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## Mayoral Message: Durban Film Industry

### His Worship the Mayor Cllr James Nxumalo

Thank you to all the delegates who participated in the 5th Durban FilmMart.

The Municipality fully recognises that the film industry has great economic potential and is an important sector with the capacity to generate significant economic and social benefits for the city and its citizens. Most significantly, the Film Industry plays an important role in deepening our democracy, promoting a culture of human rights and has the potential to act as a key pillar in the transformation of our country. The Film Industry is a powerful tool in the battle of ideas, information and ideology. It has an ability to create popular culture and value systems by distributing news and entertainment that allow people to view the world from different perspectives.

We congratulate the Durban Film Office and Durban International Film Festival, for establishing such an important platform to promote African stories. The Durban FilmMart has grown from strength to strength over the past few years and the City of Durban is proud to support a platform that brings fellow African Filmmakers together and offers a unique opportunity in bringing key industry players to our beautiful City.

The Durban FilmMart aims to position the city of Durban as the city where 'Africa Meets the World' and the event is becoming one of the fastest growing film co-production platforms in Africa. The support received from Continental and International partners in growing this event has been wonderful, and we extend our warm thanks and gratitude to all the partners of this event that have supported the vision of bringing African Cinema to the world.

We are looking forward to welcoming delegates and guests to Durban FilmMart 2015 and our sunny shores.



# Durban FilmMart 2014

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The Durban FilmMart aims to create partnerships and further the development and production of cinema on the African continent. This initiative is a joint venture between the Durban Film Office and the Durban International Film Festival. The Durban Film Office is the film-industry arm of the City of Durban, mandated to position Durban as a world-class film production destination and facilitate the development of the local film-industry. The Durban International Film Festival, South Africa's largest and longest running film festival and a flagship project of the Centre for Creative Arts (University of KwaZulu-Natal), facilitates creative platforms and economic opportunities for artists in related industries, intercultural training, audience development and strategic Pan-African and international co-operation in the cultural sectors.

TJOVITJO  
The Wound  
*Nyanga Sky* **Afterglow**  
*The Story of a Kiss*  
*Hawa Hawaii* **ALL TIME IDLERS**  
*The Story of a Kiss* DANCES OF RED  
THE COLONEL'S STRAY DOG TJOVITJO  
IN SEARCH OF AFRICAN DUENDE  
**Afterglow** The Sound of Masks  
THE BOY IN THE MASK *Nyanga Sky* **Alison**  
**Alison** COLD STONE JUG **ALL TIME IDLERS**  
KULA: A MEMORY IN THREE ACTS  
**The Train of Salt and Sugar**  
*Egypt Jeanne d'Arch*  
THE BOY IN THE MASK  
*Hawa Hawaii*  
*Alex on Seventh*  
**COLD STONE JUG**  
HOME EXPULSION  
*Tree of Crows*  
**Afterglow**  
**Alison**



# Executive Summary

The Durban FilmMart is a partnership between the Durban Film Office and the Durban International Film Festival, with principal funding from the City of Durban.

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With more than 700 industry guests from around the world attending the 35th Durban International Film Festival and the 5th Durban FilmMart, the film buzz in Durban was unprecedented in 2014. After hosting more than 900 business meetings between African filmmakers and producers, financiers and distributors from around the world, it is clear that the future of African Cinema has much to offer.

The Durban FilmMart (DFM) was established in 2009 to create partnerships and further the development and production of African cinema. Over the past four years, the Durban FilmMart has worked with a total of 74 projects in development from all over Africa, and together with partner markets, festivals and funding organisations, has provided many of these projects assistance in accessing the global markets through developing industry networks and enabling projects to experience opportunities at partner markets and festivals. Many of these projects have gone on to screen at international film festivals around the globe.

A total of 164 submissions, comprising 79 documentaries and 85 features, were received from around the continent in 2014. Of these, ten documentaries and ten fiction projects were selected to participate in the 2014 Finance Forum. The opportunity presented to these projects at

Durban FilmMart each year is invaluable, and we have been privileged to play a role in the transformation of projects in early development to international recognition.

The success of the Durban FilmMart model is attributed to a carefully designed programme in which partnerships are crucial. Each year, we are humbled by the continued support we receive from key partners. It is through these partnerships that participating African filmmakers have been able to build strong international networks and experience global markets and festivals. Our partners old and new have been instrumental in building this enabling environment and have continued to work with us in bringing African cinema to the world.

The Rotterdam Cinemart has been DFM's longest standing partner, and has played a significant role in the establishment and development of DFM from its inception. Cinemart and the Hubert Bals Fund have over the years supported a number of DFM projects to attend the Cinemart Rotterdam Lab, a five-day training and networking event bringing together producers from all over the world. Through this partnership, the Durban FilmMart also participates in the Boost! initiative established by the IFFR's Hubert Bals Fund, Cinemart and Binger FilmLab. The initiative aims to provide a financial,

creative and networking stimulus to high potential film projects by offering a tailor-made coaching trajectory and presentation at co-production markets. DFM 2014 was proud to present 'Tjovitjo', a dance film by Vincent Moloi (South Africa) in the framework of Boost! We are also pleased to report that Cinemart has selected one of the DFM 2014 projects to attend the Cinemart Rotterdam Lab 2015. 'Hawa Hawaii' (Kenya / South Africa Co-production) – to be directed by Amirah Tajdin and produced by Wafa Mohamed Tajdin, Bongiwe Selane, Helena Spring and Junaid Ahmed – will attend the Rotterdam Lab 2015.

The International Documentary Festival of Amsterdam (IDFA) remains a strong partner of Durban FilmMart, playing an advisory role in project selection and the structure of the DFM annual documentary programme. In 2014, IDFA and the IDFA Fund awarded 'The Sound of Masks' (South Africa) – to be directed by Kofi Zwana and produced by Sara Gouveia, – the most promising DFM documentary project an opportunity to attend IDFA Forum 2014. The Forum, IDFA's international co-financing and co-production market, is Europe's most important breeding ground for new documentary projects and an essential meeting place for filmmakers, television commissioning editors, documentary stakeholders and independent documentary producers.

Further strengthening our annual documentary programme, the Hot Docs-Blue Ice Group Fund has also become an active participant in our annual programme. Providing financial support to African documentary filmmakers for development and production, the fund was created to help enable more African documentary filmmakers to tell their own stories and contribute to a new generation of the African documentary community.

Closer to home, the DOCUBOX documentary film fund awarded a \$2500 development grant to 'In search of African Duende: The Uganda Flamenco Project' – to be directed by Caroline Kanya and produced by Keren Cogan. DOCUBOX is an East African Documentary Film Fund that aims to enable East African artists to produce unique films that unearth new realities and cross trans-national boundaries. In addition, Afrinolly presented DFM's first industry screening lounge in 2014. An online distribution platform for African content, Afrinolly seeks to stimulate industry growth and showcase African storytelling.

AfriDocs, the first documentary strand across sub-Saharan Africa founded by Steps and the Bertha Foundation, features the best documentaries made in Africa and around the world covering 49 African countries by satellite and 100 cities terrestrially across 8 countries across Africa. The Afridocs Grant, a new award of €4000, was awarded to 'Amal' to be directed and produced by Mohamed Siam.

ARTE France was for a third year represented at the DFM 2014 Finance Forum meetings and selected feature film 'The Wound', South Africa – to be directed by John Trengove and

produced by Elias Ribeiro – with the ARTE France International Prize of €6000. The European culture channel, Arte, has a policy to broadcast high-quality national and international co-productions in cinema, drama and documentaries as well as news, live and performing arts. Arte's exceptional creative output and its commitment to quality broadcasting are the foundation for its success and uniqueness.

Also in attendance for a third year, the International Organisation of Francophonie (OIF) awarded 'Home Expulsion', Rwanda – to be directed and produced by Kayambi Musafiri the Organisation Internationale de Francophonie (OIF), an award of €5000. OIF's priority is very visible in its activities, targeting cinema and audiovisual production, which are key vectors of cultural expression, as well as being dynamic economic sectors. IOF supports professionals in French-speaking developing countries in writing, producing and distributing their creations, and in promoting these creations at festivals and markets.

In addition to this, through a new partnership that was established in 2013 with Produire au Sud, Nantes, France, and supported by the French Embassy of South Africa, the Durban FilmMart 2014 created a special focus on story development. Produire au Sud is a workshop programme within the Festival des 3 Continents, which focuses on the development of film co-productions, and aims to familiarize young producers who are based in Asia, Africa and Latin America, with a variety of important tools and international co-production techniques by coaching individual projects in development. As part of the partnership between DFM and Produire au Sud, the projects

'Hawa Hawaii' (Kenya / South Africa Co-production), – to be directed by Amirah Tajdin and produced by Wafa Mohamed Tajdin, Bongiwe Selane, Helena Spring and Junaid Ahmed, and 'Mrs Popplestone' to be directed by Sarah Ping Nie Jones and produced by Jean Meeran, have been given the invaluable opportunity to attend the Produire au Sud Script Studio at the Festival des 3 Continents in 2014.

A new partner for 2014, the New Cinema Network, Rome, selected DFM project, 'Alex on Seventh' (South Africa) – to be directed by Engelbert Phiri and produced by Guy Bragge. This award gives the filmmakers the opportunity to attend the 9th New Cinema Network (NCN) – the Rome Film Festival's co-production market, which provides a new platform for African projects to further explore the European marketplace.

'Shattered' by Philani Ndaba, South Africa, won 'The Restless Pitch award', provided by Restless Talent Management, who provide development services such as image-building and positioning, project packaging and PR, and advises its clients on film sales, distribution and promotion. Supporting the Durban FilmMart for a third year, Videovision Entertainment, a South African-based distribution company, presented the 'Best South African Film Project' prize valued at R75 000, to Nyanga Sky, South Africa – to be directed by Matthew Griffiths and produced by Rafeeqah Galant. This award guarantees Nyanga Sky a release once the project is completed and includes marketing and distribution support from Videovision Entertainment. The Durban FilmMart has endeavoured to develop a strong





# Partners

The Durban FilmMart is a joint venture between the Durban Film Office of the City of Durban and The Durban International Film Festival of the Centre for Creative Arts, University of Kwazulu-Natal.



eThekweni Municipality is a Category A municipality found in the South African province of Kwazulu-Natal. eThekweni is the largest City in the province and the third largest city in the country. It is a sophisticated cosmopolitan city of over 3 442 398 people, and is known as the home of Africa's best-managed, busiest port.



Durban is a modern vibrant cosmopolitan city and its lifestyle, architecture and culture reflect and thrive on its warm sub-tropical climate. As South Africa's premier travel destination, the city boasts stylish hotels, trendy restaurants, world class shopping; top nightlife and a shoreline of golden sands and beaches. In contrast Durban's western boundary is flanked by the Valley of a Thousand Hills and the rich history of the Inanda Heritage trail. Whilst the Southern boundary offers superb golf and world class diving at Aliwal shoal. Durban Tourism has made considerable progress in repositioning the city as a sophisticated destination with an extensive variety of things to do. In re-aligning itself to be at the cutting edge of worldwide trends in destination marketing, the city is focusing on providing visitors with a unique set of experiences that go beyond the beach and into the realm of Durban's cultural and scenic diversity.



