

ip&tvforum

Middle East & North Africa 2011

Transforming the Future of the TV Experience

1-2 November 2011, Jumeriah Beach Hotel, Dubai, UAE

Co-located with:



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POST SHOW REPORT

1. Overview

The 5th annual IP&TV Forum MiddleEast & North Africa 2011 was held in Dubai on 1-2 November 2011. This conference is the **ONLY** dedicated show to involve all pay TV players in the Middle Eastern and North African region, including IPTV, Hybrid IP, Satellite and Cable. This year was also notable for Etisalat showcasing their unique partnership with LG in which they displayed how their broadband services and content would be delivered through LG's new range of smart TVs during the OTT Special Focus day – a pre event workshop which packed out the room.

Throughout the event Etisalat were also displaying a group of closely linked partners in the Etisalat Entertainment Network Zone, who are creating a best of breed deployment of converged services, offering easy and anywhere access no matter the “screen”.

As well as Etisalat’s high involvement with the event, the IP&TV Forum MENA once again was the main meeting point for senior decision makers looking to do business in the Middle East in the Pay TV market:

- | | |
|--|--|
| <ul style="list-style-type: none">• 750 attendees through the door• 32% Board Level, C-Level, Director Level attendance• Full value chain representation | <ul style="list-style-type: none">• All relevant industry sectors present• The biggest Service Providers present• Decision makers from all around the world! |
|--|--|

A stellar Service Provider line-up included:





Participants were able to network with representatives from the following companies across the value chain:

Etisalat, Al-Falak, **Huawei**, Panasonic, **Sofrecom**, RB-Tech, **STC**, IMS, **Mobily**, Naizak Global Engineering System, **Eurostar**, FTI, **Endavo Media**, C4AS, **Hayat Electronics LLC**, OSN, **Urfilez**, SoftAtHome, **Qualitynet**, Leo Burnett, **Dubai Studio City**, PHXX, MIT, Al Majd Satellite Broadcasting, **Telecom Egypt**, Nagravision, **Takhayal Television**, Cisco, **LG Electronics**, Turner, **Ineoquest**, The Apex Group, **GLOCOM**, Batelco, **Government of Dubai**, Ingemetal, **Soroush Rasaneh**, Motorola Mobility, **ALCAD**, Telecomiran, **Intigral**, Al Maisan Satellite Communication LLC, **Ericsson**, YahLive, **twofour54**, Dolby, **Trilulilu S.A.**, Cheil Worldwide, **Earth TV**, EBTIC, **Tunisie Telecom**, Ginx TV Ltd, **Arris**, ALCAD, **Tameer Al Watan**, Motorola Mobility, **Mariner**, France 24, **Al-Falak Systems**, Du, **Ministry of Culture and Information**, Satlink, **Zee Network**, Cheil Worldwide, **MBC**, Entone Technologies, **nPario**, Mind Spirit Design, **MediaNova**, The National, **CTOic**, Naostaffing, **PMC First**, Selevision, **Humax Gulf FZE**, Sysnet Middle East, **Fox International**, Viewnet Enterprise AB, **Dune HD**, GlobeCast, **LG Electronics**, Appear TV, **Q-Tel**, Digital Studio, **Detecom Intl GmbH**, Al Rostamani, **Microsoft**, Mediaroom, Tektronix, **Televés Middle East FZE**, Gearhouse Broadcast, **France 24**, LG Electronics, **Abu Dhabi Media**, Discovery Communications Europe, **Tri El Haouari**, Exterity, **Vision Time**, Technosat, **LinkDotNet**, Qualitynet, **FASTtelco**, NDS, **Envivio Inc.**, MBC, ITP, Sumavision Technologies Co., Ltd., **Panasonic**, Verimatrix, **Latens**, On Demand Group, **Minerva Networks**, Warner Bros. Home Entertainment Group, **Force Innovation Technology**, LG Electronics, **Booz and Company**, Sharjah Media Corporation, **Alcatel-Lucent**, **RB-Tech**, MediaNet FZ-LLC, **Yahoo**, Mariner, **The Apex Group**, TEK SIGNALS, **Credit Suisse**, Harmonic Inc, **Cheil Worldwide**, Total Publishing Solutions, **Viaccess**, Anevia, **MTV Networks International**, Irdeto, **Discovery Networks CEEMEA**, LG Electronics, **Nokia Siemens Networks**, Humax Gulf FZE, **Orange Business Services**, Borhan Mobin, **SeaChange**, Al Maisan Satellite Communication LLC, **Yahlive**, Al-Deera International Communication, **BNI Video**, Red Bull MediaHouse, **AXON**, Highviewmedia, **Bridge Technologies**, EIT, Sony, **Vestel**, Dolby, **Sharjah**

