



# PRO2022

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





**PRO2022**



# PRO2022

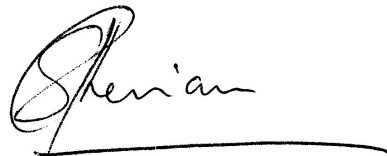
**Welcome to a brand-new edition of the PRO2022 book. With Qatar prepping for the FIFA World Cup in November, all things sports are major points of discussion in the Arab world. Of course, in anticipation of the needs that arise from such a major event amongst many other sports events that are also playing out in the region, several vendor solutions and services today are directed towards addressing the production, broadcast and streaming needs within this sector, and some of them are part of this book this year.**

We have also seen incredible innovation and collaboration from smaller, homegrown MENA players who have entered the sports broadcast and streaming market purely with strategic and technical acumen. What they have lacked in terms of financial muscle, they have more than made up for with business intelligence and agility.

That rising trend and the subsequent interest it has generated in the market was reflected in the attendance numbers we had at our virtual sports conferences. Equally, there seems to be an insatiable hunger for more content on streaming platforms and whenever that is sports related, subscription numbers shoot up several fold, we are told.

The other big trend in the region given that more than 65% of the population is below the age of 35 is the love for esports with tournaments in full swing. With many broadcast players still trying to get their head around the production and business models that accompany this sector, our Introduction to the PRO2022 this year attempts to demystify esports and offers a 360-degree view on how media companies can potentially benefit from it on various fronts.

The PRO2022 is often your finger to the pulse of the industry, featuring a mix of established players, those looking to break into this market and those who have solutions that address trending requirements in the market. And we conclude this with a look at some of the winners of the most recent edition of the ASBU BroadcastPro Awards. We hope it gives you a glimpse into some of the action in the MENA TV, film and OTT market.



**Vijaya Cherian**  
Editorial Director

# Contents

## INTRODUCTION

- 06** Esports: Leveling Up

## CONSULTANTS

- 18** Master Media

## DISTRIBUTORS

- 22** Advanced Media Trading LLC
- 24** BS Broadcast
- 26** NMK Electronics Trading LLC

## GRAPHICS

- 30** disguise

## IP

- 34** LiveU

## IPTV

- 38** TAG Video Systems

## MANUFACTURERS

- 42** Appear AS
- 44** Ateame Middle East
- 46** Blackmagic Design
- 48** Brainstorm
- 50** Clear-Com
- 52** Dolby
- 54** EditShare
- 56** FOR-A Company Limited
- 58** Guntermann & Drunck GmbH
- 60** Lawo
- 62** Nautel Ltd.
- 64** Pebble
- 66** RCS MENA
- 68** Riedel Communications
- 70** Ross Video
- 72** VITEC

## NEWS AGENCY

- 76** A24

## OTT

- 80** Comcast Technology Solutions
- 82** Viaccess.Orca
- 84** Viu
- 86** White Peaks Solutions

## PRODUCTION

- 90** Fractal Studios
- 92** IPSTUDIOS

## SATELLITE

- 96** ARABSAT
- 98** Es'hailSat, Qatar Satellite Company
- 100** ST Engineering iDirect
- 102** STN

## SERVICE PROVIDERS

- 106** ABS Network
- 108** Al Aan Television
- 110** Amagi
- 112** Limelight Networks
- 114** Red Bee Media
- 116** SAWA Group of Companies

## SYSTEMS INTEGRATORS

- 120** Assendive Communications
- 122** Qvest Media FZ LLC

## 2021 ASBU BROADCASTPRO AWARDS

- 126** Outstanding Sports Initiative
- 130** Satellite Solutions Provider of the Year
- 134** Special Recognition – KSA Project
- 138** Best TV Production of the Year
- 139** Best OTT Production of the Year
- 140** Film Initiative of the Year
- 141** Best Content Strategy of the Year
- 142** Best Radio Initiative of the Year
- 143** BroadcastPro ME Innovative Project of the Year
- 144** Best 2021 Tech Implementation in OTT
- 145** MENA Trendsetter of the Year
- 146** Systems Integrator of the Year
- 147** Outstanding Kids' Content Initiative
- 148** CTO of the Year
- 149** Entertainment App of the Year
- 150** Broadcast Executive of the Year
- 151** Outstanding OB Project of the Year
- 152** Special Recognition – UAE Production
- 153** Satellite Operator of the Year

# Esports: Leveling Up

The window is now for broadcasters and other investors to make smart, well-timed esports plays.

Esports has been growing in popularity and is now at an inflection point where the market structure and economics make it a mainstream platform for millennials and those targeting them. Today's esports teams compete in front of massive global audiences. In fact, the most popular events attract the same size audiences as traditional top-tier sporting events. As far back as 2014, the NBA Finals drew an average of 15 million viewers while more than 20 million people watched The International Dota 2 Championships, a multiplayer online video game tournament. By 2018 the global esports audience had reached 380 million and in 2021 hit 474 million with an annual growth rate of 10 percent.

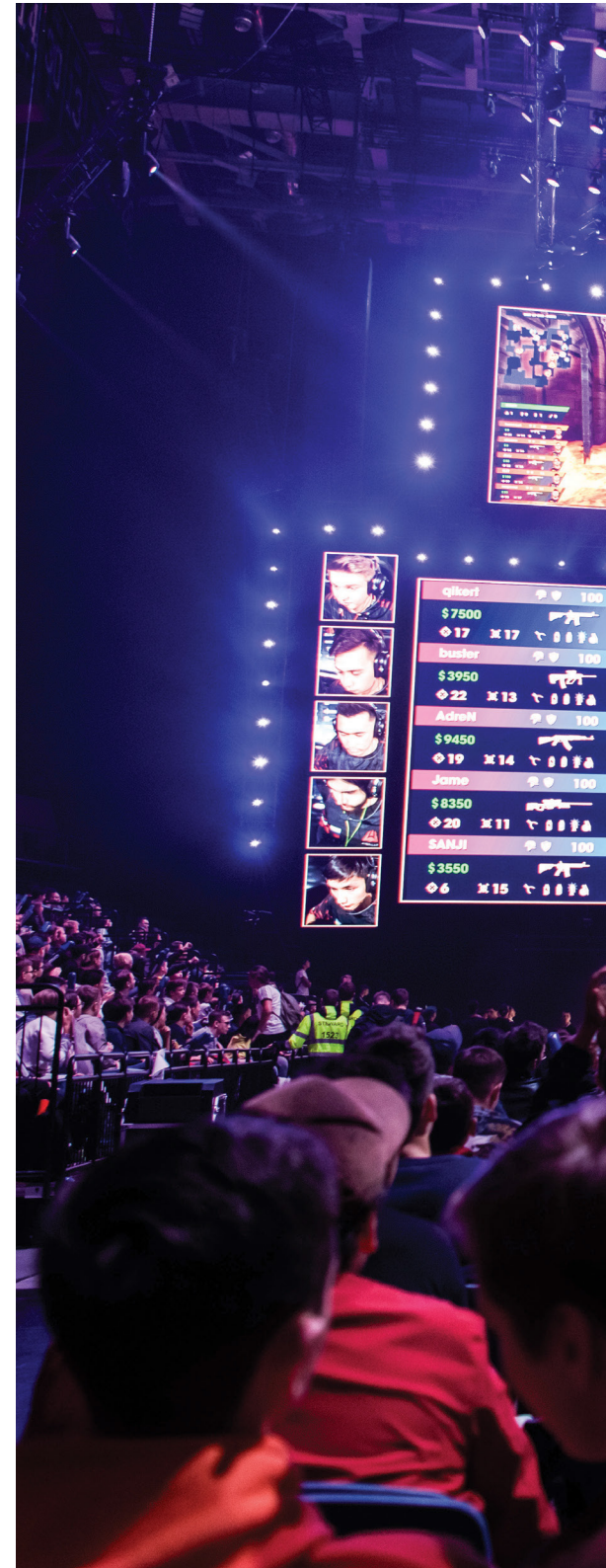
And yet, many companies are still ignoring this growing tidal wave, despite the world's leading broadcasters losing hundreds of thousands of viewers each month as younger generations turn their attention to non-traditional sports. As the average age of viewers for mainstream sports creeps up, esports is rushing to fill that void. In the first

20 years of this century, the age of the average viewer has risen from 40 to 43 for the National Basketball Association, from 44 to 52 for the National Football League and from 52 to 58 for Major League Baseball. Meanwhile, the average esports fan is 31.

Covid has had a mixed impact on esports, which has not experienced the unilateral uplift that might be expected from any digital-centric product. As with other sports, esports saw cancelled events with associated loss of associated revenues. Merchandise and ticketing revenues were down 30% in 2021 vs. 2018. However, sponsorship and media rights remained strong and a rapid overall rebound is expected in the coming years.

## The Bottom Line

As viewership has grown, so has the financial side of the industry, with total revenues reaching over \$1 billion in 2021 (see figure 1) — a revenue pool approaching the scale seen in some traditional sports. Just as in traditional sports, esports competitions regularly sell out and fans purchase a range of merchandise, such as team apparel. The primary difference is the involvement of game publishers (Anyone can monetise sports such as football or basketball, but digital game publishers have







exclusive rights to the intellectual property associated with their games).

Having experienced meteoric growth, esports did see a dip in 2020 and 2021 as Covid led to event cancellation and a drop in associated revenues. Advertising and sponsorship saw low single-digit percentage dips in those two years, while media rights revenues saw an approximate 25% fall from 2019 and merchandising and ticketing revenues in 2021 were 35% down on 2019. That said, growth estimates put total projected market size in 2024 above \$1.5 billion, driven by a growing global audience approaching 600 million viewers (see figure 2).

What makes esports particularly attractive is the demographic mix of the audience. Viewers are young (roughly half are between the ages of 21 and 35), well-off (43 percent of enthusiasts have a household income of more than \$75,000 a year), and hungry for content.

And the appeal has grown rapidly beyond the domain of geeky teenage boys to become mainstream.

### Esports Economy Evolving Rapidly

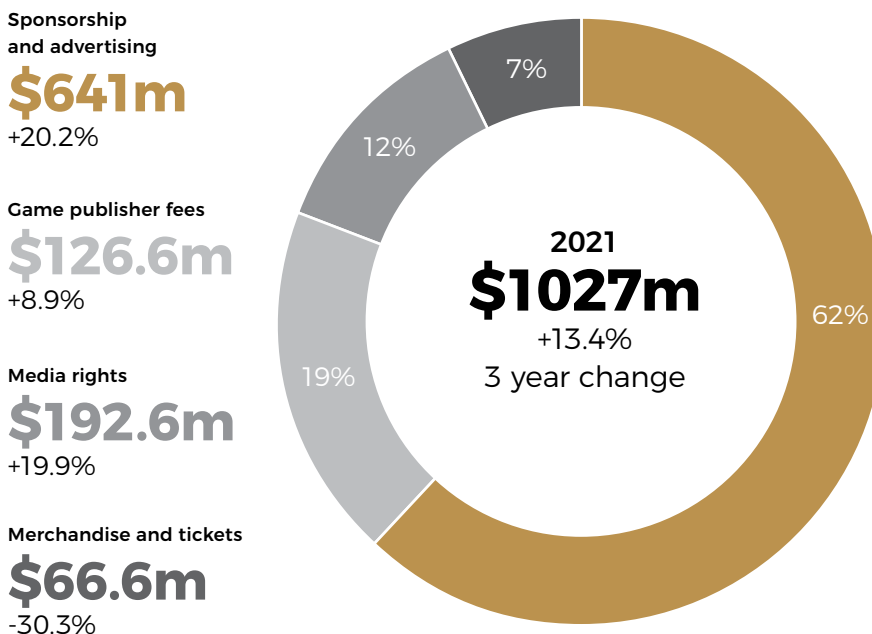
The ecosystem consists of seven groups engaging in both amateur and professional gameplay:

- **Publishers:** These are studios that create and develop video games. Because they own the intellectual property associated with the game, they can charge a licensing fee to independent organisers for using and broadcasting their games
- **Competitions:** Esports teams compete for prize money. In addition to publisher-run competitions, there are leagues run by independent organisers such as Major League Gaming in New York and Electronic Sports League in Cologne
- **Brands:** Major brands have begun to turn their attention to esports as it has become more prevalent. Most of the revenue growth has

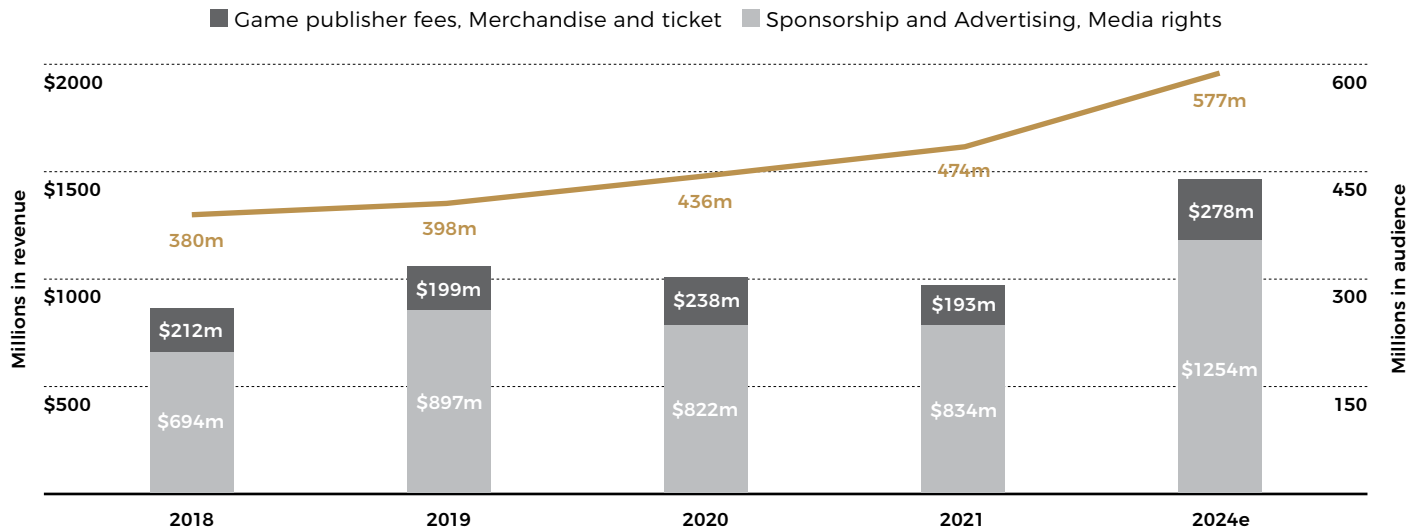
been the result of more investments from corporations and media companies. Sponsorship is the main source of revenue but the fastest growing is media rights. For example, Mercedes has entered into a partnership with the world's largest esports company, the Electronic Sports League, with sponsorships across multiple geographies

- **Teams:** Esports teams bring together each video game's best players to compete for titles. Formerly standalone organisations, traditional sporting organisations are now launching or buying into esports teams. For example, France's leading football club Paris Saint-Germain was one of the first to have its own esports team
- **Players:** Games are accessible to anyone with an internet connection. Both League of Legends and Dota 2 can be played online for free by amateurs and professionals. This means people can start playing and training very easily and compared with physical sports, it is much easier for amateurs to become professionals. Professional teams can scout up-and-coming talent at amateur tournaments
- **Fans:** The online nature of esports means fans can interact with their favourite players through social media. Popular games have strong communities on Reddit, and prominent players and teams have big followings on Twitter. Most fans also play the games themselves and they expect uncompromised interactivity and authenticity
- **Platforms and Networks:** Twitch, owned by Amazon, is the world leader in video game streaming and is the most popular platform for broadcasting competitions.

Figure 1: Esports revenue mix 2021





**Figure 2: Esports global revenues and audience forecast**

Competitors include YouTube Gaming, Facebook and ESPN. Publishers also broadcast directly through their own platforms such as the Steam app. Secondary content, including statistics and documentaries is published through platforms such as YouTube. Broadcaster involvement is gathering steam with ESPN, beIN sports and Astro (Malaysia) all launching esports offerings.

Three features characterise the esports ecosystem, they are:

- **Massively Dynamic:** The economic landscape of esports is constantly evolving with new revenue streams opening up. There is already a large esports betting market under the radar and it's only a matter of time before this transitions into an above-board betting market run with the participation of major online betting firms
- **Built on Collaboration:** The open nature of online platforms creates opportunities for constant dialogue and interaction, which in turn leads to a constantly shifting

landscape built on a flurry of partnerships and M&A activity

- **Fully Democratised:** The barriers to entry for players, platforms and tournament organisers are far lower than in traditional sports. As esports evolves, this may change, reinforcing the position of the early movers that have built scale and network effects. What stands out however, is the increased activity from esports

outsiders, traditional sports teams, mainstream brands, private equity firms and broadcasters. The message is clear, esports is here and the mainstream is finally sitting up and taking notice.

### **The Economics are Growing in Attractiveness**

One of the long-standing criticisms of mainstream involvement in esports



has been the lack of monetisation opportunities. Traditional broadcasters have compared esports to bitcoin, too risky to get their hands dirty. But esports has undoubtedly crossed the bridge into the mainstream, with revenue per enthusiast rising steadily to reach \$2.20 today. Although this lags traditional sports' revenue of \$10 to \$20 per enthusiast, esports

revenue is expected to accelerate with sponsorship and advertising growing at 53 and 25 percent respectively.

More monetisation opportunities are also appearing in the form of media rights. Historically, game publishers have been reluctant to restrict viewership of their games in any form to maximise game sales. However, as esports has become

more popular, publishers have started to sell exclusive rights to their competitions and form partnerships. For example, Riot Gaming's League of Legends has sold exclusive rights for competitions to BAMTech, a Major League Baseball and Disney company. In these early days, the advantage is that media rights are still much more affordable than for traditional



### Tapping the MENA Esports Arena

The MENA region is ripe for major growth in esports. A combination of young demographics, high-speed mobile 5G and fibre connectivity especially in the GCC markets and a latent passion for gaming will drive this. Today, the KSA is already a \$370m gaming market. The potential

is evidenced by Saudi-based Savvy Gaming Group's acquisition of ESL and FACEIT. This demonstrates both the belief in the MENA region's potential in esports and the ambition for the Middle East to play on the global stage. The supporting infrastructure is also being put in

place. Activision has worked with STC to set up dedicated servers for its Call of Duty title. The Pixel complex at Abu Dhabi's Al Qana leisure metropolis will feature a gaming hub and the region's first esports academy. TECOM in Dubai is planning the Middle East's first sports stadium.



sports. Additionally, the time window for esports is very complementary to traditional sports viewing and could be the much-needed advertising revenue boost for traditional sports broadcasters struggling with decreasing revenues for non-prime TV spots, especially late night.

Lastly, mainstream brands are beginning to show interest in engaging with esports audiences. The competition for exposure will lead to sharp growth in advertising and sponsorship revenues.

#### Four Winning Strategies

Broadcasters and producers have four models to choose from across the esports value chain.

##### Announcer

Because viewership is the main revenue driver, content needs to continually expand fanbase in an ever-changing environment, especially with strains emerging in traditional sports viewership. In its simplest form, an announcer can be a network that covers live events and produces content around these events, but there are a number of success factors to keep in mind.

##### Content Continues to be King

Compete on content. Becoming an established first-mover and building credibility early on will be essential. Air a combination of live tournaments and supplementary content around these tournaments, including talk shows, weekly round-ups, documentaries and reality series, game analysis, tutorials and even top amateur plays of the week.

Recognising that content provides three levels of support:

- **Head:** Primary rights holder or esports tournament organisers



that own and monetise the game or tournament being produced

- **Shoulder:** Teams and players who build their own personal brands and livelihoods through esports
- **Tail:** The millions of gamers around the world who stream their gameplay online (Regardless of whether this has advertising revenues or another commercial model, the buzz reinforces the underlying pillars of esports – shared passion, expanding advocacy and acceptance into the media mainstream)

##### Authenticity is Important

The challenge traditional broadcasters have is to strike the right balance between providing value to the core fan base and attracting new viewers.