The Durban Film Office (DFO) is the film-industry development arm of the City of Durban, mandated to position Durban as a world class film production destination and facilitator for the development of the local film industry. The overarching vision is to support the creation of a viable and economically sustainable film sector in the City, where Durban filmmakers are renowned for creating high quality content for local and international audiences and for Durban to be recognised as a preferred destination for feature film and commercial media production.



South Africa's longest-running film festival, the Durban International Film Festival (DIFF) runs across 10 days at the end of July, presenting more than 200 screenings of current films from around the world, with a strong focus on South African and African cinema. Screenings take place throughout Durban, including township areas where cinemas are non-existent. The festival also runs extensive seminar and workshop programmes to stimulate industry capacity. These include the participation of 50 filmmakers from Africa in Talent Campus Durban (Berlinale Talents Durban), cooperation with the Berlinale Film Festival, and the Durban FilmMart, a film financing initiative in partnership with Durban Film Office. DIFF is organised by the Centre for Creative Arts (CCA), University of Kwazulu-Natal (UKZN).



Established in 1996 the Centre for Creative Arts is a multi-disciplinary arts organisation based within the School of Arts at the University of Kwazulu-Natal. The CCA's principal activities are the co-ordination of four international festivals -Time of the Writer, Durban International Film Festival, Jomba! Contemporary Dance Festival and Poetry Africa. The objectives include; provisions of creative platforms and economic opportunities for established and emerging artists, innovative voices, marginalised communities and cultural industries. The facilitation of exchange opportunities and network development between Africa and international cultural practitioners, provision of seminars, training workshops, and career-development initiatives, serving industry imperatives, aspirant artists, community organisations, educational institutions and disadvantaged communities, strategic development of audiences and generation of positive media attention for the arts.



The University of Kwazulu-Natal is a multi-campus, residential, teaching and research-led university located in Kwazulu-Natal. The University has a rich heritage of academic excellence and is one of the top institutions on the African continent. UKZN is passionate about teaching and learning. Their motto: Every Student Matters transcends the social, cultural and academic discourse across the disciplines. UKZN is one of three universities in South Africa and indeed in Africa rated amongst the top 500 universities of the world according to the Academic Rankings of World Universities (ARWU); this is due to their innovative curricula, dynamic teaching and learning, state-of-the-art laboratories and accredited professional degrees with research activities spanning the natural, biomedical, humanities and social sciences.



The NFVF is a statutory body mandated by a progressive act of Parliament to spearhead the equitable growth and development of the South African film and video industry. NFVF's mission is to collaborate with all stakeholders in supporting the development and promotion of a thriving South African film industry. The NFVF's Vision is the attainment of a viable film industry that represents the nation's aspirations and celebrates our diversity. Their new streamlined business objectives include increasing the number of SA films and PDIs producing them, increasing audience access to SA films and increasing numbers of people trained in the industry, particularly in areas of shortage of skills. Finally, the NFVF aims to promote Social Cohesion and promote opportunities to express the nation's stories through film.



The Kwazulu-Natal Film Commission is a newly established entity in terms of the Kwazulu-Natal Film Commission Act, 2000. The Commission has been set up with its main vision being to position Kwazulu-Natal as a globally competitive, diverse and sustainable industry and choice film destination. Part of its mandate is to: promote and market the province as a global destination for film production; develop, promote and market, locally and internationally, the film industry in the province; facilitate investment in the film industry in the province; provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to enter and participate in the film industry in the province; address historical imbalances in the infrastructure and in the distribution of skills and resources in the film industry in the province; and to contribute to an enabling environment for job creation in the film industry in the province.



For over 25 years M-Net has been an ardent supporter of the local film and television industry. Currently, M-Net invests over R1 billion each year in local content development. In a further contribution to the sustainability and development of the film and TV industry, M-Net has just launched a new Corporate Social Investment initiative- M-Net Magic in Motion which sees M-Net narrow its CSI focus to align with its core business. M-Net Magic in Motion aims to draw young people from disadvantaged backgrounds into the industry. Under the M-Net Magic in Motion brand, there are two key elements – the Magic in Motion Expo and the Academy, both of which were created in conjunction with some of M-Net’s key production and broadcast partners. The Magic in Motion Expo, which took place from 11 – 14 August 2014 in Johannesburg, exposed close to 3 000 students to a variety of careers in film and television. The M-Net Film and TV Academy is scheduled to start in early 2015.



The Goethe-Institut is the cultural institute of the Federal Republic of Germany with a global reach. Our Cultural Programmes Department in Johannesburg focuses on a variety of different artistic approaches from the visual arts to drama, dance, literature, film, and others. Our goal is to support the local cultural scenes and strengthen pan-African dialogue through the arts. We are pleased to support filmmaking in Sub-Saharan Africa through a well-established and widely networked platform such as DIFF. We hope that film projects which are presented at the Film Mart will find the funding to be produced and distributed on the continent internationally. Through our involvement at the Durban Film Mart 2014, we hope to help filmmakers create the networks and conditions that enable filmmakers to continue to produce films of high quality and relevance to audiences in Sub-Saharan Africa, as well as on a global level.



Arte’s policy is to broadcast high-quality national and international co-productions in cinema, drama and documentaries as well as news, live and performing arts. Based on an agreement between France and Germany, the channel is financed through the television licence fee in both countries and is broadcast simultaneously in French and German all around Europe. Its exceptional creative output and its commitment to quality broadcasting are the foundation for Arte’s success and uniqueness.



The Festival des 3 Continents is an annual film festival which has been held since 1979, and is focused on film that is created and originates from Asia, and Africa and Latin America. Produire au Sud is a workshop programme within this festival, which focuses on the development of film co-productions, and aims to familiarize young producers who are based in these continents with a variety of important tools and international co-production techniques by coaching individual projects in development. The partnership between DFM and Produire au Sud who both share a vision to stimulate the development of new work on the African continent, afforded two DFM projects the opportunity to attend the Produire au Sud Script Studio at the Festival des 3 Continents. The residency is organised with the support of the NAC (National Arts Council of South Africa) and L’ Institut Français, in the framework of the France South Africa Seasons.



Food-for-thought provider “à la française”, the French Institute of South Africa (IFAS) was established in the Newtown Cultural Precinct in 1995. After 16 years in Newtown, IFAS moved to the up and coming area of Braamfontein in November 2011. Since its creation, the organisation which consists of IFAS-Culture, IFAS-Research and Dibuka, has been a key player on the Johannesburg and Southern African artistic, cultural, academic and literary scenes.



Controluce is an Italian Film Authors Association supported by MIBAC, the Italian Arts and Culture Ministry. Mission: promoting Italian Cinema and developing Cultural and Professional relationships. Controluce has participated to DFM with 5 Italian Film Producers and Directors.



The International Organization of la Francophonie (IOF) brings together countries with French as a common language. It has 77 member states and governments (57 members and 20 observers) on all five continents, and accounts for a population of 890 million people. It represents a unique group of countries which, using a common language, develop political, economic and cultural cooperation activities between members. Promoting cultural diversity is one the IOF’s main areas of action. This priority is very visible in its activities targeting cinema and audiovisual production, which are key vectors of cultural expression, as well as being dynamic economic sectors. With its Image programme, IOF has chosen to support professionals in French-speaking developing countries in writing, producing and distributing their creations, and in promoting these creations at festivals and markets. Concerned about the renewal of talents, this year, IOF wished to focus on creations by French-speaking youth within the Fabrique des Cinémas du Monde. The purpose of this focus is to increase the proportion of French speaking professionals who benefit from the Fabrique and consolidate the feasibility of projects supported by moviemakers and producers of French-speaking developing countries.



The Hubert Bals Fund (HBF) of the International Film Festival Rotterdam (IFFR) is designed to help remarkable or urgent feature films by filmmakers from Africa, Asia, Latin America, the Middle East and parts of Eastern Europe on their road to completion. Every year, IFFR screens the majority of completed films supported by the Fund. The Hubert Bals Fund Plus program is a joint initiative of the HBF and the Netherlands Film Fund, designed to encourage artistic co-productions between Dutch producers and HBF-supported film projects. Annually four HBF-supported film projects are granted support of € 50.000 within the context of HBF Plus. For more information, see [filmfestivalrotterdam.com/hubertbalsfund](http://filmfestivalrotterdam.com/hubertbalsfund)

The International Film Festival Rotterdam launched CineMart, the International co-production market in 1983. Every year, this ‘By Invitation’ only market, invites a select number of directors/producers to present their film projects to co-producers, sales agents, distributors, TV stations and other potential financiers. CineMart offers emerging producers a five-day training workshop to build up their international network and experience at an international festival and market called the Rotterdam Lab. The Prins Claus Fund Film Grant and the ARTE France Cinéma Award are granted annually to filmmakers of the best CineMart Project from Africa, Asia, Latin America or the Caribbean and to the producer of the best CineMart project respectively.

Boost! is a new initiative by IFFR’s Hubert Bals Fund and CineMart and Binger FilmLab in collaboration with – amongst others – the Durban FilmMart in South Africa. Supported by MEDIA Mundus, Boost! aims to provide a financial, creative and networking stimulus to high potential film projects by offering a tailor-made coaching trajectory and presentation at co-production markets. We were proud to present Wasswa by Donald Mugisha (Uganda) at this year’s Durban FilmMart in the framework of Boost!.





International Documentary Film Festival Amsterdam (IDFA) is unique for its international film program, the variety of genres, its politically committed program and the many European and world premieres featured each year. Aside from the festival, IDFA consists of three industry components: the IDFA FORUM for international co-financing, Docs for Sale for finished documentaries and the IDFA Bertha Fund which supports documentary projects and festivals in Africa, Asia, Latin-America, the Middle East and parts of Eastern Europe. The presence of many decision makers, filmmakers, and sizeable audiences along with all the discussions, debates, workshops, master classes and the experienced staff, make IDFA the pre-eminent festival for creative documentaries.



The Hot Docs-Blue Ice Group Documentary Fund is a grant program providing financial support to African documentary filmmakers for development and production. Development grants of \$ 3,000 - \$10,000 and Production grants of \$ 5,000 - \$40,000 are awarded to approximately four to 10 projects annually. The \$1-million fund was created to help enable more African documentary filmmakers to tell their own stories and contribute to a new generation of the African documentary community. Applications are open to professional filmmakers who are citizens and residents of continental Africa and are also living and working in the region. In addition to financing, the initiative also offers valuable resources to support production and professional development, and offers filmmakers opportunities to access the international documentary community. Through an accompanying peer-to-peer mentorship program, grantees may team with international production partners to bring their projects to international markets, festivals, broadcast and online audiences. Additionally, grantees will have travel, accommodation and accreditation support to attend Hot Docs Canadian International Documentary Festival and Hot Docs-Blue Ice Group Filmmakers Lab.