Media Corporation, Technosat, **Decision Makers TV**, Dubai Media City, **RB-Tech**, Lammtara Pictures, **Telecom Review**, AirTies, **Wireless Networks**, Sagemcom, **Turkcell**, Argela, **PHXX**, **skymedia**, Sky News Arabia, **BBC Worldwide Sales & Distribution**, Gulf News, **Salam Media Cast**, ChannelSculptor FZ-LLC, **Oger Telecom**, Arabian Anti Piracy Alliance, **Limelight Networks**, MauriVisionTV s.a., **Davinci International Co.**, Sofrecom, **Tizeti Networks**, Endavo Media, **MediaNet**, Gulf Film, **Bridge Technologies**, Techno Blue, **CellSoul Inc.**, T-VIPS, **Sony**, Leo Burnett, **Sysnet Middle East**, GEM TV, **Streamport Media**, Al Rostamani, **Esquire Systems**, JOY Broadband Live, **Vision Time ICHD**, Rogers Communications, **Media Nucleus**, VIVA Entertainment, **KROMTEK SYSTEMS**, Rotana, **Anayou**, SeaChange International, **Fibrewaves**, INC, **Hart Wilcox**, Salam Media Cast, **Prontecs**, AV Concepts, , **Turk Telekom Group**, France Telecom – Orange, **Fluke Networks**, Broadcast Middle East, **Vestel**, Eutelsat, **Glocom**, APCO, **Sony Pictures Television Arabia**, Diazone Technologies LLC, **Verismo**

Testimonials

“The IPTV MEA event is one and only of its kind on the regional perspective. The participation on this event gives immense potential towards new business opportunities and truly complementing the regional growth and the steady stride of what IPTV arena is currently witnessing. Great Show and well organized.” S. Raman, Head – IPTV & Tendering, Eurostar Communications LLC.

“Overall a really invaluable experience.” – Philip Luff, VP Emerging Business, Discovery

“Rich Content, Great Networking!” - Ali Saghaeian, Chief Analyst, Wireless Broadband Team, Teyf Research and Consulting Group

“Huge variety of conference presentations yet a lot of focus on the region. Well done.” - Benjamin Schwarz, Senior Consultant and Founder, CTO Innovation Consulting

“Very rich content” - S.M Hossein Hamidi, CEO Advisor & IPTV Development Manager, Borhan Mobin

“The event presents us an opportunity to focus on the local issues which is really valuable. There’s good representation from local operators and we can engage with them about the specific issues in the region.” – Huw Price Stephens, Business Development – EMEA, Mariner

“Very good networking and content” - Samer Abdin, Co-Founder, Istikana

“A great venue for networking and getting the latest market and industry information.” - Robert Nurgberg, General Manager - Product Roadmap, LG Electronics

“The IPTV MENA Forum has been really exciting for us this year.” – Steve Christian, Vice President of Marketing, Verimatrix

"Excellent opportunity to introduce the newest technologies in IPTV & OTT to Regional Telecomm Operators. Very good networking event with specialized professionals in the region and to find new ways for increasing IPTV/OTT revenues for the Operators." Hisham Arafat, General Manager, INC Emirates Technology

“The event was worthwhile and productive.” - Cyrus Motamedi, Senior Manager - Cable & IPTV Networks, OSN

