



# DISCO <sup>DUBAI</sup> P

Madinat Jumeirah Resort | January 29 – 31, 2017

**2017 SPONSORSHIPS  
CO-BRANDING | ADVERTISING  
PROMOTIONAL OPPORTUNITIES**

**Basic Lead**

# KEY DISCOP EXHIBITORS

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



A+E NETWORKS

AMC  
NETWORKS



a tv



balancing act  
TELECOMS, INTERNET AND BROADCAST IN AFRICA

BBC  
Worldwide

C21Media.net

Calinos  
Entertainment

CANAL+

CBS

CCTV

cee|tv

CFI  
COOPERATION  
MÉDIA

CONSAT  
...TV for us

CÔTE OUEST  
AUDIOVISUEL

dailymotion

DW Deutsche  
Welle

DI FFA  
Forum of Festivals of Africa

DIGITAL TV  
multimedia

Discovery  
COMMUNICATIONS



eccho rights  
a part of sparks|eccho



eutelsat  
communications via satellite

M  
Eurodata TV  
WORLDWIDE

EUROPA  
DUBBING GROUP



Film & Event  
Media

FOX

Global  
Agency

GOBO

HUAWEI

ICEX



INSTITUT  
FRANÇAIS  
SOUTH AFRICA

ITV  
Inter Medya Ltd.

# KEY DISCOP EXHIBITORS

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



LIONSGATE



Turner

tvbizz

TV France international



VARIETY

WALT DISNEY



zuku



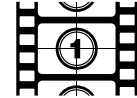
## 10,000+ CONTACTS

An in-house, multilingual team of market analysts researches and maintains database of **10,000+** qualified contacts from **6,000+** companies



## BUSINESS ACROSS 150 COUNTRIES

**DISCOP** delegates include **BUYERS, SELLERS, PRODUCERS** and **INFLUENCERS** driving multi-platform, multi-screen television content business across **150** countries



## ASSISTING PRODUCERS

**DISCOP** is now expanding its meeting organisation capacities to also assist producers with works-in-progress seeking funding and distribution opportunities



## DELIVER QUALIFIED MEETINGS

**DISCOP** is engineered to deliver qualified meetings between delegates before and during the event



## 72% OF DISCOP DELEGATES USE MEETING SERVICES

**72%** of **DISCOP** delegates take advantage of advance and on-site meeting organisation services that guarantee an average of **35** to **40** meetings per event



## CERTIFIED BY INSTITUTIONS

Certified by trade and governmental export assistance associations: TVFI (France), KOCCA (Korea), SARFT (China), PACT (UK), US Commercial Service (USA), ICEX (Spain), RATEM (Turkey), NFVF (South Africa), etc..



## CONNECTED GLOBALLY

**DISCOP** has offices in Los Angeles, and Johannesburg and maintains a network of field agents based in Russia, China, Turkey, France and UAE.



## 92% BRAND RECOGNITION - GLOBALLY

**DISCOP** enjoys a **92%** brand recognition level in the 150 countries covered by its organization



## PARTNERSHIPS WITH MEDIA

Partnerships with major and regional trade, print and online, publications: Variety, Video Age, World Screen News, C21, TBI, TODOTV, CEETV, PRENSARIO, Le Film Francais, etc..



## 3000+ COMPANIES PARTICIPATE

Over **3000+** major and independent distribution companies have taken part in **DISCOP** since 1991

Serving as each DISCOP market's showguide and thanks to carefully crafted writing, captivating photography and incomparable illustration, DISBOOK magazine explores the new frontiers of today's rapidly expanding multi-cultural global television ecosystem.

DISBOOK magazine is being handed to all market participants upon their arrival and is also electronically mailed to the 10,000+ industry contacts in the 150 countries covered by our database.

- Full page & double-spread adverts
- Premium placements available
- Advertorials upon request



# BADGES AND LANYARDS

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



Worn by all DISCOP participants: Sellers / Buyers / Producers / Visitors / Staff / Press / Influencers. **This offer includes full and exclusive branding of the lanyards and company logo on the badge.**



All DISCOP participants will receive a show bag. **This offer includes exclusive logo on one side of the show bag, one full-page advert in DISBOOK magazine, one show bag insert and event partner status with naming / visibility privileges.**



# BANNERS

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



On-site branding available in high-traffic areas. Size and price upon request.

# BILLBOARDS OVERSIZED

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



Oversized, double-sided, stand-alone billboards strategically located in high-traffic market areas.  
Size: 1200 mm (w) x 2000 mm (h)

Sizes may vary.

