



MAY 2022
DUBAI WORLD
TRADE CENTRE

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CONSCIOUS.

www.cabsat.com #CABSAT    

CABSAT 2022 Post Show Report



CABSAT 2022

SHOW OVERVIEW

MORE THAN JUST A MEDIA EVENT

28TH EDITION OF THE SHOW



12,000
ATTENDEES



150
SPEAKERS



1,178
PRE-ARRANGED
MEETINGS



122
COUNTRIES IN
ATTENDANCE



290+
EXHIBITING BRANDS
AND SPONSORS

#cabsat

trended #1 in the UAE on the show days

94%

of exhibitors will exhibit again in CABSAT 2023

75%

were satisfied with the quality of visitors

94%

of exhibitors were satisfied with CABSAT 2022

42%

Use CABSAT as first point of entry to MEASA market

33%

visitors C-level and above

Book your stand at the 29th edition of CABSAT | 16-18 May 2023

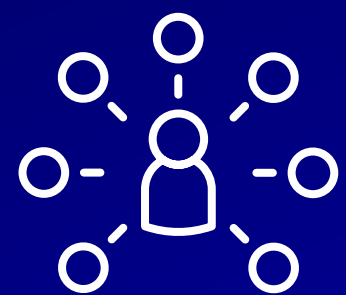
Secure a prominent location on the trade floor | cabsat@dwtc.com