“Three days well spent for me. Besides insightful presentations, having key deciders in the room available for discussion was by far the most fruitful reason to attend.” - Sebastien Givry, Sales Director, Gameloft

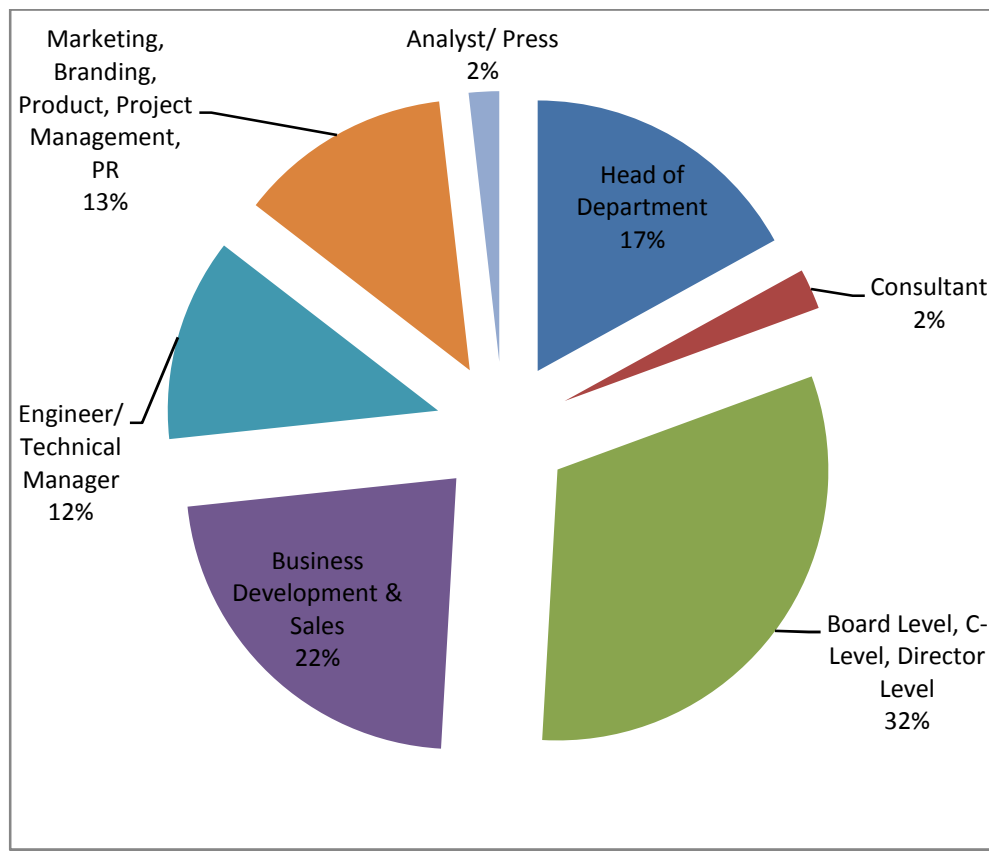
“Very informative; it is a meeting point for anyone interested in IPTV in MENA” - Hossam Megahed, CEO, IPMagix

