



AfricaSong

LE CHANT DE L'AFRIQUE
CONTEST 2014

INTRODUCTION

Africa Song is an Annual Song Contest for all participating African Countries.

It comprises of 2 phases....

PHASE 1 - NATIONAL SELECTION

Each Country is approached through their Representative Broadcaster to enter the contest by paying an annual rights fee.

A National Selection process is organised under the sole responsibility of the respective National Participating Broadcaster.

Once a song has been selected, the National Participating Broadcaster puts forward this song as the entrant to Phase 2 – The Final.

Africa Song Company can assist the National Participating Broadcaster with the selection / competition process by providing options on how a national selection, or national competition process can be achieved and can also assist with the production of such processes.

PHASE 2 - THE FINAL

The final will be a state-of-the-art, world class television production and consist of successive live televised performances of songs by artists entered by the National Participating Broadcasters to represent their countries.

The final will be produced, directed and broadcast live by Africa Song Company.

The final is envisaged as a 90 - 120 minute spectacular presenting each country's national song selection and collaborating with all participating countries on selecting the final winner.

The final will have sponsorship and rights opportunities unique to a continental broadcast.

For year 1, the inaugural final will be broadcast from a country / city chosen by Africa Song Company.

From year 2 onwards, the final will be presented and broadcast continentally from the previous contest winner's home country.

THE WINNER

The winner of the annual contest receives an Annual Trophy and will have bragging rights as “The winner of Africa Song Contest 20xx” for the forthcoming 12 months.

The winner also has the right of first refusal to host the next annual Africa Song Contest final in the winners’ country, in a city of their choice.

The winner automatically qualifies in the following year's contest and is given the opportunity to perform the previous winning song at the final.