



CABSAT

8 - 10 March 2016

Dubai World Trade Centre

POST SHOW REPORT

Presented with



Title Sponsor

selevision

Organised by



CABSAT 2016 HIGHLIGHTS

CABSAT, the region's definitive event for Broadcast, Satellite and Entertainment Content, has seen record-breaking numbers all thanks to our valued exhibitors and loyal attendees.

"Walking the floor and sharing time with other delegates at CABSAT, especially in the newly launched TV & film content market for the region, was a great experience as we discussed the future of media. The conversations led everyone involved to re-think our ideas around the evolving state of content in the region. I look forward to more conversations around this at future events."

Ashi Sheth,
Manager Enterprise Platforms
Netflix



WHAT DID WE DELIVER IN 2016?

13,692
Attendees

Over
300
Conference Delegates

910+
Exhibiting Brands

90
Hours of Content

Over
1,000
Pre-arranged Meetings



"CABSAT was a wonderful experience from the get-go. I can say with experience that my time at CABSAT was equally productive and fulfilling. I look forward to participating again"

Glenn S. Gainor
Executive Producer
Sony Pictures Entertainment

WHO EXHIBITED IN 2016?

Over **900** exhibiting brands saw the potential CABSAT offers and ensured they participated to reap its ROI benefits.

CABSAT 2016 CONVENED THE WORLD'S MOST POWERFUL BRANDS IN THE FOLLOWING SECTORS



Broadcast & Satellite Equipment



Satellite Communications



Content Delivery



Filmed Entertainment Content

70%

of first time exhibitors used CABSAT as their first entry point into the market

84%

of exhibitors surveyed are planning to exhibit at the next edition

80%

exhibited at CABSAT as a channel to meet new agents and generate sales leads

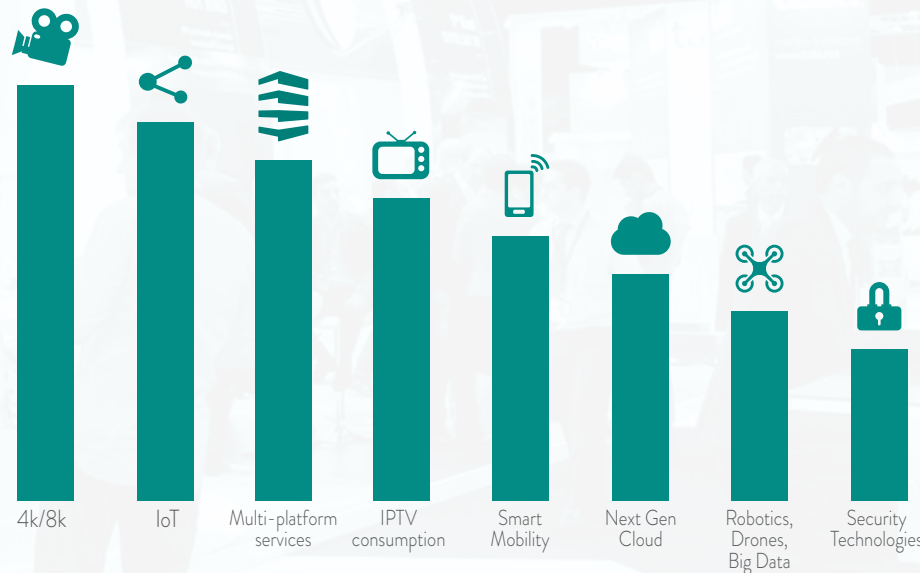
"This was the seventh year we participated at CABSAT and this year was our best year yet"

Paul Yan, Sales Manager, GoTech International Technology

"We have been a loyal CABSAT exhibitor since the show's first edition and the exhibition continually works for us"

