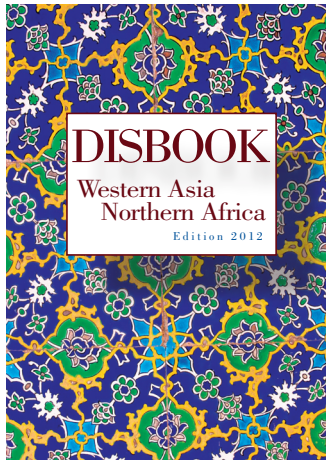


DISBOOK

Mission STATEMENT



Serving emerging markets since 1991, the DISCOP Organization has recently redirected its attention to content-driven sectors of industry in Western Asia and Africa, an 82-country and 1.6 billion people marketplace driven by 230 million TV households, 800 million individual mobile numbers, fast-paced broadband penetration, booming advertising budgets, continued growth in digital subscription services, urban working middle classes with rising disposable income, large and young populations, fast digital switchover processes, rapid adoption of new technologies and social networking tools.

Despite the fact that Western Asia and Africa are home to 25% of the world's population, and that television, radio, mobile and online revenues have doubled since 2006, these regions are still generating less than 1% of all worldwide advertising, subscription-based, merchandising and online commerce revenues.

To help its clients build and capture market shares in these promising lands, in addition to its two renowned annual content markets, the DISCOP Organization will publish two comprehensive DISBOOK editions featuring a distinctive mix of smart reporting on trends, people and companies impacting the development of content-driven sectors of activity in Western Asia and Africa.

Breaking away from traditional media models and using state-of-the-art online digital publishing solutions, the DISBOOK provides readers with an enhanced experience enriched by links, interactive functions and audiovideo components; and advertisers will be able to boost their campaigns and see their return on investment grow.

Each digital catalog is published in conjunction with a DISCOP market, and includes complete listings of attendees, new content showcased at the market, and elaborate country profiles.

For companies sensitive to the rapidly growing developments of this strategic region's multi-platform environment, advertising in the DISBOOK guarantees prime access to a vibrant and captive audience of decision-making level, opinionated, and trend setting professionals with one common interest in mind: the future of television business in Western Asia and Africa.

Electronically mailed to a constantly updated database, each DISBOOK is meant to deliver key demographics critical to the development of content-driven businesses across these parts of the world.

Patrick JUCAUD-ZUCHOWICKI
General Manager / DISCOP

1
WEEK

before to the relevant DISCOP market, the catalog is electronically mailed in priority to **all participants**

600
DISCOP ISTANBUL
+
1000
DISCOP AFRICA

1
WEEK

after the market, the catalog is electronically mailed to the **entire DISCOP database**

4000
CONTACTS
/
2000
COMPANIES IN

82

Western Asian and African countries
Jan 2012

During the market, **bonus** distribution of a print version of the catalog that includes **all** advertisements and select editorial sections

600
DISCOP ISTANBUL
+
1000
DISCOP AFRICA

DISBOOK

GLOBAL MARKETPLACE: AN IMMENSE OPPORTUNITY FOR CONTENT-DRIVEN SECTORS OF ACTIVITY

- **82** COUNTRIES
 - **1.6 billion** PEOPLE
 - **300 million** TV HOUSEHOLDS
 - **800 million** INDIVIDUAL MOBILE NUMBERS
 - **Fast-Paced** BROADBAND PENETRATION
 - **Booming** ADVERTISING BUDGETS
 - **Continued Growth** IN DIGITAL SUBSCRIPTION SERVICES
 - **Urban Working Middle Classes** WITH RISING DISPOSABLE INCOME
 - **Large And Young** POPULATIONS
 - **Fast Digital** SWITCHOVER PROCESSES
 - **Rapid Adoption Of New** TECHNOLOGIES AND SOCIAL NETWORKING TOOLS
-

AUDIENCE

DISCOP WESTERN ASIA & NORTHERN AFRICA

600 PARTICIPANTS of DISCOP ISTANBUL MARKET (+ During the market, bonus distribution of a print version of the catalog that includes all advertisements and select editorial sections)

