



WHERE CONTENT CONNECTS

POST SHOW REPORT

21-23 MARCH 2017



CABSAT.COM

ORGANISED BY



دبي العالمية
DUBAI WORLD TRADE CENTRE

A DYNAMIC MARKET WITH A DYNAMIC AUDIENCE... a great year for the industry!

Launches and contracts for broadcast & satellite businesses

In 2017 CABSAT **expanded the buyer profile** for satellite to maritime, aviation, defence, space, O&G whilst also including traditional broadcast & telecoms sectors

Launching the **Hyperion X3** Video server at CABSAT 2017, **Signum Bildtechnik** aim to showcase their product's versatility along with its easy to use 'plug and play' features

Yahsat enters long-term partnership with **XSAT** at CABSAT 2017; XSAT will be providing capacity for Yahsat's upcoming **Ka-band satellite**

55%
exhibitors
generated more
leads & sales in
2017 than 2016



Announcing its newly anticipated cinema camera, **Canon's EOS C700** which is regarded as the brand's flagship to the region, was unveiled at the 23rd edition of CABSAT



Regional powerhouse Viacom International announced the expansion of its partnership with local broadcasting giant, **OSN**, to introduce the new **Paramount Channel** at CABSAT's Content Congress on March 22

Pictured **Raffaele Anecchino**, President and Managing Director, **Viacom**

AT THE FOREFRONT OF A DISRUPTIVE INDUSTRY... CABSAT now brings together the full content mix:

TV | Radio | Telecoms | Satellite | Creative Agencies | Music



CABSAT attracted **2,405** visitors from Advertising Agencies, Content Production Houses looking for Content Solutions

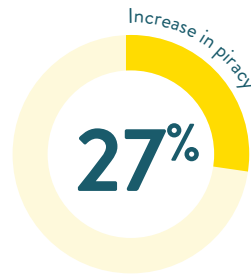
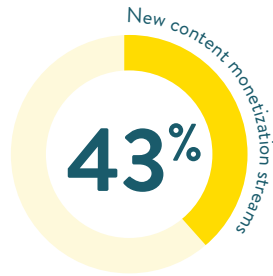
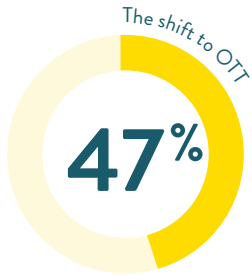


Audio equipment was the **top product category** that visitors came to purchase in 2017

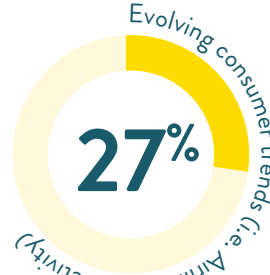
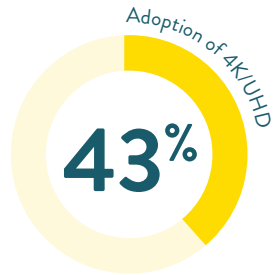
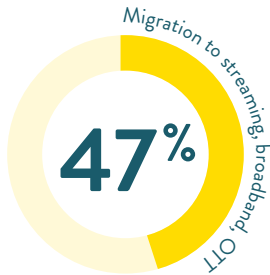


INDUSTRY TRENDS & BUYING POWER

MAJOR TRENDS AFFECTING THE BROADCAST INDUSTRY IN NEXT 12 MONTHS



MAJOR TRENDS AFFECTING THE SATELLITE INDUSTRY IN NEXT 12 MONTHS



61%

of visitors were looking to purchase products at CABSAT

53%

said they will purchase from CABSAT exhibitors in the next 3-6 months

48%

found the right supplier for their projects during the event

38%

visitors delay purchasing decisions until attending CABSAT

Average value of sales generated per visitor during CABSAT

US\$ 428,000

WHAT WERE VISITORS LOOKING FOR?