To better understand the audience, partner with native esports producers — cultivating a pipeline of fresh, new talent, whether journalistic or on-air, including streamers and current or former professionals. YouTube features many celebrity gamers such as PewDiePie and DanTDM, each with millions of followers. The endorsement and support of such opinion leaders can build legitimacy and credibility. However, viewers are wary of the corporatisation, so this needs to be managed carefully.

##### Engage a Wider Audience

Esports coverage is evolving and fans are looking for more engaging content, including pre- and post-game analysis, putting the game in context and explaining an individual



player's story. The biggest challenge with showing the games is that new viewers might not understand what is going on. Education through tailored commentary and supplementary content is vital.

At least in the short to medium term, esports is unlikely to support subscription revenues because audiences are accustomed to free content. Success may require monetising service through one or a combination of methods.

### Advertising

Companies pay to advertise to a broadcaster's audience. Because the esports audience is highly sensitive to brands and marketing messages, advertising will need to be subtle. Brands will first need to make a genuine, authentic connection with viewers. Intrusive banner ads, for example, are not typically effective with this audience.

### Sponsorship

Companies can choose to sponsor programmes, wardrobes, furniture, or locations or act as digital sponsors.

For example, a post-game analysis show could feature sponsored gaming chairs or a logo on the website video player and have players consume a sponsor's drink.

### Premium Membership and Content

Viewers all get the basic free streaming service and associated content, but for a fee, they can unlock premium content. This can take the form of viewing live streams in HD or with different themes and viewing angles.

### Content Sharing

Announcers can sell segments, day shows, or similar content to other broadcasters and platforms.

### Arena Master

Organising competitions creates ready access to content, but there will still need to be an agreement in place with the publishers. One success story is ELEAGUE, created by Turner Sports, which was very successful in its first season, attracting more than nine million viewers. More recently, Singtel has partnered with Razer to

launch the Asia Pacific esports league.

Beyond broadcasting through their own platforms, owning and running a competition allows broadcasters to sell their competition to other networks around the globe. Being closer to the competition also gives broadcasters content before and after the competition as well as strong local branding of the broadcaster's commitment to esports. The competition's success would depend on the broadcaster being able to run a competent esports competition and attract the strongest talent in the world or region, likely through competitive prize money.

Running a competition opens several new revenue streams:

#### ➤ Advertising and Sponsorships:

Broadcasters can sell advertising and sponsorship tied to their own tournament at better rates than broadcast advertising, especially if being broadcast beyond their own channels

#### ➤ Media Rights: Broadcasters will own the rights to their own competitions and can charge other broadcasters for the rights to show the competition on their channels

#### ➤ Ticketing and Hosting: Tournaments often sell out within minutes, providing ticketing revenues. Additionally, having so many fans in attendance opens avenues to sell merchandise

### Talent Manager

Going hand in hand with running their own competitions, broadcasters can create and own their own esports teams. For example, SK Telecom in Korea was one of the first telco-media companies to have its own esports team. The team competes in the broadcaster's own as well as other competitions throughout



the season, giving them exposure at global events. It also gives viewers the chance to follow the team throughout the season with inside-the-room access that is not available elsewhere. Reality shows presenting behind-the-scenes stories of an esports team, similar to HBO's *Hard Knocks*, would be insightful for fans of all knowledge levels, while a competition reality show where entrants compete for a spot on the channel's team would be entertaining, similar to Fox Footy's *The Recruit* or *The NRL Rookie* on 9Go!

Owning and running a team opens two revenue streams while also increasing buy-in from local fans, sales of team merchandise and digital items and co-sponsorship of team equipment, furniture, attire and even team name.

### **All-rounder**

Esports viewing demographic crave frequent online interactions with other viewers and stars. It is a co-creating experience. A live stream on Twitch shows a screen of the gameplay, a screen of the players' reactions, and a chat screen for viewers to communicate with both player and each other. For a viewer, it is a way to interact with fellow fans, a way to learn (most popular players take time to explain their decisions to the chat group), and a way to influence the decisions the player makes.

Forming a similar platform creates a community around the broadcasters' content, add to its professional streams and build authenticity.

### **Micro-transactions**

Fans can show their support by purchasing digital gifts. For example, a Twitch user can send a range of perks such as ad-free viewing, undisrupted chat, badges and emojis.

### **Analytics**

Hosting an esports platform offers a wealth of valuable data on audience behaviour and preferences, and the gamer that can be packaged and sold as either one-off insights or continuous data streams to interested parties such as publishers or other platforms. A community-based platform where amateurs stream their gameplay also offers rich data that can be sold to talent agencies. Data can be used to curate content that





is tailored to each viewer, enhancing his or her experience while increasing the customer lifetime value and advertisers' return on investment.

There are risks, so start small, test, and scale. In this constantly shifting landscape, lack of certainty is the only certainty:

- › Lack of clarity about the shelf life of games. Alleviate risk by partnering with reliable studios that have been mainstays of esports since inception, including Activision Blizzard and Valve
- › Dominance of the central platform. For now, Twitch is the most popular platform for broadcasting competitions. Mitigate by carving out a niche for a game, genre, or region such as Oceania and Southeast Asia
- › Lack of demand for premium content. Constantly test and refine based on customer feedback. In the interim, lean on advertising and sponsorships
- › Difficulty building credibility. Move early and fail fast  
The esports audience is highly

skeptical of outsiders and a first mover will gain ground by building credibility as an esports brand.

#### **Time to Act**

Broadcasters around the world are fighting for relevance as over-the-top and on-demand players erode



their market share and revenue. Live sports remain the last bastion for linear programming, but the cost of rights is on the rise and subscription revenues are not keeping pace.

Broadcasters' scale, know-how and reach make them strong, logical candidates to win in this space. However, a shift in thinking is needed: what works for traditional sports will not attract and retain esports audiences. Broadcasting will need to be digitally led and authentic to the culture that has created this billion-dollar industry. Big bets will eventually need to be placed, but broadcasters can start small with a relatively minor investment. Now is the time to act to avoid getting left in the dust as the biggest sports opportunity of the 21st century forges ahead.

*This piece was authored by Christophe Firth, Partner at Kearney, working globally with broadcasters and other media companies on growth and transformation.*



## CABSAT 2022: Focus on Sustainability

The MENA's leading specialist event for the satellite, digital media and filmed entertainment industries, CABSAT reunites the region's content and broadcast communities in-person once again in its 27th edition at the Dubai World Trade Centre (DWTC), sparking meaningful, industry-changing dialogue in the broadcast, content and satellite industries.

With this year's focus on sustainability, the GVF SATEXpo Summit returns under the theme 'Building A Sustainable, Innovative Satellite and Space Sector'. Topics include sustainability and the clean-up of space debris, new business and financing models, ground operations innovations, ensuring satellite security, AI and machine learning applied to satellite communications and satellite insurance and risk mitigation.

CABSAT 2022's Content Congress engages a unique cross-section of senior industry stakeholders with up-and-coming influencers sharing insights on how to adapt traditional broadcast models, benefits of

disruptive thinking and the future of worldwide broadcasting. The Congress tackles the toughest challenges the industry faces, including how metaverse will create content opportunities, content intelligence: using AI for both your content and audience data, how to stand out as a vlogger, demonstrating green filming practices, reducing carbon footprint of the film and TV industries, remote production and role of the cloud and deepfakes and synthetic media.

With the global broadcast and media technology market expected to grow from \$41.4bn in 2021 to \$62bn in 2027, it's never been more important to ensure the right strategies are in place to capitalise on these opportunities. CABSAT is the region's super-connector event to engage with thousands of key buyers, thought leaders and decision makers from over 120 countries.

CABSAT 2022 hosts a range of first-time international exhibitors specialising in broadcast and satellite-related products and services, including TAG media (Israel), NXT

Edition (UK) and Piko TV (Turkey) on the broadcast side of things, as well as Gilat satellite Networks and Amos Spacecom (both Israel) who operate in the satellite industry.

CABSAT 2022 sees the event expand into the realm of professional AV, key to the broader media and entertainment industry. The AV Connect buyer matching programme gives thousands of industry professionals, technology buyers, distributors and end users from over 120 countries the opportunity to create targeted, high-value connections.

The AV Academy offers the chance to explore trends and best practices through workshops and masterclasses delivered by leading AV professionals.

In a move to drive collaboration between international broadcasting, production and content creation communities, the organisers of CABSAT and DISCOP Dubai, the platform servicing the needs of video content distributors and producers, announces the co-location of their events. Shifting viewing habits and rapidly evolving technology innovations in the region are presenting new and exciting opportunities for respective communities to connect and collaborate.

Attendees with new opportunities can network and connect through a concierge meetings programme. In addition, an enhanced Next Gen Content educational and screening programme places a special focus on how technology's newest mega-trend - the Metaverse - will impact the MENA region's entertainment industry.







# PRO2022

## Consultants

› Master Media



# Quality support for the broadcast media industry

Master Media was founded in 2012 by Hasan R. Sayed Hasan, an award-winning broadcast media executive with three decades of extensive experience in the broadcast media industry. Master Media's team has been on the forefront of setting up and managing leading regional broadcasting networks and facilities, and the implementation of the latest and upcoming technologies and designs in the media and broadcasting domains.

## 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 for 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 Plan Development
- Capex and Opex Budgeting
- Commercial Modelling and Revenue Forecasting

## PROCUREMENT STRATEGIES, RECOMMENDATIONS AND MANAGEMENT

- Requirements and Specifications Development
- RFP/ Tender Process Management
- Contract Review and Supplier Management

## DESIGN AND CONSULTING

- Media Facilities Design and Consulting
- Technology Solutions Design and Consulting
- Technology and Operations Auditing and Analysis
- Systems Design and Documentation

## PROJECTS MANAGEMENT AND DELIVERY

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

## HUMAN CAPITAL SERVICES

- Provision of Specialist Skillset
- Recruitment Services
- Training

## 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 media technology and services 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:

- **EXPO 2020 DUBAI, UAE:** *Media and Broadcast Multi-Disciplinary Strategic Consultancy: Commercial, technology, media operations, media guest experience, media facilities design and venue management*
- **A NEW MEDIA HUB IN THE GCC:** *Business planning, demand modelling, financial modelling, facilities design and technology roadmap*
- **A NATIONAL NEWS AGENCY IN THE GCC:** *Development of future technology blueprint, integrated newsroom workflows and requirements for technology vendors*



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

- **YAS CREATIVE HUB, UAE:** *Technology design, review and tender management consultancy*
- **PRESS TRUST OF INDIA:** *Technology consultancy and tender management to launch a competitive national video news service*

- **A LEADING REGIONAL NEWS NETWORK:** *Audit and technology systems assessment and technology upgrade roadmap*
- **A NATIONAL BROADCASTER IN THE GCC:** *Technology and operations audit*
- **AL-GHAD NEWS CHANNEL, EGYPT:** *Technology design, consultancy and tender support*
- **AL JAZEERA MEDIA NETWORK, QATAR:** *Consultancy, vendor management and project management for workplace transformation project*
- **AL-ARAB NEWS CHANNEL, BAHRAIN:** *Broadcast technology, operations consultancy and project management*
- **PUBLIC AUTHORITY FOR RADIO AND TV, OMAN:** *Training and operational assistance*
- **ERICSSON BROADCAST AND MEDIA SERVICES (NOW RED BEE MEDIA):** *MENA Market entry strategy development and implementation*
- **URDU 1, PAKISTAN:** *Technology and operations consultancy and launch support*



### Contact

**Master Media FZ-LLC**  
Media Zone Abu Dhabi (twofour54)  
Building 6, 6th Floor  
PO Box 77915  
Abu Dhabi, UAE  
Tel: +971 2 401 2811  
Website: [www.master-media.tv](http://www.master-media.tv)

Hasan R. Sayed Hasan  
Managing Director  
Tel: +971 55 881 7437  
Email: [hasan@master-media.tv](mailto:hasan@master-media.tv)

### Social Media

**f** [master.media.tv](http://master.media.tv)  
**t** [Master\\_MediaTV](https://twitter.com/Master_MediaTV)  
**in** [master-media](https://www.master-media.tv)



# PRO2022

## Distributors

- ▶ Advanced Media Trading LLC
- ▶ BS Broadcast
- ▶ NMK Electronics Trading LLC



# Complete range 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 20 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, Zeiss, DJI, Hasselblad, Profoto, RED, ARRI, Angenieux, Cooke Optics, Canon, Manfrotto, SWIT, Atomos, Fujinon, Teradek, Movcam, Cartoni, Godox, SanDisk, Avenger, Zacuto, Shape, Nisi Filters, Movcam, SmallRig, Metabones, Sigma, Tokina, Aputure, LEE Filters, Nanlite, Nanlux, Rotolight, Dedolight, Kino Flo, Astera LED, Datavideo, Sennheiser, Rode Audio, Sigma, PlayBox Neo, Datacolor,

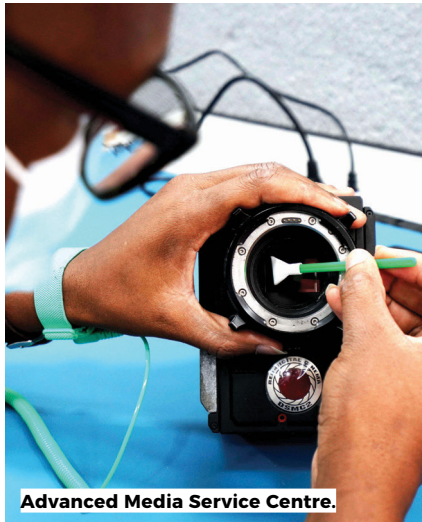
Angelbird, iFootage, Edelkrone, Freefly, Insta360, SmallHD, Filmgear, Lowepro, Colorama, HPRC, Blackmagic, Zoom Audio, Saramonic and many more.

## 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, the innovative new store showcases a distinguished and







Advanced Media Service Centre.



Advanced Media Showroom.

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, 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 in the Al Quoz Industrial area of Dubai.

### Training Workshop and Events

Advanced Media Trading hosts educational and promotional events to showcase a selection of its latest products and services. These are hosted by key industry professionals from across the globe who offer insight into technological advancements and techniques.

Some recent workshops include:

- Cine 2022 – Digital Cinema Event, March 2022
- Food Styling and Photography Workshop, February 2022
- Unleash your Drone Capabilities with DJI SDK, January 2022
- The Role of Digital Imaging Technician in Today's Production and Post-production, November 2021
- Beauty of Photography Workshop, October 2021
- An Experience with Sony FX3, August 2021
- How to make TV Commercials and Product Shot, June 2021
- DJI FPV Drone Product Launch, March 2021

### Exhibitions

Advanced Media has been 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. These include:

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

### Contact

Advanced Media Trading LLC  
Mezzanine Floor, Galadari  
Automobiles (Mazda) Building  
Sheikh Zayed Road, Dubai, UAE  
PO Box 44156  
Tel: +971 4 352 9977  
Mob: +971509767167  
Fax: +971 4 352 9976  
Website: [www.amt.tv](http://www.amt.tv)

### Social Media

📱 [AdvancedMedia.ae](https://www.instagram.com/AdvancedMedia.ae)



# 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](http://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](http://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 and at all times.

### Contact

**BS Broadcast**

RAK Media City UAE

Tel: +971 505686786

Mob: +971 502448786

Email: [Sales@bsbroadcast.com](mailto:Sales@bsbroadcast.com)

Website: [www.bsbroadcast.com](http://www.bsbroadcast.com)





# Broadcast solutions under one roof



NMK Electronics, 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 34 years, NMK is the exclusive distributor of top tier AV brands.

## Distribution and Other Activities

Key differentiators of NMK among other similar players is its pro-active approach in representing brands. NMK offers not just the products but also live demonstrations, thorough training and certifications along with 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 are covered by regular training events for dealers and end-users.

## Broadcast Products in Focus

► Shure – ADX5D Axient Digital Dual-Channel Portable Wireless Receiver  
Compatible with all AD series and ADX series transmitters, the Axient Digital ADX5D dual-channel wireless receiver delivers superior RF performance, spectral efficiency, and transparent audio quality in a portable, slot-in design. Sound and performance that the touring

## Brands Distributed



ALLEN & HEATH



industry has adopted as an industry standard is now available to audio professionals in film and broadcast. Wireless pinnacle, now portable.

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

Designed for the rigours of theatre, TwinPlex microphones 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 you the same massive power, monitoring capabilities and workflows of S6 in a more compact control surface designed for smaller spaces and budgets.



Media Mania used Clear-Com's FreeSpeak II and Eclipse HX for the UAE's Hope Probe Mission to Mars.

► **Avid Pro Tools | MTRX Studio**

Your studio centerpiece. 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 – Arcadia Central Station System**

Arcadia Central Station is a next generation scalable IP platform that integrates wired and wireless partyline systems, including the full range of FreeSpeak products.

- Integration of Wired and Wireless Partyline Systems
- Speaks Dante: Up to 64 Ports

- Flexible and Future-proof
- Ease of Setup and Monitoring with Newly Redesigned CCM Software
- Hybrid Workflow
- HelixNet Integration Coming Soon

**Education on Focus**

View and register for 2022 training opportunities at: [www.nmkelectronics.com/education](http://www.nmkelectronics.com/education)

**Contact**

NMK Electronics Trading LLC

Showroom 2-3, Building

MJ Al-Falasi

Al Quoz 1, Dubai, UAE

Tel: +971 4 266 5244

Mob: +971 55 843 9157

Mob: +971 55 142 1535

Email: [info@nmkelectronics.com](mailto:info@nmkelectronics.com)

**Social Media**

in [nmkelectronics](https://www.instagram.com/nmkelectronics)

@ [nmkelectronics](https://www.instagram.com/nmkelectronics)

f [NMKElectronics](https://www.facebook.com/NMKElectronics)

🐦 [nmkelectronics](https://www.twitter.com/nmkelectronics)





# PRO2022

## Graphics

› disguise



# Create spectacular visuals in your production

disguise is the platform to imagine, create and deliver spectacular visual experiences. Its award-winning extended reality (xR) solution has powered over 400 immersive real-time productions across live entertainment for music artists such as Katy Perry and Billie Eilish, film and episodic TV productions for Netflix and Amazon Prime, corporate presentations for Siemens and Verizon, and live broadcast programmes from Eurosport, MTV and ITV, in more than 40 countries.

With an ever-increasing global partner network and working alongside the world's most talented visual designers and technical teams in live events, TV broadcasts, films, concert touring, theatre, fixed installations and corporate and entertainment events, disguise is building the next generation of collaborative tools to help artists and technologists realise their vision.

Rewarded with the Queen's Award for Enterprise: Innovation 2022, disguise has majority backing from investment firm Carlyle Group, with Epic Games taking a minority stake.