Manoj Bhatia, Managing Director, WeCom

THE GAME CHANGING TRENDS IDENTIFIED BY OUR EXHIBITORS ARE

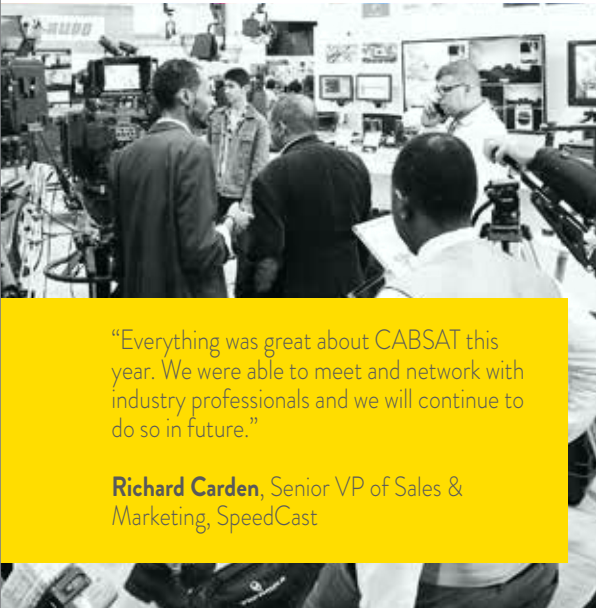
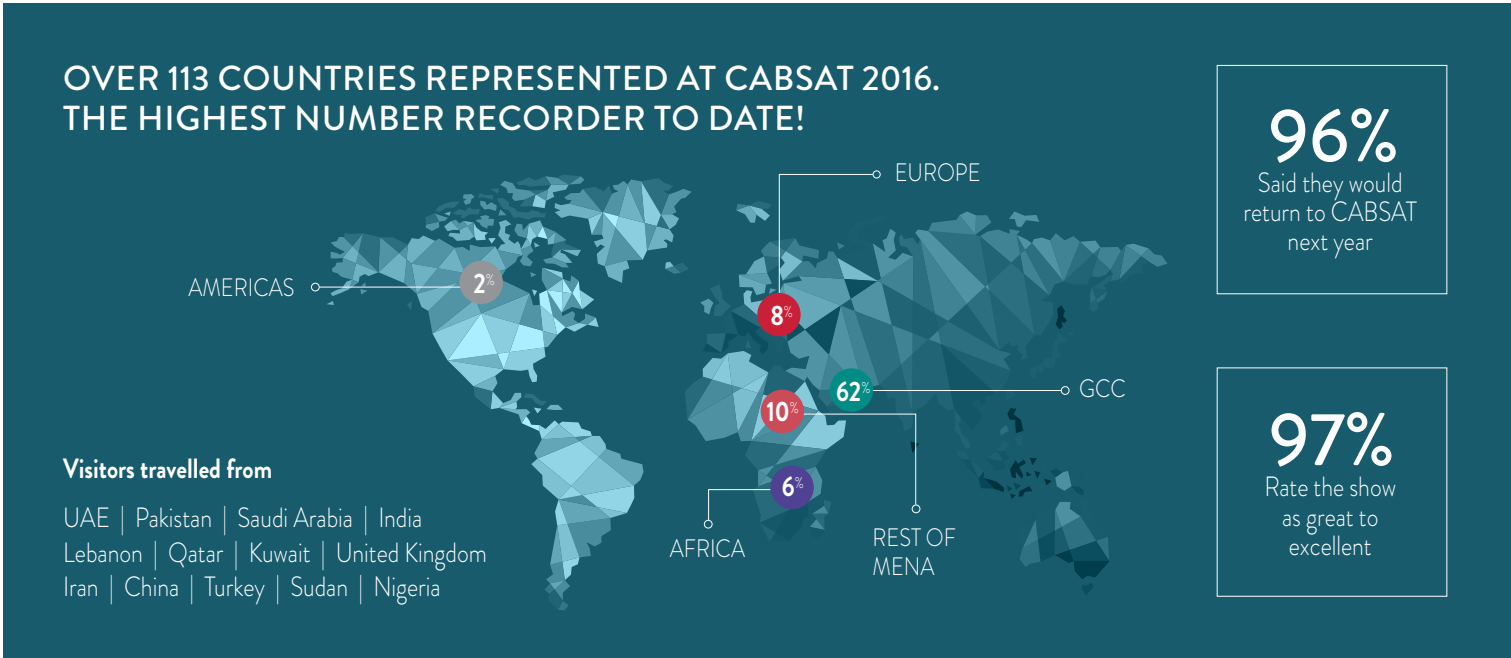


TOP EXHIBITING COUNTRIES

- China United Arab Emirates
- United Kingdom Germany
- United States Republic of Korea
- Italy India France

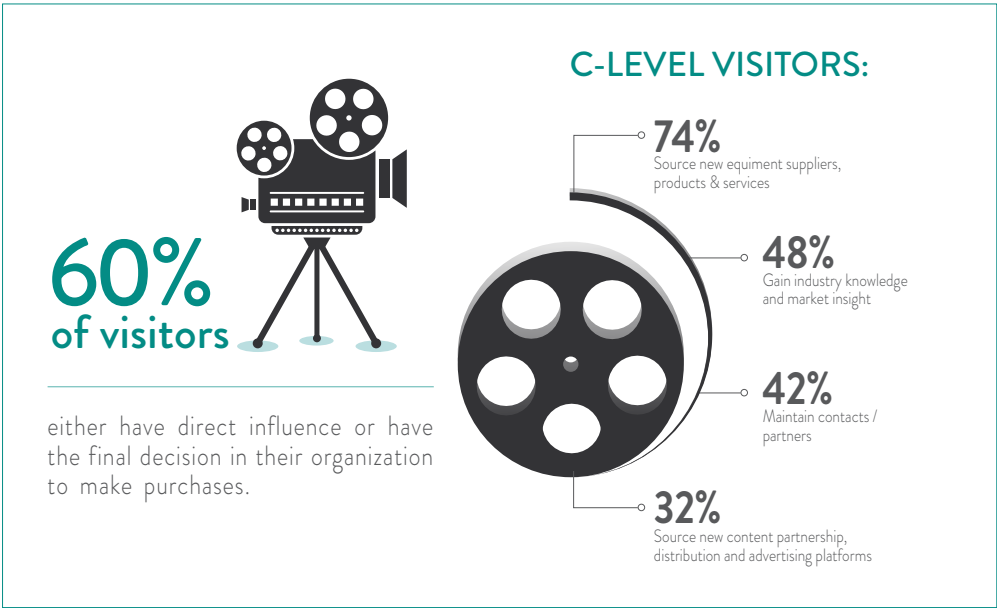
WHO ATTENDED?

