



VR in the spotlight at DISCOP Johannesburg 2017

DISCOP Johannesburg will once again be partnering with DigiLab Africa (DLA) and other companies including Germany's INVR.SPACE to shine a spotlight on Virtual Reality (VR) as it explodes onto the African content scene.

After a hugely successful DLA at DISCOP Abidjan 2017, an even further expanded programme will take place at DISCOP Johannesburg 2017, running from 25 to 27 October at the Sandton Convention Centre, Johannesburg. The five DLA 2016 winners will be showcased at the upcoming Johannesburg edition, which will also mark the launch of DLA#2 and the next DLA call for projects.

In addition, this year DISCOP Johannesburg is partnering with German company INVR.SPACE. INVR.SPACE will be hosting the VR Cinema that will be located within the Germany Pavilion and will showcase African, German and other global VR projects ranging from documentaries, features films, animations and more. Within this VR Cinema the New Dimensions projects will also be showcased in partnership with the Goethe-Institut Johannesburg and Electric South.

Industry experts from across Africa

will discuss the latest trends and provide need-to-know information for content producers or buyers looking to participate in the VR space.

Speakers:

- **Steven Markovitz** has been leading the discussion around VR for a number of years now, telling CNN in 2015, "VR is a new format in its infancy, and it's an opportunity for Africa to get involved at a very early stage and be part of the global conversation. All the work I do is to challenge the dominant narrative and show Africa as a dynamic, nuanced continent."
- **Ulrico Grech-Cumbo**, founder of Deep VR, is considered one of Africa's experts in producing award-winning VR content. Grech-Cumbo understands more than anyone the myriad applications for VR content including educational, tourism,

environmental and entrepreneurial.

- **Julia Leeb** is a German journalist, photographer and filmmaker who specialises in the production of VR (Virtual Reality).
- **Morgan Bouchet** is the director of Digital Content and head of VR at global network operator Orange. Since December 2016, Bouchet has overseen Orange's 'Orange VR Experience' – a virtual reality test program in partnership with Wevr.
- **Sönke Kirchof**, CEO and executive producer at the Germany-based, VR, full service studio INVR.SPACE GmbH, has been working in the fields of VR, stereoscopic filmmaking, VFX and CGI post-production, as well as Research and Development for more than 15 years.

Sönke Kirchof, Steven Markovitz, Ulrico Grech-Cumbo, Julia Leeb, and Morgan Bouchet are amongst the experts involved in the VR-focused master-classes to take place within The Next Gen Programme at the 2018 edition of DISCOP Johannesburg.

In conjunction with these partners and experts, DISCOP Johannesburg will also present two master-classes focused specifically on the topic:

Virtual Reality: Tech, Africa and Future | VR content production and distribution will take centre stage in the programme. The master-class will:

- Discuss how evolution in technology enables producers to experiment with VR;
- Focus on Africa's creative solutions;
- Present different VR headsets and cameras, including price points, with a focus on innovative initiatives to combat costs;
- Unpack what Africa can bring to VR content production, where African VR is currently and where it is going in the next few years.

Get ready for the Virtual Reality Revolution | Not all VR content is made the same and experiences vary greatly. This session will discuss obstacles and benefits in creating relevant VR content by answering the following questions:

- What kind of VR content are broadcasters looking for?
- What are their VR content development and co-production strategies?
- What are the funding opportunities available to VR producers and what business and distribution models should they follow? [91](#)