



CABSAT

2019

DUBAI WORLD TRADE CENTRE

**THE MIDDLE EAST AND
AFRICA'S LEADING EVENT FOR**

CONTENT

CREATION • PRODUCTION • DISTRIBUTION

**POST SHOW
REPORT**

HOW IT ALL UNFOLDED

In its **25th edition**, CABSAT brought together creative visionaries on one platform guiding the region's industry through the next revolution in **BROADCAST, SATELLITE & CONTENT CREATION**

SHOW OVERVIEW



14,172
Attendees



1,178
Pre-arranged meetings



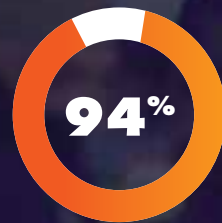
456
Exhibiting brands and sponsors



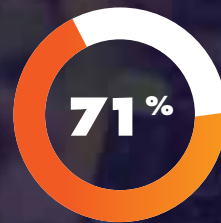
305
Delegates & speakers



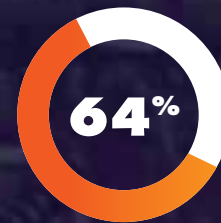
114
Countries



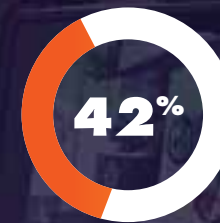
of exhibitors will exhibit again in CABSAT 2020



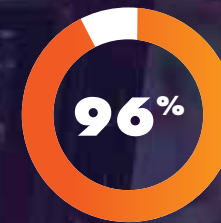
visitors did business at the show



postponed the decision to purchase at CABSAT



were first time visitors of CABSAT



visitors will definitely attend 2020 edition

TOP VISITING COUNTRIES

- KSA
- Pakistan
- Lebanon
- India
- Nigeria
- Egypt
- Iraq
- Kenya
- Oman
- Jordan
- Sudan
- Bahrain
- Turkey
- Algeria



KEY FACTS

#1 visitors objective – Source new products, solutions and suppliers

#2 visitors objective - Networking & to learn latest trends and innovations

“It was a great show, I met most of the vendors, saw future trends & found the technology I was looking for, all at one place - CABSAT.”

Skyband, Saudi Arabia



VISITOR PROFILE



TV

28%



Esports

5%



Film

12%



Photography

9%



Audio

12%



Radio

9%



Digital media

23%



Other

4%

VISITORS PURCHASING AUTHORITY

22%

Sole purchasing responsibility

38%

Joint purchasing responsibility

40%

Advisory influence for purchasing

HOW SATISFIED WERE EXHIBITORS THIS YEAR?

90%

of exhibitors were satisfied with CABSAT 2019

DIGITAL & SOCIAL ENGAGEMENT



INSTAGRAM

- 1.25 million impressions
- 27,133 Avg. impressions per day
- 20% Avg. engagement rate
- 1,000+ Followers



FACEBOOK

- 3.1 million impressions
- 55,405 Avg. daily users
- 3.7% Engagement rate per post
- 41,000+ Followers



TWITTER

- 238k Total impressions
- 15,217 engaged on Twitter
- 10% Avg engagement rate per tweet
- 2,700+ Followers



LINKEDIN

- 55,000 impressions
- 1,145 users engaged daily
- 7% average engagement rate
- 200+ targeted members



WEB TRAFFIC

- 153,000 unique users
- 210,000 sessions
- Over 400,000 page views

“This was my first time exhibiting at CABSAT and it has been the best show I have ever been to. We’ve attended many shows in Europe and US and this by far is the best of them. I encourage everyone to definitely come and attend the Event.”

Senad Galijasevic
CEO, Senna Ltd.

SENNA

THE AFTERMATH

55%
Less than
US\$ 25,000

13%
US\$ 25,000
US\$ 50,000

12%
US\$ 50,000
US\$ 100,000

11%
US\$ 100,000
US\$ 500,000

5%
US\$ 500,000
US\$ 1 Million

4%
More than
US\$ 1 Million

Total value
of Products
& Services
purchased



LEADER'S ALL-NEW ZEN SERIES PRODUCTS ATTRACTED A LOT OF VISITORS

“The show was quite good for us and we were also able to get some key customers.”

