

NATPE DISCOP

CONTENT DISTRIBUTION AND PROGRAMMING MARKETS FOR GROWING WORLD REGIONS

EAST

21-23 June 2011 • SOFITEL CHAIN BRIDGE • BUDAPEST



DISCOP EVENTS TAKE PLACE IN 5-STAR HOTELS



MEETINGS ARE PLANNED AHEAD OF TIME BY OUR IN HOUSE TEAM OF 'MATCHMAKERS'



DISCOP PARTIES ARE RENOWNED FOR THEIR NETWORKING POWER



LIMITED HIGH-IMPACT SPONSORSHIPS ARE AVAILABLE



TRAINING AND PITCHING SESSIONS CENTRED ON INTRA-REGIONAL COPRODUCTION OPPORTUNITIES



FACILITATORS OF OVERSEAS BUSINESS

Launched in 1991, the annual DISCOP EAST market facilitates business between TV Stations, Pay-TV operators, home video distributors, territorial agents and alternative distribution platforms from Central and Eastern Europe and international suppliers of audiovisual content.

The last DISCOP EAST drew in 304 companies participating as sellers from 36 countries and 406 companies participating as buyers from CEE.

In a nutshell, the economic downturn in the region has resulted in several main trends for the region: channels have clearly lowered their budgets for high-cost productions (including adaptations of scripted formats), big shiny floor formats are still hot, but mostly relying on proven titles, reality shows remain attractive and finished non-scripted programming continues to sell well on regional multi-territory broadcasters or local niche nets.

Broadcasters from the region have also started cooperating more and more in the production and distribution of local content.

The DISCOP EAST market is a compact, sales-centric, hotel-based and time effective events bringing together +/- 1200 participants regrouped into THREE main and distinct categories according to their business objectives:

- **CONTENT SELLER** (40%) Suppliers of film, finished programs, formats, live events and packaged TV channels;
- **CONTENT BUYER** (54%) : Qualified buyers representing public and private TV stations, television services operators, home video distributors, agents, closed circuit networks, alternative content distribution platforms and territorial content brokers;
- **VISITOR** (6%): Last minute participants, Experts, speakers and international governmental and non-governmental organizations.

Access to lists of attendees and their profiles is available way ahead of the market in order to optimize the organization of meetings via our dedicated online platform. (*participants with a VISITORS status do not have access to our online meetings organization services*).

MARKET BADGES run from 300 to 500 Euros per participant. However, SELLERS can ONLY attend with an all-inclusive exhibiting package ranging from a **MEETING TABLE** (1000 Euros), to a **VIEWING BOX** (2000 Euros), to a shared, single or double **SCREENING SUITE** (3500 Euros and up).

DISCOP EAST 19 will take place from **Tuesday 21 to Thursday 23 June**, at the **SOFITEL CHAIN BRIDGE HOTEL** in Budapest.

Market hours are from **9 AM to 6 PM**, thus allowing an **average of 40 pre-arranged and spontaneous meetings** during the 3-day event. Outside of market hours, numerous social functions and informative programs provide intelligence-gathering and networking opportunities.

EARLY REGISTRATION IS RECOMMENDED

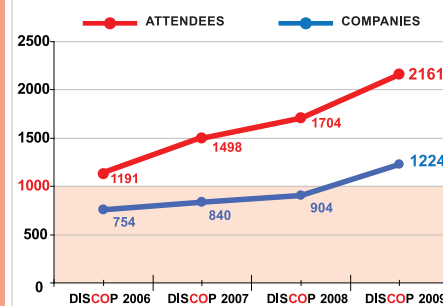
Launched in 1991, DISCOP markets cover fast-growing world regions where tangible, human connections are still crucial drivers of business, as these marketplaces account for a fast-growing portion of all content licensing revenues generated worldwide.

- CEE + Central Asia / 34 countries
- Sub-Saharan Africa / 47 countries
- Middle East + North Africa / 20 countries

After 15 years of operating independently, DISCOP entered a strategic partnership in 2006 with the US-based National Association of Television Program Executives (NATPE). Combined, DISCOP markets have brought together:

- 2007 - 1498 participants
- 2008 - 1704 participants
- 2009 - 2161 participants

ANNUAL DISCOP MARKETS ATTENDANCE



FOR MORE INFORMATION

Elna NESTEROVA / Buyers Relations / CEE + Central Asia
elinanesterova@basiclead.com

Tatjana PAVLOVIC / Sales & Marketing Executive
tatjanapavlovic@basiclead.com

PARIS +33 | 42 29 32 24

LOS ANGELES +1 | 323 782 13 00