

## ADMC DIGITAL PARK A NORTHWEST SMART CITY DEVELOPMENT

Ecosystem For professional growth  
in Media & Entertainment Sector



MADIBENG LOCAL MUNICIPALITY



# MOGALE CITY LOCAL MUNICIPALITY

## THE PROJECT BACKGROUND

**African Digital Media City (ADMC)** is planned to be a dynamic and independent black-empowered media and entertainment Project. Formed in 2012 in South Africa, its vision is to create a strategic location and facility for African-centric productions. It will deploy state-of-the-art technologies in collaboration with established production, post-production and technology stakeholders. It will be a true economic empowerment in Africa. Enabling South Africans will generate wealth and sustaining ecologies. Top class entrepreneurs, specialists, artistes, and innovators from the international theatre will be part of this!





# MOGALE CITY LOCAL MUNICIPALITY

## INTRODUCTION

The Northwest Provincial Government, in keeping with South Africa's President, Cyril Ramaphosa's State of the Nation Address in February 2020, initiated an ambitious Smart City Project. Within this Smart City, our company, ADMC, will develop a state-of-the-art film and television production facility. It will also house an ICT hub in Lanseria. As well, innovative companies will be welcomed to conduct their research, inventions, and concepts here. This project has already caught the imagination of entrepreneurs, governments, and landowners.

ADMC is currently campaigning to assemble game-changing partners for the Entertainment Sector which will, no doubt, grow in South Africa. The Smart City Project will be the lead in inviting international stakeholders to make their marks. ADMC will, on its own, also begin to recruit innovators that would not only work directly in the Entertainment sector but will be an impact in the Smart City activities!

We forecast that, over a period of 10 years, this Project will cost about US\$1.0 billion.



## GAUTENG GOVERNMENT ENDORSEMENT

ADMC is proud to announce that the North West Growth and Department Agency and the Gauteng Film Commission have **ENDORSED** the African Digital Media City project.

Strategically selected for the Smart City Project just outside Johannesburg is **Lanseria** in **Mogale City**, part of Gauteng. **Lanseria** is still a small village, but since the announcement of the Project, land values have risen substantially. Lanseria International Airport, privately owned, is currently small, but was built with the intention of being an international airport. For the Entertainment Industry, this is a boon! Privacy and quick access being the main attractions.

However, the selected site sits in a prime vicinity of two main cultural and environmental attractions i.e. The Cradle of Humankind Heritage Site (Maropeng & Sterkfontein Caves) and The Lion & Safari Park.