“Organization is good.” - Feng Cui, Director of Global Market, Sumavision

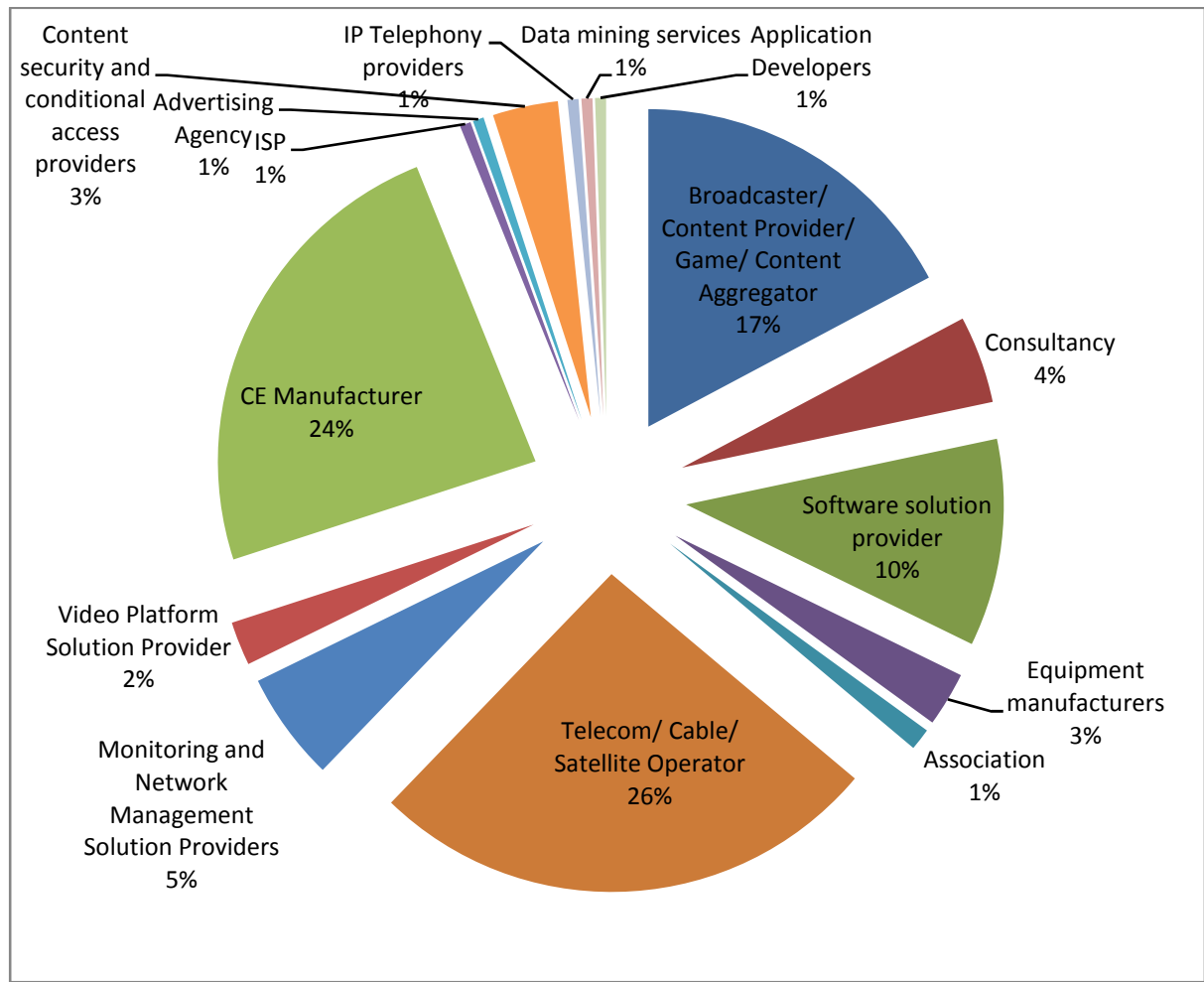
“Very informative and keeps us up to date with what is happening in the region and around the globe.” - Issam Al-Ismaily, VAS Product Manager, Nawras Telecom

