Dalberg Research

KII DISCUSSION GUIDE- ECOSYSTEM PARTNERS

PROJECT: Unlocking the Growth and Impact in Africa Film Industry

TARGET: Key Informants with ecosystem partners

LOCATIONS: Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria,

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Complete the consent form before proceeding to introduction

Introduction

Thank you for joining our discussion today. My name is _____ and I am representing Dalberg Research, a company specializing in market and social research conducting this study on behalf of GIZ &Afrexim Bank. Today, we will be having a discussion to evaluate the Red Sea Opportunity for African films/film makers in Africa through understanding the financing, distribution, audience, sales and marketing of African films across 6 countries (Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria).

We want this to be a relaxed and open space, so please feel free to share openly. There are no right or wrong answers, only your honest opinions. Every point you make is valuable to us, as we are here to learn from you. Our role is simply to guide the conversation and make sure you can express yourself fully and clearly. To help us capture your feedback accurately, we will be recording the session. This recording will be used only for analysis purposes and won't be shared publicly. Rest assured, any information you provide will be kept strictly confidential; your name and personal details will not be linked to your responses, ensuring complete anonymity. Thank you very much for your time and honesty, we truly appreciate your contribution. Shall we begin?

Section 1: Introduction (Icebreaker)

1. Please tell me about your organisation's role and journey within [insert country] film ecosystem and what inspired your engagement in this industry?

2. How long has your organisation been supporting or collaborating with filmmakers or film-related initiatives?
3. From your perspective, how has your organisation's engagement with the film ecosystem evolved over the past 5 years (2020-2025) in [insert country]? How was the Covid-19 impact on the engagements?

[Note to moderator: Please mention the country if Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria in place *your country*]

Section 2: Understanding the current state of African films in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

1. From your perspective, how would you describe the current state and growth of film industries in [insert country]?
    - What trends have you observed in production, distribution, or audience engagement and social impact of films?
2. How do you think the public currently perceives films produced in [insert country]?

What role do policies and institutional support play in shaping the film ecosystem?

- What initiatives have **helped/supported** or **hindered** progress in [insert country] based on your experience?

3. What do you see as the biggest **opportunities** and **limitations** for strengthening the film ecosystem [insert country]?
    - How can partnerships, education, or regional collaboration enhance impact?

Section 3: Evaluating current viewership behaviour of African films in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

4. How would you describe the current viewership patterns for films produced in [insert country] in your distribution markets?

- What platforms or channels attract the most viewers or attention and discussion?
- What changes have you observed in audience preferences over time?

5. What kind of research or data do you think is missing about film audiences in your country?
    - How could better information enhance the film industry?
6. From your perspective, who constitutes the main audience segments for films produced in your country?
    - Probe for age, region, preferences, youths, rural and urban audience etc
7. What motivates audiences to watch films produced in your country?
    - Probe for cultural identity, entertainment, education, representation and affordability etc
8. What factors limit audience engagement with the content produced in your country?
    - Probe for pricing, accessibility, quality, perception at play etc
9. How do you or your partners support audience development or film appreciation?
    - How have community screenings, education programs, or collaborations worked?

Section 4: Evaluate the available distribution channels/platforms in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria

10. How would you describe the current film distribution ecosystem in your country or region?
    - Which distribution channels/platforms are available and effective?
11. In what ways do you support filmmakers or distributors to access wider audiences?
12. What barriers do filmmakers commonly face in accessing streaming or digital distribution?
13. How has the emergence of streaming platforms affected local film training, production, or marketing practices?
14. What opportunities exist for collaboration to enhance **distribution**, **audience development** and **social impact** of film?

Section 5: Understanding opportunities for social impact films in Egypt, Kenya, Rwanda, Senegal, South Africa and Nigeria in the African film industry

15. How do ecosystem players contribute to promoting or supporting social impact films produced in the country?
    - Probe for training, networking, funding, and programs etc
    - Probe for different film genres (documentaries, tv series, animations, historical films etc)

16. What collaborations or ecosystems have been most successful in scaling up film production, distribution and audience reach in your country? Probe for social impact films and other types of film genres

17. What gaps limit the growth of social impact cinema in your country and generally in Africa? What of across other different genres
    - Probe for access to training, production facilities, distribution networks etc.
    - How can the gaps be addressed?

18. How do you assess the influence of social impact films (films that aim to generate social, cultural or behavioral impact) on audience and communities?
    - Probe for community screenings, audience feedback surveys, media analysis, digital engagement etc

Closing remarks: Before we wrap up, would you like to add any recommendations or additional insights based on our conversation?