



# BROADCAST AND DIGITAL MEDIA CONVENTION 2025 *East Africa*

THEME: DRIVING EXCELLENCE IN DIGITAL  
MEDIA SERVICES DELIVERY IN THE AGE OF AI

27-28 MAY 2025 | KAMPALA, UGANDA

CONVENED BY



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**With a rapidly transforming digital landscape, broadcast media practitioners and content publishers in Uganda and across East Africa seek new ways to optimise and deliver their services in the digital media ecosystem.**

**Industry players across the value chain seek to fully understand the dynamics of the new digital media environment and how it can be used to deliver enhanced value to consumers.**

**With the theme: "Driving Excellence In Digital Media Services Delivery In The Age of AI" the International Broadcasting And Media Convention - East Africa is the industry meeting for all broadcasters, content platforms and publishers in Uganda and across East Africa.**

**Offering a unique blend of keynotes, panels and networking sessions that foster collaboration, inspire new ideas, and promote the sharing of best practices, the industry convention will explore cutting-edge advancements and innovative practices in digital broadcasting and content publishing, helping assess the multiple roles and responsibilities that will allow them to effectively handle and manage their changing role in society as digital media becomes a reality across the region.**







## KEY THEMES

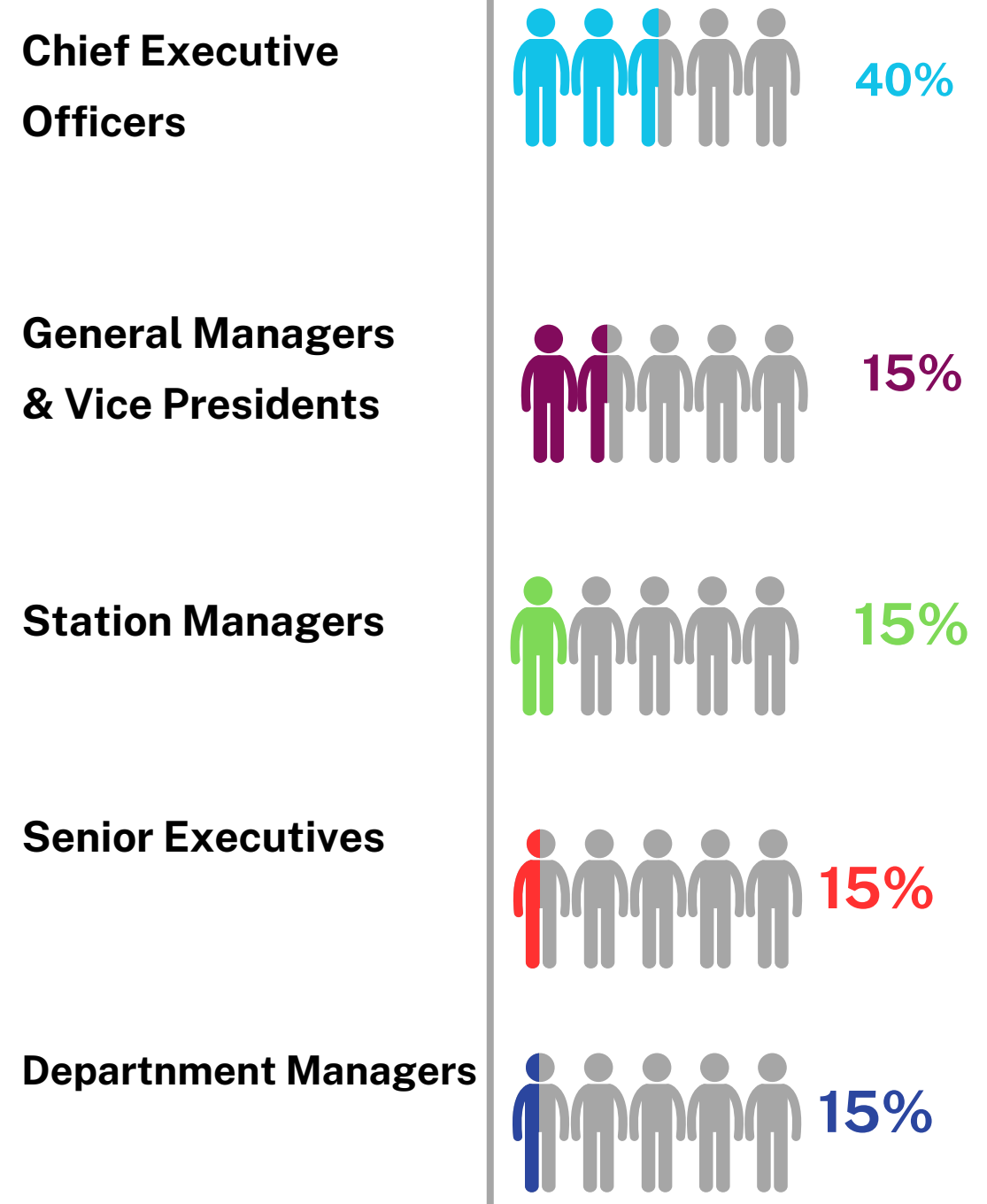
- State of digital broadcasting across East Africa - reviewing the state of play
- Local content, channels, and programmes for the digital ecosystem
- Digital-enabled radio and sound broadcasting
- OTT content streaming and video-on-demand services
- Studio facilities management for digital broadcast stations
- Convergence of broadcasting and telecoms services delivery
- Regulatory regimes for a converged world
- Content preservation and archiving in the digital ecosystem
- Content protection and monetisation in the digital ecosystem
- Content delivery platforms and systems for African Broadcasters
- The future of advertising on television - changes and responses
- Effective audience measurement and management for multi-platform digital media
- Understanding the future of advertising on television?
- Innovative radio services in a digital environment - lessons from global experiences!

## REASONS TO PARTICIPATE

- ✓ Illuminating presentations and panels: Enjoy a series of carefully selected keynotes, plus feature and showcase presentations from innovators and thought leaders.
- ✓ Practical knowledge transfers: The event's programme is interspersed with practical, hands-on sessions offering fresh perspectives, ensuring that participants are informed and empowered.
- ✓ High-level networking with industry leaders: Providing an unparalleled opportunity to make new connections, connect with existing contacts and discuss business in a relaxed environment!
- ✓ Face-To-Face meetings: We curate and deliver face-to-face meetings to establish business with decision-makers. Over 50% of our participants are Board-level, C-Suite, Founders, Directors, Presidents & VP's.



### SENIOR LEVEL ATTENDEES



### INDUSTRY REPRESENTATION

- TV broadcasters
- Radio broadcasters
- Regulators and policymakers
- Technology and solution provider
- Telecoms operators
- Content creators, producers, aggregators and publishers

### REGIONAL REPRESENTATION