# BUYERS CLUB LOUNGE

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



The BUYERS CLUB LOUNGE is exclusively for buyers to have a place to conduct business with VIP treatment. Get in front of your target audience. **Offer includes branding of lounge, one full page advertisement in DISBOOK magazine, one show bag insert and event partner status with naming /visibility.**



Choose brand pillars, entrance arches to wall cladding. Create presence with impressive custom branding. Ask a sales representative for more details.

All of electronic correspondances are being sent to (1) delegates of upcoming DISCOP markets and to (2) 10,000+ industry contacts in the 150 countries covered by our database.


## A. BRANDING OF THE MARKET'S ELECTRONIC NEWSLETTER

Sent out weekly 4 months prior to each DISCOP market, the electronic newsletter promotes content, companies and sidebar programs featured during the 3-day event. The offer includes full branding of each newsletter (16 X issues)

## B. CUSTOMIZED ELECTRONIC NEWSLETTER

Customized and stand-alone electronic newsletters can be mailed in advance of each DISCOP market. The offer includes full branding of the newsletter and 3 X distinct mailings within the month leading to the market.

Viacom Highlights for DISCOP Africa [View this email in your browser](#)



**VIACOM INTERNATIONAL MEDIA NETWORKS AFRICA CELEBRATES 10 YEARS OF CREATING QUALITY CONTENT FOR AFRICAN VIEWERS**

**ViMN Africa. Engaging Content. Relevant Connections. Global Expertise. Pan-African Impact.**

Returning to DISCOP Africa for another year, Viacom International Media Networks (ViMN) Africa celebrates ten years of building a pan-African multiplex of TV channels within the continent. Offering an unbeatable library of African and international content for every content platform, ViMN Africa content is packed with spectacle, humour and cultural relevance for all audiences.

Visit **Stand # K5** to learn how to harness ViMN Africa's brand power, global content library, African production know-how, and unparalleled broadcast expertise for your audience.

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**PROGRAMME SALES**

Featured programmes for distribution at DISCOP Africa


The following content is cleared for distribution across linear, digital, PTV and SVOD platforms.

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**COMEDY**




**The Daily Show with Trevor Noah**  
(News/Comedy – 161x30)  
The South African comedian takes over this new iteration of the popular American late night talker that skewers the day's breaking news (Comedy Central) [Read More](#)




**The Nightly Show with Larry Wilmore**  
(News/Comedy – 160x30)  
A new late night format that provides viewers with a distinct point of view and comedic take on current events and pop culture (Comedy Central) [Read More](#)

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**FORMAT**



**Say It In Song**  
(Music Format – 30)  
A new music-driven reality format about people using specific songs and surprising musical pranks to get an important message across (MTV) [Read More](#)



**Lip Sync Battle**  
(Reality/Format – 38x30)  
A hit competition reality format where celebrities duel it out, lip syncing to the song of their choice (Spike TV) [Read More](#)

# FLOORPLAN LOCATOR

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The FLOOR PLAN LOCATOR is the delegates' most loyal companion. It indicates the location of each exhibit and the list of exhibiting companies. **This offer includes full branding of the FLOOR PLAN LOCATOR with front and back covers available.**



An exclusive gala dinner honoring the television industry creates an unforgettable, more personal experience for 150 VIP guests and stars. Following a cocktail party and reception, dinner guests are seated in elegantly appointed “communal-style” tables for a casual four-course dinner.

**The GALA DINNER partner is provided with the following privileges:**

- 1. Branding of the entire gala dinner:**
  - Stand alone billboards displayed at the entrance and inside of the venue
  - Stage Podium
- 2. Greeting, photo call and interview opportunities**
- 3. 1 X show bag insert**
- 4. Event Partner status with naming / visibility privileges: company logo on the event partners’ web page; on all print, online and onsite informative material**
- 5. 1 X full page advertisement in DISBOOK magazine**
- 6. Promotional email and social media opportunities**

Reach your target audience: Advertise on DISCOP Websites

## Visitors

- Our website generate 95,000 unique visitors per year from 187 countries.
- 67% are New Visitors. Our Returning Visitors represent previous participants, newsletter subscribers, and professionals who visit our sites and social media for industry news equate to 33% (31,000 visitors).

## Visitor Behavior

- Our average website visitor spends 02:35 minutes on our site and visits an average of 2.25 pages.
- Our Returning Visitor spends 4:02 minutes a session and visits 2.78 pages per session.
- 38% of our total traffic returns to our site for two (+2) or more visits.
- 73% of our returning visitors come back for three (+3) or more visits.

