



**CABSAT**

Strategic | Technical | Creative

2018 Post Show Report

# UNLEASH YOUR IMAGINATION



**SAVE THE DATES**

**12 - 14 MARCH 2019**



WWW.CABSAT.COM

Technology for Content Creation | Broadcast |  
Film | Satellite | Radio | Music

# SHOW HIGHLIGHTS

## SHOW SECTORS



## THE ESSENTIAL FEATURES



“ An extremely enlightening and informative experience where all the best practices and technologies of the industry are combined into one venue.



NILE RADIO PRODUCTIONS, Egypt



CABSAT

13,658 attendees from



131

countries came to CABSAT 2018 with the aim to purchase from over



450

exhibiting brands



1,200

Pre-arranged Meetings were recorded



 content  
congress

 Satellite  
Communications  
Conference

SATELLITE  
HUB 

 eutelsat



**250+**  
Conference Delegates



**80+**  
Hours of Content



**70+**  
Regional and  
International Speakers



“ It is a must attend event every year and gives me a chance to connect with leading industry stakeholders of the industry at one place.



SAMA TV,  
Pakistan

## KEY SPEAKERS INCLUDED



**ABE SHADY ABOUL NAGA**  
Director of MBC Digital,  
MBC Group



**TAREK MOUNIR**  
VP & GM - MENA, Turkey,  
Greece & Cyprus,  
Turner



**ANAHITA BOOSHERI  
KHEDER**  
Senior Vice President,  
FremantleMedia  
International



**RAFFAELE ANNECCHINO**  
President and Managing Director,  
Viacom International Media Networks\*  
(VIMN) Southern & Western Europe,  
Middle East & Africa



**DANNY BATES**  
CCO and Co-  
Founder,  
STARZ PLAY



**KASWARA AL KHATIB**  
Chairman and CEO,  
UTURN

# BUYERS PROFILE AT CABSAT

CABSAT gathers the largest regional attendance over the past 24 years.

CABSAT is the only dedicated event which attracts over 13,000 industry professionals from the digital, content and media market in the MEASA region. From engineers, system integrators, broadcasters within Digital, Content, Broadcast and Satellite to Content Buyers, sellers, producers and distributors.

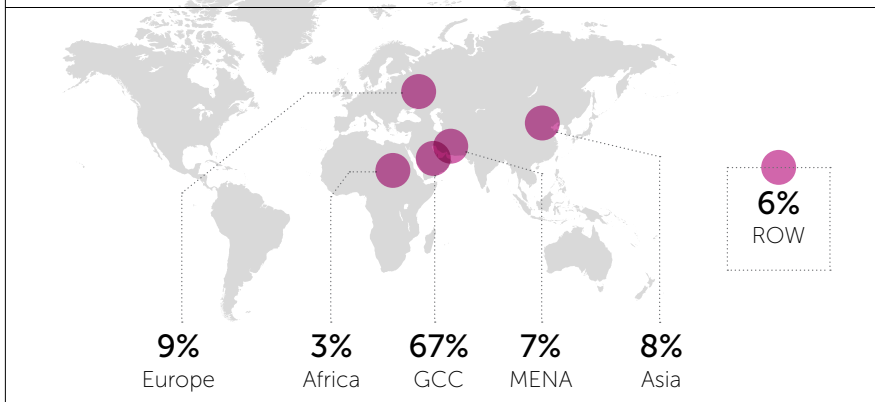
## TOP INTERNATIONAL VISITING COUNTRIES AT CABSAT 2018

- + Saudi Arabia
- + Jordan
- + Bahrain
- + Sudan
- + Turkey
- + Oman
- + Pakistan



- + Iraq
- + Algeria
- + India
- + Egypt
- + Kuwait
- + Nigeria
- + Lebanon

## A WORLDWIDE ATTENDANCE



60%

of exhibitors are likely to exhibit again at CABSAT 2019



“It was a great experience, we had lots of meeting with clients and prospects, look forward for next year’s event in March

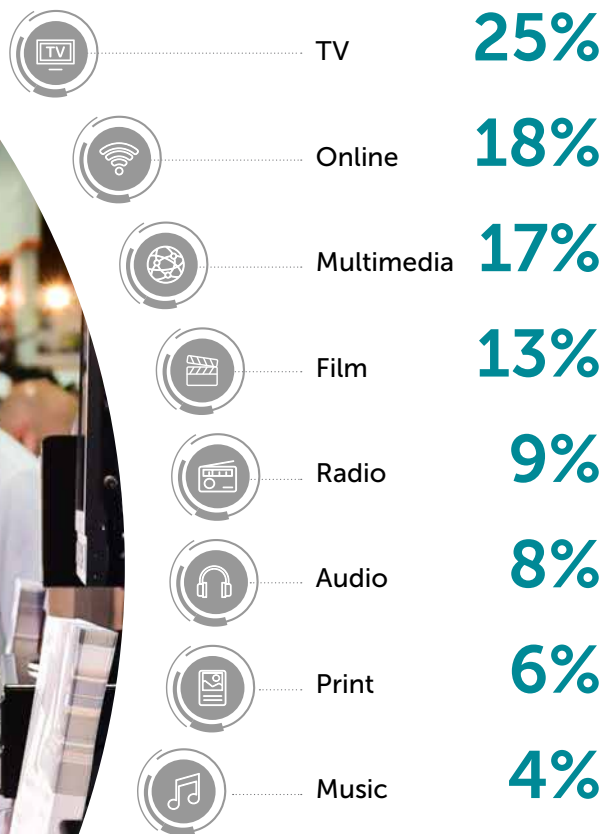
GULFSAT COMMUNICATIONS COMPANY,  
United Arab Emirates