Umesh Tyagi, Country Manager (India, Middle East & Africa), Leader Electronics Corporation

NEWS FROM THE SHOW FLOOR*

- ▶ Qvest Media secured contract for a multi-platform news and media centre for **Asharq News** in the heart of Dubai's financial district
- ▶ du partnered with **Telstra** to offer dedicated video connectivity to **MBC**
- ▶ **Tanzanian** and **Iraqi** channels (**Azam Media Ltd & Dijlah TV**) chose **Pebble Beach Systems** for its integrated channel & automation solutions after a successful **CABSAT 2019**
- ▶ **Calrec Type R IP** based radio system debuted in Middle East at **CABSAT 2019**
- ▶ **Ruptly** announced plans at **CABSAT 2019** to launch its Arabic service for the Middle East & North Africa region
- ▶ **Gracenote** brings its **Global Video Data** solution to **MENA** region at **CABSAT 2019** & announces a new deal with **Etisalat**
- ▶ **Rohde & Schwarz** announces to develop transmission infrastructure network for the **Egyptian National Media Authority (ENMA)** at **CABSAT 2019**
- ▶ Saudi-based **Skyband** chose **LeoSat Enterprises** and announced the deal during **CABSAT 2019**

DTC BROADCAST SHOWCASED ITS LIVE HD CAPABILITIES

“The Middle East is a strong market for high-end transmitters and receivers, and we look forward to taking full advantage of the visibility **CABSAT** provides.”

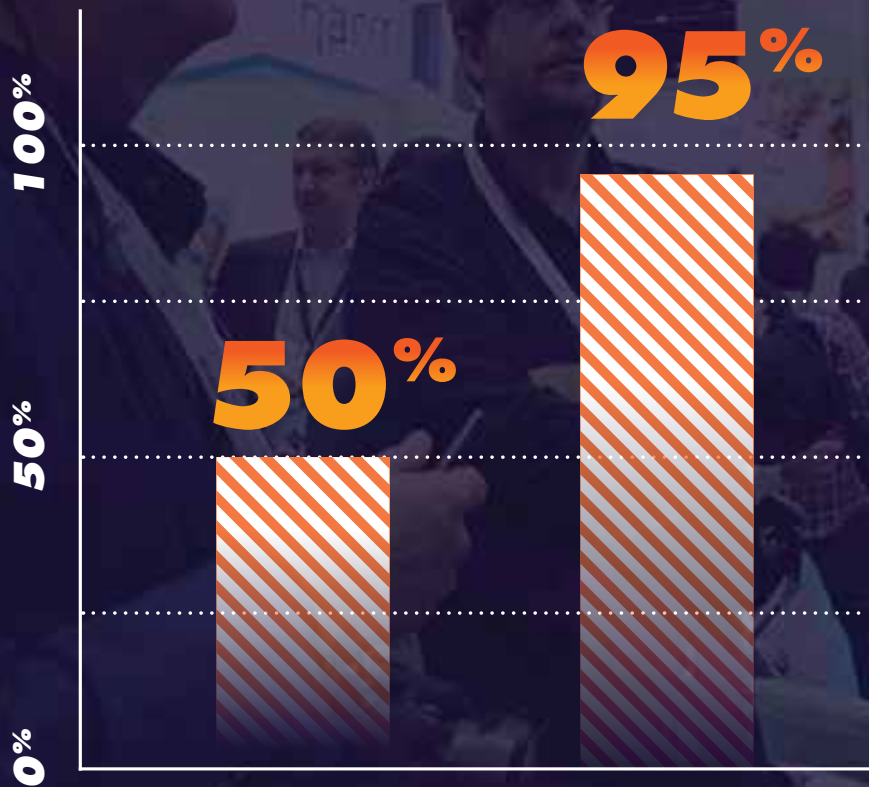
JP Delpont, VP Broadcast Sales, DTC

B.E. USED CABSAT TO GROW ITS FOOTPRINT WITH ELENOS IN MENA

“**CABSAT** offers us the ability to meet with our existing customers & potential customers. This is an important trade show in the **MENA** region - especially now that we are a part of the **Elenos** group, it is important that we promote our brands & products, establish relationships & partner with new customers.”

