

# African Film Press (AFP): 2025 Year-End Statement

**Fostering a De-Risked, More Globally Legible Future for Africa's Screen Industries**

**Coverage period:** 1 January 2025 - 31 December 2025

**Publication date:** 21 January 2026

**Version:** V1.0

**This document is intended for public reference, institutional partners, and professional collaborators.**

## Opening Statement

African Film Press (AFP) concluded 2025 as an operating publishing, research, and intelligence organization serving African and African-diaspora film, television, and digital media activity, alongside the international institutions, companies, and professionals who engage with those sectors.

Formed in 2024 and completing its first full year of operation in 2025, AFP consolidated its role in documentation, analysis, and professional reference across Africa's screen sectors, building on the prior work of its founding platforms—Akoroko, Sinema Focus, and What Kept Me Up.

AFP's work includes continuous reporting, long-form analysis, structured data tracking, and commissioned or advisory research for institutions, festivals, development agencies, and industry stakeholders operating within and beyond Africa.

---

# The AFP Alliance: Geographic Reach & Regional Depth

AFP operates as a strategic alliance of three distinct but interconnected platforms, ensuring both pan-African scope and deep regional specificity. This structure allows AFP to document and report across diverse linguistic, cultural, and industrial contexts while maintaining regional expertise.

- **Akoroko:** Pan-African and diaspora-wide intelligence
- **Sinema Focus:** East African coverage, anchored in Kenya
- **What Kept Me Up:** Nigeria and Anglophone West Africa

AFP is led by Tambay Obenson (Akoroko), Jennifer Ochieng (Sinema Focus), and Ikeade Oriade (What Kept Me Up), who oversee editorial direction, research priorities, partnerships, and field reporting across the alliance.

AFP's work addresses persistent gaps in reliable documentation, verification, and cumulative reference in sectors characterized by fragmentation and uneven visibility. The organization functions as the emerging "Bloomberg Terminal for Africa's screen industries," transforming scattered information into structured, verifiable, and cumulative knowledge.

---

## 2025 Operations & Output

Throughout 2025, AFP published more than 1,000 original intelligence dispatches across its platforms, including news reporting, long-form analysis, commissioned research, criticism, interviews, festival and market coverage, funding and finance tracking, and structured data reporting.

By year-end, AFP actively tracked more than 400 screen projects across film, television, and digital media, maintaining continuous updates on development, production, financing, festival circulation, policy actions, and distribution activity across Africa, the diaspora, and related international markets.

---

# Industry Recognition & Global Engagement

AFP's work was validated across market, academic, institutional, and media contexts, reflecting its role as a reference point for African and African-diaspora screen activity.

## Competitive Selections

Selected for Berlinale EFM Startups 2025, a European Film Market initiative supporting media and technology companies operating at market scale. AFP was also selected for the Moving Pictures Incubator, a GIZ-funded program focused on distribution and audience development, where AFP was announced as a grant recipient in December 2024.

## Academic & Institutional Engagement

AFP leadership participated in a range of academic, festival-embedded, and institutional programs across Europe, Africa, and the Middle East in 2024–2025, reflecting sustained engagement beyond press access.

Presented at the University of Cambridge in 2025 for a symposium marking the 60th anniversary of Ousmane Sembène's "La Noire de...", contributing to academic discussion on African cinema history and circulation.

Participated in the Locarno Film Festival as part of the first cycle of Open Doors: Africa, with on-the-ground reporting and behind-the-scenes access to the program's Africa-focused cohort, documenting development processes and professional exchange.

Engaged with the Red Sea International Film Festival in Jeddah, Saudi Arabia, with on-site reporting and professional access to African-linked programming and industry activity.

Participated in the Marrakech International Film Festival, reporting from the festival and engaging with filmmakers, programmers, and institutional stakeholders.

Attended the San Sebastián International Film Festival, engaging with festival leadership and market participants as part of AFP's ongoing international festival documentation.

At the Durban International Film Festival, AFP founders presented on "The Future of Film Festivals" as part of the residency program and participated in additional professional panels addressing festival structures and industry development.

At the Cannes Film Festival, AFP leadership moderated and participated in panels at Pavillon Afriques during the Marché du Film and took part in public conversations at African House, including a session on literary adaptations and African screen storytelling.

In addition to the engagements listed on the previous page, AFP maintained an on-the-ground reporting presence at multiple international festivals during the 2024–2025 period, including the **Sundance Film Festival (United States)**, **Berlinale (Germany)**, **Toronto International Film Festival (Canada)**, **Africa International Film Festival (AFRIFF) (Nigeria)**, and **Nairobi Film Festival (NBO) (Kenya)**, contributing to ongoing institutional documentation across regional and market contexts.