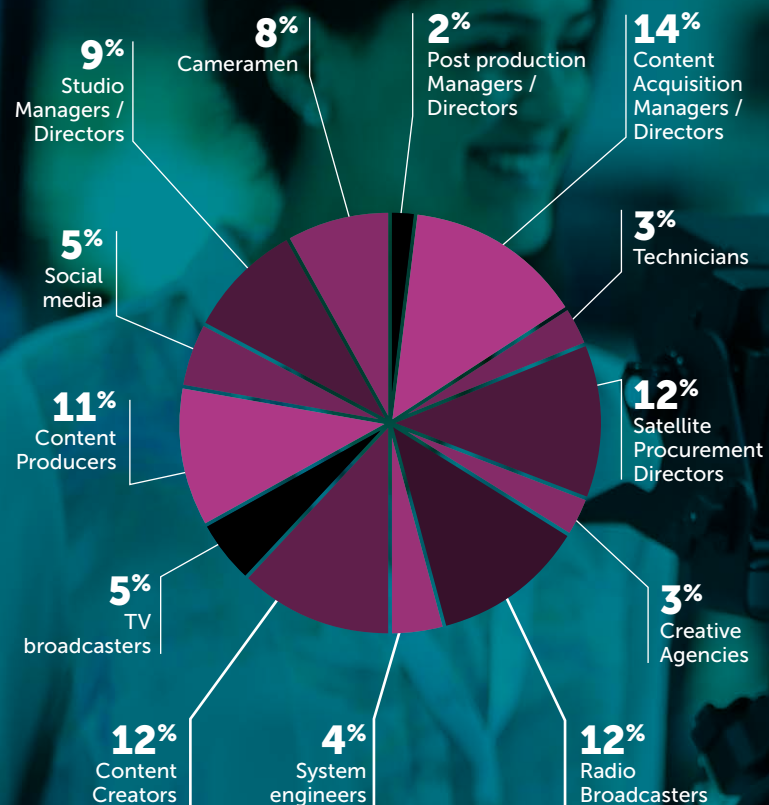
**35%**

of the visitors to CABSAT across all segments were C-Level / President / Chairman / Owner / Board Director

## VISITORS BY MEDIA SEGMENT



## VISITORS PER JOB FUNCTION



“CABSAT provides a welcoming environment to catch up with clients and discuss future innovations.”

ERICSSON BROADCAST & MEDIA SERVICES



# BUSINESS THAT WENT ON.....

- EVS** launched its latest range in live production technology
- TripleplayServ's** biggest ever platform release - Caveman, was unveiled at CABSAT 2018.
- Eurostar Group** announced creation of a unified gateway of satellite, security and digital solutions in the region
- Canon** unveiled the latest additions with the launch of its 4K XF Series cameras, XF405 and XF400, in addition to the recent launch of the EOS C200
- Avid** showcased the next-generation tools and workflow solutions to create, distribute, and optimize media
- Acorde Technologies** presented and promoted a brand new product: "Dragonfly+", an outcome of GLAD-2 Project
- Newtec** signs up new business partners, expansions include: Mena Nets + Mustafa Sultan Telecommunication Co.
- Arabsat** signed an exclusive agreement with mtv lebanon at CABSAT 2018
- du** announced that it partnered with Abu Dhabi Media (ADM) to launch a new television channel - NatGeo Kids Abu Dhabi
- Ross Video** announced its global launch of Ultrix at CABSAT

These were just a few among **100s** of exhibitor solutions launched and presented to the visitors of CABSAT



**51%**

of the Visitors to CABSAT were looking to purchase products within 6 months of the show with an estimated average spend of **US \$ 4.8 Million**

**34%**

of exhibitors used CABSAT as first entry point into the MEASA market

AT THE FOREFRONT OF A DISRUPTIVE INDUSTRY...  
 CABSAT 2018 brought together the full content mix:  
 TV | Films | Radio | Telecoms | Satellite | Creative Agencies | Music

Some of our 2018 participants

Broadcast	Content Creation & Delivery	
     	      	
Audio		
      	     	
Satellite		
   	     	
CABSAT Sponsors		
<p>Diamond Sponsor</p> 	<p>Platinum Sponsor</p> 	<p>Gold Sponsor</p> 

Some Of The Visiting Companies Are  
 The Top Names In The Business:

“ I was very satisfied with the Global Meetings Programme. I found the tool very helpful and easy to use. I would use the service again and I would be very happy if I could use it for other exhibitions

**MEDIA BROADCAST SATELLITE**

MEDIA BROADCAST SATELLITE GMBH, GERMANY  
– Exhibitor



# GLOBAL MEETINGS PROGRAMME



**9,773**  
meetings profiles created



**1,275**  
meetings confirmed



**2,855**  
engaged with the service



**70%**  
meetings held on exhibitor stands



“ I was happy to see some of trusted equipment suppliers we have engaged with before also to see new line of products from some manufacturers of products whom we have existing set of equipment from.”



