



CABSAT

8 - 10 March 2016
Dubai World Trade Centre

Presented with



CREATE. MANAGE. DISTRIBUTE. MONETISE.

No. 1 Broadcast, Satellite, Digital Entertainment
& Media Event In Middle East, Africa & South Asia

www.cabsat.com



Broadcast



Satellite



Content
Delivery



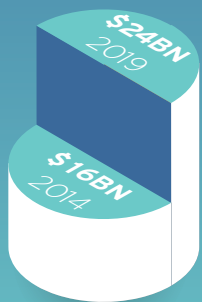
Equipment:
Broadcast & Satellite



Content
Marketplace

CREATE. MANAGE. DISTRIBUTE. MONETISE.

\$16BN
media market
in 2014 expected
to grow
\$24BN
in 2019,
50% growth
in 5 years



Harness the meteoric growth driving the MEASA media market: exhibit at CABSAT.

With 22 years of expertise, and access to all the major players in the region's \$24 BN media market - CABSAT is the number one event for the satellite, broadcast, digital media and content industries.

Join all the major industry stakeholders, the region's key influencers, buyers and innovators. They're all at CABSAT 2016.

Elevate your BRAND with us.

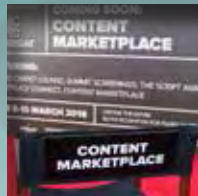
"CABSAT has always been a central piece of all our marketing activities. This is our fifth time here and it's a great place to do business as a lot of the broadcasters of the region are always focused here in CABSAT."

Sami Boustany,
CEO, Yahlive





CABSAT IN NUMBERS



15,000+
ATTENDEES



9+
COUNTRY
PAVILIONS



80+
HOURS
OF CONTENT



950+
EXHIBITING
COMPANIES

800+
PRE-
ARRANGED
HIGH LEVEL
MEETINGS



120+
COUNTRIES
REPRESENTED




**The World of
Satellite,
Broadcast &
Digital Media
Presents at CABSAT**

EXHIBITING BRANDS

- Our production list includes:

- Arabsat
 - Brightcove
 - Canon
 - civolution
 - Dubai Studio City
 - Dubai Film
 - Dubai Film and TV Commission
 - Deutsche Telekom
 - etisalat
 - Es'hailSat
 - EUROSTAR
 - eutelsat
 - Fox
 - GrassValley
 - Gulfsat
 - Hitachi
 - Minerva
 - ND Satcom
 - Oasis
 - Pace
 - Perception TV
 - piksel
 - Qvest Media
 - MBC
 - Selevision
 - SES
 - Televes
 - vizrt
 - VIACOM
 - yahlive
 - Zenon Media
 - Viacom
- ... and many more



WHY YOU NEED TO EXHIBIT?

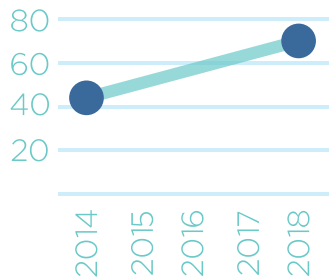
The MEASA Opportunity
- delivered to you by CABSAT



21 new satellites predicted to launch each year until 2021



KSA is the highest growth country for filmed entertainment at **36% CAGR** driven by home video