THE REGIONS MOST INFLUENTIAL MEDIA ENTERTAINMENT & TECHNOLOGY SHOW

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**

94% visitors will attend CABSAT next year

PLUS



7

CONFERENCE
STREAMS



150+

SPEAKERS



80+

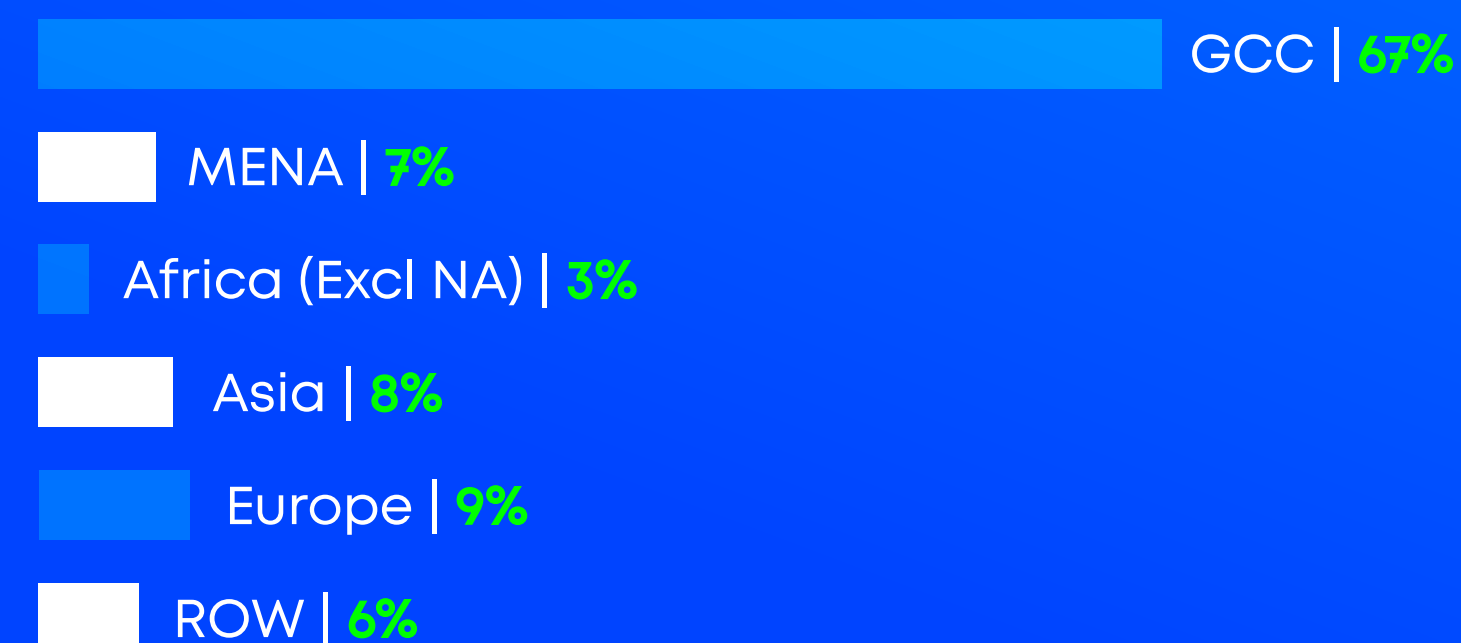
HOURS OF
CONTENT

WHO ATTENDED CABSAT 2022

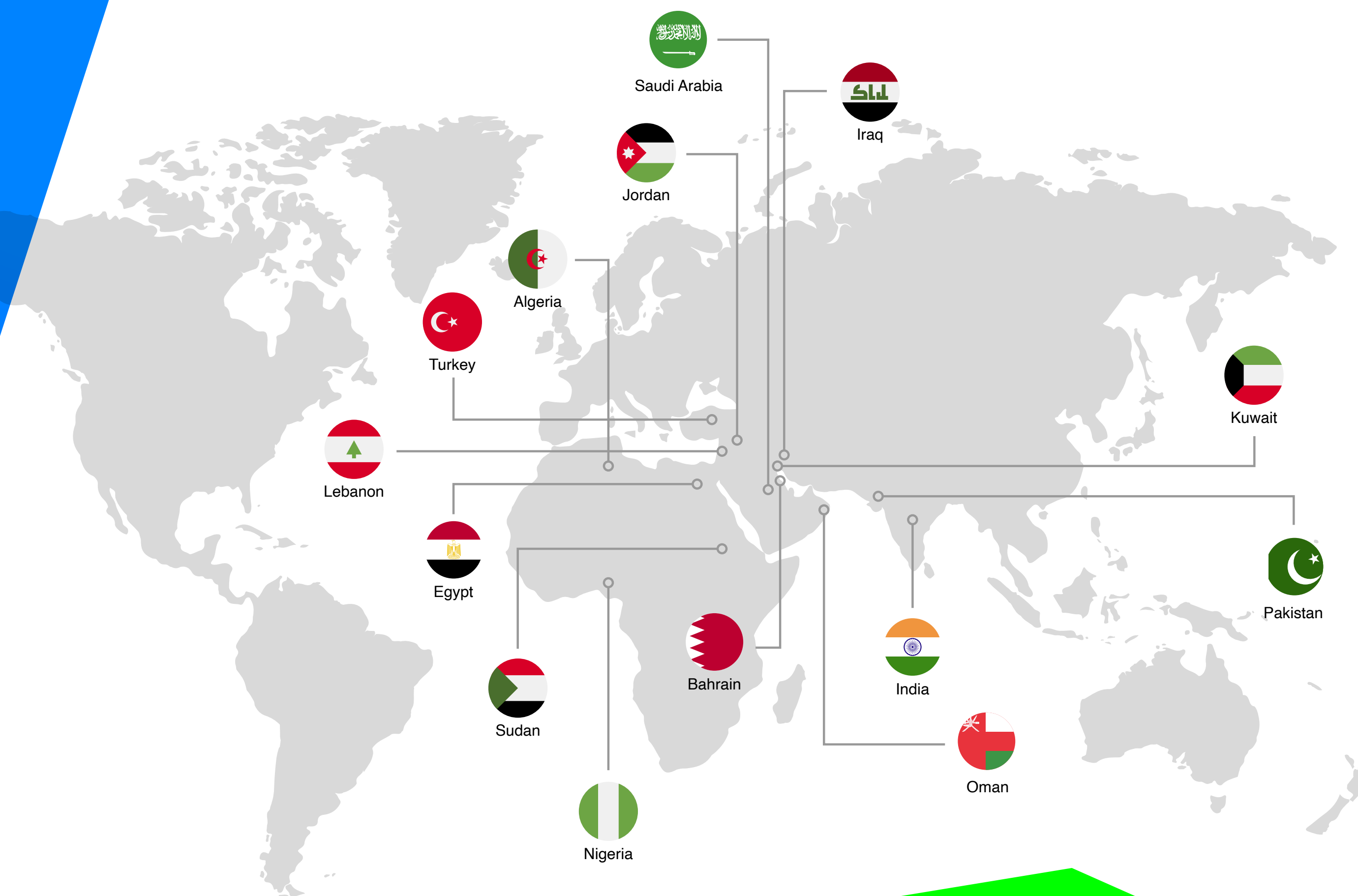
CABSAT is the only dedicated event which attracts over 12,000 industry professionals from the digital, content and media market in the MEASA region. From engineers, system integrators, broadcasters within Digital, Content, Broadcast and Satellite to Content Buyers, sellers, producers and distributors; CABSAT gathers the largest regional attendance over the past 28 years.