**SAHARA MEDIA GROUP LTD,**  
Tanzania



# A QUICK SNAPSHOT FOR 2019

CABSAT 2019 will be part of the MEASA Content & Media festival presenting a extended profile of exhibitors, the platform featuring CABSAT 2019 will provide an inclusive marketplace to meet the media, content and entertainment ecosystem from creation to post production & distribution.

Including new exhibitors area, the show floor will be presenting the full industry spectrum of innovations and products to regional and international buyers looking to source linear, non-linear equipment, new technology, services, solutions and innovations from content creation, production to distribution and satellite.



## 5 ZONES



### CONTENT CREATION HUB

Presenting all creators from vloggers, artists, to script writers - a simplified access to engage with the content producers, acquisition directors, music/ film/ TV content managers attending the show



### NEW GENERATION HUB

A special focus area on new technology and innovations including mobile, digital content production as well as the new kit for live production



### CONTENT DELIVERY

CABSAT's Content Delivery sector focuses on OTT technologies that facilitate the delivery of video or digital content via IP and purpose built platforms for 'anytime, anywhere' consumption



### CONTENT PRODUCTION & POST PRODUCTION

Showcasing innovative content strategies and production/post-production techniques in an ever shifting media, entertainment & technology world



### SATELLITE EQUIPMENT, TECHNOLOGY & SERVICES

Gathering all regional industry professionals within the Satellite sector to actively formulate, sculpt & define future growth strategies for Satellite

# BOOK YOUR STAND & SPONSORSHIPS

FOR THE CABSAT 2019 EDITION

**SPACE ONLY\***  
(min 24 sqm)




**LOYALTY RATE:**  
(Valid until 15-May 2018)  
AED 1,625 (US\$ 443) per sqm

**EARLY BIRD RATE:**  
(Valid until 15-April 2018)  
AED 1,650 (US\$ 449) per sqm

**STANDARD RATE:**  
(Valid from 16 -April 2018)  
AED 1,675 (US\$ 457) per sqm

**PREMIUM PACKAGE\*\***  
(min 15 sqm)




**LOYALTY RATE:**  
(Valid until 15-May 2018)  
AED 2,180 (US\$ 594) per sqm

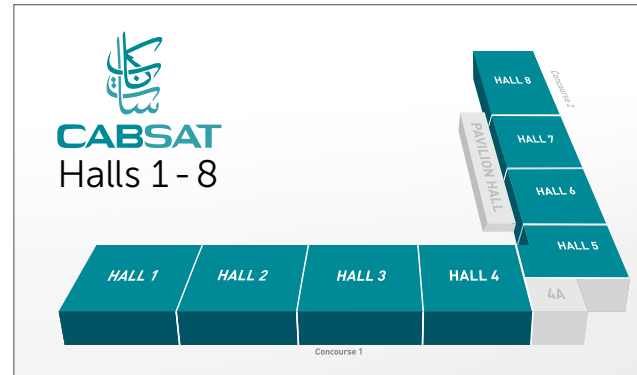
**EARLY BIRD RATE:**  
(Valid until 15-April 2018)  
AED 2,205 (US\$ 601) per sqm

**STANDARD RATE\*:**  
(Valid from 16 -April 2018)  
AED 2,315 (US\$ 631) per sqm

**DOUBLE DECKER\***  
(min 36 sqm)



**STANDARD RATE:**  
AED 835 (US\$ 228) per sqm




**POD PACKAGE**  
(stand size 8 sqm)



**STANDARD RATE:**  
AED 19,760 (US\$ 5,384) per sqm

**OUTDOOR DISPLAY AREA\*\*\***  
(min 36 sqm)



**STANDARD RATE:**  
AED 600 (US\$ 163) per sqm

ALL PRICING IS EXCLUSIVE OF VAT

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

\*\* Basic Fittings and Supplies included

\*\*\* Available only for exhibitors having confirmed stand space at the show

**ENQUIRE TODAY  
TO EXHIBIT AT CABSAT 2019!**

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

Rajendra Salgaonkar T +9714 308 6498

Musthafa Ahmed T +9714 308 6552

Syed Ali T +9714 308 6433

E: [cabsat@dwtc.com](mailto:cabsat@dwtc.com)

[www.cabsat.com](http://www.cabsat.com)

#CABSAT #CABSAT2019