Product Categories

- Audio
- Post Production
- Acquisition and Production
- Content & Communications Infrastructure
- Editing & Processing Equipment & Software
- System Automation & Control
- Content Creation / Production / Rights Holder
- Cameras Accessories
- Storage
- Distribution Platforms and Devices
- Playout
- Cameras & Camcorders
- Communications Infrastructure
- Media Storage
- Studio & Location Systems
- Filming Equipment
- Audio Processing
- Playout Equipment
- Audio Monitoring
- Archive & Storage



REGIONAL BUSINESS:

Opportunities For Exhibitors

Over

13,743

attendees came to



from

133

countries with the aim to purchase from over

900

exhibiting brands

AVERAGE VISITOR SPEND OVER THE NEXT 12 MONTHS WITH EXHIBITORS PER VISITOR

US \$3.61 million

“This is a very important event for us to be present every year. We have had so many leads, back to back meetings, our schedule has been packed for every single one of our staff members. Once again CABSAT has been a great success.”

Youssef Farah

Marketing & Communications Manager, GulfSat

Visitor Stats

93%

visitors said CABSAT is important for their business

79%

said they will definitely be attending next year

51%

visitors attending held purchasing power

37%

visitors were attending CABSAT for the first time

SHOW FEATURES & OPPORTUNITIES

255



Conference Attendees

70+



Hours of Content

100+



Speakers Across

3

Days

“The event is gaining momentum every year and the number of visitors seems to increase year on year. Most exhibitions we attend, the final day tends to be the quietest, however that was the opposite here and the last day was the busiest by far and was the best for us in terms of sales. We have had 60% more inquiries this year than in 2016 and we are confident we can follow these through into sales.”

Ajeet Khare

Managing Director, Canara Lighting



GLOBAL
MEETINGS PROGRAMME

1,200+ one-to-one meetings
arranged across 3 days

This service is available to all visitors and exhibitors and allows you to connect before the show with relevant contacts you want to meet. Don't miss out on signing up early next year!

CABSAT
APPATHON

Winner: Linda' TV app by Strypes

Centrally located on the Cabsat exhibition floor, ten teams of developers competed to create the best TV app within 48 hours.

Sponsored by Metrological SDK.

CABSAT **CONTENT**
TV **STUDIO HUB**

The dedicated channel for CABSAT with live broadcast interviews and news feeds directly from the show floor.

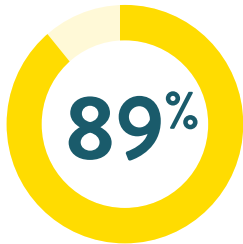
In partnership with Oasis enterprises, the Content Studio Hub showcased the settings of a Virtual Studio with live interviews taken by CABSAT TV and streamed live during the duration of the show and after.

“CABSAT is such an important place to meet people in the region and see the latest technology from around the world. From our side it is a must-attend event. Our stand has been busy this year and if we are able to turn the leads into sales, the exhibition will yet again have been a huge success for us.”

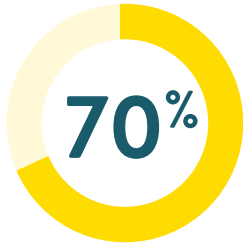
Paul Atkinson

European Product Specialist PRO Video
CIG Marketing, Canon

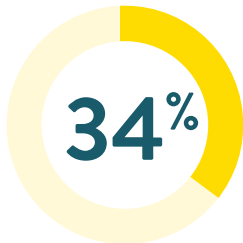
EXHIBITOR STATS



89% exhibitors said CABSAT is important for their business



70% exhibitors said market situation was the biggest influencing factor in increased sales



34% exhibitors use CABSAT as first point of entry to MEASA market



“It has been a good positive show. The quality of people are as good as we expected and the volume has increased so we are happy about that.

It has been our most successful exhibition to date and we are looking forward to seeing what will evolve from all the leads we have generated at this year's show.”