+

DISCOP entire database = **4000** CONTACTS / **2000** COMPANIES in **82** Western Asian and African countries

DISCOP AFRICA

1000 PARTICIPANTS of DISCOP AFRICA MARKET (+ During the market, bonus distribution of a print version of the catalog that includes all advertisements and select editorial sections)

+

DISCOP entire database = **4000** CONTACTS / **2000** COMPANIES in **82** Western Asian and African countries

PROFILE OF AUDIENCE

- **Decision Makers**
- **Trend-Setting Professionals**
- **Key Demographics Critical To The Development Of Content-Driven Businesses Across This Part Of The World With One Common Interest In Mind:**

The future of television business in Western Asia and Africa

DISBOOK

CONTENT: A UNIQUE COMBINATION OF EDITORIAL, KEY CONTACTS AND DATA

- **Mix Of Smart Reporting** on trends, people and companies impacting the development of content-driven sectors of activity in Western Asia and Africa
 - **Complete Listings** of attendees at the market
 - **New Content** showcased
 - **Countries Report** (Main Data, Main TV Stations, Main TV Operators, Essential Contacts)
-

PUBLISHING SOLUTIONS

- **Online** Digital Catalog
 - **Interactive** Functions
 - **Interactive** Links
 - **Audio & Video** Components
-

MAIN SECTIONS

SECTION 1 - **What? Where? When? Who?**

All you need to know about each individual **DISCOP** market: detailed program, conferences presentation, speaker biographies, etc...

SECTION 2 - **Trends & Business**

SECTION 3 - **First Look**

Our **FIRST LOOK** section featuring video trailers of fresh television content offered at each individual **DISCOP** market.

SECTION 4 - **Country Report**

Major players, key data and must-have contacts in the 82 Western Asian and African countries covered by **DISCOP**.

SECTION 5 - **Participants**

Complete listings of **SELLERS**, **BUYERS** and **VISITORS** attending each individual **DISCOP** market.

DISBOOK *Rate Card*

▶	PREMIUM SPACE	
	INSIDE DOUBLE SPREAD	€2 500
	INSIDE FRONT COVER	€1 500
	INSIDE BACK COVER	€1 500
	BACK COVER	€2 000
▶	REGULAR SPACE	
	FULL PAGE	€1 000
▶	CONTENT PROFILING IN THE “FIRST LOOK” SECTION INCLUDING 1 VIDEO INSERT	€200

MECHANICAL REQUIREMENTS

PUBLICATION TRIM SIZE 21cm W x 29.7cm H

ADVERTISING SPECIFICATIONS

SPACE	BLEED (W X H)	TRIM (W X H)	LIVE (W X H)
Spread	43cm x 30.7cm	42cm x 29.7cm	41cm x 28.7cm
Full Page/Cover	22cm x 30.7cm	21cm x 29.7cm	20cm x 28.7cm

SAFETY: All live matter must be .5cm from trim on all sides.

Minimum size knockout type should be 8 point.

NOTE: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

DIGITAL AD REQUIREMENTS

MEDIA:

All AD submissions must be PDF/x1a files or High Resolution PDF Files

VIDEO INSERT MUST BE MP4 FILE

THE PDF/X-1A FILES MUST HAVE:

All fonts **MUST** be embedded (True Type fonts cannot be used for Printing).

The color space must be CMYK or Grayscale.

No RGB, LAB or embedded color profiles (such as ICC profiles).

All PMS colors **MUST** be converted to CMYK.

Maximum ink density: 300 total.

Resolution: 300 dpi.

