



**Broadcast, Cable & Satellite eurasia 2008**  
– a CeBIT Event –

**20 – 23 November 2008**

# **END OF SHOW REPORT**



**Deutsche Messe**  
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### **A Snapshot of Broadcast, Cable & Satellite eurasia 2008**

**– a CeBIT Event –**

**Name of the Event :**

Broadcast, Cable & Satellite eurasia 2008 – a CeBIT event –

International Trade Fair and Conference for Satellite Communication, Cable,  
Broadcasting and TV Content

**Dates & Times :**

November 20 – 23 ,            10:30 – 19:00 Thursday - Saturday  
   10:30 – 18:00 Sunday

**Venue:**

Istanbul Expo Center, Halls 9 & 10, Yesilkoy, Istanbul, TURKEY

**Exhibitors:**

492 companies from 28 countries.

**Visitors:**

15.793 visitors from 45 countries

**Visitor Profile:**

Professional visitors only. Decision makers from the sectors such as consulates, oil & gas companies, automobile manufacturers, insurance, internet service providers, military services, defense industry, bank and financial services, education, accommodation, music producers, TV film producing companies, GPS applications, telecommunications, advertisement agency, country & worldwide retail chains, disaster relief, airports and agencies, construction, health, government related department of the ministries, monitoring and surveying agricultural areas and forests, news agencies, newspapers, magazines, radio stations, TV stations, cinemas, land/air/sea transportations, evaluating and assessing the natural resources, building up geographical information systems (GIS), meteorological forecasting, integrated harbor management.

**International Conference and Seminar Program:**

International Conference and Seminar Program provided highly qualified information about new technologies, developments and experiences from the specialists of the satellite and broadcasting sectors from North America, Europe and Eurasia.

## END OF SHOW REPORT

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### **An Overview of Broadcast, Cable & Satellite eurasia 2008 – a CeBIT event –**

Held from 20<sup>th</sup> to 23<sup>rd</sup> of November 2008 at Istanbul Expo Center, 12<sup>th</sup> Trade fair and Conference for Satellite Communication, Cable, Broadcasting and TV Content has once again proved to be the right platform for business contacts in the Eurasian Region.



Broadcasting Technologies on a total space of 15.000 sqm.

The fair hosted a total of 492 exhibitors from 28 countries, whereas the total number of exhibitors was 511 in 2007. In its 12<sup>th</sup> year, Broadcast, Cable & Satellite eurasia 2008 - a CeBIT event –covered again 2 separate halls dedicated to Satellite Operators, Cable and

As a result of intensive national and international promotion campaigns, 15.793 visitors – no double entries included – from 45 countries found out about the latest trends and innovations of the satellite, cable and broadcasting industries at the show.

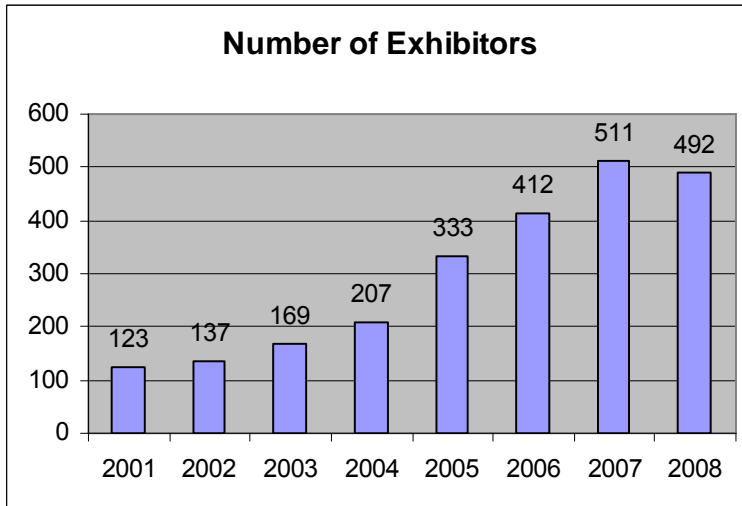
The following information provides further details about Broadcast, Cable & Satellite 2008. The statistics and figures, together with the opinions and comments of some of the important industry leaders, clearly demonstrate the transformation of Broadcast, Cable & Satellite's from an important industrial fair into a leading and indispensable trade platform which shapes the future of Eurasian broadcasting and telecommunication industries.

# END OF SHOW REPORT

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## **EXHIBITORS**

Broadcast, Cable & Satellite eurasia 2008 closed its doors with overwhelming results. This year's fair hosted 492 exhibitors from 28 countries.



Besides Turkey this year's fair has attracted direct exhibitors from China, Germany, Israel, Italy, United Arab Emirates and United Kingdom.