## Empowering Broadcasters

disguise empowers broadcasters to achieve next-level real-time graphics in their productions. With disguise's combination of reliable, scalable

hardware together with its Designer software, broadcasters can:

- Previsualise, plan, design and sequence visuals for any broadcast production, easily swapping and changing elements in their existing running orders
- Connect directly with Unreal Engine for the creation and delivery of quality, photorealistic graphics
- Deliver photorealistic content without limitations
- Streamline internal processes through virtualisation software
- Manage and collaborate on content for any platform

- Deliver and align graphics content across multiple channels for both linear and digital broadcasting
- Access the ACES workflow for consistently high colour quality
- Use disguise's cutting edge extended reality (xR) workflow to create immersive 3D virtual real-time environments

## Extended Reality (xR) Workflow

disguise's Extended Reality (xR) workflow represents the next generation of virtual production technology for broadcasters. Combining leading LED technology, advanced camera tracking





and real-time graphics rendering into one seamless workflow, it creates a virtual environment with augmented reality elements visible both live on set and directly in-camera. Through the disguise xR workflow, small studio sets can extend far beyond the walls of the physical studio space allowing broadcasters endless flexibility and possibilities for their productions.

disguise xR's key benefits for broadcasters include:

► **Integration with Unreal Engine Graphics**

disguise works closely with Epic Games. The workflow runs on vanilla Unreal and the open-sourced RenderStream plugin allows users to seamlessly integrate Unreal Engine into their disguise workflow from day one with minimal configuration

► **Cluster Rendering for Infinitely Scalable Content**

Cluster rendering unlocks the limitations of a virtual production studio or immersive installations by scaling out real-time content to an unlimited capacity. This is achieved by spanning real-time content over more than one disguise server as each machine renders a fragment of the

final content frame to increase render power. Developed to support Unreal Engine's nDisplay capabilities, the technology also removes the need to manually configure the nDisplay cluster by allowing it to be automatically set up through the disguise interface

► **Supporting a Wide Range of Broadcast Workflows**

Through disguise's recent acquisition of Polygon Labs, users of both disguise and Polygon Labs will soon be able to benefit from easy-to-manage, data-driven graphics workflows, as well as extended design and production capability for graphics

**Major Projects**

disguise xR has revolutionised the broadcast and virtual production landscape, powering some of the world's biggest broadcasts like Turner Sports' coverage of the 2021 NHL Hockey season, the MTV VMAs, ITV Sport's coverage of the Euro 2020 football tournament and TV Azteca's coverage of the 2020 Olympic Games.

**Key Clients in the Region**

Over 300 studios powered by disguise xR have been built in over

40 countries around the world in the last two years to meet the growing demand for its leading technology. Recently, disguise signed up the very first virtual production studio in the Middle East -- Fractal Studios. Delivering professional technology solutions since 2011, Fractal Studios' in-house services and products span augmented and virtual reality, holograms, mechatronics, digital signage, interactive display systems, LED displays, 3D and app development and much more.

disguise has worked extensively with Creative Technology Middle East, particularly on projection mapping and fixed installation projects provided for Dubai's Expo 2020. disguise is supporting them with the disguise gx 2c media servers that will power their latest xR virtual event studio dedicated to the region.

**Contact**

**disguise**

88-89 Blackfriars Road

London

SE1 8HA

Tel: +44 20 7234 9840

Email: sales@disguise.one

Website: www.disguise.one

Nick Hartshorn

Regional Sales Manager,

Middle East & India

Tel: +447437860632

Email: nick.hartshorn@disguise.one

**Social Media**

@disguise.one

@disguise\_one

@disguise

@disguise\_one





# PRO2022

## IP

► LiveU



# Moving to the cloud

LiveU is shaping the future of live video, powering video production workflows and cloud services for news, sports and other verticals. Building on its global market leadership and innovation, LiveU offers the highest quality, reliable and cost-effective, end-to-end solutions for all types of live productions – producing more for less. With over 5,000 customers in 150 countries, LiveU's technology is the solution of choice for global broadcasters, sports and other organisations (including government, education, public safety, enterprise and production houses), streaming live video to TV, mobile, online and social media.

As the industry moves to the cloud, LiveU is leading the way with end-to-end cloud-based, on-prem and hybrid end-to-end solutions – from live contribution and management to orchestration and distribution – delivering increased efficiency, viewer engagement and revenue growth.

## 15 Years of Innovation

LiveU changed newsgathering forever with the invention of cellular bonding technology, bringing a previously unimaginable level of speed of deployment and mobility to live news coverage, at a fraction of the cost of traditional methods. The company's

IP-transmission technologies have had the same disruptive effect in the sports industry, bringing viewers far closer to the action quicker with high-quality, reliable video.

LiveU solutions are used for a wide range of other vertical sectors, including production houses, entertainment, enterprise, education, telemedicine, public safety and government.

## End-to-end Live Video Solutions

The adoption of REMI production accelerated over the last two years, makes it the standard workflow for many production crews. Powered by the LiveU Cloud Video Platform,

The screenshot displays the LiveU Ingest web application. The top navigation bar includes the LiveU logo, a search bar, and user controls. The main area is divided into two sections: a grid of video files on the left and a detailed view of a selected video on the right.

**VIDEO FILES Grid:**

- Local arm wrestling competition:** February 19, 2022 12:05 PM, 00:25:07
- Helicopter covers race runners:** March 30, 2022 1:36 PM, 01:07:34
- Delays at Grand Central Station:** February 17, 2022 5:11 AM, 01:07:34
- G1 race car preps for big day:** April 28, 2021 12:20 AM, 00:25:07
- Reporter interviews fans:** April 28, 2021 10:15 AM, 01:07:34
- Fans celebrate Tigers' victory:** April 21, 2021 10:10 AM, 00:25:07
- Adventure on the high seas:** March 26, 2022 11:50 AM, 01:07:34
- Aerial view of the city:** March 10, 2022 7:27 PM, 01:07:34
- Futuristic city life:** March 26, 2022 7:13 AM, 01:07:34
- Outside courthouse:** March 9, 2022 5:00 AM, 01:07:34
- Epic Bike Race:** February 19, 2021 12:05 PM, 01:07:34
- The Mint 400 Road Rally:** April 28, 2021 12:20 AM, 01:07:34

**Reporter interviews fans Details:**

DETAILS	LOCATION	INGEST INFO
<b>METADATA</b>		
Slugline	Reporter interviews fans	
Crew Name	Local Arizona Team	
Reporter	Joe Smith	
Story ID		
Provider		
Usage Terms	Available to O&Os	
Keywords	race, fans, interviews, tailgating	
Comments		



LiveU offers a full range of live streaming and remote production (REMI) solutions, enabling new levels of quality, flexibility and cost savings. Solutions include:

- ▶ Industry-leading multi-camera and other 5G-enabled field units with a gateway to the cloud (LU800 and LU300S). This hardware, combined with the company's cloud-based solutions and services, provide a cost-effective solution to power REMI production workflows
- ▶ LiveU Air Control – a broadcast orchestration cloud solution, enabling seamless control of human elements associated with producing live shots with remote guests/talent
- ▶ LiveU Matrix – cloud IP video management and distribution solution with Dynamic Share service, enabling users to exchange live content with 3,000+ participating TV networks, stations, producers, sports organisations and online channels around the world, part of the LiveU Global Directory
- ▶ Rich production tools, including IP Pipe, Video Return, Audio Connect and Tally Light

▶ LiveU Ingest – the new automatic recording and story metadata tagging solution for live video. It allows you to process video faster and increase efficiency while significantly cutting production costs

In addition, LiveU helps to enrich remote production cloud workflows with pre-integrated solutions, collaborating with other leading providers such as Avid, Grass Valley, Blackbird, Grabby and Vizrt.

### Global and Regional Projects

LiveU solutions are used for the world's leading news, sport and entertainment events and the company is now getting ready for the Games in Qatar.

At the Tokyo Summer Games – using NTT DOCOMO's 5G network – LiveU's LU800 units delivered exceptional results with its multi-camera capabilities providing dynamic coverage from multiple angles. The increase in LiveU deployment (400% increase since Rio 2016) reflected the growing trust and reliance on the reliability of LiveU solutions. The company also ran more than 30 channels of distribution

to almost 100 stations across the world using its Matrix platform.

In the Middle East, LiveU solutions are used for a wide range of projects. Examples include:

- ▶ ABS Network (ABSN) selected LiveU's live video solutions for live newsgathering across the Middle East and from its Washington DC news bureau
- ▶ At the Expo 2020 in Dubai, LiveU provided a range of broadcast rental equipment for high-quality live coverage

### Contact

LiveU Inc.

2 University Plaza Drive  
Suite 505 Hackensack  
NJ 07601, USA

Tel: +1-(201)-742-5229

Website: [www.liveu.tv](http://www.liveu.tv)

Bruno Schmetz

Sales Director, Middle  
East & Africa

Email: [brunos@liveu.tv](mailto:brunos@liveu.tv)



# PRO2022

## IPTV

▶ TAG Video Systems





# Realtime media performance solutions

TAG Video Systems is the world leader in 100% software based integrated IP multiviewing, probing and monitoring solutions. Introducing its first IP solution in 2008, today TAG supports over 100,000 probing/monitoring points across the four primary broadcasting applications -- live production, playout/master control, distribution and OTT. TAG's Zero Friction philosophy allows broadcasters and content distributors to minimise complexity and manage pace of change, while competitively enabling business operations. The 100% software platform supports both compressed and uncompressed formats, including MPEG TS, JPEG-XS, CDI, NDI, JPEG2000, SMPTE 2110, SMPTE 2022-6/7, MPEG-DASH and HLS. TAG's solutions run on standard Commercial Off-The-Shelf (COTS) hardware and cloud, providing state-of-the-art IP monitoring and analysis tools combined with the highest quality UHD multiviewer available on standard and mobile device displays.

## Products and Services

### ► Live production Multiviewer

TAG's platform is a unique all IP software-based solution which is optimised for production applications and environments. It decodes, analyses and displays with ultra-low latency uncompressed SMPTE ST 2022-6/7, ST 2110, JPEG-XS, and CDI over IP signals and features UHD mosaic output for multiviewer displays.

### ► OTT Monitoring

The TAG platform supports all formats of OTT including HLS and MPEG-DASH, providing a complete monitoring and multiviewing solution. It combines the traditional MPEG-TS support with the unique monitoring requirements of OTT (including the ability to decrypt and decode content in the secure zone), and the full feature set of the platform to provide a comprehensive OTT

monitoring and multiviewing solution. Unique features like TAG's adaptive monitoring enable true monitoring at scale across the entire OTT platform.

### ► Playout Monitoring and Multiviewer

The platform incorporates support for multiple encoding formats such as SD, HD, UHD, MPEG-2, MPEG-4, HEVC, J2K, JPEG-XS, etc. to provide a comprehensive monitoring solution for compressed content, as well as ST 2022-6/2110 uncompressed sources, all in one device. The large scope of TAG's capabilities has made it the default solution for playout monitoring in the cloud.

### ► Transport and Delivery Monitoring

The TAG platform with its comprehensive support and deep probing capabilities of DVB, ATSC, satellite and IP network transport streams provide complete monitoring and multiviewing solution for

## Key clients





transport and delivery applications. It combines a full feature set of MPEG-TS analysis – including the DVB tables, ETR-101-290 specifications, metadata, subtitles and closed captions, content decryption, and video/audio baseband monitoring, all with probing, alarming and multiviewing.

#### ► Monitoring in the Cloud

With TAG, you can migrate faster, launch sooner, and monitor your entire linear video enterprise in the cloud realtime with unrivalled performance and efficiency. It's why leading media companies around the globe that depend on TAG understand that their success depends on delivering quality to the consumer. The TAG solution powered by TAG's Zer0 Friction license agility and pricing models, enabling distributed and hybrid operations, costs that align with consumption and the freedom to use TAG anywhere, with any signals and workflow to meet constantly changing business requirements, makes TAG the most affordable, most capable, and most advanced monitoring system available today.

#### Key projects

##### ► 5G Virtuosa

TAG's monitoring and multiviewer platform used in the ground-breaking 5G-Virtuosa project. TAG's MCM-9000 was brought in initially to keep tabs on streams in an on-premises system and was subsequently augmented with a cloud-based multi-location configuration in a later phase of the project. For more details, visit, <https://www.tagvs.com/news/tags-monitoring-and-multiviewer-platform-used-in-ground-breaking-5g-virtuosa-project/>

##### ► NBC Olympics

NBC Olympics, a division of NBC Sports Group, chose TAG Video Systems to provide OTT monitoring and multiviewing for its production of the Tokyo Olympic Games which took place in 2021. "When it comes to monitoring TS over IP, TAG is the choice to give us the complete package," says Chris Connolly, VP of Transmission Engineering and Operations. "With the ability to monitor all of our feeds in the IP domain both visually and through metrics, TAG gives us

the confidence to know we have the entire workflow covered." For more details, visit <https://www.tagvs.com/news/nbc-olympics-selects-ott-monitoring-provider-for-its-production-of-olympic-games-in-tokyo/>

#### Contact

**TAG Video Systems**

350 Motor Parkway Ste 204

Hauppauge, NY 11788

USA

Tel: +13156468400

Tel: +33186269400

Website: [www.tagvs.com](http://www.tagvs.com)

Micky Edwards

Director of Sales – EMEA

Email: [micky@tagvs.com](mailto:micky@tagvs.com)

Adi Itzhaki

VP Sales EMEA & APAC

Email: [adi@tagvs.com](mailto:adi@tagvs.com)

#### Social Media

**in** [tag-video-systems-ltd](https://www.instagram.com/tag-video-systems-ltd)

**tw** TAGVS

**f** [tagvideosystems](https://www.facebook.com/tagvideosystems)

**yt** TAG V.S.



# PRO2022

## Manufacturers

- ▶ Appear AS
- ▶ Ateme Middle East
- ▶ Blackmagic Design
- ▶ Brainstorm
- ▶ Clear-Com
- ▶ Dolby
- ▶ EditShare
- ▶ FOR-A Company Limited
- ▶ Guntermann & Drunck GmbH
- ▶ Lawo
- ▶ Nautel Ltd.
- ▶ Pebble
- ▶ RCS MENA
- ▶ Riedel Communications
- ▶ Ross Video
- ▶ VITEC



# Changing live content production and delivery

Headquartered in Oslo, Norway and with customers in over 100 countries, Appear AS is a leading supplier of media processing and delivery technology. It provides the backbone that production companies, telcos and broadcasters trust to make immersive live experiences possible for their viewers.

## Where It All Started

Founded in 2004 by 11 professionals with industry background from Tandberg Television, Appear is now renowned in the market for world-class products and expertise. Before Appear was founded, the broadcast market comprised solutions that only performed single functions such as scrambling, multiplexing, decoding and demodulation. Appear saw a gap in the market and an opportunity to develop solutions with modularity in mind, capable of multiple functions housed within a single chassis — drastically reducing required rack space and operational complexity.

## Awards and Recognition

Appear has subsequently won several national and international prizes for revenue growth, internationalisation and technology. In 2021, it won TVBEurope's coveted Best of Show and was awarded a grant from Innovation Norway for the NEO Series — an efficient new server-based line of software compression products.

With continuing consumer demand for content across more devices, Appear is actively involved with industry bodies and technology partners, helping advance standardisation and continuously innovate so customers stay one step ahead in a market where expectations and requirements are constantly evolving.

## Appear Better, Appear Faster

Contribution is a big drain on bandwidth for operators, with multiple channels and feeds that need to be delivered in high definition and with low latency. Finding

the perfect balance between cost, bitrate, price and availability is essential.

► **X Platform:** A high-capacity, versatile, ultra-low latency platform for high-speed video networking, enhanced IP security and advanced compression for remote production, contribution and distribution markets. X Platform fulfils the highly demanding requirements of sport and e-sport applications, among many others, and can be used as a compression head-end for OTT, IPTV, broadcast and for high density satellite turnaround or monitoring.

► **X10 DSNG:** For live event coverage, the X10DSNG provides a tailor-made solution for digital satellite news gathering (DSNG), supporting encoding, decoding and satellite uplink and downlink in a single chassis.

The compact, powerful solution meets the very specific and challenging needs of mobile production. Supporting an array of compression technologies

and protocols, it can handle satellite and fibre delivery simultaneously and has built-in security and redundancy features to ensure reliability.





With different demands on distribution, operators need an enormous arsenal of compression solutions to maintain efficiency, manage cost and meet consumer expectation. Appear provides a range of compression solutions, in hardware and software, that provide the ultimate flexibility — whether the emphasis is on operating costs, power consumption, density or latency.

► **XC Platform:** A modular head-end platform for IPTV and broadcast, supporting content acquisition, compression, stream processing including scrambling and multiplexing, with distribution options for cable, satellite and terrestrial networks.

This multi-purpose platform addresses the market with its modular high-density chassis design. It allows for an entire broadcast system to be designed to meet a head-end operator's individual needs. Deployed worldwide in cable, satellite, terrestrial and IPTV applications, it is used for encoding/transcoding/decoding, satellite modulation/demodulation, scrambling/



descrambling, and multiplexing in a multitude of applications.

► **NEO series:** Appear's latest product innovation is the award-winning NEO series, providing all the benefits of software compression without any of the hassle. The software comes pre-installed on Appear hardware, making installation a breeze. With management, transcoding and streaming functions, NEO 10 completely removes the complexity found in traditional server-based solutions.

Live distribution requires extremely stable, high-performance platforms and recent gains in CPU performance means live distribution delivered over server-based technology is now a reality, and for many customers a preference. The NEO 10 answers this

need, providing flexible, server-based software compression on high spec hardware, removing the traditional complexities for operators and broadcasters to manage software deployments on COTS hardware.

### Appear Greener

Appear is committed to ensuring its products and their operation create the lowest impact possible on the environment, from production, through shipping, deployment, operation and eventual disposal. All products are designed and assembled in Norway using electricity from hydro-power production; Appear products comply with all relevant EU directives, including ISO 9001, ISO 14001, REACH, WEEE — continuously striving to improve the energy efficiency of products and reduce the overall environmental impact of wider business operations.



### Contact

#### Appear AS

Lilleakerveien 2b  
PO Box 8, Lilleaker  
NO-0216 Oslo, Norway  
Website: [www.appear.net](http://www.appear.net)

Sami Djebri  
Sales Director - MENA  
& Southern Europe  
Tel: +47 451 81 164  
Email: [sami.djebri@appear.net](mailto:sami.djebri@appear.net)

Fadi Najajreh  
Regional Sales Manager, UAE  
Tel: +971 55 326 9037  
Email: [fadi.najajreh@appear.net](mailto:fadi.najajreh@appear.net)

### Social Media

in [appear-net](http://appear-net)



# Captivate your audience

Ateme enables content owners, broadcasters and service providers to captivate their audiences – powering billions of viewers to watch the content of their choice. The recipient of multiple awards – including the 2020 ASBU BroadcastPro Satellite Solutions Provider of the Year award and three Technology and Engineering Emmy awards – Ateme provides solutions that transform video delivery to help acquire new customers, reduce churn and unleash monetisation potential.

## Increase Value While Reducing Costs – and Going Green!

Whether you deliver content over

satellite, cable, IP, terrestrial, or OTT, Ateme improves the audience experience while reducing bandwidth and infrastructure requirements, delivering operational cost savings using Ateme's 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.

Leading content and service providers around the world use 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 their service and facilitate growth.

## Go Multiscreen

Ateme offers everything needed for multi-screen video delivery:

- Live and file encoders for all major codecs
- Packagers that reduce both storage requirements with just-in-time packaging, and latency for live streaming
- A cloud DVR solution complete with Embedded Distributed Storage solution, for storage and streaming capacity to scale up seamlessly together



- › A cloud-native, elastic, Open-Caching compliant CDN solution that fits in a 5G Multi-access Edge Computing infrastructure
- › An end-to-end solution for Dynamic Ad Insertion, enabling targeted advertising and personalised TV channels

### Find New Sources of Monetisation

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. The solution also comes with a unique, award-winning storage technology – Embedded Distributed Storage – which enables storage and streaming capacity to grow with each other. Scaling up becomes easy – and enables new monetisation models for TV service providers: offer extra monthly storage capacity or storage for longer time-periods at premium prices
- › **Dynamic Ad Insertion:** The solution enables you to find another source of monetisation through targeted ads – targeted by region or demographics or 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 complete micro-services architecture, enables content and service providers to:

- › **Connect disparate systems:** Pilot Media connects production and business systems to provide broad visibility and enable 'low friction' business operations



**Razik Zaghlouli,**  
**Regional Sales Director,**  
**Ateme Middle East.**

- › **Create efficiencies through automation:** Pilot Media enables controlled migration of production and operations to new service models on-prem, on public or hybrid Cloud
- › **Reduce operational costs and exploit new revenue opportunities:** With Pilot Media, you can support legacy platforms and capitalise on a multiplatform presence. Ateme synergises your media supply chain operations.