2.DELEGATE ANALYSIS

1/3 Board Level, C-Level, Director Level attendance

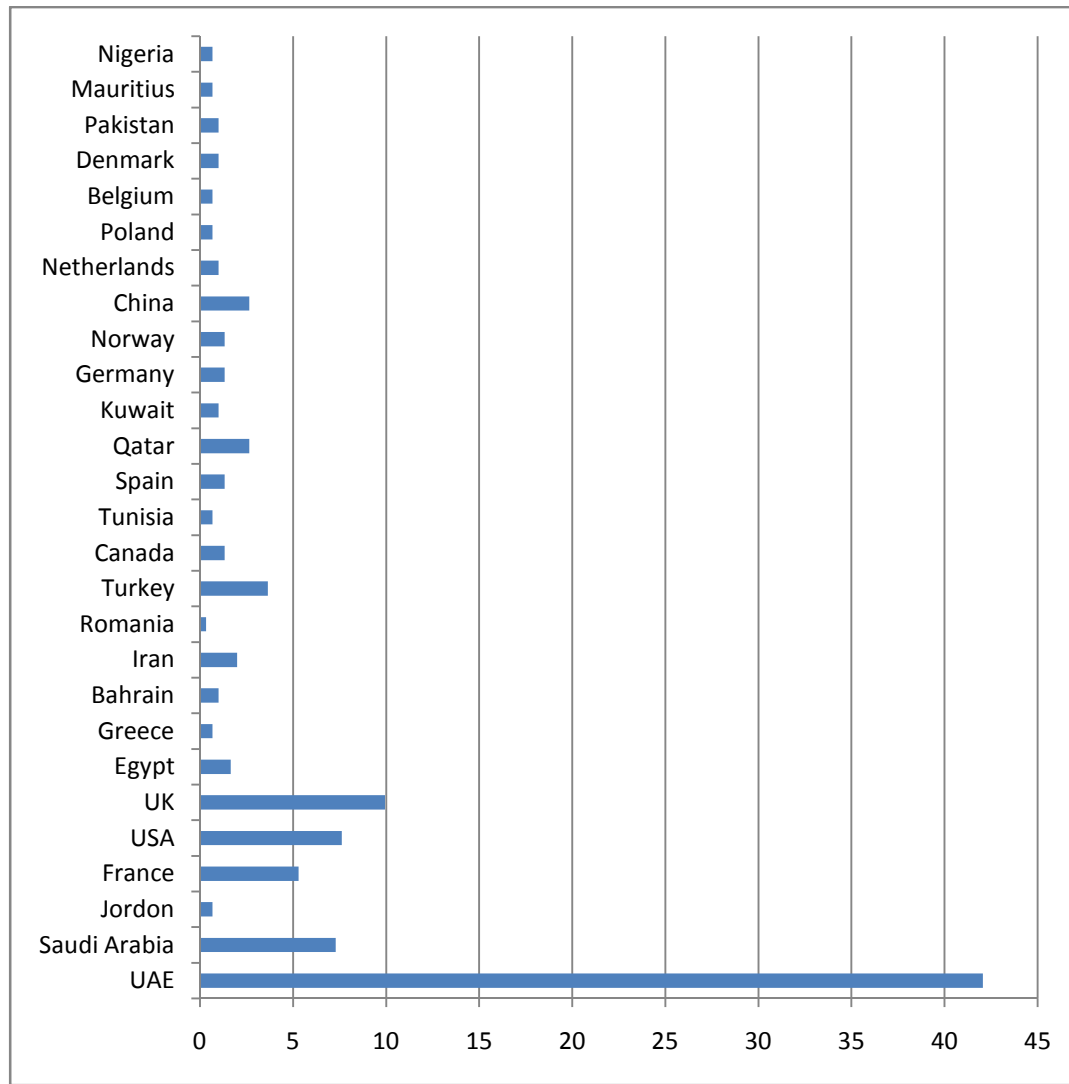


A broad range of delegates across the IPTV ecosystem



A truly global attendance with a strong regional presence:

% of delegates from each country present



2. MARKETING PERFORMANCE

Email blasts

10 emails sent to 199,924 in total. There were 19,944 opens (10%) and 814 CTs (4.1%)

Brochure mail-outs

Main mailing: 5,158

Remail: 6,152

Google Analytics: website performance

1 September – 1 October

- 4,031 visitors
- 2.79 Pages/Visit
- 00:03:36 Avg. Time on Site
- 59.49% % New Visits
- Top 10 visiting countries:
 - UAE
 - UK
 - USA
 - France
 - Saudi Arabia
 - Turkey
 - Iran
 - China
 - Egypt
 - India

Social media

By the end of the campaign we had:

IP&TV MENA Forum Twitter followers: 604

Twitter mentions:

Samerabdin: Really excited by how many major players are backing OTT TV at @IPTVForumMEA today

Tkuwari: @IPTVForumMEA is AMAZING!