CABSAT is the only dedicated event which attracts **13,692 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 22 years.



“Everything was great about CABSAT this year. We were able to meet and network with industry professionals and we will continue to do so in future.”

Richard Carden, Senior VP of Sales & Marketing, SpeedCast



71% of visitors will make a purchase within the next 12 months

WHAT WAS HAPPENING AT THIS YEAR'S SHOW?

Year on year, we pride ourselves in our unique and exclusive features which keep visitors them coming back. A truly global event ensuring the highest level of education, engagement and experience:



Content Marketplace brought together the world's most successful brands with visionary buyers from the MEASA region to inspire and engage tomorrow's media consumers.

FEATURES AT CONTENT MARKETPLACE:

SCREENING THEATRE

A dedicated viewing area for buyers which experience and sourced exclusive new content from Selevision, Starzplay, Talpa / ITV Studios, O3 Productions and many more.

RED CARPET MEETING LOUNGE

VIP access to a premium lounge for pre-arranged meetings with the region's leading buyers and sellers of content, a bespoke meeting platform for our community of buyers to better navigate the Content Marketplace exhibitors.

30+
Exhibiting brands

500+
Regional and global content buyers

51%
of the attendees were director level or above



A FEW EXAMPLES OF THE PARTICIPATING BRANDS:

2016 HIGHLIGHTS AND FEATURES

CONTENT CONGRESS

FUTURE OF TELEVISION IN A CONNECTED WORLD

The Content Congress hosted over 40 speakers from major international studios and brands such as Sony Pictures, DreamWorks and Netflix



90
Hours of
Content

CXO ROUNDTABLE

Over 25 C-level executives focused on the future immersive and disruptive trends for the region's filmed entertainment and media industry.



POST-PRODUCTION TRAINING

Powered by knowledge and expertise from Apple and Adobe, the training program attracted over 30 media professionals looking to develop their post-production skills.



2016 HIGHLIGHTS AND FEATURES



GLOBAL MEETINGS LOUNGE

1,062 senior-level meetings detailed took place across the extensive program



CABSAT & Content Marketplace CONNECT

Over 500 C-level executives gathered to discuss business challenges, innovations and future opportunities

CONTENT DELIVERY HUB

Delivered over 25 sessions on Streaming Media technology and trends to over 120 attendees.



SATELLITE HUB SVF

Attracting over 100 professionals from the satellite industry, the 2 day program focused on the technical satellite trends and innovations that drives content distribution globally.



A SPECIAL 'THANK YOU' TO OUR SPONSORS AND PARTNERS

Title Sponsor



Smart Registration Partner



Diamond Sponsor



Content Congress Platinum Sponsors



Content Congress Gold Sponsors



Content Studio Hub Partner



Content Delivery Sponsor



GVF Satellite Hub Summit Gold Sponsor



GVF Satellite Hub Summit In association with



Supporting Associations



Official Cabsat TV Partners



Knowledge and Online Community Sponsor



Official Media Partners



Supporting Partners

Middle East Post Production Conference Produced by



Content Congress Collaboration Partner



Knowledge Partner



Official Airline Partner



Networking Sponsor



Strategic Partner



Official Publisher



Official Publications



Official Courier Handler



Social Media Wall Partner



Organised by



LAUNCHING IN 2017



Presents:

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.

ADDITIONAL FEATURES AT NEXT YEAR'S SHOW:



FUTURE FILM CAPSULE ZONE – AUGMENTED & VIRTUAL REALITY

Virtual & Augmented Reality companies will share a hands on experience of how this technology is impacting all aspects of content and filmmaking.



VIDEO MARKETING HUB

Video Marketing Hub is set to provide the opportunity to showcase the cutting-edge ideas and technology to help businesses tell their stories.



'MENTOR ME' PRESENTED BY CONTENT MARKETPLACE

An invite only breakfast reception series for key regional studios, broadcasters and producers to be paired up with leading international film making studios.