34% of exhibitors used CABSAT as first entry point into the MEASA market

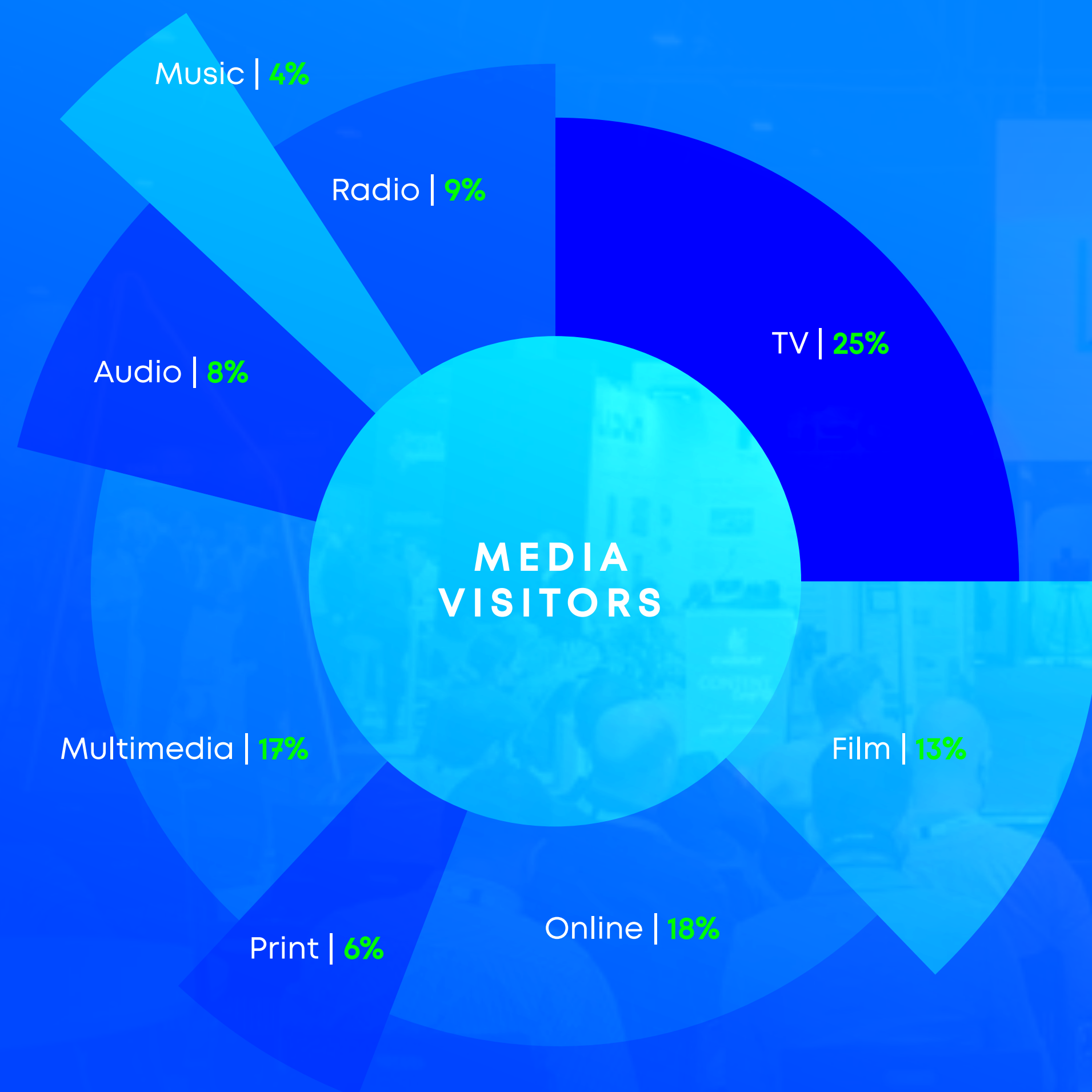
REGION WISE ATTENDANCE



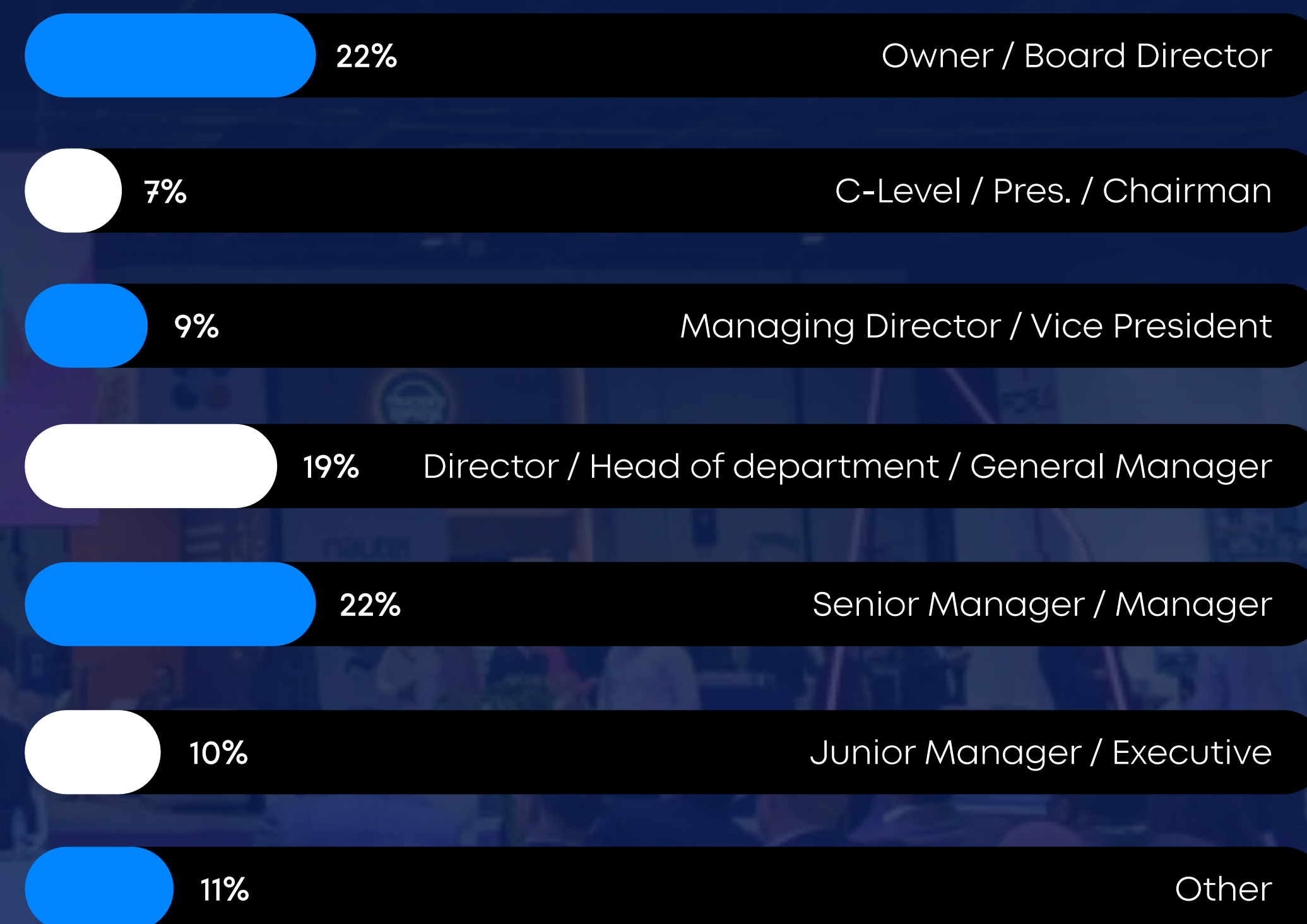
TOP INTERNATIONAL VISITING COUNTRIES AT CABSAT 2022



WHAT MEDIA VISITORS WERE INVOLVED IN?