New Cinema Network (NCN) is the Rome Film Festival's co-production market, the place where filmmakers will find the ideal platform for presenting their new projects and getting in touch with the European film industry's major players.



Afrinolly is a mobile application (App) that enables African entertainment enthusiasts to watch movies, trailers, short films, bollywood movies and music videos that have been made public by content owners or their legal representative. Since winning the Google Android Developers Challenge, Sub-Saharan Africa in 2011, the app has been downloaded by over 4 million users worldwide and Afrinolly has remained at the forefront of maximizing technology and mobile options for viewing and distributing Africa-generated entertainment. Afrinolly has grown to be the most downloaded Entertainment app, designed and developed in Africa. It is available for free on Android, iOS, BlackBerry, Nokia, Windows Phone, Windows 8 and Java-enabled phones at [www.afrinolly.com](http://www.afrinolly.com)



DOCUBOX is an East African documentary film fund. Applicants must be East African citizens of Kenya, Uganda or Tanzania to apply. We exist to enable talented, driven, focused and accountable artists with unique stories to tell to produce unique films that unearth new realities (about worlds, identities and people) and cross-transnational lines through training, development and production grants, screenings, and networking events for people who love documentary films. The fund aims to create a space where the local film community can learn, exchange ideas, network and benefit from a nurturing and supportive environment around documentary film. It also creates and runs learning programs for documentary filmmakers, supports the monthly screening sessions of great

documentary films and provides financial support for competitively and transparently selected documentary film projects. Our dream is that this will all lead to an enlightened and empowered network of talented, committed independent filmmakers in the region.



Videovision Entertainment is a diversified company with operations that range from its core business of film and television production and distribution to media, live entertainment, film studios and real estate development. The company is acknowledged as the premier film production and distribution company in South Africa.



Restless Talent Management (RTM) is the first global management company to focus on African talent. At a time where actors and directors of African descent are resolutely grabbing the headlines in Hollywood, Restless is focused on identifying the next Lupita Nyong'o, Chiwetel Ejiofor, or Andrew Dosunmu. As the world is witnessing the emergence of a New African Cinema, Restless' mission is to nurture and support the pioneering talents who are redefining creative content both on the continent and beyond. Behind Restless are veteran film producer Tendeka Matatu of Ten10 Films (Gangster's Paradise: Jerusalem, Material, Crazy Monkey, Cold Harbor) and producer and media entrepreneur Marie Lora-Mungai of Buni Media (THE XYZ SHOW, OGAS AT THE TOP) and leading African VOD service Buni.tv. Registered in the UK and with a presence both on the continent (Cape Town, Nairobi) and in the world's largest film markets (Los Angeles, London), Restless provides development services such as image-building and positioning, project packaging, PR, and will also advise on film sales, distribution and promotion.



Variety is a weekly American entertainment-trade magazine owned by Penske Media Corporation. It was founded by Sime Silverman in New York in 1905 as a weekly; in 1933 it added Daily Variety, based in Los Angeles, to cover the motion-picture industry; in 1998 it brought out Daily Variety

Gotham, based in New York. Variety.com is a paid site of news, reviews, archives, box office results, credits database, production charts and calendar, with content dating back to 1914. The last daily printed edition was put out on March 19, 2013.



The Avalon Group was co-founded in 1939 by the late AB Moosa Snr and is South Africa's largest and oldest independent Cinema Exhibition and Entertainment Company, now in its 75th year of operation. AB Moosa Snr, was amongst the pioneer importers of Bollywood movies to South Africa in the 1940's amongst other significant achievements in the industry such as the World Record for the largest uninterrupted relationship with industry mega player 20th Century Fox (beyond 70 years!). In the late 80's during the apartheid regime, Moosa Moosa (3rd son of AB Moosa Snr) acquired sole ownership of the Avalon Group. In 1991 his son, AB Moosa Jnr. Joined his father in the business, which at the time had been reduced to only one cinema screen as a result of the unfair apartheid laws. Together father & son rebuilt Avalon anew, bringing it once again to the forefront of the South African cinema industry, as the largest Independent Cinema Exhibition and Entertainment Company in the country. Avalon Group's CINECENTRES bring the very best and latest Hollywood and Bollywood block busters to the public in Grand style. Avalon also hosts many diverse live events and world premieres, and has hosted many international stars, celebrities and icons.



Founded in 2003, The Callsheet is Africa's leading film industry magazine. It is an award-winning monthly trade publication which covers the commercials, features, stills, television, and digital markets. The Callsheet is a resource for the local industry and international industry players and is distributed to members of the film industry including executives, advertising agencies, production companies, suppliers, industry associations, related government departments, and key media.



AfriDocs is an African broadcast first – a bold and exciting broadcast strand that sees African and other international documentaries screened across 49 countries of sub-Saharan Africa on a weekly basis. It is aimed as a platform for African filmmakers and to support production and distribution. AfriDocs is an initiative of the multi-awarded South African documentary production and distribution company, Steps, in partnership with the Bertha Foundation. AfriDocs is screened every Tuesday night on ED (DStv channel 190) and GOtv (channel 65).

economic growth in South Africa a of the continent. We promote er through the building of competitive enterprises based on sound business



The KwaZulu-Natal Department of Economic Development is mandated to oversee the socio-economic transformation in the province. It therefore leads the policy and strategic initiatives directed at promoting development and growth in various sectors of the economy. However, to achieve its objectives, the Department has to co-operate with various stakeholders and social partners that include the private sector and civil society. National and provincial legislative, policy and strategic frameworks guide the operations of the Department. Some of the national acts that are critical to the operations of this portfolio are the Constitution of the Republic of South Africa, particularly Schedule 6 which stipulates the competences of the provincial government on matters of economic development and the Public Finance Management Act (PFMA) among other sector specific acts.



Established in 1940, we are a national development finance institution set up to promote economic growth and industrial development. We are owned by the South African government under the supervision of the Economic Development department. The IDC's primary objectives are to contribute to the creation of balanced, sustainable







Clr Logie Naidoo addressing the audience at DFM Closing Night



Sharon Ngcobo (DFO), New Cinema Network (NCN) award winner Engelbert Phiri (Alex on Seventh) with Annalisa Donnarumma(NCN)



South African Comedian Marc Lottering and actor Jack Devnarain at the Simon Sabela Awards



Denis Vaslin discussing coproducing with Europe



Tiny Mungwe, Toni Monty, Peter Machen and acclaimed Durban producer Anant Singh



Script doctor Miguel Machalski presents the Produce au Sud of Festival des 3 Continents award to director Amirah Tajdin and producer by Wafa Mohamed Tajdin (Hawa Hawaii)



Mike Mabuyakhulu (MEC) and David Kau (Actor and comedian) at DIFF Opening night



Stars of the DIFF Opening Night Film, "Hard to Get" Pallance Dladla and Thishiwe Ziqubu



Miguel Machalski



Sharon Ngcobo (DFO), Caroline Kanya, recipient of The Docubox award for the most promising East African Documentary with Peter Mudamda of Docubox



Sharon Ngcobo (DFO) with Philani Ndaba (Shattered) who won The Restless Pitch award, presented by Thandeka Matatu Restless Talent Managent



Mo and AB Moosa of Avalon with Carol Coetzee of the KZN Film Commission and David Kau



Mampho Brescia, First Lady Thobeka Madiba Zuma, Terry Peto and Pallace Dladla at the Leading Lady Lounge



Radhi Taylor of Sundance and Abby Ginzberg



Nyanga Sky director Matthew Griffiths, Sanjev Signh and producer Rafeeqah Galant



Sharon Ngcobo (DFO), Mohamed Siam (AMAL) and Don Edkins of AfricDocs



Transmedia Experts Ingrid Kop and Marc Schwingers



Room full of people eager to hear an announcement by the DTI



Live AfriDocs broadcast



Gray Hofmeyr (Director, Producer and Co-writer) and Leon Schuster (Actor and Writer)



Egypt *Jeanne d'Arch* KULA: A MEMORY IN THREE ACTS *Alison* BEYOND THE BARRICADES  
THE COLONEL'S STRAY DOGS The Sound of Masks HOME EXPULSION  
ALL TIME IDLERS GOLD STONE JUG DANCES OF RED IN SEARCH OF AFRICAN DUENDE  
*Hawa Hawaii* *The Story of a Kiss* Egypt *Jeanne d'Arch* KULA: A MEMORY IN THREE ACTS



# 2014 Durban FilmMart Programme

## Finance Forum

The Finance Forum, a closed session which provides a platform for official projects and invited investors, offered 21 selected African projects' filmmakers an opportunity to participate in a two-day pitching and packaging session. African filmmakers had the opportunity to meet and pitch their projects to film financiers, sales agents and distributors on a one-to-one basis over a two day period. Modeled on IFFR's CineMart, the Forum meetings were implemented in cooperation with IFFR.

## The African Pitch

The African Pitch is a full day of pitching to a panel of funders, co-producers and broadcasters in advance of the two day Finance Forum meetings. For the first time, all 21 DFM projects, both fiction and documentary, along with three Talents Durban DOC Station projects, pitched their projects to a group of panellists for a period of 7 minutes. Thereafter a question and answer feedback session followed, with the panellists and the audience. In order to be pitch perfect, projects were packaged and mentored for a month in advance and received a day of rehearsal at the venue.

## Master classes

Over 350 registered DFM delegates attended the master classes presented by leading experts in the film industry. The objective of the master classes is to develop African producers' industry knowledge and professional skills so that they can compete more effectively locally and internationally, and to provide a greater understanding of what is expected in packaging and pitching projects for the global marketplace.

## Transmedia Lab

In keeping with our growth over the last four years, the market is developing our programming around new media and specifically focusing on Transmedia through an experimental programme. Called the Transmedia is a new and innovative approach to storytelling in that it combines the use of media in all its variations, such as movies, television, books, apps and websites, to create and develop all the various aspects of a story. It focuses on working across these traditional media boundaries by using a combined implementation of these platforms of media to create a far richer experience that, although

larger, is refined and coordinated, and creates a living network of interactive users (instead of passive audiences) consuming and generating content without the limitations of being bound to a single form of media. The DFM Transmedia Lab engaged with three developing and established film and television projects in a lab that was led by Ingrid Kopp of Tribeca Institute and Marc Schwinges of Transmedia Africa. The producers and (where applicable) commissioning editors of the projects participated in a three-day programme which entailed analysing the existing project, conceptualizing a possible of transmedia component or repositioning for the projects.

## Africa in Focus

Open to all Durban FilmMart delegates and co-ordinated by the Durban International Film Festival, AIF is a range of DIFF seminars and panel discussions featuring local and international filmmakers and industry experts with a special focus on African issues and initiatives.