### Contribution and Distribution to Affiliates

Ateme offers solutions to 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/oIP 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

- › **Complete, flexible, low-latency software application** that can run both on COTS servers and on fully virtualised solutions. The Ateme suite enables you to build the exact solution for your distribution use case.

### 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 R&D teams ensure that Ateme remains a future-proof partner through involvement in forums and associations including DBV, SMPTE, ATSC, AOM, MPEG Streaming Video Alliance, CMAF-IF, and 3GPP.

Founded in 1991 in France, Ateme has 500 employees spread around the world. Since 2014, Ateme is listed on the Paris Euronext market and in 2020 it acquired Anevia, a provider of OTT and IPTV software solutions. In 2021, Ateme served around 1,000 customers worldwide with revenues of €81 million.

### Contact

**Ateme Middle East**  
Dubai Studio City  
Building 3, Office 209  
PO BOX 451045, Dubai, UAE  
**Website:** [www.ateme.com](http://www.ateme.com)

### Social Media

[ateme\\_tweets](#)  
 [ateme](#)  
 [ateme\\_official](#)  
 [ATEME](#)



Blackmagicdesign



# Creative video revolution

Blackmagic Design has grown rapidly to become one of the world's leading innovators and manufacturers of creative video technology. Its philosophy is refreshing and simple - whatever it takes to give creatives the very best quality tools.

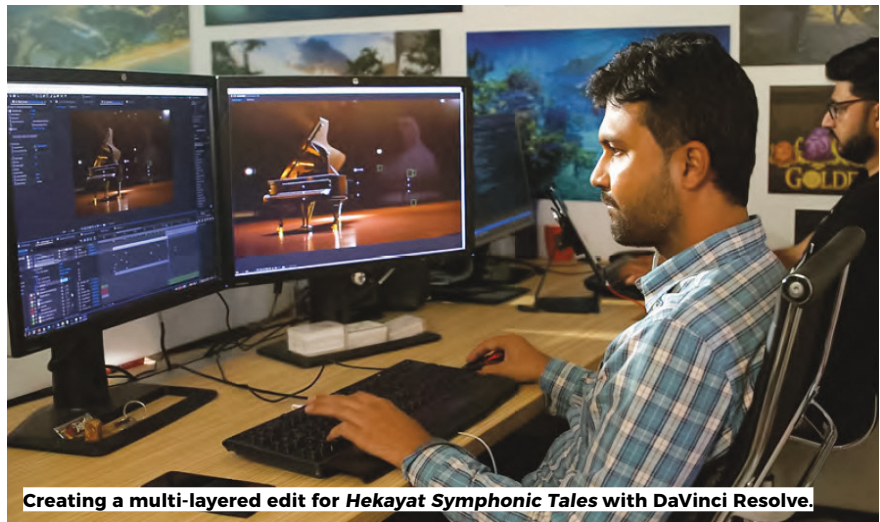
Blackmagic Design continues to develop groundbreaking innovations including 6G-SDI and 12G-SDI products, as well as stereoscopic 3D and Ultra HD workflows. The company's founders have a long heritage in post-production editing and engineering, allowing Blackmagic Design to create some of the industry's most talked about products.

From DeckLink capture cards, launched in 2002, through to high-quality codecs, Blackmagic Design has envisioned genuinely affordable, high-end video production workflows from acquisition through to delivery.

Headquartered in Melbourne, Australia, Blackmagic Design has sales offices across the USA, Asia and Europe. Its Middle East business is supported by regional distribution partner, MediaCast.

## Digital Film Cameras

From its incredibly successful Pocket Cinema Camera family, through to



Creating a multi-layered edit for *Hekayat Symphonic Tales* with DaVinci Resolve.

the pioneering URSA Mini Pro 12K, Blackmagic Design offers a range of low cost, high-quality digital film cameras capable of reproducing incredibly accurate, balanced and beautiful looking images.

## Live Production

The ATEM range of production switchers offers powerful broadcast features, making it easy to create professional multi-camera productions whether you're just starting out in your live streaming journey or are involved with more complex SDI-based and fibre channel workflows featuring URSA Broadcast G2.

## Post-Production

DaVinci Resolve is the world's only solution that combines editing, colour correction, visual effects, motion graphics and audio post-production all in one software tool. Recent features with a DaVinci Resolve workflow include the Oscar nominated *Belfast*, *No Time to Die*, *Spider-Man: No Way Home* and *West Side Story*.

## Key Projects

Blackmagic Design software and hardware provide solutions for numerous Hollywood feature film and television productions as well as multi-camera studio, live event and outside broadcast in both HD and UltraHD.



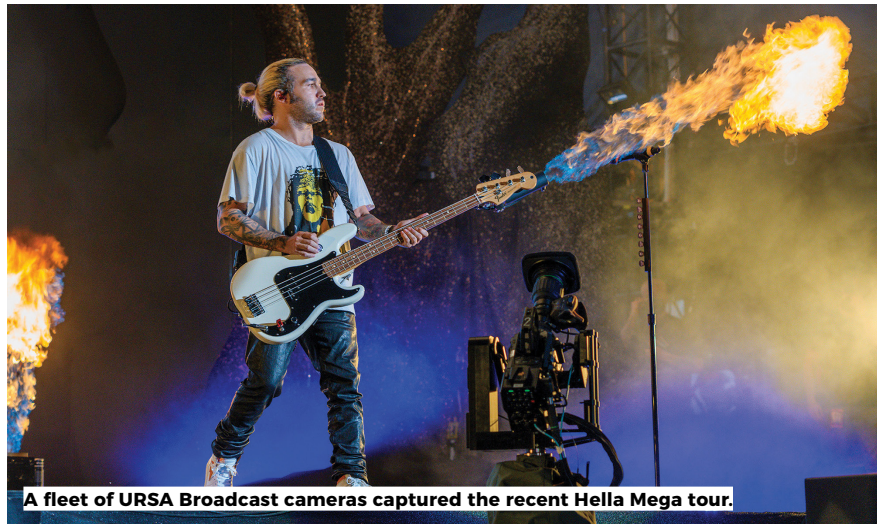
### ► Hekayat: Symphonic Tales

During the pandemic, DaVinci Resolve underpinned an ambitious virtual premiere of *Hekayat: Symphonic Tales* at the Abu Dhabi Festival, bringing more than 128 remote musicians together in a virtual concert hall. Dubai-based production house Pixelhunters managed multiple video tracks within a DaVinci Resolve editing timeline.

"It's the first time I've used editing software that is able to work with such a huge volume of data. Because of the scale of production, the music was changing all the time and deadlines were extremely challenging. DaVinci Resolve allowed us to handle a complex production smoothly," says Illya Atanasov of Pixelhunters.

### ► Hella Mega

The 21 date US leg of the *Hella Mega* tour, featuring Green Day, Weezer and Fall Out Boy relied on an acquisition, control and delivery system from Blackmagic Design. Playing to up to 45,000 fans a night, Vis A Vis Video captured



A fleet of URSA Broadcast cameras captured the recent Hella Mega tour.

the action on stage with a fleet of URSA Broadcast cameras, delivering an IMAG screen mix from an ATEM 4 M/E Broadcast Studio 4K.

"Designed and built to be tour-friendly, the solution allows us to get in and out of places fast. It has all the flexibility needed to allow our engineers to plug in, test, go live and get out again quickly," says Stuart Merseur of Vis A Vis Video.

### ► Marvel's Cinematic Universe

Marvel Studios' *The Falcon and The Winter Soldier* relied on the Pocket

Cinema Camera 6K to produce the skydiving sequences in the streaming series opening episode.

"The camera made sense for many reasons, including the ability to use high-quality, low weight stills lenses, but primarily because we could shoot in Blackmagic RAW. That gave us far greater control for subsequent VFX work and grading. We could set an exposure and be reasonably confident that nothing would clip and that we would retain sufficient detail in the shadows," says cinematographer PJ Dillon.

Aerial sequences for *The Falcon and The Winter Soldier* created with the Pocket Cinema Camera 6K.



### Contact

Blackmagic Design

MediaCast Dubai

#3605 The One Tower

Barsha Heights

Dubai, UAE

Tel: +971 50 998 4834

Website: [www.blackmagicdesign.com](http://www.blackmagicdesign.com)

Website: [www.mediacastsys.com](http://www.mediacastsys.com)



# BRAINSTORM

## Advanced virtual AR/VR production solutions



Brainstorm is a specialist company dedicated to providing industry-leading real-time 3D graphics and virtual set solutions for all broadcast graphics types and workflows, as well as for feature film production and corporate presentations, with a customer list that includes many of the world's leading broadcasters plus a large number of smaller and regional stations.

Brainstorm's product line includes solutions for real-time 3D graphics and photorealistic Augmented Reality, including XR and Virtual Studios. The company's most significant products are InfinitySet, Brainstorm's award-winning virtual set and augmented reality solution, and Aston, the real-time motion graphics creation,

CG and playout solution. Both run on eStudio, the company's acclaimed render engine, which has been for years the benchmark engine for real-time broadcast graphics and virtual sets.

### Hyper Realistic Virtual Production

During the last decades, the advent of the digital age has been driving profound changes in how content is produced and consumed, and within this highly competitive context, successful broadcasters and content providers need to be flexible and responsive to dynamic environments and agile enough to take advantage of both simplified and more complex infrastructures.

For example, hyper realistic virtual production based on game engines

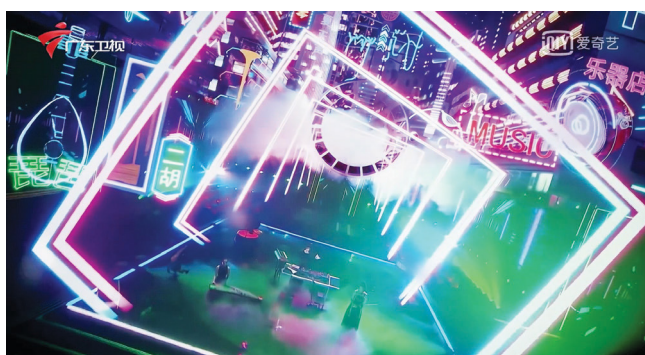
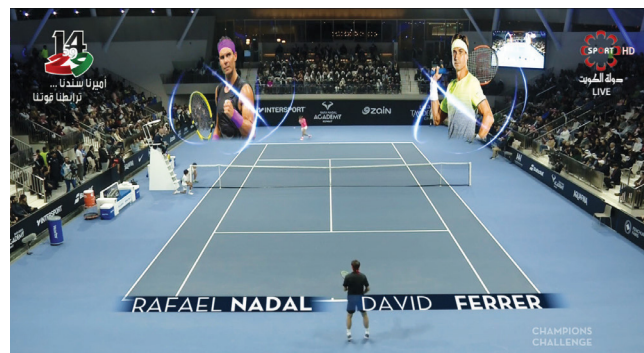
such as Epic Games' Unreal Engine is now broadly used in many broadcast applications. Brainstorm has taken advantage of this technology to improve output quality, enhancing content with their own applications such as real-time graphics created from external data sources, increasing workflow environment's compatibility and much more, thereby expanding the benefits of the game engine rendering to other content creation areas.

### Dalet CubeNG

Another great example of collaboration and integration between Brainstorm and other developers and manufacturers to enhance content production is Dalet. It includes the Brainstorm real-time graphics engine in its next generation platform Dalet CubeNG for news graphics and workflows, which significantly expands on-air and file-based graphics capabilities. These include support for 4K and user-defined output formats, advanced primitives and objects for creating 2D and 3D graphics. Also includes support for Unicode fonts and languages, and StormLogic, Brainstorm's acclaimed transition logic between templates, along with extensive options for data-driven graphics with external data link.

Also, integration with cost-effective PTZ





camera tracking systems of companies like Panasonic or Sony, allows Brainstorm technology to sit perfectly in any broadcast workflow and environment.

### Brainstorm Suite 5

Following trends in virtual production and seeing that LED-based XR is becoming increasingly used by avant-garde content creators, Brainstorm has announced the release of Brainstorm Suite 5, a major upgrade to its products that include new, unique and enhanced features designed to improve XR content creation and workflows, while adding an even tighter integration with Unreal Engine. These enhancements streamline client ability to improve virtual content creation regardless of whether they are using LED walls or chroma sets to produce their virtual content.

"Brainstorm has been deeply involved with Augmented Reality and Virtual Production for decades now,

and Suite 5 is the result of applying our expertise to new display methods that broadcasters and filmmakers are introducing into their workflows," says Hector Viguer, Brainstorm's COO and Engineering Director.

Suite 5 has a dedicated interface for creating XR installations that allows modelling any kind of video wall, including curved, shaped and corner installations and map the desired 3D content. This facilitates the creation of virtual AR content to be directly displayed and seen by the camera with the correct perspective at all times. Also, by taking advantage of the Layers and Stacking features of InfinitySet, different renders, even with different resolutions and aspect ratios, can be mapped in a canvas of any size and aspect.

Brainstorm is committed to creating accessible, affordable ways to enable broadcasters and a new breed of content creators deliver more compelling content, particularly at a time of tightening

budgets. This is thanks to the possibilities offered by new technologies that represent a huge cost-saving feature in broadcast, film production and live events, allowing for real-time virtual production with superior quality to be sent on-air right out of the box.

### Contact

**Brainstorm Multimedia, SL**

Avda. de la Albufera, 321

28031 Madrid, Spain

Tel: +34 91 781 67 50

Email: [contact@brainstorm3d.com](mailto:contact@brainstorm3d.com)

Website: [www.brainstorm3d.com](http://www.brainstorm3d.com)

ME Sales Director

David Alexander

Tel: +34 91 781 67 50

ME Sales Executive

Francisco Gallego

Tel: +34 91 781 67 50



# Empowering communication tools



Clear-Com is a trusted global provider of professional real-time intercom solutions and services, innovating market-proven wired and wireless technologies since 1968. With over five decades of broadcast intercom experience, Clear-Com solutions for broadcast production are time-tested through close working partnerships with partners, customers and end-users to deliver the highest production value and communications capabilities, swiftly and with ease. Clear-Com's systems deliver the highest quality programming, instantly and on cue, allowing production crews to communicate in

real-time from anywhere in the world.

Broadcasters choose Clear-Com for their breadth and depth of intercom options, for connectivity choices over short or long distances, and the unparalleled support and commitment they receive from every part of the organisation.

Clear-Com's pragmatic product designs, software features, precision manufacturing and continuous quality assurance help ensure that their customers receive the most dependable and fully featured communication solutions for doing their job effectively.

Clear-Com carries the broadest range

of intercom systems in the industry spanning from analog partyline systems to IP matrix and connectivity options. Equipped with Clear-Com, broadcasters can deploy the right solution that offers them the utmost flexibility for adjusting to on-the-fly changes and maximum extensibility for building upon the existing intercom infrastructure to fit your growing production needs.

Whether your system runs on four-wire cable, audio transports over Dante, MADI or fibre, or have migrated onto an all-IP network, Clear-Com solutions work on virtually any network type. Clear-Com has added IP to their core product offerings



– wireless, matrix and mobile – using native IP formats featuring the latest technologies and standards including AES67 and SMPTE 2110-30.

Be it communications

for outside

broadcast

trucks,

newsrooms,

production control rooms, local

or remote studios, or multi-site

broadcast studios, Clear-Com has

an extensive set of flexible intercom

solutions for broadcast productions

to connect these entities together

and extend communications

access to any remote location.

### OB Production Trucks

Depending on the size and extent of production of the OB truck, the intercom needs may differ. For small vehicles and only a handful of positions, a simple two-wire Clear-Com Encore Analog Partyline or HelixNet Digital Partyline system would be sufficient for talking to teams in the field or a broadcast station. For field reporters or broadcast journalists, they may use the Agent-IC Mobile App with IFB support, which is fully connected to the partyline system over LQ IP Interfaces. Larger multi-camera trucks may use the Eclipse HX digital matrix system.



### Broadcast Studio

In a broadcast studio that requires maximum flexibility, a central Eclipse HX Digital Matrix System can serve as the communications backbone. Users in the facility can talk on the V-Series panels, FreeSpeak II integrated wireless beltback or virtual panels such as the Agent-IC mobile app that runs on PCs or Smart devices. Within the studio, any A1 or A2 engineer may want to hear audio from Dante-enabled mixing consoles and their E-Dante64-HX can facilitate this connection, directly. Between the studio and OB trucks in the field, LQ IP Interfaces can be deployed to create a network of linked intercom systems over IP connectivity.

### Wide-Area Campus Broadcast

For broadcast entities spanning multiple studios, networking multiple Eclipse HX matrices together over multi-channel digital audio on fibre, or by using Dante, AES67 (E-Dante64-HX card), IP (E-IPA-HX card or IVC-32-HX card), or MADI (E-MADI64-HX card) are all possibilities as is simple four-wire audio. Dynam-EC provides a central, graphical view for

administrators to efficiently assign, manage and monitor all audio routes, IFBs and partylines

from multiple intercom systems in real-time. Operators from anywhere can connect to this matrix network over IP-enabled V-Series panels, Agent-IC, or the new Station-IC Virtual Desktop Client. Locally, operators can roam about within each

facility on FreeSpeak II digital wireless.

A recognised pioneer in its field, Clear-Com's drive for innovation with a purpose continually pushes the boundaries of the company and the industry, as evidenced in their latest innovation, Arcadia Central Station. Arcadia is a scalable IP platform that integrates wired and digital wireless partyline systems along with third-party Dante devices in a single rack unit. Arcadia was designed for a broad range of applications, offering a base level of 32 IP ports which can be expanded to up to 128 IP ports as needed, with HelixNet integration coming in the near future.

### Contact

Clear-Com

2000 Beach Drive

Cambridge Research Park

Cambridge CB25 9TP

United Kingdom

Tel: +44 1223 815000

Email: SalesSupportEMEA@clearcom.com

Website: <https://clearcom.com/>

Samer Mouwanes

Email: samer.mouwanes@clearcom.com

### Social Media

ClearCom

clear-com

clearcomsystem

clearcom

ClearcomIntercom





# Transforming experiences with the science of sight and sound

From movies and TV shows, to apps, music, sports and gaming, Dolby advances the science of sight and sound into unforgettable experiences. Enabling artists, storytellers, developers and businesses with innovative technologies to help them realise their full potential, Dolby connects more deeply to audiences to deliver transformational experiences for billions around the world.

## Company Highlights

- ▶ On October 21, 2021, Dolby was honoured for developments in broadcast technology during the 73rd Engineering Emmy Awards
- ▶ Named one of the most innovative companies for its breakthrough in music, Dolby received Fast Company Awards in 2020 and 2021
- ▶ In 2018, the Smithsonian opened the Ray Dolby Gateway to American Culture, honouring his innovations and global contributions to the way the world experiences audio and video entertainment
- ▶ Since 1977, nearly every movie that has won an Academy Award in the sound categories had Dolby technology
- ▶ Dolby has received 12 Academy Awards and 17 Emmy

Awards for its contributions to cinema and television

- ▶ Dolby products and services are available in more than 101 countries and regions
- ▶ The world's most popular live awards programmes and sporting events have been broadcast in Dolby, including the Academy Awards, the Grammys, the MTV Video Music Awards and the Olympic Games

## Dolby Vision and Dolby Atmos

Dolby Vision and Dolby Atmos are Dolby's latest audio and visual innovations that empower spectacular

entertainment experiences for billions of consumers worldwide. Dolby Vision transforms entertainment through ultravivid picture quality that brings content to life with incredible brightness, contrast, colour and detail. Dolby Atmos enhances the entertainment you love across all of your devices with immersive sound.