Ian Davies

Regional Manager, Vizrt Middle East

WHO

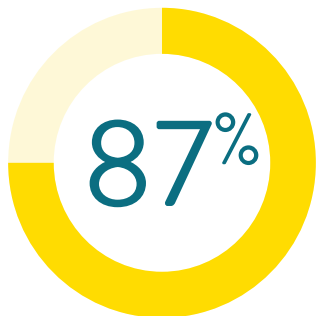
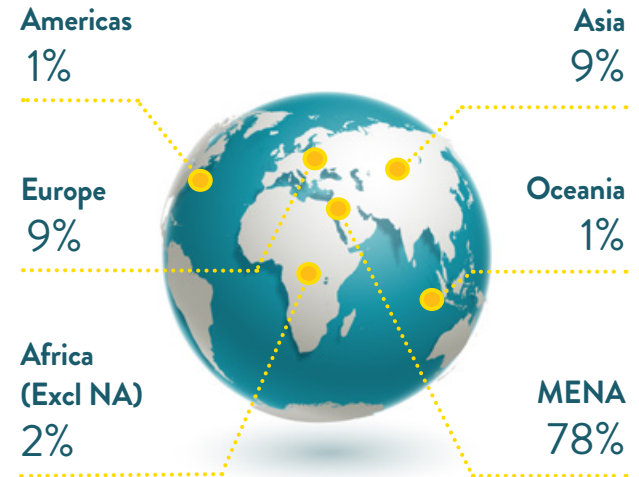
Attended CABSAT 2017

CABSAT is the only dedicated event which attracts **13,743 industry** professionals from the electronic media market in the MEASA region. From Engineers to Marketing Directors within Broadcast and Satellite to Content Buyers, Sellers, Producers and Distributors, all of which have been choosing to visit **CABSAT** for the past **23 years**.

TOP VISITING COUNTRIES

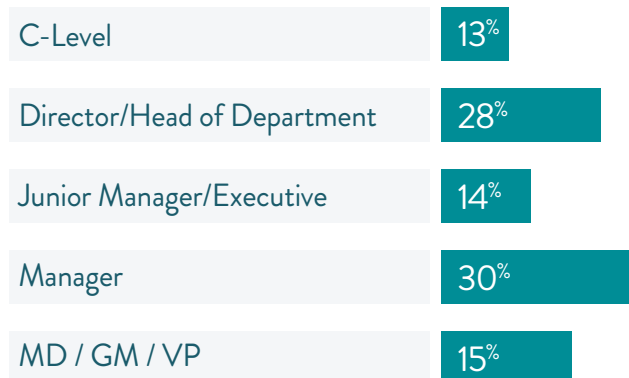


REGION WISE ATTENDANCE

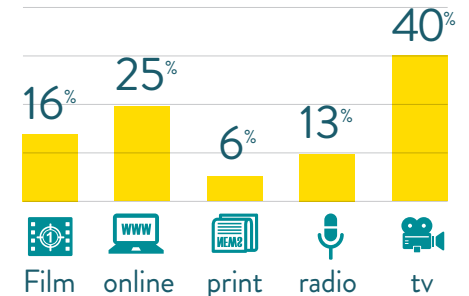


exhibitors are likely to exhibit again at CABSAT 2018

JOB FUNCTIONS THAT ATTENDED CABSAT



VISITORS CAME FROM ALL TYPES OF MEDIA BUSINESSES



COMING UP FOR 2018

New Interactive Features



FILM/TV



INDIE FILM FUNDING

An interactive feature for independent film makers to source funds in the Middle East and to support local and international Indie's looking for partnership with various regional agencies



CABSAT SHORT FILM FESTIVAL

CABSAT Short Film Festival is dedicated to the promotion of Arabic Content and the film industry in the MENA region



UAE FILM LOCATION TOURS

Visit Mission Impossible, Star Trek Beyond, Syriana and Star Wars Episode VII (city, desert & beach shoot locations)