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# 2014 Official Project Selection

## Documentaries

### Afterglow

South Africa  
Produced and directed by Amber (Arya) Lalloo

### Alex on Seventh

South Africa  
Produced by Guy Bragge  
Directed by Engelbert Phiri

### Alison

South Africa  
Directed by Uga Corlini  
Produced by Amy Nelson

### Beyond the Barricades

South Africa  
Produced by Peter Goldsmid and Joost Verheij  
Directed by Peter Goldsmid and Zanele Muholi

### Egyptian Jeanne d'Arc – Jeanne d'Arc Masriya

Egypt  
Produced by Talal Al-Muhanna  
Directed by Iman Kamel

### Home Expulsion

Rwanda  
Produced and directed by Kayambi Musafiri

### In Search of African Duende: The Uganda Flamenco Project

Uganda  
Produced by Keren Cogan  
Directed by Caroline Kamya

### Kula: a Memory in Three Acts

Mozambique  
Produced and directed by Inadelso Cossa

### The Colonel's Stray Dogs

South Africa  
Produced by Steven Markovitz  
Directed by Khalid Shamis

### The Sound of Masks

South Africa  
Produced and directed by Sara Gouveia and Kofi Zwana

## Fiction Projects

### All Time Idlers – Awatleat Al Azman

Egypt  
Produced by Hossam Elouan  
Directed by Khaled Hafez

### Cold Stone Jug

South Africa  
Produced by Ashleigh Nash  
Directed by William Collinson

### Dances of Red – Oudano Doutilyane

Namibia  
Produced by Mutaleni Nadimi and Tapiwa Chipfuna  
Directed by Oshosheni Hiveluah

### Hawa Hawaii

Kenya/South Africa  
Produced by Wafa Tajdin, Bongiwe Selane, Helena Spring and Junaid Ahmed  
Directed by Amirah Tajdin

### Nyanga Sky

South Africa  
Produced by Rafeeqah Galant  
Directed by Matthew Griffiths

### The Boy in the Mask

South Africa  
Produced by Jennifer Mostert  
Directed by Jan Lampen

### The Story of a Kiss – Balach Tebosni

Egypt  
Produced by Wael Sayad El Ahl, Karim Boutros Ghali and Alaa Karkouti  
Directed by Ahmed Amer

### The Train of Salt and Sugar – O Comboio de Sal e Açúcar

Mozambique  
Produced by Pablo Iraola and Pandora da Cunha Telles  
Directed by Licinio de Azevedo

### The Wound – Inxeba

South Africa  
Produced by Elias Ribeiro  
Directed by John Trengove

### Tree of Crows

South Africa  
Produced by Stephen Abbott and Eduan van Jaarsveld  
Directed by Stephen Abbott

### Tjovitjo

South Africa  
Produced by Makgano Mamabolo  
Directed by Vincent Moli





# 2014 Lead Experts



Egypt Jeanne d'Arck - Portrait of a Man in a Suit

## Denis Vaslin

Denis Vaslin created Dutch documentary and fiction production company Volya Films in 2004. Recent films include "40 Days of Silence" directed by Saodat Ismailova (Berlinale Forum 2014); "Solo" by Guillermo Rocamora (Best First Film Award at the Miami International Film Festival); "The World Belongs to Us" directed by Stephan Streker (Montréal World Film Festival) and "The Hum of Holland" by Stella van Voorst van Beest (Competition Feature Length Documentaries Netherlands Film Festival 2012), "Snackbar", first fiction film by documentary filmmaker Meral Uslu (Berlinale Generation Plus 2012). Currently, he is developing projects with amongst others Marjoleine Boonstra, André van der Hout, Marco De Stefanis and Jan Willem van Dam. They are in post-production with "Kurai, Kurai - Tales on the Wind", the first fiction film by documentary director Marjoleine Boonstra, "Men Who Save the World" by Seng Tat Liew and "The Dream of Sharhazad" by director Francois Verster. In production are "Niks Mektoub!", a documentary by Gülsah Dogan, "The Market" by Marleine van der Werf, and "Greed" by Ingeborg Jansen. Recently added to the list of developing fictions is "Aliyushka", by Kazhak director Adilkhan Yerzhanov, which has been selected for L'Atelier at Cannes Film Festival 2014. Since 2011, Denis Vaslin manages France based Mandra Films that he co-owns with Eric Mabillon.



Egypt Jeanne d'Arck - Portrait of a Man in a Suit

## Julia Overton

Julia Overton has had a long career in the screen and cultural production industry in Australia and internationally across all story telling genres. Her recent credits include the theatrical documentaries "The Last Impresario" (London 2013, SFF 2014) "Red Obsession" (Berlin, Tribeca, Pusan, Best Doc 2014 AACTA) and "From The Bottom of The Lake" for See-Saw Films (Hot Docs 2014). Like most practitioners Julia has a slate of projects in various stages of production and development. For ten years from 2001 to 2011 Julia worked with Australia's national screen agencies, assisting filmmakers in the development, financing, production and marketing of their projects. In the last six years of this tenure, she specialised in documentary and factual production for broadcast and theatrical release and assisted in the formulation of policy in that area. Julia has been on the board of the Australian International Documentary Conference, where she is now a marketing consultant, is an international advisor for Hot Docs Canada, FIFO Tahiti, Doc Edge New Zealand and is national co-ordinator for INPUT, the public broadcast television event. In May 2012 this annual event was held in Sydney and she was the co-director of this event.



Egypt Jeanne d'Arck - Portrait of a Man in a Suit

## Miguel Machalski

Miguel Machalski was born in Buenos Aires of a Polish father and a British mother and based in Paris for many years. With a multicultural and multilingual background, Miguel has been working since 1995 as a development and creative consultant on projects from all parts of the world. He specialised in what is sometimes labelled as World Cinema - though his track record as a script analyst also includes major studio films and works from prominent filmmakers such as Clint Eastwood "Million-dollar Baby", Alejandro Amenábar's "The Sea Inside", David Cronenberg's "Spider", Sydney Pollack's "The Interpreter" and Ingmar Bergman's "Saraband". Many of the films he has worked on have garnered awards at major festivals. He works as an advisor on several European Media-funded script development programmes, as a trainer at the Binger Writers' Lab in Holland, and as a consultant for film funds in several countries (Colombia, Chile, Belgium and formerly Jordan and Malaysia). He has three produced screenplays: "Ramata" (Senegal), directed by Léandre Alain-Baker, "Kluge, El Arreglador" (Argentina), directed by Luis Barone and "America" (Puerto Rico), directed by Sonia Fritz.



Egypt Jeanne d'Arck - Portrait of a Man in a Suit

## Stefano Tealdi

Stefano Tealdi, Born in Johannesburg (South Africa) in 1955, studied Architecture in Torino, Italy. After graduating, he worked on film and TV at the Politecnico di Torino becoming Head of Production. In 1985, he founded, with others, Stefilm where he works as a director and producer. He produces and directs one-off documentaries and documentary series. Since 2008, he has also directed "A World of Pasta", "Doctor Ice" (Science Film Festival - Milano 2009), "Coffee Please" and "Tea for All" and the series "Food Markets - In the Belly of the City". Recent works produced: "Mostar United" (IDFA 2009), "Vinylmania" (IFF Rotterdam 2012), "Char, no man's island" (Berlinale Forum 2013).

In 1992, he graduated the MEDIA training course 'EAVE - European Session'. He has directed all 17 editions of the annual Italian workshop Documentary in Europe. He chaired EDN (European Documentary Network) and is national co-ordinator for INPUT, Television in the Public Interest. He tutors film development and production at universities and master courses, and film pitching for organisations, such as Biennale Cinema College, Cannes Film Market, Films de 3 Continents - Produire au Sud, Media Business School, Med Film Factory, Scuola Holden, TFL-Torino Film Lab, ZELIG Film School



Egypt Jeanne d'Arche

### Ingrid Kopp

Ingrid Kopp is Director of Digital Initiatives at the Tribeca Film Institute in New York City where she oversees the TFI New Media Fund. Recent supported projects include "Hollow", "Who Is Dayani Cristal?" and "Question Bridge". Ingrid leads the Institute's other digital and interactive programmes including the TFI Interactive conference and the Tribeca Hacks hackathon series bringing storytellers, technologists and designers together to explore new projects and collaborations. She also curates the Tribeca Storyscapes programme for interactive, transmedia work at the Tribeca Film Festival. She began her career in the Documentaries department of Channel 4 Television in the UK. Ingrid is constantly working at the intersection between storytelling, technology, design and social change and is a frequent speaker on the subject.



Egypt Jeanne d'Arche

### Marc Schwinges

Marc Schwinges is a pioneer Digital Content Strategist. He has produced a substantial volume of award-winning work, spanning commercials production, drama, reality television as well as documentary, mobile and online platform projects, much of which has been seen and recognised the world over. As a cross-media expert, Marc consults and provides television and interactive expertise, to producers, major multinational corporations, NGOs, governments and broadcasters. Marc has significant expertise in South Africa's rebate schemes as well as South African international co-production treaties and related benefits. For the past two decades he has pioneered marketing communication and entertainment in multiple media, and even headed cross-media on the continent's first three Big Brother series. He co-founded Underdog Productions in 1993, the first cross-media company in South Africa and now also runs his own digital content strategy, consulting and distribution firm, Transmedia Africa.

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## Delegates

- More than 700 industry guests from around the world attended DIFF/DFM 2014.
- DFM hosted more than 900 business meetings between local filmmakers and producers, financiers and distributors from around the world (This figure excludes meetings held outside of the official Finance Forum.)

"The quality of projects presented this year were quite good. There was a good balance in the eclecticism of their subject and film style in which their directors wish to bring their story to the screen. The diversity of countries represented emphasises the relevance to the DFM to play an important role as a platform for African cinema. Our objective as a partner of DFM is of course to discover new African projects. It is important that Africa keeps producing its own films and we want to help", Rémi Burah - ARTE France

I am honored that our partnership was established and can expand and grow. As a professional of cinema for 15 years I am happy to say that Durban FilmMart is one of the best Platforms for young African filmmakers. Souad Houssein - OIF

Thanks so much for all your strong work and super organisation at DIFF. It was a highly productive week and it's so important to continue the conversation with old friends and to begin some new ones. Some of the critical questions around the development of projects were addressed at panels, and this is sure to ultimately reinforce the sector. The festival is developing so well and I hope to attend again next year. Sam Harman - Assistant Professor of Film at Howard University, Washington DC

## DFM Awards 2014

The annual Durban FilmMart culminates in the Closing Night Awards Dinner. Official projects are selected to receive a series of awards aimed at enabling these projects to further develop through development grants and invitations to attend partner markets. The recipients were selected by the official partners and sponsors of the 5th Durban FilmMart, who hail from various parts of the world. The recipients were as follows:

The **CineMart Award**, sponsored by the co-production market of the International Film Festival Rotterdam, was awarded to **Hawa Hawaii** (Kenya / South Africa Co-production) - to be directed by Amirah Tajdin and produced by Wafa Mohamed Tajdin, Bongwiwe Selane, Helena Spring and Junaid Ahmed. This award invites and sponsors the DFM 2014 fiction winning project to attend the Rotterdam Lab, a five-day training and networking event bringing together producers from all over the world.