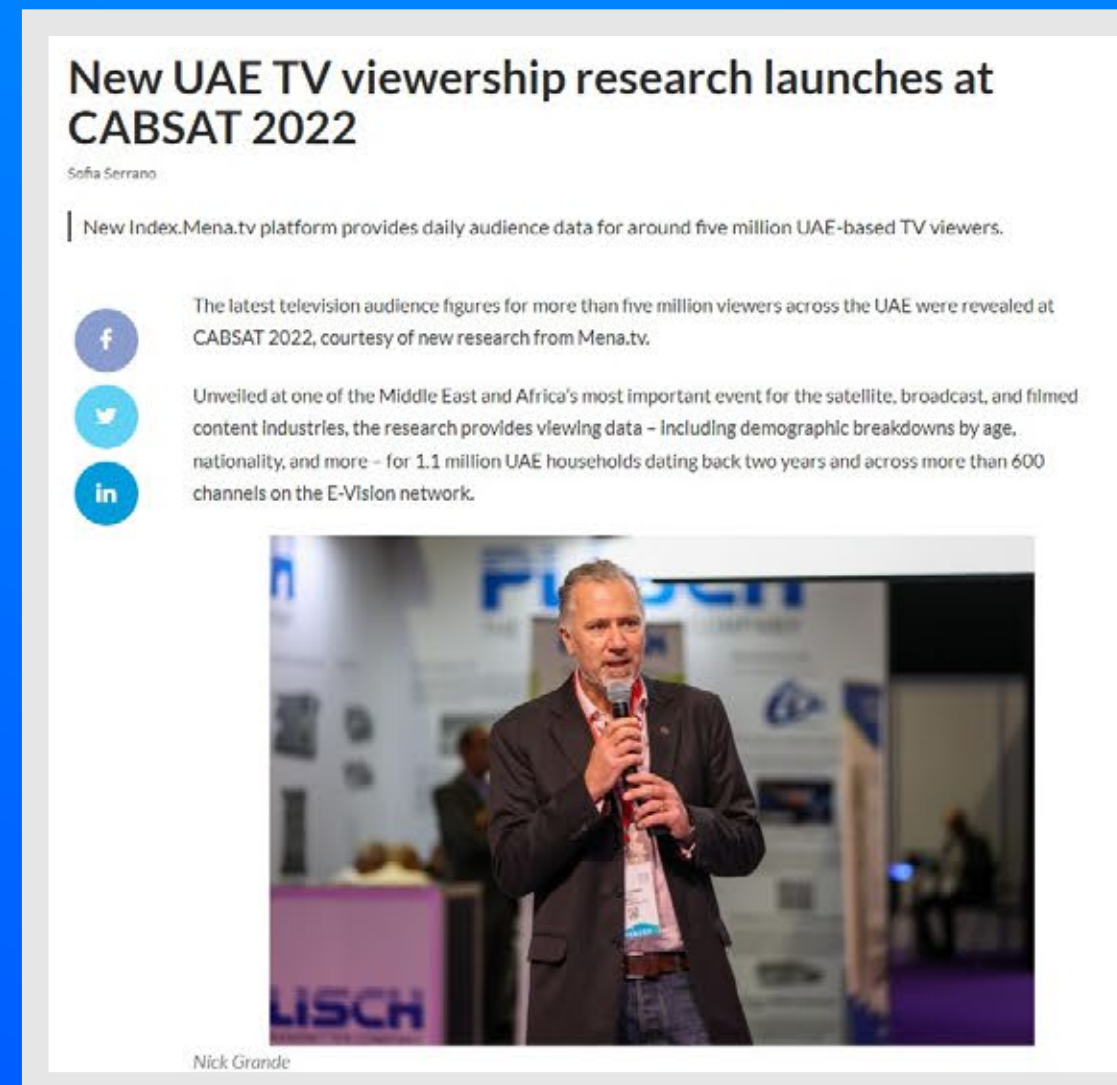
JOB FUNCTIONS THAT ATTENDED CABSAT



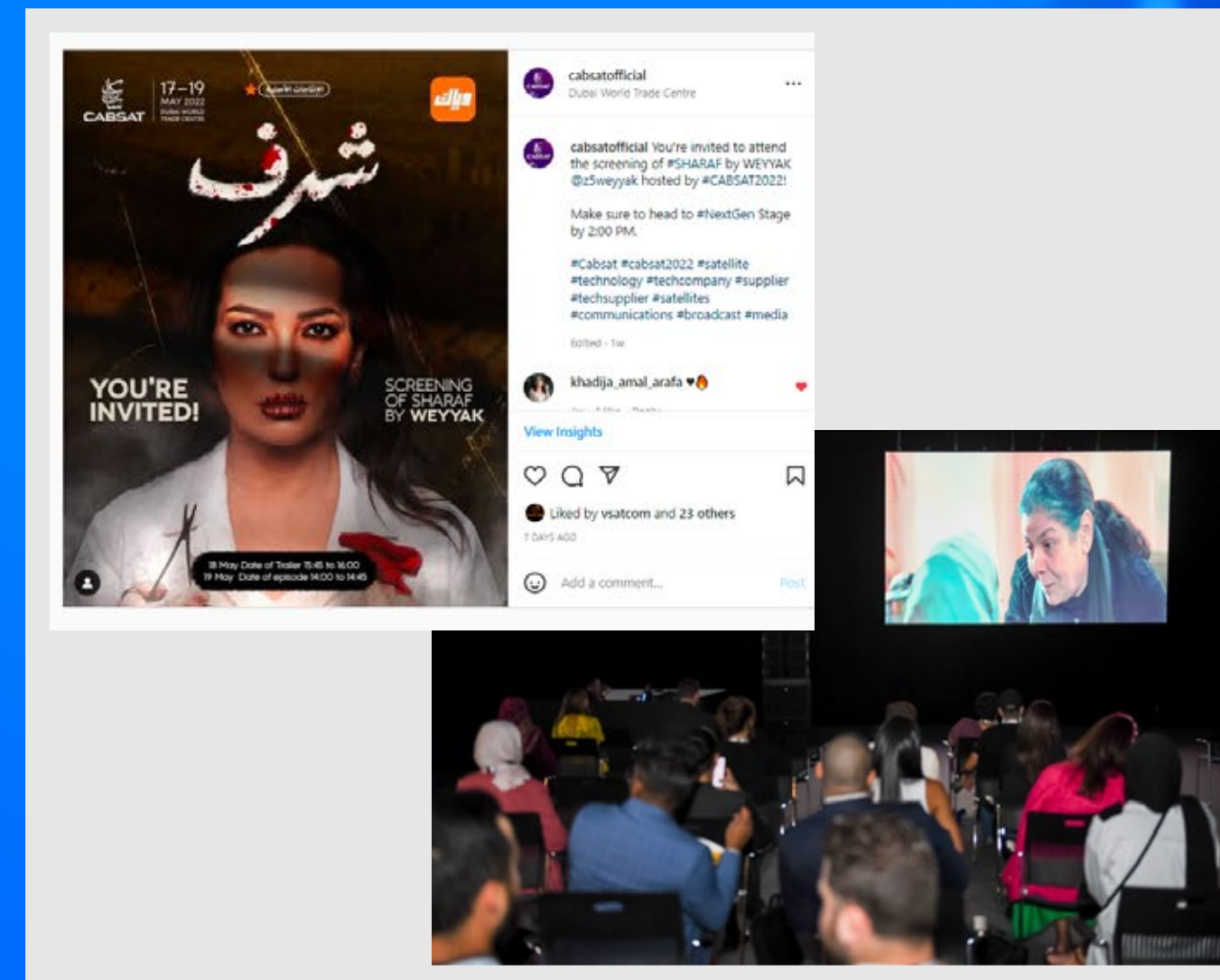
FROM NEW PARTNERSHIPS TO KEY ANNOUNCEMENTS KEY MOMENTS FROM THE SHOW



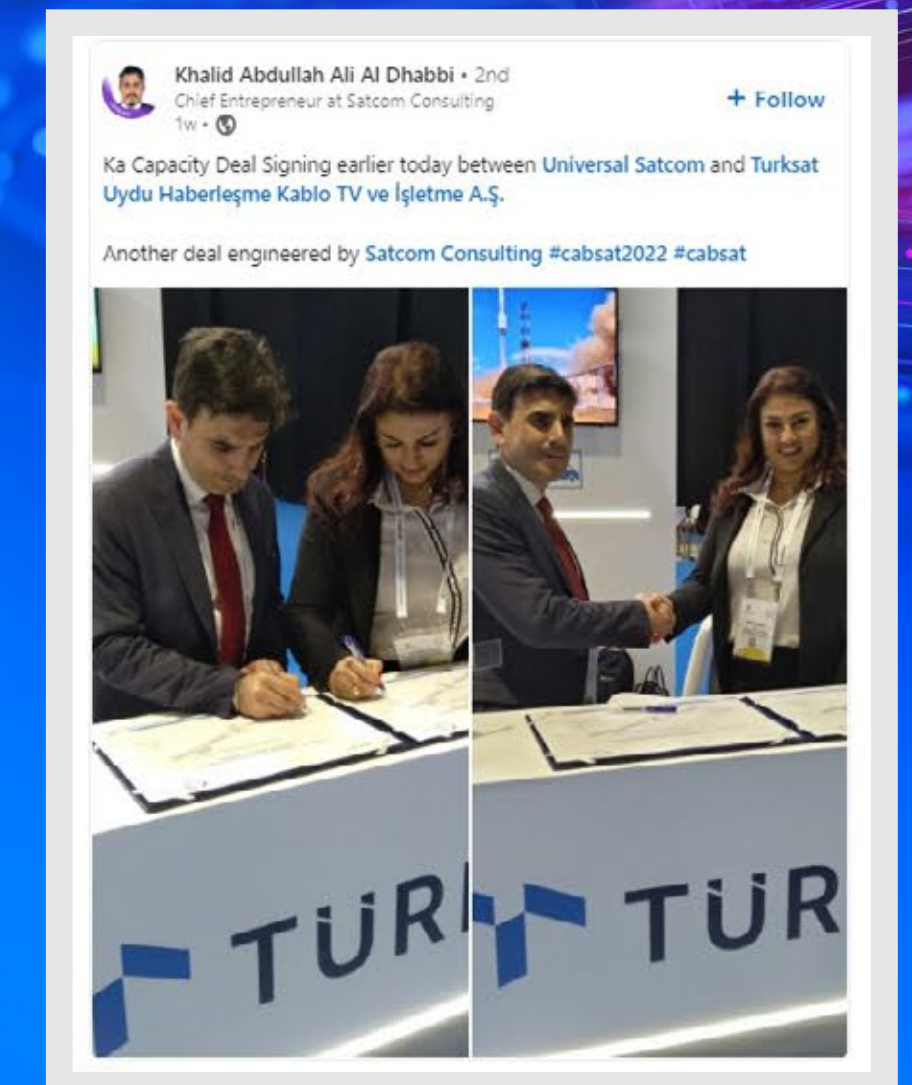
MoU signing between Mondo Globo Inc. and Rotana Media Group to sell Rotana's Arabic content to Europe and US.



MENA.TV LAUNCH



Premier screening of new show 'Sharaf' by Weyyak at NEXTGen Content Screening



Capacity deal signing between Universal Satcom and Turksat

CONTENT Congress

Celebrating A
Compelling Engaging
Creator Economy

Platinum Sponsors



NewTek™



CONVIVA

Content Congress taps into some of the key challenges and opportunities facing the global and regional markets as they seek to deliver fresh, creative content, innovative formats and effective, sustainable business models in the age of disruption.



