




The Channel Station is a new platform created to provide content producers direct access to the international, national and local television channels. Each channel station will showcase their content, market their brand and mandate and also create a platform to engage with contents producers (meeting room). Each Channel station is requested to host one evening networking session, where all the Africa Television Market delegates can attend and get to know more about that specific channel. The objective of the channel stations is to provide the producers with direct access to the channel commission editors and to provide the channel commissioning editors opportunity to source content for their platform, especially since the digital migration is creating more channel, competition is on the rise for Television

## Participating Channels:



Date:	Time:	Channel:	Topic:
13th	1:00-2:00pm		“Background of the SABC Education and intro on each unit”
13th	2:00-3:00pm		“Doing Business with MNET channels”
13th	3:00-4:00pm		“An Introduction and Content requirements”

Date:	Time:	Channel:	Topic:
13th	4:00-5:00pm		TRACE URBAN - Brand ID, market, music selection and events
14th	1:00-2:00pm		“The role of funding and partnership in supporting educational content and other content”.
14th	2:00-3:00pm		“TRACE AFRICA - Brand ID, market, music selection and events”
14th	3:00-4:00pm		“Engaging the broadcaster: Starsat”
15th	1:00-2:00pm		“What SABC Acquire content and How SABC in proposals and elevation criteria”
15th	2:00-3:00pm		“MUSIC VIDEO SUBMISSION: Criteria, trends, music policy and THE TRACE BRAND'S 2017 FORECAST: Campaigns, events and content”
15th	3:00-4:00pm		“Have content? : Come talk to us”