DISBOOK *Rate Card*

DIGITAL FILE DELIVERY & VIDEO FILE DELIVERY

Digital files and Video files may be sent via our delivery site:

Link: <http://www.box.com/files>

Username: info@basiclead.com

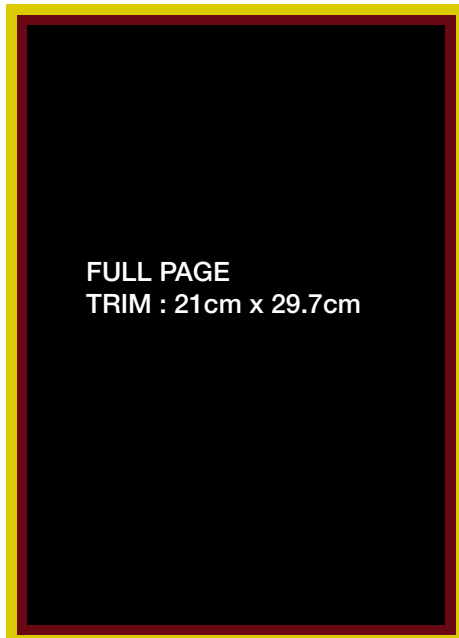
Password: lead2012

Enter username and password as requested and click on Adverts icon to take you to the upload option.

FILES SHOULD BE NAMED BY ADVERTISER

CONTACT: PATRICK JUCAUD-ZUCHOWICKI

T: +33 1 42 29 32 24 EMAIL: patrickzuchowicki@basiclead.com



 Bleed : 22cm x 30.7cm

 Trim : 21cm x 29.7cm

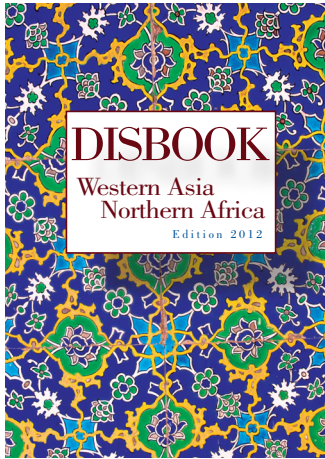
 Live: 20cm x 28.7cm



 Bleed : 43cm x 30.7cm

 Trim : 42cm x 29.7cm

 Live: 41cm x 28.7cm



DISBOOK EDITIONS TO BE PUBLISHED IN 2012

Western Asia And Northern Africa

- Mailed to pre-registered DISCOP ISTANBUL participants on Tuesday 21 February, 2012
- Mailed to all DISCOP catalog subscribers on Monday 12 March, 2012
- Bonus distribution of a print version of the catalog at the DISCOP ISTANBUL market (28 February – 1 March, 2012)
- **Artwork to be received by Friday 17 February, 2012**

Sub-Saharan Africa

- Mailed to pre-registered DISCOP AFRICA participants on Monday 15 October, 2012
- Mailed to all DISCOP catalog subscribers on Monday 12 November, 2012
- Bonus distribution of a print version of the catalog at the DISCOP AFRICA market (31 October – 2 November, 2012)
- **Artwork to be received by Friday 5 October 2012**

DISCOP COVERAGE

The Future of Television Business



DISCOP Istanbul

+ 100 Million TV HOUSEHOLDS

10 Million PAY TV SUBSCRIBERS

1000 TV CHANNELS

DISCOP Africa

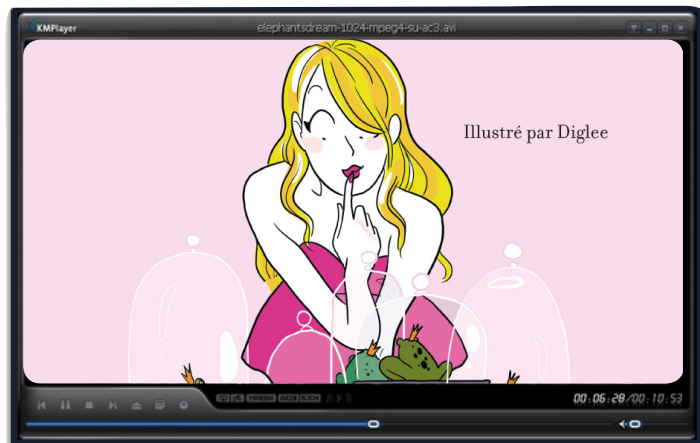
+ 130 Million TV HOUSEHOLDS

5 Million PAY TV SUBSCRIBERS

500 TV CHANNELS

Les Filles

By G.J. Arnaud



[WATCH THE VIDEO](#)

COUNTRY
ORIGINAL RELEASE DATE
ORIGINAL FORMAT
GENRE
LENGTH / NUMBER OF EPISODES

Don't underestimate the lonely, old curmudgeon, she may entice away your family...