## Music

Fall in love with music all over again when you listen to your favourite songs in Dolby Atmos.

- ▶ Streaming services are now delivering music in Dolby Atmos, including





Apple Music, Anghami and TIDAL

- ▶ Labels including Universal Music Group, Sony Music Entertainment, Warner Music Groups have released music from their artists in Dolby Atmos
- ▶ Dolby Atmos is integrated into leading digital audio workstations such as ProTools, LogicPro and Ableton Live

### Movies/TV

Step into the story and connect more deeply with the characters of the latest shows and your favourite movies in Dolby.

- ▶ Consumers can enjoy their favourite shows and movies in Dolby Vision and Dolby Atmos on leading streaming services such as Apple TV+, Disney+, Netflix, Prime Video and others
- ▶ All major Hollywood studios deliver their premium entertainment in Dolby Vision and Dolby Atmos
- ▶ Thousands of movies and TV episodes have been released for the home in Dolby Vision and Dolby Atmos
- ▶ More than 6,000+ Dolby Atmos enabled cinema screens have

been installed globally

- ▶ Dolby offers more than 250 premium large format experiences with Dolby Cinema globally and over 200 additional locations committed
- ▶ Since its launch in 2012, 2000+ movies have been mixed in Dolby Atmos for the cinema
- ▶ There are 24 Dolby Cinema exhibitor partners in 13 countries including Reel Cinemas in UAE, AMC and muvi Cinemas in KSA and Cinescape in Kuwait

### Gaming

Level up your gaming performance with Dolby Vision and Dolby Atmos. Dolby Atmos brings incredible clarity, realism and greater accuracy for more immersive gaming. Gamers with compatible Dolby Vision enabled TVs will be able to enjoy full-spectrum visuals with the rollout of Dolby Vision gaming on Xbox Series X|S.

### Sports

Don't just watch sports – live them. Dolby technologies puts you in the middle of the action across a wide range of enabled devices.

beIN Sports broadcasts key sporting events such as Euro Cup 2020, Olympics 2020, UEFA Champions League on their 4K channel in Dolby Atmos.

### User Integrated Content

Dolby helps billions of users globally create and deliver breakthrough experiences. Consumers can capture, edit, share and enjoy videos in Dolby Vision on the latest iPhones. Vimeo now enables video sharing and viewing in Dolby Vision.

### Dolby.io

Dolby.io, the API platform with a collection of scalable, easy-to-use interactivity and media processing APIs enables businesses, developers and content creators to enhance every interaction and piece of content to deliver spectacular communications, collaboration and audiovisual experiences in their apps and services.

### Contact

#### Dolby

8th & 9th Floor, WeWork  
The Offices 4, One Central  
Dubai World Trade Centre  
Dubai, UAE

**Website:** [dolby.com](https://dolby.com)

Mamdouh Algaralleh

**Email:** Mamdouh.

[Algaralleh@dolby.com](mailto:Algaralleh@dolby.com)

**Tel:** +971 55448 1372

### Social Media

[dolbymiddleeast](#)

[Dolby\\_MENA](#)

[Dolby\\_MENA](#)

[Dolby\\_MENA](#)





# Solutions for collaborative media workflows

EditShare was established in 2004. Today it is based in Watertown near Boston, Massachusetts, USA, with offices in the UK for the EMEA region, Australia and Los Angeles.

It aspires to develop technology which empowers storytellers, supporting them with solutions that enable collaboration, improve the production process and remove the tedious tasks that get in the way of creativity.

Its market-leading products can be grouped under three broad headings: scalable network storage, the transition to the cloud and workflow simplification.

## EFS

EFS is the name for its storage devices, capable of scaling up to the largest environments and supporting large numbers of concurrent streams for real-time post-production, as well as archiving and nearline storage. EFS scales from a single storage node to an enterprise cluster. Redundancy and resilience are inherent in the design.

Storage nodes are designed specifically for particular demands of media delivery and engineered for very high performance. The powerful software-defined ecosystem makes content management simple and abstracts the user from concerns of

the underlying hardware. This can be achieved through EditShare tools, but it is also easy to integrate into larger systems thanks to EditShare's published suite of RESTful APIs.

## FLOW

FLOW provides a media management layer that allows customers to move up from managing files, to working with assets that can live in multiple locations, in multiple storage systems. Building on EditShare's open APIs, FLOW fits into any project workflow, no matter

which NLE platform or platforms.

Creative users work with their preferred tools while still benefiting from full asset tracking, automated background transcoding and proxy generation where required, and simple drag-and-drop operations. With EditShare Universal Media Projects, businesses can freely intermix DaVinci Resolve, Adobe Premiere Pro and Avid Media Composer in free-flowing, highly productive workflows.

FLOW is very lightweight, virtualised software, meaning that it can be accessed from anywhere on any connected device. Through simple and intuitive user interfaces, users can track and manage all content, wherever it is stored.

## FLEX

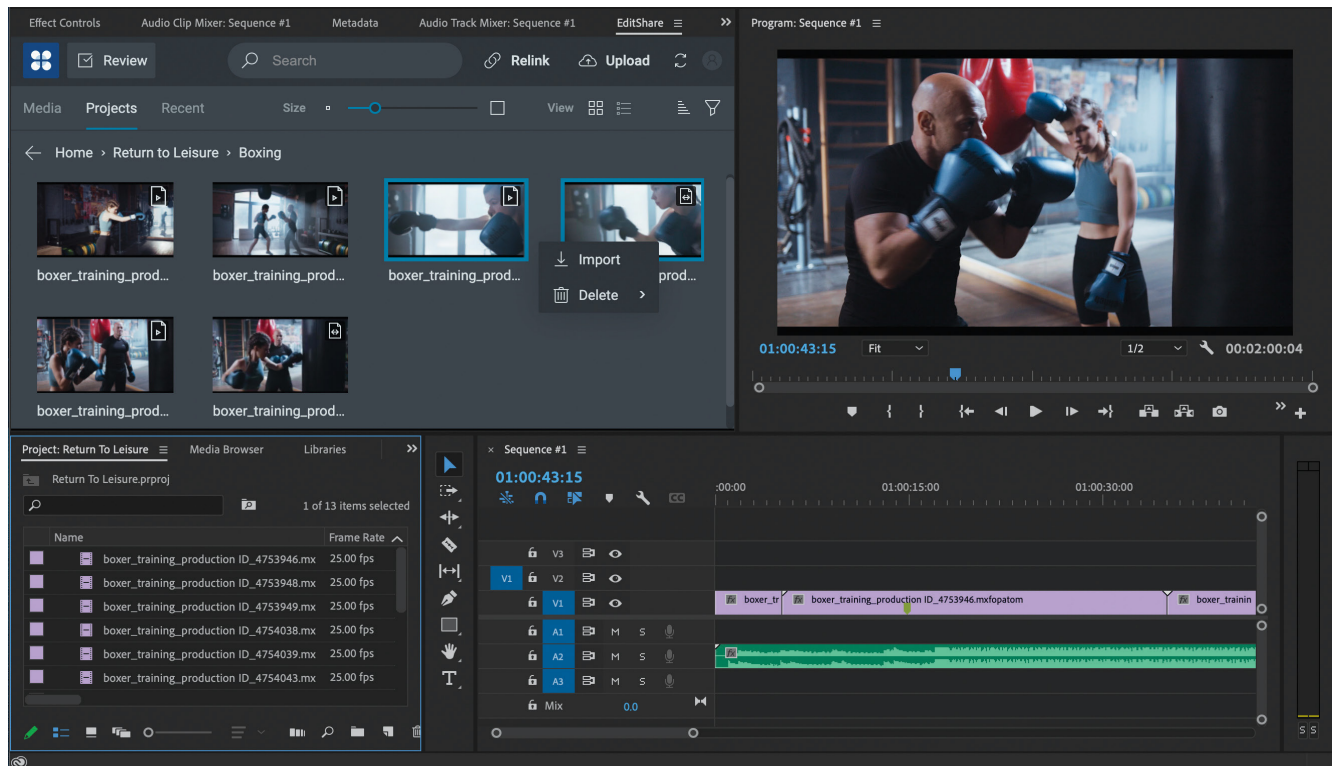
EditShare's FLEX takes the power of EFS and FLOW software and implements it in the cloud in a fully virtualised microservices architecture. High performance is already demonstrated in AWS, Tencent Cloud and other public and private cloud environments.

The open interconnectivity of the software is vital in allowing users to build creative workflows for editing, audio mixing and grading in the cloud. FLEX takes full advantage of the



**Michele Dwayk, Regional Sales Director, MENA and Turkey, EditShare.**





instant scalability of the cloud, allowing processor and storage resources to be managed and optimised for the most cost-efficient facilities.

EditShare recognises that each production and post company is at a different stage of its journey to the cloud. FLEX is ideal to support a gradual approach to the transition, helping users find the benefits which suit their businesses at each stage of the process.

In 2021, EditShare won an Emmy Award from the National Academy of Television Arts and Sciences for its remote editing technology, using lower resolution but frame accurate proxy files to ensure post-production can continue, from any location, even when connectivity is weak.

The architecture of EditShare's workflow and storage systems means that it fully supports extended definitions, including 4K and HDR Ultra HD.

### Significant Projects

EditShare continues to deliver important projects in the Middle East. Recently, it provided its storage management and workflow tools to NEOM, the bold project to create a smart city in the north-west of Saudi Arabia. And in Sharjah, the Government Media Bureau has invested to support its production of a broad range of video content and its delivery over multiple platforms.

EditShare is proud to have been involved in an installation at the Expo 2020 Dubai, which won the prestigious 'Innovative Project of the Year' trophy at the 2021 ASBU Broadcast Pro awards.

These sit alongside international leaders and global businesses like Zee TV in India and TV5 in the Philippines, as well as some leading production and post houses like Soul Movie in Rome and Director's Cut in London.

EditShare primarily sells through its

distribution network. Businesses in the Middle East can contact the company to transform their productivity.

### Contact

**EditShare**

3 Brook Street

Watertown

MA 02472, USA

Tel: +1 800 433 0097

Website: [www.editshare.com](http://www.editshare.com)

Michele Dwayk

Regional Sales Director,  
MENA and Turkey

Email: [Michele.Dwayk@editshare.com](mailto:Michele.Dwayk@editshare.com)

### Social Media

editshare

EditShare

editshare



# Finding your next innovation

FOR-A continues to meet the needs of today by utilising cutting-edge technology for a wide range of products, adopted by countless customers since its founding. The company has made its mission to contribute to the advancement of society through perpetual technological challenge and service dedicated to customers. Its confidence and pride is backed by over 50 years of experience in the video industry. In the company's quest to remain the ideal business partner, FOR-A continually expands the capabilities of technology and in so doing, broaden its business potential.

The company stands today at a major turning point in its business. In these uncertain times, FOR-A is responding by establishing a new business model through rapid digitisation. The company aims to contribute to the progress of the new era while remaining dedicated to customers under its corporate theme of 'Find Your Next Innovation'.

## Advanced Solutions

A worldwide industry-leading manufacturer, FOR-A continues to offer future-ready, cost-effective and advanced technology solutions. Products include video switchers, routing switchers, multiviewer, full 4K high-speed cameras, IP encoders/decoders, multi-channel



**Katsuaki Kiyohara, President  
and Representative Director,  
FOR-A Company Limited.**

signal processors, 8K/4K/HD test signal generators, colour correctors, frame synchronisers, file-based products, character generators, video servers and much more.

It is a full range of HD and 4K production and processing solutions, as well as IP-based products.

Since its founding in October 1971, FOR-A is committed to delivering affordable, high-end video solutions.

FOR-A consists of 12 group companies in Japan, as well as six

overseas subsidiaries worldwide.

FOR-A's inaugural 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.

Nine years ago, the company introduced the world's first 4K high-speed camera, which won numerous industry awards. A few 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.

FOR-A produces dozens of products that support 4K and 8K, 12G-SDI and video-over-IP workflows, and HD and SD solutions.

## Manufacturing Policy

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 swift response to customer needs. These cover:

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



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

- ▶ In 2014: Development and productisation of the HD serial digital interface
- ▶ In 2017: Live Production HD to Achieve Non-Interpolated Video for Instant Replay
- ▶ In 2020: Development of ultra-high sensitivity cameras

**Customer's Stories**

▶ **FOR-A Provides Complete Production Kit for Prestigious Emirates Draw Broadcasts**  
FOR-A has delivered a complete flyaway production kit to Media and Art Production (MAP) in UAE. The complete solution included the HVS-490 production switcher, MFR-3000 routing switcher with multiviewer, Insight servers and Envivo replay

management, ClassX graphics platforms and multi-channel signal processor

▶ **Charisma Group Makes its Post-COVID Production Debut with FOR-A**  
Charisma installed a live production system from FOR-A comprising a HVS-2000 vision mixer, MFR-3000 routing matrix, FA-9600 multipurpose audio-video processor, ClassX Dual Channel CG, Insight production servers and LEADER monitors and SPG systems. Once the system was successfully commissioned, Charisma used the system for nearly 12 hours

▶ **FOR-A Drives Virtual Studio System for UAE Ministry of Education Distance Learning**  
Using HVS-1200 video switcher to drive a virtual studio system for distance learning programmes in the UAE, the system was built around a Brainstorm InfinitySet Lite, with three 4K cameras controlled from the HVS-1200 switcher. The system was designed to be very

simple to operate and used to produce up to five hours of live video instruction daily, supporting 4K or HD production

**Activities**

Development, manufacture, production, sales of professional video equipment for various environments, development of application-specific software, in addition to import of electronics products for the Middle East market.

**Contact**

**FOR-A Company Limited**  
DSC Tower, Office 207  
Dubai Studio City, Dubai, UAE  
Tel: +971 4 551 5830  
Website: [www.for-a.com](http://www.for-a.com)

Senior Sales Manager  
Khalid M. Sweidan  
Tel: +971 50 558 0520  
Email: [ksweidan@for-a.co.jp](mailto:ksweidan@for-a.co.jp)

System Engineering Manager  
Mohammed Abu Ziyadeh  
Tel: +971 50 923 9839  
Email: [mziyadeh@for-a.co.jp](mailto:mziyadeh@for-a.co.jp)

**Social Media**

**f** ForAMiddleEastAfrica  
**in** for-a-middle-east-&-africa  
**@** foramea2020





# 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 their 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 their

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

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

### ► KVM Switches

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

### ► KVM Matrix Systems

G&D's KVM matrix switches allow users to operate multiple computers from 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 and 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.

### VisionXS - Small Housing, Great Performance

The new VisionXS-IP-DP-UHR is a matrix-compatible extender and much smaller than previous IP extender variants. The space available (especially in the rack) can be optimally used thanks to the considerably lower space requirement.

The VisionXS-IP-DP-UHR extends 4K@60Hz over standard IP-based networks with up to 10Gbit/s. The new devices are also compatible with the predecessor variants with 1Gbit technology.

### Secure KVM-over-IP

It is essential that the systems in use are secure and available 24/7. You may not always see KVM products and solutions from G&D right away since they are often hidden in the background. However, they are systemically relevant. G&D ensures that people can control critical processes safely and without being disturbed. KVM-over-IP solutions from G&D can protect your IT installation in the best possible way.



### RemoteAccess and Virtual Targets

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' and therefore for worldwide access to your KVM systems. The RemoteAccess-GATE opens up completely new ways for remote operation from remote locations and also improves the 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 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 will be pleased to offer support in finding the best possible and perfectly integrated KVM solution.

### Contact

Guntermann & Drunck GmbH  
 Obere Leimbach 9  
 57074 Siegen, Germany  
 Tel: +49 271 23872-0  
 Email: sales@gdsys.de  
 Website: www.gdsys.com

### Social Media

f gdsysKVM  
 in guntermann-&-drunck-gmbh  
 y GuntermannDrunck  
 t gdsys



# Leading innovation in media infrastructure, cloud and workflow solutions

Widely used in sport and entertainment broadcasting, theatres, houses of worship, institutions and corporate settings, Lawo solutions bring cutting-edge engineering to IP infrastructures, video processing and routing as well as audio mixing and routing.

With software-defined platforms, Lawo has set a trend to enable decentralised, multi-campus and flexible remote operation. Its IP-based management platform called HOME simplifies IP configurations, network security and remote device configuration.

A founding member of the Alliance for IP Media Solutions (AIMS), Lawo continues to champion and implement interoperability based on open standards like the ST2110 suite, ST2022-7, AES67, RAVENNA, and Ember+.

## Award-winning Dedication to Customer Success

Lawo's accolades include an Emmy Engineering Plaque and countless industry publication awards, such



as the 'Public Sector Project of the Year' AV Award for the European Parliament and Lawo, and the '2021 NAB Show Product of the Year Award' in 'IT Networking/ Infrastructure and Security' category for its HOME IP management platform. Lawo is equally proud of the 'Best Innovative Integration 2021' AVard won by Zurich Opera for its bold implementation of Lawo-based IP technology for live opera productions during the pandemic.

In April 2020, Lawo was the first

vendor to carry out entirely remote factory acceptance tests. In the summer of that year, it introduced a novel Mix Kitchen approach for audio engineers and the possibility to mix in a decentralised scenario.

## Management, Control and Monitoring

Lawo's HOME management platform for IP-based media infrastructures is natively built on a cloud-ready microservices architecture and enables users to connect, manage and secure networked production setups from the ground up. HOME is based on open standards, eg. ST2110, NMOS, IEEE802.1x and RADIUS. In 2021, Lawo decided to open up HOME and to welcome third-party vendors through a single control API.

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



based video processing. Dolby E encoding/decoding is available.

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.

### 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 uploaded to them address all current and future processing and gateway requirements, and support SD, HD, 3G and 4K.

V\_remote4 is a bidirectional multichannel video/audio-to-IP interface for WAN-based remote production. V\_pro8 bridges a variety of video and audio formats for SDI-

### IP Audio Production Solutions

Significantly reducing physical footprint and power requirements, Lawo's A\_UHD Core is the next-generation audio engine for mc² audio production consoles. This software-defined IP DSP engine offers up to 1,024 DSP channels that can be shared among several mc² consoles for flexible resource pooling. HOME is built in.

The current line-up of audio consoles features the mc²96, the mc²56 and the budget-friendly mc²36 MkII all-in-one mixer, which is based on Lawo's A\_UHD Core technology.

Lawo's A\_line Audio-to-IP interfaces provide WAN-capable transport of analogue and digital audio in compliance with ST2110-30/-31, AES67 and RAVENNA.

### Radio Broadcast

Lawo's radio consoles are native AES67/RAVENNA controllers designed for both stand-alone and networked operations.

Powered by the Lawo Power Core Engine, the IP-native diamond console provides expandable I/O to accommodate AES67, MADI, analogue, AES3 as well as Dante audio sources and destinations. Modular by design, diamond is available in configurations from

2 to 60 physical faders.

Lawo's ruby desk brings multi-touch onscreen control to today's networked studios. For self-ops, crystal

consoles combine powerful features with intuitive operation. The VisTool software provides custom status displays, tablet and touchscreen-based button panels and mixing controllers.

Lawo's R3LAY VRX mixing software is a 'virtual radio environment', perfect for on-location assignments, ENG, webcasting and personal studios.

### Middle East Installations

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



### Contact

**Lawo**  
Am Oberwald 8  
76437 Rastatt  
Germany  
Tel: +49 7222 1002 2930  
Email: [info@lawo.com](mailto:info@lawo.com)  
Website: [www.lawo.com](http://www.lawo.com)

Klaus-Jörg Jasper  
Sales Director, Middle East  
Email: [klaus-joerg.jasper@lawo.com](mailto:klaus-joerg.jasper@lawo.com)

### Social Media

[facebook](https://www.facebook.com/welcome.to.lawo) welcome.to.lawo  
[in](https://www.linkedin.com/company/lawo) company/lawo  
[twitter](https://twitter.com/lawo) lawo  
[instagram](https://www.instagram.com/welcome2lawo) welcome2lawo







# Smart and efficient transmitters

Nautel offers the broadest portfolio of digital/analog solid-state radio transmitters including 1–2,000 kW AM/MW and 300 W–88 kW FM transmitters, and digital radio solutions.

An innovative leader in the field of RF transmission, Nautel has ISO-certified manufacturing plants in both Canada and the USA, and more than 17,000 transmitters deployed in over 177 countries. Key to the company's 50-plus year success is a two-fold focus, the first being continuous innovation

in the field of RF transmission and the second an unwavering commitment to customer support. Since the company's inception, support has never been discontinued on any product – a rarity these days.

The company has established spare parts depots around the world to support the rapid deployment of urgently required spares for transmitters in the region, both current and previous models. Expert engineering resources are also

available locally through Nautel.

Nautel transmitters offer comprehensive monitoring and control instrumentation via touch screen or web, outstanding reliability, compact footprints, high efficiency, easy maintenance and 24/7 support.

## Line-up of Radio Transmitters

- **VS Series** – Feature-rich rack-mount, HD Radio ready transmitters: 300 W, 1 kW and 2.5kW
- **GV Series** – Digital, efficient and refined FM transmitters, from 3.5 kW to 80 kW
- **NVLT Series** – Affordable high-power analog/digital FM transmitters, from 3.5 kW to 40 kW
- **NX Series** – Most modern and reliable AM/MW transmitters in the world, from 3 kW to 2 MW
- **Digital Broadcast Solutions** – Field-proven, high-performance digital radio solutions

## Significant Broadcast Projects

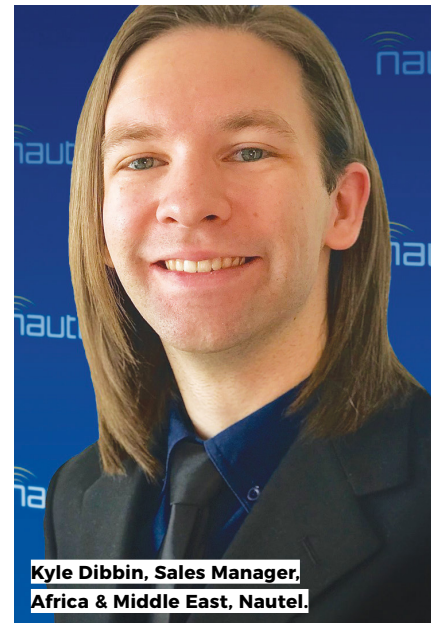
Nautel has been entrusted with some of the world's largest radio broadcasting projects in recent years.

At a 400 kW broadcast site in Bonaire, an island in the Caribbean, a Nautel NX400 transmitter was



**For facilities that broadcast multiple programmes from a single site, N+1 capability provides high levels of redundancy that is automated and cost-effective. Pictured is an NV20LT N+1 System.**





placed on-air for TWR (Trans World Radio). Operating costs had forced the broadcaster to cutback to 100 kW, but advances in transmitter technology like the greater than 90% efficiency of the Nautel NX400, led TWR to boost power nearly five-fold from 100 kW to 440 kW.

The largest digital broadcasting system in the world for All India Radio uses Nautel NX Series 100 kW, 200 kW and 300 kW DRM-enabled MW-AM transmitters at 33 sites across India, with the goal of bringing digital radio to nearly a billion residents in the country.

A two-Megawatt Nautel NX2000 Medium Wave system is on air at Antenna Hungaria's transmission facility near Solt, Hungary. This high-efficiency system comprises five Nautel NX400 transmitters and a 2000 kW combiner that can be reconfigured if one or more transmitters is shut down ensuring maximum power to the antenna. This large project included building renovations and air handling modifications as well as interfacing to the existing 11 kV voltage supply.

"The Middle East continues to be a

very dynamic market for Nautel with several countries investing in their digital broadcast infrastructure and recognising the long-term value of installing innovative, state-of-the-art transmitters like Nautel. I look forward to speaking with broadcasters in the region to discuss possible transitions to digital broadcasting as well as ways to lower operating costs at large facilities," says Kyle Dibbin, Sales Manager, Africa and Middle East.

Nautel has provided broadcast solutions for many clients in the region. These include the Saudi Broadcasting Authority on a large FM and AM network rollout for commercial content broadcasters, Radio Mocambique's high power MW stations upgrade, Multicarrier Mauritius Ltd. (MCML) for the supply and renovation of their MW sites, Jordan Radio and TV for the supply of FM and MW transmitters, Public Authority for Radio and TV (part) in Oman for their nationwide FM transmission systems upgrade, Sharjah Media

in the UAE for multiple N+1 systems and the UAQ Broadcasting Network and Abu Dhabi Media for high-power MW transmitters.

### Contact

**Nautel Ltd.**

10089 Peggy's Cove Road

Hackett's Cove

NS B3Z 3J4 Canada

**Website:** <https://www.nautel.com/>

Kyle Dibbin

Sales Manager, Africa & Middle East

**Tel:** +1-902-823-3900 ext.5808

**Mobile:** +1-902-237-4381

**E-mail:** [kyle.dibbin@nautel.com](mailto:kyle.dibbin@nautel.com)

### Social Media

NautelBroadcast

nautel

nautel

nautelbroadcast

nautelbroadcast



# Experts in playout automation

As a world leader in automation, integrated, IP and virtualised playout technology, with systems installed in more than 70 countries worldwide and over 1500 channels played out under Pebble automation control, Pebble has the people, the process, and the technology required to support broadcasters as they adapt to compete with new entrants in the video media space. Pebble also works with broadcasters as their expert partner for hybrid cloud playout, supporting them to transition from traditional broadcast infrastructure to more flexible IP-based technologies.

## Pebble in the Middle East

Pebble is a leading playout automation supplier with a strong track record for delivering on time and against commitments. The company's systems now control over 400 channels across 17 countries at around 70 sites across the Middle East, and many more at major broadcasters worldwide.

With comprehensive ingest, playout and media management capabilities, Pebble manages complex workflows and offers straightforward expansion capability as broadcasters grow and programming requirements change. The company also offers the option to

display user interfaces in Arabic, allowing dynamic graphics control with Arabic text and providing fast turnaround compliance workflows, with features that help broadcasters easily manage prayer breaks in their schedules.

Key Pebble customers in the MENA region include Al Jazeera, Bahrain Radio and Television, beIN NEO and SPORTS Qatar, Bloomberg Asharq, Dubai TV, Jordan Radio and Television, Orbit Showtime Network, Sharjah TV, and many more.

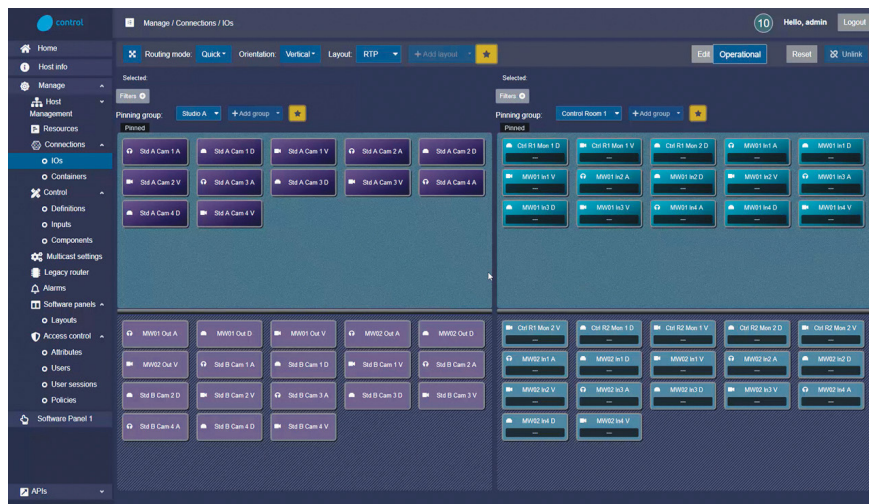
## Automation Solutions

### ► Enterprise Level Automation for Powerful Multi-Channel Delivery

Pebble's enterprise Automation software platform delivers robust, best-in-class functionality and can flex and adapt as needs change. A powerful centralised ingest, content management and multi-channel solution, it controls mission-critical operations at scores of broadcasters and service providers around the world and is scalable from one to hundreds of channels.

The Pebble Automation platform's distributed architecture enables broadcasters to utilise resources over multiple servers, and its extensive





range of device drivers gives them the freedom to deploy the technology that best fits the needs of each of their channels, whether that's the legacy SDI devices which form an integral part of their channel playout, or the newest IP and hybrid cloud technologies as they add them to their facility.

### Integrated Channel

#### ► Software-Defined Integrated Channel with Uniquely Flexible Channel Pipeline Design

Pebble's scalable integrated channel device offers audio, video and graphics functionality in a compact, cost-effective format to meet ingest, channel branding and frame-accurate multi-channel playout requirements.

It replicates in software all the functionality of a traditional broadcast playout chain made up of single-purpose devices performing dedicated functions. It can be customised for all channel types, from tightly scheduled 'static' channels to highly reactive channels with multiple content formats, complex graphics and live inserts.

With SD/HD/UHD video server, master control switcher, subtitling, captioning and channel branding

functionality, Pebble's Integrated Channel is installed across a range of broadcast applications including Tier One premium channels, regional commercial insertion, fast to market or short-term channels, disaster recovery centres and content ingest. Supporting an extensive range of compression and file formats, it incorporates full up- and down-conversion on ingest and playout, and the ability to mix legacy SD content with new HD and UHD material in the same playlist.

### Pebble Control

#### ► IP Connectivity Made Simple

Every broadcast engineer and content producer needs to connect equipment. Signals need to be routed and switched around your setting, whether that is a production facility, a playout centre, a regional broadcast station, or an OB truck. In the world of SDI there are lots of options to help you do this. But for IP environments connection and device management becomes more complex and the cost of getting it wrong is potentially very high.

Pebble Control is a self-contained, scalable, IP-native, connection management solution which is easy

to configure, deploy and operate using web-based UIs. Designed to deliver immediate benefits to even the smallest IP facility, it leverages open standards to interface with NMOS-enabled devices from multiple vendors and is easily reconfigurable for when your interconnections change, or when you add or remove devices. Excellent, secure device management is a key building block for your IP environment, and Pebble Control can get you there without the consultation and expense that a bespoke enterprise solution entails.

### Contact

#### Pebble

12, Horizon Business Village  
1 Brooklands Road  
Weybridge, Surrey  
KT13 0TJ

Tel: +44 1932 333790

Tel: +44 75 153 27779

Email: [sales@pebble.tv](mailto:sales@pebble.tv)

Website: [www.pebble.tv](http://www.pebble.tv)

Samir Isbaih

VP Sales - Middle East & South Asia

#### Middle East Support Office

Office 106, Building 4  
Dubai Media City  
PO Box 502829  
Dubai, UAE

Tel: +971 509669689

Ziad Sanbar

Regional Solutions Manager

### Social Media

in [pebbletv](https://www.instagram.com/pebbletv)

🐦 [@pebbleupdates](https://twitter.com/pebbleupdates)

📷 [@pebbleupdates](https://www.facebook.com/pebbleupdates)

📺 Pebble

📱 Pebble Updates





# 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.**

#### Contact

##### RCS MENA

Level 19, Fortune Executive Tower  
Cluster T, JLT, Dubai, UAE

Tel: +971 4 513 99 45

Email: [sales@rcsmena.com](mailto:sales@rcsmena.com)

Website: [www.rcsmena.com](http://www.rcsmena.com)

Baher Al Zaher

Managing Director

Tel: +971 4 513 99 44

Email: [balzaher@rcsmena.com](mailto:balzaher@rcsmena.com)

#### Social Media

[RCSoundSoftware](#)

[rcsworks](#)

[RCS\\_Works](#)

[rcsworks](#)



# Expanding the range of high-end solutions

Founded in 1987, Riedel Communications designs, manufactures and distributes pioneering real-time video, audio, data and communications networks for broadcast, pro-audio, event, sports, theatre and security applications. The company also provides Managed Technology services for radio and intercom systems, event IT solutions, fibre backbones and wireless signal transmission systems that scale easily for events of any size anywhere in the world. Riedel is headquartered in Wuppertal, Germany and employs over 800 people in 25 locations throughout Europe, Australia, Asia and the Americas.

Riedel is known for its pioneering digital audio matrix systems and fibre-

based, real-time network technology. Riedel's core markets include live event production, live sport production, arenas and theatre venues and any other applications that require seamless, distributed and highly reliable signal transport as well as crystal-clear crew and staff communications.

## Core Products

Riedel's signature products include:

- ▶ **MediorNet:** A distributed video network for routing, processing and multi-viewing in SDI, IP or hybrid environments
- ▶ **Artist:** An industry-leading digital matrix intercom platform that creates a true network infrastructure based on highly modular matrix mainframes

- ▶ **Bolero:** An expandable, full-roaming, DECT-based intercom in the license-free 1.9GHz frequency range that can be fully integrated into Riedel's Artist or used in standalone mode

## Riedel Managed Technology

Riedel's Managed Technology division not only delivers unified infrastructures for communications, media distribution, safety and security, but also provides systems integration, consulting and monitoring solutions. With a variety of visionary manufacturers, service companies and development hubs joining the Riedel family of solutions providers in recent years, the Riedel Group is now equipped to deliver integral turnkey solutions





for productions of any scale.

In 2022, Riedel introduced a Managed Technology unit dedicated to the GCC and the MEA region. To draw on Riedel's expertise, experience and innovative strength when planning a major event or production in the GCC or MEA, contact [mtsales-mea@riedel.net](mailto:mtsales-mea@riedel.net).

### Key Projects

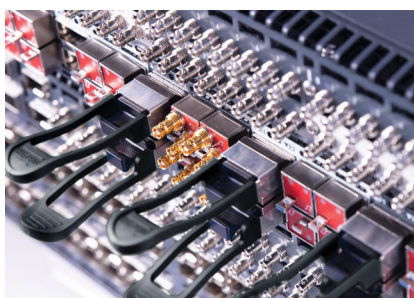
Riedel Communications supplied a comprehensive technology solution for the 36th America's Cup.

Riedel delivered innovative camera solutions, new audio technologies and sensor technology embedded in a comprehensive technical infrastructure and managed all audio, video, communications, tracking and data transmission systems. Since all systems had to withstand extreme marine conditions, Riedel provided bespoke equipment aboard each competing yacht.

Another key project in 2021 was the record-breaking 65th edition of the Eurovision Song Contest (ESC), where Riedel provided advanced intercom and signal distribution technologies and on-site engineering support. This broadcast marked the ESC debut of several new Riedel solutions, including the top-of-the-line Artist-1024 digital matrix intercom node and SFP modules from the new MediorNet IP range of signal processing solutions.

### Major Sporting Event Partner

All around the world, broadcasters and production companies like NEP, AMP, BBC, Al Jazeera, Sky or NextRadio TV put their trust in Riedel technologies. Riedel Communications can look back on over 30 years of experience with major international sporting events. Today, the company provides specialised radio and intercom



systems for all races of the premier class of motorsport and acts as technology supplier for some of the world's largest sporting events, from World Cups to Winter and Summer Games. Riedel Communications has been awarded three Sports Emmy Awards for the Red Bull Stratos Jump and Red Bull Air Race productions.

### Contact

#### Riedel Communications – HQ

Riedel Communications  
GmbH & Co. KG  
Uellendahler Straße 353  
42109 Wuppertal, Germany  
Tel: +49 (0) 202 292 – 90  
Website: [www.riedel.net](http://www.riedel.net)

Serkan Guener (Spokesperson)  
Tel: +49 (0) 202 292 – 9517  
Mob: +49 (0) 174 – 339 24 48  
Email: [serkan.guener@riedel.net](mailto:serkan.guener@riedel.net)

#### Dubai Office

Riedel Communications ME FZ-LLC  
DMC Building 10, Office 111  
PO Box: 502438, Dubai, UAE  
Tel: +971 4 4229 574  
Email: [ahmed.magd@riedel.net](mailto:ahmed.magd@riedel.net)

#### Singapore Office

10 Changi South Lane  
#03-01A, Singapore 486162  
Tel: +65 6546 0603  
Mob: +65 8614 6579  
Email: [Simon.Roehrs@riedel.net](mailto:Simon.Roehrs@riedel.net)

### Social Media

RiedelCommunications  
International  
 RIEDELnet  
 riedelcommunications  
 company/549773  
 riedelcommunications



# High impact, high efficiency productions

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

corporate presentations and inspiring content for houses of worship.

Ross solutions have impressed the audiences and marketing partners of Eurosport, BBC World, SKY, Yahoo! Finance, and the international esports powerhouse ESL. Ross provides an unrivalled range of products and services, including cameras, real-time motion graphics, production switchers,

robotic camera systems, augmented reality/virtual studios, video servers, infrastructure and routers, social media management and newsroom systems and live event production services.

As a privately held and self-funded company, Ross Video has a long and stable history and has enjoyed 30 consecutive years of growth. As well as being free from the influence

### MOTION GRAPHICS

**XPRESSION** | Graphics, Titles, AR, UHD, Prime, Prime, God, Designer, Developer, Remote Sequencer  
**XPRESSION BRAND IT**  
**XPRESSION CLIPS**  
**XPRESSION MAPS**  
**XPRESSION TOUCH FACTORY**  
**XPRESSION TELESTRATE**  
**XPRESSION TESSERA** | Multi-Screen Processing

**1RU, 2RU & 4RU**

**PIERO** | Sports Analysis Graphics  
**PIERO BROADCAST**  
**PIERO BROADCAST FILE**  
**PIERO CLUB**  
**PIERO LIVE** | Soccer, Rugby, AFL and NFL Productions

### VIDEO SERVERS

**TRIA EXPRESS DUTY** | TRIA+  
**TRIA+ UHD**

**PRESENTATION** | KIVA+  
**PRESENTATION** | MIRA+  
**PRESENTATION** | MIRA+ Express

### PROTECTION DELAY

**AIRCLEARER-2**

### PRODUCTION SWITCHERS

**TOUCHCONTROL** | TDS, TDS2, TDS2, TDS2, TDS2  
**CARBONITE BLACK SOLO / SOLO2** | Compact Production Switcher  
**CARBONITE BLACK / BLACK PLUS / BLACK PLUS ONE** | SD/HD/4K/HD Micro Size Production Switcher  
**CARBONITE ULTRA** | 1RU, SD/HD/4K Production Switcher  
**ULTRIX CARBONITE** | Also Sized HD/4K/HD Hyperconverged Production Platform  
**CARBONITE MOSAIC** | Multi-Channel Video Image Processor

**ACUTY PANELS** | 15U/120U, 24U/200U, 24U/200U, 30U/300U, 40U/400U  
**ACUTY FRAMES** | 4RU & 8RU SD, SD, HD, UHD  
**ULTRIX ACUTY** | HD/4K/HD Hyperconverged Production Platform

**GRAPHITE** | A80-Cine SD/HD Production System  
**GRAPHITE PNC** | A80-Cine Portable SD/HD Production Center

## PRODUCTION TECHNOLOGY & SERVICES

### NEWS & SOCIAL MEDIA

**INCEPTION NEWS** | Academic, Express, Standard, Enterprise  
**INCEPTION LIVE**  
**INCEPTION SOCIAL**  
**INCEPTION CLOUD**  
**HORIZON** | Enterprise Connector

### CONTROL SYSTEMS

**OVERDRIVE** | Express, Prime, Premium  
**DASHBOARD** | Facility Control  
**LIGHTING** | Assembly Control  
**ULTRITOUCH** | Touch Screen Control  
**POWERPLAY** | Event Control System  
**INTERSTELLAR** | Production Portal

### ASSET MANAGEMENT & STORAGE

**PRIMESTREAM** | Video Asset Management  
**STREAMLINE** | Graphic Asset Management  
**EVO** | Networked Storage

### ACQUISITIONS, TRANSCODE & PLOUT

**MEDIA I/O** | Software Based Capture, Playback and Transcoding

### HYPERCONVERGED SOLUTIONS

**NIKE** | Cost-effective, high-performance router  
**ULTRIX** | UHD and IP routing, multi-viewers, AV signal processing  
**ULTRICLOUD** | Server, directional 1RU rack-mount cooling system  
**ULTRICORE** | Fully featured connectivity control system  
**ULTRITOUCH** | System control and monitoring panel  
**ULTRISCAPE** | Software defined multi-viewer platform

**OPENGEAR** | Modular signal processing  
**MASTER CONTROL SWITCHERS** | Master control and branding  
**NEPT** | A800 and ST-2110 AUDIO BRIDGE platform  
**NEWIT** | COMPACT UHD OVER-IP SDI / HDMI CONVERTER  
**RAFFIOR** | 1RU, 2RU Gateway  
**TALLY CONTROL** | Signal tracing and monitoring  
**MASTER SYNC GENERATORS** | System timing solutions  
**AUDIO MONITORING BRIDGES** | 1RU and 2RU monitoring tools  
**SDI SYSTEMS AND PROXIES** | Command and control centers solutions  
**GEARLITE CONVERTERS** | SDI and fiber media converters  
**AUDIENCE MEASUREMENT** | Audience engagement measurement  
**SOFTGEAR** | Software Microservice Media Processing Platform

### CAMERA MOTION SYSTEMS

**PAN AND TILT HEADS** | 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000  
**BLACKBIRD** | C2, S2 and SE Evolution Systems  
**CARBOT** | 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000  
**FURIO** | 1000, 1000, 1000, 1000, 1000, 1000, 1000, 1000  
**SMARTSHELL** | Robotic Camera Control System  
**VISIONARY** | Facial Tracking (PTZ) Systems  
**ACID CAMERAS** | 2500, 1000, 1000, 1000  
**PTZ CAMERAS** | PTZ-100, PTZ-100

### SERVICES

**ROSS PRODUCTION SERVICES** | Live Event Productions & Rentals  
**ROCKET SURGERY** | Services Center

### LED DISPLAYS

**D3 LED** | Dynamic Digital Displays  
**LED SOLUTIONS** | Displays Processing Control

### VIRTUAL PRODUCTION SOLUTIONS

**TRACKLESS VIRTUAL**  
**UCOD STUDIO** | Control System & Workflow  
**VOYAGER** | 8K Virtual Engine & NVG Renderer



of external financiers, Ross Video controls its destiny by owning its manufacturing facilities, doing all primary research and development in-house, and marketing its products internationally through a global sales force and network of business partners.

### Global Company

Ross Video has corporate offices in North America, Europe, Asia and Australia, supporting sales and service operations strategically located around the world. 24/7/365 technical support and immediate access to spares are 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 to breakthrough products and 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 to deliver successful results for customers. For 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. Major audio console manufacturers and competitors have adopted RAP.

### Technology Leadership

Ross Video is well-positioned for the future with a comprehensive mix of hardware, software and cloud-



based solutions suitable for SDI, 12G, IP and hybrid production models. Ross understands that the mix and convergence of these technologies are central to meeting the needs of the industry and 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.

### Hyperconverged Production Platforms

Ross offers Hyperconverged production platforms for greater efficiency. In essence, Hyperconverged means taking racks of traditional production equipment and collapsing these down into a few rack units. Hyperconverged is also based on the idea of software-defined production – removing uncertainty when customers come to specify new hardware by making features and functionality available via software licences.

Two recently launched examples of Hyperconverged production are the latest Ultrix Acuity and Ultrix Carbonite solutions from Ross, which are now streamlining workflows and

improving efficiency for major networks, broadcasters and sports venues globally.

Launched at the CABSAT Expo in 2017, Ultrix is an innovative routing and AV processing platform that packs routing, MultiViewers, clean/quiet switching, audio embedding/de-embedding, frame synchronisers and UHD gearboxing into a modest 5RU chassis. The Ultrix Acuity and Ultrix Carbonite are both built upon this important solution. Acuity is Ross Video's flagship production switcher model and Carbonite is the world's best-selling midsize switcher range. By combining both production switchers with Ultrix, Ross has created two new Hyperconverged production platforms that directly meet customers' needs for greater integration, more powerful performance and improved return on investment.

### Contact

Ross Video  
8 John Street  
PO Box 220  
Iroquois, Ontario  
Canada, K0E 1K0  
Tel: + 1 (613) 652-4886  
Email: [solutions@rossvideo.com](mailto:solutions@rossvideo.com)  
Website: [www.rossvideo.com](http://www.rossvideo.com)



# Harnessing the power of video

Vitec is a market-leading provider of IPTV, digital signage and video streaming technologies that help organisations harness the power of video to communicate, educate and entertain. A pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving and streaming over IP, Vitec's end-to-end video streaming solutions enable customers to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via an existing network.

From corporate, broadcast and venues, to accommodation, government and military, Vitec has global expertise in delivering complex, proAV solutions. Vitec's award-winning IPTV platform is a powerful suite of services for content management, digital signage, video archiving and video wall processing. The company's encode/decode solutions are 100% hardware based, including PCIe cards with SDK for custom design or OEM for high-performance video systems.

Vitec is a key player within the broadcast industry with a complete line of products designed to meet the highest standards of this specific



market. Its comprehensive solution for management and distribution of live and on-demand IPTV content is used in broadcast centres, news and media companies and local TV stations worldwide and has become the golden standard for network-efficient, real-time distribution of in-house feeds, satellite and cable TV content on private and public networks.



## Broadcast and Media Market Applications

### Remote Production and 4K Contribution

Vitec's remote production and 4K contribution video streaming solutions provides optimal quality, ultra-low latency performance and an intuitive TV experience across multiple sites. Stream live broadcast quality content to any device anywhere with error-free continuous coverage. Vitec's powerful system administration tools and a sophisticated digital signage platform gives broadcasters reliable content control with high quality encoding compression technology. IPTV streaming solutions provide optimal quality, latency performance and intuitive TV experience. Vitec remote production and contribution solutions allow you to:

- ▶ Capture and transmit live event feeds across any network

## IPTV & Digital Signage Platform



back to your control room for production with IP Contribution

- ▶ Reduce on-site infrastructure and operating costs (no TV truck) – eliminate CAPEX or OPEX

Vitec is positioned to provide the highest studio quality content in the industry at the lowest bit rates. Products support remote contribution applications:

- ▶ Multiple cameras, synchronous cameras and/or single-shot highly produced shows – the highest quality codecs, the lowest latency codecs – a solution for Tier 1 broadcasters
- ▶ Studio-quality 4:2:2 10-bit, ultra-low latency, under one frame glass-to-glass, enhanced features with talkback

### IP Video Solutions

- ▶ Distribute live feeds from broadcast cameras around studios and production galleries for channel monitoring, so that media staff can track breaking news and monitor all available video streaming feeds
- ▶ Monitor multiple feeds simultaneously from a single desktop application, enabling staff to see various content streams on one screen
- ▶ Create tailored IPTV portals for an enhanced viewing experience on any device
- ▶ Provide a bridge between IPTV and SDI environments

- ▶ Continuously record TV channels for viewing on-demand and repurposing content
- ▶ Centrally create, manage and control TV channels and video content up to 4K from one place

### Digital Signage Solutions

- ▶ Seamless integration with IP video solutions enables live TV and video to be quickly incorporated into impactful signage screens that engage, inform and entertain staff and visitors
- ▶ Enhance image by creating a unique, tailored look and feel, integrating corporate branding to promote image
- ▶ Showcase show-reels and media productions in reception and public areas
- ▶ Share relevant information – communicate live news, video and tailored information simultaneously within branded digital signage screens
- ▶ Engage your employees – provide staff with centrally-managed video entertainment in breakout areas alongside relevant information

### Company Origins

Headquartered in Paris, France, Vitec has a global reach through offices across the Americas, Europe, Middle East, Africa and the Asia Pacific. Making a difference with green initiatives, Vitec is the first zero carbon MPEG company and



**Philippe Wetzel, CEO, Vitec.**

encourages customers to buy GreenPEG.

In 2021, VITEC launched the GreenPEG initiative to optimise MPEG technology by addressing and minimising the size, weight and power of devices that contribute to energy consumption. Residual emissions are fully offset by investment in approved and audited carbon reduction projects. GreenPEG products are carbon neutral and thoughtfully designed to be easily disassembled and recycled to reduce the environmental impact.

### Contact

#### VITEC

Indigo Icon Tower  
Cluster F - Suite 505-506  
Jumeirah Lakes Towers  
Dubai, UAE  
Tel: +971 (04) 554-7188  
Email: [uae@vitec.com](mailto:uae@vitec.com)  
Website: [www.vitec.com](http://www.vitec.com)

Fadi Jumaa  
Business Development Director, ME  
Walid Tabet  
Regional Director ME  
Victor Hasan, Regional  
Sales Manager, ME

### Social Media

**in** [vitec-multimedia](https://www.linkedin.com/company/vitec-multimedia)  
**tw** [Vitec\\_MM](https://twitter.com/Vitec_MM)  
**yt** [vitecmm](https://www.youtube.com/channel/UCvitecmm)





# PRO2022

## News Agency

► A24



# The news gateway to the world

Launched in April 2015 and relying on genuine, impartial reporting of news in real time, A24 covers and delivers informed content to TV channels, broadcasters and online platforms around the globe, enabling them to convey major events and breaking news. As an independent news-gathering agency, A24 leverages innovative technologies and professional teams to bring to local, regional and international viewers an accurate account of political, economic, social, humanitarian and cultural events.

Equally significant to the corporate ethos is the relaying of encouraging news trends that are uplifting to its clients. Consequently, the agency has 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, and Al Jazeera, to name a few.

A24 exclusively and semi-exclusively accesses numerous hotspots, warzones and conflict areas such as Yemen, Iraq, Somalia, Libya, and Syria. Major events that A24 reported on in 2021 involved the withdrawal of the United States troops from Afghanistan, Pope Francis' visit to Iraq, and the ongoing Israeli-Palestinian conflict.

## 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.

## 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 expanded its coverage in Asia to include The Philippines, Mongolia, Cambodia, Thailand, Bangladesh, Pakistan, Afghanistan, Sri Lanka, Burma, Taiwan and Vietnam, in addition to the African continent with Kenya, Ethiopia, Mali and Somalia. The Asian offices' expansion will see new locations in Nepal, Indonesia, Malaysia, and the entire Asian continent.





In February 2022, A24 opened an office in Peru, marking the agency's foray into Latin America. Plans are afoot for more representative stations in Colombia, Venezuela and Paraguay. To cover more ground, the agency is also planning expansive operations in Europe, starting with Ukraine and moving on to Moldova, Poland and the three Baltic states.

### Strategic Plans in Place

In order to strengthen the agency's content offering, A24 is open to news exchange opportunities that will complement and broaden its audience base. Additionally, A24 is serving more clients across multiple media platforms as well as strengthening its relationships with ENEX (European News Exchange) and the European Broadcasting Union.

The agency is also establishing an online presence for Asia and Latin America; managed through the use of separate pages and platforms on A24 and organised by language.

### 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

### Live Studios and Production

Equipped for live studio productions, services comprise:

- OB vehicles
- OB fly case
- DSNs 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)

### 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 skillfully tended by a team of archivists, who can present clients with instantaneous access to the agency's rich library.

### 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.

### Contact

**A24 News Agency**

**Dubai (UAE Office)**

4th Floor, Building No. 3

Dubai Studio City, Dubai, UAE

Email: [newsdesk@a24na.com](mailto:newsdesk@a24na.com)

Tel: +971 5 441 8030

Website: [www.a24na.com](http://www.a24na.com)

**Washington DC (USA Office)**

529 14th Street, NW

Washington DC 20045, USA

Tel: +1 (202) 662-8989

**Amman (Jordan Office)**

A24 Building, Queen Misbah

Street, 3rd Circle, Amman, Jordan

Tel: +962 7 78501565





# PRO2022

## OTT

- › Comcast Technology Solutions
- › Viaccess.Orca
- › Viu
- › White Peaks Solutions

# COMCAST

## TECHNOLOGY SOLUTIONS

# Connecting media, entertainment and advertising industries

Today's media, entertainment, and advertising landscape is defined by complexity on both sides of the screen. Just think about the deep layers of choice enjoyed by today's global, mobile, multi-device consumers. Comcast Technology Solutions (CTS) exists to provide the technologies and services businesses need in order to thrive amidst all this wonderful choice.

- ▶ New ways to connect programming and advertising to a growing, global fanbase
- ▶ Automation that brings people more control over their home and digital environments
- ▶ Innovations that elevate quality, accelerate commerce and reduce cost

Each CTSuite is tailored for specific media disciplines, all related in their goal of serving the best experiences available at scale, anywhere. CTS exists to partner with companies like yours to develop new strategies that deliver more value to your consumers, accelerate time to market, and provide better experiences; not just for your consumers, but for your employees as well. CTS offers decades of on-



the-ground experience, backed by the ingenuity, resources and scale of one of the world's largest media and entertainment companies. The company has what it takes to help you navigate all aspects of this screen-filled planet – and succeed.

▶ **Reliable Scale and Infrastructure:** At home, online or wherever a customer wants to engage, Comcast's services utilise its know-how, proven facilities, platforms and infrastructure to

transform the consumer experience. The Comcast technology was purpose-built for connectivity, media and entertainment while also remaining scalable for future developments – and audiences – of any size.

▶ **Real-World Experience:** For decades, CTS has brought you solutions built and tested by Comcast, with product roadmaps that align with and respond to changes in your business models. As a leading content provider, advertiser, operator and technology company in its own right, CTS shares the same challenges its clients face, and build solutions to address for the complexities of linear programming, video on-demand (VOD), digital delivery and advanced advertising.

▶ **Speed to Market and Scale:** With so many aspects of your business to focus on, dedicating time to bringing new technologies and innovations to market can be tough. By partnering with CTS, you have access to proven, scalable solutions, so you can take it to market faster and scale as needed.

▶ **Trusted Partner:** CTS understands that you have a complicated ecosystem

## Who CTS Serves: The CTSuites

## Content and Streaming Providers

- ▶ CTS' latest innovation is VideoAI, a framework of services that bring artificial intelligence and machine learning (AI/ML) to video workflows

## MVPD's and Operators

multichannel video programming distributors (MVPDs) and pay TV operators in the United States for over 20 years. Powered by the infrastructure built for itself, CTS provides innovations from broadcast (satellite and terrestrial) and OTT delivery to the latest in advertising management technology.

## Advertisers

Comcast Technology Solutions' comprehensive ad management

platform optimises the last mile of your creative supply chain, ensuring that media and content investments drive positive business impact. The Advertising Suite contains a full global ad distribution footprint that supports the standards for every major global market to get the right ad version to any screen, anytime, anywhere.

## Contact

Comcast Technology Solutions

1899 Wynkoop St

Suite 550

Denver, Colorado 80202

USA

**Website:** [www.comcasttechnology.com](http://www.comcasttechnology.com)

Guy Spivack

Regional Commercial

Director, MENA

Email: [Guy.Spivack@comcast.com](mailto:Guy.Spivack@comcast.com)

## Social Media

**in** comcast-technology-solutions

 ComcastTechSoln

comcasttechnologiesolutions





# Taking TV to the next level

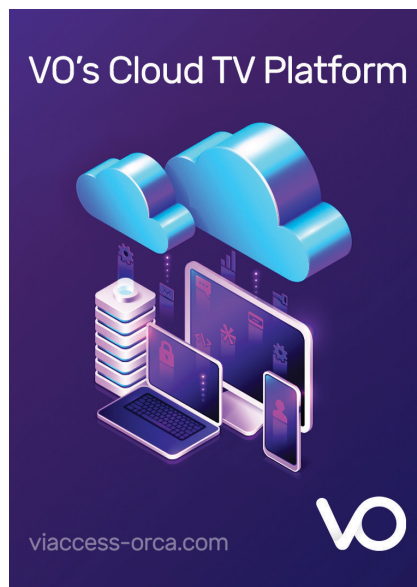
Bringing video and security together for over two decades, Viaccess-Orca (VO) provides premium TV platforms, OTT and content protection to TV operators, broadcasters and content providers around the world, and offers an extensive range of innovative E2E solutions and services for the delivery, protection and monetisation of advanced TV services.

Viaccess-Orca is part of the Orange Group and its solutions have been deployed globally at over 100 customers in more than 35 countries. Based in Paris, Viaccess-Orca have several local branches across the globe.

A trusted industry leader with over 20 years of proven experience, Viaccess-Orca empowers operators and content providers for scalability and growth. VO has the technology, the skillset and the abundant ecosystem partnerships to simplify the industry's increasing complexities for its customers.

## Flexible Solutions

Cloud-based, on-prem, as a service or a hybrid model, services are



completely flexible and available in various models, from an added-value solution to a complete package of E2E OTT services.

➤ **Content Security and Anti-Piracy Services** — From a secure video player, through CAS, DRM to Dynamic Watermarking, VO's content security solutions empower you to comply with the strict requirements of rights holders, studios and sports leagues

while protecting content service and revenues. VO's award-winning Anti-Piracy Centre is designed for swift takedown of illegally distributed content, counteracting any pain point, type or source of video piracy.

➤ **Personalised TV and Targeted Advertising** — Based on individual profiles, personal content curation, customised catalogues and tiered targeted TV advertising, it is perfect for operators and networks seeking viewer-level addressability and monetisation of services across all screens. VO solutions empower effortless viewing through seamless customer journeys with simplified multi-app access, embedded playback and continuous watching.

➤ **The Perfect Live Sports Experience** — Everything you need to broadcast, secure and engage viewers, including zero-latency, 4K viewing experiences available on all screens, multiview functionality, highlights markers, advanced start-over and watch party functionalities — all protected by rigorous yet invisible security.



### ➤ Plug and Play Managed Services

— Includes CAS, DRM, anti-piracy services and a fully hosted and managed Cloud TV service.

### Continual Innovation

VO has a strong record of innovation in various fields. The company has recently expanded into the rapidly evolving world of targeted TV advertising, built a powerful new anti-piracy solution and have made major strides in the industrial 3D printing space to help guarantee Industry 4.0 security.

Innovation continues too as the company looks at the latest technology trends and seek to address issues including the rise of sustainable green streaming, managing hybrid cloud workflows that are prevalent in the industry, incorporating more AI and machine learning into workflows and carry on the continual battle with video piracy.

VO's broad ecosystem of partners and integration connectors spans the globe ensuring smooth integration of legacy, third-party components and TV apps for a unified, mobile-optimised viewing experience available on any screen.



### Engaging With the Middle East

VO has recently appointed Sammer Elia as its Business Development Director for the MENA, reflecting the increasing importance of fostering and maintaining strong relationships with its customers across the region.

"VO has a burgeoning customer base in the MENA region," says Elia. "While ensuring the continuity of VO's distinguished service to customers will remain paramount, I'm excited to provide guidance to service providers on how to successfully launch, protect and monetise their

streaming services. I strongly believe in the myriad opportunities the region has to offer and the superiority of VO's tailored solutions to address the ever-evolving TV and OTT landscape."

For more information, visit [www.viaccess-orca.com](http://www.viaccess-orca.com).