Bob Demuth, International Sales Manager, Elenos Group

HOW ABOUT TOMORROW



Over 50% of Exhibitors feel 5G will have an impact on their business

of exhibitors rank CABSAT as important to their business

FUTURE TRENDS IDENTIFIED BY EXHIBITORS & VISITORS



5G



IPTV/OTT



Social Media



Content Rights Acquisition



Hybrid Satellite Solutions



Next Generation Cloud



Security Technologies



Artificial Intelligence

EXHIBITOR TESTIMONIALS

“This year we were pleased to meet with many high quality customers with real opportunities.”

Sat-Lite Technologies



“We used CABSAT as our entry platform into the Middle East & Africa region.”

Astera LED Technology GmbH



“CABSAT plays a vital role for Broadcast Industry in MENA Region.”

OSN, United Arab Emirates





Ghassan Murat
Managing Director, MENA – Eutelsat

Layal Abdulla AlMusharrah
Star News Anchor – Dubai Media Incorporated

Ghassan Murat
Managing Director, MENA – Eutelsat

Marrah
Incorporated

2100
DELEGATES

103
HOURS
OF CONTENT

75
REGIONAL &
INTERNATIONAL
SPEAKERS

ORGANISED BY



WHAT HAPPENED

From Esports innovation to cutting-edge content creation, the 25th edition of CABSAT was ground-zero for the region's next-gen on-screen entertainment revolution

SATELLITE HUB *Gulf*



Majed Al Suwaidi
Managing Director,
Dubai Media City



Nayla Al Khaja
CEO
Nayla Al Khaja Films



Maya Manna
Head
RT Arabic



Nadine Samra
Vice President
Middle East and Africa,
Zee Entertainment



Tracey Grant
Vice President - Content,
Viacom International
Media Networks



Kinda Ibrahim
Director of Media
Partnerships MENA,
Twitter



Meshal Al Mutairi
Saudi Actor and
Producer & Co-Founder
of Spirit Media



Khalid Al Awadhi
Manager, Broadcasting &
Space Services, Spectrum
Management Affairs Department
UAE Telecommunications
Regulatory Authority



Ramsey Khanfour
Vice President,
Corporate Development,
Middle East & Africa, SES



H.E. Dr. Riyadh Najm
Chairman, Advisory
Committee for the Arab
Radio & TV Academy



Ramesh Ramaswamy
Senior Vice President
& General Manager,
International Division,
Hughes



“It's a great place to learn new technologies and methodologies about broadcast, satellite and IT developments. Great opportunity to meet industry leaders and engineers.”

CNN, United Arab Emirates



“Was absolutely thrilled to be part of this important event and be involved in the growth & development of the region's satellite industry.”

AZYAN TELECOM, Oman



E-SPORTS PAVILION



Michiel Bakker
Chief Executive Officer
GINX Esports TV



Saeed Sharaf
Chief Executive Officer,
Esports Middle East -
ESME & President, Syrian
Esports Association



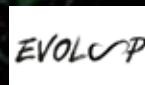
Klaus Kajetski
Co-Founder
YaLLa Esports



Abdulaziz Alshehri
2015 FIFA Interactive
World Champion, eSports
influencer and Celebrity

“We would like to thank the organizer for giving us a chance to give our voice in Dubai and share our experience in the Esports industry. I believe CABSAT did really well and please continue to further promote Esports in a grand scale in future editions of CABSAT.”