Synopsis

The entire village is pressuring lonely, old Raymonde to sell her large house; including the Mayor, who hopes to have a brand new apartment complex built on her land. They circulate a petition asserting that Raymonde is no longer fit to care for herself.

Raymonde's old friend, Augusta, who's lucky enough to live in her son's house, visits Raymonde from time to time.

Comments

G.J Arnaud (born in 1928) is the author of more than 300 novels in different genres, including thrillers, detective novels, science fiction, horror, erotic fiction, and mainstream literature.

Material Available

SYNOPSIS IN ENGLISH

Indiana Teller

By G.J. Arnaud



[WATCH THE VIDEO](#)

COUNTRY
ORIGINAL RELEASE DATE
ORIGINAL FORMAT
GENRE
LENGTH / NUMBER OF EPISODES

Some subhead can go here in this place to describe the idea of this material.

Synopsis

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Material Available

SYNOPSIS IN ENGLISH

DISBOOK

DISBOOK BOOKING FORM

CONTRACT TO BE SIGNED AND FAXED BACK TO + 1 323 782 1301
OR EMAILED TO FERNANDATRUPIANO@BASICLEAD.COM

COMPANY INFORMATION

NEXT DISCOP ISTANBUL PARTICIPANT NEXT DISCOP AFRICA PARTICIPANT NEVER ATTENDED DISCOP MARKETS

COMPANY NAMEN° VAT
ADDRESS
CITYSTATE/REGION..... POSTAL CODE COUNTRY.....
MAIN TEL MAIN FAX
MAIN EMAIL WEB

ADMINISTRATIVE CONTACT

MR. MRS. MS.

NAME JOB TITLE
DIRECT TEL DIRECT FAX
DIRECT EMAIL MOBILE

ADVERTISING OPTIONS

I WANT TO CONFIRM THE FOLLOWING ADVERTISING OPTIONS FOR:

- DISBOOK** / Western Asia and Northern Africa / published a week before DISCOP ISTANBUL 2012
- DISBOOK** / Sub-Saharan Africa / published a week before with DISCOP AFRICA 2012

BACK COVER (ELECTRONIC + PRINT)	_____ X 2,000 EUROS = _____ EUROS
INSIDE DOUBLE SPREAD (ELECTRONIC + PRINT)	_____ X 2,500 EUROS = _____ EUROS
INSIDE FRONT COVER (ELECTRONIC + PRINT)	_____ X 1,500 EUROS = _____ EUROS
INSIDE BACK COVER (ELECTRONIC + PRINT)	_____ X 1,500 EUROS = _____ EUROS
FULL PAGE ADVERT (ELECTRONIC + PRINT)	_____ X 1,000 EUROS = _____ EUROS
FIRST LOOK PROFILE (ELECTRONIC)	_____ X 200 EUROS = _____ EUROS

SUB TOTAL _____ EUROS
DISCOP PARTICIPANT / 25% DISCOUNT (_____ EUROS)

GRAND TOTAL DUE _____ EUROS

TERMS AND CONDITIONS

- Full booking payment is due upon receipt of invoice
- Payments must be made by wire transfer or by credit card
- All major credit cards accepted.
- A 3,5% commission fee will be charged on AMEX payment

ACCEPTANCE BY BASIC LEAD

DATE AND NAME

SIGNATURE + STAMP

ACCEPTANCE BY CLIENT

DATE AND NAME

SIGNATURE + STAMP