INDUSTRY LEADING MINDS ON STAGE



MELANIE MOHR
Founder and CEO
WOM Protocol
Singapore



**KONSTANTINOS
ANTONOPOULOS**
Film maker, visual
journalist & interactive
producer



**ORIS
AIGBOKHAEVBOLO**
Nollywood Expert and
Media Consultant



MOON BAZ
Creator Partnerships
Lead, Middle East, Africa &
Turkey, Meta



KINDA IBRAHIM
Director of content
partnerships MEA
Twitter

SATEXPO Summit

Spearheading
sustainable space
exploitation

Platinum Sponsors



Silver Sponsor



INDUSTRY LEADING MINDS ON STAGE



AARTI HOLLA-MAINI
Secretary General
Global Satellite
Operators
Association



LAITH HAMMAD
VP, Government and
Regulatory Engagement &
Board Member
OneWeb NEOM Joint
Venture



SHAGUN SACHDEVA
Founder Kosmic
Apple(USA)



MARTIN JARROLD
VP International
Programme Development
GVF



EMIL SAMARAH
Ambassador
World Space
Sustainability
Association



ROBERTO CASSAR
Legal Counsel
Elseco



DR. AQUIB MOIN
Associate Professor
UAE University & Senior
Affiliated Scientist
National Space
Science & Tech Centre



FABRIZIO DE PAOLIS
5G/6G Implementation
Manager
European Space
Agency



DR. JOHN B. SHELDON
Partner
AzurX



HAYRETTIN OZAYDIN
President
TUYAD

NEXT *Up*

CABSAT NextUP offers a platform for the start-up innovators in the media & entertainment industry with a framework for agile, collaborative and fast-track innovation to help solve complex media and entertainment business and technology challenges.



**DR. ABDULLAH AL
SHAIKH**
President
Dubai Youth Council



ERSOY ERKAZANCI
Correspondent
Bloomberg HT Dubai



OMAR NOURELDIN
Multimedia Producer &
Presenter
Sky News Arabia



MAHRAN KAYYALI
Social Media Ninja &
Digital Marketing
Alroeya Newspaper



SEAN GRAHAM
U.A.E. Managing Director
CreatorUp



JOSHUA WEIKERT
Co-Founder & CTO
Cyanite.ai
Germany



**DR. KHULUD ABU
HOMOS**
Founder & CEO
Art Format Lab



**MOHAMMED
MUKHTAR**
Co-Founder
Unipreneur Inc



AISHA MAZMI
Radio Presenter
Pulse 92 Fm



RUQYA KHAN
Founder
S.M.I.L.E. Strategist



MOUSTAPHA BEKHEET
Ex-Managing Director
Watch IT & Founder & CEO
Pan Arab Media
Egypt



SINNTHYA MACEK
Founder
Sustainable
Solutions LLC

CABSAT *Africa Program* + CABSAT *Saudi Program*

The current size of the Saudi media sector is SAR 17.4 billion, which leads the Middle East and North Africa (MENA) media market with about 30% of the market share. Uniquely positioned and leveraging on its national heritage, boasting of the largest, most literate, and technologically connected youth segment



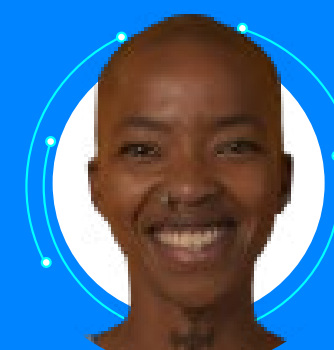
AUGUSTUS AJIBOLA
Director Entertainment & Creative Services
Federal Ministry of Information & Culture
Nigeria



MOS MWANIKI
Kenyan Filmmaker, Creative Director
MosMax Media Group Ltd
Kenya



SHIREEN SETHI
COO
Network 1 Media
India



TSHEPO MOCHE
Partner, Executive Creative consultant, writer & Director
PlayNice pictures



JAHMAN ANIKULAPO
Director
Prime Business & The Guardians Ex-Editor



MAYOWA ADEGOKE
TV Show Host & International Journalist



HADI HAMMOUD
Partner
A.T. Kearney



ENG. BANDAR AL MASHHADI
CEO
Saudi Arabia's Media Rating Company (MRC)