For the **'Most Promising Documentary Pitch' award**, sponsored by the International Documentary Film Festival Amsterdam (IDFA), was awarded to **The Sound of Masks** (South Africa) - to be directed by Kofi Zwana and produced by Sara Gouveia. This award will provide Kofi Zwana and Sara Gouveia with an invitation and travel support to attend IDFA Forum.

The **New Cinema Network award** was awarded to **Alex on Seventh** (South Africa) - to be directed by Engelbert Phiri and produced by Guy Bragge. This award gives Engelbert Phiri and Guy Bragge the opportunity to attend the 9th edition NCN in Rome, taking place on the 19 - 21 October 2014, with the chance to present their work to active companies of the International Film industry.

The **award sponsored by Produire au Sud of Festival des 3 Continents (Nantes)**, a developmental workshop programme aimed to familiarize producers with a variety of important tools and international techniques, has been awarded to **Hawa Hawaii** (Kenya / South Africa Co-production) - to be directed by Amirah Tajdin and produced by Wafa Mohamed Tajdin, Bongwiwe Selane, Helena Spring and Junaid Ahmed, and **Mrs Popplestone** to be directed by Sarah Ping Nie Jones and produced by Jean Meeran. These filmmakers will be given the invaluable opportunity to attend the Produire au Sud (PAS) workshop, where they will be given tools, expertise, and new connections especially with European networks through this one week unique training programme.

The **Docubox award**, an East-African documentary film fund, has been awarded to **In search of African Duende: The Uganda Flamenco Project** (Uganda) - to be directed by Caroline Kamya and produced by Keren Cogan. This Ugandan documentary project will have the support for their non-Kenyan East African Documentary production with \$2500 development funds.

**Shattered** by Philani Ndaba (South Africa) won **The Restless Pitch award**, which is a one-

year representation deal for the project by Restless Talent Management, who provide development services such as image-building and positioning, project packaging, PR, and advises its clients on film sales, distribution and promotion.

**Home Expulsion** (Rwanda) - to be directed and produced by Kayambi Musafiri was awarded with the **Organisation Internationale de Francophonie (OIF) award** of €5000. While, **The Wound** (South Africa) - to be directed by John Trengove and produced by Elias Ribeiro has been awarded the ARTE France International Prize of €6000 for their feature film project.

The **Videovision Entertainment 'Best South African Film Project' prize** valued at R75 000, has been awarded to **Nyanga Sky** (South Africa) - to be directed by Matthew Griffiths and produced by Rafeeqah Galant. This award guarantees Nyanga Sky a release once the project is completed and includes marketing and distribution support from Videovision Entertainment.

**Afridocs**, a new award of €4000 that was inspired by the Durban FilmMart events, was awarded to **'Amal'** to be directed and produced by Mohamed Siam.

# Marketing And Media

News and Social Media discussions about DFM increased dramatically in 2014. A robust media campaign was implemented throughout the year, increasing brand awareness for the Durban FilmMart.

- The media campaign included print, broadcast, online and outdoor advertising.
- Monthly newsletter mail-outs were sent to industry professionals, including a weekly countdown mail-shot leading up to the commencement of the 5th Durban FilmMart.
- International print media partner, Variety, produced electronic dailies featuring DFM which were and distributed to their international database.
- Local print media partner The Callsheet produced daily electronic newsletters which were distributed them to both their local and African databases.

## DFM All Media Figures Nov 2013 to Sept 2014

Medium	A.V.E (ZAR)	PR Value (ZAR)
Print coverage	R1 829 821	R5 489 463
Online coverage	R7 505 651	R22 516 953
Broadcast coverage	R301 932	R905 796
<b>Total DFM MEDIA</b>	<b>R9 637 404</b>	<b>R 28 912 212</b>

## Print Dec 2013 to Sept 2014

Publication	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
DURBAN NORTH FEVER	Film festival calls for 2014 entries	2013/12/06	R1 332	R3 996
WEEKLY GAZETTE (Central)	Entries open for DIFF 2014	2013/12/05	R7 242	R21 726
WITNESS, Arts	DIFF to mark 35 years in July	2013/12/09	R2 907	R8 721
PINETOWN IZINDABA	Entries open for film festival	2013/12/06	R6 352	R19 056
CALLSHEET, THE	DURBAN INTERNATIONAL FILM FESTIVAL	2014/01/01	R16 150	R48 450
SCREEN AFRICA	Durban Film Festival call for entries	2014/01/01	R4 422	R13 266
CALLSHEET, THE	Durban filmart 2014	2014/02/01	R11 413	R34 239
NEW AGE, THE	Filmmakers urged to meet tight deadline	2014/02/17	R1 455	R4 365
RISING SUN (Overport)	Workshop to feature award-winning Durban film stalwart	2014/03/26	R6 239	R18 717
WITNESS (Pietermaritzburg)	Cannes nod for SA film	2014/04/24	R17 856	R53 568
CALLSHEET, THE	5th DURBAN FILMMART	2014/05/01	R17 073	R51 219
NEW AGE, THE	SA productions dominate list for upcoming international film festival	2014/05/09	R6 286	R18 858
NEW AGE, THE	Durban film festival set to be bigger and better	2014/05/20	R11 902	R35 706
BURGER (Kaap), Kuns en Vermaak	Demokrasie in SA die fokus	2014/05/20	R9 259	R27 777
BURGER (Oos Kaap), Kuns en Vermaak	Demokrasie in SA die fokus	2014/05/20	R9 645	R28 935
CALLSHEET, THE	July	2014/06/01	R12 613	R37 839
CALLSHEET, THE	PART 1 OF 3 - It's here!	2014/06/01	R51 312	R153 936
FILMMAKERS GUIDE, THE	SA AT A GLANCE	2014/06/01	R15 726	R47 178

Publication	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
FILMMAKERS GUIDE	PART 1 of 2 KWAZULU-NATAL	2014/06/01	R36 825	R110 475
FILMMAKERS GUIDE	PART 1 of 2 DIARISE	2014/06/01	R43 948	R131 844
HERALD (Morning Final)	SA film unearths fracking truths	2014/06/10	R26 029	R78 087
STAR, Tonight	SA director Ntuli's movie to open Durban Film Fest	2014/06/11	R91 691	R275 073
PRETORIA NEWS, Tonight	SA director Ntuli's movie to open Durban Film Fest	2014/06/11	R27 019	R81 057
CAPE ARGUS, Tonight	SA director Ntuli's movie to open Durban Film Fest	2014/06/11	R56 028	R168 084
SCREEN AFRICA	About the Durban FilmMart	2014/06/01	R42 355	R127 065
SCREEN AFRICA	DIFF 2014 — Celebrating 35 years of world class cinema and 20 years of democracy	2014/06/01	R42 946	R128 838
SCREEN AFRICA	UPCOMING EVENTS	2014/06/01	R9 998	R29 994
MERCURY, Good Life	Time for talent at Diff 2014	2014/06/13	R28 132	R84 396
WITNESS WEEKEND (Pietermaritzburg)	Get fired up for this year's DIET	2014/06/14	R30 928	R92 784
WE LOVE SA	WE LOVE SA	2014/06/01	R7 363	R22 089
MERCURY, Good Life	SA STAMPS MARK ON FILM FESTIVAL	2014/06/27	R43 283	R129 849
BEELD, Kuns	Talle SA flieks gekies vir groot Afrika-mark	2014/06/30	R17 854	R53 562
CALLSHEET, THE	35TH Durban international film festival	2014/07/01	R14 582	R43 746
CALLSHEET, THE	The durban 35t inetrnational film festival	2014/07/01	R14 243	R42 729
CALLSHEET, THE	PART 1 of 2 July	2014/07/01	R34 301	R102 903
CALLSHEET, THE	35TH Durban international film festival	2014/07/01	R14 582	R43 746
CALLSHEET, THE	The durban 35t inetrnational film festival	2014/07/01	R14 243	R42 729
CALLSHEET, THE	PART 1 of 2 July	2014/07/01	R34 301	R102 903
WITNESS (Durban)	Local action-fuelled love story opens Durban film fest	2014/07/04	R18 822	R56 466
SUNDAY TRIBUNE, Sunday Magazine	Diff	2014/07/06	R30 238	R90 714
SOWETAN (Late Final)	Film about circumcision ruffles feathers	2014/07/07	R27 076	R81 228
DAILY DISPATCH, Daily TV	Award-winning film cuts to the quick on circumcision	2014/07/08	R16 956	R50 868
WITNESS, Explore	A feast of film	2014/07/11	R32 706	R98 118
MAIL & GUARDIAN, Friday	Durban gives glory to the extraordinary	2014/07/11	R77 084	R231 252

Publication	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
WITNESS (Pietermaritzburg), Business	Avalon Group backs Durban film event	2014/07/15	R5 940	R17 820
SUNDAY TRIBUNE, Supplement A	Welcome to the 35th Durban International Film Festival	2014/07/13	R15 436	R46 308
SUNDAY TRIBUNE, Supplement A	Themes and focus areas	2014/06/10	R42 112	R126 336
WITNESS, Arts	Rock-star new director	2014/07/17	R23 724	R71 172
WITNESS (Pietermaritzburg)	INTERNATIONAL FILM FESTIVAL	2014/07/18	R1 718	R5 154
BEREA MAIL	Glenmore director's film opens DIFF	2014/07/18	R9 450	R28 250
DAILY NEWS (Late Final)	Glittering start for film festival	2014/07/18	R33 097	R99 291
WITNESS WEEKEND, Lifestyle	Five films that made a director	2014/07/19	R14 680	R44 040
WITNESS WEEKEND, Lifestyle	FilmMart aims to aid African producers	2014/07/19	R5 085	R15 255
SCREEN AFRICA	UPCOMING EVENTS I	2014/07/01	R9 836	R29 508
WITNESS (Pietermaritzburg), Business	Boost for SA films	2014/07/22	R15 673	R47 019
WITNESS (Pietermaritzburg), Business	Boost for SA films	2014/07/22	R17 927	R53 781
WITNESS (Pietermaritzburg), Business	Videovision to fund young SA directors' action films	2014/07/23	R3 149	R9 447
WITNESS, Arts	Filmmakers get support to develop their skills	2014/07/28	R8 481	R25 443
FINANCIAL MAIL	Tough Cape realism	2014/08/01	R72 410	R217 230
QUEENSBURGH NEWS	Welcome return to 35th DIFFA	2014/07/25	R9 480	R28 440
CALLSHEET, THE	The Callsheet on durban filmmart 2014	2014/08/01	R17 073	R51 219
CALLSHEET, THE	PART 2 of 2 Durban filmmart once again a resounding success	2014/08/01	R34 301	R102 903
CALLSHEET, THE	The african pitch official fiction project pitch	2014/08/01	R16 735	R50 205
CALLSHEET, THE	Callsheet cocktail party	2014/08/01	R16 920	R50 760
CALLSHEET, THE	New fund will provide complete financing for black owned films	2014/08/01	R16 827	R50 481
CALLSHEET, THE	Albie Sachs and Abby Ginzberg unpack soft vengeance	2014/08/01	R17 166	R51 498
CALLSHEET, THE	Zee Ntuli on the trials and triumphs of hard to get	2014/08/01	R16 796	R50 388
CALLSHEET, THE	Spoek Mathambo celebrates mzansi	2014/08/01	R16 673	R50 019
CALLSHEET, THE	Gritty noir thriller cold harbour brings Cape Town's murky depths to the surface	2014/08/01	R16 950	R50 850



