

GENERAL PROGRAM

PRESENTED WITH THE SUPPORT OF **VARIETY**
Arabia

natpe.
CONTENT FIRST
DISCOP
28 Feb. - 1 March 2012 • TURKEY
CEYLAN INTERCONTINENTAL HOTEL **ISTANBUL**

MONDAY 27 FEBRUARY 2012

4:00PM GENERAL CHECK-IN
WELCOME AREA (P FLOOR)

4:30PM ACCESS TO EXHIBITS

TUESDAY 28 FEBRUARY 2012

7:30AM GENERAL CHECK-IN
WELCOME AREA (P FLOOR)

9:00AM FIRST MARKET DAY OPENING

THE SILK ROAD WAVE / SPOTLIGHT ON CENTRAL ASIA AND CAUCASUS

TAKSIM BOARDROOM

Promoting the concept of a new Silk Road, this exploratory program moderated by Nick HOLDSWORTH, Eastern Europe and Central Asia Bureau Chief for VARIETY, will consist of 3 sessions providing insights on Central Asia and Caucasus' booming television content industries. Each session will be followed by Q&A opportunities with the region's main content development, production, creative and distribution players attending DISCOP ISTANBUL and invited to share their experience and vision during the program.

11:00AM-
-12:00PM SESSION #1

FAST-TRACK MARKETPLACE BRIEFING

This session will feature a marketplace overview and growth forecast for Central Asia and Caucasus, the main television operators and content distribution platforms; household, disposable income and equipment statistics; television consumption habits, the most popular program genres, the importance of sports, ratings; the level of local television content production, advertising expenditures, cross-platform opportunities; regional and international influences.

12:00PM-
- 1:00PM SESSION #2

SUBSIDIES, CO-PRODUCTION OPPORTUNITIES AND OTHER INCENTIVES TO SHOOT IN CENTRAL ASIA

This session will reveal advantages and benefits made available to international film and television content producers considering Central Asia as a possible location for their projects. Great sceneries, sophisticated production facilities and studios, tax breaks, talented production personnel, co-production treaties already in place, access to regional distribution channels contribute to the emergence of Central Asia as a major production and funding hub. A film / television project with international distribution potential, recently co-produced with Central Asian partners, will be analyzed.

2:00PM-
- 3:00PM SESSION #3

CASE STUDY: ADAPTATION BUSINESS IN GEORGIA

Presented by David GOGICHAISHVILI, President of THE NIGHT SHOW STUDIO PRODUCTIONS, the region's most important producer of adaptations of popular US TV shows such as Saturday Night Live and The Apprentice, this case study will analyze the advantages and the difficulties for producers to adapt foreign TV shows from different cultural backgrounds and bring them into small marketplaces.

6:00PM FIRST MARKET DAY CLOSING

6:30PM-
-8:30PM GALA DINNER

SPONSORED BY KANAL D / 360° ISTANBUL

9:00PM DISCOP ISTANBUL WELCOME COCKTAIL PARTY

SPONSORED BY ATV / THE ARABESQUE RESTAURANT



12:00PM-
-1:00PM SESSION #1

CONTENT THAT POWERS THE TUBE IN THE MIDDLE EAST



As we are seeing tremendous diversity, including genre-based TV movies, ambitious TV series, reality shows, animated series, sitcoms and documentaries, this session will review the most popular programming trends across the Middle East and analyze with the help of a panel of experts, the reasons of such popularity and define the dominant genres.

2:30PM-
-3:30PM SESSION #2

THE RENAISSANCE OF POST-ARAB SPRING TELEVISION

Arab producers have a very eclectic, creative approach, as popular home-grown TV content is vital for safeguarding and increasing Middle Eastern broadcasters' prime-time share given fierce competition from about 300 pan-Arab satellite channels available in that part of the world. Following the Arab Spring, this session will analyze how the Middle Eastern television scene has evolved in the last twelve months, and highlight what the new creative trends are.