SARAH MESSER
Managing Director
Nielsen Media MENAP



FADI ISMAIL
CEO
DKL Studio



MOHANAD HASSAN
Co-founder and CEO
Folk Creative Solutions



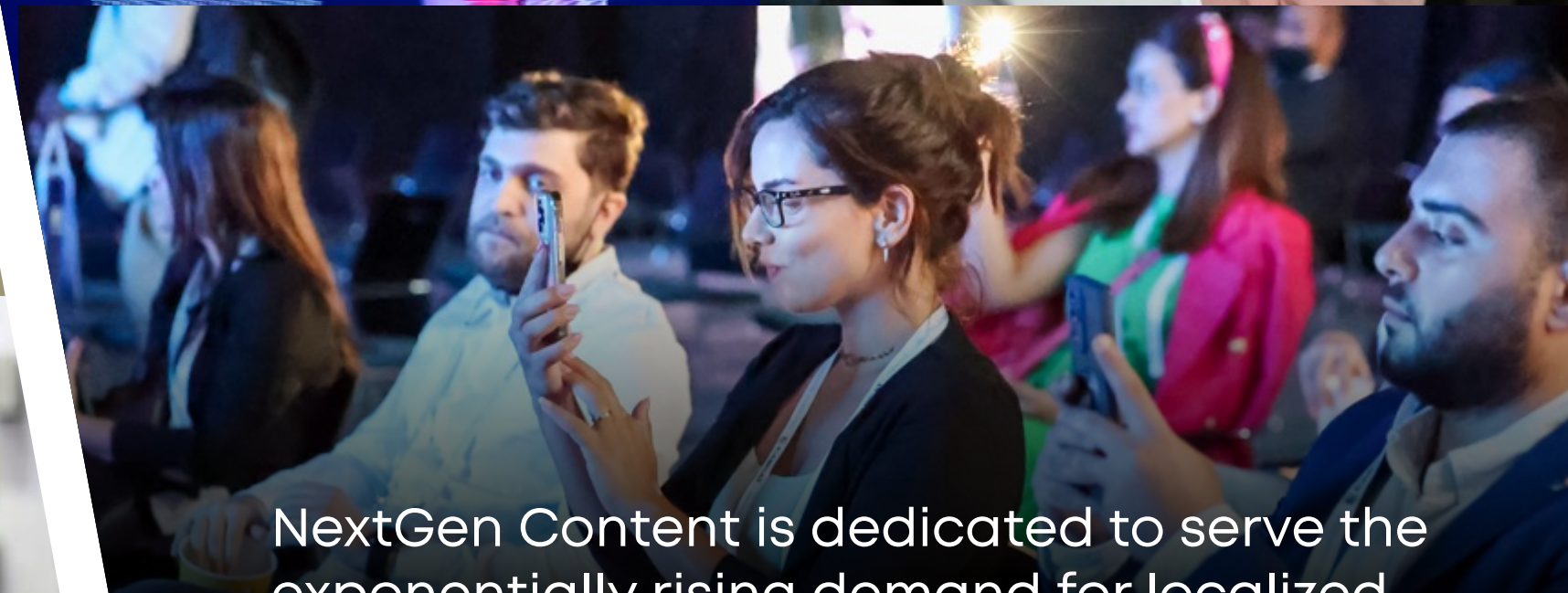
CAMILLE MALLAT
VP, Brand & Creative services
Creator UP Los Angeles

DIGITAL Hub

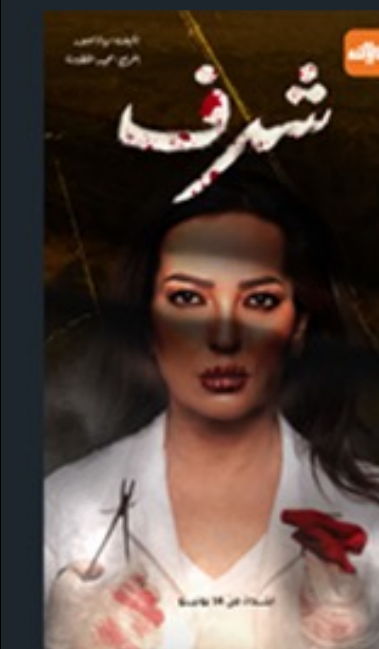
Digital HUB: At the intersection of Creativity Innovation & Technology, a buzzing arena for all things related to latest tech in media, hear from the exhibitors about their latest solutions and capitalize on this opportunity to learn and network



NEXTGEN Content



NextGen Content is dedicated to serve the exponentially rising demand for localized content, across this region and beyond. Rallying the key content creators and buyers seeking fresh new material for TV Series, Film, Dramas, Documentaries, Kids' Entertainment, Animated Series and more.



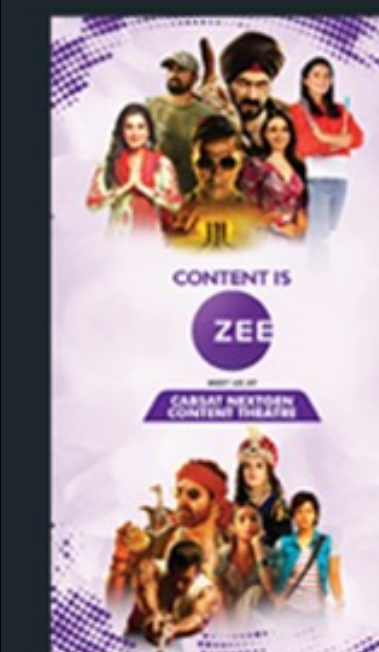
GENRE
Social Drama/ Trailer

LANGUAGE
Arabic



GENRE
Game Shows

LANGUAGE
English



GENRE
Generic Content AV
Showcasing all our
content offerings as ZEE

LANGUAGE
English Voice Over &
Subtitles



GENRE
Animation, Kids Content

LANGUAGE
English



GENRE
Animation, Kids Content

LANGUAGE
English



GENRE
Animation, Kids Content

LANGUAGE
English

NEW FEATURES

ENHANCING THE SHOW EXPERIENCE AND
ATTRACTING MORE BUYERS TO THE EVENT

- Content creation workshops (NEW)
- Industry reports (NEW)
- Cabsat Awards & Party (NEW)
- Meet & greet sessions with the producers (NEW)
- Music / radio/ TV live stages (NEW)
- Young pro's: Short movie / Animation Contest (NEW)
- Young pro's: Music Pitch competition (NEW)



INTEGRATE

MIDDLE EAST

16-18 MAY 2023

DUBAI WORLD TRADE CENTRE

www.integrateme.com

#integrateme

Co-located with CABSAT, Integrate Middle East 2023 builds on the synergies of its long-running sister show, which attracts more than 12,000 industry professionals from over 50 countries.

More than 'just' a trade show, Integrate Middle East 2023 is a unique platform that links ProAV manufacturers and integrators with a wide range of application industries.



