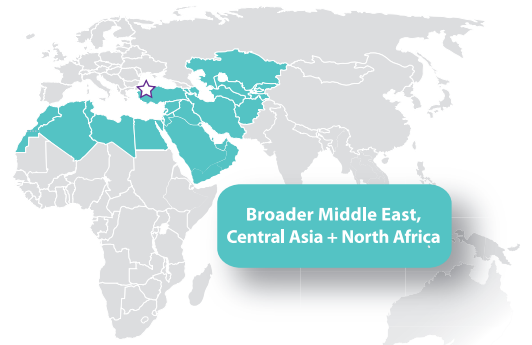


# DISCOP

ADOPT THE WORLD **ISTANBUL**

14-16 March 2011 • CEYLAN INTERCONTINENTAL HOTEL • TURKEY



Broader Middle East,  
Central Asia + North Africa



DISCOP EVENTS TAKE PLACE IN 5-STAR RESORTS

With more than **130 million TV households**, strong satellite penetration and **around 1000 TV channels available**, **10 million pay-tv subscribers**, fast growing IPTV platforms and plenty of TV advertising expenditures growth potential, the broader Middle East, Central Asia and North Africa regions are rapidly becoming a strategic marketplace for audiovisual content suppliers.

In a recent survey of DISCOP vendors, **76% of respondents already doing business in the Middle East and North Africa regions** declared that their sales had increased by an average of 25% in the last 2 years!

Furthermore, the rise of devoted zones, such as the Dubai Media City and others in Jordan, Syria and Egypt are improving production values in the region. This will positively impact the future of intra-regional and overseas audiovisual content business in Arabic-speaking countries.

Despite the current crisis, the rate of channel growth shows no sign of diminishing, with 1200 TV channels expected to be operating by 2012 including many of thematic channels scheduled to be launched by major regional players coming under threat from audience fragmentation.

This is why, we have decided to launch a new compact, meetings-centric, hotel-based, market strictly dedicated to television content production, distribution and programming in **the broader Middle East, Central Asia and North Africa, a world region seen by many as being among the fastest growing markets in our industry.**

Premiering from Monday 14 to Wednesday 15 March, 2011, at the 5-star Intercontinental Ceylan Hotel, DISCOP ISTANBUL is formatted to become the cost-effective annual business hub for anybody buying, selling and programming television content in that part of the world.

"With TV advertising expenditures to reach \$3.5 billion at year's end, major local and international players launching new channels, Google looking to boost ad revenue with Arabic content, and local mobile operators fuelling their growth with television services - the broader Middle East," states Urszula Perzanowska, Research Manager for Basic Lead, the organizers of the DISCOP markets, "is a strategic marketplace where major infrastructure initiatives are also well underway, fueling fast-paced digitalization processes in most countries targeted by our Istanbul event."

Participants are regrouped into five distinct categories that also include advertisers and their media-buying agencies, independent producers, financiers and media experts who represent 15% of the overall attendees.

- **SELLERS:** Suppliers of movies, finished programs, formats, live events, packaged TV channels, and technological solutions.
- **BUYERS:** General Managers, programming and acquisitions executives representing public and private TV stations, Pay-TV operators, home video distributors, agents, closed circuit networks and territorial formats brokers.
- **PRODUCERS:** Producers with partially funded projects looking for coproduction partnerships.
- **ADVERTISERS:** Television advertisers and their agencies looking for branding, cross platforms and product placement opportunities.
- **VISITORS:** Last minute participants, experts, speakers and international governmental and non-governmental organizations.

**Meetings between BUYERS and SELLERS** (only) can be organized online **six weeks prior to the event**. Access to list of attendees and their business profiles is made available at that time.

In addition and during the course of the event, our **MEETINGS ORGANIZATION CENTER** is open from 9 AM to 6 PM, in order to help **BUYERS and SELLERS average around 40 pre-arranged and last-minute meetings over the 3-day market.**

Outside of market hours, numerous social functions and informative sessions are scheduled to provide all participants with additional intelligence-gathering and networking opportunities.

**MARKET BADGES** range from **300 Euros** (BUYERS / VISITORS / ADVERTISERS / PRODUCERS) to **500 Euros** (SELLERS) per individual participant.

In order to facilitate the preliminary organization of the meetings companies registering as **SELLERS** must also book an **all-inclusive exhibiting package:**

- **MEETING TABLES** (500 Euros);
- **VIEWING BOXES** (2000 Euros);
- **SCREENING SUITES** (4500 Euros).

**DISCOUNTS AVAILABLE FOR ATTENDING MORE THAN ONE DISCOP IF YOU APPLY BEFORE 29 OCTOBER 2010**



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

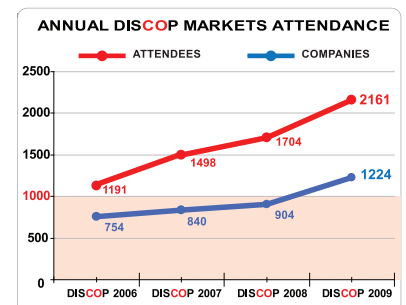


TRAINING AND PITCHING SESSIONS CENTRED ON INTRA-REGIONAL COPRODUCTION OPPORTUNITIES

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.

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



## FOR MORE INFORMATION

SEND REQUESTS TO [DISCOP@BASICLEAD.COM](mailto:DISCOP@BASICLEAD.COM)

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