3:30PM-
-4:30PM SESSION #3 ARABIC VS TURKISH CONTENT

With sales of Turkish TV content to foreign territories breaking the 55 Million Euros market in 2011, a growing number of companies in the Middle East and Northern Africa are riding the same energy wave, building rights catalogs and setting up distribution arms targeting not only at the Arab world but also the rest of the planet. In such a competitive environment, this session will examine the changing distribution dynamics of Arabic and Turkish television series.

5:30PM-
-7:30PM ITV COCKTAIL PARTY



6:00PM SECOND MARKET DAY CLOSING

10:00PM DISCOP ISTANBUL PARTY

SPONSORED BY GLOBAL AGENCY
THE BILLIONAIRE CLUB



THURSDAY 1 MARCH 2012

8:00AM GENERAL CHECK-IN
WELCOME AREA (P FLOOR)

9:00AM THIRD MARKET DAY OPENING

DECODING THE FUTURE

TAKSIM BOARDROOM

Over 30,000 digital content production companies have already partnered up with YouTube™ to reach a global audience. As proliferation of digital content enhances every aspect of life, it is rapidly redefining how storytellers, producers, marketers and viewers interact with each other. Moderated by Mrs. Ferhan COOK, the force behind the forthcoming TEDX DIGITAL SILK ROAD event to be held in Istanbul on 11 April, the DECODING THE FUTURE program will help DISCOP ISTANBUL delegates better understand a new environment where digital multitasking becomes the norm.



9:30AM-
-10:45AM SESSION #1

SHIFTING CONTENT DISTRIBUTION MODELS

Consumers increasingly expect to be able to watch content on a number of devices at a time of their choosing. Content distribution models need to evolve rapidly to keep up with the ever-faster pace of technological change and the opportunities it presents. Presented by X-MEDIA DIGITAL™, a leading provider of online video distribution services to third party platforms such as YouTube™ and of online piracy control tools, this 1-hour briefing will examine existing online content distribution models and analyze with the help of an international panel of experts their impact on TV content distribution business.



11:00AM-
-1:00PM SESSION #2 FUTURE MEDIA SEMINAR: MONETIZING DIGITAL STORYTELLING

More programs will start online and move to television as the web becomes the place where multitasking consumers spend most of their time and web-enabled TV becomes the norm. All over the world, such trend will see more brands getting involved in producing interactive 'always on' content. Brought to DISCOP ISTANBUL delegates in partnership with TEDX DIGITAL SILK ROAD and ANY SCREEN PRODUCTIONS, this 2-hour seminar will feature the latest content monetization, distribution and engagement case studies concerning digital and nonlinear storytelling including Internet TV, Social TV, Apps, Transmedia and Branded Programming.

4:00PM THIRD MARKET DAY CLOSING



WEDNESDAY 29 FEBRUARY 2012

7:30AM GENERAL CHECK-IN
WELCOME AREA (P FLOOR)

9:00AM SECOND MARKET DAY OPENING

THE RENAISSANCE OF ARABIC CONTENT

TAKSIM BOARDROOM

Moderated by Nabil KAZAN, President, K&P PARTNERS TV SERVICES and Mohammed MOESA, Film and Media Journalist, VARIETY ARABIA, this program will provide insights on the reasons why Arabic homegrown tales do so well at home, and abroad. Each session will be followed by Q&A opportunities with these regions' main content development, production, creative and distribution players attending DISCOP ISTANBUL and invited to share their experience and vision.

4:00PM THIRD MARKET DAY CLOSING

TEDxSilk Road
April 11, 2012 Istanbul, Turkey

Basic Lead
EVENT PRODUCTION AND MARKETING AGENCY

TEL. PARIS + 33 1 42 29 32 24 | TEL. LOS ANGELES + 1 323 782 13 00
WWW.DISCOP.COM | DISCOP@BASICLEAD.COM | WWW.FACEBOOK.COM/DISCOPMIDEAST