



Media Holding Statement

7 February 2017

The National Film and Video Foundation (NFVF) has taken note of conversations, and media articles pertaining to Muvhango and Skeem Saam's choice not to enter into the 11th Annual South African Film and Television (SAFTAs) Awards.

The SAFTAs are a platform to celebrate a multicultural and creative industry. The Awards are centred around recognising the film industry in its entirety. We also aim to acknowledge the respect and integrity that must be given to the world class talent surfacing from our country. The NFVF is in full support of all TV Soapies in South Africa, as well as recognising the efforts made by Muvhango and Skeem Sam.

The NFVF has taken liberty to recognise room of improvement in making sure that the film industry is serviced in a manner that can be satisfactory to South Africa. With the SAFTAs 11 championing the vision of improved collaboration, The NFVF have appointed over 181 judges across the industry which include members within the industry to adjudicate a fair voting process that started in December 2016. The SAFTAs 11 judging process has been under the directorship and guidance from industry practitioners such as Jerry Mofokeng, Dr John Kani and Firdoze Bulbulia. All the auditing for the SAFTA's 11 judging process has been officially procured by PWC South Africa. To date, the SAFTAs 11 nominations have received more than 441 submissions from production houses across the country ranging from 89 categories across feature films, animation film, special public vote, and most popular TV presenter. The SAFTAs 11 nominations have not been announced. The announcement will only be done on 16 February 2017 where all nominees will be listed publicly.

The NFVF judging committee also consists of credible affiliates and stakeholders which are CCISFA, SASFED, ETV, SABC and Mnet. The NFVF is confident that the improvement to the judging process which has been implemented across the country with dedicated teams assigned to educate and induct the film industry through workshops during 2016 has assisting with clearer communication.

Viewers are currently judging from the 17 nominees who have submitted their work for Most Popular TV Soap (including telenovelas). The public can cast their vote using the number 48430, all sms's are charged at R1.50.

The NFVF is looking forward to SAFTAs 11 which will be taking place from the 16th March 2017 to the 18th of March 2017 in Sun City and will be televised on SABC 2.

Please refer to our website for more information on Call to entries procedure that informs our fair and transparent judging process.

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