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The Leading International Digital
Media Event for the Middle East,
Africa & South Asia

INTRODUCING



www.satellitemena.com

The Definitive International Satellite
Event for the Middle East, Africa
& South Asia

POST SHOW REPORT 2009

Two Premier Industry Events. One Venue.

3 - 5 March 2009

Dubai International Convention and Exhibition Centre
Open to Business and Trade Professionals only

CABSAT MENA & Satellite MENA

SHOW OVERVIEW

The 15th edition of CABSAT MENA was acknowledged by the industry as a success and reaffirmed its position as the only event for the digital media industry in the region. 2009 also saw the launch of Satellite MENA, the definitive event for the satellite industry in the region, a move that was welcomed by the industry.

Together both shows spanned over 26,000sqm and received over 8603 visitors from 106 countries with 11 country pavilions. The success of CABSAT MENA & Satellite MENA has reconfirmed its position as largest and leading events for the Media & satellite communication industry in the region.



SHOW AT A GLANCE

- Dates: 3 – 5 March 2009
- Times: 11am to 7pm on 3 – 4 March
11am to 5pm on 5 March
- Venue: Dubai International Convention and Exhibition Centre - Halls Zabeel, 1, 2 & 3
- Frequency : Annual
- Websites: www.cabsat.com
www.satellitemena.com
- Admission: Strictly trade & business only
- Pavilions: 11 (France, Germany - Bavaria and Hesse, Taiwan, Turkey, United Kingdom, Spain, Iran, China, Czech)

SUPPORTING ASSOCIATIONS:

CABSAT MENA



Asia Pacific
Broadcasting Union



Arab State
Broadcasting Union



International Association for
Broadcasting Manufacturers



Asia Pacific Satellite
Communications Council



Society of Satellite
Professionals International



World Teleport
Association

Satellite MENA

CABSAT MENA 2009 provided Hitachi Broadcast with an excellent opportunity to meet with all the leading players in the region. During the show we were able to meet many new, existing and potential clients. In fact we recorded our highest level of new business contacts since first participation in CABSAT five years ago. CABSAT provides the perfect stage to promote and enhance the status of Hitachi Broadcast in the region and is a vital part of our plans to be the number one supplier of High Definition camera solutions to the Middle East market.

Paddy Roache, Director and General Manager, Hitachi Broadcast

CABSAT MENA & Satellite MENA

EXHIBITORS INFORMATION

Exhibitor Profiles:

CABSAT MENA

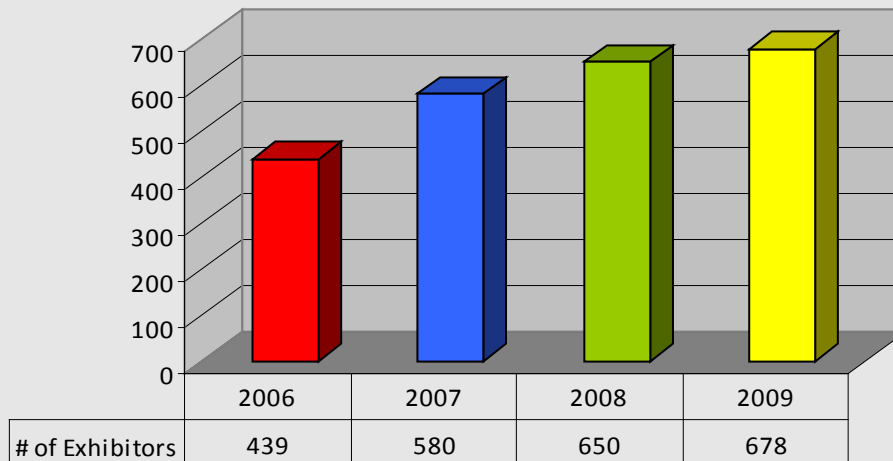
Amplifiers, Automation and Management Equipment & Services, Broadcast Equipment & Systems, Cable & Satellite Installation, Calibration Equipment, Camera Equipment & Accessories, CAS (Conditional Access System), Computer Graphics Software & Equipment, Decoders, Dish Antenna, Displays, Down Converters, Editing Software, Headend Equipment, Lighting, Audio Equipment & Accessories, LNBs, MMDs, MATV Equipments, Modulators, Motion Picture Products & Services, Plasma TV, Production & Post Production Equipment, Receivers, Streaming Media, Switches, Turnkey Providers, IPTV, Mobile TV...

Satellite MENA

Billing/Subscriber Management, Broadband Technology Provider, Consulting-Information/Research Services, Engineering Services, Frequency Control Products, Hardware & Software Solutions, IP Networking, Launch Service Providers, Mobile Media, Monitor & Control Software Companies, Satellite equipment distributor/dealer, Satellite Equipment Manufacturers, Satellite Operators/Carriers, Satellite Reception Equipment/Antenna Providers, Satellite Services, Switches/Switching systems, System integrators, Telecommunication Carriers, Test Equipment Companies, Transmission Service Providers, Turnkey Providers...