Publication	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
WITNESS, Arts	Oddball black comedy wins audience award	2014/08/12	R8 767	R26 301
WITNESS (Durban), Pulse The	Oddball black comedy wins audience award	2014/08/13	R6 978	R20 934
DURBAN NORTH FEVER	DIFF audience winner announced	2014/08/15	R1 297	R3 891
FINANCIAL MAIL	Tough Cape realism	2014/08/01	R72 410	R217 230
SCREEN AFRICA	One voice	2014/08/01	R13 975	R41 925
SCREEN AFRICA	IDC, NFVF and DTI announce new fund to promote black filmmakers	2014/08/01	R17 845	R53 535
SCREEN AFRICA	DFM 2014 spotlights African co-production and distribution	2014/08/01	R43 215	R129 645
SCREEN AFRICA	Rituals and secrets	2014/08/01	R18 168	R54 504
SCREEN AFRICA	Filmmaking for change	2014/08/01	R41 656	R124 968
CALLSHEET, THE	SA Eyes Hollywood and Lowers Incentive Bar	2014/09/01	R6 737	R20 211
SCREEN AFRICA	Filmmakers from Great Lakes region scoop awards at DFM	2014/09/01	R19 458	R58 374
SCREEN AFRICA	A new age of immersed storytelling	2014/09/01	R39 614	R118 842
SCREEN AFRICA	South African productions shine at the 5th annual Durban FilmMart	2014/09/01	R39 345	R118 035
<b>TOTAL PRINT FOR DFM</b>			<b>R1 829 821</b>	<b>R5 489 463</b>

## Online Dec 2013 to Sept 2014

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Filmcontact.com - Film Contact	DIFF calls for entries for 2014	2013/12/02	R13 847	R41 541
Artslink.co.za - Artslink	DIFF calls for entries for 2014	2013/12/02	R14 364	R43 092
Mediaupdate.co.za - Media Update	The Durban International Film Festival is calling for entries for 2014	2013/12/02	R53 645	R160 935
Artsmart.co.za - Art Smart	DIFF CALLS FOR 2014 ENTRIES	2013/12/02	R12 832	R38 496
Sacreativenetwork.co.za - SA Creative Network	DURBAN INTERNATIONAL FILM FESTIVAL CALLS FOR ENTRIES FOR 2014	2013/12/03	R11 587	R34 761
Goxtraneews.com - GoXtra News	The Durban International Film Festival is calling for entries for 2014!	2013/12/03	R28 578	R85 734
Artsmart.co.za - Art Smart	DURBAN FILMMART 2014 CALL FOR PROPOSALS	2013/12/22	R12 353	R37 059
Bereamail.co.za - Berea Mail	Durban Film Fest will showcase cutting-edge cinema	2013/12/24	R11 630	R34 890

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Looklocal.co.za - Looklocal	Durban Film Festival will showcase cutting-edge cinema	2013/12/24	R15 570	R46 710
Kzntopbusiness.co.za - KZN Top Business	Durban Tourism - Durban International Film Festival Calls for Entries for 2014	2014/01/10	R18 630	R55 890
Screenafrica.com - Screen Africa	Award-winning Durban film stalwarts featured at Independent Filmmaking Workshop	2014/03/27	R17 422	R52 266
Screenafrica.com - Screen Africa	Durban FilmMart calls for early-bird delegate registration	2014/04/24	R10 989	R32 967
Filmcontact.com - Film Contact	Early bird delegate registration for the 5th Durban FilmMart now open	2014/04/22	R36 299	R108 897
Screenafrica.com - Screen Africa	SA short selected for the Cannes Court Metrage	2014/04/25	R14 474	R43 422
Sowetomagazine.com - Soweto Magazine	7th Talents Durban Extends Deadline For Application By One Week!	2014/04/04	R16 029	R48 087
Artsmart.co.za - Art Smart	DURBAN FILM SELECTED FOR CANNES	2014/04/25	R30 345	R91 035
48hours.co.za - 48 Hours	Durban film selected for Cannes	2014/04/25	R47 321	R141 963
Classicfeel.co.za - Classic Feel	Durban film selected for Cannes	2014/04/23	R29 430	R88 290
Bizcommunity.com - Biz Community	South African short film selected for Cannes	2014/04/24	R192 394	R577 182
Bizcommunity.com - Biz Community	South African short film selected for Cannes	2014/04/24	R191 706	R575 118
Filmcontact.com - Film Contact	South African short film selected for Cannes	2014/04/25	R27 799	R83 397
Artslink.co.za - Artslink	Durban film selected for Cannes	2014/04/23	R34 242	R102 726
Thecallsheet.co.za - Filmmaker Africa	5th Durban FilmMart Project Selection	2014/05/08	R29 675	R89 025
Filmmakerfrica.co.za - Filmmaker Africa	5th Durban FilmMart Project Selection	2014/05/08	R29 675	R89 025
Filmcontact.com - Film Contact	5th Durban FilmMart Project Selection announcement	2014/05/09	R30 173	R90 519
Sacreativenetwork.co.za - SA Creative Network	5th Durban FilmMart Project Selection announcement	2014/05/08	R30 623	R91 869
Jornalnoticias.co.mz - Jornal Noticias	Cinema nacional no Durban FilmMart	2014/05/15	R7 664	R22 992
Screenafrica.com - Screen Africa	Durban FilmMart announces final project selection	2014/05/13	R17 345	R52 035
Artslink.co.za - Artslink	Durban International Film Festival	2014/05/05	R21 993	R65 979
Mediaupdate.co.za - Media Update	2014 Durban International Film Festival to take place in July	2014/05/19	R112 908	R338 724
Classicsa.co.za - Classic SA	Durban International Film Festival 17-27 July 2014	2014/05/27	R5 031	R15 093

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Thenewage.co.za - The New Age	Durban film festival set to be bigger and better	2014/05/20	R24 513	R73 539
Screenafrica.com - Screen Africa	35th Durban International Film Festival kicks off with a move to Tsogo Sun	2014/05/21	R25 386	R76 158
Artslink.co.za - Artslink	Durban International Film Festival kicks off	2014/05/19	R26 964	R80 892
Getitonline.co.za - Get It	35th Durban International Film Festival	2014/05/19	R13 654	R40 962
Link2media.co.za - Link 2 Media	PR-DURBAN-FILM-FESTIVAL SAPA PR -- DURBAN INTERNATIONAL FILM FESTIVAL	2014/05/19	R32 123	R96 369
Sacreativenetwork.co.za - SA Creative Network	35th Durban International Film Festival Kicks Off with a Move to Tsogo Sun	2014/05/19	R27 799	R83 397
Thecallsheet.co.za - Film-maker Africa	35th Durban International Film Festival July 17 - 27, 2014   Magazine Diary Information	2014/05/12	R9 228	R27 684
Filmmakerfrica.co.za - Film-maker Africa	35th Durban International Film Festival July 17 - 27, 2014   Magazine Diary Information	2014/05/12	R9 228	R27 684
Thenewage.co.za - The New Age	Durban film festival set to be bigger and better	2014/05/20	R21 626	R64 878
Ann7.com - Africa News Network 7	Durban film festival set to be bigger and better	2014/05/20	R10 078	R30 234
Dieburger.com - Die Burger	Demokrasie in SA die fokus	2014/05/20	R10 918	R32 754
Getitonline.co.za - Get It	Talents Durban at 35th Durban International Film Festival	2014/06/09	R20 768	R62 304
Artslink.co.za - Artslink	Talents Durban presented at DIFF	2014/06/09	R40 764	R122 292
Sacreativenetwork.co.za - SA Creative Network	Talents Durban at 35th Durban International Film Festival	2014/06/09	R40 884	R122 652
Durbanzone.co.za - Durban Zone	Talents Durban at 35th Durban International Film Festival	2014/06/10	R63 137	R189 411
Screenafrica.com - Screen Africa	Talents Durban features at the Durban International Film Festival	2014/06/10	R17 881	R53 643
Heraldlive.co.za - The Herald	SA film unearths fracking truths	2014/06/10	R14 182	R42 546
Bizcommunity.com - Biz Community	Seventh edition of Talents Durban in July	2014/06/11	R204 102	R612 306
Getitonline.co.za - Get It	Hard to Get at the 35th DIFF opening night	2014/06/11	R16 737	R50 211
Artslink.co.za - Artslink	DIFF will open with "Hard to Get"	2014/06/11	R32 770	R98 310
Durbanzone.co.za - Durban Zone	DIFF announces Hard to Get for its opening night film	2014/06/11	R50 396	R151 188
Newshub.org - Newshub ZA	Ntuli action-romance to open film fest	2014/06/11	R26 314	R78 942

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
lol.co.za/tonight - lol Tonight	Ntuli action-romance to open film fest	2014/06/11	R75 689	R227 067
Filmcontact.com - Film Contact	SA director Ntuli's movie to open Durban Film Fest	2014/06/12	R45 603	R136 809
Sacreativenetwork.co.za - SA Creative Network	The 35th Durban International Film Festival announces Hard to Get for its opening night film	2014/06/12	R33 049	R99 147
Bizcommunity.com - Biz Community	DIFF opens with "Hard to Get"	2014/06/12	R47 116	R141 348
Mediaupdate.co.za - Media Update	Durban FilmMart project, Unearthed awarded at the Sheffield Doc/Fest	2014/06/19	R120 272	R360 816
Mediaupdate.co.za - Media Update	Durban FilmMart project, Unearthed awarded at the Sheffield Doc/Fest	2014/06/19	R127 636	R382 908
Southafrica.info - South Africa Info	Hard to Get to open Durban Film Fest	2014/06/19	R10 610	R31 830
Yeahbo.net - Yeah Bo	Hard To Get to open Durban International Film Festival	2014/06/19	R61 128	R183 384
Artsmart.co.za - Art Smart	DIFF KICKS OFF WITH MOVE TO TSOGO SUN	2014/06/20	R26 288	R78 864
Filmcontact.com - Film Contact	Wild Talk Africa Showcases Wildlife and Environmental Films at the 35th Durban International Film Festival	2014/06/20	R11 449	R34 347
Filmcontact.com - Film Contact	Hard to Get to open Durban Film Fest	2014/06/20	R18 800	R56 400
Mediaupdate.co.za - Media Update	The Durban FilmMart partners with Produire au Sud of Festival des 3 Continents again	2014/06/23	R157 656	R472 968
Mediaupdate.co.za - Media Update	The Durban FilmMart partners with Produire au Sud of Festival des 3 Continents again	2014/06/23	R147 649	R442 947
Mydurban.co.za - My Durban	Durban in the Newspapers on 23 June 2014	2014/06/23	R7 156	R21 468
Getitonline.co.za - Get It	Full programme announced for DIFF	2014/06/25	R67 895	R203 685
Artslink.co.za - Artslink	35th Durban International Film Festival	2014/06/25	R145 121	R435 363
Bookslive.co.za - Books Live	Casting Begins for Film Adaptation of Tracey Farren's Novel Whiplash	2014/06/25	R52 902	R158 706
Msn.co.za - MSN	Durban International Film Festival returns for 35th year	2014/06/25	R79 917	R239 751
Bizcommunity.com - Biz Community	Choose between 250 screenings at the Durban International Film Festival	2014/06/26	R106 733	R320 199