This offer includes full and exclusive branding of all web pages four months prior to the market, one full-page advert in DISBOOK magazine, one show bag insert and event partner status with naming / visibility privileges.

**DISCOP** DUBAI  
Madinat Jumeirah Resort | January 29 - 31, 2017

EVENT BEGINS IN  
Days: 1 | Hours: 08 | Minutes: 22 | Seconds: 08

HOME ABOUT MARKET SCREENINGS GETTING THERE MEETINGS REGISTRATION CONTACT

**NETWORK, CULTIVATE RELATIONSHIPS AND CREATE BUSINESS**  
The Meeting Organisation Service will enable exhibitors and pre-registered delegates to view profiles of participants and select those they want to meet at the event.

DISCOP Dubai is an annual, three-day, event that connects **BUYERS, SELLERS** and **PRODUCERS** of movies, finished TV and developing TV content.

**BUYER PROFILE**  
**MEETINGS**  
**REGISTER**

**CONTENT CATALOGUE**  
Various content submitted from around the world

**GETTING THERE**  
Book your flight & hotel



# MATCHMAKING LOUNGE

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INDUSTRY SINCE 1991



The MATCHMAKING LOUNGE is restricted to non-exhibiting delegates in need of temporary meeting space. **This offer includes full and exclusive branding of the MATCHMAKING LOUNGE, one full page advertisement in DISBOOK magazine, one show bag insert and event partner status with naming / visibility privileges.**

# MEETING ORGANISATION ASSISTANCE

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



MEETING ORGANISATION ASSISTANCE provided to all participants and this offer provides full branding of our online and on-site matchmaking services.

- Branding of the **MEETING ORGANISATION SERVICE**, our highly-visited online matchmaking platform during the two months leading to the market. You will be able to brand the online dashboard. Select from various banner sizes.
- Branding of the strategically located **MEETING ORGANISATION CENTER** where delegates can request onsite matchmaking assistance

# PRIVATE EVENT

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INDUSTRY SINCE 1991



Choose either a cocktail party, company presentation or a press conference and have your private event in a dedicated area with up to 120 total guests. Hors d'oeuvres and cocktails are served throughout the function. **This offer includes full branding of the print and electronic invitations, RSVP management, technical equipment for speaking opportunities, and two dedicated hostesses.**



Showcase your latest film, TV series, pilot, documentary, etc..in a luxurious screening room with plush seating for 50 to 100 guests. Post and pre-event functions can also be planned.

# REGISTRATION AREA

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Welcome each participant as soon as they walk in the door! Your company logo and brand will be strategically displayed on the counter of our registration desk and large banners, ensuring that participants are surrounded by your brand on all sides.

# STAFF T-SHIRT

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



Your logo and branding will be located on back of shirt.

The DISCOP team ( between 50 to 150 volunteers and runners ) is always on the move and highly noticeable during the course of the market. **This offer includes logo presence on the back and front of the T-shirt, one full-page advert in DISBOOK magazine, one show bag insert and event partner status with naming / visibility privileges.**

# TRADE PUBLICATIONS RACK

SERVICING THE TELEVISION  
INDUSTRY SINCE 1991



The most popular trade publications, C21, Variety, Video Age, TodoTV, Prensario, Screen Africa, World Screen, CEE TV, Balancing Act, TBI, Le Film Francais, Content Asia, etc..send copies of their issues to DISCOP markets and make them accessible to all delegates. **This offer includes full branding of the TRADE PUBLICATION BINS located in high-traffic market areas.**



This highly-visible wall branding commands major attention. They are located at perimeter of the market and screening area and are available in 3 sizes (6sqm, 9sqm and 12sqm) on a first-come basis.



# WELCOME COCKTAIL PARTY

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INDUSTRY SINCE 1991



This is the most prestigious networking event of each DISCOP MARKET. To take place on the first evening of the first day of the market, the WELCOME COCKTAIL PARTY brings all delegates together for drinks and snacks. **This offer includes exclusive branding of the invitations and pop-up decorum, greeting and speaking opportunities, access to audio / video equipment, four plasma screens, full-page advertisement in DISBOOK magazine, one show bag insert, promotional email campaign and event partner status with naming/visibility privileges.** Your branding will also remain in the cocktail area throughout the 3-day market. This provides ultimate visibility as it is located in a high-traffic area and is the prime area for networking events.

**FOR MORE INFORMATION AND QUOTES:**

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Organized by

