



SMPTE Spotlight:

Tami Kusvabadika

BY RUSSELL POOLE

Some industry innovators are jacks of all trades and masters of all of them. Tami Kusvabadika, Head of Media Operations at AfricaXP, is such an innovator, working in nearly all aspects of media except acting. His contributions to film have led him all over the world, from South Africa to Canada, and his work has opened doors and created countless industry opportunities for students and early-career professionals.

“I began my career as a cameraman and editor, gradually building experience across multiple disciplines—from broadcast engineering and content delivery to post-production management and IT infrastructure,” said Kusvabadika. “My path has always followed a balance between media and technology, which is why I eventually moved deeper into media technology integration and strategy. Today I play a hands-on role in bridging the gap between traditional broadcast workflows and

CURRENT POSITION:
Head of Media Operations at Africa XP

PROFESSIONAL ORGANIZATIONS:
SMPTE, South African Guild of Editors (SAGE)

DEGREE:
Higher National Diploma in Film and Television, majoring in post-production



emerging tech, including cloud, AI, and metadata standards.”

Kusvabadika has made significant strides in the media industry and has accomplished several major feats during his career. He has contributed to the technical evaluation process by serving as a jury member for the SAFTAs (South African Film and Television Awards), led the implementation of a multi-country remote production workflow during the pandemic, and contributed to efforts that are shaping the future of African media tech by spearheading the formation of SMPTE Africa.

“I became involved with SMPTE in early 2024 after the Director of Business Development and Outreach, Dr. Michele Wright, sent me a message on LinkedIn asking if I would be interested in working with the Society,” said Kusvabadika. “I started engaging with the broader SMPTE community and was later asked to help launch and lead SMPTE Africa. It’s been an exciting journey since—we’re still in early stages, but the momentum is strong.”

When asked about the goals of SMPTE Africa, Kusvabadika stated, “SMPTE Africa aims to give media engineers and technologists on the continent access to global standards, training, and networking opportunities. By localizing SMPTE’s resources, we hope to empower a new generation of media professionals with the tools, certifications, and conversations that keep them globally competitive. It also provides a place for African voices to influence international standards.”

Kusvabadika isn’t just a voice for the media tech industry. Outside of



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work, he’s an avid fan of Jazz, photography, and cricket. He loves spending time with his family and even adopting new hobbies that translate into his film work. He recently began writing a film and hopes to get into directing as well. Who knows? Maybe he’ll be acting in a film someday soon.

“I hope to contribute to a media ecosystem where African stories are not just told, but produced, stored, and distributed using world-class tools and standards—tools we helped

shape,” said Kusvabadika when asked about his lasting impact. “I want to build the infrastructure and knowledge base so that young engineers and creatives from small towns or big cities alike can compete on a global stage without having to leave the continent. I also hope to continue mentoring others the way I was mentored.”

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