3ammo: A lot of interesting topics today at @iptvforummea #iptvmea #OTT

CTOIC: Congrats Etisalat for #OTT focus day. If 2011 was all OTT I'm looking forward to whatever 2012 holds.

CTOIC: the #OTT special focus day so successful that they've taken tables out of the room to squeeze more chairs in.

IP&TV MENA Forum LinkedIn followers: 200

IP&TV World Series Facebook likes: 87

Media partner activity

We developed media partnerships with the following companies which enabled us to access their subscribers and memberships through magazine adverts, website web banners, email blasts, web banners on email blasts, website event listings and press releases sent out to their contacts:





PR

Press release 1: Over-the-top Video to Heat up in the Middle East: IP&TV Middle East & Africa Forum 2011

Views: 1,738

Postings: 399

Clicks: 108

Press release 2: Batelco: "with IPTV, Batelco Will Offer High Quality Entertainment to Bahrain's Residents"

Views: 1,660

Postings: 343

Clicks: 36

Press release 3: Etisalat get Involved in the IP&TV Forum Middle East & Africa

Views: 1,259

Postings: 402

Clicks: 167

Our presses releases were featured on the following sources and more:

IPTV News, Dubai Chronicle, Zawya, Yahoo Finance, Reuters, Infocom, Eye of Dubai, Media Mughals, Dubai News Today, Ibazaar, East Africa TV, IPTV Daily, Africa TV Network, *Khaleej Dailies*, *ME Newswire*, *Emirates Week*, *Egypt Commercial News*, *IPTVision*, *Trade Arabia*, *Go Dubai*, *Manama Press*, *Gulf Daily News*, *Allbusiness.com*, *Rapid TV News*, *Market Watch*, *TV Over*, *Vision 2 Mobile*, *Bloomberg*, *Global News Daily*, *i-Dubai.info*, *Turkish Series*, *DIC.com*, *EIN News*, *World News*, *Fuse TV*, *Computer Weekly*, *Morocco News Gazette*, *QWT News*, *Yemen News*, *Algeria Business Info*, *eBusiness Lebanon*, *Balancing Act Africa*, *Bahrain Biz News*, *Algeria Times*, *Fierce Telecom*, *Muslim Daily*, *Beirut Biz Report*, *Arab Advisors*, *Nigeria FM*, *Media ME & the Washington Post*

Press Onsite

CTOI Consulting: "However, overall the conference was of a good quality with variety and much local issues addressed. As last year, the MEA version of the show brings in a small, but a very focussed and powerful crowd with quite a lot of decision makers up to CEO level. Together with the genuine 5-star location, that lends a feeling of importance to the event. Decisions seem to take a

long time in the Middle East and I heard it quipped that that was why the big guns had to come several times.” <http://www.ctoic.net/ctoic-blog/uae-incumbent-goes-ott-iptv-world-forum-mena-report-part-12-etisalat-847>

Video Net: “All in all IP&TV MEA was a worthwhile experience, and I came away with a better understanding of the region’s specifics. Compared to Informa’s London event, it was much less busy, but the people who were there were mainly decisions makers.” <http://www.v-net.tv/Blog.aspx?id=593&title=impressions-from-ipamptv-forum-mea-dubai>

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SEE YOU NEXT YEAR!

ip&tvforum

Middle East & North Africa 2012

30-31 October 2012, Jumeirah Beach Hotel, Dubai, UAE

**Stay up-to-date with the latest IPTV news and network with
our online communities**



Join our LinkedIn Group:

http://www.linkedin.com/groups/IP-TV-Forum-Middle-East-2010874?trk=myg_ugrp_ovr



Follow us on Twitter: <https://twitter.com/IPTVForumMEA>



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more:** www.iptv-forum.com/facebook

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