Illuminating presentations and panels:



We offer a series of carefully selected keynotes, plus feature and showcase presentations from innovators and thought leaders.

Practical knowledge transfers:



The event's programme is interspersed with practical, hands-on sessions offering fresh perspectives, ensuring that participants are informed and empowered.

High-level networking with industry leaders:



Providing an unparalleled opportunity to make new connections, connect with existing contacts and discuss business in a relaxed environment!

Face-To-Face meetings:

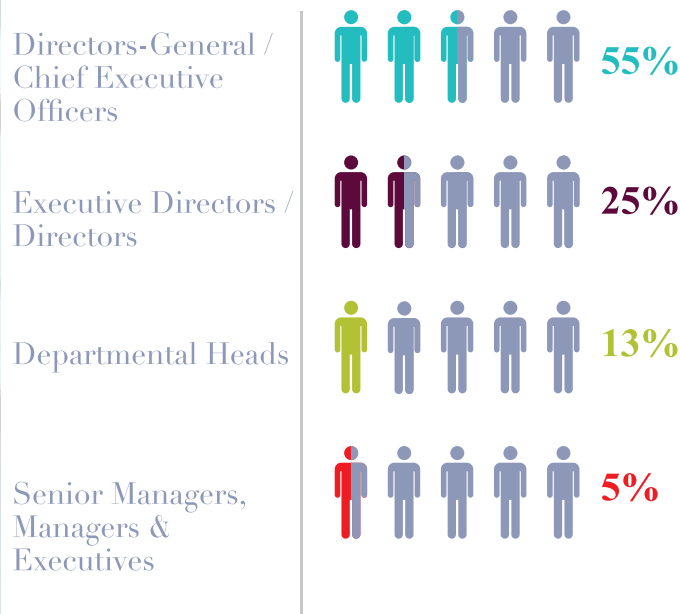


We curate and deliver face-to-face meetings to establish business with decision-makers. Over 50% of our participants are Board-level, C-Suite, Founders, Directors, Presidents & VP's.



WHO WILL ATTEND

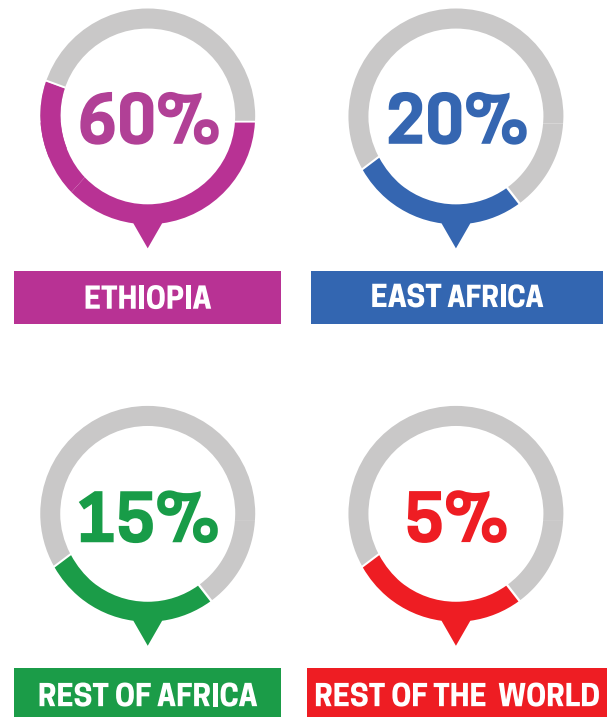
SENIOR LEVEL ATTENDANCE



INDUSTRY REPRESENTATION

- TV broadcasters
- Radio broadcasters
- Ministerial and government departments
- Regulators and policy-makers
- OTT and Streaming Media Platform owners
- Telecoms operators
- Content creators, producers, aggregators and publishers
- Broadcast Solution Providers

REGIONAL REPRESENTATION



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