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Sacreativenetwork.co.za - SA Creative Network	FULL PROGRAMME ANNOUNCED FOR 35th DURBAN INTERNATIONAL FILM FESTIVAL 18-28 JULY 2013	2014/06/26	R135 934	R407 802
Newshub.org - Newshub ZA	35th Durban International Film Festival (DIFF) to Feature a Feast of African Films	2014/06/26	R9 923	R29 769
Filmcontact.com - Film Contact	35th Durban International Film Festival (DIFF) to Feature a Feast of African Films	2014/06/27	R33 197	R99 591
Durbanzone.co.za - Durban Zone	Durban FilmMart welcomes back successful partnership	2014/06/21	R52 405	R157 215
Beeld.com - Beeld	Talle SA flieks gekies vir groot Afrika-mark	2014/06/30	R26 561	R79 683
Durbanzone.co.za - Durban Zone	35th DIFF Full Programme	2014/06/25	R212 819	R638 457
Mediaclubsouthafrica.com - Media Club South Africa	Mandela and more at the Durban International Film Festival	2014/07/02	R297 857	R893 571
Yeahbo.net - Yeah Bo	DIFF to feature the best in African cinema	2014/07/02	R63 827	R191 481
Classicsa.co.za - Classic SA	Talent Campus participants at DIFF	2014/07/02	R4 776	R14 328
Durbanzone.co.za - Durban Zone	DIFF 2014 to feature feast of African and South African films	2014/07/02	R54 350	R163 050
Artslink.co.za - Artslink	DIFF 2014 features feast of African and SA films	2014/07/03	R35 475	R106 425
Sacreativenetwork.co.za - SA Creative Network	DIFF 2014 TO FEATURE A FEAST OF AFRICAN AND SOUTH AFRICAN FILMS	2014/07/03	R30 862	R92 586
48hours.co.za - 48 Hours	DIFF 2014 to feature a feast of African and SA films	2014/07/03	R51 526	R154 578
Getitonline.co.za - Get It	South African Focus at the DIFF	2014/07/03	R18 061	R54 183
Bereamail.co.za - Berea Mail	Durban's got film talent	2014/07/04	R7 252	R21 756
Filmcontact.com - Film Contact	DIFF 2014 features feast of African and SA films	2014/07/04	R33 197	R99 591
Witness.co.za - Witness	Local action-fuelled love story opens Durban film fest	2014/07/04	R23 214	R69 642
Durbanzone.co.za - Durban Zone	Avalon Group returns to support the 5th Durban filmMart	2014/07/11	R30 941	R92 823
Mg.co.za - Mail & Guardian	Durban gives glory to the extraordinary	2014/07/11	R104 796	R314 388
Highwaymail.co.za - Highway Mail	Durban's got film talent	2014/07/12	R6 219	R18 657
Artsmart.co.za - Art Smart	UNEARTHED WINS GREEN AWARD	2014/07/13	R25 930	R77 790
Durbanzone.co.za - Durban Zone	5th Durban FilmMart at the 35th Durban International Film Festival	2014/07/14	R8 975	R26 925

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Screenafrica.com - Screen Africa	Afrinolly sets up industry screening lounge for all attending the DFM 2014	2014/07/14	R18 877	R56 631
Artslink.co.za - Artslink	Special focus on UK Film at DIFF	2014/07/14	R26 487	R79 461
Sacreativenetwork.co.za - SA Creative Network	Special Focus on UK Film at the 35th Durban International Film Festival	2014/07/14	R26 566	R79 698
Getitonline.co.za - Get It	Special Focus on UK Film at the DIFF	2014/07/14	R13 200	R39 600
Screenafrica.com - Screen Africa	Special Focus on UK Film at the 35th Durban International Film Festival	2014/07/14	R24 774	R74 322
Durbanzone.co.za - Durban Zone	Special Focus on UK Film at the 35th DIFF	2014/07/15	R34 267	R102 801
Mediaupdate.co.za - Media Update	The Durban FilmMart is to hand out career-advancing awards	2014/07/15	R211 278	R633 834
Screenafrica.com - Screen Africa	Co-production sessions set to kindle deals for DFM 2014 projects	2014/07/15	R28 258	R84 774
Durbanzone.co.za - Durban Zone	Co-production sessions set to kindle deals for DFM 2014 projects	2014/07/15	R43 304	R129 912
Durbanzone.co.za - Durban Zone	Khalo Matabane presents "The Films That Made Me" at 35th DIFF	2014/07/15	R46 191	R138 573
Newshub.org - Newshub ZA	The Durban FilmMart is to hand out career-advancing awards	2014/07/15	R25 052	R75 156
Showbizzone.co.za - Showbiz One	Mandela movie director's inspiration	2014/07/16	R40 857	R122 571
Filmcontact.com - Film Contact	Durban FilmMart is to hand out career-advancing awards	2014/07/16	R43 191	R129 573
Artslink.co.za - Artslink	Director Khalo Matabane presents at DIFF	2014/07/16	R32 293	R96 879
Getitonline.co.za - Get It	The Films That Made Me	2014/07/16	R15 472	R46 416
Sacreativenetwork.co.za - SA Creative Network	Khalo Matabane presents "The Films That Made Me" at the 35th Durban International Film Festival	2014/07/16	R29 867	R89 601
Newshub.org - Newshub ZA	2014 Standard Bank Ovation Awards Revealed at National Arts Festival	2014/07/14	R28 042	R84 126
Classicsa.co.za - Classic SA	Durban International Film Festival July 19 - 29	2014/07/16	R1 767	R5 301
Artsmart.co.za - Art Smart	35th DURBAN INTERNATIONAL FILM FESTIVAL	2014/07/17	R142 735	R428 205
Witness.co.za - Witness	Rock-star new director	2014/07/17	R22 558	R67 674
Filmcontact.com - Film Contact	Durban Festival: South African Films on the Rise	2014/07/17	R19 183	R57 549



Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Filmcontact.com - Film Contact	Khalo Matabane presents "The Films That Made Me" at Durban International Film Festival	2014/07/17	R29 904	R89 712
Artslink.co.za - Artslink	35 years of DIFF posters on display	2014/07/17	R61 325	R183 975
Msn.co.za - MSN	"The Films That Made Me" returns to DIFF	2014/07/17	R13 024	R39 072
Newshub.org - Newshub ZA	35 years of DIFF posters on display	2014/07/17	R28 751	R86 253
Msn.co.za - MSN	Special Focus on UK Film at the 35th DIFF	2014/07/17	R14 398	R43 194
Msn.co.za - MSN	Durban International Film Festival returns for 35th year	2014/07/10	R79 917	R239 751
Screenafrica.com - Screen Africa	Locations Africa encourages production in Africa	2014/07/17	R10 759	R32 277
Mediaupdate.co.za - Media Update	Videovision Entertainment remains a loyal sponsor of the Durban FilmMart	2014/07/18	R70 804	R212 412
Mediaupdate.co.za - Media Update	Videovision Entertainment remains a loyal sponsor of the Durban FilmMart	2014/07/18	R80 055	R240 165
Filmcontact.com - Film Contact	Documentary Speed Meetings Invitation at Durban FilmMart	2014/07/18	R26 075	R78 225
Durbanzone.co.za - Durban Zone	Videovision Entertainment remains a loyal sponsor to the DFM	2014/07/18	R30 313	R90 393
Witness.co.za - Witness	International Film Festival	2014/07/18	R16 632	R49 896
Screenafrica.com - Screen Africa	The Films That Made Me at DIFF	2014/07/18	R25 501	R76 503
Screenafrica.com - Screen Africa	DIFF opening sets the tone for a captivating festival	2014/07/18	R13 516	R40 548
lol.co.za/dailynews - Daily News	Glittering start for film festival	2014/07/18	R3 965	R11 895
Screenafrica.com - Screen Africa	Transmedia Lab workshop set to educate at DFM	2014/07/19	R30 249	R90 747
Screenafrica.com - Screen Africa	Videovision Entertainment a loyal sponsor to DFM	2014/07/19	R16 426	R49 278
Artslink.co.za - Artslink	Increased NFVF presence at DIFF	2014/07/21	R24 260	R72 780
Thecallsheet.co.za - Film-maker Africa	Africa In Focus Panel Challenges Current Forms of Distribution	2014/07/20	R30 364	R91 092
Thecallsheet.co.za - Film-maker Africa	Awards up for grabs at the 2014 Durban FilmMart	2014/07/17	R42 119	R126 357
Thecallsheet.co.za - Film-maker Africa	Co-production sessions set to kindle deals for DFM 2014 projects	2014/07/15	R28 181	R84 543
Thecallsheet.co.za - Film-maker Africa	DFM's First Masterclass Unpacks Storytelling	2014/07/18	R17 958	R53 874
Thecallsheet.co.za - Film-maker Africa	The Transmedia Lab workshop set to educate and foster skills at the DFM 2014	2014/07/20	R34 806	R104 418

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Thecallsheet.co.za - Film-maker Africa	Callsheet Cocktail Party	2014/07/18	R3 561	R10 683
Thecallsheet.co.za - Film-maker Africa	Special Focus on UK Film at the 35th Durban International Film Festival	2014/07/15	R23 970	R71 910
Thecallsheet.co.za - Film-maker Africa	Afrinolly sets up industry screening lounge for all attending the DFM 2014	2014/07/17	R15 163	R45 489
Thecallsheet.co.za - Film-maker Africa	Africa In Focus: Continental Thought Leaders Look to the Future of Film	2014/07/18	R18 647	R55 941
Thecallsheet.co.za - Film-maker Africa	Avalon Group returns to support the 5th Durban FilmMart	2014/07/11	R18 609	R55 827
Thecallsheet.co.za - Film-maker Africa	The Transmedia Lab workshop set to educate and foster skills at the DFM 2014	2014/07/17	R29 254	R87 762
Thecallsheet.co.za - Film-maker Africa	Afrinolly sets up industry screening lounge for all attending the DFM 2014	2014/07/14	R18 762	R56 286
Northglennnews.co.za - Northglenn News	Albie Sachs' struggle for free SA interpreted in film	2014/07/15	R15 670	R47 010
Artslink.co.za - Artslink	DIFF to share in World Congress of Architects	2014/07/23	R47 883	R143 649
Filmcontact.com - Film Contact	New Projects Snag FilmMart Awards	2014/07/24	R15 010	R45 030
Screenafrica.com - Screen Africa	Durban FilmMart awards African filmmakers	2014/07/24	R16 350	R49 050
Fin24.com - Fin 24	Government to fund 18 new movies	2014/07/24	R35 371	R106 113
Artsmart.co.za - Art Smart	INCREASED NFVF PRESENCE AT DIFF	2014/07/25	R15 749	R47 247
Artsmart.co.za - Art Smart	VIDEOVISION ENTERTAINMENT RETURNS TO DFM	2014/07/25	R17 101	R51 303
Newshub.org - Newshub ZA	Durban FilmMart awards African filmmakers	2014/07/24	R9 502	R28 506
Mediaupdate.co.za - Media Update	Million Dollar Arm to close Durban International Film Festival 2014	2014/07/25	R63 818	R191 454
Mediaupdate.co.za - Media Update	Million Dollar Arm to close Durban International Film Festival 2014	2014/07/25	R74 769	R224 307
Artslink.co.za - Artslink	Million Dollar Arm will close 35th DIFF	2014/07/25	R16 544	R49 632
Durbanzone.co.za - Durban Zone	Million Dollar Arm closing night film of the 35th DIFF	2014/07/25	R20 334	R61 002
Getitonline.co.za - Get It	Million Dollar Arm closing film of The 35th Durban International Film Festival	2014/07/25	R8 773	R26 319

