

## Meeting to present the results of the study on the film and audiovisual industry in Africa

Wednesday 2 June 2021

From 11:00AM to 12:00PM (Online)

### Context:

The film and audiovisual industry in Africa continues to grow and represents great economic potential for states. During the Forum of Ministers of Culture held on 19 November 2019, within the framework of the 40th session of the General Conference, many Member States of the Africa region highlighted the strategic importance of this industry to achieve the full development potential of the continent.

As the year 2021 has been declared as the Year of Arts, Culture and Heritage by the African Union (AU), UNESCO in collaboration with the AU has embarked on a year of celebration to strengthen the creative economy on the continent in line with the AU Agenda 2063 (Aspiration 5).

In this context, UNESCO has undertaken a study on the film and audiovisual industry in Africa. This study will establish a roadmap to support the development of this strategic sector in Africa through relevant programs.

### Purpose of the meeting:

In November 2020, UNESCO launched an online consultation with the 54 States of the Africa region to draw a clear overview of the state of the film and audiovisual industry in the continent. A total of 36 countries participated in this consultation, which closed on 11 February 2021. A consultation with stakeholders (private sector, individuals, civil society organizations) was also undertaken in parallel.

In order to carry out this study, UNESCO called on a team of consultants who analyzed the information collected and identified the first trends in the industry on the continent. During this meeting, the team of consultants, represented by Ms. Marie Lora Mungai, will present the preliminary results of this study.

This meeting will also be an opportunity to collect comments from Member States before the publication of the report entitled "Focus on the film industry in Africa: Structural reforms and digital transition for diversity" which will be launched on September 2021.

### Participants:

Delegations and representatives of Member States of the Africa region.  
National Commissions and Points of Contact of the 2005 Convention in the Africa region  
Representatives of civil society organizations that participated in the 3rd edition of the Civil Society Forum.

**Interpretation:**  
English and French

**Preliminary agenda:**

11:00-11:05	Welcoming remarks	Ernesto R. Ottone / ADG CLT
11:05-11:15	Introduction of the context and the team of consultants	Toussaint Tiendrebeogo / Chief of the Diversity of Cultural Expressions Entity
11:15-11:35	Presentation of the methodology and results of the study	Marie Lora Mungai
11:35-12 :00	Questions and answers, open discussion	Moderated by Reiko Yoshida

**For more information:**

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