### **Exhibition Categories**

The products and services offered at Broadcast, Cable & Satellite eurasia 2008 were:

- Satellite Communication Equipment,
- Satellite Communication Services,
- Broadcasting and Broadband Communication Systems,
- Communication Service Providers,
- Radio Communication Systems,
- Video, Audio & Light Systems,
- Cables,
- TV Programs & Movies

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## BROADCASTING DISPLAY

Broadcasting Technologies were again housed in a separate hall to accommodate the tremendous interest in this sector from exhibitors and visitors alike. There were plenty to see in this exhibit space – numerous exhibitors were enthusiastic at the opportunity to showcase their latest broadcasting technologies. Visitors had the chance to see an exciting selection of products, all conveniently presented under one roof.

## EXHIBITORS' SATISFACTION

Surveys conducted during the fair showed that not only an increase in the number of participants, but also in their level of satisfaction. Several results of the exhibitor surveys are shown below.

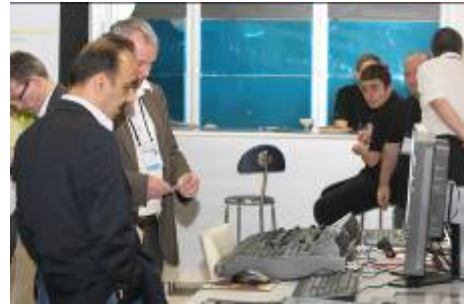
<b>95%</b>	reached their business objectives at the fair
<b>94%</b>	evaluated the general organization of the fair as “perfect” or “good”
<b>93%</b>	were satisfied with the quality of professional visitors
<b>97%</b>	were satisfied with the quantity of professional visitors
<b>94%</b>	consider to exhibit again in 2009



# END OF SHOW REPORT

## VISITORS

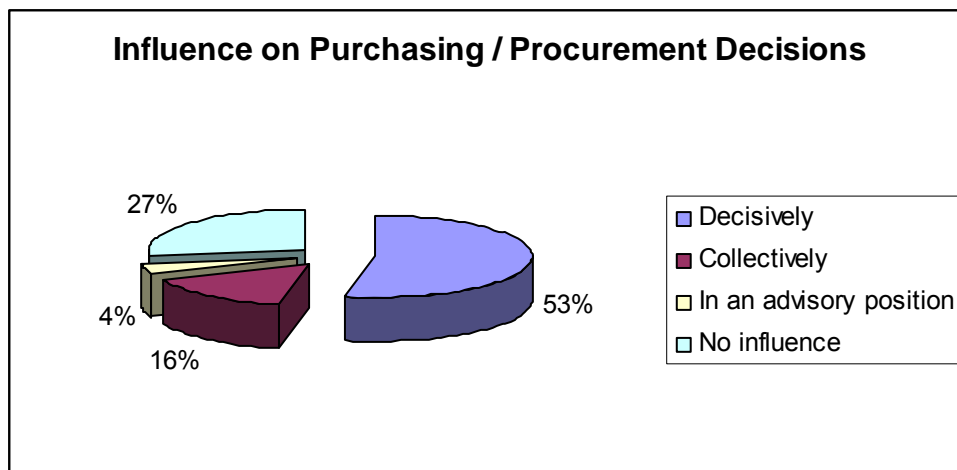
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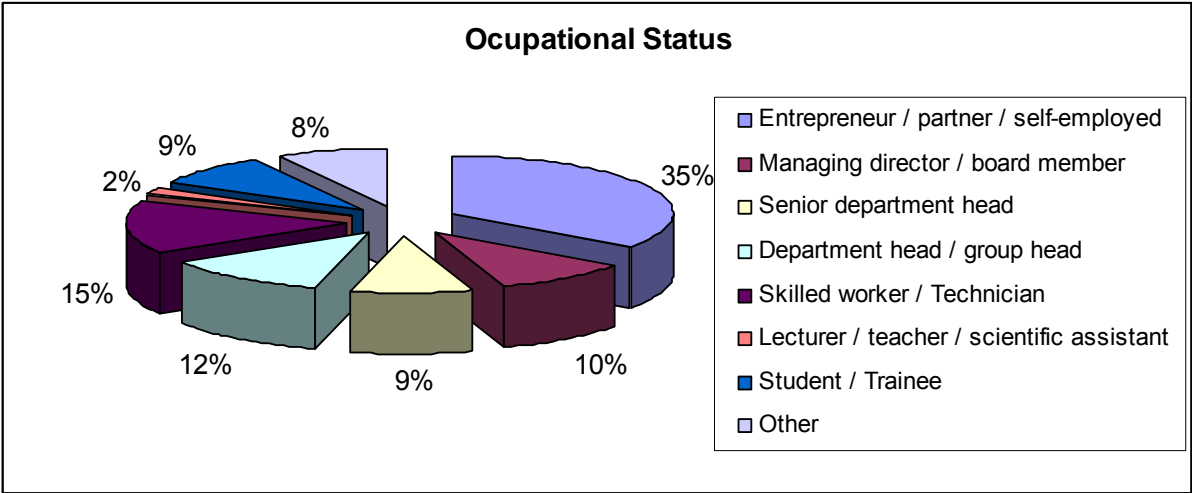
The visitors came from:

Albania	Denmark	Ireland	Luxembourg	Spain
Algeria	Finland	Israel	Moldova	Sudan
Azerbaijan	France	Italy	Netherlands	Taiwan
Belgium	Georgia	Japan	Northern Cyprus	Turkey
Bosnia & Herzegovina	Germany	Jordan	Romania	UAE
Bulgaria	Greece	Kazakhstan	Russia	UK
Canada	India	Kosovo	Senegal	Ukraine
China	Iran	Kyrgyzstan	Serbia	USA
Czech Republic	Iraq	Lebanon	South Korea	Uzbekistan

In the graphic below, the visitors are sorted according to their influence on purchasing, procurement decisions.



As seen from the following graph, 66% of the visitors are in a management position, being either entrepreneur, managing director, senior department head or department head.



As detailed below, several questions were asked in a survey during the exhibition in order to obtain feedback from visitors:

<b>92%</b>	responded that they intend to return in 2009.
<b>97%</b>	stated that they are satisfied in reaching their business objectives.
<b>96%</b>	were satisfied with their visit to Broadcast, Cable & Satellite eurasia 2008.



## END OF SHOW REPORT

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### SUPPORTERS & SPONSORS

Broadcast, Cable & Satellite eurasia 2008 received comprehensive support from the leading institutions of the telecommunication and satellite sector. Among the official supporters were:

- **Turkish Telecommunications Authority**
- **RTÜK** (Radio and Television Supreme Council)
- **TUTED** (All Telecommunications and Businessmen's Association)
- **TUYAD** (The Turkish Association of Satellite/Antenna and Electronic Communication Business People)
- **RATEM** (Professional Union of Radio and Television Broadcasters)
- **Global V-SAT Forum**
- **KOSGEB** (Small and Medium Industry Development Organization)

**Valuable sponsorships were provided by:**

<b>OFFICIAL FAIR &amp; CONFERENCE SESSION SPONSOR</b>	
<b>SEMINAR &amp; CONFERENCE SESSION SPONSOR</b>	
<b>CONFERENCE SESSION SPONSOR</b>	
<b>CONFERENCE VIP LUNCH SPONSOR</b>	<b>SONY</b>

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<p><b>TV SPONSOR</b></p>	
<p><b>MAGAZINE SUPPORTERS</b></p>	      

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### INTERNATIONAL CONFERENCE PROGRAM



The conferences and seminar program held simultaneously with the fair showcased the latest trends and technologies influencing the Eurasian market. This year a special high-level conference program was organized in WOW Istanbul Hotel for the first time. During two days, professional attendees had the opportunity to get highly qualified information about new technologies, developments and experiences from the specialists of the satellite and broadcasting sectors from North America, Europe and Eurasia.

The presentations and panel discussions, held by sector leaders were very well attended and provided an excellent dialogue platform for sector professionals, visitors and exhibitors to exchange information with global players and experts of the industry.

The international conference sessions were:

- The new age in content production
- HD TV's drive as the standard – is it worth it?
- Challenging The Bounds: New Technologies, Speed and Mobility
- New tactics in Media consumption during the convergence era\_
- Digital digital everywhere – elements of marketing to the consumer

#### Special Interviews :

**Moderator:** Jimmy Schaeffler, Chairman & Chief Service Officer, The Carmel Group

- Ferdinand Kayser, CEO&President, SES Astra
- David Rehr, President, National Association of Broadcasters (NAB)



## **SEMINAR PROGRAM**

Like in last years, conferences and panel discussions were held concurrently with the fair and offered a value-added opportunity to learn about the latest technology updates and trends in the market again.



In frame of this year's seminar program 50 Regional TV Channels came together. In cooperation with Professional Union of Radio and Television Broadcasters (RATEM) executive level of decision makers of 50 regional TV channels were hosted at the fair by covering the travel and accommodation costs.

Over 500 distributors of satellite communications related companies from different regions of Turkey were hosted at the fair in cooperation with Uydu Dnyası (World of Satellites) magazine and have chance to attend seminar program. The seminar sponsor of the fair Eutelsat also made a presentation in one session of the seminar program.

Attendees are attracted by the valuable exchange of information and the sessions and panel discussions are typically filled to capacity with interested participants. 95% of last year's attendees were highly satisfied with the conference.

## END OF SHOW REPORT

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*Looking forward to welcoming you at  
Broadcast, Cable & Satellite eurasia 2009 – a CeBIT Event –  
7 - 11 October 2009*



**For further information please visit:  
[www.cebit-bcs.com](http://www.cebit-bcs.com)**

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