



... Connecting the dots

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# **Funding and Financing for Local Programming & Content in Africa**

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# Content

- ❖ Setting the Stage
- ❖ African Assets
- ❖ Public Service vs Commercial
- ❖ Case Studies
- ❖ About Funders
- ❖ Funding/Revenue Sources
- ❖ Considerations
- ❖ Useful tools



# Setting the Stage

- ❖ Compelling content can be expensive
- ❖ Increase in platforms continues to make content king
- ❖ Creation of Innovative & relevant content is key
- ❖ Share the “cost”
- ❖ Sweat the asset





# African Assets



- ❖ Compelling stories
- ❖ Stunning locations (CT, Kenya, Mauritius)
- ❖ Lower cost of production (co-pros)
- ❖ Appetite and creativity



SABC



# Public Service Broadcasting

- ❖ Mission Driven
- ❖ Developmental/SED focus
- ❖ Partnerships are key
  - Like minded partners
  - Government, NGO's, etc
- ❖ Alignment with regional/international allies
- ❖ Soft funds



# Commercial Broadcasters

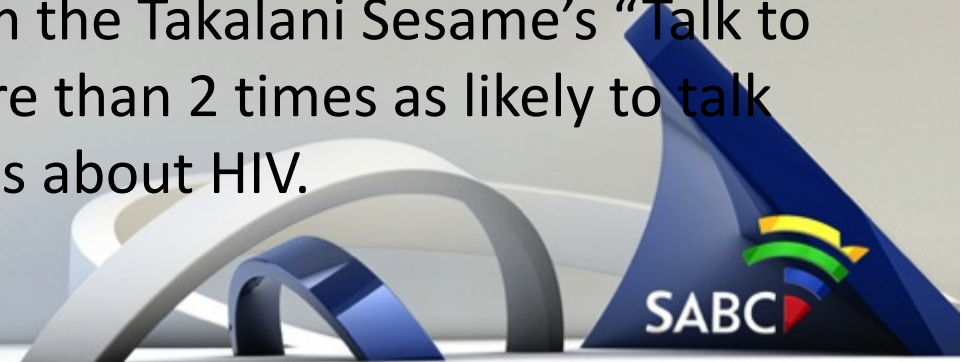
- ❖ Create high entertainment value to attract viewers to increase ad spend
- ❖ Collaborate with commercial entities
- ❖ AFP's
- ❖ Creative sponsorships (storyline integration, product placement)
- ❖ Free content – embedded ads



# Case Study: Takalani Sesame



- ❖ Takalani Sesame is an award-winning multi-media initiative which, in addition to its broad based educational messages on literacy, numeracy and life skills, maintains a special orientation on providing age-appropriate information about HIV/AIDS.
- ❖ In addition to the broadcast component, funding was also secured for an extensive outreach effort to caregivers of young children.
- ❖ Research revealed caregivers who did not receive intervention, those exposed to segments from the Takalani Sesame's "Talk to Me" television special were more than 2 times as likely to talk with children in their households about HIV.





# Case Study



- ❖ DFP (Donor Funded Programme)
- ❖ SABC and Brand SA
- ❖ Celebrating 20 Yrs of Freedom
- ❖ Showcasing those who make a difference – encouraging social cohesion and pride





## Case Studies: X Factor SA

- ❖ Successful format
- ❖ High production value
- ❖ Multiple funders – Broadcaster, commercial sponsors, provincial government
- ❖ High viewership



# About Funders

## Commercial

- ❖ Visibility
- ❖ ROI
- ❖ Increased sales



## Non-commercial

- ❖ Target innovation, not operations
- ❖ ROI
- ❖ Behavioral change/development





# Funding/"Revenue" Sources

- Host institution support
- Revenue Generation (sponsorships/Corp ads)
- Philanthropy
- Licensing/exploitation
- Public/Private funds
- Trade Exchange/Barter deals
- Content sharing/exchange
- Gov't Subsidies + (Rebates, film Commissions, NFVF, DAC)



# Considerations

- ❖ Scope and scale of funding needs
- ❖ Purpose of your content
- ❖ Editorial control/slant
- ❖ Cultural nuances/subliminal messaging
- ❖ Rights and exploitation issues





# Useful Tools



- ❖ Think Box: Guide to AFP's <http://www.thinkbox.tv/server/show/nav.957>
- ❖ Funding sources (<http://www.filmcontact.com/funding/film-resources>)
- ❖ Local: Film Commissions , Lotteries & cultural funds
- ❖ Value Assessment Framework (JISC) <http://www.jisc.ac.uk/reports/the-best-revenue-models-and-funding-sources-for-your-digital-resources>
- ❖ Int'l Foundation web-sites
- ❖ Development Banks
- ❖ United Nations and affiliates web-sites





# Thank you

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