## Location



## TARGET MARKET

300 Million households in 16 countries make up the Southern Africa Economic Community (SADC)

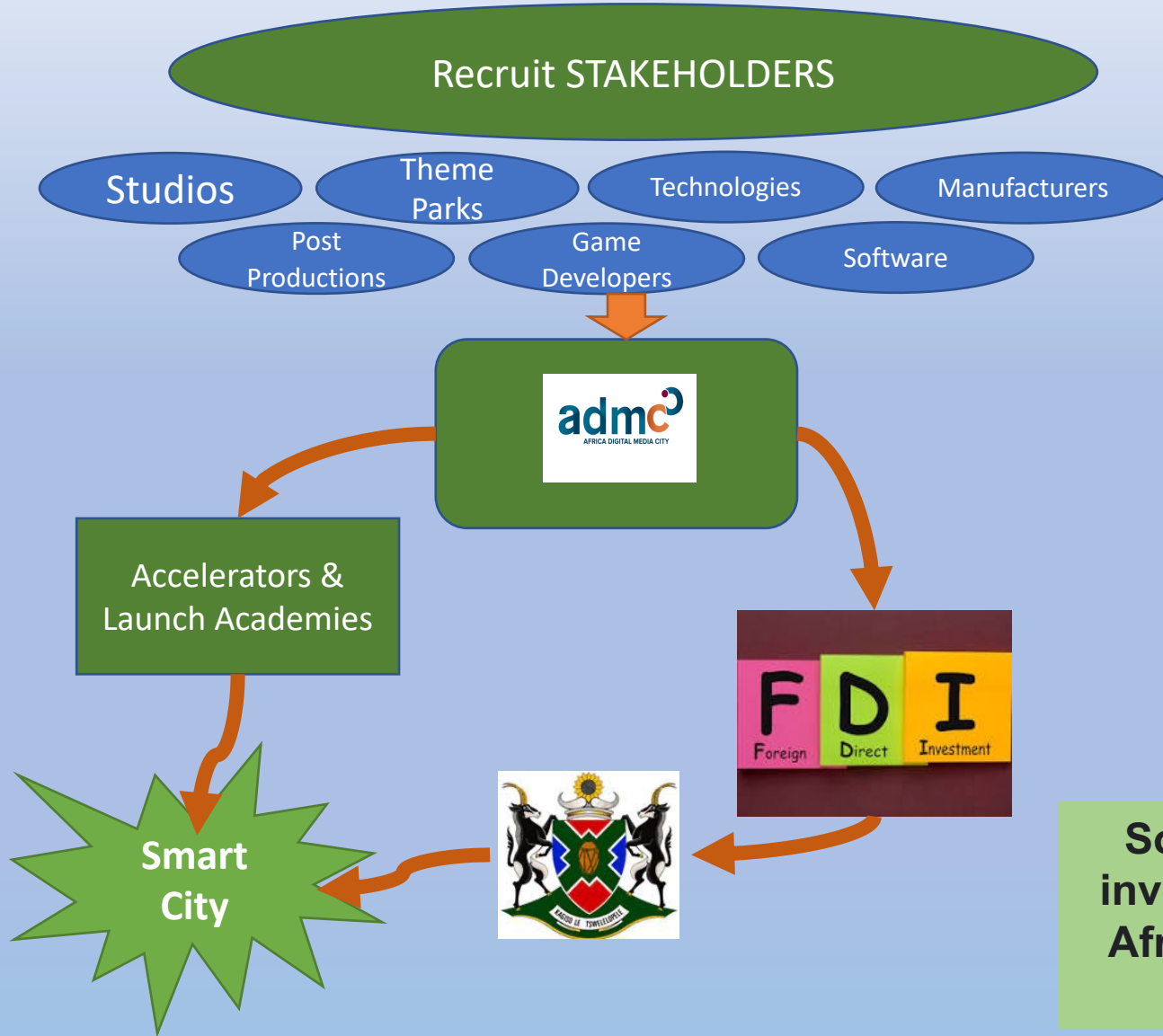


## PRIVATE PUBLIC PARTNERSHIP

This will be driven through the Northwest Provincial Growth and Development Strategy which is tasked with facilitating investment, job creation, and economic growth in the province.

The Northwest Film Commission dual task is to grow the Province's film industry and its marketing as a production and location destination. Both agencies' common objective is to provide support ADMC's goal in transforming the Northwest into a world class Smart City. The Project will be diversified, innovative, service and knowledge-based.