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Thecallsheet.co.za - Film-maker Africa	Million Dollar Arm closing night film of The 35th Durban International Film Festival	2014/07/25	R15 201	R45 603
Thecrestonline.co.za - The Crest Online	Million Dollar Arm at DIFF	2014/07/25	R16 313	R48 939
Thevent.tv - The Vent	The Vent's Freshman Year at the at the Durban International Film Festival	2014/07/29	R48 054	R144 162
Fm.co.za - Financial Mail	CINEMA: Cold Harbour	2014/07/31	R44 040	R132 120
Artsmart.co.za - Art Smar	2014 DURBAN FILMMART AWARD WINNERS	2014/08/05	R46 610	R139 830
Isolezwe.co.za - Isolezwe	Izindaba ezimnandi kumncintiswano wamafilimu	2014/08/04	R6 889	R20 667
Artslink.co.za - Artslink	DIFF announces audience awards	2014/08/09	R23 623	R70 869
Artsmart.co.za - Art Smart	DIFF AUDIENCE AWARD WINNERS	2014/08/10	R23 146	R69 438
Filmcontact.com - Film Contact	Locarno 2014: a return to Africa	2014/08/01	R57 780	R173 340
Getitonline.co.za - Get It	DIFF winners	2014/08/11	R10 532	R31 596
Newshub.org - Newshub ZA	The Witness	2014/08/11	R5 117	R15 351
Sacreativenetwork.co.za - SA Creative Network	Durban International Film Festival Announces Audience Award Winners for 2014 After Another Successful Festival	2014/08/11	R20 561	R61 683
Sacreativenetwork.co.za - SA Creative Network	Durban International Film Festival Announces Audience Award Winners for 2014 After Another Successful Festival	2014/08/11	R20 561	R61 683
Screenafrica.com - Screen Africa	Swedish film and SA doccie win DIFF audience awards	2014/08/11	R8 386	R25 158
Thecallsheet.co.za - Film-maker Africa	Durban FilmMart Once Again A Resounding Success	2014/08/01	R31 360	R94 080
Thecallsheet.co.za - Film-maker Africa	Gritty noir thriller 'Cold Harbour' brings Cape Town's underbelly to the fore	2014/08/01	R24 123	R72 369
Thecallsheet.co.za - Film-maker Africa	New fund will provide complete financing for black-owned films	2014/08/06	R11 946	R35 838
Witness.co.za - Witness	Oddball black comedy wins audience award	2014/08/12	R6 254	R18 762
Thecallsheet.co.za - Film-maker Africa	African Pitch: Official Fiction Project Pitch	2014/08/14	R19 796	R59 388
Artsmart.co.za - Art Smart	VIDEOVISION ENTERTAINMENT NEW DIVISION	2014/08/18	R11 772	R35 316
Artsmart.co.za - Art Smart	2014 DURBAN FILMMART AWARD WINNERS	2014/08/18	R45 497	R136 491
Screenafrica.com - Screen Africa	IDC, NFVF and DTI announce new fund to promote black filmmakers	2014/08/18	R24 582	R73 746
Goingplacessa.com - Going Places SA	Audience Award Winners DIFF 2014	2014/08/21	R33 577	R100 731

Website	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
Goingplacessa.com - Going Places SA	DIFF 2014 opening film announced	2014/08/21	R53 534	R160 602
Goingplacessa.com - Going Places SA	Tomorrow is D-Day for Durban International Film Festival 2014	2014/08/21	R33 388	R100 164
<b>TOTAL ONLINE FOR DFM</b>			<b>R7 505 651</b>	<b>R22 516 953</b>

### Broadcast Dec 2013 to Sept 2014

Station	Headline	Date	A.V.E. (ZAR)	PR Value (ZAR)
SAFM	Durban International Film Festival entries open	2014/01/17 8:46:00 PM	R4 820	R14 460
Classic FM	Durban International Film Festival	2014/06/11 10:37:00 AM	R23 306	R69 918
ANN7	Unearthed wins Green Award	2014/06/24 2:41:00 PM	R41 100	R123 300
ANN7	Unearthed wins Green Award - Repeat	2014/06/24 10:42:00 PM	R57 200	R171 600
ANN7	Afrinolly makes movies accessible	2014/07/14 8:52:00 PM	R39 600	R118 800
Lotus FM	Peter Machen is discussing the DIFF	2014/07/16 7:23:00 PM	R8 480	R25 440
Ukhozi FM	Durban International Film Festival	2014/07/16 8:41:00 PM	R97 836	R293 508
East Coast Radio	New Budget Film Division	2014/07/22 4:02:00 PM	R11 655	R34 965
East Coast Radio	New Budget Film Division - Repeat	2014/07/22 5:04:00 PM	R11 396	R34 965
Classic FM	Government to fund 18 new movies	2014/07/25 11:02:00 AM	R3 353	R10 059
Classic FM	IDC and Govt to fund new movies	2014/07/25 10:01:00 AM	R3 186	R9 558
<b>TOTAL BROADCAST FOR DFM</b>			<b>R301 932</b>	<b>R905 796</b>



## THE AFRICAN PITCH:

### Official Fiction Project Pitch

The fiction project pitching room at Durban FilmMart was packed way before the session was due to start. Filmmakers, potential stakeholders and spectators crammed into Suite 2 in hopes of catching the pitches in their final, well-rehearsed glory. The panel was made up of Tendeke Matatu (producer), Ingrid Lill Hogtun (Norwegian producer), Chris Nicklin (Sabido Productions) and Bianca Taal (CineMart).

The representatives of the fiction projects were given no longer than seven minutes to convince the panel and the audience of the economic and aesthetic viability of their films. The panel and audience then had seven minutes to give feedback and ask questions.

First up was Ashleigh Nash pitching her project *Cold Stone Jug*, which will be an account of the great SA novelist Herman Charles Bosman's stint in prison in the late 1920's. Bosman was sentenced to death for the murder of his step-brother, but was granted a reprieve and had his sentence reduced to four years. As recounted in his autobiographical novel, Bosman refers to this time in prison as a love story. He learned to find mental freedom through his incarceration, which led to a tremendous creative output, resulting in the classic stories we know and love.

The constructive feedback consisted of questions about the film's target audience and central plot. There was interest regarding the casting of the film, and whether an actor would be sourced locally.

William Collinson will direct the feature, which is seeking an additional US\$400 000.

Next up was Echo Ledge Productions with *Nyanga Sky*, which will be a live-action adventure feature aimed at children. The story will centre on Mdu and his friends Thabo and Gadgets. The boys have aspirations to build a remote-controlled plane, but must first overcome bullies, teachers and the struggles of township life. Director Matthew Griffiths said 'I want to make this film because it's about hopes and



Producers Ingrid Lill Hogtun and Tendeke Matatu.



Amira and Awafa Tajdin pitching 'Hawa Hawaii'.

dreams, and will show a positive, optimistic view of townships'.

The filmmakers are seeking R8-million. The feedback from Tendeke Matatu was that he feels they will raise the money easily. The filmmakers were visibly buoyed by such an enthusiastic comment.

*Hawa Hawaii* was next, and was pitched competently by sisters Amira Tajdin and Awafa Tajdin. The film will be set in Mombasa, Kenya, and will centre on the struggles of a drag queen living in an increasingly militantly religious community. It's a story of loss, loneliness and love songs, focusing on a man and his mother,

and the tribulations they are faced with. The filmmakers also intend to make the film a cultural archive in terms of the film's music, which they fear may be deleted from their cultural identity.

The feedback from the panel was overwhelmingly positive, with Ingrid Lill Hogtun stating that European investors will almost certainly be interested in co-financing.

Sadly, Film & Event Media could not stay for the remainder of the session, but the calibre of the pitches left us in no doubt that these talented young filmmakers will find the investment they need to realise their dreams. 🎬



## CALLSHEET COCKTAIL PARTY

More than 200 movers and shakers descended on the Cargo Hold at uShaka Marine World for a cocktail party hosted by Film & Event Media. The partygoers, who were in KZN for the 5th annual Durban FilmMart, converged in style for an evening of networking and celebration.

Film & Event Media would like to thank the team at Durban FilmMart, WildTalk Africa and the Film & Publication Board for sponsoring a fantastic event. We look forward to many years of successful partnerships.







“Durban FilmMart 2014 has been an exceptionally successful event with amazing talent coming through, innovative workshops taking place and exciting opportunities presented. After five successful years, the Durban FilmMart aims to actively expand its role in promoting dialogue about African Cinema.

We are delighted to have had the opportunity to build so many wonderful partnerships over the years and engage with industry professionals and organisations that are as passionate about promoting African Cinema as we are.”

The Durban Film Office.

## Credits and Acknowledgements

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**Venues:** Tsogo Sun- Maharani, Elangeni, Garden Court Marine Parade

The Cargo Hold Ushaka Marine World

**Website:** No Logo Studios





TJOVITJO  
 The Wound  
*Nyanga Sky* **Afterglow**  
*The Story of a Kiss*  
**Hawa Hawaii** **ALL TIME IDLERS**  
*The Story of a Kiss* DANCES OF RED  
 THE COLONEL'S STRAY DOG TJOVITJO  
 IN SEARCH OF AFRICAN DUENDE  
**Afterglow** The Sound of Masks  
 THE BOY IN THE MASK *Nyanga Sky* **Alison**  
**Alison** **COLD STONE JUG** **ALL TIME IDLERS**  
 KULA: A MEMORY IN THREE ACTS  
**The Train of Salt and Sugar**  
*Egypt Jeanne d'Arch*  
 THE BOY IN THE MASK  
**Hawa Hawaii**  
*Alex on Seventh*  
**COLD STONE JUG**  
 HOME EXPULSION  
*Tree of Crows*  
**Afterglow**  
**Alison**

Organised by the Durban Film Office and  
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