

# Explore the world of reality TV at the last AMASA meeting for 2003

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Reality TV has taken the world by storm, with South Africa hosting its very own Big Brother and Big Brother Africa as well as two highly successful seasons of Idols.

Join us at the Inanda Club Ballroom where Carl Fischer, Director, Local Production, M-Net, will be presenting a case study on Reality TV, part of which was presented at Cannes 2003, entitled "In Reality Everything is Drama Anyway".

Fischer will highlight international trends surrounding Reality TV and what the South African market can expect in the future. He will explore the concept of whether or not reality television is true realism or simply choreographed drama. Attend a unique behind the scene insight into the success of Big Brother, Idols and Big Brother Africa including statistical analysis on the success of the SMS campaign and web Internet access.

**Date:** Tuesday 11 November 2003

**Time:** 12:00 for 12h30

**Venue:** The Inanda Club 1 Forest Road, Inanda

**Cost:** AMASA Members - Free; Non-Members - R50.00.

## Editorial contact

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## Amasa



The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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