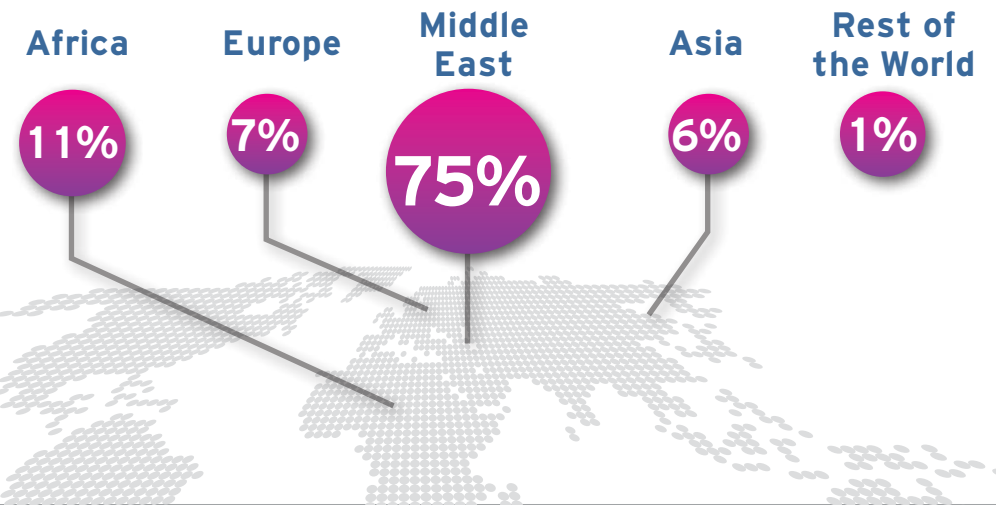
For MEA total entertainment and Media spend will increase from **\$43.5BN** in 2014 to **\$65.9BN** in 2018

2015 TRENDS



If you can help our buyers meet needs around these trends, you need to be at CABSAT

VISITORS REGIONAL BREAKDOWN



WHO SHOULD EXHIBIT ?

All professional companies involved within



Broadcast



Satellite



Content Delivery

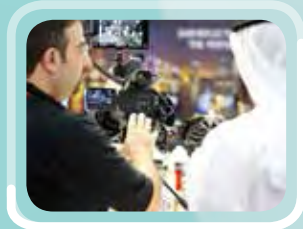


Equipment:
Broadcast & Satellite



Content Marketplace

Broadcasting



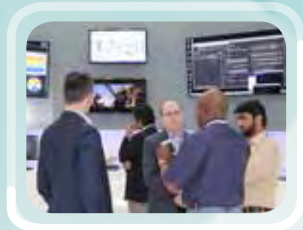
operators
Cable
Satellite
Sportscasters
Regional
Broadcasters
Pan regional
Local
OTT
News
Telco's
TV
Cinema
Channels
Film

Satellite



Ministries
Oil
Mining
Maritime
Gas
Satellite
Broadcasters
Carriers
Aerospace
Telco's
Government

Content Marketplace



Broadcasters
IPTV
Aggregators
VOD
regional
OTT
Free
Local platforms
Content
pan
air
Channels
TV
Distributors
Operators
operators
Pay



WHAT'S NEW AT CABSAT 2016!

Content Market Place



Buy, sell and exchange fresh new content with the region's major players. Featuring 30+ new exhibiting brands and companies including TV & Film Content Creators, Production companies & Studios, Rights Holders & Distributors, Advertising media agencies.

32% of visitors surveyed said Buying New Content was critical to their business in the next 12 to 18 months.

24hr Hackathon



Engaging **professional developers** in the immersive filmed entertainment formats driving technology and future viewing devices. A unique live & innovation led environment to create the future 'anytime anywhere' viewing experiences of **tomorrow**.

HD Short Film Competition



Inspiring up and coming film makers to showcase their content creation, editing and production skills, to support the region's expanding filmed entertainment market



Saudi Arabia is the world's fastest growing market for filmed entertainment, at 36% CAGR, driven by the rapid take up of electronic videos. Source PWC.

Drone Zone



\$8 to \$10b USD projected economic impact of drones foreseen by the Dubai Government. 

An indoor **Drone** and **Aerial** 'ActionCam' feature area, showcasing **live** hands on demonstrations to broadcasters, TV Channels and Filmed Entertainment content producers/agencies.

CABSAT CxO Roundtables



Sponsor and **shape** the discussion take part in a series of **C-level** roundtable debates, focused on the impact of future, immersive, and **disruptive** tech trends on the region's Entertainment and Media industry.