A SPECIAL 'THANK YOU' TO OUR 2022 SPONSORS & PARTNERS

Strategic Partner



Registration Sponsor



CONTENT CONGRESS PARTNERS

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SATEXPO SUMMIT PARTNERS

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Silver Sponsor



Association Partners



GREAT ENGAGEMENT

ACROSS ALL MEDIA



15.5M

SOCIAL & MEDIA
IMPRESSIONS



350

PRESS NEWS
ARTICLES



5M

REACH VIA EMAIL
CAMPAIGNS



5.08M^{AED}

VALUE OF PR
GENERATED



12M

AUDIENCES REACHED
VIA MEDIA PARTNERS

CABSAT 2022 opens today at Dubai World Trade Centre with over 280 exhibitors

It highlights the need for sustainability in broadcast, media, and satellite industries

Published: May 17, 2022 09:10
GN Focus report



Companies participating at CABSAT 2022 will explore innovation and the latest trends in the broadcast, satellite and content industries

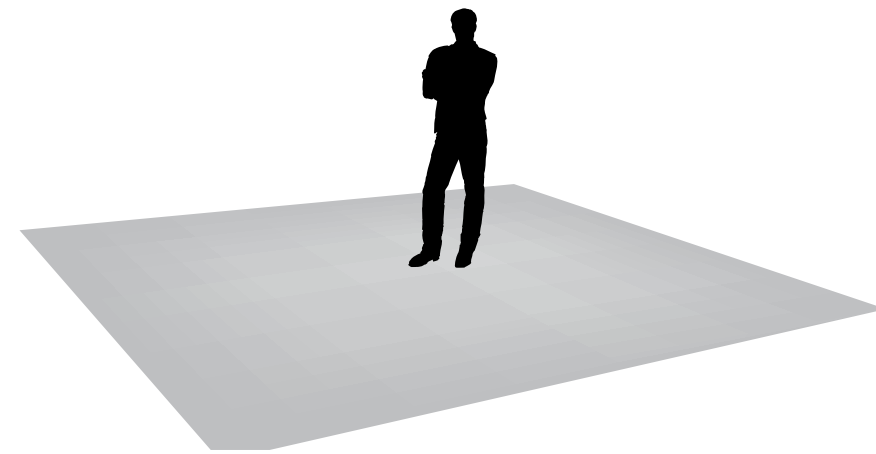
Image Credit: Supplied

Global broadcast, content and satellite experts descend on Dubai today for CABSAT 2022, which highlights the pressing need for sustainability initiatives in all three industries.

Special CABSAT Feature by Gulf News, leading UAE news publication

2023 PRICING & FLOOR PLAN

SAEED HALL 1 – HALL 3 + ARENA



SPACE ONLY

(Min. 24 Sqm)

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

LOYALTY RATE (UNTIL 28 FEB 2023)

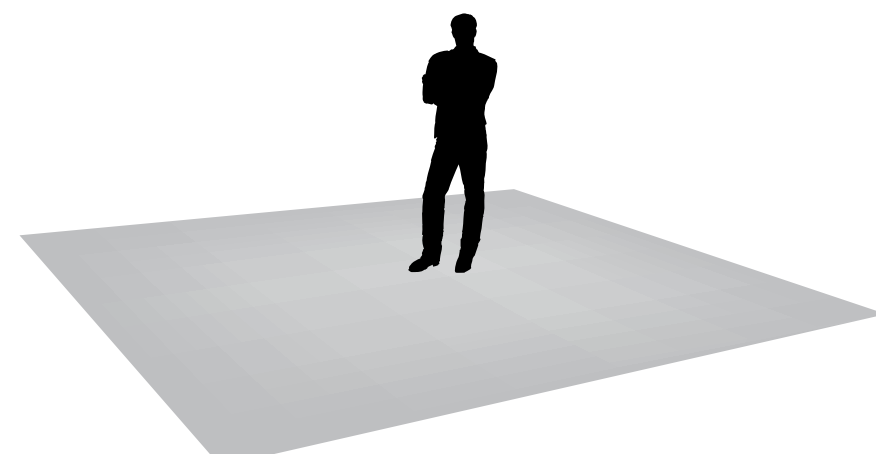
AED 1,670 (US\$ 462) PER SQM

EARLY BIRD (UNTIL 26 SEP 2022)

AED 1,710 (US\$ 473) PER SQM

STANDARD RATE (FROM 27 SEP 2022)

AED 1,780 (US\$ 492) PER SQM



PREMIUM PACKAGE

(Min. 15 Sqm)

Basic Fittings and Supplies included

LOYALTY RATE (UNTIL 28 FEB 2023)

AED 2,270 (US\$ 627) PER SQM

EARLY BIRD (UNTIL 26 SEP 2022)

AED 2,320 (US\$ 641) PER SQM

STANDARD RATE (FROM 27 SEP 2022)

AED 2,455 (US\$ 678) 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



DOUBLE DECKER

(Min. 36 Sqm)

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

STANDARD RATE

AED 668 (US\$ 185) PER SQM



POD PACKAGE

(8 Sqm)

STANDARD RATE

AED 19,760 (US\$ 5,459) PER 8 SQM



OUTDOOR DISPLAY AREA


(Min. 36 Sqm)

Available only for exhibitors having confirmed stand space at the show

STANDARD RATE

AED 600 (US\$ 166) PER SQM

*Prices mentioned are exclusive of 5% VAT



SEE YOU AT 16 - 18 MAY 2023

DUBAI WORLD TRADE CENTRE

ENQUIRE TODAY TO EXHIBIT AT CABSAT 2023!

LET CABSAT BE YOUR
INSTRUMENT OF SUCCESS

To book your stand or enquire about sponsorship
packages, contact the CABSAT team

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