678 participating companies
from **53** countries

International Exhibitors = **570 (81%)**
Local Exhibitors = **108 (19%)**



93% of exhibitors from CABSAT MENA & Satellite MENA are happy with the launch of Satellite MENA

92%
of the exhibitors considers CABSAT MENA to be an important part of their marketing strategy

87%
of the exhibitors considers Satellite MENA to be an important part of their marketing strategy

81%
of the exhibitors rated the quality of CABSAT MENA visitors excellent or good

82%
of the exhibitors rated the quality of Satellite MENA visitors excellent or good

The launch of Satellite MENA is one of the best things that has happened to the increasingly expanding satellite industry in the region. The event provided an invaluable platform for the region's decision makers to discuss the latest innovations and developments that will further drive the industry's growth and success in the future. It is a key business arena for the regional satellite industry. We had a fantastic show and look forward to the 2010 event.

Hisham Ansari, General Manager, Horizon Satellite Services

CABSAT MENA & Satellite MENA

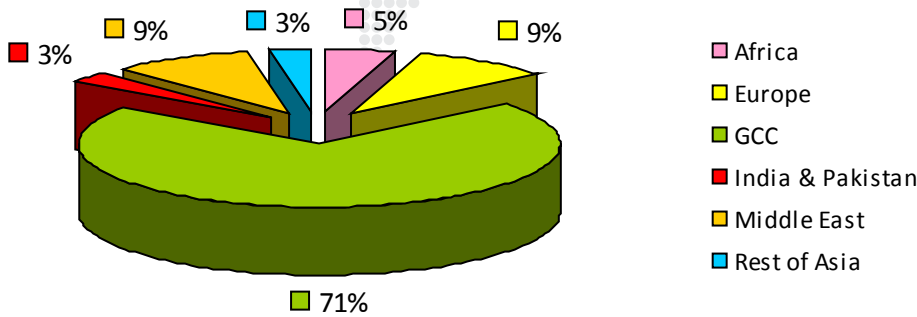
VISITORS INFORMATION

CABSAT MENA & Satellite MENA attracts key buyers and decision-makers from a wide array of operations relevant to the industry. It extends unlimited opportunities to boost the business network and cash-in on prospective developments.

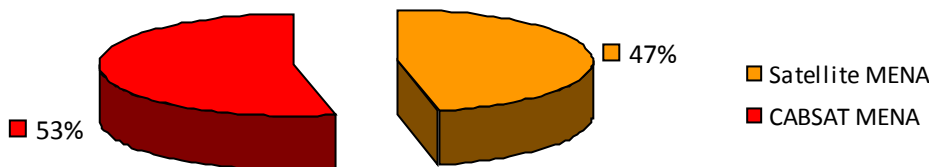
8,603 trade visitors
from 106 countries

"This is our first visit to CABSAT MENA. It has been a good experience and the show is comparable to IBC. We would like to exhibit next year" – Francesco Tata, Account Manager, Telespazio

Visitors per Geographical Area



Visitors primarily interest

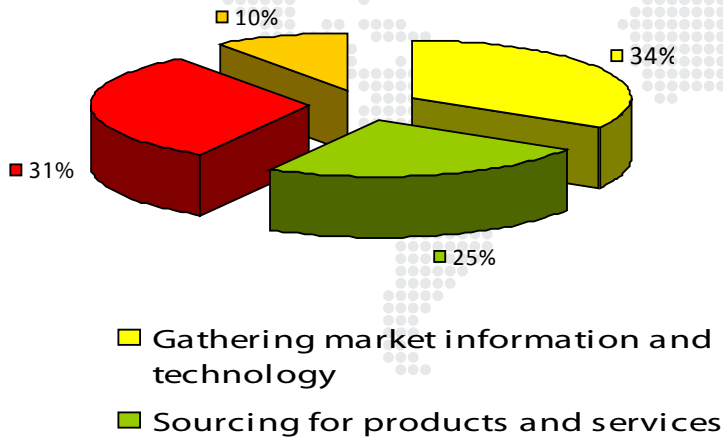


CABSAT MENA & Satellite MENA

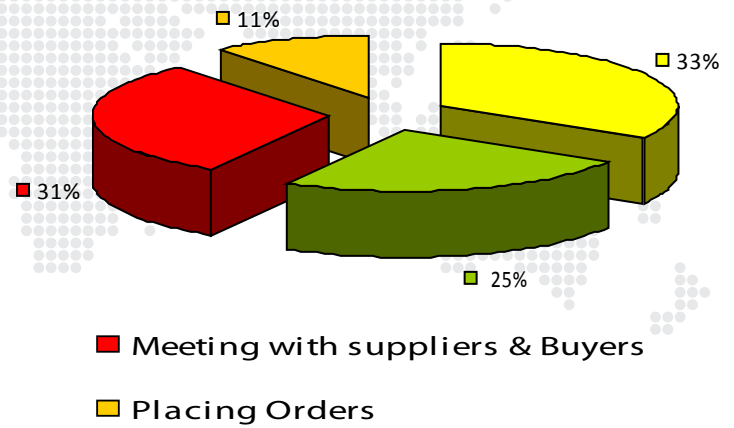
VISITORS INFORMATION

Objectives for visiting

CABSAT MENA

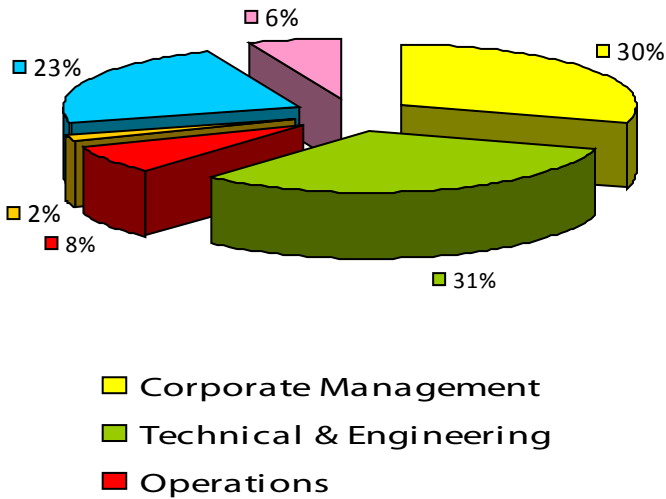


Satellite MENA

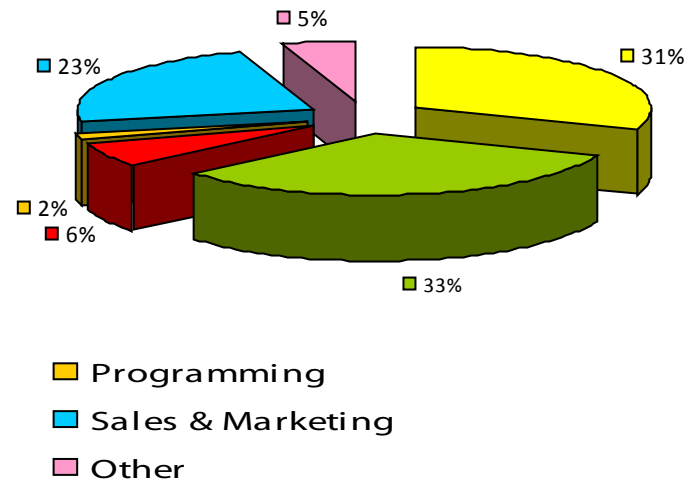


Visitors Job Function

CABSAT MENA



Satellite MENA



“CABSAT has a good variety of exhibitors and is an ideal platform to meet the industry leaders”

Imran Nazir Yousfani, Manager VSAT Services, Cyber Internet Services

“The show is very good and I will certainly be back again next year”

Ousama Khelifaoui, Head of Direction Sec, Direction Section, Al Jazeera Network

CABSAT MENA & Satellite MENA

SHOW HIGHLIGHTS

KNOWLEDGE EXCHANGE



Knowledge Exchange was launched in 2008 aimed to spearhead the communication and exchanges of new and dynamic solutions and practices in the industry. Consisting of conferences, workshops and discussions, alongside the exhibition, industry professionals had an opportunity to engage in a series of comprehensive, interactive and informative sessions including:

A) CABSAT MENA 2009 Broadcasting Conference

Some of the highlights included:

- 1) Keynote address by Edward Borgerding, CEO of Abu Dhabi Media Company titled "The melting ice cube: Analogue business in the digital world".
- 2) CTO panel discussion on "Technology uptake in challenging times"
- 3) Three day conference on "Going HD : Business Plans and Technology Options" addressed several issues that needed to be tackled in the decision making process on going digital TV & HDTV. Topics included:
 - Technologies for Digital TV Broadcasting
 - Technologies for Content Production
 - TV Business – How to go about it in the Middle East
 - Strategies for Mobile Broadcasting
 - Adding value to digital services



96%

of the delegates rated the overall participation from exceed expectations to met expectations

98%

of the delegates rated the quality of the conference from excellent to good

98%

of the delegates rated the quality of speakers from excellent to good

In Association with:



Supported by :



Official Publisher :



CABSAT MENA & Satellite MENA

B) GVF MENASAT 2009 Conference in association with Satellite MENA

Two day conference on :
"Evolutionary Trends in MENA Broadband" explored key points on on the Middle Eastern and North African satellite and broader telecommunications agenda

Organised by:



C) Display Area

Specially designated area for displaying purposes. The area showcased outdoor broadcast vehicle and satellite dishes



D) IPTV & Mobile TV Showcase

Mobile TV is BIG in the region. Have TV on the move where ever you are, when ever you want!!

CABSAT presented for the third year running a showcase of Mobile TV technology in the region. More than 20 companies were highlighted through various publicity means, in order to drive the uptake of this technology in the region.





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