Connect with the buyers: **44%** of attendees are final decision makers

Co-Starring



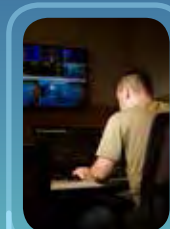
Enhanced Matchmaking



Target key regional '**buyers**' through CABSAT's Global Meetings Lounge programme and the Red Carpet' content Lounge: Create new business opportunities with these **exclusive** targeted 1-2-1 pre-arranged meeting programmes in 2016

\$3.5m USD the total value of NEW business deals discussed at the 531 buyer meetings coordinated through the CABSAT Global Meetings Lounge in 2014.    

Post-Production Training Conference



Already established as the region's **Largest post-production**, editing and video techniques training programme. Educate the future editors and producers through our University Student training courses or the professional filmed entertainment specialists of today - with our two separate certified training programmes



16% of visitors are seeking post-production products and services

Co-Starring



CABSAT
COLLABORATIVE CONFERENCE
NABSHOW
Where Content Comes to Life



Covering key **Hollywood, Bollywood** and **Arabic** TV & Film content - creation, distribution and monetization trends. Position your brand alongside global transmedia, technical, engineering and production leaders around the future of broadcast, satellite and content delivery



WORKSHOPS AND SEMINARS

3 x live Show Floor Workshops and Seminars:

Focused on technical satellite trends and **Innovations** that will drive content distribution globally, and then translate the outcomes of these into the context of the regional market



Explore the latest in second screen, IPTV and OTT solutions, plus e-commerce technologies, targeting the region's broadcasters who are looking to engage with their **next generation** audiences



Content Marketplace will showcase **screenings** of new Hollywood, Bollywood and Arabic TV & Film content, supported by **seminars** covering the current innovations and workflows required for Content Distribution, Discovery Revolution, Storytelling through Transmedia and monetization strategies for video, PAY-TV, Free to air and **branded** content production.



For Live Content Opportunities, Contact Us Now

Position your brand

as an innovator and solution provider to the entire 'buying' ecosystem for all filmed entertainment and audio content industries in a unique regional event.

SPACE

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

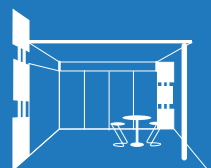


Standard Rate:
AED 1,522 (US\$ 414) / per sqm
(If you sign & pay 25% after 14th June 2015)

The laid down stand-fitting rules and regulations need to be followed.
Copy available on request.

PREMIUM PACKAGE

Minimum stand size 15 sqm
Basic fittings and supplies included

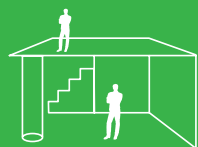


Standard Rate:
AED 2,120 (US\$ 577) / per sqm
(If you sign & pay 25% after 14th June 2015)

Each 15 sqm stand will include:
Carpet tiled floor, walls, Name plate in English, 1 x 13 amp power point, 3 spotlights, 1 coffee table, 2 upholstered sofa chairs, 1 lockable counter, 1 x table & 2 x chairs

DOUBLE DECKER

Minimum stand size 36 sqm
Use your own suppliers to design and construct the stand to meet your requirements



Standard Rate:
AED 760 (US\$ 198) / per sqm
(If you sign & pay 25% after 14th June 2015)

To book your stand and for more information on sponsorship opportunities, please visit our website www.cabsat.com or contact:

T. +971 4 308 6077 / 3086282
F. +971 4 318 8607
E. cabsat@dwtc.com

OUTSIDE DISPLAY AREA

Minimum stand size 24 sqm
Available only for exhibitors having confirmed stand space at the show

Standard Rate:
AED 710 (US\$ 195) / per sqm

More Feature Packages are available! Please contact the organiser for more details at: cabsat@dwtc.com

PODS

(Content Delivery, Content Marketplace and SME Zone)

AED 15,980 (US\$ 4,350) / 6sqm
AED 17,060 (US\$ 4,644) / 8sqm

Organised by



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE