

The background of the cover features large, stylized numbers. A large blue '2' is on the left. A large white '0' is in the center. A large red '2' is on the right. A large white '1' is on the far right. The numbers are thick and blocky, with some overlapping.

PRO2021

**THE TOP MIDDLE EAST
PRODUCTION,
BROADCAST
AND SATELLITE
COMPANIES
YOU NEED TO KNOW**

PRO2021

PRO2021

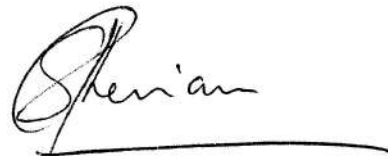
The avalanche of streaming entertainment has truly made the world a global village with viewers now embracing content from all parts of the world. In fact, a majority of audiences across the MENA region have stated a preference for watching content in their original language with English, Arabic or French subtitles rather than dubbed material. As a result, entertainment has played a big role in adding a lot of new terms to our vocabulary, thereby representing international cultures.

With the Pro50 carrying a special section on Korean content in this edition, I think it particularly important to draw your attention to how the Korean culture wave has become a staple within our entertainment space. When Turkish content was banned in Middle East circles, regional broadcasters turned to Korean drama to fill the air space. Then streaming services took them on and now, with K-Pop and Korean films and drama series gaining traction amongst audiences, 20 new words of Korean origin have been added to the latest edition of the Oxford English Dictionary (OED).

So if you're someone who enjoys watching a lot of South Korean entertainment, perhaps you can be called a 'hallyu fan', where hallyu refers to the Korean cultural wave.

I'll let you explore some of the other terms in your free time but for now, may I encourage you to take a look at our specially curated Korean section, which showcases interesting drama series from some of the top production companies in the country.

But that's not all we have in store. Besides our traditional showcase from vendors and solution providers across various categories in broadcast and streaming, we have featured winners from the last edition of the ASBU BroadcastPro Awards. We plan to make this a regular feature in subsequent issues of the PRO book. We hope you like what we have put together for this issue. Enjoy.



Vijaya Cherian
Editorial Director

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Forging new ground in streaming models

The MENA region is an area with a rich tradition of stories and storytellers, but one that had formerly and for a variety of reasons not yet fully achieved its full potential of creating narratives that can travel the world.

The region is now at the cusp of witnessing a sea-change as producers, incumbent giants, new services and creatives are all increasingly investing time, energy and funds to forge new ground in the increasingly dominant model of streaming. These streaming services are the spark in a combination of younger demographics, faster technological adoption, and democratised access, fueling a chain reaction that will continue to have significant impact on the industry.

The key word for 2021 is *evolution* as audiences, the industry and the region continue to adapt to the fallout from the ongoing global pandemic that upended all previous plans and paradigms. 2020 bore a real catalysation of digital adoption with profound impact to content rights windowing and entertainment consumption globally. In the MENA

many of the principal services saw strong growth in subscribers with significant improvements in viewership metrics across the board. Although there is still significant room for growth in the region, as 2021 makes its way out, the battle for subscribers and viewer's attention is increasingly becoming more pitched.

Alongside user acquisition there will necessarily have to be a focus on limiting churn. Content has always been the fundamental driver for streaming success, but one category will become of even more critical importance for subscription services trying to provide value to their audiences -- Original Programming.

A Crowded Market

The OTT industry in the MENA has undergone rapid development in recent years with a flurry of new entrants, exits and relaunches. On the one hand, there was the demise of iflix (one of the first homegrown services of the region) and the retreat from the region and eventual exit of iflix (an international service from





Malaysia sold to Tencent). On the other hand, MBC's Shahid and OSN have relaunched with stronger offerings.

Further significant changes to the OTT landscape are expected as international players, both global giants and niche, renew their focus on the MENA as growth stalls in their home markets.

Early Experiments with Arabic Originals Programming on OTT Platforms

In October 2014, icflix became the

first OTT platform to release an Arabic original movie, *HIV*, to generally positive reviews. The service followed up with *Makida* the same year and would go on to release another four originals in the following three years. This nevertheless remained well short of its intended target of 12 Arabic originals per year and the company eventually quietly ceased operations in its entirety in 2019.

The first Arabic Original TV show on the other hand was *A Song in*

Her Eyes released by Telly, the Kuwaiti OTT platform, in 2015. The platform followed up with *After the End* another series in 2016, but the company did not scale and has since rebranded to Mahatat with limited market presence.

iflix was the first international service to release an original with *Wakkalna Walla* in 2017. In this case too, despite some early promise and a significant installed base the service exited the region in 2019.

Figure 1: The balance of OTT business models in MENA

A geographic concentration emerges when we look at the 3 main business models of AVOD, SVOD and Freemium for OTT services in MENA

WESTERN

The vast preponderance of western services are subscription-based services

MENA

Most services in the region have followed the western services' lead for a subscription-based model, despite the lack of a clear base of premium local content and fundamental differences within MENA sub regions

EMERGING MARKETS

Most of the services originating from the Indian subcontinent and APAC are freemium/hybrid advertising and subscription backed services, befitting their varied demographics' needs



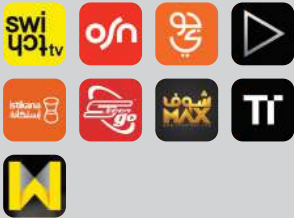
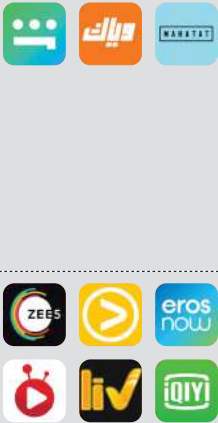

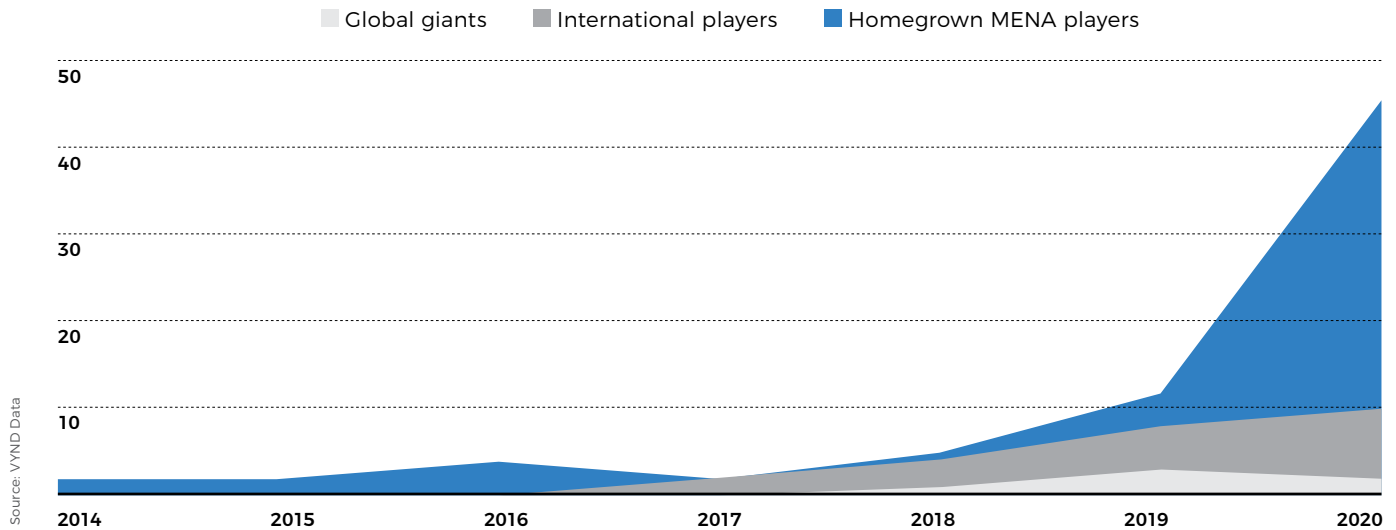
SVOD Subscription only services that require significant premium content to support subs	FREEMIUM Large libraries or a select niche required for ads with some premium content to support subscription layer	AVOD Large libraries or a select niche required for ads
		
		

Figure 2: The accelerating growth of Arabic original releases

The Accelerating Growth of Arabic Originals Releases

Up to 2019, Arabic Originals on OTT platforms were few and far between and were predominantly released by international platforms such as VIU and Netflix. In 2020, the distribution of Arabic Originals started to shift towards local grown OTTs with both Shahid and OSN ramping up their Originals slate significantly.

2019 saw the first significant increase in Arabic Originals on OTT platforms with Viu launching four Arabic Originals during Ramadan, namely, *Haduta Morra*, *Al Zoga 18*, *Zodiac* and *Ana Sherry dot com*. These were all Egyptian productions primarily created for FTA.

Netflix launched its first locally produced Arabic programming with the UAE show *Justice* (although OSN aired *Justice* on its pay TV platform in 2017, Netflix nevertheless advertised *Justice* as a Netflix Original on release). *Jinn*, its first proper original investment was a Jordanian series aimed at a teenage audience which elicited quite some controversy for

softly pushing culturally acceptable limits. This was also followed by *Dollar*, a Lebanese production.

Although Shahid released only one Arabic Original in 2019 with *El Diva*, a Lebanese drama production, it massively ramped up its output in 2020 with 18 Arabic

originals released in that year alone. Many of these productions found their way to the MBC Group screens but the first window was critically reserved for Shahid.

OSN announced and released its first productions billed as Originals in 2020, with *No Man's Land*, an



international drama set in Syria. Starzplay similarly waited till 2020 to release *Baghdad Central*, a six-episode drama set in Iraq.

Windows of Exploitation and the Ramadan Release Window

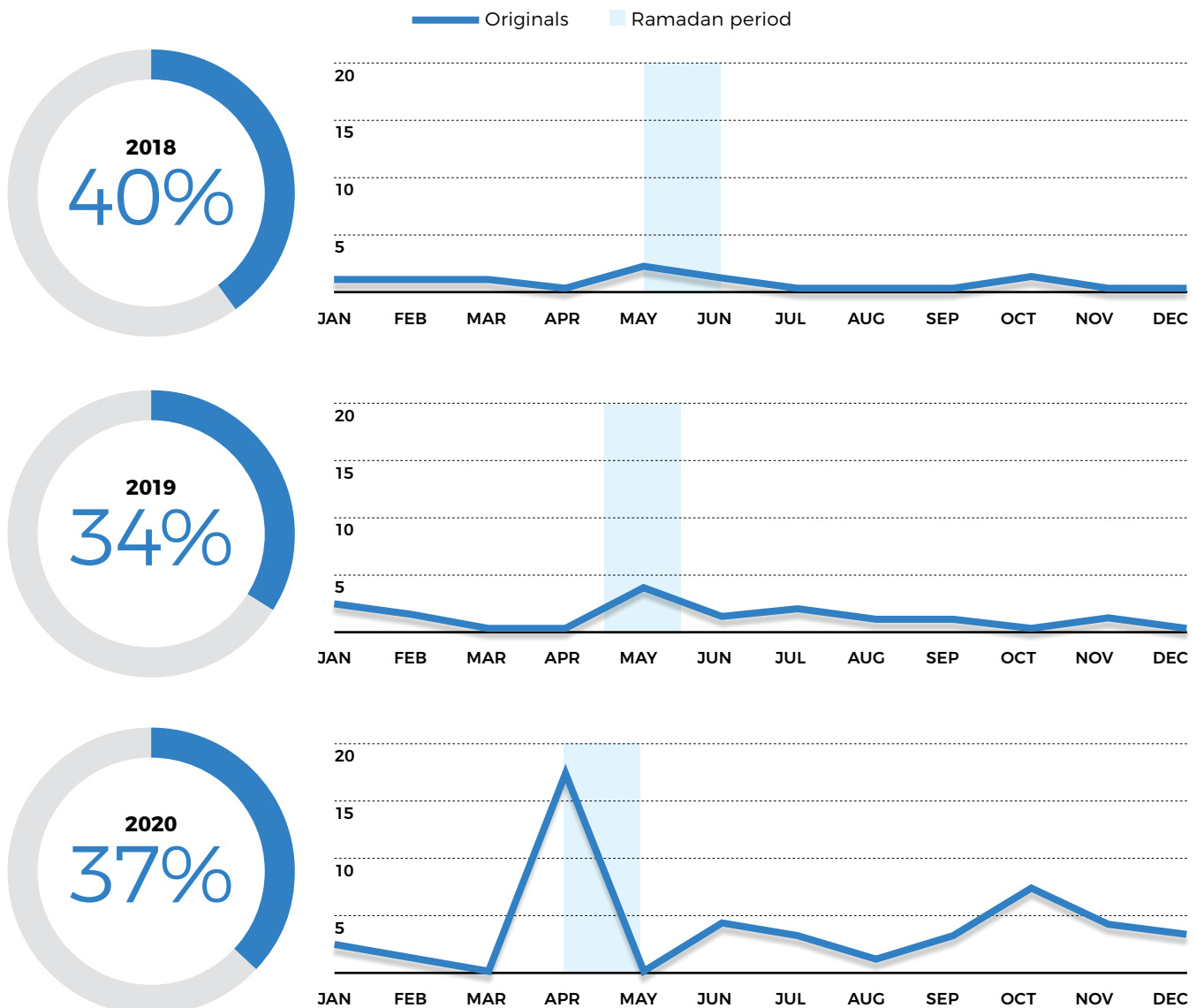
In order to support their subscribers with true premium content, regional players have been more creative with the sourcing of their Originals. For

example, *Baghdad Central* and *No Man's Land* were both international productions made predominantly in English for western audiences. However, these two series were heralded as the first Original dramatic series for the two platforms, Starzplay and OSN respectively. The qualitative benchmark of these series is very high and the full production budget would otherwise be prohibitive for

regional players alone. Although there will be increased actual original production in the region, more first window deals to flesh out the premium content gap is expected.

Collaboration between platforms and creativity across windows will be necessary to spread the costs of productions as scale ramps up. It is important to note the increasing spread between younger OTT

Figure 3: Originals released beyond the Ramadan period, 2018-2020



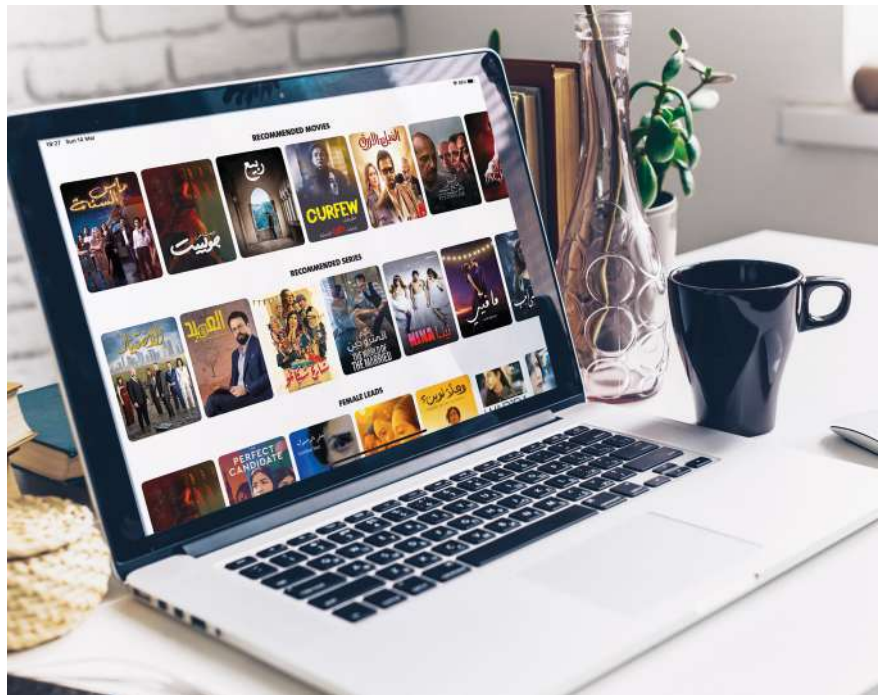
audiences with different expectations to the older FTA viewers. While OTT platforms naturally also benefit from a rise in subscribers and viewership during the Ramadan period, it is interesting to note that Arabic Originals releases on OTT platforms have trended towards a more balanced yearly release schedule with only 37% of Arabic Originals in 2020 released during Ramadan, down from 40% in 2018, even as the Ramadan peak gets more pronounced.

Given that due to the Islamic calendar, Ramadan shifts back every year, there is also the emergence of the post-Ramadan period alongside the traditional back-to-school season in Sept-Oct.

What will the Future Hold for Arabic OTT Originals?

The strategic imperative of Originals is to draw a line with respect to the competition, reduce dependency on external catalogues and further justify the cost of subscription to users. Exponential demand for Arabic Originals productions shows no sign of abating, with an increasing array of announcements, commitments and partnerships.

- ▶ OSN has doubled its investment in Arabic Originals in 2021 with the goal to have Arabic and Original production eventually make out 25% of its catalogue. In the short term, it has ambitious plans to double its Original output within the next year
- ▶ MBC Group likewise aims to build on its momentum with Shahid and continues to lead with its OTT service ahead of TV. The return of Sam Barnett at the helm of MBC will see a shift to this OTT first strategy, and they are currently



moving forward with ambitious content releases regularly this year. Its partnership with Rotana will be a great boon to its ambitions

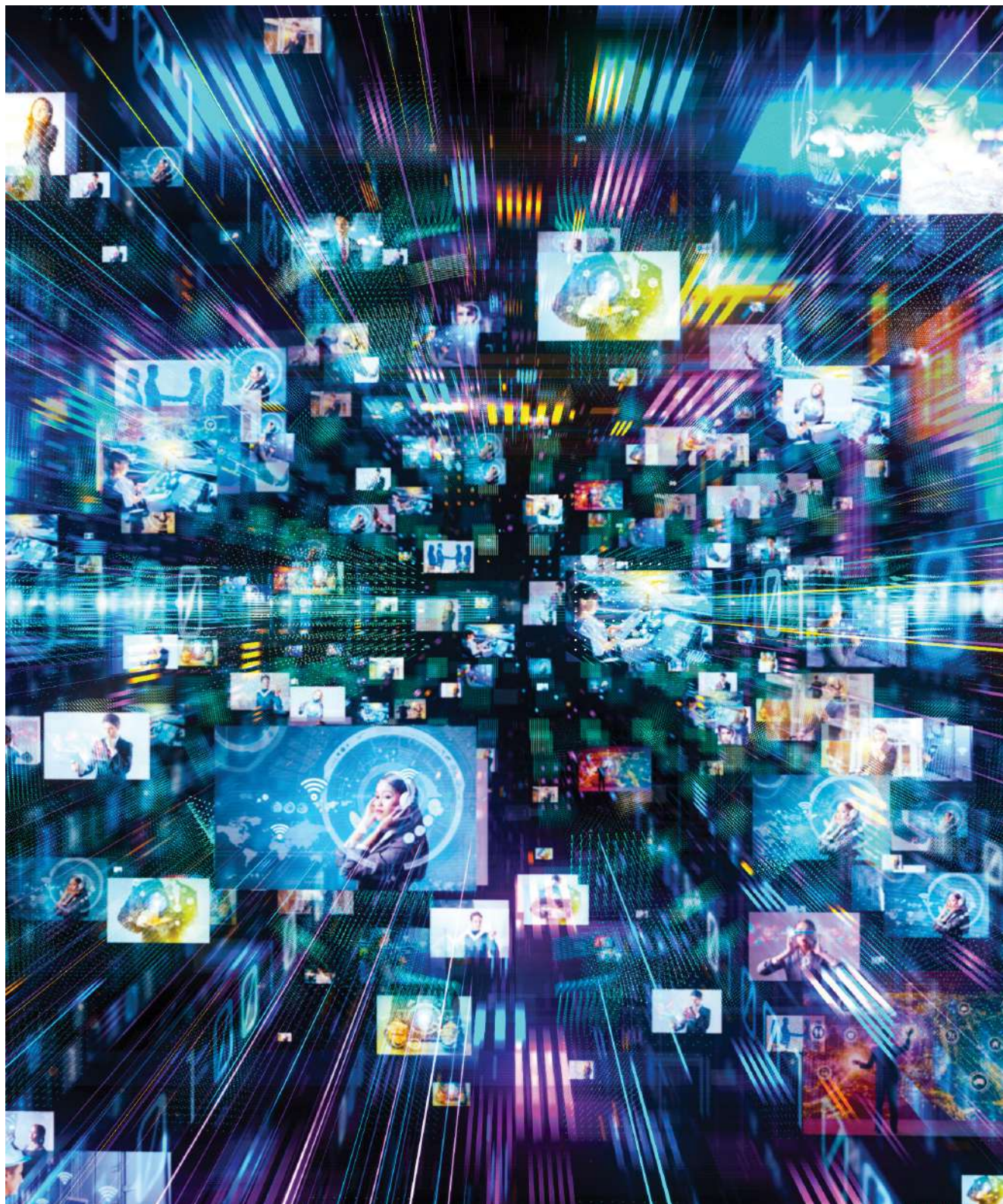
- ▶ In February 2021, Starzplay raised USD 25m of debt, some of which will be used to produce original Arabic content productions.
- ▶ In 2018, Netflix spent more on original programming than it did on licensed content for the first time. This has only accelerated since, with Ted Sarandos (Netflix's co-CEO and Chief Content Officer) publicly stating that over 85% of their budget would be spent on originals. The company was able to drive growth through a bold strategy based on debt, and only very recently announced that its cash flow finally allows it to no longer be reliant on debt.
- ▶ In the region, Netflix has significantly increased its regional output in 2021, with at least five projects to be released within

the year. It has also underlined its commitment to the region by announcing partnerships with Myrkott and telfaz11.

These two Saudi content houses will produce a slate of original content for the Netflix platform in the coming years

- ▶ Netflix is also seeing increasing interest in local Arabic content in other markets with *Paranormal* breaking into the top 10 shows in several European countries
- As more global players enter the region in search for growth, budgets will inevitably rise and production resources will be stretched, resulting in ever increasing pressure on making the right decisions in production and content. The balance will shift towards companies that can most effectively combine the raw power of data and creativity.

This piece was authored by Maarten Kranendok, CCO, VYND.



The path to growth for Middle East media in a post-pandemic world

It is now clear that during the COVID-19 pandemic, consumers in the MENA region have greatly increased their consumption of digital video and audio content. This has accelerated a trend which has been gaining ground for several years, and is unlikely to slow down when the pandemic subsides. Meanwhile, the already weak advertising-supported media market has eroded further and will take some time to recover even to its 2019 levels. Regional media companies can therefore no longer view digital revenue as a luxury. They must urgently diversify through digital business models and focus on subscriptions, direct relationships with consumers, and monetising content. Governments can facilitate this transition by devising regulation which supports growth of the digital media market while telecom operators can seize a growth opportunity as enablers and aggregators.

According to Strategy & Middle East, part of the PwC network's Global Entertainment and Media Outlook 2020-24, digital revenue globally in 2020 is estimated for the first time to account for more

than half of total entertainment and media revenue. The study suggests that the MENA region is not far behind the global average. The proportion of digital revenue for the region was estimated at 42% and is expected to grow to 46% by 2024.

It is not difficult to understand why 2020 was a watershed year. As governments in the region imposed lockdowns to control the pandemic, the demand for streamed video content (OTT video) immediately mushroomed. In the first month of the lockdown, 50% of OTT video subscribers increased their viewing time. Subscription services such as Netflix, Shahid and Starzplay Arabia responded to the burgeoning demand by adding more local content. This is creating a virtuous circle with yet more viewers attracted to the platforms.

Digital audio, both streamed or downloaded music and podcasts, has also experienced a boom during the lockdown period. In 2020, Anghami reported a 25% increase in listeners from the previous year, while digital audio revenue is predicted to increase by a compound annual growth rate (CAGR) of 19.8%

CAGR between 2019 and 2024.

The trend towards digital is thus unlikely to abate even when lockdowns are no longer the norm. Given the expanding supply of content on regional and international platforms, OTT revenue is expected to grow by a CAGR of 12.3% between 2019 and 2024.

While there may be some quibbles over the exact figures, advertising revenue is unquestionably stalling in comparison to consumer-paid revenue. Moreover, the digital proportion of advertising revenue is growing steadily. Regional media companies simply cannot afford to play down these developments and must adapt their business models to exploit areas of higher growth. The danger of insufficient action is that global players will devote more attention to the growing MENA opportunity and invest the necessary resources to achieve a pre-eminent position in the market.

For larger media companies, this means a wholehearted commitment to their OTT platforms making it as appealing as possible to the consumer in terms of both content and design. The OTT platform

**Karim Sarkis.****Karim Daoud.****Abhijat Sharma.**

cannot be regarded as a second-rate alternative to free-to-air channels. Media companies will need to produce a differentiated volume of original local content and build scale through geographic expansion across the region. These platforms could either be purely subscription-based or a mix between advertising and subscription tiers.

Given their more limited resources and audiences however, it would be inefficient for smaller players to create and maintain their own platforms. They have two avenues open to them. They can pool their resources and content with other media companies to create a combined platform, thus reducing the costs and increasing reach for each individual company. Alternatively, they can work with a telecom operator as an aggregator to host content from various media companies on its platform in return for a proportion of the revenue. After all, telecom operators already have the attributes to perform this

role effectively—a billing relationship with customers and the necessary infrastructure and distribution capabilities. Even larger media companies could benefit from a telecom operator's extensive reach when it comes to distribution. This is also a significant growth opportunity for telecom operators as they seek new revenue sources.

Media companies need to assess the capabilities they will require if they are to make their digital transition work. They must also determine how they can augment their capabilities in the most cost-effective way, possibly through acquisitions or partnerships. Essential competencies will include subscriber management, original content production, digital distribution and viewer data analytics.

To ensure that the local media sector flourishes, governments should work with media companies to design effective digital regulation that protects consumers without stifling competition. Authorities should

strive for simplicity in regulation oversight as too many regulatory bodies will result in a lack of clarity for media companies. Governments can also play an important role in supporting the development of content production infrastructure and ecosystems, such as stimulating innovation through funding and incubator projects in association with development funds, venture capitalists and other investors.

The Covid-19 pandemic has brought the future forward several years. As a consequence, consumer demand for digital video and audio content has grown at an extraordinary pace. Regional media companies, both large and small, have no choice but to respond in vigorous fashion. Digital can no longer be an afterthought.

This piece was authored by Karim Sarkis, Partner, Karim Daoud, Senior Executive Advisor and Abhijat Sharma, Senior Manager, Strategy & Middle East, part of the PwC network.

Revealing the next frontier of content

CABSAT, the Middle East and North Africa's leading specialist event for the satellite, digital media and filmed entertainment industries, reunites the region's content and broadcast communities once again in its 26th edition. As the first major regional show to take place in-person since the pandemic, CABSAT sparks meaningful, much-needed dialogue in the broadcast, content and satellite industries.

After close consultation with key stakeholders and listening carefully to the market, CABSAT was moved to October to allow more international participation and to explore exciting synergies with EXPO 2020 Dubai.

CABSAT 2021's Content Congress engages a cross-section of senior industry stakeholders with up-and-coming influencers on adapting traditional broadcast models, benefits of disruptive thinking and the future of worldwide broadcasting. The Congress tackles the toughest challenges of the industry including survival strategies of smaller OTT players, future

of linear TV, capitalising Gen Z's changing consumption of content and how cinemas adapt to the rise of stay-at-home viewing. CABSAT also explores the impact of artificial intelligence via the '4 Cs' of AI (how AI will understand the citizen, content, context and container (device) used).

Together with Dubai Studio City, CABSAT launches NextGen Content, a new marketplace set to attract content creators and sellers of ready-to-be-released content.

The pandemic ground film and TV production to a halt across the globe, however, the UAE was one of a few global entertainment centres not to have been severely affected, overseeing over \$100 million worth of productions in 2020. Majed Al Suwaidi, Managing Director of Dubai Media City, Dubai Studio City and Dubai Production City and Hans Fraikin, Film and Television Commissioner, Abu Dhabi Film Commission, will discuss how this was possible in such a testing time for the industry.

Other regional and international experts include Henry Windridge,

Senior Director: Marketing, Digital & Creative, EMEA Pay TV & Global Brands at Discovery, and Madeleine Noland, President, Advanced Television Systems Committee.

Twitter's Director of Media Partnerships for the Middle East and Africa and Turkey, Kinda Ibrahim is another speaker, alongside UAE-based startup ScriptDoor who will share their success story, while Karim Rabie, ICT Chief Architect, NEC Corporation, Saudi Arabia and Yusuf Al-Butti, Head of Technology and Engineering twofour54 will discuss what 5G and AI will mean for the future of the E&M industry.

Visitors will also hear from Nigerian broadcast experts Aduku Armstrong Idachaba, Director General of the National Broadcasting Commission of Nigeria, Augustus B. Ajibola, Director of the Department of Entertainment and Creative Services, Federal Ministry of Information and Culture in Abuja, and Mo Abudu, CEO of EbonyLife TV, along with other African experts.

In collaboration with GVF and the European Satellite Operators Association, CABSAT 2021's SATExpo Summit will host leading satellite operators including Nilesat, Arabsat, Eutelsat, Russian Satellite Communications Company, Gazprom Space Systems, Azercosmos and Turkmen Hemrasy.

It will tackle topics including how enhanced satellite communication technologies are helping to fight the spread of COVID-19, what's next for the UAE's space exploration as well as ways satellites are impacting maritime, transport and government sectors.





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Broadcasters

- › ATL Media
- › OSN



Entertaining audiences worldwide

From giving India its first private satellite TV channel in 1992, to reaching 1.3 billion viewers around the world through linear and digital platforms, Zee Entertainment today is the global entertainment go-to with an integrated team creating and serving extraordinary content with a worldwide presence across 173 countries and over 80 TV channels.

As the commercial arm of Zee Entertainment, ATL Media is the lead division for Arabic co-production and the exclusive representative of Geo channels and Cartoon Network in the MENA region, providing comprehensive media advertising solutions to brands on television and digital.

ATL's Arabic co-production division was established in early 2017 after witnessing a higher demand for Arabic content by broadcasters and other platforms than what is available in the market. This seemed like an opportunity for Zee to step in and merge forces with local producers to reduce individual business risks of content production.

Since its inception, ATL has successfully co-produced three Arabic drama series adapted from



Adil Memon, Head of Content & Marketing, Zee Entertainment
MENA receiving the Best Adaptation of a Foreign-Language Drama
Series to Arabic for Ser at the BroadcastPro Awards 2020.



Zee Indian scripts, pioneering this type of adaptation across key content producing markets. Starting with Syria, the first series *Forsa Akhira* (Last Chance), was produced starring legendary names of drama like Assad Fodda and new rising stars like Mohammed Al Ahmed and Moatassem Al Nahhar.

In Egypt, ATL adapted the Indian drama series *Kareena Kareena* to *Carmen* starring Reham Haggag and Mohamed al-Kilani. *Carmen* was acquired for exclusive first runs by major broadcasters in Egypt and the GCC, CBC and MBC, respectively. The award-winning drama series *Ser* was the third successful co-production by ATL which is an adaptation of Zee's own drama series *100 Days*. It was filmed in Lebanon and brought together Syrian actor Bassam Koussa with Lebanese actors

Bassem Moughnieh, Dalida Khalil, Fadi Ibrahim and Wissam Hanna.

Currently, ATL's fourth series is underway and being co-produced in Egypt. It will be an adaptation that falls under the genre of dramedy. This was a mere decision following the success of the previously co-produced drama series *Carmen* in Egypt, which was aired exclusively by MBC+ and Shahid Plus in the Gulf and CBC in Egypt, and as available run on more television and digital platforms. Additionally, ATL is planning a pan-Arab co-production project and a few more are in the pipeline including movies and non-fiction shows.

Being in the Arabic market for over 20 years, Zee's ATL was able to perfect the recipe for creating successful Arabic content in terms of production and viewership. By observing the keen Arab interest

for Indian drama series, ATL's mission is to bring these storylines to viewers in their language. With a view to creating more opportunities for itself, ATL is open to the idea of forging alliances with new partners to co-produce Arabic content and to leverage on Zee's international expertise and global presence to help distribute it for all the world to see.

Contact

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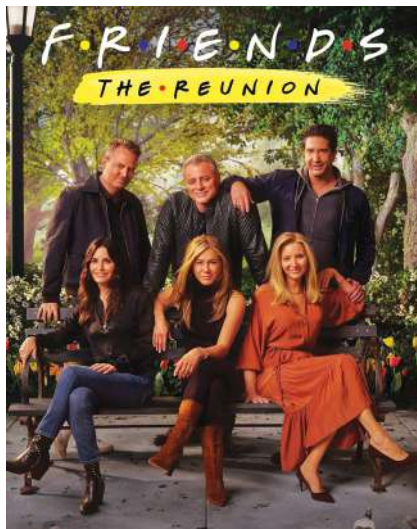
Website: zeeentertainment.com



Premium entertainment anytime, anywhere

OSN is the region's leading entertainment hub serving home and commercial customers across the region. For decades, OSN has been offering the largest portfolio of exclusive and premium Hollywood programming, Arabic productions and family entertainment, in addition to free-to-air television and radio channels, making it the undisputed home of entertainment in the region. OSN's unbeatable range of exclusive programming is delivered through robust, long-term partnerships with global studio majors such as Disney+, HBO, NBC Universal, Fox, Paramount, MGM, Dream Works and many more.

OSN's portfolio of products continues to evolve to deliver on its entertainment 'anywhere, anytime' promise, offering a suite of direct-to-home, IPTV, SVOD and digital-first platforms, purpose-built to cater to the region's diverse content consumption needs. OSN continues to focus on expanding strategic partnerships across the Middle East, upgrading methods of payment for customer ease of use and launching a revamped look and feel for the OSN Streaming app. Today, OSN is recognised as one of the top players in the GCC with over five million app downloads.



Revamped Platform

The new UX platform delivers a customer-led enhanced product based on excellence, boasting upgraded features, improved look and better utilisation and personalisation through AI. It reinforces OSN's streaming proposition and is further evidence of OSN's position as an innovator in the digital delivery of entertainment. The app is bolstered through rich content partnerships with the biggest names in the entertainment industry including Disney+, Paramount, HBO and Universal, to name a few. The upgrade ensures seamless, high-definition, multi-device experience and ease of use across a variety of smart TVs, iOS and android devices.

Strategic Partnerships

Across the MENA, OSN has strengthened its presence with strategic partnerships with over 20 leading telecoms companies, focused on both bundles and Integrated Direct Carrier Billing bringing the best in entertainment directly to users. Long-term partnerships were formed with companies such as du, STC, Zain Saudi, Zain Kuwait, Vodaphone and Ooredoo among others, spanning



many markets across the MENA.

Delivering added-value propositions for customers, retention objectives and enhanced customer acquisition is top priority for OSN and has generated long-term success across the region for its telco partners.

Following a successful year of laying new foundations, the last 12 months has seen the company grow and expand its network and forge strategic partnerships not only with telecoms but with other corporations including banks, retail and ecommerce partners.

OSN Woman

In March 2021, OSN launched a new content proposition tailored towards women of the region. The content is available through a brand-new channel, OSN Woman, and on a dedicated section on the OSN Streaming app. In a regional first, the OSN Woman content offering has been carefully selected for women of the region by women of the region, aiming to empower and inspire.

OSN Originals

With over 1500 hours of Arabic-language content currently on the



platform, OSN has focused heavily on Arabic content, split between acquisition and Originals production.

The recently launched OSN Originals represents a new era of content resilience for OSN, serving the ever-evolving tastes and needs of the MENA. Under the OSN Originals umbrella sits the celebrity reality TV game show *Al Shifra* (Celebrity Escape Room), the unfiltered comedy *No Activity*, the star-studded Season 3 of *A'adet Regala*, the hilarious award-winning food reality TV show *Yalla Neta'asha* (Season 1 and Season 2), Arabic psycho-thriller *Kayd Majhool* (Anonymous), the gripping Syrian war drama, *No Man's Land* in partnership with Fremantle, and *Curfew*, a feature-length Egyptian film directed by one of the stalwarts of Egyptian cinema, Amir Ramses.

OSN Originals will support regional producers, screenwriters and talent, providing opportunities to connect with audiences across OSN's expansive network in over 20 countries. It represents a long-term strategic direction for the entertainment network, following



months of research into the wants and needs of the regional customer.

Key Partners

Studio Partners: Disney, Disney+ HBO, NBC Universal, Fox, Paramount, Viacom CBS, MGM among others.

Telco Partners: du, STC, Zain Saudi + Zain Kuwait, Vodaphone, Ooredoo among others.

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twitter.com/osn

youtube.com/osn

linkedin.com/company/osn



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Cloud

› Signiant

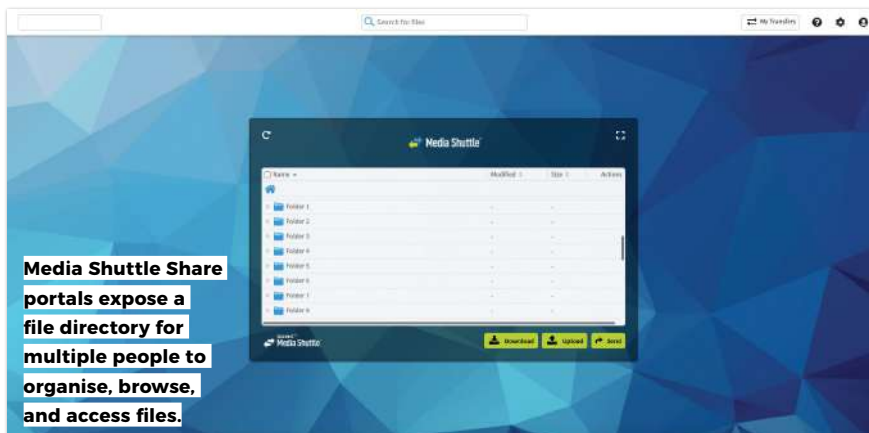
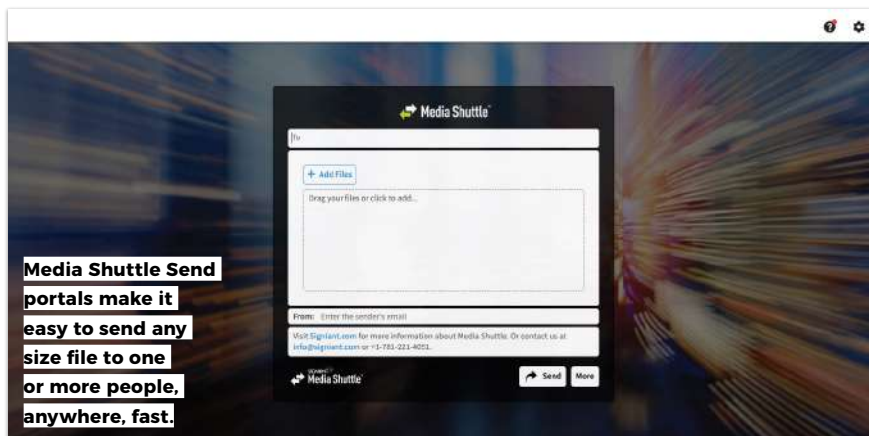


Beyond fast file movement

Signiant's advanced transport technology is trusted by the media industry for mission-critical file transfer applications across the global supply chain. Signiant software products provide fast, reliable, secure movement of large datasets via any IP

network, with comprehensive control and visibility at any scale. These benefits are more important than ever in today's hybrid cloud, multi-cloud world, where the Signiant Software-Defined Content Exchange (SDCX) SaaS platform plays a foundational

role in the modern media technology stack. This unified means of accessing media assets located in diverse, distributed storage repositories has set the stage for innovations that extend beyond file transfer into other value-add interactions with the content.



Products

- **Media Shuttle** (bit.ly/media_shuttle) is the easiest and most reliable way for people to send any size file, anywhere, fast
- **Jet** (bit.ly/signiant_jet) offers powerfully simple unattended content exchange, within and between companies
- **Flight** (bit.ly/signiant_flight) is a unique utility to optimise the transport of large datasets to and from cloud
- **Manager+Agents** (bit.ly/signiant_manager) offers advanced system-to-system automation for complex networks and workflows

Key SaaS Platform Capabilities Acceleration

Signiant's patented file acceleration technology practically eliminates latency, taking advantage of all available bandwidth without restrictions. Transfers can be up to 100 times faster than standard methods such as FTP.

Rock-solid Reliability

All Signiant products include checkpoint restart, which automatically resumes any interrupted transfers from the point of failure. Users are notified when transfers are complete, eliminating guesswork and uncertainty from operations.

Storage Independence

Signiant is not a storage provider, rather Signiant supports customers' storage choices, whether on-premises, in the cloud or a combination of both.

Security

Signiant utilises Transport Layer Security (TLS) to secure all transfers in flight. Because of a commitment to enterprise-grade security, Signiant is the tool of choice for Hollywood studios, broadcasters, sports leagues and more.

2021, Getting Remote Work Under Control

While Signiant products are used for a variety of applications all across the global media supply chain, one area that saw explosive growth in 2020 was enabling a remote workforce. When the pandemic hit, some



companies were well prepared for this, while others had to scramble. Remote work is here to stay and a top priority for the industry is shoring up remote workflows to make sure they are secure and scalable in preparation for whatever comes next.

One lesson that many learned the hard way is that standard web-based tools including Dropbox, Google Drive and WeTransfer, which work well in many industries, lack the technology necessary for most media projects.

In 7 Must-Haves for Remote Work in M&E (bit.ly/signiant_remote), Signiant shares the key considerations to

keep in mind while implementing a permanent, secure and scalable remote working strategy that supports the unique conditions of a distributed workforce in the media industry.

More than 50,000 Businesses Connected

Today, Signiant's SDCX SaaS platform connects people, systems and the cloud for more than 50,000 media and entertainment companies around the world. Over one billion files are moved annually on the platform across every part of the global media supply chain.



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Social Media

[in /signiant](#)
[f /signiant](#)
[t /signiant](#)



PRO2021

Consultants

› Master Media



Quality support for the broadcast media industry

Master Media was founded by Hasan R. Sayed Hasan, an award-winning broadcast media executive with more than 25 years of experience in the broadcast media industry. Master Media's team has been on the forefront of utilising and implementing the latest and upcoming technologies in setting up and managing leading broadcasting networks and facilities, and in establishing and managing the regional businesses of top international broadcasting manufacturers and solutions providers.

Wide Range of Services

Master Media delivers a varied portfolio of consultancy and professional services to the media and broadcasting industry, from feasibility studies and business planning to setting up a broadcasting network,

media production or broadcasting facility, through technology design and management, training and operational assistance, to recruitment and business development support.

BUSINESS AND COMMERCIAL PLANNING

For new projects or expansions to existing operations, Master Media offers:

- Feasibility Studies and Business Planning
- Commercial Modelling and Revenue Forecasting
- CAPEX and OPEX Budgeting

PROCUREMENT STRATEGIES, RECOMMENDATIONS AND MANAGEMENT

Master Media manages RFPs and tenders from requirements development, through vendor selection and contract negotiation, to completion and delivery.

TECHNOLOGY ARCHITECTURE AND SOLUTION DESIGN

- Technology Infrastructure Consulting
- Technology and Operations Auditing
- Systems Design

PROJECTS DELIVERY

Master Media supplies a complete and comprehensive range of programme and project management services supporting clients in their project lifecycle.

HUMAN CAPITAL SERVICES

Master Media's range of recruitment services include executive search and selection for senior management, both permanent and interim, and recruitment of complete operational and technical teams for start-up organisations and broadcasters. The company provides an expert mix of talent



placement services especially on project-basis. Master Media also develops training programmes customised to client needs.

BUSINESS DEVELOPMENT SUPPORT

With a deep understanding and rich network within the Middle East's Media industry, Master Media provides strategic advice and business development support to companies interested in entering the Middle East market.

Select Projects and Clients

Master Media's clients and projects include a variety of regional and international media entities. Some of the projects undertaken and clients served over the last few years are listed below.

➤ A LEADING REGIONAL MEDIA

CAMPUS PROJECT: *Media Technology, Facilities Design and Smart Solutions Consultancy*



Hasan R. Sayed Hasan,
Managing Director, Master Media.

- **THE LARGEST GLOBAL EVENT IN THE MENA REGION:** *Media and Broadcast Multi-Disciplinary Strategic Consultancy*
- **A REGIONAL NATIONAL BROADCASTER:** *Technology and Operations Audit*

➤ **AL-ARAB NEWS CHANNEL:**

Broadcast Technology and Operations Consultancy, and Project Management

➤ **AL JAZEERA MEDIA NETWORK:**

Consultancy, Vendor Management, and Project Management for Workplace Transformation Project

➤ **PUBLIC AUTHORITY FOR RADIO**

AND TV, OMAN: *Training and Operational Assistance*

➤ **ERICSSON BROADCAST AND**

MEDIA SERVICES (now RED BEE MEDIA): *Market Entry Strategy Development and Implementation*

➤ **URDU 1, PAKISTAN:**

Technology and Operations Consultancy and Launch Support

➤ **CHANNEL92, PAKISTAN:**

Technology Consultancy

➤ **ADSTREAM, UK:**

Market Entry Advisory Services

➤ **YOUTOO TECHNOLOGIES, USA:**

Market Entry Advisory Services

➤ **FLY STUDIO, CANADA:**

Business Development Support



Master Media team with their partners OrchestraBlue and Janson Tsai Design.

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Social Media

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in master-media



PRO2021

Distributors

- Advanced Media Trading LLC
- BS Broadcast
- NMK Electronics Ent.



Broad spectrum of broadcast solutions

Advanced Media Trading LLC is the Middle East's largest supplier of broadcast, cinema, professional video and photography equipment and accessories since 2002. Headquartered in Dubai, UAE, Advanced Media conducts business across the MENA and in all aspects of the industry including sales, consultancy, installation, training, service and maintenance. The company has been conducting business throughout the region for 19 years, developing a robust and loyal client database in the process.

Vision

Advanced Media's vision is to remain the best supplier of broadcast, video and photographic equipment in the Middle East. Through reliable and consistent introduction of newer technologies, brands and industry innovations, the company consistently aims to be the number one trusted supplier and service provider in the region.

World-renowned Brands

More than 80 well-known brands in the cinematography, professional video

and photography industry are sold in the main showroom and distributed across subsidiary shops in the region. Some of these are Sony Professional Solutions, Carl Zeiss, DJI, Hasselblad, Profoto, RED, ARRI, Angenieux, Cooke Optics, Canon, Manfrotto, SWIT, Atomos, Fujinon, Teradek, Movcam, Cartoni, Blackmagic, SanDisk, Avenger, Zacuto, Shape, Nisi Filters, Movcam, SmallRig, Metabones, Sigma, Tokina, Vislink, Aputure, LEE Filters, Rotolight, Dedolight, Kino Flo, Astera LED, Datavideo, Sennheiser, Rode Audio, Sigma,



The new Advanced Media showroom is located in the mezzanine floor of the Galadari Automobiles Building situated on Sheikh Zayed Road in Dubai, UAE.

G-Technology, PlayBox, Datacolor, Angelbird, iFootage, Edelkrone, Freefly, Insta360, SmallHD, Filmgear, Lastolite, Colorama, HPRC, Godox, Zoom Audio, Saramonic and many more.

Brand New Showroom

The company moved to a spacious and brand-new location on Sheikh Zayed Road in Dubai at the end of May 2021. Conveniently located in the mezzanine floor of the Galadari Automobiles (Mazda) Building, this innovative new store showcases all their distinguished and acclaimed product portfolio across 450sq.m. of showroom space, while providing a 'hands-on' experience to customers. Customers have the opportunity to test a wide range of products, and associates are at hand to offer professional support and advice. This highly professional and multi-lingual team of 80 members are experts in the field of photography and videography.

The Advanced Media service centre is an authorised centre for most brands distributed by the company. Engineering teams comprise certified professionals committed to serving the technical and maintenance needs of customers. The centre is authorised to perform repairs in and out of warranty periods for products from all authorised brands. The centre is located next to its warehouses on the Al Quoz Industrial area of Dubai.

In 2019, a showroom and service facility opened in Riyadh, Saudi Arabia, offering all of Advanced Media's large stable of brands as well as top brands like Fujinon, Sigma and Samyang.

Training Workshop and Events

Advanced Media Trading hosts educational and promotional events to showcase a selection of its latest products and services.



Sony Alpha a7S III event.

These are hosted by key industry professionals from across the globe who offer insight into technological advancements and techniques.

Some recent workshops include:

- › DJI FPV Drone Product Launch, March 2021
- › Sony Alpha a7S III Event, October 2020
- › Cine In: Explore the World of Motion Picture & Beyond (February 2020)
- › DJI Mavic Mini and RoboMaster S1 Workshop
- › Creative Portrait Photography Workshop (by Profoto and Sony)
- › REDucation Workshop (by RED Digital Cinema)
- › DJI Osmo Pocket Product Launch Event
- › 'The Power of Imagery', A Wedding Photography Seminar
- › Astrophotography Workshop
- › Sony A7 III Product Launch
- › ATOMOS Workshop: Road to HDR
- › Zeiss Open-Day - Photography Lenses

Exhibitions

Advanced Media is one of the biggest participants at key exhibitions in the UAE since 2003. Some of these are CABSAT, XPOSURE International Photography Festival, Photo Live, Gulf Photo Plus and GITEX.

Awards

Advanced Media has received several awards for its contribution to broadcast and media in the Middle East, including:

- › Winner of Outstanding Initiatives from a Distributor – BroadcastPro 2019
- › Winner of Distributor Initiative of the Year – Digital Studio 2018
- › SWIT Best Cooperative Award 2017 & 2019
- › Winner of Best Distributor of the Year – Digital Studio CABSAT 2010, 2011, 2012 & 2013 (four consecutive years)
- › Sony Best Accredited Service Centre in the Middle East 2012
- › Sony Excellent Achievement Award 2012

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Social Media

@ advanced_media_uae



Quality preowned broadcast and satellite equipment



BS Broadcast is UAE's leading supplier of used broadcast, satellite and radio equipment to the Middle East and south Asian markets. As a premier one-point source for quality-tested, refurbished satellite and broadcast equipment, BS Broadcast is committed to providing solutions that satisfy the broad spectrum of communication requirements, providing good return on investment. With stock that supports the best possible and perfectly integrated hardware, BS Broadcast helps small and big companies attain easy, rapid deployment of their comprehensive, operational efficiencies in the most cost-efficient way.

BS Broadcast has successfully

completed ventures in Egypt, Iraq, India, Jordan, Pakistan, India, Afghanistan, Philippines and Turkey, and is looking to extend its equipment solutions through partnerships with leading European and American used equipment dealers.

As the Covid 19 situation arose and an entire globe stayed home in 2020, BS Broadcast were quick to adapt to the new challenges and work alongside the pandemic. With an increase in demand for home entertainment and the consequent need for urgent broadcast-specific services from operators and media businesses, the company saw a surge in their installation and related work. To ensure uninterrupted workflow and integration support

and back-up for clients, BS Broadcast ramped up operations executing all implementation schedules within strict protocols defined by government modules and health authorities.

Vibrant Refresh Cycle

Strategically located in the UAE to facilitate easy shipment across the globe, the company was established in 2016 by its current CEO, Muhammad Irfan Gondal, an active figure in the Middle East and South Asia's broadcasting industry. Since 1999, he has been instrumental in the creation of media deployment requirements for news organisations and channels in the region. As a reliable contact for

TV and radio stations, an increasing number of customers approached him for revamped satellite equipment and in effect, BS Broadcast was born, serving customers worldwide.

While Europe and America enjoy rapid technology refresh cycles, organisations in regions such as Asia and Africa do not always have the financial capacity or the necessity to purchase latest equipment. Buying and selling of used broadcast and satellite equipment is a well-established practice in the USA and in Europe but “an untapped market here in the Middle East. We stepped in to address this gap. Not all regions have capital advantage, while some may not require the latest devices either,” says Gondal.

BS Broadcast is keen to engage with TV and radio stations, earth stations, satellite uplink providers, satellite news gathering (SNG) service providers, production houses, media training centres and educational institutions that lack budgets to buy expensive solutions but still require reliable high-grade equipment.

Extensive Stock

BS Broadcast's inventory is the biggest in the market, all of which are available at a discounted price. The company's accumulated stock of over 1900 products come from 340 market-leading



Muhammad Irfan, CEO, BSB.

manufacturers. Products range from 4K, 3G, HD and SD equipment such as video monitors, converters, playout servers, satellite antennae, terminals, RF modulators, satellite decoders, encoders, frequency converters, multiplexers, high performance amplifiers (HPAs), sync pulse generators (SPGs) and video routers.

Each piece is tested for one hundred percent functionality. All goods are guaranteed to work and each item is subjected separately to a rigorous test by in-house engineers to ensure quality. The company offers a 90-day warranty on every sale, and orders can be placed via the BS Broadcast website, or directly with the sales team at www.bsbroadcast.com.

Trade-in Facility

BS Broadcast allows customers to swap existing equipment for exchanges or discounts. Whether rotating existing equipment, remarketing or clearing storage, bsbroadcast.com can assist in securing maximum value on investments. This in turn allows customers to evolve to higher or newer systems within individual budgetary modes. The company is always looking to buy used broadcast and satellite equipment.

Company Goals

BS Broadcast aims to provide customers with future-proof investments when buying or selling their second-hand broadcast and satellite goods. Professional staff is at hand to manage large quantities of renovated stock to ensure customers receive top-notch service at reasonable rates at all times.

Contact

BS Broadcast

RAK Media City UAE

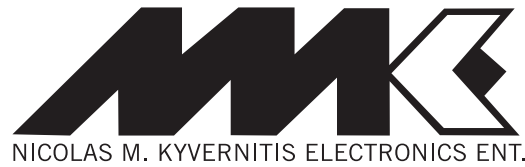
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Website: www.bsbroadcast.com





Broadcast solutions under one roof

NMK Electronics Ent., a Midwich Group company, began operations in 1987 focusing on the audio, video and lighting industry. Today, the company has grown into a leading distributor of professional AV products in the Middle East, having offices in Dubai, Sharjah and Doha. Together with its portfolio of reputable brands, a dynamic team and strong financial foundation it is no surprise that the company has achieved a market leader position in its niche industry.

With a long history in the business spanning over 33 years, NMK has prepared itself for new successful ventures that will propel the company to greater heights in the future. NMK is the exclusive distributor of top tier AV brands.

Distribution and Other Activities

The key differentiator of NMK among similar players is its pro-active approach in representing brands. Not only does NMK offer products, it also



provides live demonstrations, training and certifications and exceptional after-sales support. The NMK service centre provides local support and repairs for all brands distributed by the company. Education and delivery of up-to-date information is covered by regular training events for dealers and end users.

Broadcast Products in Focus

► **Shure – Axient Digital With AD3: Plug-On Wireless Transmitter**
Gather and report news. Capture audio for film and television. Secure all comments from the interview. But do so with impeccable audio quality and RF performance while taking advantage of wide-tuning and encryption with an Axient Digital plug-on transmitter. Take any wired microphone and make it wireless for any number of reasons and purposes. Portable, professional quality.

► **Shure - DuraPlex Omnidirectional Waterproof Subminiature Microphone**
Defy the elements. DuraPlex subminiature lavalier and headset microphones are consistent, long-lasting and resistant to dust, dirt, water and sweat. Offering professional-quality audio for film, broadcast, speech, theatre and performance applications, it is perfect for everyday situations but excels in the harshest environments.

Brands Distributed



ALLEN & HEATH





► Shure – TwinPlex (Premium Subminiature Omnidirectional Lavaliers & Headsets)

Designed for the rigours of theatre, these are built to take on the diverse needs of top-tier audio professionals in every setting with reliable clarity for TV and film, tailored-for-speech audio for speaking appearances and discreet durability for broadcast usage.

► Shure –VP Series

VP83 | VP83F | VP82 | VP89 | VP64 | VP88 - Durable and lightweight variety of microphones (including shotguns) in various form factors for broadcast and media production.

► Allen & Heath – dLive

Built on latest generation whilst being created for professional touring, broadcast and premium installation.

► Allen & Heath – Avantis

Avantis puts all its next-generation technology in a 64 channel/42 configurable bus console with dual full HD touchscreens, super-flexible workflow with Continuity UI, extensive I/O options, add-on processing from its flagship dLive mixing system and a rugged full metal chassis.

► Avid S4

From its deep DAW control and fully integrated Dolby Atmos workflows to superior ergonomics and operational

ease, Avid S4 gives the same massive power, monitoring capabilities and workflows of S6 in a more compact control surface designed for smaller spaces and budgets.

► Avid Pro Tools | MTRX Studio

Bring creative efficiency to your studio with powerful I/O, monitoring and routing capabilities in an all-in-one audio interface.

► Neutrik - opticalCON DRAGONFLY

OpticalCON DRAGONFLY is more robust, reliable and easier to maintain than common hybrid camera signal transmission systems. Its innovative fusion splice high-performance lens transmits UHD 4K and 8K signals with very low loss, as the signal surface of the XB2 lens is 322 times larger than physical contact surfaces, making DRAGONFLY an outstanding choice for field broadcast applications looking for SMPTE connections.

► Clear-Com – Intercom Solutions

Clear-Com's Eclipse HX Digital Matrix Intercom's version 12.1 update provides a boon for users with both legacy and IP transceivers. The E-IPA card's capabilities are expanded in this update with support for E1 ports allowing users to host up to 50 FreeSpeak II beltpacks and up to 10 legacy transceivers from an Eclipse frame.

E-IPA interface cards are available in 16, 32, 48 and 64 port cards and can

support multiple IP connections and standards including SMPTE ST2110 and AES67. E-IPA cards can support connection to V-Series and V-Series Iris panels, the Agent-IC mobile app, FreeSpeak II wireless beltpacks, LQ Series devices and it can connect to third-party devices over SMPTE ST2110/AES67.

Education in Focus

View and register for 2021 training opportunities at:
www.nmkelectronics.com/education

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PRO2021

IPTV

› Zixi



Perfecting IP video delivery

Zixi provides a cloud-based and on-premise Software-Defined Video Platform (SDVP) that enables reliable broadcast-quality live video delivery over any IP network, protocol, cloud provider or edge device. The SDVP is used by broadcasters, enterprises, OTT video and mobile service providers around the world to scale from simple point-to-point and point-to-multipoint to end-to-end live streaming solutions. For over 14 years, the Zixi Enabled Network comprising customers, Zixi-enabled vendor devices and platforms, has grown to more than 300 OEM and media service providers, serving 700 customers representing most of the top global media brands with more than 20,000 live channel services delivered daily in over 100 countries. Zixi is headquartered in Waltham, Massachusetts, USA.

Area of Expertise

The SDVP makes it easy and economical for media companies to source, manage, localise and distribute live linear channels and live events in broadcast QoS, securely and at scale, using any form of IP network or hybrid IP environments. Clients turn to Zixi

with a range of use cases, including simplifying OTT/digital video delivery, replacing or augmenting satellite technology, cost-effective content exchange and creation of new revenue sources, remote monitoring and operations and virtualisation of infrastructure. Zixi as a Service provides broadcast media infrastructure as a service, enabling an efficient end-to-end solution for video processing and delivery without the need to manage infrastructure.

Categories

IPTV/streaming software, SD, HD and 4K transcoding and delivery of live video, OTT workflow and cloud virtualisation.

Products/Services

The SDVP is the tight integration of four crucial elements that enable broadcast-quality live video workflows to be centrally provisioned, deployed, managed and monitored using software and integrated devices, regardless of the underlying network infrastructure.



► Protocols and Containers

Built upon the UDP protocol, the Zixi protocol is congestion and network-aware and dynamically adjusts to varying network conditions by employing patented Forward Error Correction (FEC) and ARQ techniques for error-free video transport over IP, with up to 45% packet loss recovery and ultra-low latency delivery as low as 300ms. Adopted for use in AWS Elemental's MediaConnect, it provides security with DTLS and AES encryption and bitrate adaptation to make the internet usable for professional video delivery. In addition to the Zixi protocol, the SDVP currently supports 17 industry video transport protocols and containers including NDI, JPEG2000, RIST, RTP, RTP+FEC, UDP, HLS, CMAF HLS, Low Latency HLS, MPEG-DASH, RTMP, SRT, Multipath TCP, TCP BBR, RTSP and Web RTC.

► Video Solutions Stack

Zixi's Video Solutions Stack provides essential software tools and core media processing functions that enable broadcasters to transport live video over any IP network, correcting for packet loss and jitter. This software manages all supported protocols, collects analytics and layers intelligence on top of the protocols such as bonding and patent pending hitless failover across any configuration and any IP infrastructure, allowing users to achieve five-nines of reliability.

► Intelligent Data Platform

Zixi leverages advanced analytics, machine learning tools and artificial intelligence to aggregate a user's metadata and present it back to them to help better predict downtime, content quality and trends securely with real-time health scoring, customisable alerts, predictive failover,



charts and background monitoring, while enabling more efficient and precise root-cause analysis.

The SDVP along with the Zixi Enabled Network enables superior video delivery over IP and provides agile infrastructure designed to support next generation broadcast workflows while allowing for ease of adoption and global scalability. Recently integrated technology partners include ATEME, Harmonic, Net Insight and Synamedia encoders and decoder/IRDs.

► ZEN Master

Zixi's ZEN Master control plane allows users to cost-effectively manage and monitor complex deployments at scale and configure and orchestrate live broadcast channels across protocols and the Zixi Enabled Network. It allows for control of the edge, network and cloud with full telemetry visualisation of network streams. ZEN Master offers essential monitoring and management tools like workflow visualisation, alerting, history, automation, provisioning, scheduling, reporting and more across complex media supply chains.

Regional Customers

Zixi customers in the Middle East include most leading broadcasters, content owners and service providers who use Zixi for contribution, monitoring and distribution of live linear video to studios, satellites, OTT platforms and more. Customers include AWS, Intersat, Gulsat, MBC, Mediavision, Nilesat, OSN, Red Bee Media, SES, Sky News Arabia, and Wide Network Solutions.

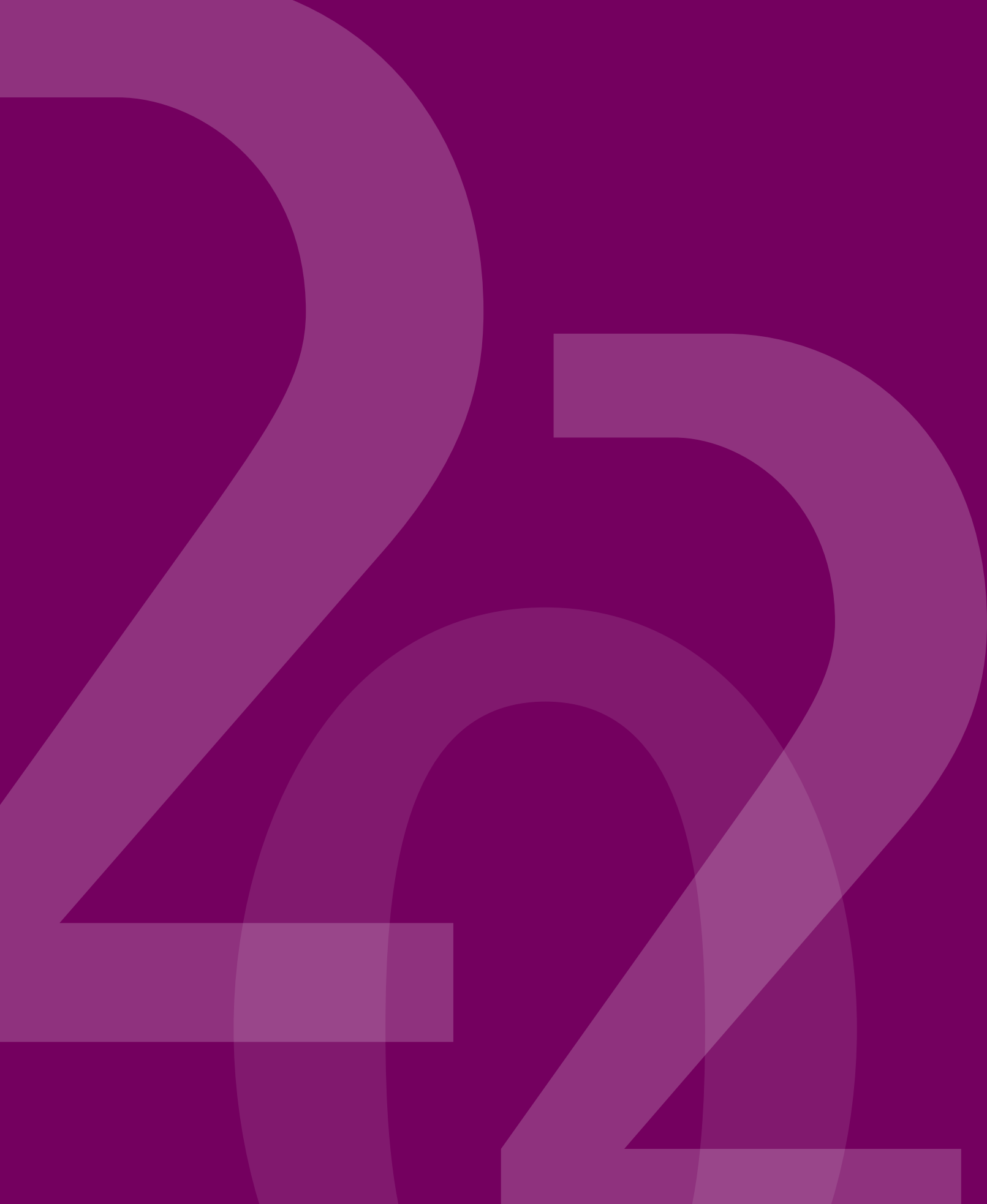
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Social Media

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 Zixi-Software-Defined
Video Platform



PRO2021

Manufacturers

- ATEME
- Canare Middle East FZCO
- FOR.A Company Limited
- Grass Valley
- Guntermann & Drunck GmbH
- Lawo
- Merging Technologies
- RCS MENA
- Ross Video
- Sennheiser Middle East
- Shure MEA
- Synamedia
- TSL Products
- VSN



Captivating audiences

ATEME enables content owners, broadcasters and service providers to captivate their audiences, powering billions of viewers to watch the content of their choice.

The recent recipient of multiple awards - including the 2020 ASBU BroadcastPro Satellite Solutions Provider of the Year award, as well as the unique-in-the-industry achievement of three Technology and Engineering Emmy awards - ATEME provides solutions that transform video delivery to help acquire new customers, reduce churn and unleash new monetisation potential.

Increase the Value While Reducing Costs

Whether you deliver content over satellite, cable, IP, terrestrial, or OTT, ATEME continuously improves the audience experience while reducing bandwidth and infrastructure requirements, delivering year-on-year operational cost savings using its efficient and cloud-native video-delivery software solutions. This translates into lower total cost of ownership, lower subscriber acquisition cost and even reduced environmental impact.

Thousands of leading content and service providers around the world use the ATEME's multi-codec encoding, any-format packaging, scalable cloud DVR, content-aware CDN and revenue-

generating DAI solutions to enhance audience experience, increase value of service and facilitate growth.

Go Multiscreen

ATEME offers everything you need for multi-screen video delivery:

- Live and file encoders suitable for all major codecs
- Packagers that enable you to reduce storage requirements with just-in-time packaging, and to reduce latency for live streaming
- An elastic CDN solution that can easily scale up and then down again to meet peak traffic requirements without building in over-capacity

ATEME is your go-to partner for multiscreen OTT success.

Find New Sources of Monetisation

It's great to go OTT, but how do you monetise that? ATEME's solutions help you find extra sources of monetisation.

Cloud DVR Solution: It enables you to reduce churn by holding your viewers' cherished memories - making your service sticky. It also comes with a unique, award-winning storage technology - the Embedded Distributed Storage, which makes storage and streaming capacity grow with each other. Scaling up becomes easy - and enables new monetisation models for TV service providers, who can offer extra monthly storage capacity, or storage for longer time-periods, at premium prices.



Mohamed Razik Zaghlouli, Regional Sales Director, ATEME Middle East.



**Michel Artieres, Founder,
President and CEO, ATEME.**

Dynamic Ad Insertion Solution: It enables you to find another source of monetisation through targeted ads - which can be targeted by region and demographics, or even personalised on a viewer-by-viewer basis.

Channel Origination and Media Supply Chain

Need an eco-system for non-linear and linear workflows, including playout and VoD preparation? ATEME Pilot Media with a complete micro-services architecture driven by metadata, enables content and service providers to:

- Connect disparate systems: Pilot Media connects production and business systems to provide broad visibility and enables 'low-friction' business operations
- Create efficiencies through automation: Pilot Media enables the controlled migration of production and operations to new service models on-prem and on public or hybrid Cloud
- Reduce operational costs and exploit new revenue opportunities: Pilot Media enables content owners and distributors to support



**Jean-Louis Lods, Origination and
Publishing Evangelist, ATEME.**

legacy platforms and capitalise on a multiplatform presence ATEME synergises your media supply chain operations.

Contribution and Distribution to Affiliates

Optimise delivery from origination to affiliates or subscribers. Based on a micro-services architecture and orchestrated by Pilot Manager, the ATEME suite offers the perfect solution for IP turn-around, including:

- A cloud-native SDI/oP solution for multiple processing: encoding, decoding and gateway in the same software
- Secure transmission with a standards-based rights-management system associated with forensic watermarking for protection of video in the B2B market
- Complete, flexible, low-latency software application, that can run both on COTS servers and on fully virtualised solutions, enabling innovative business models

The ATEME suite combines all the components needed to build the exact solution for your distribution use case.



**Julien Mandel, Contribution and
Distribution Segment Director, ATEME.**

The ATEME Team Innovation at its Core

ATEME has repeatedly innovated in fields ranging from visual quality to smart caching and analytics, churning one world first after another to deliver ever more value to broadcasters and TV service and content providers. Its multiple-award-winning R&D teams ensure that ATEME remains a future-proof partner through active participation in forums and associations including DBV, SMPTE, ATSC, AOM, MPEG Streaming Video Alliance, CMAF-IF and 3GPP.

Founded in 1991, the company is headquartered in France and has offices in the USA, Brazil, the United Kingdom, Spain, Germany, Russia, the UAE, Singapore, Korea and Australia. In January 2021, the company finalised its acquisition of Anevia, a provider of OTT and IPTV software solutions.

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Website: www.ateme.com



High powered cables for broadcast

Reliability is key whilst delivering failsafe broadcast requirements and solutions need to carry through well into the future. This is where Canare Electric Co. Ltd. comes into the picture, leading the way with cable connectors that optimise some of the world's compelling broadcast requirements. For over four decades, Canare has devoted itself to meeting the requirements for emerging technologies and concentrated on products with long-term value. Canare manufactures audio-video cables, connectors, assemblies, converters,

patchbays and a host of related fibre-optic products crucial to the television broadcast and professional audio-video industry, and getting them ready for the next step!

Founded in 1970 by Kimio Kawamoto and named after a river, Canare has its headquarters in Japan with subsidiaries in Korea, Taiwan, China, Singapore, USA, India, Germany and the UAE. Used by a range of broadcast engineers, sound technicians, A/V facility integrators, design consultants and leading OEMs, Canare has proven reliability and top-notch customer service.

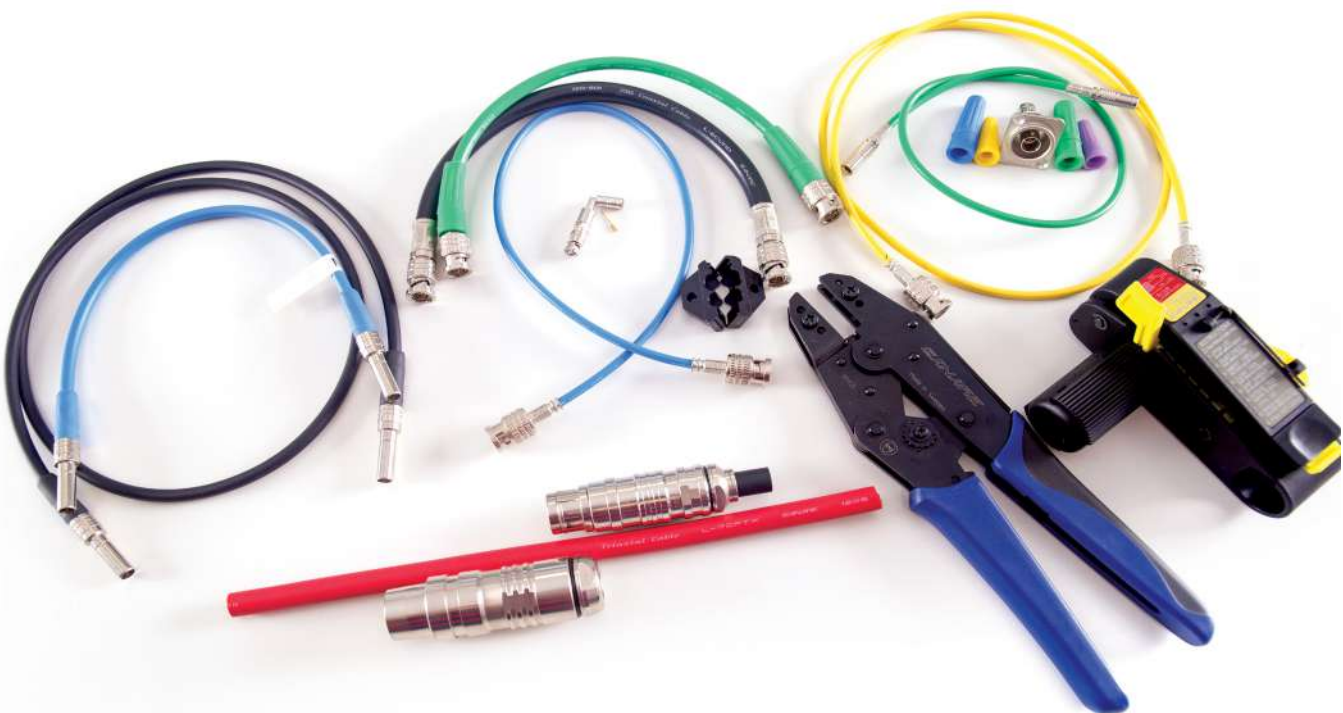
Vision

To be a manufacturer of superior value and meet the challenges of the era.

The basic principle of the Canare management team is to continuously expand the reputation and value of the company and face the challenges of the times. Canare also strives to remain a company that meets the expectations of its customers, suppliers and employees who embody its corporate mission and form the foundation of its community.

Middle East Presence

Canare Middle East is based in Dafza



Freezone Dubai, UAE, and led by its General Manager, Gopalakrishnan. The outfit has warehousing capacities to furnish the existing demand of distributors, systems integrators, TV studios and OB van companies and a broad spectrum of users to cover the Middle East and Africa. Product lines encompass 12G-SDI solutions, 3G-SDI solutions and a range of hybrid fibre-optic cables that customers can choose from based on transmission distance.

These include next generation 12G-SDI video patch panel, BNC term panel, standard BNC for and Micro BNC and BNC receptacles for the Canare 12G cable. Plus, cable stripper, crimping tool and extraction tools for all Canare 12G products.

Canare Dubai hopes to set up a fibre-optic lab for terminating HFO assembly, and as a means of giving immediate maintenance support of HFO connectors to clients in the Middle East.

Product Line-up

12G-SDI Solutions/3G-SDI Solutions

A range of cables in 12G and 3G-SDI.

3G-SDI video patch panel having multiple options (the Canare 48way micro patch is specially designed for saving weight and space in OB vans. 32way & 24way panel used in studios as well as OB vans).

SMPTE Hybrid Fibre-optic Cables

Canare has three different types of cables:

- LF-2SM9N – Abrasion-resistant, jacket enhances adaptability for all studio and broadcast applications
 - LF-2SM7N – Slim hybrid fit for mobile applications
 - LF-2SM9T – Heavy duty, flexible cables ideal for remote broadcast applications
- These heavy-duty flexible cables



are robust and are tested at extreme situations and conditions at the main manufacturing unit in Japan, and have been found to have had no damage even after being run over by a thousand trucks!

Canare also has HFO pre-made camera to CCU cables, HFO premade pigtailed and HFO panel to CCU

premade cables. Other products featured include fibre-optic camera cable checker as well as cleaning tools. Audio cables consist of star quad single and multichannel cables, two conductor single and multichannel cables, and AES/EBU digital audio cable single and multichannel, speaker cable single and multicore cable.



**Gopalakrishnan,
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Find your next innovation



FOR-A Company Limited celebrates its 50th year in business in 2021. Through its new company slogan, FOR-A invites broadcast and video professionals to 'find your next innovation' during its year-long celebration. The company has updated the for-a.com website to highlight the milestone and provide easier navigation for visitors.

"Since its founding in October 1971, FOR-A Company Limited has adopted cutting-edge technologies to provide a wide range of products to countless customers," says Katsuaki Kiyohara, president and representative director of FOR-A Company Limited. "Rather than resting on our past success,

Profile of company

- ▶ Chairman and Representative Director: Keizo Kiyohara
- ▶ President and Representative Director: Katsuaki Kiyohara
- ▶ Established: October 1971
- ▶ Paid in Capital: 450 million yen
- ▶ Annual Sales: 10.385 billion yen (2020.09 achievement)
- ▶ Employees: 260 (820 total within FOR-A group)

we are using our 50th anniversary to rededicate ourselves to delivering affordable, high-end video solutions."

FOR-A is associated with 12 group companies in Japan as well as six overseas subsidiaries across the globe. The company's 50th anniversary logo evokes the concept of continually evolving without limits – and its blue colour, a shade associated with the vastness of the sea and sky, conveys a sense of moving toward a brilliant future.

FOR-A's first product was the VTG-32, the world's first production timer. In 1981, it introduced the FA-410P, which was considered the best time base corrector in the market at the time. Eight years

ago, the company introduced the world's first 4K high-speed camera, which won numerous industry awards. Three years ago, the world's first single link 12G-SDI production switcher – the HVS-6000 was introduced.

The company was also the first to create a production switcher with enough bandwidth to carry 4K signals all the way through, using a single coaxial cable.

The company produces dozens of products for live production and archive today, including video switchers, routing switchers, multi-viewers, signal processors, character generators, virtual studios, servers, specialty cameras, LTO servers, and IP-based solutions. Its current catalogue features products that support 4K and 8K, 12G-SDI and video-over-IP workflows, and HD and SD solutions.

FOR-A has been awarded the Technology and Engineering Emmy Award three times.

Manufacturing Policy

FOR-A does more than simply make and sell products. The company provides products, solutions and customer support. As part of its overall mission, FOR-A is committed to taking responsibility in all these areas and create integrated systems in Japan. By establishing R&D and production sites in Japan, FOR-A has created an environment that facilitates exceptional quality and delivery management as well as enabling a swift response to customer needs. These cover:

- Research and Development
- Production
- Sales and System Integration
- Service and Support



LiveBoard CGs and a Gearlink integrated control system.

- 4K Quad-link OB truck at UAE production company Cubic Media including FOR-A HVS-490 2M/E switcher, MFR-3000

Recent, Large-Scale Projects in the Middle East and Asia

➤ DSNG system at public broadcasting channel, Al Mamlaka TV in Jordan, based upon the FOR-A product range. It includes a FOR-A HVS-2000 2M/E switcher, 64x64 MFR-3000 video routers with MFR-16MV multi-viewer output, MFR-3000 audio router for AES audio routing, Insight FPG-400 four-channel 3G/HD video server for recording and playback, VTW-350HS character generator, FA-505 multi-channel signal processor, FA-9520 dual-channel multi-format frame synchroniser and a GPI and tally control system for the MFR routers.

➤ HD production control room system at Iraq's Al Forat TV. It includes a FOR-A HVS-390HS 2M/E switcher, MV-4200 multi-viewer, 64x64 MFR-5000 video router expandable to 128x128, two FA-1010 multi-channel audio/video processors, USF modules for core processing and an MFR-TALM tally control system.

➤ Two OB trucks at UAE-based mobile production company Media Mania featuring 3M/E and 2 M/E HVS-2000 video switchers, 128x128 MFR-5000 video router, MV-4200 and MV-1620HSA multi-viewers, four FA-505 multi-channel signal processors, two FA-1010 multi-format video processors, ClassX

audio router, MFR-3232 video router, two FA-505 multi-channel signal processors, three FA-9600 multi-purpose signal processor, a GPI for the MFR routers and a tally control system.

Activities

Development, manufacture, production and sales of professional video equipment for various applications, development of application-specific software, plus import of electronics products for the Japanese market.

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Social Media

ForAMiddleEastAfrica

for-a-middle-east-&-africa

foramea2020



Revolutionary ecosystem of solutions

Grass Valley's end-to-end ecosystem of reliable, open standards-based solutions helps content creators, broadcasters and media organisations to produce brilliant content and build successful media businesses. Its award-winning technology and trusted industry expertise empower customers to create captivating experiences that connect people anywhere, on any device, through the magic of media.

As the industry's R&D powerhouse with the most comprehensive suite of solutions for compelling live content, Grass Valley is the trusted partner to many of the biggest and most creative names in the business. It helps customers transition to IP and cloud-based infrastructures to enable flexible, scalable, smart workflows. Advanced solutions enable production of rich, high quality content that brings viewers closer to the action, engages them with the story and connect with each other.

GV Media Universe

Grass Valley is the frontrunner in the industry's charge towards a software-defined future with the introduction of the GV Media Universe, a revolutionary, cloud-native approach to fulfilling the

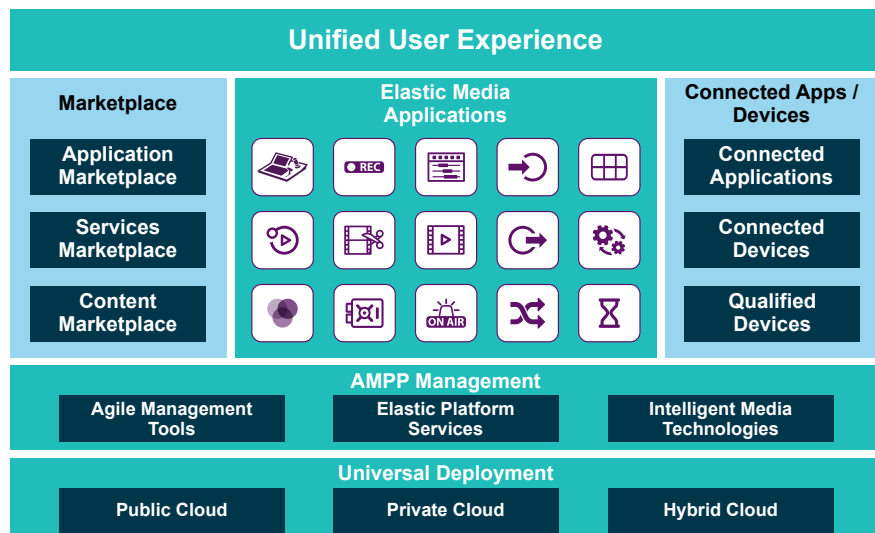
business and operational needs of the broadcast industry based on the enormous power of elastic compute. It is a comprehensive ecosystem of cloud-based tools and services, interconnected with existing solutions, partner offerings and a community of marketplaces that revolutionises the way live media is produced. It allows content developers and media organisations to create content more efficiently and get far greater yield per

asset than has ever been possible.

At its core is GV AMPP, the Agile Media Processing Platform, a cloud-based SaaS platform that leverages modern elastic computing technologies, providing unprecedented flexibility to spin up or spin down applications as needed — only paying for what is used. GV AMPP is easily deployed on any public cloud environment or even run on-premise in a data-centre or in hybrid configurations.

GV Media Universe

Produce Anywhere... Distribute Everywhere



LDX 100

Grass Valley solutions enable seamless, IP-first workflows for live and remote production, including its award-winning IP camera platform, the LDX 100. Built from the ground up with native IP connectivity, the LDX 100 camera platform was launched in April 2020. It is a high-speed, native UHD camera that takes a revolutionary approach to camera design by delivering IP signals directly into the network. It enables convenient access to IP signals wherever they are needed, such as return feed monitoring from another camera position. The LDX 100 leverages the full power and agility of IP by delivering easy, rapid set-up and configuration and the ability to add features as needed.

GV Orbit

Another innovation that helps customers easily transition to IP is GV Orbit, a single, consolidated, overarching configuration, control and monitoring package specifically designed for dynamic orchestration of broadcast media networks, whether they be SDI, hybrid or pure IP. Its



underlying architecture, however, is targeted at open standards-based IP systems with many features and functions crafted to make IP easy. The ability to build, configure and change systems on-the-fly, whether adding/removing devices or simply changing a name, is hugely powerful.

GV K-Frame XP

Grass Valley is renowned in the world of live production for delivering the highest quality solutions and this continues with the GV K-Frame XP Compact Video Production Centre. It introduces a new generation of single-raster 4K UHD products for live production. Paired with any of Grass Valley's Kayenne, Karrera, Korona or KSP panels, GV K-Frame

XP provides unsurpassed 4K UHD connectivity with every input and output supporting 4K UHD 2160p signals.

LiveTouch

LiveTouch is a scalable replay system that makes highlights and instant replay workflows fast and effortless. LiveTouch's support of HDR and 4K UHD slow-motion replay along with full super slow-motion support up to 8x making it ideal for pairing with the high-end capabilities of Grass Valley LDX cameras in remote or at-home productions.

Express NAS Storage and Edius X

2020 brought some significant highlights to Grass Valley's production solutions including AMS Express NAS Storage, a scalable, high-performance Network Attached Storage solution that allows content producers to more easily expand storage capacity. It is ideal for remote production, corporate, education and outside broadcast (OB) deployments. Combining compute, network and secure storage capability in a 2RU footprint, the system is cost-efficient, easy-to-use and can be up and running in hours. EDIUS X was also launched in 2020, marking the start into a new era of non-linear editing with a completely redesigned core engine along with a modular concept allowing even more performance for fully customisable workflows.



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Integrating KVM into the broadcast world

Guntermann & Drunck (G&D) are regarded as leading manufacturers of KVM products. With their variety of KVM extenders, switches and matrix switches for extending, switching and distributing keyboard, video and mouse signals, G&D offer users the broadest KVM portfolio available in the market.

G&D's KVM products optimise the application of IT equipment and improve the working conditions for humans and computers. The spatial separation between computers and workstations brings many advantages for the standardisation of process landscapes. Whether CAT or fibre, modular, compact, classic KVM, or KVM-over-IP – G&D always offer a bespoke solution – precisely tailored

to applications, project parameters and the existing IT structure.

With over 35 years of experience as German manufacturers of KVM systems, G&D are trusted by a host of national and international TV stations and broadcasters. By short lines of communication and the entire core competencies such as development, product management, sales, marketing and production under one roof, G&D support customers from the technical initial advice through to on-site and after-sales support from a single source.

G&D's KVM systems provide a perfect basis for flexible, distributed switching of computer signals to allow producers the simplest and most efficient operation.

Products

► KVM Extenders

KVM extenders enable you to operate your computers over IP systems or dedicated distances up to 10,000m maintaining real-time performance. Systems consist of two units – a computer module (transmitter) and a user module (receiver).

► KVM Switches

KVM switches allow users to operate two to 64 computers from one console consisting of monitor, keyboard and mouse.

► KVM Matrix Systems

KVM matrix switches allow users to operate multiple computers from



G&D: the most comprehensive KVM range.



multiple consoles. They consist of computer modules, central modules and console modules. The systems enable flexible and decentralised control of large, distributed IT installations or those equipped with many workstations.

User-friendliness

G&D's products and systems are designed for simple, intuitive operation. For example, the CrossDisplay-Switching function is designed for multi-monitor workstations that access multiple computers at the same time. The user's mouse acts as if it is on a 'virtual desktop' and can be moved seamlessly across the connected displays. When the cursor moves from one display to another, the keyboard/mouse focus automatically switches to the connected computer. This allows users to intuitively operate multiple systems simultaneously with just one keyboard and mouse.

Best of Both - Classic KVM and KVM-over-IP

Due to the enormous flexibility of IP networks, KVM-over-IP is becoming increasingly relevant in many areas. Using existing cabling, switches and routers does not only save costs but also provides operators and administrators with a flexibility that facilitates central

administration. However, classic KVM systems, which essentially use dedicated cabling will not lose their importance. But depending on the application, it may be worth comparing classic KVM systems with KVM-over-IP.

G&D's portfolio includes solutions for classic KVM and for KVM-over-IP such as the ControlCenter-IP. The system provides all the advantages of a classic G&D matrix with one major difference: signals are transmitted through standard IP-based networks instead of direct, dedicated cables. This ensures latency-free operation and excellent video quality. In fact, video support includes all signals up to full 4K resolution.

RemoteAccess and Virtual Targets

In the fast-moving digital world, the ability to link company sites around the world and access computer systems at different locations from anywhere is becoming more important than ever. As a stand-alone device, the new RemoteAccess-GATE connects the two worlds of KVM and network. In this context, 'GATE' stand for 'Global Access to Enterprise', offering worldwide access to your KVM systems. It opens up completely new ways for remote operation from remote locations and also improves

ways of providing IT support and collaboration between employees.

With the RemoteAccess-CPU, you integrate virtual machines into your KVM matrix installation and benefit from hands-on KVM functions even in hybrid systems.

G&D Feels Right

G&D's customers can expect comprehensive expert advice and technical support during all phases of their projects. Whatever the KVM broadcasting requirement, G&D, their employees and trained partner network are pleased to offer support in finding the best possible and perfectly integrated KVM solution.

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Social Media

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Opening new horizons in broadcast technology for over 50 years

Broadcast and media technologies have been significantly advanced by innovations from Lawo for more than 50 years. Widely used in sport and entertainment broadcasting, theatre, houses of worship, institutions and corporate settings, Lawo brings cutting-edge engineering to IP infrastructures, video processing and routing, A/V-over-IP interfacing and audio mixing and routing. Lawo's VSM and SMART offer best-in-class studio and workflow management and real-time monitoring/telemetry. A founding member of the Alliance for IP Media Solutions (AIMS), Lawo continues to champion interoperability and open standards; ST2110 features throughout Lawo's product range are easing the industry's transition to IP-based workflows.

Award-Winning, Future-Oriented, Tailored to Customer Success

Lawo's accolades include an Emmy Engineering Plaque, the Broadcast /



Media Project of the Year IABM Award for Elbphilharmonie Hamburg opera house's IP installation, and countless industry magazine awards. In 2019, the European Parliament and Lawo won the Public Sector Project of the Year AV Awards. And when Coldplay livestreamed their 'Sunrise' and 'Sunset' sets from Jordan's Amman Citadel to release their Everyday Life album, they were mixed on a Lawo console. Lawo carried out the first fully remote FAT in April 2020, followed by many more remote supervision and configuration projects worldwide.

Broadcast Control, Multiviewers and Monitoring

Lawo's Virtual Studio Manager (VSM) brings IP-based control and workflow to OB, studio and MCR applications in TV and radio. Device agnostic, VSM controls all major video/audio routers and mixers, intercoms, UMDs and multiviewers, glue and other

third-party baseband and IP devices. SMART System Monitoring and Realtime Telemetry software for broadcast networks provides network and data health transparency across all-IP, all-SDI and hybrid WAN/LAN infrastructures. For signal monitoring, the V__matrix based vm_dmv distributed IP multiviewer app provides high-quality functionality for 4k/3G/HD/SD. For OTT/playout, Lawo's LVP LiveView Multi-Image Processor enables the vm_dmv multiviewer to show both production (SDI/ ST2110/ ST2022-6) and transmission (MPEG-2/H.264/HEVC/ OTT-ABR) formats on a single screen.

Video Solutions for IP Setups

Lawo's award-winning V__matrix software-defined IP platform uses

multiple cores and a high-capacity COTS switch with redundant 10GbE/40GbE connectivity as a distributed IP routing/processing matrix for frame-accurate switching. C100 processing blades provide physical signal connectivity, virtual module apps with VSM control layer allow remapping entire workflows in minutes. Continent-wide and intercontinental remote productions from NEP Australia's Andrews Hubs in Sydney and Melbourne use V_matrix infrastructure. Virtual modules handle streaming, video processing and multiviewing, with the V_matrix vm_udx app providing SD, HD and 4K format conversion with HDR capability. V_remote4 is a bidirectional multichannel video/audio-to-IP interface for WAN-based remote production, V_pro8 bridges diverse video and audio formats for SDI-based video processing. Dolby E encoding/decoding is also available.

IP Audio Production Solutions

Lawo's A_UHD Core is the next-generation audio engine for mc² audio production consoles, significantly reducing physical footprint and power



requirements. A network-based, software-defined IP DSP engine with unparalleled processing density, its 1,024 DSP channels can be utilised by one mc² console for challenging productions or be shared amongst multiple consoles for space-efficient resource pooling with Lawo's IP Easy functionality making IP setup for mc² consoles as simple as analogue. The latest line-up of mc²56 and mc²96 consoles features the new, budget-friendly mc²36 mkII all-in-one mixer, now charged with A_UHD Core power and designed for any broadcast, theatre, houses of worship, live or installed sound application. A_line Audio-to-IP interfaces provide WAN capable transport of analogue and digital audio compatible with ST2110-30/-31/ AES67/ RAVENNA audio-over-IP.

Radio Broadcast

Lawo radio consoles are native AES67/ RAVENNA devices, designed for stand-alone or networked operations. Lawo's ruby desk brings multi-touch onscreen

control to today's networked studios; for self-ops, crystal consoles provide full features with intuitive operation. VisTool supports custom status displays, tablet and touchscreen-based button panels and mixing controllers. And RELAY VRX mixing software is a 'virtual radio environment' perfect for remote kits, ENG, webcasting and personal studios.

Middle East Installations

Abu Dhabi Media Company, Al Jazeera, Al Kass, Asharq News, beIN Media Group, ERTU, Multichoice, Oman TV, Qatar TV/Radio, Radio Jeddah/Radio Riyadh, SABC, Sky News Arabia and many others.



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High-resolution digital audio recording and editing systems

Merging Technologies is one of the world's foremost manufacturers of high-resolution digital audio recording systems. Its list of customers reads like a who's who in the recording industry and recordings made with Merging Technologies' systems regularly receive the prestigious Grammy Award.

The company was founded in 1990 in Chexbres, Switzerland by Claude Cellier, an electronics graduate of the Institute of Technology in Lausanne. Cellier worked for the famous Swiss audio maker Nagra Kudelski for 10 years. Though Nagra has since diversified, its roots lie in the professional audio industry where its products are respected as workhorses, providing first-class audio performance. Cellier played a pivotal role in their design and development.

In a short span, Merging established a reputation for expertise in digital signal processing and associated hardware and with its Pyramix Virtual Studio, was one of the first fully featured DAWs to be accepted into broadcast and post-production environments. Constant updates have ensured that all workflows including the latest immersive audio solutions are available with Pyramix



and Ovation. What sets them apart are their exceptional sound quality and superior editing capabilities.

Quick to recognise the advantages of audio over IP, Merging introduced its first RAVENNA interface in 2012. Not only was Horus an astounding advance in connectivity, it rapidly gained an incredible reputation for the transparency of its conversion and the quality of its mic preamps. The modularity was retained for the smaller Hapi unit released later. Both products are now AES67, NMOS and ST2110 compliant and recently the company

introduced the ANEMAN audio network manager to handle the routing and administration of larger audio networks. This year sees the introduction of a new version of the very popular Anubis Mission Controller which will be additionally, ST2022-7 compliant. Anubis is a compact RAVENNA/AES67 I/O unit with dual preamp architecture. Designed to operate on its own or as part of a larger system, this revolutionary unit has built-in network management capabilities as well as remarkable connectivity for a small form factor.

Hapi MKII is available with ST2022-7

and many other improvements. Merging is now introducing this AoIP technology to the consumer audio world and continues to develop products that find their place in environments as diverse as broadcast, recording, mastering, A/V, theme parks, museums, shopping malls and transport hubs. 'Audio for the Networking Age' is in the Merging DNA.

Products

The Merging line up includes the Pyramix Virtual Studio, Ovation Audio and Event Sequencer, VCube HD Video Player and Recorder, Horus, Hapi MKII and Anubis AD/DA Interfaces, ANEMAN Audio Network Manager, a range of virtual audio devices and OEM products for RAVENNA/AES67.

Key Broadcast Clients

Pyramix is a popular choice in the production of prestigious content. National broadcasters from the Middle East, Europe, Asia, North America, Africa and the Pacific rim continue to use Pyramix for major music events and documentaries. The production and post-production of immersive audio content for a variety of purposes is easily achieved with Pyramix. This includes object-based audio formats such as



MPEG-H and ADM. Ovation is popular for live audio playout in broadcast studios, OB vans and at live events. Both support a wide range of plug-ins.

Key Events

Major events including the 49th UAE National Day 2020 and major sporting events such as the Olympic Games in Sydney, Athens, London and Rio, the Winter Olympics in Vancouver, Arab Games 2011, Asian Games 2006 and 2018, Gulf Cup 2007, the Commonwealth Games 2006, 2010, 2018.

Ovation has been used for various synchronised firework displays for New Year and National Day celebrations.



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Pioneering innovative broadcast software

RCS has a proud history of innovation, currently holding 45 patents in the field of broadcasting. Inventors of computerised music scheduling with the legendary Selector, RCS continues to lead the way with multiple award-winning products such as Zetta radio automation, GSelector music scheduling, the groundbreaking 2GO series of mobile solutions and the Zetta Cloud. New to that list is Revma, an affordable and complete online professional streaming solution.

RCS is the world's largest broadcast software company with products in more than 15,500 radio stations, TV music channels, cable companies, satellite music networks and internet stations worldwide. With over a thousand professionals working from 27 offices around the globe, RCS is everywhere. Because the company's clients are based worldwide, its tools are multilingual too. With guaranteed reliability, 24/7 support, professional audio processing and integrated listener reports, RCS provides the most advanced, reliable, intuitive and flexible broadcast tools on the planet.

Core Products

Zetta

Zetta: The most advanced radio automation system

GSelector

GSelector: The world's most powerful multi-station scheduler

Aquira

Aquira: Powerful and highly flexible traffic system

RCSNews

RCSNews: State-of-the-art radio newsroom software

Revma

Revma: Professional grade streaming

RCS2GO

RCS2GO: Work from any location

RCS Cloud

RCS Cloud: Cloud-based safety net

Services

RCS is well-known for providing clients with full audio broadcast solutions, having premium technology partners to provide a range of audio broadcasting and studio solutions. Services cover consultations with experienced and practising professionals, systems integration and managed services with a dedicated, skilled team to assume responsibility for a defined set of services. RCS provides engineering services for installation and commissioning of broadcast equipment supplied, authorised OEM warranty and post-warranty service, comprehensive annual maintenance contracts on supplied equipment and maintenance services with detailed systems audits and re-engineering services.

Global Projects of Note

- **SiriusXM:** An American broadcasting company headquartered in Manhattan, New York City, USA, that provides satellite radio and online radio services. Their Sirius Satellite Radio and XM Satellite Radio are now merged into SiriusXM Radio
- **Bauer Media Group Europe:** One of Europe's largest media

groups with radio services in the UK, Sweden, Norway, Denmark, Finland and Poland

- **Southern Cross Austereo (SCA):** One of Australia's leading media companies. Under the Triple M and Hit network brands, SCA owns 99 stations across FM, AM and DAB+ radio

Regional Projects of Note

- **Dubai Media Incorporated:** Official media organisation of the government of Dubai
- **Ministry of Information Affairs, Kingdom of Bahrain:** 15 radio studios/channels and OBvans
- **Arabian Radio Network:** The region's largest radio network, ARN has 9 FM stations and over 40 studios based in Dubai, UAE
- **Sharjah Broadcast Authority:** Official media organisation of the government of Sharjah

Middle East Support Centre

RCS customers are backed by the legendary RCS 24/7 world-class support. The company boasts more local support offices than any other broadcast software company in the world, 27 of which are wholly owned RCS offices around the world.

The Dubai office has a permanent support team which can be physically augmented overnight, if necessary, from any of its offices, geographical area notwithstanding. This highly professional regional team takes care of systems integration and special developments. "RCS prides itself on great service. With our base here in the Emirates, we have been closer to our esteemed customers in the region," says Baher Al Zaher, Managing Director, RCS MENA. RCS business has been excellent in the



region and its permanent local base in Dubai which also serves the MENA has an array of new products. "We are honoured to be working with some of the smartest, most advanced radio companies on the planet," says Al Zaher, "and truly proud to continue to be a part of their success

story and to bring new products into the region. We emphasise the 21st century nature of our seven cornerstone products because we are the only broadcast software company where every single offering has been produced from scratch in this century and not the last century."



Baher Al Zaher,
Managing Director,
RCS MENA.

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Social Media

RCSSoundSoftware

rcsworks

RCS_Works

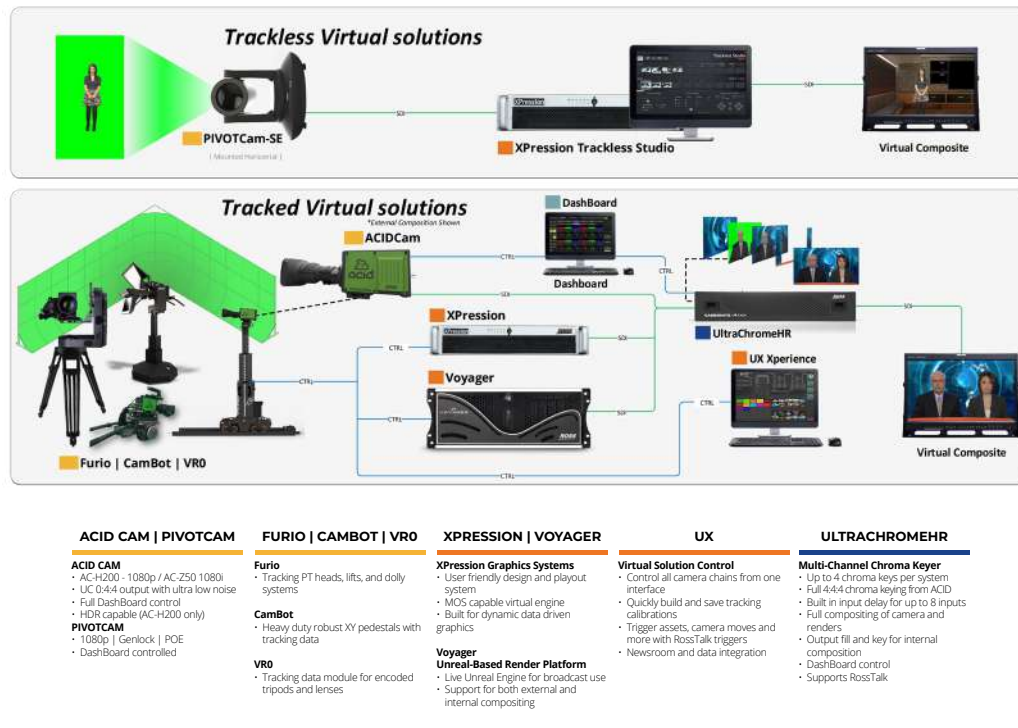
rcsworks

Ross powers video productions for billions of global viewers daily with the industry's widest range of high impact, high efficiency production solutions. Ross makes it easy to create compelling news, weather and sports broadcasts, engaging material for sports stadium screens, entertainment shows and rock concerts, educational institutions, legislative assemblies,

Ross solutions have impressed audiences and marketing partners of NBC Sunday Night Football, Eurosport, BBC World, Google, YouTube, Space London and China's eSports powerhouse VSPN. Ross offers the industry's most comprehensive range of solutions, including virtual studios, real-time motion

As a privately held, self-funded company, Ross Video has a long and stable history with 27 consecutive years of growth. The company owns its manufacturing facilities, doing all

[illegible]



primary research and development in-house and marketing its products worldwide through a global sales force and network of business partners. Ross has only ever had two CEOs, founder John Ross and his son David, and the senior management team is steeped in the live production sector.

Global Company

Ross Video has corporate offices in North America, Europe, Asia and Australia and supporting sales and service operations strategically located around the world. 24/7/365 technical support and immediate access to spares is crucial when deploying mission-critical technology. Ross Video offers lifetime technical support by telephone, email and Skype. In-house research and development enable Ross Video to apply maximum creativity not only to breakthrough products but also to the long-term evolution and support of the company's products and technologies.

Working Well with Others

Ross Video has a long history of collaborating with other industry companies. Ross understands that products do not exist in isolation and must function as a system solution if they are to deliver successful end results for customers. As an example, OverDrive (the production automation solution from Ross) integrates with products from more than 50 different manufacturers. Additionally, the Ross Audio Protocol or 'RAP', created through experience with OverDrive, fills a vacuum in the industry for a standard, easy-to-use protocol for audio mixers. RAP has been adopted by major audio console manufacturers and competitors.

Technology Leadership

With a comprehensive mix of hardware, software and cloud-based solutions suitable for SDI, 12G, IP and hybrid production models, Ross Video is well positioned for

the future. Ross understands that the mix and convergence of these technologies is central to meeting the needs of the industry as well as growing the company. The main development lab in Ottawa is home to a growing team of highly skilled engineers who are working on the next generation of Ross Video solutions, systems and technologies. As a percentage, Ross reinvests more profit into R&D and product verification than any of its competitors.

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SENNHEISER

The future of audio

Shaping today the audio world of tomorrow - an ambition that Sennheiser and its employees live by from day to day. This vision statement describes what the company hopes to achieve and this foundation is its history, culture of innovation and its continuing passion for excellence. For all at Sennheiser, good sound is not enough. What drives the company forward is an ambition to create the perfect sound. To make sound come alive.

An Outstanding Legacy

The way to this achievement has been paved by trailblazing ideas. Ever since electrical engineer Prof Dr Fritz Sennheiser founded the company in 1945, Sennheiser has been continuously setting trends in the audio industry. Right up to the present, Sennheiser's innovative inspiration, curiosity and passion have made their products and services immensely successful.

Now more than 70 years later,

professional musicians, broadcasters, sound engineers, presenters and singers throughout the world agree that Sennheiser products are the pinnacle of technological perfection.

Sennheiser Today

The 21st century sees Sennheiser represented in over 105 countries employing over 2,750 people and continuing to develop the most innovative products for the professional audio and consumer electronics industries.

The Sennheiser Group also includes studio microphone and monitor manufacturer Neumann, bringing together two outstanding microphone manufacturers in the industry. The group's turnover in 2017 was in excess of €665m, with the EMEA region accounting for over 50 per cent of the company's business.

Sennheiser Middle East

In 2009, Sennheiser Middle East was created as a sales and marketing office in the Dubai Airport Free Zone, with a highly-motivated staff who have been responsible for impressive growth since its inception. With a long-term strategy in place for the region and Sennheiser's commitment to its business here, the team continues to grow apace.

Sennheiser Middle East has the responsibility for distribution of the Sennheiser Group brands across the Middle East region whilst also servicing countries in North and East Africa



Shakira using the Sennheiser SKM5200-II with Neumann KK105-S capsule.



Discover the **DIGITAL 6000 Series**.



ENG Wireless Microphones.

and most of the former CIS countries in Central Asia. Having established a strong third-party logistics partnership in Dubai's Jebel Ali Free Zone, the operation has become a natural regional hub.

Audio Solutions

Sennheiser and Neumann's combined current product range for the broadcast industry comprises wired and wireless microphones, headphones and headsets (for camera operators, production crews and studio engineers) as well as award-winning studio monitors. All have an identical core value - uncompromising audio quality.

► ENG Wireless Microphones

Fast, flexible and professional - the ENG sets have become an industry standard for every ambitious reporting team and state-of-the-art broadcast station. Merging the highest audio and physical requirements to deliver optimum sound and maximum reliability, these products have a reputation to safeguard - yours.

► Discover the DIGITAL 6000 Series

More straightforward to use, more efficient regarding frequency space,

smarter RF technology - Digital 6000 waves goodbye to past limitations and opens new possibilities. Intermodulation is no longer an issue since the superior RF technology keeps the limited frequency spaces free for more channels. Digital 6000 does not produce any intermodulation which allows operation in an equidistant frequency grid - neither transmission performance nor audio quality is compromised. Whatever you have experienced before - expect more.

► NEUMANN.Berlin

For decades, Neumann has been regarded as the standard-setting, leading manufacturer of studio microphones with models such as the U47 and M49 alongside more modern incarnations such as the U87 and M149. It is difficult to imagine a professional studio without a Neumann microphone and the company continues to innovate by pioneering the implementation of digital microphones. Neumann is now offering a range of studio monitors that represent the latest in acoustic and electronic simulation and measurement technology.

► AMBEO

3D immersive audio is increasingly a format of choice in recording, mixing and listening. Under the AMBEO trademark, Sennheiser has developed a strategic focus on 3D immersive audio through a ground-breaking technology that promises the ultimate in audio capture and reproduction.

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Social Media

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High-stakes audio moments for the world



Shure is a 95-year-old global company dedicated to providing customers with the best audio solutions in the world. What started as a one-man operation selling radio parts in Chicago, Illinois, USA, grew to a company with facilities in more than 40 countries. Shure microphones have given voice to political leaders, legendary musical artistes, teachers, business leaders and community standouts from the biggest world stages to local neighbourhood meetings.

Today, it's likely that most of the audio heard on laptops, smartphones, radios or TVs involves some type of Shure innovation. Shure continues to innovate

today. The company provides high-end audio equipment for touring sound, live events, A/V rental, film, television, broadcast news, sports, theatre and houses of worship. It is the go-to solutions provider for professional audio technicians and engineers, providing microphones, wireless microphone systems, headphones, in-ear monitoring, software and accessories.

Meeting Demanding Wireless Needs

Productions are becoming increasingly complex while available wireless spectrum gets narrower around the world. Audio engineers need to

deploy many channels of wireless, while applications move from serial to networked transmission in order to create improved flexibility, control and reliability. This is why Shure solutions have become so valuable in the industry.

Complex setups, high channel counts and constrained spectrum are everyday hurdles for today's major events and tours. To meet the most demanding wireless needs, Shure developed Axient Digital with input from top audio professionals. Designed to maximise stability, quality, control and scalability, Axient Digital is engineered for the moments that command the highest degree of attention.

No matter how tough the spectrum environment, Axient Digital is tougher. It includes next gen digital radio with encryption, true digital diversity, Quadversity and HighDensity modes. Transparent audio comes through. With impressively low latency, flat frequency response and multiple digital audio output options, sound fills



every corner of the space, clean and clear.

Because efficiency is the bedrock of reliability, Axient Digital provides more command and control. From wide tuning receivers and transmitters, to Wireless Workbench and ShowLink control, to networked charging and more, it improves every part of the workflow.

Digital Wireless Portfolio

Wireless microphones face additional challenges in today's increasingly crowded RF environment. To address these needs, the SLX-D Digital Wireless System is the newest addition to the Shure digital wireless portfolio. It is the digital replacement of Shure's popular SLX system, complete with new mechanical designs, exceptional audio quality, more reliable RF performance and streamlined setup.

The new award-winning AD3 Axient Digital Plug-In Transmitter takes any wired microphone and makes it wireless for any number of reasons and purposes. It gathers and reports news, captures audio for film and television and secures all the comments from the interview, doing so with impeccable audio quality and RF performance while taking advantage of wide-tuning



and encryption with an Axient Digital plug-on wireless transmitter.

The multi-faceted SLX-D Digital Wireless System provides end users with greater channel count than SLX, smart rechargeable options and simplified ease-of-use for moments that matter most – in the classroom, houses of worship, corporate facilities, the hospitality sector, local governments, and more.

Another recent innovation is TwinPlex. Seven years in the making, TwinPlex, Shure's line of premium subminiature omnidirectional lavalier and headset microphones, was designed and

developed for unpredictable, high-stakes environments where flawless audio is essential. From robust theatre productions and corporate presentations, to global television broadcasts and everything in between, professional-level audio production is a must.

The new dual-diaphragm, patent-pending capsule technology offers best-in-class sound in a compact, easy-to-conceal package for when professional vocal performance is a must. Designed to enhance product accessibility for the live event and staging market, TwinPlex supports those high-stakes audio moments.

Shure unveiled DuraPlex in 2020, the company's new subminiature (5 mm) omnidirectional lavalier and headset microphone. Designed to stand up to the toughest conditions, DuraPlex boasts Shure's first IP57 certification rating, keeping dirt, dust, water and perspiration from upstaging the audio. The minimalistic form factor offers a supreme out-of-the-box experience and features the same award-winning cable durability of TwinPlex.

For any audio needs in any situation, Shure provides a solution that addresses it.







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Social Media

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Synamedia

Offering secure content platforms

As the world's largest independent video software provider, Synamedia offers solutions and services designed to help broadcasters and operators in the Middle East win in the age of 'infinite entertainment'. Over 200 top broadcasters, satellite DTH, cable, telco and OTT operators and media companies rely on Synamedia to deliver, protect and monetise their video content including AT&T, Astro, Bharti Airtel, beIN, Comcast, Disney, Etisalat, E-Vision, Liberty Global, OSN, Sky, Yes and Vodafone.

Synamedia's CEO is Paul Segre and its chairman is Dr Abe Peled. The company works with customers to:

- ▶ Detect and disrupt soaring streaming piracy with security offerings and services such as Streaming Piracy Disruption, which uses Synamedia's world-class intelligence
- ▶ Evolve and optimise a client's broadcast infrastructure to deliver secure IP/OTT streaming and hybrid services
- ▶ Find new ways to generate revenues, including addressable advertising, based on viewer data and analytics

Security

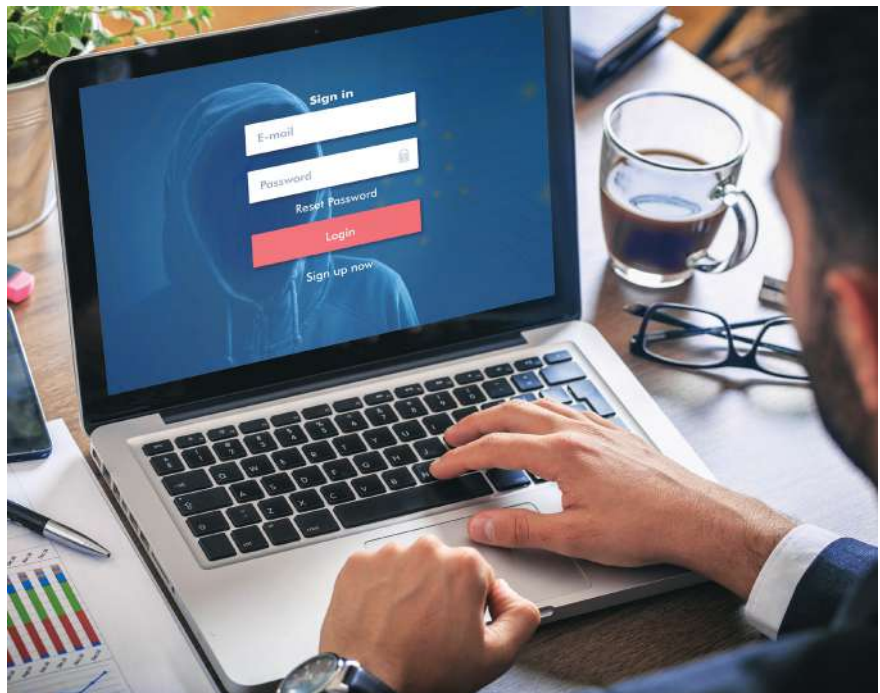
With a 30-year track record and a pay TV security platform that has never

been hacked, Synamedia's name is synonymous with video security. It protects over \$70bn of pay TV operator revenue annually. Synamedia's security offerings, including conditional access, multi-DRM and forensic watermarking technology solutions, combine human intelligence and machine learning to protect content and revenues by detecting and disrupting piracy. For example, CSFEye allows operators to detect fraudulent streaming password

sharing and apply enforcement procedures as well as persuading users to become paying customers.

Video Platforms and Services

Synamedia's Infinite cloud TV platform lets customers evolve their broadcast infrastructure to add secure IP/OTT streaming and hybrid services at their own pace. It allows customers to process, secure, distribute and monetise premium video experiences



across all screens while deepening viewer engagement. Its cloud recording solution allows subscribers to record and play back live broadcast at any time on any device or network.

Etisalat's SwitchTV D2C service uses Infinite to process, secure, distribute and monetise video to all devices. Etisalat has the flexibility to offer a choice of subscription packages and movie rental models and users enjoy personalised viewing experience. Using Synamedia's private CDN allows Etisalat to deliver content to large audiences.

In 2021 Synamedia launched Synamedia Go, a modular suite of data-driven SaaS services that provide a frictionless way for pay TV operators and OTT/D2C streaming providers to rapidly augment and create value from their technology platforms. Based on a flexible, 'add and go' architecture, each service is designed to achieve significant return on investment with minimal effort and disruption. The first services are Go.Aggregate and Go.Experiment. Targeted at commercial, product and editorial teams, these new platform-agnostic offerings provide immediately actionable results supported by rapid experimentation, implementation and improvement to drive up engagement, loyalty and revenues.

Business Insights and Addressable Advertising

Clarissa is the industry's first business insights solution to take a holistic view of pay TV and OTT businesses and reveal critical behavioural and consumption insights. Business managers without data science skills can now unlock untapped potential by finding new connections in their data to make more informed decisions.

Clarissa can meet KPIs such as boosting engagement, reducing churn,



increasing ARPU and cutting costs. Using AI and machine learning, it reveals new insights that range from ROI on content spend to call centre metrics.

Synamedia Iris is a sleek new addressable advertising solution that creates new opportunities for pay TV and broadcasters as well as OTT and hybrid service providers. It allows them to create compelling advertising propositions that reach specific TV audience segments of any size across all services, devices and screens.

A single platform, Synamedia Iris supports unified campaign management, delivery and measurement to multiple screens across apps, and live, linear and catch-up services, overcoming one-way and hybrid broadcast/OTT challenges.

Video Network

Synamedia's video network solutions power premium quality broadcast and broadband video for over 100 million daily viewers. Its video distribution,

processing and delivery services and solutions create compelling live multi-screen experiences, enable software-defined video processing, and unify operations. Its offerings include: Synamedia VN Cloud, a managed service for its entire video network portfolio, virtualised DCM, content-adaptive Smart Rate Control for premium live OTT viewing experiences, unified headend, VIVID workflows in cloud, VIVID compression with multi-codec support and ad insertion.

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Social Media

 [SynamediaVideo](#)

 [Synamedia](#)



Creating efficient tools that empower businesses



With the unprecedented changes occurring in the industry right now, there is a responsibility on technology providers to ensure that broadcasters and media owners are armed with the latest knowledge and tools that will make their lives easier.

By keeping an ear to the ground and working alongside customers, TSL continues to design products and solutions that empower customers, allowing them to take ownership of their systems and benefit from extended life-time value.

With a development roadmap steeped in engineering and R&D excellence, TSL continues to work alongside technical leaders and initiatives such as SMPTE and AMWA to supply eco-systems that are intuitive and powerful across SDI, hybrid and full IP infrastructures.

Advanced Control Systems

TSL's advanced control systems are protocol agnostic and built on a powerful control engine that takes the efficiency found in automated systems and multiplies it to dramatically

reduce production costs and support facility-wide management.

Established in 2007 in Dubai, UAE, 7 Production now has offices in Abu Dhabi, Riyadh, Jeddah, Lebanon, Finland and the UK. They required a complete broadcast control system for their 4K OB truck to control all devices, including vision mixer, routers and multiviewers. 7 Production used TallyMan as their main control system, and Tally Management for the OB incorporating all signals and signal chains within the system.

"The system is robust and competitively priced," says Tony Jabbour, Head of Engineering and Operations at 7 Production, "It is not overly complex compared to other control systems and we have great support from the TSL Team. In addition to this, all our engineers are familiar with TallyMan as we use it in all our remaining OB trucks, making our lives much easier!"

Powerful and Agile Audio Monitoring

Advances in technology enable the creation of ever more exciting content, as well as multiple possibilities for content delivery. Comprehensive audio monitoring tools are simply a 'must have' to help guarantee content

quality and quality of service.

Multichannel audio level metre displays, audio loudness measurement and audio metadata monitoring are at the very foundation

of what TSL does. However, as technologies evolve, TSL continues to work closely with its customers, developing audio solutions that not only meet their technical challenges but also serve to improve their workflows.

Power Management

Systems managers are increasingly faced with guaranteed up-time targets across diversely located equipment facilities. In today's cost-conscious and environmentally sensitive world, they may now also be required both to streamline maintenance and support teams, and to minimise energy consumption. These challenges call for a comprehensive solution that – working remotely over wide or local area networks – can provide both monitoring and control of systems, and effective power management.



Sky News Arabia based in Abu Dhabi, delivers ONE channel and the broadcast data centre powering the station output is composed of 88 racks fitted with 250 TSL Intelligent Power Units, the MDU12PMi. They required a comprehensive power monitoring solution to identify any technical and environmental issues before they became serious and impacting the operation of the facility and bringing to a halt the broadcasting of the news channel. The Insite software was installed on a VMWare host, backed up by a cloud copy, and connected to the TSL Power Units over the regular IT network.

The Insite DCIM software can monitor many types of equipment, not just those manufactured by TSL, and in this installation it was also monitoring temperature, input power and online

presence. Monitoring dashboards were designed to meet the specific needs of the customer and monitoring individual

units, server racks and server rooms, providing clear visibility of the health of the system and providing instantaneous data on any faults occurring which might impact the running of the 24/7/365 TV station.

Support for Emerging Standards

The TSL roadmap includes the full implementation of AMWA's NMOS IS04, IS05 and IS07 as part of the progression towards IP media workflows. As most equipment manufacturers are beginning to adopt either NMOS and Ember+ as the control standards to support SMPTE ST2022-6 and ST2110, TSL's adoption of these standards will be included within the eco-system to allow intuitive and powerful control and tally across SDI, hybrid and fully IP infrastructures within a single package.



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Manage and orchestrate the entire media lifecycle

VSN is a global technology company specialised in providing advanced IT solutions to solve the needs of content creation, distribution and management for a wide variety of companies including TV channels, media companies, content distributors, educational and public institutions, private corporations and sports venues alike. Either in the Cloud, on-premise or hybrid environments, every VSN software works independently or together to create a complete, modular and scalable solution, ready to easily integrate with third-party systems. VSN collaborates and works daily with an extensive network of partners and offices around the world – Barcelona (HQ), Montevideo, Miami, Hong Kong and a dedicated R&D centre in Alicante – and with more than 1,000 clients in over 100 countries that trust VSN to maximise their performance.

Focused on adapting its product portfolio to client future needs, VSN bets heavily on innovation, streamlining media and workflows management through its flagship product: VSNE Explorer. This open-ended platform comprises several optional modules: MAM for media management, PAM for production environments, BPM for workflows' automation and



orchestration and Business Intelligence for data analytics. It also includes AI-based tools for automatic metadata detection and cataloguing, a rough-cut web video editor, Wedit and a multimedia gallery to easily preview and manage images, audio or any other file type, consolidating a solution in tune with the new realities of MAM.

Media Management in Archiving and Delivery

One of the main goals of having a good media archive system is allowing companies to monetise their media assets as much as

possible. With this aim, such a system must feature advanced content cataloguing and segmenting functionalities, as well as being integrable with third-party systems in order to create more complex, efficient and powerful workflows.

That is the case of VSNE Explorer MAM, which works as a comprehensive content management system that keeps all the video files' metadata synchronised as it comes from the traffic and scheduling tool, thus allowing the creation and automation of complex workflows. It imports the broadcasting list created in traffic to VSNE Explorer

and can identify and transfer those files regardless of their location (archive, near-line, online or Cloud). This workflow also implements task automation, such as quality control and media transcoding before sending it to broadcast, thanks to software modules like VSNE Explorer BPM.

Once ready for broadcasting, VSNE Explorer can control multiple file delivery and versioning segments to traditional MCR environments with VSNOneTV automation or channel-in-a-box system social media, OTT and WebTV platforms and even to systems like VSNE Explorer BI module to analyse content performance.

MAM in News and Live Events

VSNE Explorer modules for production (PAM) and (MAM) are especially interesting as a complement to NRCS and playout systems for news, sport and live events production. VSNE Explorer MAM allows advanced auto-cataloguing of media files while they are being



ingested, accelerating file search and retrieval processes regardless of storage location. Moreover, combining MAM and PAM makes managing the entire production lifecycle easy from very early stages of the production process to quick video editing by cut and uninterrupted broadcast.

One of the company's most unique and successful software for news production, VSN NewsConnect, focuses on easing the journalist workload. It is a web plugin that acts as a MOS Media Bus and 100% developed in HTML5, that allows journalists to access VSNE Explorer's PAM and MAM functionalities directly from their NRCS GUI. It provides users with a single centralised workspace to quickly search for content, edit video files by cut, unify them with graphics and send the rundown and final news piece for broadcast.

Media Planning and Programming

VSN's product portfolio also includes the Cloud-based BMS software VSN Crea, fully developed in HTML5 to enable the management

of a company's content production catalogue, advertising, production workflows, linear and non-linear planning and analytics on content performance — all from a unique user interface.

Middle East Presence

Within the high potential of the MENA broadcast and media market, VSN looks forward to establishing long-term technical and commercial relationships with customers. Some existing projects and commercial relationships that VSN has successfully established throughout this region in the last decade include Al Aan TV in Dubai, Roya TV in Jordan, Al Mayadeen in Lebanon, Saudi Airlines in Saudi Arabia, Scope TV in Kuwait and SEC in Qatar.

Contact

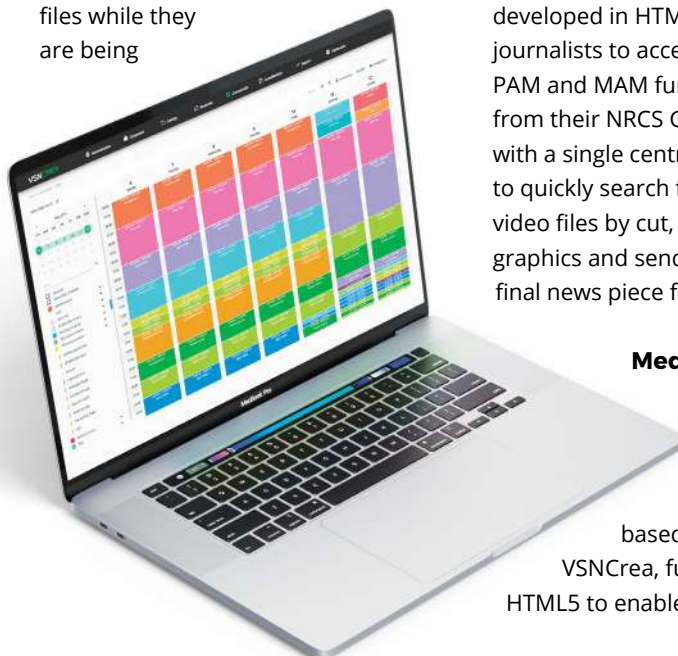
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Social Media

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PRO2021

News Agency

› A24 News Agency



Your reliable news gateway

As an independent news-gathering agency, A24 covers and delivers informed content to television channels, broadcasters and online platforms throughout the globe, enabling them to convey major events and breaking news. A24 exclusively and semi-exclusively accesses numerous hotspots, warzones and conflict areas, such as Yemen, Iraq, Somalia, Libya and Syria.

Launched in April 2015, A24 relies on impartial reportage bringing news in real time and as they unravel, whilst leveraging innovative technologies and professional teams. It brings to local, regional and international clients an accurate perspective of political, economic, social, humanitarian and cultural events.

With the catastrophic impact of Covid 19 on the globe, A24 also had its share of struggles. Being a news agency meant responding and adapting quicker than other organisations to guarantee continuity of news coverage. A24 prioritised a healthy work environment

for all its employees, giving foremost importance to their collective health and well-being. It put into place social distancing restrictions and integrated ways to combat the occupational and safety hazards of working with a fast-spreading pandemic. Equally significant to the corporate ethos was relaying encouraging news trends that would be uplifting to its clients. Consequently, the agency gained wider audiences in Europe and in Asia, while continuing to serve numerous media platforms including Sky News Arabia, Al Arabiya, NBC, ABC News, CNN, Alhurra, AFP, Al Jazeera and Al Jazeera English, to name only a few.

Mission

To provide clients with instantaneous access to a real-time window to breaking news and events around the globe, reported with optimum integrity and professionalism and tailored to meet the unique policies and guidelines of each TV channel.

Global Access to News

A24 operates from three main headquarters that are located in Dubai, UAE, The National Press Building, Washington DC, USA, and in Amman, Jordan. The agency also works from over a dozen offices around the world including the Middle East, specifically Baghdad, Beirut, Istanbul, Syria, Gaza, Cairo, Ramallah, Tunis, Kuwait, Aden and Manama. A24 recently expanded its coverage in Asia including the Philippines, Mongolia, Cambodia, Thailand, Bangladesh, Pakistan, Afghanistan and Vietnam, in addition to the African continent including Kenya, Ethiopia, Mali and Somalia.

Professional Workforce

A24 teams comprise seasoned journalists, cameramen and producers committed to the highest standards of journalistic integrity and authenticity who ensure accurate, unbiased news coverage.





News Packages

A24 produces an average of 50 scripted news packages in Arabic and English per week encompassing multiple genres of news. A full suite of services cover:

- News Editing
- Rushes
- Graphics
- Soundbites
- Audios
- Shotlists
- Voiceovers
- Post-production

Newsroom

Editorial teams inside the A24 newsrooms have access to major cities and hotspots thanks to its strategic presence worldwide, giving them the unique advantage of being among the first on the scene! Additionally, A24 leverages an extensive list of contacts compiled through years of goodwill and work allowing them to secure guests on a wide range of topics.

Live Studios and Production

Equipped for live studio productions, services comprise:

- OB vehicles
- OB fly case
- DSNGs and flyaway adopting the latest technologies
- Remote studio setups and control rooms
- Multi-camera production
- DTL studios

- Live positions
- Post-production services (video editing, sound mixing, 3D visualisation and ADR)

Event Coverage

- News packages
- Live event coverage
- Studio setups
- Logistics
- Content delivery
- Consultancy

Infographic Videos and Images

A24 has launched a new service that presents content with a modern twist suitable for today's fast-paced world. A24+ produces content from around the globe that appeals to different audiences by utilising infographics, clipped videos and images that relay any story.

Archives

A24 maintains a repository of over two decades worth of archives, translating to countless hours of priceless footage. This state-of-the-art, digital archive management system is highly secure and skilfully tended by a team of archivists, who can present clients with instantaneous access to the agency's rich library.

Documentary Production

Authentic, informative documentaries that interest and inspire while

translating client vision. These include:

- Strategy
- Pre-production
- Filming
- Post-production
- Distribution and Delivery

Media Monitoring

A24 offers a comprehensive media monitoring service that allows clients to track brand mentions on TV, radio, social media and online channels, harness audience data and generate reports containing crucial elements such as locations of most receptive audiences, overall performance, viewership rates and more.

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PRO2021

OTT

- › Weyyak
- › White Peaks Solutions



Finest multi-platform Arab viewing

Weyyak is the Arabic digital platform of Zee Entertainment Enterprise, and operating under Z5X global which is a part of the Essel Group. Zee gave India its first private satellite TV channel in 1992. Today it reaches 1.3 billion viewers around the world through linear and digital platforms. Zee Network legacy helped position Weyyak as a global entertainment platform to all Arabs globally.

Launched in 2017, Weyyak is

the digital entertainment hub for Arabic audiences wherever they are, offering thousands of hours of full HD streaming and the best UI/UX experience on multi-platforms. It offers a subscription model that enables audiences to watch content without interruption. The AVOD model offers viewers the opportunity to watch their favourite content without needing to pay. Weyyak has the biggest and exclusive library of Indian content

dubbed into Arabic and is among the first digital OTT platforms to have a live channel concept. The live channels currently available are Weyyak's own channel, Roya TV, Zee Alwan and Zee Aflam. Viewership shows that 40% opt for Hindi content and 60% for the Arabic content. Weyyak is an OTT platform for video entertainment globally and is accessible anywhere, anytime via website (mobile responsive, mobile Apps, tablets and connected TVs).





Products and Services

Weyyak is a unique free video on demand platform aiming at delivering the best entertainment experience to the Arab audience. It brings the best of Middle Eastern production and exclusive Indian content via a variety of genres that appeal to each member of the family. The corporate slogan 'anytime anywhere' and the brand name Weyyak meaning 'with you' in Arabic is inspired by the idea that the service can be accessed at any point of time globally. Weyyak offers 100 hours of Syrian and Egyptian and pan-Arab titles with a bouquet of genres varying from lifestyle shows to series and healthy living, as well as cookery and children's shows. All of that is added to a large library of exclusive content alongside a selection of popular Hindi shows dubbed in French and Arabic.

Milestones

The platform has integrated with multiple global telecommunication companies and is the preferred partner for Google, Facebook & TikTok. Weyyak was also the first

to introduce live TV in the region and amongst the first to execute integration in Huawei video app.

Weyyak deals with the biggest FMCGs, entertainment, food and beverages, airlines, banking and the health care sector names in the industry. Since the platform's business-to-business ties are strong and clients are from various agencies in the MENA and global markets, it is imperative that Weyyak partners with the best in the market to ensure its world-class package of entertainment is accessible to all brands.

Social Media Presence

Weyyak has a massive social media presence across platforms reaching 4,855,066 users globally via Facebook, Youtube, Instagram and Twitter. The platform maximises its social media usage by creating unique content packages for clients that also includes an outstanding social media exposure to those who opt for content sponsorship packages guaranteeing great 360 degree exposure to everyone.

Contact

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Digital Media Empowered

White Peaks Solutions (WPS), a media and technology company, focuses on providing clients with end-to-end OTT solution that fit their needs. In 2021, the media and consultancy arm of ITWORKS ME was spun off into its own international entity. White Peaks Solutions is now the owner and operator of KWIKmotion and FAULIO. The company has also established itself as a reference for media consultancy and media strategy.

The company's consultancy-first approach stems from its belief that technology serves the business and it is committed to providing a full breadth of expertise at every milestone to create a successful product. White Peaks guides content owners to plan their business strategy, build a complete solution and thrive in their industry.

Bespoke OTT Solutions

WPS's OTT solution includes a customisable and scalable content management system FAULIO, a comprehensive online video platform KWIKmotion and custom-designed user experiences for the front end, including websites, TV and mobile applications.

This secure and scalable technical infrastructure is designed for high



availability, with a high-performance delivery, taking into consideration geographic redundancy and server failover. The solution incorporates different monetisation options to suit individual businesses and analysis is based on deep performance insights, real-time and historical engagement data about audiences.

Areas of Expertise

- OTT Platforms
- Live streaming, Video on Demand and OVP platforms
- CDN and Storage Infrastructures
- Monetisation, Strategy, Consultancy

Products

KWIKmotion

An end-to-end broadcasting suite that allows publishers and broadcasters to build, manage and monetise a complete OTT platform across multiple devices and screens within a highly secure technology environment. It empowers content owners to:

- Manage their content in one place
- Deliver personalised content to their audiences
- Maximise viewer experience and engagement
- Monetise and grow revenues.

KWIKmotion Major Components:

KWIKprime VOD/OVP

- Manage assets, import and export media files easily
- Create playlists, chapters, sort files into folders and add metadata to all assets (Full API for easy integration, media grabber, syndication and distribution)
- Make use of advanced features like transcription, translation and keyword Search, all powered by the world's leading AI services (IBM Watson/Google AI).

Live Streaming

Add multiple live streams, record manually or automatically and restream back to social media. (DVR-Live, Electronic program guide and manual recording)

Security and Monetisation

Protect live streams and your assets and monetise them. (Access Rights Management, stream protection, watermark, DRM integration, ads management and geo-blocking)

KWIKanalytics

Visualise critical metrics in an easy-to-read dashboard to learn how the audience is engaging with your video. Act on deeper insights with robust content performance, real-time and historical viewer engagement data.

KWIKplayer

Powerful solution built on top of Video JS that guarantees security and monetisation options as well as the features and viewing experience users need.

Key features include player customisation, 360-degree support, pre-roll, mid-roll, post-roll and overlay ad support, Google analytics support, multiple audio tracks, player hotkey, fast and automatic thumbnail generation, skip Intro/Next Episode, download offline, closed caption, social share and external



link share, playlist, resume watching, screencast, multiple bitrate, PiP support, playback with no buffer and preload.

KWIKeditor

Quickly and reliably prepares video for any device or platform. Allows safe roll out changes to videos, as well as trim, crop, join, share and easily watermark to create content unique to the brand experience.

FAULIO

FAULIO is a customisable, scalable content management system that seamlessly integrates with KWIKmotion. It allows centralised management of the whole OTT solution linking it to the front end through a comprehensive list of API endpoints.

Features include an intuitive administration interface, assets organisation, social media integration, publishing tools, SEO metadata, multi-language content creation, permission management, page designer, tight security and high performance, push notifications and alerts, full APIs, monetisation and ad integration features, user and subscription

management, multi-channel support, seamless connectivity with KWIKmotion and easy grid integration

Key Clients

- Saudi Broadcasting Authority
- Sharjah Broadcasting Authority
- Sat 7
- Al-Arabiya
- Bloomberg Asharq
- ET Bel Arabi
- LBCI
- MTV

Contact

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PRO2021

Production

› Cedars Art Production (Sabbah Brothers)



Powered by Passion



Cedars Art Production (Sabbah Brothers), celebrated 67 years in 2021 of vital track record in production and distribution of internationally awarded Arabic movies and high-rated TV series of Lebanese, Egyptian, Moroccan, Saudi, Tunisian and Levant origin content. The production house also holds a rich filmography of internationally awarded motion pictures such as *Caramel* by Nadine Labaki (Winner, Best Director Fortnight Award Cannes Film Festival), Egyptian movie *The Preacher* (Jury Award Winner) and co-productions with France and Germany with the motion picture

Halal Love (Liebe Halal) a film by Assad Fouladkar. CAP's scope of work covers licensing, production, commissioning, distribution, production and execution in Lebanon, Morocco, Saudi Arabia, Tunisia, Egypt and UAE, and ability to shoot six production projects at the same time in different countries.

CAP's shooting facilities are located in Lebanon, Morocco, Saudi Arabia and Egypt. Most recently in Lebanon, the company produced, in their newly allocated facilities, an authentic Egyptian series that premiered during the month of Ramadan. The series

Molook El Gadaana was rated number one in Egypt, the game show *Beat Al Sakka*, a Banijay format, commissioned by MBC and produced by CAP.

Every year, CAP releases on average 18 TV serials and two motion pictures and TV shows. CAP's Lebanese series succeeded to catch the attention of TV channels and platforms beyond the Arab region and are now dubbed to local languages in LATAM – Asia Pacific – Eastern Europe.

CAP is the preferred producer for a number of international platforms among which are Netflix's *Al Hayba*,



Masrah Al Saudia press conference -
(from left) Ahmad Al Assaf, Sadek Sabbah, Ashraf AbdelBaki, Yasser Madkhali.

Netflix Original *Dollar*, Shahid as Originals or licensed (*Not Guilty*), *Hellsgate* (ref photo), a promising first in its genre, post-apocalyptic, suspense series directed by Emmy Award winner Amin Dorra and DOP Eugenio Galli SASC, featuring Adam Bakri, Oscar nominated actor, and many others including The Walt Disney Co, Banijay, NBC Universal, etc.

Many of CAP's productions, thanks to its very authentic stories grabs the heart of audiences and succeeds in producing more seasons for its serials such as *Al Hayba* (ref photo), season five to be released soon in Lebanon, the Moroccan series, *Slamat Abu el Banat* (season three to be released) and a few Egyptian and Saudi series.

Company Origins

Established in Cairo and Beirut in the 1950s by their grandfather, today, Sadek Sabbah, in partnership with his brother Ali, succeeded to grow and expand the family business into a healthy corporation, now located in Lebanon, Egypt, Morocco and recently the KSA.

He was honoured several times for his bids in the field of TV and cinema production in Lebanon, the UAE and the KSA. He received the City Appreciation Award in Egypt during the 20th anniversary of the founding of the Media Production City in Cairo.

Massrah Massr

Sabbah's immense love for cinema and TV production led him to form the Massrah Massr, a theatre performance project specifically produced for television. The project has been successful for five years in a row, performing more than 18 plays per season across theatres in Egypt and other Arab cities. Sabbah believes live performance and theatre is a rich platform for future generations to experience the magic of stage performances. The Massrah Massr project has evolved into 'a real-live academy' managed by top actors, scriptwriters and directors fully engaged in developing and allocating new talent who will first work in Massrah Massr and then move onto promising careers in TV.

Today, the Sabbah Brothers has

established three branches of this 'live academy', with Massrah Massr in Egypt, Massrah Saudia (ref photo) in Saudi Arabia and Massrah El Maghreb in Casablanca. "I am happy to be forming new talents in the industry by transferring our team's knowledge to the younger generation and thereby train them and upskill their practice which will in turn reflect beautifully in the industry," says Sadek Sabbah.

The Sabbah Brothers group is a success story that began 67 years ago, borne out of the strength, dreams and determination of the Sabbah Brothers to face challenges, and with a vision based on honouring the past while promoting the future.

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Cedars Art Production



The CAP inhouse shooting set of the series Molook El Gadaana.



PRO2021

Satellite

- › ARABSAT
- › Es'hailSat, Qatar Satellite Company
- › STN



Leading the way in space telecommunications

Founded in 1976 by the 21 Member-States of the Arab League, Arabsat has been serving the growing needs of the Arab world for over 40 years, operating from its headquarters in Riyadh, Kingdom of Saudi Arabia, and two satellite control stations in Riyadh and Tunis. Today Arabsat is one of

the world's top satellite operators and by far the leading satellite services provider in the Arab world. It transports over 650 TV channels, 200 radio stations, pay TV networks and more than 210 HD channels that reach 170 million viewers in more than 80 countries across the Middle

East, Africa and Europe, at 26°E.

Arabsat employs an elite workforce within the industry and believes in human capital. Working as a team, Arabsat's management thrives to achieve one goal -- the satisfaction of its valued customers under the mission assigned by its shareholders.




Our world.
Managed services.
Your world.

-  BROADBAND SERVICES
-  ENTERPRISE & GOVERNMENT
-  IP-TRUNKING
-  3G/4G BACKHAULING

© Arabsat

Our world.
High Speed
Instant Broadband.
Your world.



SOHO | ENTERPRISE | GOVERNMENT

© Arabsat

The Arabsat Satellite Fleet

Arabsat owns and operates seven satellites at three orbital positions, namely, 20°, 26°, 30.5° East: Arabsat-5C (20°E), BADR-4, BADR-5, BADR-6 and BADR-7 (26°E), Arabsat-5A and Arabsat-6A (30.5°E). These state-of-the-art satellites (now the youngest regional fleet over the MENA region) make Arabsat the only satellite operator based in the region offering the full spectrum of broadcast, telecommunications and broadband services. These latest technology birds are equipped to provide not only the highest downlink power over the widest coverage area than any other satellite fleet, but also services in the most recent bands including Ka-band for innovative interactive

services, a purely MENA beam, or highly sophisticatedly designed Market-Specific Spot beams (North Western Africa, West Africa, South Africa, East MENA and Central Asia).

Arabsat offers the most secure, reliable and versatile fleet with 'hot' in-orbit back-up and guaranteed long-term expansion space capacity.

Broadband and Managed Services

As part of its ongoing growth strategy, Arabsat has created a broadband and managed services division to provide many services including broadband for small office home office (SOHO), small and medium enterprises (SME), and corporates, cellular backhauling and IP trunking for MNO and telcos,

private and international lines for oil and gas, governments and NGOs and other market segments in the EMEA region. This division will leverage the dedicated high throughput satellite (HTS) payload onboard BADR-7. Arabsat ground segment consists of four (4) Gateways which are strategically located in Europe.

Contact

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Hotspots that power connectivity for the region

Es'hailSat, the Qatar Satellite Company, is a communications satellite operator headquartered in Doha, Qatar. Established in 2010 to manage and develop Qatar's presence in space, Es'hailSat provides independent, high-quality, advanced satellite services to broadcasters, businesses and governments in the MENA region and beyond.

Satellites: Es'hail-1 / Es'hail-2

With a goal to be a truly global satellite operator and services provider, Es'hailSat started operations of its first satellite Es'hail-1 in 2013, supporting key broadcasters in the region, beIN Sports and Al Jazeera Media Network. Located at 25.5°E, Es'hail-1 carries Ku-band and Ka-band payload, and supports broadcast, telecommunications and government sectors, and helps establish secure and dedicated services including DTH, broadband internet access, corporate networks, backhauling and mission critical services using fixed or mobile antennas.

Es'hail-2, the company's second satellite was launched in 2018 and is co-located with Es'hail-1 at the MENA broadcast hotspot of 25.5°E/26°E



orbital location. Es'hail-2 is a high-powered, advanced satellite with both Ku-band and Ka-band capabilities to provide for TV distribution, telecoms and government services.

Es'hailSat delivers premium satellite capacity in the MENA region with the expansion of the Es'hailSat fleet. Es'hail-1 and Es'hail-2 further boosts broadcasting and global connectivity for Qatar and the entire MENA region. Having both Ku-band and Ka-band capacity at the 25.5°E/26°E hotspot position enables Es'hailSat to provide

the region with the most advanced and sophisticated services in broadcast, telecommunications and broadband.

New Teleport for MENA

The Es'hailSat Teleport is a state-of-the-art facility providing satellite Telemetry, Tracking and Commanding (TT&C) operations and capacity management, together with a wide range of teleport services such as uplink, downlink, contribution, multiplexing, encoding, playout, VSAT hub services, hosting services, data centre and a host of other services for the company's stakeholders, customers and business partners.

Solving Challenges of Interference for MENA Broadcasters

As secure transmissions continue to be of paramount importance in the MENA region, Es'hailSat is working with various parties to reduce and eliminate satellite interference and provide secure transmission network for its customers. Es'hailSat satellites have been designed and built with anti-jamming capabilities that help avoid any intentional or unintentional interference. This is critical for customers operating mission critical work and for broadcasters who value uninterrupted signals.



In addition, geo-location system is available at the teleport to accurately identify origins of any interference and take appropriate action with or against the interfering party.

Premium Content on Es'hail-1 and Es'hail-2

Es'hail-1 and Es'hail-2 demonstrates the value of Es'hailSat's offering in terms of technical capabilities and performance, and also in terms of independence and security of content broadcast. In addition to providing transmission for established news, sports and entertainment channels, a growing number of new channels from around the region are choosing Es'hailSat to broadcast their channels in the MENA region. beIN Sports continues to roll out new HD and SD channels via Es'hailSat satellites, seeking to diversify and expand its audience with new content including movies, entertainment and sports. In addition, with Al Jazeera and other premium bouquet of HD channels on Es'hail-1 and Es'hail-2, the 25.5°E/26°E is truly a hotspot for quality high-definition channels.

Broadcast Services

Operating from the MENA orbital hotspot of 25.5°E/26°E, covering key

consumer markets in the GCC and North Africa, Es'hailSat's high-powered satellites provide key infrastructure to networks and broadcasters to distribute TV channels directly to consumers via small satellite dish.

Customers can leverage on Es'hailSat's satellites and teleport infrastructures to provide services such as linear TV, video-on-demand, high-definition TV and 4K TV among others.

Telecommunication Services

Es'hailSat provides a range of satellite and world-class communications

services for Qatar and the region that helps drive home-grown innovation, and stimulate development of solutions that support VSAT, voice, data and broadband business via satellite.

Growing Demand for Ka-band

Es'hailSat's Ka-band hub provides flexibility and a range of satellite-based data communications applications, ensuring customers benefit from flexible, efficient technologies that provide higher compression with lower latency and bandwidth optimisation for OPEX savings.



Ali Al Kuwari, President and CEO, Es'hailSat.

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Secure and diverse teleport services

STN is a leading, innovative, forward-thinking global teleport facility. The company was built on a flexible and open technical infrastructure that allows it to encompass a full range of services and consolidate client requirements with immediacy, leaving room to evolve further as industry trends and technology dictates.

STN is firmly placed at the cutting-edge of satellite, broadcast, connectivity and co-location services. Based in Slovenia, the heart of Europe, STN's strategic business approach and technical future-

proofing has accelerated its evolution and established the company at the forefront of the design, integration and operation of complex communications solutions to the connected world.

Services

A vast array of service solutions and bespoke approach to every client are what sets STN apart from the rest. Whether the need is to go global or reach individual regions of Europe, the Middle East, Asia, Africa and the Americas, STN's extensive and highly

protected network ensures clients of complete security and continuity.

Through professionalism and vast industry knowledge, STN has earned a reputation that is punctuated by security, reliability, high quality and unrivalled turnaround time.

Satellite

Strategic location presenting easy access to all major satellite orbital positions empowers the company's clients to grow in whichever direction they choose.

STN provides global telecommunication



STN Headquarters, Slovenia.



STN EQ/Data Centre, Slovenia.

services in C-, Ku-, DVB-s and Ka-band for all prime satellites to all continents around the world. A complete satellite portfolio is available on the company website with additional options available on request.

STN offers fibre connectivity through redundant and diverse routes around the globe. Secure, high-quality services are given priority and a team of skilled professionals ensures that systems deliver fast and reliable services. STN has PoPs in all major data centres in Europe and is also connected with fibre networks spanning worldwide. With satellite, fibre and IP connections, the company provides end-to-end, managed service communications solutions worldwide.

Broadcast

STN's range of expertise is diverse, enabling the company to facilitate single channel start-ups as well as transmit multiple top-tier communication platforms, while serving everything in between. STN offers TV channels, radio broadcasters and content producers high-quality, cost-effective outsource for all, or part of their play-out and

transmission requirements, delivering content to end users across many different viewing devices ranging from TV screens, laptops and mobile phones.

LEO/MEO Constellations/ Co-Location

STN offers the ideal ground network for LEO/ MEO satellite connectivity. Situated in a prime location in the centre of Europe, it has the expertise, ground space, security and excellent fibre-connectivity to host or subcontract sections of this business market. With one of the world's most highly developed internet infrastructure, STN Slovenia has virtually unlimited capacities with complete double or triple redundancy/diversity options.

The centre has over 100,000 square feet of available land space to install new antennae, including gateways for new LEO or MEO projects.

TT&C

STN can offer satellite operators/ owners the space for hosting their TT&C antennae. Secure, controlled site access, redundant and diverse fibre network, skilled personnel and tools for

the whole or part of TT&C installation are all part of the operational offer, with the option for office space if required. STN's advantage lies in its strategic location which presents a wide visible arc of 120 degrees allowing easy access to all major satellites' orbital positions.

Rack Space

STN provides equipment hosting in a secured and cooled rack room, which is constantly controlled with three temperature sensors. A continuous power supply is ensured with fixed power, UPS and diesel generator for back-up. The reliable fibre and IP networks with virtually unlimited capacities enable customers to have uninterrupted access to their equipment 24/7.

Approach to Business

Building long-term relationships is the foundation of its business. At STN the client is paramount and everything begins and ends with them. As a result, each member of the team is given the opportunity to expand their knowledge and skills in the technical and customer service aspects of the business, through professional and educational development, enabling the company to provide the highest level of service support to each and every customer, every hour of every day.

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PRO2021

Service Providers

- › ABS Network
- › Al Aan TV
- › Amagi
- › Erstream Video Delivery Network
- › Limelight Networks



Broadcaster to the world's leading channels

One of the largest broadcast service providers in the MENA, ABS Network (ABSN) is backed by years of expertise in regional news gathering, investment in modern technologies and strengthened by expert management of end-to-end production processes. Operating over 34 mobile SNG trucks with full-HD/4K capabilities, ABSN boasts 18 branches in major MENA cities and hotspots giving them the unparalleled edge in news delivery.

ABSN is second to none in covering news and events in the Middle East. With a highly skilled ENG crew, their service network ranges from filming in 4K/full HD to post-production, editing and distribution via satellite, fibre and online streaming. It supplies

mobile real-time feeds of news and raw footage around the globe and has an exceptionally fast deployment operations team provided with advanced special production equipment for rapid response purposes.

In the alarming wake of the pandemic in 2020, ABSN implemented government-stipulated Covid regulations and safety protocols that guaranteed seamless continuity in the essential task of supplying news.

Company History

ABS Network was founded in 1993 by Jordanian-American media entrepreneur, Mohammed El Ajlouni, who has over three decades of experience in broadcast production and

services across the Arab world. Having successfully built media businesses and hosted channels such as Al Hurra, Al Arabia, RT, BBC, Fox News, ABC News, CNN, KSA TV, Sky News Arabia and others in his Amman-based production house, he capitalised on the urgent demand for a news gathering service to deliver coverage of the Gulf War. Consequently, ABS was one of the few production companies to have access to Iraq during the time and the first to gain permission to set an uplink in Jordan.

Vast Network

ABSN operates three main hubs in addition to over a dozen offices scattered in the MENA. These comprise Dubai, UAE, Amman, Jordan and





Washington DC, USA. With the 2020 US Presidential elections, ABSN were right at the foreground functioning out of their expanded unit at The National Press Building. A boost of timely and innovative camera technology to the Washington division increased the unit's mobility and productivity and they were able to cover the elections step by step, culminating in ABSN's spectacular coverage of President Joe Biden's inauguration in 2021.

ABSN has additional representative offices in Baghdad, Beirut, Istanbul, Syria, Gaza, Cairo, Ramallah, Tunis, Kuwait, Aden and Manama. The network has 17 offices, 12 of which are wholly owned by ABSN in major regional hotspots including Erbil, the Green Zone, Qamishli and Gaza. The Aden office has undergone major expansion with a potential to creating better news gathering avenues.

Network of Services

ABS Network has tailored its portfolio of services to meet the needs of regional and international broadcasters. These cover live studios and production, event coverage, transmission, news room, news packages and archiving. Equipment supply covers newsrooms, OB

vans, SNG trucks and flyaway systems, ENG kits, and more.

ABSN Network services also cover all elements of location filming including pre-production assistance, production budgeting and scheduling, crew, transportation and catering.

Sport Coverage

ABSN provides high-end services for international and local sports events including organisational support. These cover provision of fully redundant international broadcaster standard uplink stations (HD/SD), HD/SD OB vans up to 18 cameras, satellite space segments, fully equipped team with portable broadcast equipment (uplinks, portable OB, cameras, editing) that can travel all over the world, high level technical staff outsourcing (to include cameramen, editors, engineers, sound technicians, directors, producers and more). Logistical support is also provided by the company that covers permissions, visas, transportation and communication.

Documentaries

ABSN's documentaries are created by well-trained professionals using highly defined technologies to bring a new era of documentary

production that matches international standards of art and innovation.

Upgrades with LiveU

In March 2021, ABSN chose LiveU video solutions to enhance its news reporting capabilities to deliver cost-effective and reliable 4K/full HD live streaming solutions. Leaders in live video streaming and remote production solutions, LiveU offers end-to-end contribution, production and distribution solutions.

"LiveU was the clear choice for us when evaluating a live streaming solution, with its proven reliability, best video quality and service guarantee," says El Ajlouni. "As a 24/7 service provider, it's essential for us to work with a partner that provides exceptional round-the-clock services."

ABSN plans to add LiveU solutions to all its offices in the future.

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Shaping media evolution through value-based content

Al Aan TV has established itself as one of the foremost pan-Arab free-to-air satellite channels in the MENA, bringing the latest stories and unmatched entertainment to viewers since 2006. With professionalism and neutrality at its core, Al Aan has gained popularity for delivering culturally relevant, authentic and entertaining content. Remaining true to its ethos -- 'real news and real entertainment', it has built a unique identity, giving audiences distinctly different content that exceeds expectations.

Leading-Edge Solutions in Media Services

As one of the leading media service providers, Al Aan takes a 360-degree approach in delivering media solutions. Its strategic location, experience and expertise has catapulted Al Aan into the most trusted name in the industry. Catering to SNGs, OBs and production setups, Al Aan has indisputably become a leading solutions provider for the production of a number of programmes, including sport, entertainment and more.

A Cut Above the Rest

Today's broadcast media environment demands versatile, forward-thinking solutions. With technology evolving at a rapid rate, Al Aan integrates its expertise with cutting-edge services and multi-platform support that enables production of quality content. With dynamic solutions that assist at every step of the way, Al Aan is undeniably one of the most sought-after media solutions providers, for world-class solutions that set the standard.



Why Al Aan Media Services?

- Home to one of the very few C Band and SNGs in the UAE as well as many Ku Band SNGs
- Provides DTL studio services with a DMC live background and full in-house facilities
- Known for being extremely competitive with immediate turnaround time for SNG requests
- Wireless camera unit with a four-kilometre range
- In-house space segment services
- HD OB van for up to 24 cameras

Key Services

- C Band and Ku Band SNGs
- Uplinks and DTL Services
- Live Streaming
- Post-production
- Live Studios
- Outdoor Production
- Space Segment
- Creative Support
- Multi-channel Payout
- Wireless Camera Units

Transmission Services

Al Aan leads the way with latest technologies from SD/HD with DVBS/ DVBS2 modular, fully redundant flyaway and trucks, deploying ready-to-move services at the shortest notice even for regions outside of the UAE. With broadcast facility for 100% workflow, multi-channel playout system and on-air multi-graphic overlays.

Live Studio Services

Facilities for broadcasting live events from sport to sophisticated studio productions and TV shows.

- DTL News
- Chroma Studio
- Studio Floors
- Studio Lights
- Jimmy Jib
- Autoscript Teleprompter
- Makeup Rooms
- Studio Software Integration

Outdoor Production Services

- Digital OB Vans
- SD/HD DSNG Van
- Ku Band/C Band
- SD/HD Flyaways
- Space Segment
- Stage, Lighting and Sound

Post-production Services

End-to-end technology that delivers the best client experience



and quick turnaround on post-production services for a cost-effective, time-efficient option.

Tailored solutions cover:

- Final Cut Studio
- Graphic Workstations
- Sound Production
- Station ID Packages
- Show Opener and Promo-production
- Sponsorship Tags

Corporate Events

Production Services

Al Aan Media Services provides a full range of corporate event production services for various industries. With a team of experts taking care of every last detail, these solutions are designed to meet and achieve specific goals of an event.

- Audio-visual
- Stage
- Lights
- Live Streaming
- News Coverage
- Social Media Coverage
- Broadcast Coverage

For all services and solutions, Al Aan employs best-in-class technologies

such as Avid, Final Cut Pro, Adobe Production and Creative Suites, 3D Max, Maya 3D and VizRT.

Akhbar Al Aan

Reinventing itself to present news to the Arab youth, Akhbar Al Aan, the region's first independent, news publisher for young adults launched its new positioning in April 2021 with a brand, new logo and a theme that reads, 'the story belongs to everyone', inspired by some of the most important and influential stories in Arab media.

Dedicated to impartial reporting, Akhbar Al Aan provides the more informative experience and as the world changes very quickly, no one should be left behind, and hence the belief that the story belongs to everyone. This also comes with the idea that once young viewers read and watch their stories, they become more aware of goings-on and through those stories, Akhbar Al Aan will put viewers on the 'frontlines' and 'in the now' while at the same time spread hope and enthusiasm.

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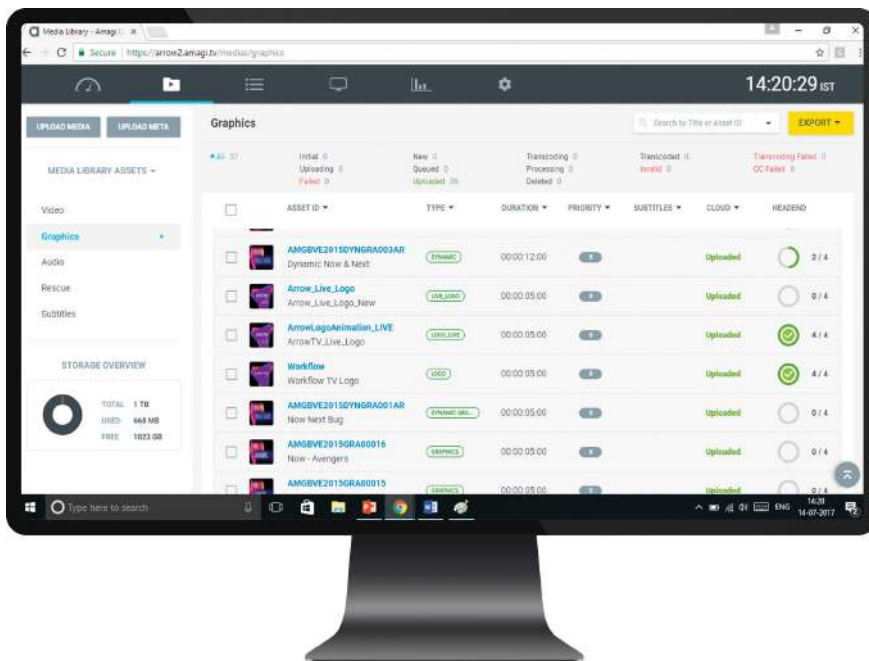
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alaantube



Innovative cloud-based broadcast solutions



Amagi is the leading provider of next-generation cloud-based TV broadcast infrastructure and services encompassing channel playout, distribution and monetisation across traditional TV and OTT multi-screen platforms. Amagi has deployments in over 40 countries and delivers 500+ channels for global and regional TV networks and OTT providers across the Americas, Europe and Asia.

Amagi has offices in New York, Los Angeles, London, Singapore and

New Delhi, and an innovation and operations centre in Bangalore.

Cloud-Managed Broadcast Service

Amagi's cloud-managed broadcast solutions enable broadcast and cable TV networks, content owners and OTT platforms to leverage a public cloud infrastructure to prepare, store and archive, schedule, playout, deliver, monitor and monetise library, live and VOD content. It offers clients

the option of choosing between cloud or edge playout based on their unique requirements.

The highlight of the managed service is its simplicity, transparency, high degree of automation and a tech stack powered by public cloud infrastructure such as AWS and Google Cloud, which substantially reduces cost of broadcast operations in comparison to traditional, manual-intensive managed services prevalent in the industry.

Amagi CLOUDPORT - Cloud-Based Playout Platform

A cloud-based platform for multichannel playout of live linear feeds. Using Amagi CLOUDPORT, broadcasters can support the entire playout workflow from channel branding and graphics to subtitling, traffic and scheduling, compliance recording, quality control, multichannel monitoring and more. In addition to delivering content to operator head-ends and teleports for further distribution, Amagi CLOUDPORT also offers automated transcoding and delivery to different vMVPD and Free Ad Supported Streaming TV platforms, enabling broadcasters to address the growing consumer demand for multiscreen viewing.

The comprehensive scheduling feature in Amagi CLOUDPORT creates frame-accurate presentation schedules from scratch, stitching together programming content, commercials, static and dynamic graphics, squeeze backs, event triggers and live event integrations. Full-screen graphics and 4K UHD support ensures high-quality viewing experience.

Amagi THUNDERSTORM OTT Ad Detection and Server-side Ad Insertion Platform

Enables TV networks to dynamically insert ads on the server-side simplifying delivery of personalised, targeted ads on live and linear OTT feeds.

With the ability to perform instant, server-side ad insertion, TV networks now have an effective approach to OTT ad insertion compared with the traditional method of inserting mid-roll ads on the client side. The platform allows broadcasters to insert multiple types of ad formats, including bugs, L-bands and linear video for ultimate flexibility. Since ads are stitched at the server level, Amagi THUNDERSTORM eliminates the need to create device-driven OTT ad streams making ads compatible across various screens. In case of OTT aggregators/vMVPD

platforms where they may not receive ad triggers in incoming broadcast feeds, Amagi THUNDERSTORM, using machine learning techniques, can automatically detect ads and replace them with targeted ads.

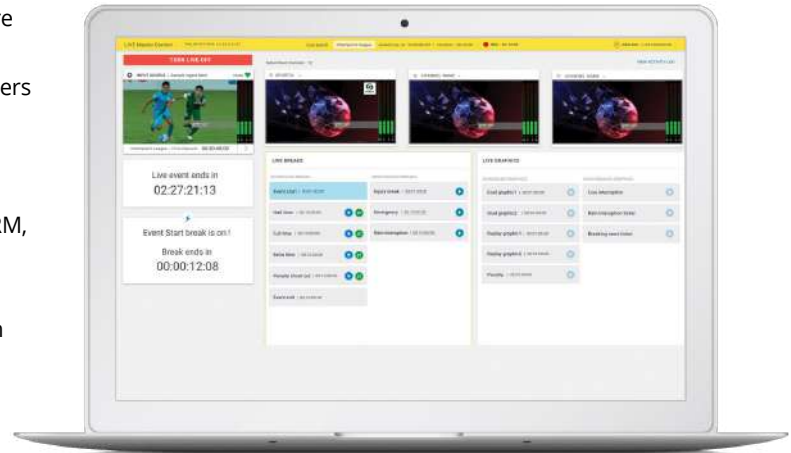
Amagi's analytics tool also offers comprehensive insights on viewership metrics, enabling content owners and streaming platforms to drive revenue targets based on content monetisation.

Amagi LIVE Orchestration

A cloud-based live orchestration platform that allows content owners to spin up channels in minutes or orchestrate broadcast grade live events on the go. It can be operated remotely from a simple web dashboard. It has the ability to orchestrate multiple live feeds from a single ganged control, ingest feeds from multiple sources and formats (RTP, RTMP, HLS, Zixi and more), and insert a wide range of

advanced graphics (TGA/MOV, AEP files, PIP, Credit Squeeze, HTML and more).

Amagi LIVE provides broadcast grade quality at very low latency levels, delivering outstanding live experience to viewers.



Amagi PLANNER Scheduling Platform

A lightweight alternative to complex broadcast scheduling systems, making planning and scheduling of content to streaming TV easy and efficient.

It offers a simple three-step process to schedulers – ingesting and displaying metadata, creating programme schedules (EPG) and patterns and exporting EPG to Amagi CLOUDPORT for payout.

Amagi PLANNER's unique features - the search, sort and filter functionality, option to create and organise mini-playlist, custom or thematic scheduling and more – makes it a simple and intuitive platform for scheduling linear channels.

Contact

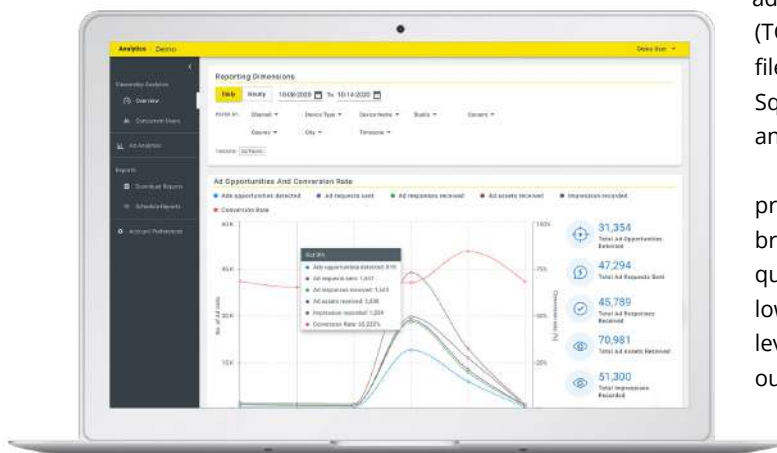
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Video delivery network

Erstream is the pioneer of leading a professional OTT TV of innovative multiscreen solutions for live TV, streaming video, time-shifted TV and video-on-demand services. With more than 15 years of experience, the company is on a mission to deliver video content that can shape the future of the viewer's experience. Erstream provides fully managed solutions that are cost-efficient with no coding required. Its thrived OTT solutions are not another tech provider, and the company's experience follows the rate of innovation to provide professional end-to-end OTT solutions that ensure a better user experience anywhere, anytime, and on any screen.

Delivering the most advanced end-to-end services including dynamic ad insertion, big data, cloud encoding,

CMS, CRM, CDN software, application development, catch-up TV, nDVR, VoD, and enhanced analytics to custom all data in one place, Erstream offers agnostic CDN software and API-driven services with revolutionary content protection, fraud detection, and user authentication capabilities supporting complex topologies, multiple platform requirements and the high-level protection demands of customers. "As quality of content remains a key factor in success for TV channels, a well-established second screen experience is a must now for monetising content and attracting more viewers from around the world," says Ugur Kalaba, CEO, Erstream.

End-To-End Support Solutions

Erstream's end-to-end OTT solutions support the entire gamut of live and

VOD encoding, with all security options (watermarking, multi-DRM, etc), creating VOD from live streams, AD support (dynamic and static), content management systems, CRM, content delivery network, analytics and end-user applications. It enables you to capture TV and video content directly from any source and manage its delivery anywhere and to any device across websites, social networks, mobile, smart TVs, streaming devices and set-top boxes.

Products cover cloud video, content delivery networks/CDN and content protection, encoding/transcoding, live streaming, OTT TV, video advertising, video quality, media/entertainment video, and the online video industry. The company offers the right products for a unique video experience without compromise understanding that every





customer needs a different approach with a tailor-made solution starting from ingest point and right up to the last mile.

Erstream has developed its own solutions for telco-grade/broadcaster level products for flawless video solutions and is able to serve E2E services for a high-quality OTT experience. It has HEVC/4K UHD HDR solutions for best content delivery, solutions including CDN (high-end CDN solution for broadcasters, telco grade level customers), encoding (live and VOD), CMS-monetisation, multiscreen delivery including 4K UHD/ HEVC HDR DRM integration, analytics, catch up TV, apps, network PVR / start over tv and satellite downlink.

Daion and Merlin

Daion is an end-to-end digital streaming technology that transforms online video content into personalised viewing experience with AI support. Viewers watching online via a Daion supported platform, only see targeted ads based on their interests which attracts their

attention. They do not need to switch to other channels or content.

Merlin is an advanced, widespread CDN service to accelerate content with easy setup and high customisation. It operates within 21 datacentres from all around the world to provide customers the best experience.

Regional Presence

Erstream is the market leader in terms of premium video traffic in the MENA region with their clients, and the company is collaborating with one of the largest media hubs in the Middle East, the Jordan Media City (JMC).

One of Erstream's successful OTT clients is MySatGo. An online TV platform offering premium Arabic TV channels, MySatGo empowers subscribers with total control over their entertainment. It contains more than 80+ Arabic live TV channels with eight hours of time-shifting, catchup and Arabic VOD library. It is available on multi-devices – desktop, mobile, smart TVs, streaming devices, in Australia, Canada and Brazil.

Based in Turkey and Amsterdam in The Netherlands, Erstream works with local and global media companies, established content owners, and broadcasters. A wide range of clients include Digiturk, ART, EXXEN, D.SmartGo, Fox, ATV, Turkcell, Vodafone, Jordan TV, MysatGo, Roya TV, Almamla TV and many more.

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Social Media

Erstream

Erstream

company/er-yayincilik-ltd



Enabling quicker and reliable content delivery

Whether you're delivering on-demand or streaming video, software files, games or an entire website, content delivery is critical to your success. Limelight's unique combination of global private infrastructure, advanced software and expert support services help enable today's and tomorrow's workflows and put audience experience first.

Limelight's private fibre backbone allows traffic to bypass the congested

public internet, resulting in faster, more reliable and more secure content delivery. Limelight's infrastructure is densely architected with data centres clustered around major metropolitan locations and directly interconnected with more than 1,000 major ISPs and last-mile networks. The company provides superior user experience in a more secure infrastructure with the capacity to support the most onerous digital traffic demands.



Fast, Reliable and Secure Private Global Network

Limelight has one of the world's largest private global networks enabling you to bypass internet congestion and avoid many security potholes. Optimised for highest performance, infrastructure includes:

- 100+ Tbps egress capacity and 100GbE private fibre backbone connected to 1,000+ ISP and last-mile networks
- ~135 Points of Presence around the world, unlike other cloud solutions that restrict presence to a handful of datacentres
- Dense architecture with industry-leading 98% cache-hit efficiency
- Global edge processing capabilities that enable real-time applications and workflows

Software Stack Optimised For Performance

Limelight has developed and optimised its own software stack to deliver industry-leading performance over any connection type.

Limelight offers a fully-integrated suite of software services. Your developers can integrate Limelight services into your workflows and build innovation and efficiency



- Responsive service and support teams with proven experience helping customers successfully deliver some of the internet's largest events

Customer Focus

Limelight's service and support teams have industry-leading experience and expertise to help take on new challenges with confidence.

At Limelight, every team member is focused on delivering a better experience for you, so you can deliver the very best experiences to your customers.

with developer tools and edge compute. Operations teams can use secure web portals for hands-on control. Capabilities include:

- Integrated video packaging, delivery and online video platform
- Sub-second real-time live video streaming
- Unique high-speed purge with integrated reporting and the ability to remove >1 billion objects globally in less than a second
- Global WAF and DDoS protection on a 100% TLS/SSL-enabled network for secure delivery without sacrificing performance
- Developer tools to manage and monitor Limelight services
- Edge compute including serverless, bare metal and virtual machine offerings

Free Access to World-Class Service

If you encounter a problem, you should be able to talk to a human - and a competent one at that. At Limelight, everyone is committed to delivering a better experience

for customers, which is just one reason its customer satisfaction scores continue to reach new highs year after year. Services include:

- Free, unrestricted access to live technical support
- A 24/7/365 global Network Operations Centre
- Award-winning professional services team with extensive expertise solving complex integration challenges

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PRO2021

Systems Integrators

- › Assendive Communications
- › Diversified



Implementing efficient systems solutions

Assendive Communications is a systems integrator and group of consultants focusing on providing professional support across the rapidly evolving broadcast and media industry spectrum. All implementation services are customised, compliant and within approved budgets to suit the operations and technical needs of customers. The group of companies stays in contact with regional and international companies to help supplement services that are essential to broadcast operations.

Key technical teams form a cohesive link between vendors of key components and other equipment so that customer's demands and requirements are met. No matter the scope and nature of the project or geographical area of operation, Assendive's inhouse experts



Viswanathan Skandakumar, Founder, Assendive Communications, (left) and Stanislous Anthonypillai, (centre) Technical Director and Asantha Prasad Dissanayaka, (right) Head of Operations.

and external consultants ensure rapid deployment and smooth rollout while sticking to stringent deadlines.

Assendive Communications have merged with Solusys Consulting to bring the best in systems integration services to the MENA, by ensuring clients benefit the very latest in existing technology. Advice is expert, decisive

and focused to help the customer accomplish the substantial task at hand.

Team of Experts

Assendive Communications is founded and managed by Viswanathan Skandakkumar. With 27 years of experience in the field of terrestrial broadcast transmission systems, he has engineered multiple projects in the Middle East, especially in the GCC. Skandakkumar had promising careers with international names such as Rohde & Schwarz and Alan Dick, helping these companies broaden their operations network and intensifying their broadcast terrestrial businesses.

Stanislaus Anthonypillai is technical director at Assendive. A successful broadcast specialist with over 30 years of experience in the field of broadcasting, Anthonypillai's inclusion to the team since February 2020 reinforces the team's collective solutions providing capabilities. He was instrumental in designing and implementing digital television and radio networks for Rohde & Schwarz and Alan Dick.

Asantha Prasad Dissanayaka, Head of Operations has over seven years of experience in the broadcasting and telecommunications industry. He has had deep exposure in end-to-end project management including scope





documentation, budget estimation, project planning, resource planning, administration, quality control and assurance.

The Assendive team of external consultants are a skilled network of experts who have comprehensive knowledge of complex systems. Tom King, George Allcock, Michael Buholzer, David Smith, David Cope and Stephen Leaver are experienced broadcast specialists with a keen eye on market fluctuations and changing trends. Hands-on proficiency in cutting-edge broadcast infrastructure, commissioning and setting up of radio and television systems across the world gives the team the critical technical edge.

Areas of Expertise

Assendive technical specialists have decades of experience in rolling out major broadcast projects in the region. Experts offer specialised engineering expertise in varied fields of broadcasting and provide turnkey solutions customised to every need, requirement and specification. These include:

- Terrestrial Transmission Solutions
- Towers and Guyed Mast Solutions
- Satellite Transmission Solutions
- IPTV, OTT and Headend Solutions
- Radio Broadcast Solutions
- Television Broadcast Solutions
- File-based Media Solutions
- Electrical and Earthing Solutions
- Heat Air Ventilation Cooling Solutions



Independent Services

Assendive is committed to providing optimum solutions to suit customer layout, throughput and budget so as to ensure a cohesive system for the customer. Inhouse capacity covers the following services:

- Coverage and Network Planning
- Satellite Link Budgets
- Microwave Network Design
- Structural Analysis
- Site Surveys
- Systems Design
- System Drawings
- RFP Preparation
- Budget Calculations
- Bid Preparation
- Bid Evaluation
- Project Management
- Technology Training

Key Projects

- Installation and commissioning of 3 site DVB-T2, DAB & FM network including a 340m guyed mast in Qatar
- Installation and commissioning of 71 site Nationwide DVB-T2 Network including 13 towers in the Sultanate of Oman
- Installation and commissioning of 6 site DVB-T2 network including erection of a 150m tower and dismantling of a 230m guyed mast in Jordan
- Installation and commissioning of a Medium Wave antenna



system including a 262m radiating mast in Sultanate of Oman

- Installation and commissioning of 7 site DVB-T2 network in the United Arab Emirates.

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Connecting organisations to a digital future

Diversified enables a digital future, connecting people, technology and experiences, where and when it matters most. When done right, digital communication empowers human connection and Diversified's solutions are experienced by millions every day. With more than 2,000 employees in 50 locations worldwide, they're a global organisation serving local needs.

Leading Global Company

Diversified began as a start-up broadcast integration firm in 1993 and has grown into one of the top technology solution providers in the world. Originally manufacturing-centric, the business model transitioned to integration when its founder realised his vision for a company positioned at the forefront of technology, providing clients with the best solutions to meet business objectives. This vision drove leadership to take risks and reinvest earnings back into the business to keep up with growing demands — always determined to challenge the status quo and lead the industry with innovative technology solutions.

Fast forward two decades, Diversified had grown organically with



350 employees across eight offices by 2015. Knowing there was more to offer but in need of capital to move the needle, a private equity firm was engaged to help fuel the company's global goals. Following that investment, the company made a series of strategic US-based acquisitions to grow its offerings and geographic coverage domestically before turning its sights towards overseas expansion.

Focused on meeting customer needs, Diversified finalised its first international acquisition in 2018 with UK-based Digitavia, giving the company its first physical footprint in the EMEA region. Having successfully

partnered on previous projects, it seemed an ideal fit to bring an expanded solution set to the European market with a local hub to deploy and service. Weeks later, Diversified announced its intent to acquire TSL-FZ in Dubai Studio City, further expanding its reach within the region and solidifying its EMEA presence.

In 2020, Diversified reached one billion dollars in revenue and delivered more than 30,000 projects worldwide — a number that has grown by more than 50% over three years and continues to grow with a strong geographic footprint and breadth of offerings.

With a Comprehensive Suite of Solutions

True to its name, Diversified is just that — diversified. Simply put, no one else in the industry can do what Diversified does, with its offering of the most comprehensive portfolio of technology expertise and consolidated services and unique approach to the business. Whether it's a digital signage network to communicate a brand, workplace collaboration solutions to connect enterprises around the world, an operations centre to monitor critical assets and facilities, a broadcast studio or managed services, Diversified has a team of industry professionals ready to deliver the technology needed to drive daily operations — all while simplifying the project cycle and increasing ROI.

Connecting Clients in EMEA and Around the World

With a strong focus on broadcast and OTT, Diversified's Dubai team has helped numerous clients overcome technology challenges, delivering several complex, award-worthy projects. From consulting services to design and deployment to managed services, Diversified serves as a dedicated technology



Al Arabiya studio.

partner throughout the entire project lifecycle and beyond. They are actively engaged in numerous OTT projects throughout the region and design-building cutting-edge IP facilities that meet the evolving needs of media and entertainment organisations.

Even amid the challenges and widespread impact of the global pandemic, Diversified continued to deliver an exceptional customer experience when customers needed it the most. In 2020, the company was shortlisted for the 2020 Digital Studio Award for Best Technical Installation for work at Sky News Arabia, the first Zero Density virtual systems production

control room installation in the region as well as the 2020 ASBU BroadcastPro Awards for ME Innovative Project of the Year for the newly renovated Al Arabiya News Complex. Even during shutdowns and delays, Diversified's dedication to serving its clients helped them bring home Systems Integrator of the Year at the 2020 ASBU BroadcastPro Awards. The company's work at the Al Arabiya News Complex has also been shortlisted for the 2021 Digital Studio Awards for Excellence in Technical Installation and Supplier Innovation.

To explore how Diversified can help support your digital future, visit onediversified.com.



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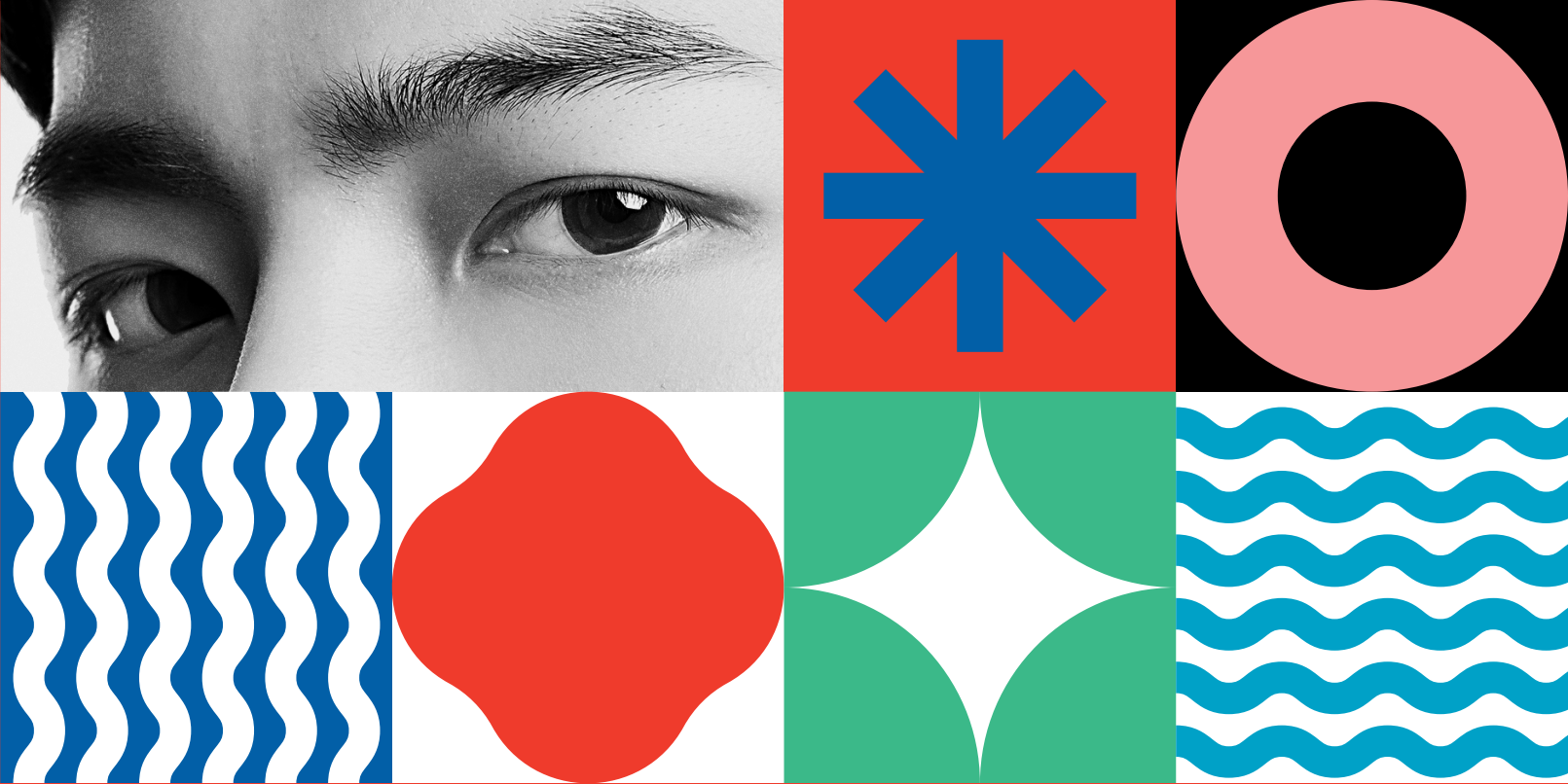
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Andy Davies

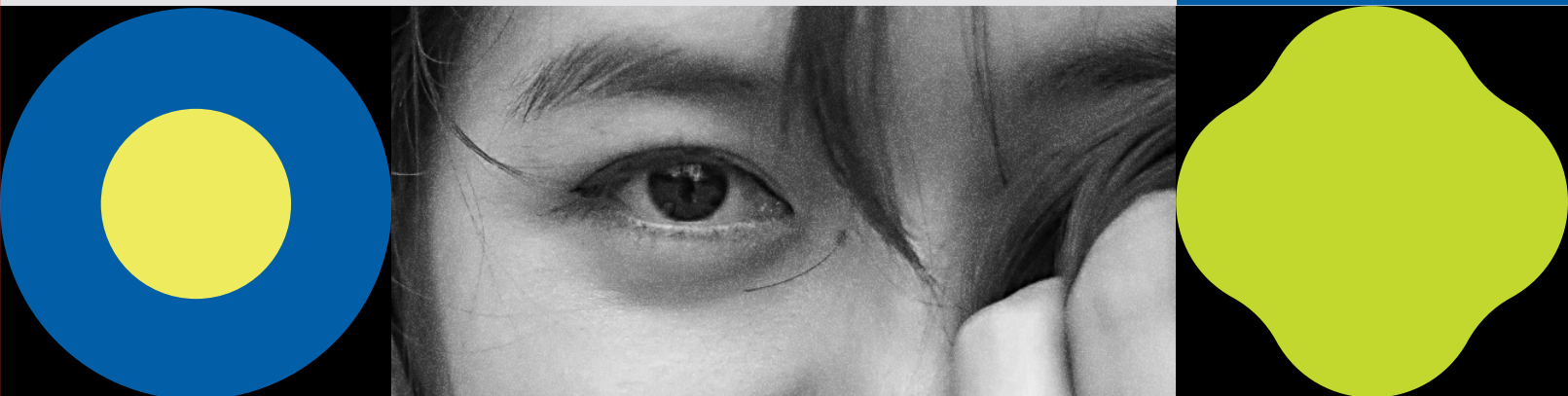
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HOT & NEW
KOREAN
TV SHOWS



Ministry of Culture, Sports
and Tourism

KOCCA
KOREA CREATIVE CONTENT AGENCY

HOT & NEW KOREAN TV SHOWS

The popularity of Korean content is up again in the global marketplace, and an indication of this is a stronger presence of companies in both independently-created as well as third-party trade shows in 2021 that are supported by the Korea Creative Content Agency (KOCCA)

KOCCA

As the umbrella government agency for Korea content industry promotion, Korea Creative Content Agency (KOCCA) supports the production of content by genre in the area of broadcasting, games, music, fashion, animation, characters, cartoons and immersive content. KOCCA engages in the planning, creative production, distribution, overseas expansion, fostering companies, talent training, research and development of culture technology, financial support and policy research for content.

LEADING INNOVATIVE GROWTH

With the power of content and culture, KOCCA leads the innovative growth of Korea. The content industry extends beyond the realm of culture and is attracting attention as a promising future industry, driving innovative growth in the national economy. For the sustainable advancement of Korean content, KOCCA supports companies with innovative content by providing policy financing, and plans to lead the future content market by laying the foundation for innovative growth in immersive content. Moreover, to make content which takes place in the daily lives of Korea to people around the world. KOCCA actively supports overseas expansion and leads the new Korean Wave.

GENERATING SOCIAL VALUE

As a public agency, KOCCA will take the lead in generating social value. To promote sustainable growth of the content industry, KOCCA will fulfill responsibilities as a public agency and take the lead in creating among others social value by fostering fair and mutually sustainable business ecosystems, create job opportunities and support equitable regional development.

YOON&COMPANY INC.

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YOON&COMPANY INC.

CASTING A SPELL TO YOU

Show title: Casting A Spell To You

Run time: 16 x 70'

Director: Kyung-yong Kim

Producer: Silkwood

Cast: Jiyeon Lim, Joon Sung, Yoonhye Kim

Exec Producer: Kyung-yong Kim

Writer: Sun-hwa Lee, Geum-rim Lee

Genre: Drama

Demographics: 20-30

ELEVATOR PITCH

A Korean romantic-comedy drama based on a web-novel *Love Affair with My Enemy*, that brings on the sweet romantic nostalgia from two famous Korean romantic comedies.

FULL SYNOPSIS

Jiwoo, a rich boy, is faced with the sudden announcement from his grandfather that he is not the heir anymore. Jung-hee is a hardworking girl who dreams of studying in France. But her friend flees with all the money she had saved for studying abroad. The two from opposite worlds run into each other at the bar Siesta.

COMPANY PROFILE

Yoon&Company Inc. was established in September 2016 by Yoon Jong-Ho who was the formal CEO of Everyshow Inc.. As a multimedia entertainment company, Yoon&Company Inc. is producing and licensing a variety of TV shows from drama, movie to documentary networking mainly with Amazon, Hulu, etc..



YOON &
COMPANY INC.

Yoon&Company Inc.

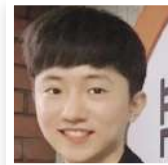
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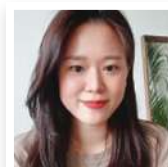
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YOON&COMPANY INC.

BUBBLE UP

Show title: Bubble Up**Run time:** 10 x 15'**Director:** Soochul Park**Producer:** Jong-ho Yoon**Cast:** Sohee (Nature), Youngbin (SF9)**Exec Producer:** Jaemin Ryu**Writer:** Saeyoung**Genre:** Drama**Demographics:** 10-20

ELEVATOR PITCH

I live my own way! The story of a girl working in a streaming platform who dreams of becoming a streamer.

FULL SYNOPSIS

Hayoung decides not to attend college after high school and starts to work to live a different life. She gets a job at Bubble TV, the famous streaming platform. But the joy of getting a job doesn't last long. On her first day at work Hayoung encounters the meanest boss ever. The work is challenging but Hayoung never gives up on her dream of being a pro streamer. How can she find a balance between hard work and her dream?

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YOON&
COMPANY INC.

Yoon&Company Inc.

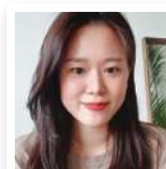
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YOON&COMPANY INC.

KING OF HIPHOP

Show title: King of Hiphop**Run time:** 6 × 60'**Director:** Joonhyung Lee**Producer:** Silkwood**Cast:** Naeun Lee (April),
Hoya (Infinite), Wonho Shin
(CrossGene), Hyunmin Han**Exec Producer:** Seung-jo Kim,
Moon-kyun Lee**Writer:** Sumin Kwon**Genre:** Drama**Demographics:** 10-20

ELEVATOR PITCH

Journey to become the new rapstar!
Portrays the loves and dreams
of creative Korean teenagers.

FULL SYNOPSIS

Rapstar became the new dream among Korean teenagers. *King of Hiphop*, broadcast on SBS, the major TV channel in Korea, highlights the loves and challenges of young, talented rappers. With the microphone in their hands, these dream chasers fight prejudice to create their own paths. Soundtracks made by famous Korean rappers add authentic flavour.

COMPANY PROFILE

Yoon&Company Inc. was established in September 2016 by Yoon Jong-Ho who was the formal CEO of Everyshow Inc.. As a multimedia entertainment company, Yoon&Company Inc. is producing and licensing a variety of TV shows from drama, movie to documentary networking mainly with Amazon, Hulu, etc..

YOON&
COMPANY INC.

Yoon&Company Inc.

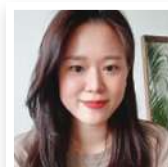
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KBS MEDIA

TO ALL THE GUYS WHO LOVED ME

Show title: To All The Guys Who Loved Me

Run time: 70' x 16eps

Director: Choi Yoon-suk

Producer: KBS

Cast: Hwang Jung-Eum, Yoon Hyun-Min, Seo Ji-Hoon, Jo Woo-Ri

Writer: Lee Eun-yeong

Genre: Drama, Format

Demographics: 15

ELEVATOR PITCH

This is a story of a woman who decides not to marry because of hurtful loves, a man who still loves her and wants to protect her for life, and a man who wants to correct his relationship with her in his past life through love.

FULL SYNOPSIS

1. Two men appear before a woman by destiny! Will her resolution fall apart or not?
2. How will an encounter between a man and a woman, who were married in their previous lives, continue in their present lives?

For Hyun-joo, there are just two types of men. They are either babies or dogs.

When she turns 30, she almost marries a refined prosecutor of a rich family. But she ends up realising that marriage is not her thing. However, there is Do-gyeom, who loves Hyun-

joo no matter what from childhood and Ji-woo who appears out of the blue making her confused.

"OMG! Were you my husband in the previous lives?"

COMPANY PROFILE

Korea's First, Korea's Biggest. This is the history of Content Distribution written by KBS Media striving forward. Founded in 1991, the company has been leading the Content Distribution, reaching the highest sales record in Korea through domestic and international distribution of TV rights and VOD rights. KBS Media sets the stage for K-Wave by exporting the TV series to Japan in 2003 for the first time. Also, it has worked as a key player in the globalisation of K-Content with the sales of TV format to America in 2017, whose remake version is making a huge success in America.

KBS Media, at the centre of the Korean Wave. Expanding its boundary in the Global Content Market, the company has been distributing K-Content to over 80 countries, including Europe, the Middle East, America and Africa. It has also widened the spectrum of K-Content by actively investing in the business of international events, exhibitions, K-Pop Performances, New Media Content and the field of Media Commerce.



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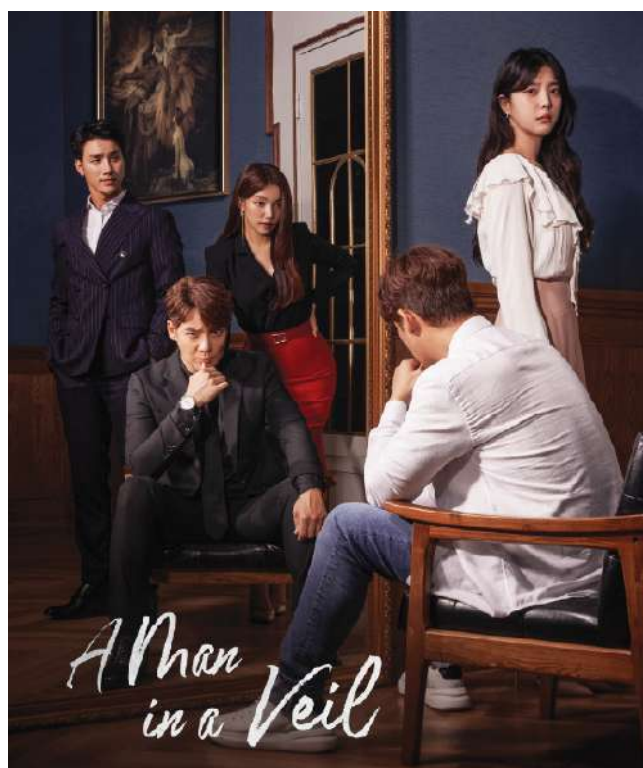
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KBS MEDIA

A MAN IN A VEIL

Show title: A Man in a Veil**Run time:** 40' × 105eps**Director:** Shin Chang-seok**Producer:** KBS**Cast:** Kang Eun-tak, Eom Hyun-kyung, Lee Chae-young, Lee Si-kang**Writer:** Lee Jeong-dae**Genre:** Drama, Format**Demographics:** 15

ELEVATOR PITCH

This is the story of a miracle.

A bright young man saves a girl from an accident but he acquires the intelligence of a seven-year-old.

At the edge of death, he meets a miracle. He is now rushing to take his revenge...

FULL SYNOPSIS

Tae-pung was the only son of a rich family. His father passed away when he was young, and Tae-pung grew up as a polite, righteous and smart young man. One day, when he was 16, he saved Yura from an accident and his head was damaged seriously. After the accident, his intelligence became that of a 7 year old. Actually, the one who Tae-pung tried to save was Yu-jeong; Yura's sister who was Tae-pung's first love. But Tae-pung being the righteous person who would have done the same had he known.

Twelve years later, Yura becomes the victim of a fraudulent marriage and even worse, she gets pregnant. As greedy and cunning Yura was, she plans a plot and stays a night together

with innocent Tae-pung. However, Tae-pung who obviously doesn't understand the meaning of staying a night together due to his intelligence admits that he has stayed a night together with Yura. At the end, Tae-pung marries Yura who claims that she has Tae-pung's child. And Tae-pung thinks that he should take care of the child and Yura as they are his family now. And Yu-jeong who always had Tae-pung in her heart, celebrates them even as she is feeling miserable.

However, the truth is revealed soon. Tae-pung's mother Kyung-hye finds out that the child was not Tae-pung's. When Yura's secret is about to be revealed, Gyung-hye was falsely accused of a hit and run accident and arrested. Yura, keeps her secret, continues with evil doings. She takes Tae-pung's money and runs away. Left alone with the baby, Tae-pung, doesn't understand what is going on. Soon he learns the truth behind Gyung-hye's hit-and-run accident.

At the verge of death by those who wished to cover the truth, he throws himself into the sea but is lucky enough to be saved by Su-hee. With another injury to his head, he is in a coma. A month later, he wakes up with acquired savant syndrome which makes him super intelligent. Five years later, Tae-pung returns in the name of Min-hyuk Yoo. To clear his mother, who died in jail of a false charge and to take revenge on Yura...



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KBS MEDIA

STAR'S TOP RECIPE AT FUN-STaurant

Show title: Funstaurant

Run time: 70' × weekly

Director: Hwang Seong-hoon

Producer: KBS

Cast: Lee Kyung-kyu, Lee Young-ja, Lee You-ri, Oh Yoon-a, Han Ji-hye

Exec Producer: Kang Bong-kyu

Writer: Baek Soon-young, Lee Hae-nim, Park Mi-young, Lee Hye-rim

Genre: Entertainment, Reality, Format

Demographics: 15

ELEVATOR PITCH

The Dish made by Celebrities with their own recipes will be released in convenience stores! This is a cooking battle show between celebrities. They share their own creative recipes. What's most fascinating is that you can actually try this food at your nearby CVS the very next day!

FULL SYNOPSIS

- 1) Celebrities create a whole new menu with their secret recipes.
- 2) Judging panels consisting of chefs and CVS MD vote for the dish that will be released in convenience stores.
- 3) The winning dish is released at CVS in Korea the very next day of the show. The show donates its proceeds by selling winning dishes to undernourished children.

This is a cooking show that you've never seen before. A dish made from special recipes of celebrities is

released at convenience stores that are easily accessible around the world. You can enjoy a variety of new food but also lifestyles of celebrities.

Celebrities known as gourmets (usually 5~6, it can vary) develop and create a new menu with their own recipes according to themes of each episode, (for example, it could be chicken, rice, noodles, etc.). Then, star chefs and CVS's food MD choose the best among these dishes. The winning dish is created as a packed-meal the very next day and is available at your nearby CVS!

One-person households are increasing around the world and more and more people want simple meals which are convenient to have at CVS. But this winning dish is not just a convenience food, but a decent meal you can enjoy at home. It's like a chef in the house!

Winning dishes from each and every episode actually have been going viral. And there are lots of reviews about these foods on the internet.

'Star's Top Recipe at Fun-Staurant' donates some of its proceeds by selling winning dishes to undernourished children. The network works for a good cause through the show.

It is possible to cooperate with CVS and any other market franchises. Or you can also proceed with branded business related to the dish and the show. The chances are limitless.



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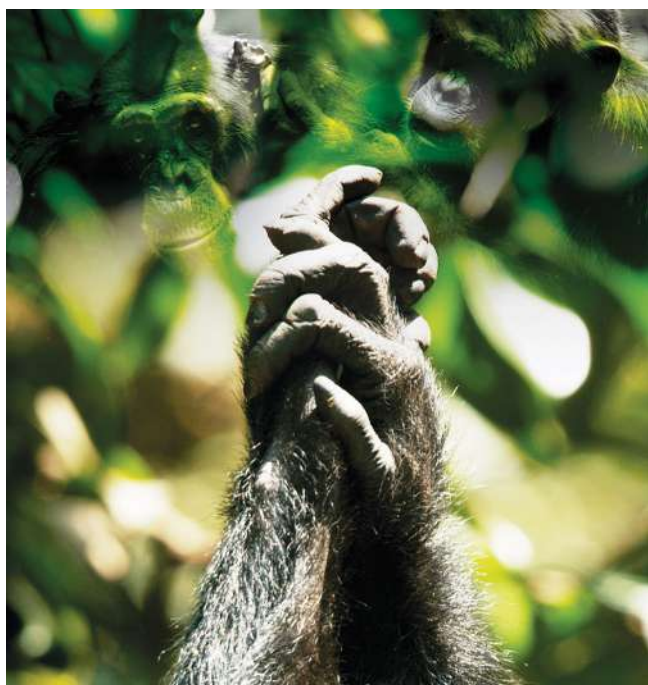
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EBS

MATING MACHINE

Show title: Mating Machine

Run time: 50m × 2eps

Director: Son Seungwoo

Producer: EBS

Exec Producer: Son Seungwoo

Genre: Documentary

Demographics: Family

ELEVATOR PITCH

Are These Organisms Too Sexy to Survive?

FULL SYNOPSIS

Why do males look more decorated and beautiful? Why are females so picky in choosing their mates? Why do we do things that have nothing to do with our survival? We look for the answers by studying the lives of plants, insects, fish, mammals, birds, and primates of the world. The true winner of the battlefield of evolution is not the ones that survive, but the ones that mate successfully. We have evolved into both surviving machines and dating machines.

EPISODE SYNOPSIS

Part 1, Males

The energy of life explodes on two occasions. One is when an organism is hunting, and the other is when an organism is mating. Basic survival is meaningless. If an organism fails to mate, its genes will disappear. And since males cannot give birth to offsprings, they become more desperate. This

episode covers the males' courtship rituals to get chosen by females and the fight for these females.

Part 2, Females

When did males first appear? Was it like Adam and Eve where the male appeared first and the female followed? Or was it the opposite? This episode takes a look at females that hold the secret of the birth of males and the steering wheel of evolution.

COMPANY PROFILE

EBS is Korea's educational content specialist broadcasting company. Currently, EBS operates eight channels including two terrestrial channels, one radio channel, three satellite education channels, one child channel and one channel for overseas Koreans. Terrestrial channels broadcast educational programmes for infants and children, cultural and documentary programmes for adults, VOD services through various internet/mobile sites, and e-learning content for each level. EBS is a broadcasting company that makes world-class children's programmes and documentaries beyond Korea. EBS science, history and nature documentaries are already recognised in the world market and are exported to North American and European broadcasters such as PBS, Smithsonian Channel in the USA, France5, Arte and RAI in Europe.



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EBS

THE SCIENCE OF COOKING

Show title: The Science of Cooking

Run time: 50m × 4eps

Director: Jang Huyeong

Producer: EBS

Exec Producer: Jang Huyeong

Genre: Documentary

Demographics: Family

ELEVATOR PITCH

Humankind has been creating countless ways of cooking food as long as we can remember. This documentary series takes a look at the world of cooking which is a series of endless accidents, adventures and unexpected connections.

EPISODE SYNOPSIS

Part 1, 'Heat'

"Heat" covers the temperature, which is key to cooking. A major part of cooking involves delivering heat energy to natural things and transforming them to the state where they can be digested and absorbed. This technique does not stop at simply making food taste good. Professor Wrangham of Harvard University says the ability to produce food through heat is what helped humans evolve.

Part 2, 'Force'

"Force" is about how to change ingredients using physical force. Mankind has realised that making dough to make bread, noodles,

rice cake, and tofu and consuming them is far more effective than consuming crops as they are. In terms of preserving, texture, convenience, and nutrient intake, this revolutionary cooking method provided the foundation for cultural development.

Part 3, 'Microorganisms'

"Microorganisms" is about the fermentation that takes place by them. Fermentation is an advanced cooking method of using microorganisms' life activities to cook food, and it can synthesise new components and remove toxicity from food. But because it uses microorganisms, it is a unique cooking method that causes both aversion and preference.

Part 4, 'Taste'

This episode covers the five taste receptors which are sweet, salty, spicy, bitter, and sour. "Why is sugar sweet?" is the wrong question. "Why does sugar taste sweet to us?" is the right question. Taste doesn't exist in things. It is something our brains create. It is a type of antenna that mankind has developed for survival. It is the ability to consume nutrients and avoid poison. The Korean proverb "Swallow what is sweet and spit out what is bitter" describes that ability perfectly.



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EBS

INSECTS, GENIUSES OF STRATEGY

Show title: Insects, Geniuses of Strategy

Run time: 50m x 2eps

Director: Seo Joon

Producer: EBS

Exec Producer: Seo Joon

Genre: Documentary

Demographics: Family

ELEVATOR PITCH

This Documentary looks at the small world of insects resembling the world of humans in its clever survival methods.

EPISODE SYNOPSIS

As long as I can leave behind my genes!

Part 1 "Secretive Birth" shows the heartbreaking battles that insects engage in for their offspring. A cockroach wasp makes a huge cockroach its food source for its offspring by controlling the cockroach's brain, a braconid wasp lays its eggs inside a leaf rolling beetle's leaf crib, and a mantid fly larvae lives off the egg pocket of a Jorō spider that had struggled for 12 hours in the cold to put it together. You will be led through the lives of insects that adopt different strategies to survive, for the sole purpose of producing offspring.

Insects' clever survival methods

Part 2 "Hide-and-Seek" introduces the creative hunting techniques and defence strategies of insects. From the

private life of an yellow owlly larva that tricks and hunts its prey with its big, intimidating jaw, a European grain moth larva freeloading off an ant nest, an acorn weevil having a tense standoff to get an acorn, a hide-and-seek between birds and a larva at death's door, to the emergence of a squeaking silkworm that overcomes a 1% chance of survival, you will get a close look at the clever tactics that insects employ in order to live and serve their purpose on Earth.

COMPANY PROFILE

EBS is Korea's educational content specialist broadcasting company. Currently, EBS operates eight channels including two terrestrial channels, one radio channel, three satellite education channels, one child channel and one channel for overseas Koreans. Terrestrial channels broadcast educational programmes for infants and children, cultural and documentary programmes for adults, VOD services through various internet/mobile sites, and e-learning content for each level. EBS is a broadcasting company that makes world-class children's programmes and documentaries beyond Korea. EBS science, history and nature documentaries are already recognised in the world market and are exported to North American and European broadcasters.



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CJ ENM

DOOM AT YOUR SERVICE

Show title: Doom At Your Service**Run time:** 16ep × 70mins**Director:** Kwon Young-il**Producer:** Studio Dragon**Cast:** Seo In-guk, Park Bo-young, Lee Soo-hyuk**Writer:** Im Me-ah-ri**Genre:** Drama**Demographics:** MF 20-49

ELEVATOR PITCH

Fantasy romance between a person who has 100 days left to live and a special one who is the reason for everything.

FULL SYNOPSIS

Dong-kyung has been working hard ever since her parents passed away. Her life seems to get stable after working as a web novel editor for six years, but one day she gets diagnosed with brain cancer. She blames her unlucky life and wishes to curse everything to disappear, which unintentionally calls Myul Mang, a messenger between humans and gods, to appear. He says that he can grant her wishes. As her last hope, she makes a contract with Myul Mang for hundred days to live as how she wants, risking her everything.

COMPANY PROFILE

As Asia's No.1 content company, CJ ENM is at the forefront of cultural

trends. CJ ENM provides total entertainment to customers as it spearheads the globalisation of Asian pop culture. CJ ENM directly involved in the planning, production, and distribution of content with international appeal through its development of new formats and co-production of works like *Love at First Song*, *The Line-Up*, and *The Society Game* that target the global market.

CJ ENM has a strong distribution arm which provides the best scripted and nonscripted entertainment to worldwide partners. Popular formats have traveled the world such as *Grandpas Over Flowers*, *I Can See Your Voice* and *Love at First Song*. Affiliate channels and production companies include tvN Asia (10 countries in Southeast Asia), TrueCJ (Thailand), and Mnet JAPAN (Japan) using its planning, production, and distribution capabilities and conduct content business on a global scale.

CJ ENM has also established partnership with global content distributor Eccho Rights (<http://ecchorights.com/>). In the past year Eccho Rights has licensed over 15,000 hours of TV series establishing a strong business based on drama series.



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FORMATEAST

DISH IS ALIVE

Show title: Dish is Alive

Run time: Paper Format

Producer: FormatEast

Cast: 2 Hosts + 6 Celebrity Chefs + 4 Judges

Exec Producer: IlJoong Kim

Writer: HyoJin Kim

Genre: Entertainment

Demographics: All ages

ELEVATOR PITCH

World's best celebrity chefs with wonderful cooking skills battle in a cooking competition that's never existed in the world - not with the dishes in the real world, but with dishes from the animation - 'Dish is Alive'!

FULL SYNOPSIS

Everyone would have once dreamed of eating food from an animation or from a cartoon. 'Dish is Alive' has come to realise that imagination! Six celebrity chefs compete each other on synchronising not only the visual but also the taste of the prescribed ani-food with their imaginations. The winner then gets

an opportunity to produce and sell a meal-kit package of the ani-food which provides opportunity for the viewers to easily follow the recipe and bring their imagination into a reality. It aims to target all ages by giving the pleasure of reminding the familiar food to the children, while giving the pleasure of trying to cook and eat the imaginary, yet probably reminiscent food to the adults. Ani-food that were inside the animation have ripped up the cartoon and appeared in front of you! 'Dish is Alive'

COMPANY PROFILE

FormatEast, a 100% subsidiary company of SBS, was founded in December 2018 to create more business opportunities, to expand the market for Korean creators, and to become a Hub of Format IP Development and Distribution. FormatEast is one of the official operating companies of the "KOCCA Format Lab Project", which is a government-funded project with the objective of creating new Korean original entertainment show formats.

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FORMATEAST

WHO ARE YOU

Show title: Who Are You**Run time:** Paper Format**Producer:** FormatEast**Cast:** 1 Host + 6 Celebrities
+ Audience Judge**Exec Producer:** IlJoong Kim**Writer:** HeeSu Kim**Genre:** Entertainment**Demographics:** All ages

ELEVATOR PITCH

Music competition shows where celebrities' 'alternative characters' full of imagination fight for the best character, 'Who Are You'. It reflects the current "alternative-character" boom in Korea, which is the concept Korean celebrities use to broaden their broadcast spectrum.

FULL SYNOPSIS

'Who Are You' is a music competition show with celebrities' 'alternative character', which refers to celebrities appearing on shows using their alternative characters as a way to broaden their broadcast spectrum. Celebrities wishing to challenge themselves as their

alternative characters gather to perform on stage as their different alternative characters each round, which in other words suggest that it is a music competition show without any elimination of the actual singer in the show, but the elimination of their alternative characters. Providing an opportunity and anticipation to see favourite celebrities in unexpected, and thus surprising characters, 'Who Are You'.

COMPANY PROFILE

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HONGDANGMOO INC.

PPOPPOPPO FRIENDS

Show title: PPOPPOPPO Friends

Run time: 25min × 100 episodes

Director: Live-Action PD - Hye-in Kim / Animation PD - Yeong-ho Kim

Producer: HongDangMoo Inc.

Cast: Seo-young Lee

Exec Producer: Ho-yang Kang

Writer: Su-kyeong Park

Genre: Edutainment TV series
(Live-action, Animation)

Demographics: Age 3-6

ELEVATOR PITCH

Healthy Body and Healthy Mind! TV contents "MBC PPOPPOPPO" has been in the front line of kid's content in Korea. Its educational goal is "learning through playing." This completes the core aspect of early childhood educational needs for future world leaders. It has five segments of animation and live-action per episode with various topics which are based on the kindergarten curriculum used worldwide.

FULL SYNOPSIS

The PPOPPOPPO FRIENDS, with its 40 years of history, is a kid's edutainment programme for Generation Alpha who has been exposed to digital media from their birth. In order to cope with overflowing contents, indiscriminate information, and borderless culture, PPOPPOPPO provides guidelines to our future citizens and build healthy mind and body for themselves.

The legendary PPOPPOPPO character PPOMI lives in PPOPPOPPO Land. She uses a magic spell to bring PPOPPOPPO characters - Tourie, Neurie, Woorie - to PPOPPOPPO Land. With help from Tourie, Neurie, Woorie, and PPOMI, children solve the encountering problems.

Tourie, who is a prankster, serves as a superhero in PPOPPOPPO Land and protects kids from danger.

Neurie, who is kindhearted, provides comfort by giving big hugs to children who might have emotionally been hurt.

Woorie, who is AI smartypants, always provides information and guides PPOMI and kids through their journey.

To give concrete information and credit, PPOPPOPPO has three experts who advise in areas such as children's emotional therapy (dance), physical education, and English education.

All the episodes are based on the topics and themes from the kindergarten curriculum commonly used worldwide.

COMPANY PROFILE

HongDangMoo is expanding its reach into animation, character, licensing, and high quality educational and edutainment content business based on its valuable know-how established with educational content design. It has a unique position in the development of edutainment content as it has the ability to plan and develop animation content that is likely to enter the global market and has a long-standing partnership with excellent education companies.



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PRO2021

2020 ASBU BroadcastPro Awards

- › Satellite Solutions Provider of the Year
- › OTT Solutions Provider of the Year
- › Outstanding Initiative from a Satellite Company
- › MENA Trendsetter of the Year
- › Streaming Service of the Year
- › Best 2020 Tech Implementation in OTT
- › Best Adaptation of a Foreign Series to Arabic
- › Outstanding OTT Production of the Year
- › Best TV Production of the Year
- › Outstanding Contribution During Covid-19
- › Innovative Project of the Year
- › Most Innovative MENA Streaming Platform
- › Systems Integrator of the Year
- › Outstanding OTT Initiative from a Telco
- › Outstanding Online Media Initiative
- › Female Broadcast Executive of the Year

satellite Solutions Provider of the Year

#Broadband Awards2020

Winner





ateme
Transforming Video Delivery

2020 ASBU
BROADCAST
PRO AWARDS
**SATELLITE
SOLUTIONS
PROVIDER OF
THE YEAR
ATEME**

A tier-one telecom operator in the Middle East chose ATEME, leader in video-delivery solutions for the broadcast industry, to improve its TV service offerings across the region. With the operator planning ahead for potential emergency and maintenance operations, it required a disaster-recovery solution to maintain smooth service.



**Mohamed Razik Zaghloul, Regional
Sales Director, ATEME Middle East.**



**Michel Artieres, Founder,
President and CEO, ATEME.**



**Jean-Louis Lods, Origination and
Publishing Evangelist, ATEME.**



**Julien Mandel, Contribution and
Distribution Segment Director, ATEME.**

To meet these requirements, ATEME proposed a smart solution that involved setting up a back-up Mux system to process services and bouquets with as little manual intervention as possible.

The innovative AMS solution, based on Visio scripting, allowed a single DR system to include configurations for each of the operator systems, even if they all came from different vendors. A key differentiator was the SDI over IP (SMPTE 2022-6)

input technology implemented. Not only was this the first use of this solution by the customer; it was also one of the first teleports using this technology in the region.

ATEME handed over the project in an impressively short six-month timeframe, delivering in June 2020 – two months ahead of schedule – and within budget.

Success on this project and excellent operational post-project support led to the operator choosing ATEME for

its main DTH and OTT replacement by the end of 2020, and to the 2020 ASBU BroadcastPro Satellite Solutions Provider of the Year award.

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Communications Provider of the Year

#Broadband Awards2020

Winner





2020 ASBU
BROADCAST
PRO AWARDS
**OTT SOLUTIONS
PROVIDER OF
THE YEAR
ERSTREAM**

The ASBU-OTT Solutions Provider of the Year 2020 award has given advanced value to Erstream as a video delivery company. “We are proud and honoured to receive this prestigious award,” says Ugur Kalaba, CEO, Erstream. “It affirms our position in the industry and is a testament to Erstream’s commitment to delivering smarter end-to-end OTT solutions to customers worldwide. As our industry evolves, innovation is critical to survival and growth.”



The Erstream purpose is simple – 'To Deliver the Future Of TV'. Its thrived OTT solutions are not just another tech provider, rather it follows the rate of innovation to provide professional end-to-end OTT solutions that ensure better user experience anywhere,

anytime, and on any screen. Erstream has developed its own solutions for telco-grade/broadcaster level products for flawless video solutions and are able to serve E2E services for a high-quality OTT experience. It also has HEVC/4K UHD HDR

solutions for best content delivery, solutions including CDN (high-end CDN solution for broadcasters, telco grade level customers), encoding (live and VOD), CMS, monetisation, multiscreen delivery including 4K UHD/ HEVC HDR DRM integration, analytics, catch up TV, apps, network PVR /start over TV, satellite downlink. Erstream works with local and global media companies, established content owners, and broadcasters. A wide range of clients include Digiturk, ART, EXXEN, D.SmartGo, Fox, ATV, Turkcell, Vodafone, Jordan TV, MysatGo, Roya TV, Almamlaka TV and more.



Ugur Kalaba, CEO of Erstream.

Contact

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Outstanding Initiative Satellite Company

#BroadcastAwards2020

Winner





2020 ASBU
BROADCAST
PRO AWARDS

**OUTSTANDING
INITIATIVE FROM
A SATELLITE
COMPANY
EUTELSAT
FOR SAT.TV**

The 7/8° West video neighbourhood is the number one broadcasting position in the MENA, reaching 90% of TV homes in the region. It is one of the most dynamic neighbourhoods in the global satellite TV market, with a rapidly growing audience of 60 million homes equipped for DTH reception.



Eutelsat operates two of the three satellites at 7/8° West, and recently launched Sat.tv, an innovative new solution enhancing free-to-air broadcasting at the video neighbourhood, and which won them the Outstanding Initiative award.

Sat.tv is an enhanced electronic programme guide for free-to-air (FTA) TV channels, broadening content visibility and giving TV audiences an unparalleled FTA user experience. Viewers can easily navigate through 7/8° West's huge content offer of 1000 channels, discover content that best matches their preferences, and set

alerts to avoid missing programmes from different time zones.

FTA broadcasters can benefit from unique innovations to maximise their reach and ability to target specific viewers. Channels are presented consistently with their logo, Arabic name, predefined channel genres and standard channel number that can be communicated to audiences. Content discovery options enable content to be promoted to the most relevant audiences. And regionalisation of TV channels is facilitated by driving specific audiences to dedicated channels.

Sat.tv compatible set-top boxes are already available for retail in a number of markets in the region, with more launching every month.

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Robert Lakos receives the award on behalf of Eutelsat.

Sponsored by

eateme

A Trendsetter of the Year

#BroadbandAwards2020

Winner





FINYAL MEDIA
فنيال للإعلام

2020 ASBU
BROADCAST
PRO AWARDS
**MENA
TRENDSETTER
OF THE YEAR
FINYAL MEDIA**

Finyal Media is an award-winning podcast network providing immersive audio experiences for young Arab listeners across the MENA. The company's mission is to tell stories that help young people reconnect with the Arab world.



Finyal Media's stories bring the region's culture and heritage to life. These range from adaptations of classic stories such as *1001 Nights*, *Juha*, *Sindbad* and *The Forty Thieves*, all of which have been adapted for a modern audience, to more contemporary drama series like *The Basement*, a modern-day mystery thriller.

Finyal Media collaborates with businesses to produce podcast series which bring the brand's messaging to life in an authentic and targeted manner. Finyal Media enables brands to have a direct, intimate conversation with a loyal base of listeners through a novel and engaging approach to storytelling that resonates with young people across the region.

Through their podcasts, Finyal Media reach young Arabs in a medium that is digital and on-demand. Available on all podcasting platforms, including Apple Podcasts, Google Podcasts, Spotify, Deezer, Anghami and many more, their shows have become hit sensations with young audiences, having achieved over five million downloads in the Arab world and five Number 1 hits on the Apple charts.



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Mshari Alonaizy, co-founder and
Chief Creative Officer of Finyal Media.

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Streaming Service of the Year

#BroadcastME Awards2020

Winner





intigral

2020 ASBU
BROADCAST
PRO AWARDS
**STREAMING
SERVICE
OF THE YEAR**
**JAWWY TV,
INTIGRAL**

In a bid to introduce a captivating digital entertainment experience to viewers across the MENA, Intigral developed a world-class platform delivering spectacular viewing experience and emerging as a high-spirited regional entertainment player.

With an assembly of unique digital entertainment offerings meticulously selected and customised for a wide audience base and its original, culturally stimulating productions, Intigral has demonstrated a glamorous performance for which it was recognised as the Streaming Service of the Year at the ASBU Broadcast Pro 2020 Summit.

Eliciting innovation across all operations and in every choice within its ambitious business model, Intigral harnesses its advanced technologies to power up its leading OTT platform, Jawwy TV, adhering to a staunch viewer-centered approach that keeps audiences actively engaged. The platform curates favoured content from multiple sources,

enhances them with exclusive and original titles, and delivers them through one account, conveniently accessible on-the-go via smart devices or at home through a Jawwy Home Box device.

Jawwy TV offers over 28,000plus SVOD entries including the latest series and movies of top Arab and global productions, 200plus premium and free-to-air TV channels and an expanding collection of original entertainment content as well as exclusive productions fresh out of the theatres. In addition to content variety, Intigral goes above and beyond to guarantee viewers an immersive experience, personalising watch lists and ensuring uninterrupted high-quality streaming.

With its distinctive fusion of digital innovation alongside global and homegrown entertainment, Intigral is redefining digital entertainment within the KSA and beyond.

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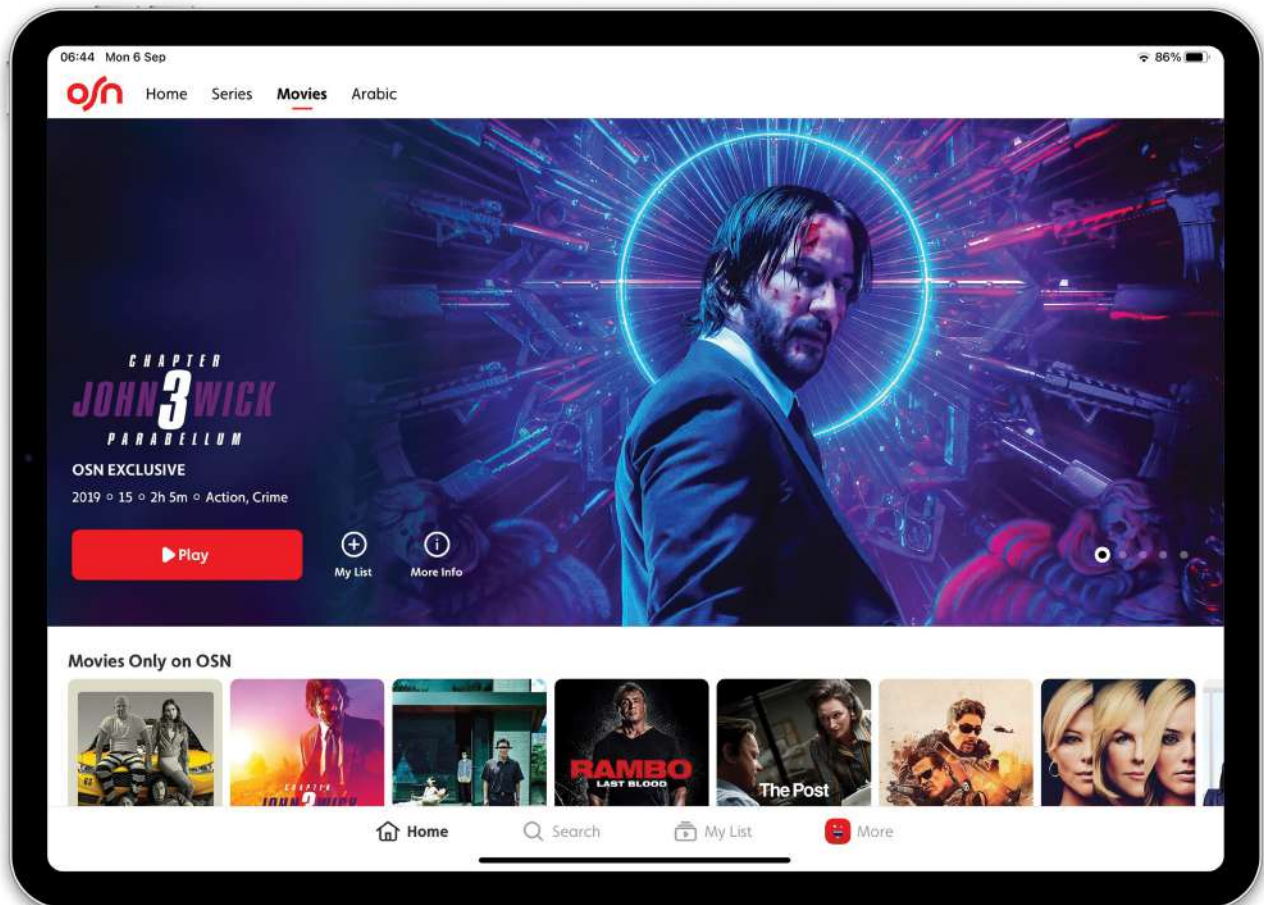


2020 ASBU
BROADCAST
PRO AWARDS
**BEST 2020 TECH
IMPLEMENTATION
IN OTT AWARD**
OSN

In April 2020, OSN went through a complete rebrand which transformed its existing streaming service called WAVO, to become one of the leading streaming platforms in the region, the recently launched OSN Streaming app, underscoring the changing dynamics of the company. Since its launch, the app has witnessed rapid growth in millions of subscribers leading it to the Best 2020 Tech Implementation in OTT Award.



Peter Riz, CTO of OSN.



The app offers best-in-class experience for users and was designed with the consumer journey at the heart of the technology. Content discoverability, playback capabilities, user interface and experience have been prioritised, and features are regularly updated to ensure a smooth user journey.

The OSN Streaming app's powerful recommendation engine is regularly refreshed and offers a unique selection of content tailored to individual user preferences. This personalisation is achieved through AI-driven technology that uses custom algorithms to ensure the right content is being served to customers. The tech takes into consideration previously viewed content and user app behaviour which is then analysed to offer the best selection of

content tailored to individual tastes.

The app is programmed for fast start-up on mobile and tablets, with high numbers of viewers watching content on portable devices. The platform also boasts a unified user experience across all platforms with a crisp white background for easy usage. Image quality has been upgraded with high resolution and display for content across all platforms, whether TV, mobile, tablet or laptop and supports different platform native technologies that enable a better experience.

The OSN Streaming app is available across multiple devices for easy viewing including the website www.osn.com, IOS and Android mobile apps, Chromecast for non-compatible devices and six TV App integrations.

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2020 ASBU
BROADCAST
PRO AWARDS

**BEST ADAPTATION
OF A FOREIGN
LANGUAGE
DRAMA SERIES
TO ARABIC**

**SER - ATL
MEDIA BY ZEE
ENTERTAINMENT
MIDDLE EAST**



Ser is a 60-episode, pan-Arab drama series of a duration of one TV hour for each episode. It is an adaptation of Zee's Marathi series format *100 Days*. It was filmed in Lebanon, and brought together Syrian actor Bassam Koussa with Lebanese actors Bassem Moughnieh, Dalida Khalil, Fadi Ibrahim and Wissam Hanna.



Ser was directed by Marwan Barakat. The story revolves around the sudden disappearance of a businessman that leaves everyone suspicious and worried about where he could be, especially that he was a target for murder by those closest to him. A journey of investigation unfolds that seeks to uncover where he is and unravels hidden and unexpected secrets.

The success that the series has acquired is a collective effort of the three co-production partners ATL, Media House Pictures and Sama Art International.

The Arabic dubbed version was aired

on Zee Alwan previously and seeing the positive response with the viewership it garnered, ATL decided to create an Arabic original adaptation of the format.

Ser is a story of true success on every level. Despite all the challenges it faced during its production stage amid serious political unrest in Lebanon in 2019, the production was completed as per scheduled timelines without compromising on production quality. It was acquired by top mainstream channels in the region across different markets, such as MBC Group, OSN, LBCI and others.

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Adil Memon, Head of Content & Marketing, Zee Entertainment MENA.



2020 ASBU BROADCAST
PRO AWARDS

**OUTSTANDING OTT
PRODUCTION OF THE YEAR**

**ALAMEED - KINGSET
AND DKL LIMITED**

A hugely ambitious production and the first to emerge from a media startup, Alameed received a unanimous thumbs-up from the judges for a compelling script, an inspiring production and a strong cast that touches upon a topic that is close to the Arab world – the lives of Syrian refugees. Inspired by real-life events in Syria, the drama series was shot under challenging circumstances. The trailer screened at the awards gala was received with loud applause. Fadi Ismail, founder of DKL Studio, received the award from Sheeraz Adil, Sales Director, Irdeto MENA.



2020 ASBU BROADCAST
PRO AWARDS

**BEST TV PRODUCTION
OF THE YEAR**

**AL MIRATH – TWOFOUR54/MBC/
IMAGE NATION ABU DHABI**

This ambitious production, the world's first Arabic-language soap opera, involved a massive collaboration between MBC, Twofour54 and Image Nation Abu Dhabi. Within the last year, this project saw the production of 250 episodes over a period of 270 production days and helped generate over 200 jobs. Pictured from left are Elie Boghos, Head of Physical Production, Image Nation and Hassan Assiri, Consultant to MBC Studios, who received the award from Hashim Ossaily, Regional Sales Director – Middle East & Africa, Synamedia.



2020 ASBU BROADCAST PRO AWARDS

OUTSTANDING INDUSTRY CONTRIBUTION DURING COVID-19

7 PRODUCTION

The King Abdulaziz Camel Festival, headed by Saudi Arabia's Crown Prince Mohammed Bin Salman, takes place annually in KSA, with 18,000 participants and more than 38,000 camels. The logistics involved in covering such an event are huge. 7 Production, which has helped shape the production of this event from its inception in 2014, brought 80 crew members and two OB vans to cover the action over 20 days for live coverage on TV channels in KSA and the UAE. With 80 people, a punishing time schedule and Covid conditions to meet, the media house pulled off a fantastic feat. Pictured is Rola Tabet, Partner and Director at 7 Production, with the award, handed over by Manoj Mathew, Territory Head – MENA, Pakistan and Turkey, Zee Entertainment Enterprises Limited.



2020 ASBU BROADCAST PRO AWARDS **INNOVATIVE PROJECT OF THE YEAR** **ASHARQ NEWS**

Most news organisations in the MENA region have pretty much followed the same formula, targeting a 40+ male audience. Asharq News, which went live in November 2020, stood out on several fronts with its bold content strategy that included female viewers and Arab youth, a state-of-the-art infrastructure that includes a full-IP setup, well-designed physical and virtual studios, a 360-degree social media ecosystem and an office culture that has embraced a large number of women and youth as part of its workforce. Pictured with the award is Asharq News CTO Omran Abdallah.



2020 ASBU BROADCAST PRO AWARDS **MOST INNOVATIVE MENA STREAMING PLATFORM STARZPLAY**

This Editor's Choice award was given to StarzPlay for its pioneering efforts on several fronts as a homegrown streaming service. StarzPlay has competed with international and local giants and emerged as MENA's leading SVOD platform. It has ambitiously forged ties with local and global players, invested in new content and explored various monetisation avenues. More importantly, its inhouse platform has now been outsourced to Lionsgate India, which launched a streaming service in the country. Pictured with the award is Nauman Qureshi, VP of Product at StarzPlay.



2020 ASBU BROADCAST PRO AWARDS **SYSTEMS INTEGRATOR OF THE YEAR DIVERSIFIED**

Diversified walked away with the prize for its excellent work in delivering a very complex engineering project that included a major revamp of the Al Arabiya News Complex in Dubai during the lockdown. Working through a maze of legacy infrastructure to run fibre across four floors while remaining on air at all times, integrating existing infrastructure with new equipment, pulling cable only at midnight to ensure zero outage – and at the same time, executing the vision of the client for a futuristic news facility with an integrated open newsroom within seven months – was an award-winning feat. Suhail Ahmed, CEO of One Diversified FZ LLC, received the award from Chant Utukian, Senior Sales Manager at Shure.



2020 ASBU BROADCAST PRO AWARDS

OUTSTANDING OTT INITIATIVE FROM A TELCO

SWITCH TV, ETISALAT

Switch TV, Etisalat's digital entertainment proposition, has the distinct advantage of being a super aggregator with content from different providers available on the platform. It claims to be the only mobile streaming OTT app that allows free streaming on Etisalat's mobile network. Content can be streamed on mobiles without mobile data consumption charges. It offers free movie rentals (TVOD), with same-day releases in some cases. It also currently offers live TV and SVOD in the UAE. Mariana Ugorchuk, Head of Product at Switch TV, received the award from Muhammed Irfan, CEO of BS Broadcast.



2020 ASBU BROADCAST PRO AWARDS **OUTSTANDING ONLINE MEDIA INITIATIVE SHASHAH.COM**

With so many innovative ideas in the market, can there be more? The product of a Dubai-based startup, Shashah.com offers reviews of Hollywood and Arabic content in Arabic. With over 30 OTT service providers in MENA and major global players offering thousands of hours of content and box office cinema hits targeting the Saudi market, Shashah founders Dr Riyadh Najm and Ammar Hares felt that Arab audiences also deserved reviews of Arabic and Western content – unavailable in the region until the launch of Shashah.com. Pictured with the award is Ammar Hares, CEO of LovetodoMedia.



2020 ASBU BROADCAST
PRO AWARDS

**FEMALE BROADCAST
EXECUTIVE OF THE YEAR**

**NADINE SAMRA, CHIEF
BUSINESS OFFICER AT WEYYAK**

Nadine Samra, who has been heading Weyyak at Zee Entertainment since its launch in 2017, has helped the digital platform go from strength to strength. In a year when productions came to a standstill owing to the Covid-19 outbreak and the subsequent lockdown, she led her team to co-produce *Chicago Street*, a well-received Syrian drama. She has also helped lead multiple expansion and integration projects for Weyyak in the last couple of years, and played a key role prior to that as Head of Digital Operations at MBC Group. Nadine is an inspiration to other women in the region.



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