



## Investment opportunity #1: Audiovisual and film content production centres

- ▶ **Description:** Construction, fitting out and equipment of spaces dedicated to the shooting and production of films and series composed of state-of-the-art production and post-production studios made available to Senegalese and African local content creators and producers, shooting sheds with different sets to optimise production costs.  
**Implementing structure:** Ministry of Culture and Communication, Ministry of Digital Economy
- ▶ **Location:** Lac rose, Diamniadio, Thiès, Mbour
- ▶ **Example:** Kanzaman studios - Atelas studios - CLA studios

## Investment opportunity #2: Training centre for audiovisual professions

- ▶ **Description:** Construction & Operation of audiovisual training centres
- ▶ **Implementing structure:** Ministry of Culture
- ▶ **Location:** Dakar, Diamniadio, Thiès, Mbour
- ▶ **Example:** Hollywood University

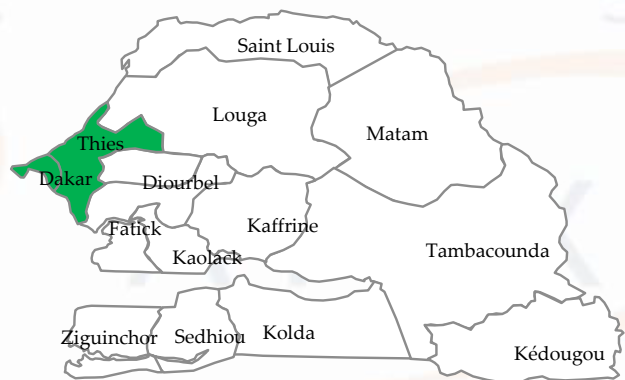
## Investment opportunity #3: Network of cinemas possibly linked to a production centre

- ▶ **Description:** Creation of a national network of cinemas with the possibility of linking it to an audiovisual production group
- ▶ **Implementing structure:** Ministry of Culture
- ▶ **Location:** the whole country
- ▶ **Example:** France (UGC, Gaumont, etc.), Senegal (Centre de Cinéma Ousmane Sembene, Cinéma Canal Olympia, Project to build a 7-screen cinema complex "PATHE GAUMONT" in the Auchan Mermoz shopping centre

### Sector overview

- ▶ **Challenge::** In Senegal, audiovisual advertising investments would weigh between 13.5 billion FCFA in 2021. The information is provided by the Omedia institute which compiles each month the figures of audiovisual advertising investments in several French-speaking African countries. The sector's turnover is essentially made up of advertising or sponsorship revenues and encrypted channel fees.
- ▶ **Institutional support:** Ministry of Culture, Ministry of the Digital Economy

### Location



### Contact Promotion Agency

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