Frederico Dos Santos Rosario
Development Director



PHOTOGRAPHY WORKSHOPS



Dany Eid
Carl Zeiss
Ambassador



Clinton Lubbe
Brand ambassador
for CANON



Bachir Moukarzel
Certified Commercial
Drone Pilot
Aerial Photographer



Ali Alrifai
Brand ambassador
for Sony Middle East
and Africa

“Every year, CABSAT demonstrates the convergences between content creation, new distribution channels and broadcasting technologies. As a media marketer, it's valuable to witness the evolution of those fields and think how it all impacts advertising and media professionals.”

Zeid Nasser
Managing Director



FLIX ON



THE MENA REGION'S MARKETPLACE TO BUY, SELL OR CO-PRODUCE TV & FILM CONTENT

Hosted in collaboration with MENA TV and UTURN Entertainment, the Flix on 86 brought original Arabic and international content via live cinema screenings to media buyers.

Screenings included serial dramas, documentaries, comedy, kid's entertainment, animated series and more followed by a brief Q&A sessions with the content creators themselves.

SCREENINGS SHOWCASED BRAND NEW TITLES FROM



Comedy Central



Viacom



Eagle Films



Cedars Art Production

K-CONTENT DIVERSE & DIFFERENT



Spacetoon



Baby Clay



Rotana

“ It was my first time to attend CABSAT and I found myself exposed to the latest technologies serving different media. I liked most the Flix on 86 feature where different content sellers showcased their latest in a nice cinema experience. ”

Quest Arabiya
United Arab Emirates



“ The MEASA region is ripe with opportunity for content creators and buyers. CABSAT is headed in the right direction in having more content focused sessions, speakers and sales connection opportunities. It is needed and the entire region will benefit from its great efforts. ”

Entertainment Studios
Hollywood United States
of America



**NEXT YEAR
WILL BE
UNMISSABLE**

NEW EXPANDED INTERACTIVE FEATURES

THE CELL - 5G LAB

**NEW
FOR
2020**

As 5G networks become a reality in 2020, new products, services, business models and entire industries will be born as 5G provides a huge leap forward in speed, capacity and connectivity. The 5G lab launch at CABSAT 2020 will showcase a Live 5G experience designed to give a glimpse on how 5G will drive productivity, automation of tasks and digital connectivity. A series of technical & strategic workshops will address the needs of broadcasters, content providers, energy & automotive companies, healthcare providers etc. to transition smoothly into the ways of 5G.

SATEXPO

Expanding CABSAT's history in the satellite market, SATEXPO is set to be the incubator for innovation in all satellite-led communications, technologies and business solutions for the MEASA region. If you are a satellite owner & operator, have satellite products, solutions and services aimed at government and military, maritime, aviation, broadcasters, Telco's, commercial business enterprises or aerospace industries, then contact the CABSAT team today.

FLIX ON 86

MEASA region is ripe with opportunity for content creators and buyers. The Flix on 86 offers the perfect opportunity to buy, sell and showcase filmed entertainment content to the largest community of buyers from the MENA region. Don't miss this chance to showcase, view & network with key content creators of original & Arabic content across a host of genres including Tv, film, kids and drama.

ESPORTS CONGRESS

After a successful launch in 2019 of the region's first dedicated B2B Esports forum, 2020 promises to be even bigger and better with live gaming experiences, demos, talks & more insights into Esports broadcasting. Don't miss out on meeting broadcasters, advertising & marketing agencies, premium brands & game developers from across the MENA region.

DIGITAL HUB

A buzzing arena for all things related to OTT, IPTV, VOD, SVoD, AVoD. Join over 100 brands at the region's largest multi-screen and OTT event to present your latest solutions in this field and capitalize on this opportunity!

PHOTOSCAPE DXB

Attracting photography enthusiasts, traders and imaging professionals in 2019, the feature now offers manufacturers and suppliers a unique reach into growing markets of Middle East & Africa. It is a 'must-attend' showcase for the latest learnings & innovations in the world of digital imaging.

