

Broadcast
Cable & Satellite

eurasia

a CEBIT Event

14th International Trade Fair and Conference for Satellite Communication, Broadcasting, Cable & TV Content

6 – 10 October 2010

Tüyap Exhibition and Congress Center,
Istanbul, TURKEY



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Your way to the future

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Join the biggest communication platform in Eurasia

**Interrelated sectors of ICT, broadcasting and
satellite communication under one roof**

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International Trade Fair and Conference for
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CeBIT
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Bilişim

International Trade Fair for Information Technology
Telecommunication, Software and Services

The crossroad of broadcasting technologies

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EUROPE

- European systems are used in Turkey & Eurasia
- EU regulations are being adopted in Turkey

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NORTH AMERICA

- Expert on broadcasting technologies
- World leader in infrastructure
- Producer of innovative technologies

EURASIA

- The fastest growing market of the world
- Digital broadcasting is newly starting
- 340 TV channels have been established in Turkey since 1994.

(24 national, 76 cable, 240 local stations)



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Take the fast track to success

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- ▶ **The meeting point of the sectors in Eurasia**
More than 1,300 TV and radio channels only from Turkey
- ▶ **Enter the Turkish markets now**
Digital broadcasting is on a growth path with some 3 mil. users
- ▶ **Discover the market need and sales opportunities for your products**
A market of young population ambitious to use new products and technology
- ▶ **Meet more than 70,000 professional visitors**
Sharing the same date and venue with CeBIT Bilisim Eurasia adds up to more professional visitors, i.e. general managers, company owners etc.



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Product Groups

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- ▶ Satellite Communication Equipment
- ▶ Satellite Communication Systems
- ▶ Communications Service Providers
- ▶ Radio Communication Systems
- ▶ Broadcast and Broadband Communication Systems
- ▶ Video, Audio and Light Systems
- ▶ Cables
- ▶ TV Programs & Film Content

SPECIAL DISPLAY

- ▶ LED Systems



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REVIEW - 2009

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	CeBIT eurasia Bilişim	Broadcast Cable & Satellite eurasia a CeBIT Event	Total
Visitor Number	126184	20388	146572
Exhibitor Number	989	235	1224
Net fair area	20918m ²	4246m ²	25164m ²
Business World Section Visitors	67122		67122
Visitors from Press			1775



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Some Key Players / Key Brands of 2009

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- ADC Krone
- Adobe
- Alcad
- Apple
- Arris/C-Cor
- Astro
- Atlanta
- Baff
- Botech
- Canon
- Dedolight
- Dell
- DIGITURK
- Dream Multimedia
- Dreambox
- Epson
- Eutelsat
- Evertz
- Fagor
- Fujitsu
- GES
- Grass Valley
- Hirschmann
- Hitachi
- HP Hewlett Packard
- INPAX
- JVC
- Kathrein Antennen Electronic
- Kino Flo
- Manfrotto
- Motorola
- Next
- Philips
- Planar
- Redline
- Ross
- SAB
- Sharp
- Sony Eurasia
- Tonna
- Triax A/S
- T-Vips
- Visiosat
- WISI



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Visitor Profile

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Among the visitors are...

- Audio/Video & Broadcast Engineering
- Bank and Financial Services
- Building up geographical information systems (GIS)
- Cable Network operators
- Camera Operators
- Consultancy
- Content Program Providers
- Disaster relief
- Domestic and International retail chains
- Education / Research
- Evaluating and assessing the natural resources
- GPS applications ducers
- Harbor management & land/air/sea transportation companies
- Healthcare & Medical
- Hospitality & Turizm
- Internet Service Providers
- Manufacturers of Consumer Electronics
- Meteorological forecasting
- Military and Defense Industry
- Monitoring and surveying agricultural areas and forests
- Music Producers
- News & Advertisement
- Newspapers & Magazines
- Oil and Gas companies
- Public Institutions and Associations
- Residential Area Development Agencies
- Satellite Network Operators
- Studio & Equipment Hire
- System Integrators
- Telecommunications authority/ Gov Dept
- TV & Radio Broadcasters
- TV film producing companies & Digital Cinema
- Wholesaler, Dealers & Distributors



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Special Visitor Delegation

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- ▶ **Hosted Buyer Program in cooperation with TUYAD - The Turkish Association of Satellite, Antenna and Electronic Communication Business People**
- ▶ **Anatolia VIP Program for entrepreneurs and managers from major companies all over Turkey**
- ▶ **Special Business Delegations in cooperation with local chambers of commerce and industry**



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International Buyers Delegation

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- ▶ in cooperation with DTM (Undersecretariat of the Prime Minister for Foreign Trade) international purchasing delegations from different countries will be officially invited to the exhibition and cost for flight and accommodation will be covered
- ▶ in addition in cooperation with Deutsche Messe worldwide representative the organiser will bring buyers delegation (covering flight and accommodation to the exhibition).

▶ Countries of which Purchasing Delegations will be invited

Algeria	Croatia	Iran	Lebanon	Pakistan	Senegal	Tunesia
Azerbaijan	Egypt	Irak	Libya	Peru	South Africa	Turkmenistan
Brazil	Ghana	Jordan	Malaysia	Poland	South Korea	Ukraine
Canada	Georgia	Kazakhstan	Mexica	Quatar	Switzerland	UAE
Chile	India	Kenia	Nigeria	Russia	Syria	USA
China	Indonesia	Kosovo	Oman	Saudi Arabia	Tanzania	Vietnam



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Special Event

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Conference on Satellite & Broadcasting Technologies

▶ World Satellite Markets & New Technologies in Broadcasting

Presentations of government policy-makers, satellite service providers, investors and business people from all over the Eurasian region



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Participation Options

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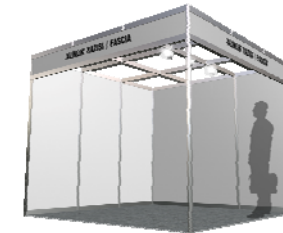
Package 1 : Raw Space

180 €/ sqm. + VAT (18%)



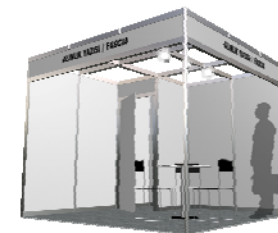
Package 2 : Space + modular stand

205 €/ sqm. + VAT (18%)



Package 3 : Space + modular stand + furniture

235 €/ sqm. + VAT (18%)



Contact

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