

Producer Eddie Chitate launches Africa's newest streaming platform

By  Juanita Pienaar

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Eddie Chitate is a Zimbabwean-born producer, writer and director who, through his production company, Brainstorm Entertainment, launched a streaming platform aimed at connecting east, west and South Africa, focusing on urban youth culture across the continent called NoFTV.



Chitate launched Brainstorm Entertainment in South Africa, with Amabubesi as his partners. Over the years, Brainstorm would see success with film and television shows for both local and international markets. The first feature film Eddie produced was *Killing of Wendy* (Divas in the USA).

Through the leadership of Chitate, Brainstorm Entertainment has been responsible for negotiating a licensing deal with Vibe Media for sub-Saharan Africa; as well as negotiating with NBC/Universal to be the first African producer to create original African shows for E! channel 124 on DSTV. His TV reel speaks volumes about his creative producing abilities – being the first to introduce E! Red Carpet coverage for South Africa's events; as well as Beyond the Red Carpet for the Saftas.

Playing a major role in entertainment – Chitate has produced *E! VIP* (Africa's version of *E! True Hollywood Story*); *Channel O Top 10 Most* - most notably collaborating with Forbes Africa to compile their very first entertainment who's who list; *E! Celebrity Profiles* and many more. He was also the creator and executive producer of *Diamond In The Ruff* - a modelling reality series for Mzansi Magic.

A press release sent to Bizcommunity stated that NoFTV will play host to African TV series, film, merchandise, interaction and much more.

We chat to notoriously private Chitatie about his vision for Africa and how NoFTV fits into it and he also comments on the current situation of African entertainment and why we need to produce more documentaries that tell our (Black African) stories.

■ ***Why did you decide to start an online platform?***

We felt there was a gap in the market of an online portal that delivered the best in West, East, South and Western content

■ ***Why is this project so important to you?***

NoFTV allows creatives and entrepreneurs to maximise their potential and ideas as well as giving them ownership. No more being at the mercy of the traditional broadcasters.

■ ***What exactly is NoFTV and how do you plan on creating exposure for young creatives?***

It's an all encompassing entertainment platform, on it we will have shows, films, news, politics, documentaries, merchandise, music pretty much everything important to the youth of Africa. We will partner with young creatives to give them a platform to showcase their talent.

■ ***What is your take on the current situation of African entertainment and what key areas should we be focusing on?***

African entertainment is showing some growth and especially West African entertainers have managed to crack the code and be relevant across the globe. I think we need to produce more documentaries that tell our (Black African) stories from our point of view not what we've been fed by our past colonisers for the last few decades.

■ ***Where do you see NoFTV in the near future and what is your ultimate goal for the project?***

Provide a platform that brings together East, West, North and Southern African entertainment and current affairs on one platform. Be the one stop shop for everything cool and hip about Africa, but also staying "woke" on issues that affect our continent.

Connect with Chitatie on [LinkedIn](#).

ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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