



DOUALA SERIE

Douala Pan-African Series Festival



Organise

THE INTERNATIONAL COLLOQUIUM OF DOUALA

**Theme: Streaming, diffusion and reception of African series in the
French-speaking world: issues, challenges and perspectives.**

November 16 and 17, 2023 in Douala

**As part of the 1st edition
of the Douala Pan-African Series Festival of Douala Série**

ARGUMENTARY

Over the past decade, serial productions have experienced significant growth in the African audiovisual landscape, creating a veritable economy and booming market on the continent. However, this genre remains largely under-documented, with few analyses focusing specifically on TV series in Africa, their role in the development of the African audiovisual industry, their prospects, etc. The work of researchers interested in African cinema such as Pierre Haffner, Paulin Soumanou Vieyra, Manthia Diawara, Olivier Barlet, Kenneth Harrow, Claude Forest, Nwachuwu Frank Ukadike, Alexie Tcheuyap, Sada Niang, Annette Angoua, Charles Soh Tatcha (to name but a few), testify to the abundance of critical analyses carried out almost exclusively in favor of cinematographic productions, while critical reflections devoted to series produced on the continent and their mode of diffusion, particularly in the French-speaking world, are practically non-existent.

Today, with the proliferation of TV series and the advent of streaming, the issue of broadcasting "French-language series" is particularly acute, especially as most African TV channels seem to have lost interest in this activity, leaving a gap that streaming is rapidly filling. Consumption habits are evolving, and a multitude of extra-sector offers are emerging, overturning the classic model of series diffusion.

In this changing context, it is essential to revisit this issue, as the triumph of digital technology is opening up new perspectives. Despite some glimmers of hope thanks to certain operators committed to broadcasting serial content, such as "La nuit de la série africaine", A+, Canal+, TV5MONDE and RTI, the sustainability of this trend remains uncertain.

It is with this in mind that DOUALA SERIE, THE DOUALA PANAFRICAN SERIES FESTIVAL, presents itself as a genuine showcase and alternative for the promotion and dissemination of African serial productions.

On the occasion of its first edition, the festival, ACIREC and HESCALE are planning to organize an international colloquium on the theme: "Streaming, diffusion and reception of African series in the French-speaking world: issues, challenges and perspectives". The aim is to analyze how the African series fits in, resists, deploys and promotes itself in the face of streaming platforms such as Irokotv, Netflix, Disney+, Amazon Prime Video, Apple TV+, OCS, myCanal, and TV5MONDE Plus, etc....

This symposium also aims to question the place of African series in current broadcasting practices, and to explore new approaches to circulating them. Indeed, with changes in serial production and the diversification of reception venues, it is essential to understand how audiences react to series in Francophone world.

SOME AREAS OF STUDY

Axe 1: History of TV series in French-speaking Africa

- First series produced by country or region;
- Impact of renowned series on society and the development of cinema in French-speaking Africa;
- How series are produced and financed;
- Stakeholders in series production and Diffusion (government, private institutions, international organizations, etc.);

- Testimonials from the leading figures in popular TV series in French-speaking Africa (producers, directors, main actors): working conditions, impact of the profession on living standards, opportunities, difficulties, etc.

Axe 2: Series production and financing in French-speaking Africa

- Constraints on the production and financing of television series;
- Relations between series producers and national and international TV channels;
- State of regulations in the French-speaking world and their impact on the financing and production of series;
- Strategies for circumventing difficulties linked to production, legislation and financing;
- Formats, themes and technical-artistic requirements of television channels in the face of local realities.

Axe 3: Streaming, broadcasting and reception of series in the French-speaking world

- Broadcasting television series in Africa today and tomorrow: series markets (television, home video storage devices, internet, streaming, VOD, festivals, markets);
- Streaming opportunities and constraints;
- Programming of French-speaking African series in the French-speaking world;
- Mechanisms, strengths, weaknesses, challenges and stakes of streaming;
- Case studies on the penetration of streaming markets such as IrokoTV, Netflix, Disney+, Amazon Prime Vidéo, Apple TV+, OCS, myCanal, TV5MONDE Plus, etc.;
- Prospects for anticipating and properly exploiting television broadcasting gateways;
- Local and foreign financing, series broadcasting and the impact on the consumer.

Axe 4: Conceptual challenges for television series in French-speaking Africa and the rest of the world

- Adaptation of series to the financial realities of contemporary French-speaking Africa;
- Distinction or fusion between television (especially series) and cinema
- Cinematographic aesthetic in series and its implications for the epistemological and conceptual fragmentation of cinema;
- Evolution of theoretical and definitional notions of series in relation to cinema in French-speaking Africa.

Modalities and Calendar

The symposium is open to local and international researchers, audiovisual professionals, TV channel managers and funding agencies. Contributions will focus on case studies, surveys and personal experiences of those involved in the production, financing and broadcasting of series, as well as their analyses.

Communications should last 30 minutes and may be delivered in French or English. Abstracts of 300 to 500 words and a mini-bio (5 to 6 lines preferred) should be sent to the following addresses: aacirec@gmail.com / nar6wandji@yahoo.fr / c.forest@unistra.fr by October 1, 2023.

Each abstract should include the author's name and address, and institutional and disciplinary affiliation. For professionals and other profiles, abstracts must include, after the name, the function and the institution or structure (production, television, distribution, financing) to which the contributor is attached.

Deadline for receipt of abstracts: **October 1, 2023**

Authors who have submitted proposals will receive a reply **by October 15, 2023 at the latest.**

The Colloquium is scheduled for **November 16 and 17 in Douala, Cameroon.**

An online communication facility will be set up for authors who are unable to attend.

The final text, between 50,000 and 60,000 characters in length, must be sent simultaneously before January 30, 2024, to the following addresses: aacirec@gmail.com / nar6wandji@yahoo.fr / c.forest@unistra.fr. Texts requiring revisions will be returned to their authors for adjustments and feedback before March 30, 2024.

The book will be published by L'Harmattan or in a specialized journal, probably in June 2024.

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Association Camerounaise Interuniversitaire de Recherche en Cinéma

Douala Series

Douala Pan-African Series Festival

Hescale

Réseau International de chercheurs en Histoire, économie et sociologie des cinémas d'Afrique et du Levant (France)

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