### **Commissioned Work & Advisory**

In 2025, AFP completed two commissioned research reports for major international institutions. Ongoing advisory engagement continued with organizations including GIZ (Germany), Dalberg Media (Denmark), and the UN-backed International Trade Centre (Switzerland).

### **Media Recognition**

AFP provided expert commentary on the BBC World Service’s “World Business Report” regarding the Canal+/MultiChoice acquisition. AFP also contributed a commissioned essay to “Sight & Sound” (June 2025) and was cited by “Little White Lies” as one of five recommended publications for African cinema coverage.

---

## **Media Partnerships**

AFP and its founding platforms served as official media partners for key international festivals and industry platforms, providing structured coverage, editorial coordination, and on-the-ground reporting.

AFP served as the official and exclusive media partner for NollywoodWeek Film Festival in Paris, France.

Akoroko served as the official media partner for Pavillon Afriques during the Marché du Film at the Cannes Film Festival.

---

## **African Screen Intelligence (ASI) & Akoroko Premium**

AFP's intelligence work is delivered through two connected products: Akoroko Premium and African Screen Intelligence (ASI).

Akoroko Premium, launched in April 2024, tripled its paid subscriber base between April 2025 and December 2025 across Africa, Europe, North America, South America, and the Caribbean, supported by localized pricing in ten African markets and Jamaica.

The subscription service is used by a concentrated cross-section of professionals working at decision-making levels across African and international screen ecosystems, including festival programmers, producers, development financiers, academics, and institutional stakeholders.

ASI is AFP's internal, AI-native research and data system used to organize, verify, and track information across African and African-diaspora screen sectors. ASI supports longitudinal analysis, institutional reporting, and professional research use, functioning as a cumulative reference base rather than a news feed.

Together, these products support sustained analysis for a professional and institutional subscriber base, reflecting the utility of structured, verifiable intelligence in environments where reliable information remains unevenly available.

---

## **AFP Critics Prize**

The AFP Critics Prize is a critics' award dedicated to African film criticism within international festival contexts, designed to establish a consistent, professional presence for African critics within festival ecosystems.

Inspired by the FIPRESCI model, the prize is awarded by AFP-selected African critics and is presented at four festivals each year. It was created to formalize the role of African critics in festival evaluation and discourse, particularly in contexts where critical participation has historically been limited or informal.

The prize was launched in August 2025 during AFP's first public event in Nairobi, Kenya. The inaugural award was presented in December 2025 at the Surreal16 Film Festival in Lagos, Nigeria, where it was awarded to Nigerian filmmaker Dika Ofoma for his short film "Obi Is a Boy." The prize includes a cash award and an official AFP certificate.

---

# Entering 2026: Strategic Priorities

Building on a revenue-positive baseline and established institutional engagement, AFP enters 2026 with defined expansion priorities:

1. **Expanding the Alliance:** Strengthening regional reporting capacity across additional African regions and language contexts.
2. **Enhancing ASI:** Advancing African Screen Intelligence (ASI) to deliver more granular, searchable, and longitudinal intelligence for institutional partners.
3. **Growing Premium Subscriptions:** Targeting 5× subscriber growth through integrated outreach and new content offerings.
4. **Formalizing Institutional Relationships:** Converting ongoing discussions into formal partnerships with universities, development agencies, and cultural institutions.
5. **Unified News Desk:** Developing a unified, daily pan-African and diaspora news operation to sit alongside AFP's long-form intelligence and data work.

## Method & Scope

AFP tracks screen projects, institutions, policy actions, and market activity across African and African-diaspora film, television, and digital media sectors. Information is verified using multiple sources, direct reporting, and institutional documentation where available. AFP does not publish speculative reporting or promotional submissions.

## Working With AFP

AFP engages with partners and institutions through subscriptions (Akoroko Premium), commissioned research, advisory and briefing work, and institutional access arrangements including data licensing and custom reporting.

## Editorial Independence & Disclosures

### Editorial Independence

AFP's editorial decisions operate independently of partners, funders, and advertisers. Commissioned research and advisory work are conducted separately from editorial coverage.

### Conflicts & Disclosures

AFP discloses relevant relationships when applicable and does not operate a pay-to-publish model.

## Contact

Primary contact: Tambay Obenson, Co-founder

General contact: [info@africanfilmpress.com](mailto:info@africanfilmpress.com)

**Website:** [www.africanfilmpress.com](http://www.africanfilmpress.com)

