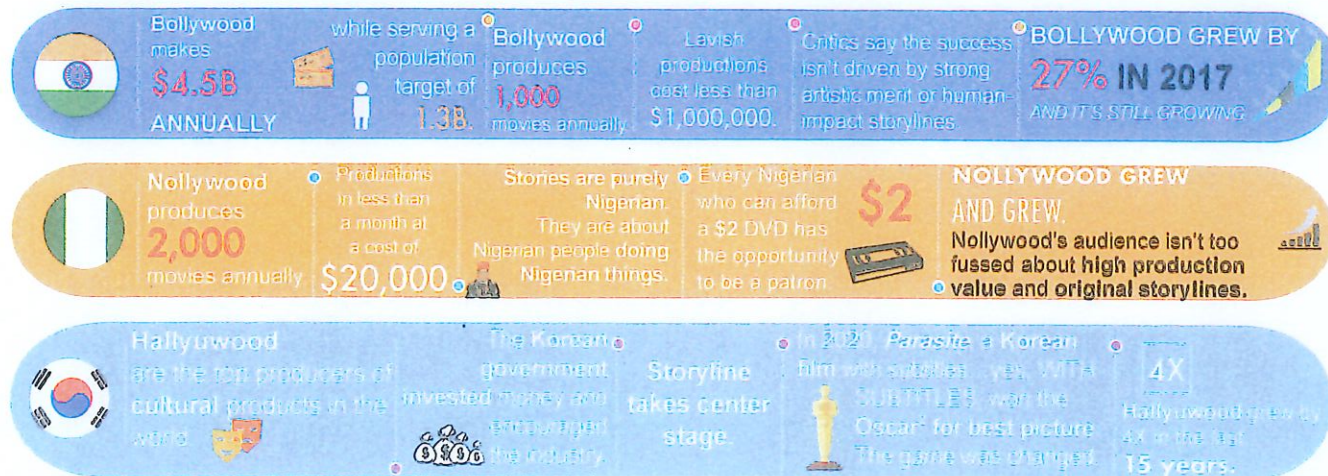
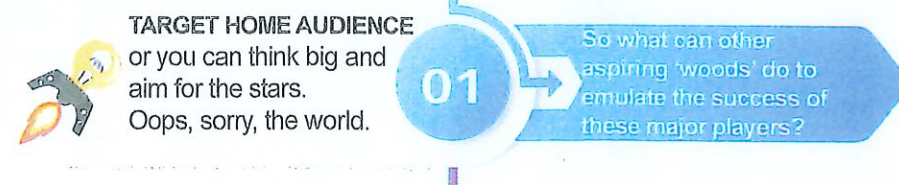


The following infographic was published by the Africa Digital Media Foundation, whose mission is to mobilize skills, finance, and policy changes to create jobs for youth in Africa's digital economy.



Way Forward



¹ dolly grips: technicians who operate a camera dolly, which is a wheeled cart on which a camera is mounted for smooth shots

² Oscar: an award presented by the Academy of Motion Picture Arts and Sciences that recognizes excellence in cinematic achievements

What do we need for East Africa to aim for the world?

02

Don't scrimp on production. This is the single most important thing. A movie or series needs to be on point with the latest cinematographic trends.

It needs to be **flawlessly produced to international standards.**

Films need to be visual. What do all the international blockbusters that come from outside of the US have in common? They are visually stunning and use the camera to the best of its ability. Dialogue alone isn't going to win an Oscar for best picture.

The country needs to get behind it. Politicians. Ambassadors. Celebrities. Influencers. Nigeria's president called Nollywood the country's 'shining light'. Korea's politicians introduced quotas for screening of domestic films.

03

We need talent, and it needs to be nurtured, encouraged, and resourced.

Actors
Film directors
Dolly grips
Stunt doubles

But also
make-up artists
Sound engineers
And digital marketers.

01

And we, as individuals, consumers, decision-makers, mentors and legislators need to do our part to encourage this talent to thrive.

ENCOURAGE TALENT

03

We need incubators and accelerators for good ideas and talented young artists full of potential.

**INCUBATORS
ACCELERATORS**

02

We need to own our stories, and tell them in a way that makes everybody look and listen.

OWN OUR STORIES

DIRECTOR

04

Good ideas, well executed, with a professional team, will secure investment and screen time.

SECURE INVESTMENT

Soon you won't be able to see the trees for the "woods".



— How do visual elements and text contribute to this exploration of the film industry?