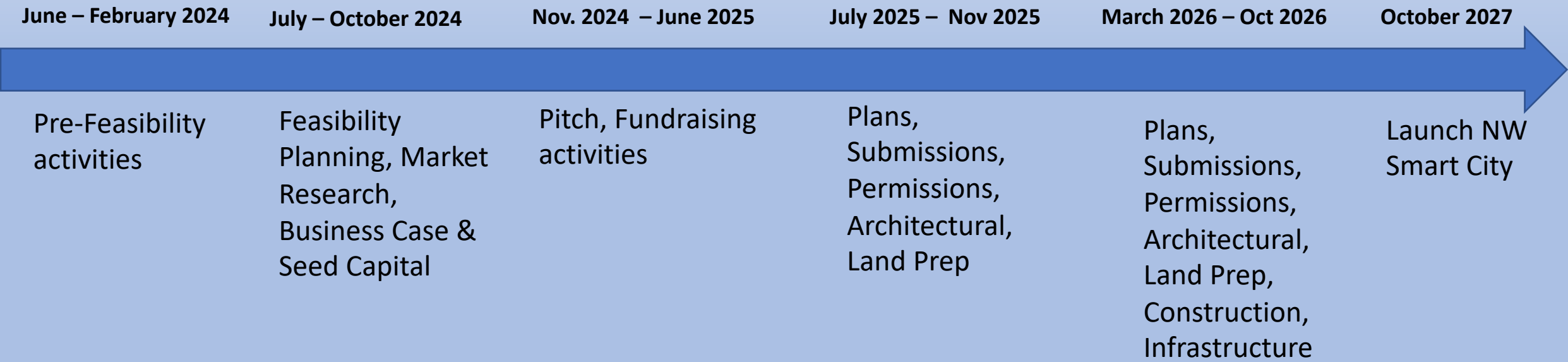
# Role of ADMC



- Northwest Government will encourage and support Foreign Direct Investments
- Special Focus on developing South Africa's natural and cultural assets
  - Directly related to Entertainment Production for Film and Media
  - Directly related to New Technologies, MetaVerse, Artificial Intelligence, Identification, Tracking, and Tracing
- Special Emphasis in solving South Africa's Energy Shortage
- Working with FDI's, ADMC will have hands-on experienced, well connected Executives to work at all levels of industry and government.

**South Africa is a destination conducive to foreign investment. It is a comparatively low-risk location in Africa with the fastest growing consumer market in the world.**

# Timelines



## OFF TAKE PARTNERS

- Solar energy technology– electricity generation plant – Canadian partner
- Bulk infrastructure treatment and recycling - Canadian partner
- Affordable internet technology infrastructure for communities – Canadian partner
- Film studio and content partner – Atlanta partner
- Affordable broadband solution for rural communities
- Initial investors





## THE ADMC CORE TEAM

- Michael Moeti (CEO)
- Lehana Khalema (Project Manager 1)
- Ian Aitken (Project Manager 2)
- Hitesh Patel (Architect & Investment)
- Gugu Nyoni (IT & Software Development)
- Hussain Majam (Infrastructure Finance)
- Busi Ntintila (Filmed Content)
- Stanley Loh (Financial Consultant & Smart City Strategist)
- Judge Sibanda (Legal Affairs)



# APPENDICES





# Proposed Madibeng Lion & Rhino Theme Park

With a young market of 300 million, and with the Natural Assets of South Africa, an entertainment and tourist centre would be a boon. We plan to integrate three existing attractions into one mega destination theme park. It will be THE ATTRACTION in Africa! We already have a Lion & Rhino Park, and the Cradle of Humankind Caves ... all nearby.

A destination attraction with an integrated theme would not only draw visitors from the neighbouring countries, but from the untapped Muslim Tourism market from the MENA countries, Southeast Asia, and, most of all, China!

In addition, we will have an elaborate Expo of the latest technologies exhibited, and manned by Innovation Companies. This would be the center of excellence for Innovation Companies to sell their products to Africa!





## What we understand...

### **R5.4 billion**

film industry contribution to South African GDP in 2016/2017 financial year



### **300 million**

consumers that make up the SADC region

### **21 656 people**

employed in South Africa's film industry in the 2016/2017 financial year



**Integrate the regional film industry** under one common market or hub to be located in Lanseria creating a balance between rural and urban development

### **\$1 billion**

investment required, split between Infrastructure & Content



*The core business activities of ADMC are:*



1. Property development
2. Film & TV production
3. Event production & marketing
4. Film & TV content development

ADMC's market is divided into the following segments and demographics



**ADMC shall seek to enter into a joint venture** with an international



Major studio, independent production company in Canada and the U.S., and/ or with co-production countries

### **398 productions**

in South Africa of which 256 were indigenous South African while 77 of these were co-productions, and 65 were foreign productions





# Contact

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