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Digital Registration Partner



GVF Satellite Hub Platinum Sponsor



GVF Satellite Hub Silver Sponsor



Supporting Associations



Meeting Room Sponsors



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Official Airline Partner



Official Publication



Official Publisher



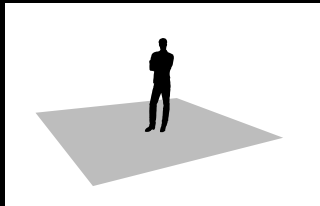
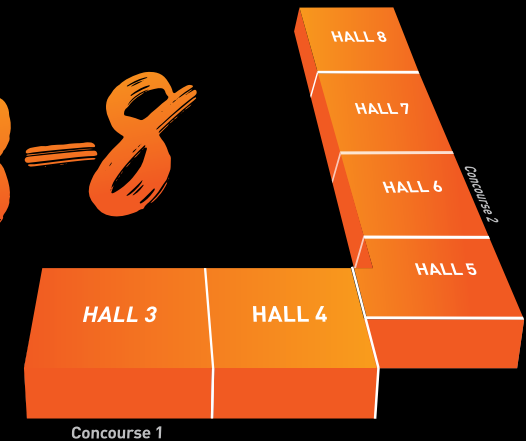
Official Courier Handler



2020 PRICING & FLOOR PLAN

31 MARCH - 2 APRIL 2020

HALLS 3-8



SPACE ONLY

Minimum stand size 24 sqm
Use your own suppliers to design and construct the stand to meet your requirements

LOYALTY RATE

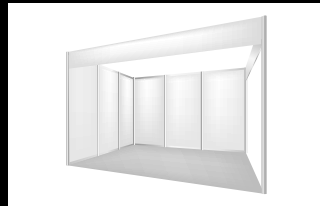
AED 1,625 (US\$ 443) per sqm
(Valid until 15-July 2019)

EARLY BIRD RATE

AED 1,650 (US\$ 449) per sqm
(Valid until 15-July 2019)

STANDARD RATE

AED 1,709 (US\$ 466) per sqm
(Valid until 16-July 2019)



PREMIUM PACKAGE

Minimum stand size 15 sqm
Basic Fittings and Supplies included

LOYALTY RATE

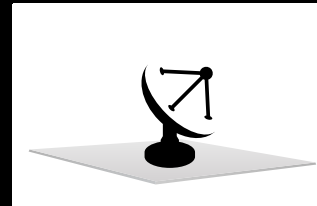
AED 2,180 (US\$ 594) per sqm
(Valid until 15-July 2019)

EARLY BIRD RATE

AED 2,205 (US\$ 601) per sqm
(Valid until 15-July 2019)

STANDARD RATE

AED 2,362 (US\$ 644) per sqm
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

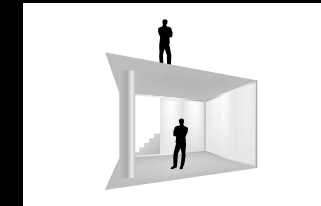


OUTDOOR DISPLAY AREA

Minimum stand size 36 sqm
Available only for exhibitors having confirmed stand space at the show

STANDARD RATE

AED 630 (US\$ 172) per sqm



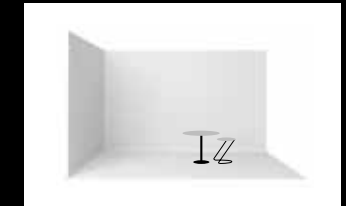
DOUBLE DECKER

Minimum stand size 36 sqm

STANDARD RATE

AED 835 (US\$ 228) per sqm

Use your own suppliers to design and construct the stand to meet your requirements



POD PACKAGE

Stand Size 6 & 8 sqm

STANDARD RATE

AED 2,470 (US\$ 673) per sqm

Plug n Play package includes tables & chairs

**ENQUIRE TODAY
TO EXHIBIT AT
CABSAT 2020!**

**LET CABSAT BE
YOUR INSTRUMENT
OF SUCCESS**

To book your stand or enquire about sponsorship packages,
Contact the CABSAT team - PO Box 9292, Dubai, UAE

Syed Ali / Rajendra Salgaonkar

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#CABSAT #CABSAT2020

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