CLOUD & MEDIA SECURITY DISPLAY CLINIC

Cloud & security providers of digital watermarking (content copyright software) & cyber security solution providers will be present in an exhibitor clinic and pod display area.



AERIAL ROBOTICS AND DRONES ZONE

The future of capturing and creating content is ready for takeoff! A dedicated area for drone filming and cinematography.



'PEER TO PEER' CHAPTER PRESENTED BY CABSAT

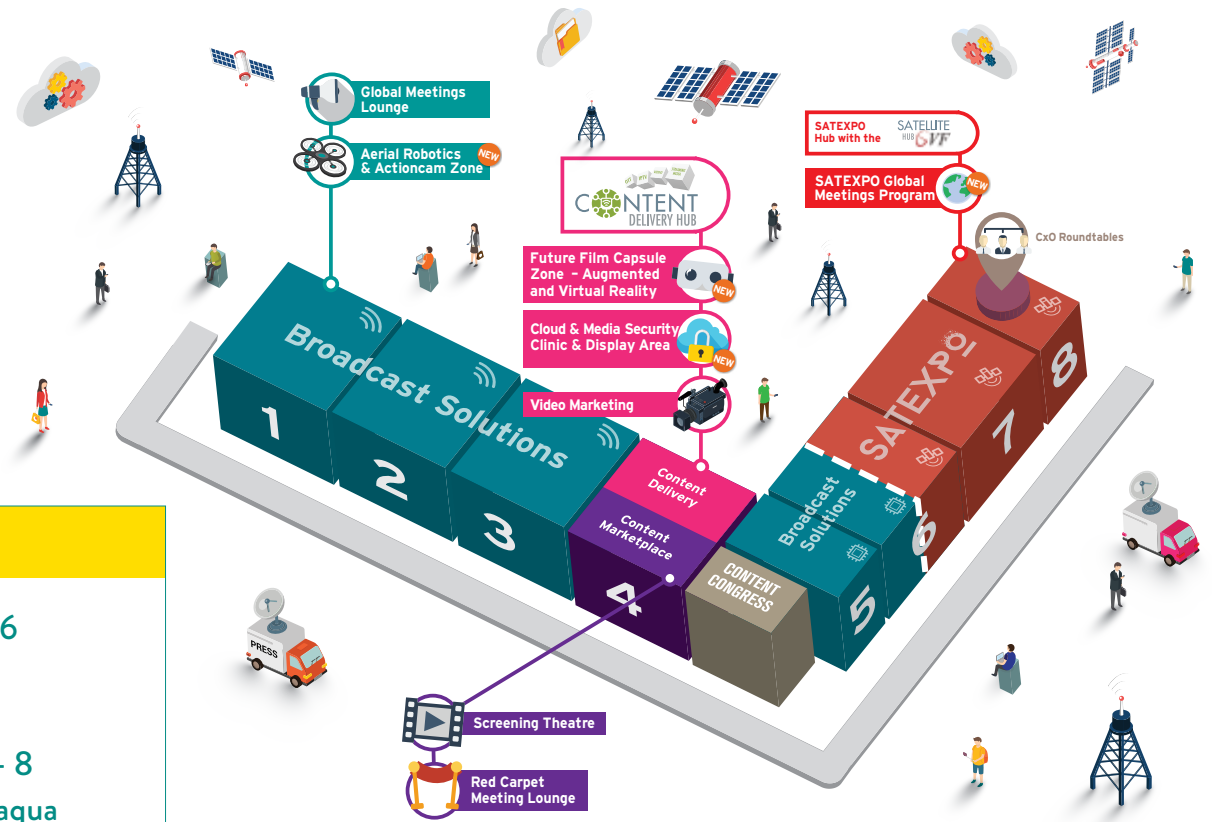
Explore future collaborations in existing MENA territories and joint ventures in to new emerging regions including West Africa, North Africa and Central Asia.

CABSAT WILL BE BACK IN HALLS 1-8!

JOIN US FROM 21-23 MARCH 2017

SHOW SECTORS

	BROADCAST SOLUTIONS	Halls 1 -6
	CONTENT DELIVERY	Hall 4
	CONTENT MARKETPLACE	Hall 4
	SATEXPO	Halls 6 - 8
	CONTENT CONGRESS <small>presented by CABSAT, Content Marketplace & SATEXPO</small>	AI Multaqua



ENQUIRE TODAY TO EXHIBIT AT CABSAT 2017!

Let CABSAT be the instrument of your success

To book your stand or enquire about our sponsorship packages, please visit www.cabsat.com or contact us:

CABSAT | Dubai World Trade Centre LLC
PO Box 9292, Dubai, UAE

T +9714 308 65522
F +9714 318 8607
E cabsat@dwtc.com
W www.cabsat.com

Follow us on:

    #CABSAT