AUDIO

NEW AUDIO SECTION

Live radio broadcasting from the show, onsite sound bite competition and focused conference day specifically on radio



CABSAT MUSIC FESTIVAL

With the expansion of the Audio section of CABSAT in 2018 CABSAT will launch the first ever CABSAT music festival bringing together regional & international artists



TECHNICAL CONTENT



TECHNICAL WORKSHOPS

on specific verticals for the satellite sector including aviation, maritime, oil & gas, telecoms & broadcast



SATELLITE & BROADCAST YOUTH PROGRAM

CABSAT will conduct youth programs and internships for Emirati graduates to promote growth of the satellite and broadcast industries



TECH INNOVATION ZONE

Demonstrating the most cutting edge technology, including VR, AR, drone technology and media, film & satellite start-ups in the region

A SPECIAL 'THANK YOU' TO OUR 2017 SPONSORS AND PARTNERS

Strategic Partner



Supporting Partner



Content Congress Diamond Sponsor



Content Congress Platinum Sponsors



Content Congress Gold Sponsors



Content Congress Silver Sponsors



GVF Satellite Hub Summit Silver Sponsor



Lanyard Partner



Content Studio Hub Partner



GVF Satellite Hub Supported by



Supporting Associations

Smart Registration Partner



Official Publications



Official Media Partners



Knowledge Partner



Official Publisher



Official Courier Handler



Official Travel Partner



Official Airline Partner



Proudly an



Official CABSAT TV Partner



2018 PRICING & FLOOR PLAN



SPACE ONLY

MINIMUM STAND SIZE 24 SQM
Use your own suppliers to design and construct the stand to meet your requirements

STANDARD RATE
AED 1,625
(US\$ 449) / PER SQM



PREMIUM PACKAGE

MINIMUM STAND SIZE 15 SQM
Basic Fittings and supplies included Carpet tiled floor, walls - Name plate in English - 1 x 13 amp power point - 3 spotlights - 1 lockable counter - 1 x table & 2 x chairs

STANDARD RATE
AED 2,265
(US\$ 625)/PER SQM



DOUBLE DECKER

MINIMUM STAND SIZE 36 SQM
Use your own suppliers to design and construct the stand to meet your requirements

STANDARD RATE
AED 810
(US\$ 224) / PER SQM



POD PACKAGE

STAND SIZE 8 SQM
Pod Package

STANDARD RATE
AED 19,160
(US\$ 5,293)/PER 8SQM



OUTDOOR DISPLAY AREA

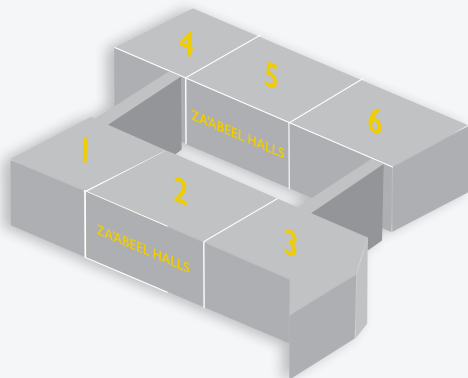
MINIMUM STAND SIZE 36 SQM
Available only for exhibitors having confirmed stand space at the show

STANDARD RATE
AED 760
(US\$ 210) / PER SQM

COMPULSORY EXTRA CHARGE OF AED 600 (US\$ 166) EXHIBITOR INSURANCE + AED 1,300 (US\$ 359) MARKETING POWER PACK (Ask the CABSAT team for full promotional benefits)

****ALL PRICING IS EXCLUSIVE OF VAT****

ZA'ABEEL HALLS 1-6



Enquire today
about exhibiting
at CABSAT
2018!



To book your stand and for more information on sponsorship opportunities, please visit our website

www.cabsat.com

+971 4 308 6498 / 6267

+971 4 318 8607

cabsat@dwtc.com