



Media & Audio-Visuals

Strategic Business Unit

Our Goal

To be a driving force in the development of a sustainable media and audio-visual value chain in South Africa. Our strategic business unit's focus is on funding:

Funding for the Following areas:

- Production of locally relevant and internationally palatable content, with emphasis on feature films, animation and TV series;
- Digital cinemas in townships and rural areas;
- Infrastructure such as production, post-production and broadcast studios;
- The creation and acquisition of platforms across TV, radio and digital;
- The development of new or alternative distribution systems for content;
- Projects or initiatives that support the greater media industry along the value chain.

Outcomes

- Developing audience, encouraging the local consumption of local films and building township cinemas;
- Promoting sustainable production of motion pictures;
- Developing a competitive animation sector;
- Developing the media industry; and
- Developing black industrialists within the broadcasting sector.



Doing Business With Us

We offer financial support to new or existing companies within the media and motion pictures sector up to R1-billion. Funding can be structured in the most appropriate manner, utilising a wide range of funding instruments to meet the needs of the business including:

- Debt/Equity;
- Quasi-Equity;
- Bridging Finance;
- Venture Capital; and
- Cash-flow funding.

Funding Criteria

Any application must meet the IDC's minimum requirements. These include:

- Security - The form and nature of which will relate to your specific circumstances;
- Compliance with the international environmental standards;
- Shareholders/owners are expected to make some financial contribution (The contribution for historically disadvantaged people under special circumstances may be lowered, in which case the IDC will be prepared to extend finance in excess of the owner's contribution); and
- The project/business must exhibit economic merit in terms of profitability and sustainability.

The IDC does not refinance fixed assets, since our aim is to expand the industrial base.

Applying For Funding

Application for funding should be in writing, including an executive summary and a comprehensive business plan. In addition, applicants for media and audio-visuals should submit the following:

- Script coverage from an independent, reputable source (include credentials of the source);
- Details of the film director, producers, scriptwriters/screenwriters, DOP and principal cast. Please include for all of the above:
 - Previous projects
 - CVs
 - Filmography
- Detailed production budget and top sheet:
 - Specify the Qualifying South African Production Expenditure (QSAPE) amount;
- Finance structure including details of other co-financiers (at least 51% of the total production budget. IDC funds up to a maximum of 49% of the production budget and these IDC funds must be spent in South Africa) and written confirmation of proposed terms and conditions;
- Proposed recoupment schedule;
- Sales agent (terms and conditions of distribution and marketing strategy for the film, track record of the sales agent, a list of films that were distributed and the success/performance of these films)
- Detailed sales estimates per territory including:
 - The associated territorial rights
 - Presale letters or agreements
 - Comparatives used to determine the sales estimates (audience, box office numbers in terms of similar genre films)

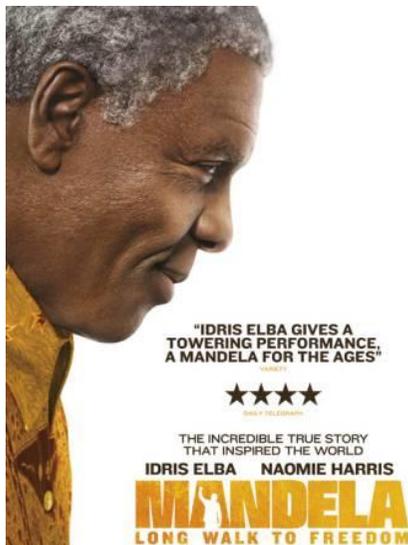
- Collective agent and terms of agreement (if available)
- Project information (location of principal photography, equipment to be used, number of cast and crew and how many days' involvement, post-production facilities). Include the following information:
 - Jobs created – in the same format/details provided for the Department of Trade and Industry application
 - Skills development and skills transfer plan
 - How much will be spent at pre-production, production and post-production
- Production company – experience and previous production;
- Chain of title documentation including script, music and so on;
- Identity of the completion guarantor and terms and conditions of guarantee; and
- Co-production agreements (where applicable)
- Provisional letter from the Department of Trade and Industry in terms of the amount of the rebate
- Disclosure of related party transactions involved in the production process – the value and details.

Our Funding Priorities

We exist to understand and serve the media industry and have, to date, provided funding to support working capital for numerous high-profile projects – including film and television productions – and have assisted many businesses in their corporate aspirations and acquisition strategies. Through our Media and Audio Visuals Strategic Business Unit, we continue to play a crucial role in encouraging the entrance of new players, particularly black industrialists, in the sector by working with many clients from start-up through to the completion of specific projects. We acknowledge and believe that there is scope to do more.

Some of our priorities include:

- Diversifying investments into non-traditional areas of the media value chain;
- Building partnerships with platform owners to drive the industry's growth and economic viability;
- Facilitating greater access to diverse platforms and markets for the benefit of the South African media and audio-visual industry; and
- Enhancing the exposure of South African filmmakers while increasing the likelihood of recouping investment funds.



South African Films proudly supported by the IDC in the past years.

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North West: Brits

Suite 108, Safari Centre, 28 Van Velden Street, Brits, 0250
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North West: Mahikeng

1B Mikro Plaza, cnr First Street/Bessemer Street,
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Postnet Suite 89, Private Bag X 2230, Mahikeng South, 2791
Tel: 018 397 9942 | Fax: 018 381 0544

Northern Cape: Kimberley

Sanlam Business Complex, 13 Bishops Avenue, Kimberley
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Tel: 053 807 1050 | Fax: 053 832 7395

Northern Cape: Upington

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Upington, 8800
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2817, 28th Floor ABSA Centre, 2 Riebeeck Street,
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1st Floor, ABSA Building, 15 Chatterton Road,
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P O Box 2411, Durban, 4000
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Eastern Cape: East London

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Eastern Cape: Port Elizabeth

Southern Life Gardens, Block A (Ground) 70 2nd
Avenue, Newton Park, Port Elizabeth
P O Box 27848, Greenacres, Port Elizabeth, 6057
Tel: 041 363 1640 | Fax: 041 363 2349

Eastern Cape: Mthatha

Ground Floor, ECDC House, 7 Sisson Street, Fort
Gale, Mthatha, 5100
Tel: 047 504 2200 | Fax: 047 531 1587

Mpumalanga: Nelspruit

Suite 702, Maxsa Building, corner Ferreira and Streak
Streets, Nelspruit
P O Box 3740, Nelspruit, 1200
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Mpumalanga: Emalahleni

Smokey Mountain Office Park, 22 Corridor Crescent,
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SATELLITE OFFICES

By appointment with main regional office only

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North West: Klerksdorp

Seda Office, West End Building, 2nd Floor, 51 Leask
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Contact Rustenburg Regional Office

North West: Vryburg

83 Vry Street, Vryburg
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Contact Brits Regional Office

Mpumalanga: Secunda

South Wing, Municipal Building Lurgi Square,
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Limpopo: Tzaneen

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