

# African Film Industry Summit

*“Rebuilding South Africa’s Film Economy for a Digital African Future”*

08:00 – 09:00	Networking	<b>Registration, Industry Networking &amp; Welcome Coffee</b>
09:00 – 09:30	Opening Keynote	<b>The State of South African Film: Crisis, Opportunity &amp; Rebuilding the Industry</b> Addressing production decline, unemployment, funding instability, policy uncertainty, broadcaster challenges, and Africa's emerging digital economy.
09:30 – 10:15	Emergency Session	<b>Why the Industry Is Contracting — and What Must Change Immediately</b> Topics: commissioning slowdown, broadcaster decline, production flight, skills drain, weak distribution, fragmented industry representation, and lack of audience monetisation.
10:15 – 11:00	Panel	<b>Streaming Platforms, Broadcasters &amp; Telcos: Who Will Finance African Stories?</b> Focus on the role of streamers, mobile operators, FAST channels, YouTube ecosystems, and local broadcasters in rebuilding sustainable production pipelines.
11:15 – 12:00	Panel	<b>The Real Funding Crisis: Why South African Producers Cannot Scale</b> Exploring rebates, private equity, brand-funded entertainment, co-productions, debt financing, and investment-readiness for African producers.
12:00 – 12:45	Panel	<b>Distribution Is the Real Problem</b> Examining cinema collapse, weak African publishing infrastructure, digital distribution gaps, discoverability, and monetisation challenges across the continent.
12:45 – 13:45	Lunch Break	<b>Lunch Break &amp; Industry Networking</b>
13:45 – 14:30	Future Economy	<b>Vertical Micro-Drama, Creator Economies &amp; Mobile-First Storytelling</b> How short-form storytelling, creator-led studios, AI tools, and mobile consumption are reshaping African entertainment economics.
14:30 – 15:15	Panel	<b>AI, Virtual Production &amp; the Survival of African Creativity</b> Practical discussion on AI workflows, intellectual property, ethics, localisation, and how African creators can compete globally with leaner production models.
15:30 – 16:15	National Dialogue	<b>Government, Policy &amp; the Creative Economy Reset</b> Urgent discussion between government, industry bodies, broadcasters, unions, producers, exhibitors, and distributors on incentives, regulation, transformation, and economic recovery strategies.
16:15 – 16:45	Action Session	<b>Building a Unified African Film &amp; Distribution Infrastructure</b> Focused on continental collaboration, audience aggregation, shared platforms, export strategy, skills pipelines, and industrial coordination.
16:45 – 17:00	Closing Address	<b>The Johannesburg Declaration: A Framework for the Future of African Film &amp; Digital Storytelling</b>