### Contact

**Viaccess-Orca**  
Tour Egée, 15th-16th  
Floors 9,11  
allée de l'Arche 92 400  
La Défense, Paris France

### Sofrecom

Dubai Silicon Oasis  
G028 Techno Hub 2  
PO Box 342025  
Dubai, UAE  
Email: [sammer.elia@viaccess-orca.com](mailto:sammer.elia@viaccess-orca.com)

### Social Media

**in** [viaccess-orca](https://www.viaccess-orca.com)  
**tw** [ViaccessOrca](https://twitter.com/ViaccessOrca)  
**f** [Viaccess-Orca](https://www.viaccess-orca.com)  
**y** [ViaccessOrca](https://www.viaccess-orca.com)





# Winning audiences through premium content



Viu is PCCW's leading pan-regional over-the-top (OTT) video streaming service. It is available in 16 markets including Hong Kong, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Myanmar in Asia; Bahrain, Egypt, Jordan, Kuwait, Oman, the UAE, Saudi Arabia and Qatar in the Middle East, and South Africa. Operating with an ad-supported and a premium subscription tier, Viu delivers premium content in different genres from top content providers with local language subtitles, as well as original production series under the 'Viu Original' programme.

Since its launch, Viu has seen a progressive rollout of Arabic originals, earning the platform its continuous growth. Earlier this year, the platform released Season 2 of its top performing Arabic Viu Original, *Wadi Aljinn 'Alhazred.'* Viu also released Season 2 of the psycho-thriller series *Ansaf Majaneen*, starring Ahmed Khaled Saleh and Asmaa Galal. Both series are great examples that reflect Viu's core values, attracting the younger generations by creating fictional one-of-its-kind stories, presented by the rising stars

of the Arab world, and executed by leading local production companies.

The streaming service offers users popular and current content with streaming and download features and localised user interfaces. With the patented Dynamic Adaptive Transcoding technology, Viu can provide the best viewing experience regardless of device or network conditions. The service can be accessed via Viu app (available for free on App Store and Google Play) on connected devices, such as smartphones and tablets, selected smart TVs, as well



as on the web by logging onto [www.viu.com](http://www.viu.com). As of December 2021, Viu had 58.6 million monthly active users across 16 markets, making it the number one premium video on demand service in Greater Southeast Asia with the highest Monthly Active Users in 2021 according to MPA's AMPD report.

### Areas of Expertise and Categories

Viu operates with a focus on tailoring content, pricing and technology to each of its markets. The streaming service specialises in the production and streaming of originals with a fast-tracked rollout of Viu Originals across the Middle Eastern, South Asian and Pinoy regions. Viu's releases have enabled its consumer video on demand app Viu to become a leading OTT video service in Asian countries. In 2021, the Viu Original production strategy proved to be successful in providing differentiation in the markets. Compared to 2020, the top 10 Viu Original titles showed stellar growth of over 94% in video views and an exponential increase of over 200% in video minutes. This helped drive subscriptions by 58% from 5.3 million in 2020, to 8.4 million in 2021.



### Key Projects and Partnerships

Following the success of its first slate of original productions, including the award-winning series *Zodiac*, Viu continued adopting its winning formula of producing content for the young audience, in partnership with local producers and broadcasters.

In 2021, the entertainment service released Viu Originals *Ansaf Majaneen*, *Wadi Al Jinn*, *Al MMaddah*, *Bent Al Sultan*, *Welad Nas*, and others. The originals received a lot of buzz and engagement with an increasing demand for more

seasons. Adding to Viu's bank of Original offerings, the leading streaming entertainment service also continuously adds to its library to serve the market with a wide array of local and international titles.

Viu also caters to the increasing demand for diverse genres to be implemented into Arabic content. The company is committed to expanding its Original's output with content that appeals to viewers with differing tastes. This year, Viu is releasing its first Turkish original series, *Kirik Hayatlar (Broken Lives)*.



### Contact

Viu

Boutique Offices

Villa 19 Dubai Media City

PO Box 500844

Dubai, UAE

Website: [www.viu.com](http://www.viu.com)

Website: [www.vuclip.com](http://www.vuclip.com)

Perihan Abouzeid

Head of Marketing – MENA

Tel: +971 52 330 8379

Email: [peri.abouzeid@vuclip.com](mailto:peri.abouzeid@vuclip.com)



# Digital media empowered

White Peaks Solutions (WPS), a media and technology company, focuses on providing clients with end-to-end OTT solutions 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 Solutions 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.

## 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.

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

**KWIKmotion™**

Our complete online video platform to manage, deliver and monetize content across all platforms.



manually or automatically and restream back to social media. (DVR-Live, electronic programme 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)

### **KWIKintelligence**

The video AI Moderation tool assists human moderators in detecting non-compliant content by analysing video scenes, screening content and organising flagged scenes under their respective criteria.

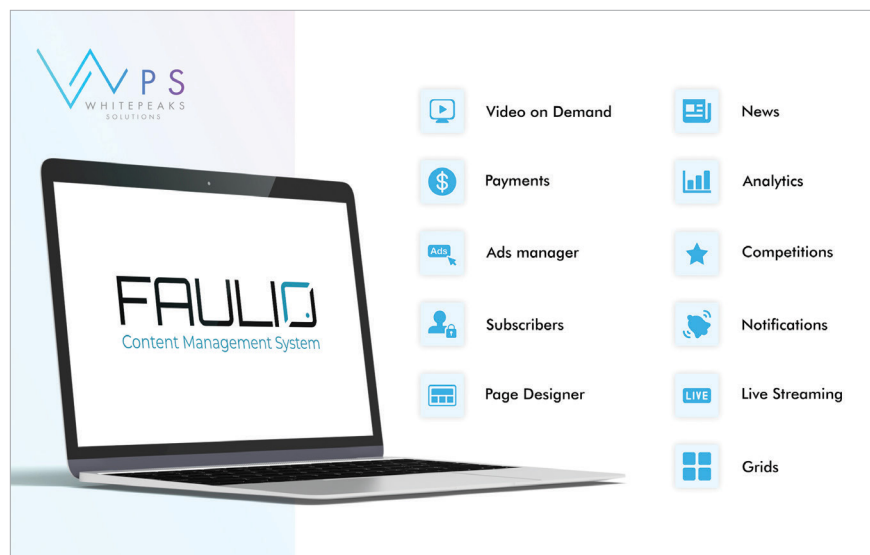
### **KWIKanalytics**

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 intuitive administration interface, assets organisation, news publishing, 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
- Mega TV
- Sat 7
- Artecniko
- Al-Arabiya
- Bloomberg Asharq
- ET Bel Arabi
- LBCI
- MTV

### **Contact**

**White Peaks Solutions Resellers:**  
HDSI

Agiou Epiphaniou  
20 Moutagiaka Limassol, Cyprus  
Tel: +357 97 777058

ITWORKSME  
8th Floor, Mirna Chalouhi Centre  
Sin El Fil Highway, Lebanon  
Tel: +961 1 489557/8  
Website: [www.whitepeaks.co.uk](http://www.whitepeaks.co.uk)

### **Social Media**

- 🐦 White Peaks Solutions
- in White Peaks Solutions
- 📷 White Peaks Solutions
- 📺 White Peaks Solutions



# PRO2022

## Production

- › Fractal Studios
- › IPSTUDIOS



FRACTAL STUDIO  
VIRTUAL PRODUCTION

# Virtual production studio

Located at the heart of the International Media Production Zone Dubai, Fractal Studio is a state-of-the-art, mixed-reality facility equipped with a wraparound LED volume. With a virtual production stage that is 7000 sq.ft large, the 120 sq.m. LED wall, comprises a main, in-vision curve that is 24m wide by 5m high, two moveable side screens 3x2.5 meters each and height-adjustable LED lights that complete the fully encapsulated yet highly adaptable space. With LED volume featuring the most advanced real-time technologies and workflow, the production facility enables all delivery specifications of film and TV production necessary while using LED screens. The stage delivers a full solution for mixed-reality shoots and can be used for shooting in-camera VFX, and with camera, grip and lighting packages that are available on-site.

## Stage Facilities

Production company facilities include:

- 20ft Height Clearance
- Full Lighting Grid
- Ancillary Spaces
- Drive-in Capability
- Green Room
- Virtual Production
- High-speed Broadband
- Wet Hire



## Virtual Production Benefits

Virtual production encourages a more interactive, non-linear and collaborative process. It empowers the filmmakers (including department heads) to collaboratively iterate on visual details in the moment, not deferring all of these decisions to post.

For filmmakers, the uncertainty of traditional pre-production and visual effects production are replaced with working imagery far closer to the final pixel. And because this high-quality imagery is produced via a real-time engine, iteration and experimentation are simplified, cost-efficient, and agile.

Creating Previs imagery via a real-

time engine unlocks additional benefits. Sequences can be quickly updated and output at very high levels of image quality. As a result, more members of the team can share the vision of the final content much earlier in production.

- Real-world camera movement for enhanced realism
- Avoiding budget creep in post with increased levels of collaboration
- Virtual green screen placement
- Controlled lighting environment (as an example production can benefit a same sunrise light for 12 hours and days)
- Solving logistic problems and cost
- Sustainable solution



## Specification

### LED Volume

- › 120 sqm (24x5m)
- › 480 INFiLED LED P 2.5
- › 9600 x 2000 Resolution
- › 192 degrees
- › 1000 nits
- › Novastar Processing

### LED portable panels

- › 2 doors
- › 7.5 sqm (3x2.5m)
- › 60 INFiLED LED P 2.5
- › 1200 x 1000 Resolution each
- › 1000 nits
- › Novastar Processing

### Camera, Light & Grip

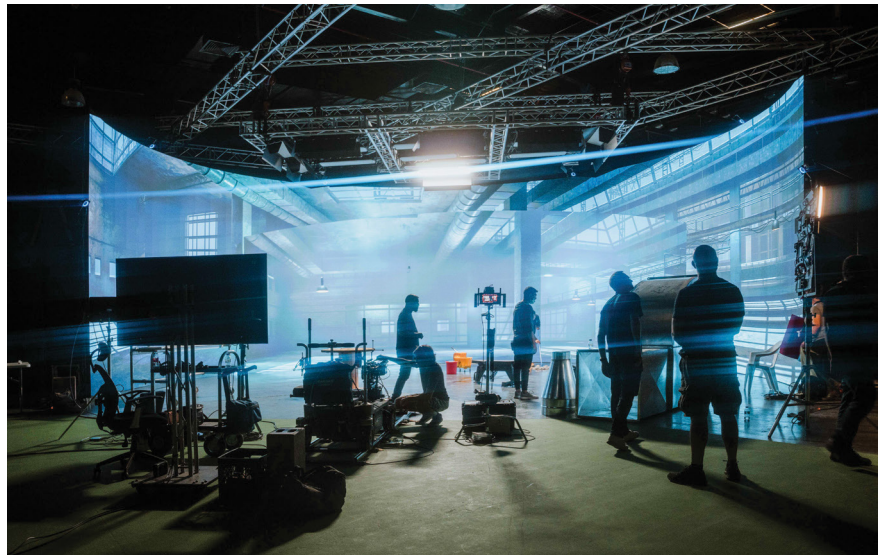
- › Alexa Mini LF / Alexa Mini / Red Helium
- › 20 DMG MAXI-MIX
- › Telescopic Crane 17'
- › 2 axes head
- › Dolly

### Video Output and Rendering System

- › Disguise Ecosystem
- › 2 x VX2
- › 3 x RX2
- › Mellanox 100 GB (Rendersteam)
- › 24Tb Content Distribution System
- › Work stations with RTX A6000

### Camera & Tracking System

- › Optitrack Tracking System
- › Arri Metadata Integration



### Active shooting area

- › 112.7 sqm (7.912 x 14.248m)

### Preparation Workflow

#### Environment Pre-visualisation

- › Designing to approximate the look and feel of final sequences
- › Experiment with different staging and art direction options such as lighting, camera placement and movement, stage direction and editing

#### Environment Optimisation for Virtual Production

- › Packaging scenes for ingestion

into rendering systems

- › Preparing real-time controls
- › Optimising scenes for real-time rendering

#### Visual Scouting

- › Presents a completely digital version of a location via an HMD (head-mounted display)
- › Positioning props and virtual cameras with lenses
- › Define set builds and/or shoot entire sequence

#### Techvis

- › Combining virtual elements with real-world equipment
- › Validating camera moves, camera placement and lens choices



## Contact

### Fractal Studio

A-16, IMPZ, Dubai, UAE

Email: [studio@fractal.ae](mailto:studio@fractal.ae)

Website: [www.fractalstudio.ae](http://www.fractalstudio.ae)

Managing Director

Azin Samarmand

Tel: +971 557739843

Email: [azin@fractal.ae](mailto:azin@fractal.ae)

# IPSTUDIOS

## Raising the bar

One of the UAE's leading production houses, IPSTUDIOS has built an industry-wide reputation for delivering progressive and disruptive productions over the last 18 years. Founded in 2004, IPSTUDIOS, a cross-platform production house, is dedicated to the creation of world-class content and live productions, and sits at the heart of the media landscape.

Internationally recognised for quality, integrity and creativity, IPSTUDIOS is the home of compelling content and creative innovation. The company is one of a few production firms that can combine live production, content creation and outside broadcast production with expertise, on a global scale.

Headquartered in state-of-the-art

offices in Abu Dhabi in the UAE and across the region, IPSTUDIOS works on a wide range of productions including drama, lifestyle, factual programming, kids' entertainment, sports and branded entertainment.

### Unforgettable Sports Productions

IPSTUDIOS works on large-scale sports events and live production – from production setup to management. The team believes in the power of sports to make connections and to impact people like few other forces in the world. From concept creation through to delivery, the production house offers turnkey solutions across a wealth of sporting genres. With a long-established history in the broadcast

sports industry, IPSTUDIOS' accumulated expertise comes together to deliver first-class coverage and events.

The studio works closely with clients to forge bonds and to create strong, lasting relationships that result in exclusive collaborations and concepts for each and every event. IPSTUDIOS leverages existing platforms to increase brand awareness, enhance sales and boost market share, taking events to another level while constantly pushing the envelope. IPSTUDIOS takes an idea, develops it, manages its production and implements it to the very highest industry standards, creating live stream productions, social media content, rolling edits, crafted highlights, PR and sponsorship packages, visual design elements and more. Each solution is tailored to client needs, resulting in bespoke projects and unique outcomes that capture moments never to be repeated.

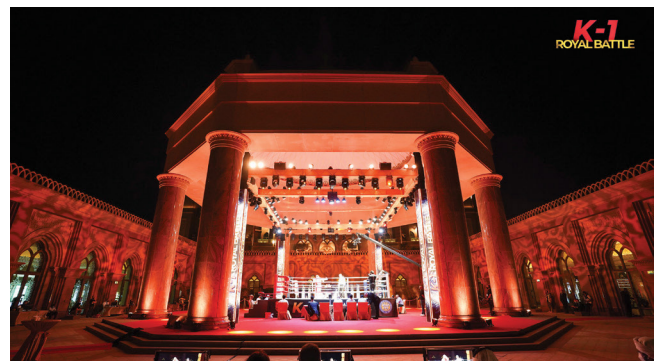
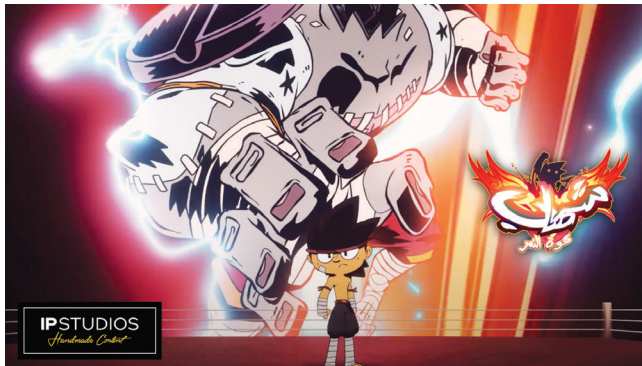
### Industry-leading Content

IPSTUDIOS prides itself on its dedication to creativity, to making the very finest audio-visual content and providing clients with end-to-end services. The studio works to develop engaging visual assets with client's needs at the core.

The company's long history and experience and time-tested approach has resulted in well-established production processes that leverages the skillsets of an international group of creatives, designers, artists,







animators and professional production crew, along with an international roster of commercial directors.

A wide range of services encompass pre- and post-production, 2D and 3D animation and VFX, provision of production crew and equipment, photography, videography and design to create short and long form pieces, children's content and entertainment and reality offerings. This experienced, diverse team allows for a wide range of production services under one roof, directed toward achieving client goals and telling their stories. The team works to bring together the latest production techniques and approaches to create contemporary commercials, music videos, films, reality series, shorts, documentaries and branded visuals. The end result is fresh visual stories that create a lasting impact on their audience.

### Live Productions

IPSTUDIOS specialises in the design, permitting and production of large, live events. As with every genre they work in, the studio can take a nascent, creative idea and use it to shape a unique project. From setting up to wrapping up, IPSTUDIOS designs every facet of a project through fabrication to production. The team also guides a project through the various permits it requires, ensuring everything goes without a hitch. These cover brand experiences, broadcast and streaming services, content design and production, creative and event consultancy, digital and hybrid experiences, event design and production, event management, filming, marketing, PR and sponsorship and social and digital media content.

With decades of experience producing live events, IPSTUDIOS has a wealth of

knowledge and deep understanding of the challenges presented when creating live events. Clients are advised with total transparency at every step of the journey.

### Contact

IPSTUDIOS

TwoFour54

PO Box: 769323

Abu Dhabi, UAE

Tel: +971 2 681 1383

Email: [info@ipstudios.com](mailto:info@ipstudios.com)

Website: [www.ipstudios.com](http://www.ipstudios.com)

### Social Media

@ [ipstudios.tv](https://www.instagram.com/ipstudios.tv)

f [ipsmena](https://www.facebook.com/ipsmena)

IPStudiosME

Ipstudios\_com





# PRO2022

## Satellite

- › ARABSAT
- › Es'hailSat, Qatar Satellite Company
- › ST Engineering iDirect
- › STN



# Leading the way in space telecommunications



**ARABSAT 26° East, the future of video broadcasting in the MENA.**

© Arabsat

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.

## **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**

**Arabsat**

PO Box 1038

Diplomatic Quarter

Riyadh 11431, Saudi Arabia

Email: [info@arabsat.com](mailto:info@arabsat.com)

Website: [www.arabsat.com](http://www.arabsat.com)





# Powering regional satellite connectivity

Es'hailSat, the Qatar Satellite Company, is a communications satellite operator headquartered in Doha, Qatar. Es'hailSat was established in 2010 to manage and develop Qatar's presence in space. The company 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 the goal to be a truly global satellite operator and service 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 payloads, and supports the broadcast, telecommunications and government sectors. Es'hailSat also 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 boost 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, cloud 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 networks 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 networks and for broadcasters who need 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 demonstrate the value of Es'hailSat's offering in terms of technical capabilities and performance, and also in terms of independence and security of content it broadcasts. 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 bouquets of HD channels on Es'hail-1, 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 dishes. Customers are able to leverage on Es'hailSat's satellites and teleport infrastructure 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.**

#### **Contact**

Es'hailSat, Qatar  
Satellite Company  
Property No. 414  
Al Markhiya Street No. 380  
Area No. 31, Umm Lakhba  
PO Box 10653, Doha, Qatar  
Tel: +974 4499 3535  
Fax: +974 4499 3504  
Email: [info@eshailsat.qa](mailto:info@eshailsat.qa)  
(general enquiries)  
Email: [sales@eshailsat.qa](mailto:sales@eshailsat.qa)  
(products & services enquiries)  
Website: [www.eshailsat.qa](http://www.eshailsat.qa)



# Redefining satcom solutions



With a media and broadcast innovation heritage spanning more than 35 years, ST Engineering iDirect is a global leader in satellite communications. The company's equipment and services have been designed and developed to meet the most extensive requirements of the industry. ST Engineering iDirect offers an industry-leading portfolio of products that can meet the needs of any remote production scenario or application, as well as turnkey broadcasting solutions.

## Distribution

Content drives pay TV and advertising revenues; hence the consumer demands

more content at higher quality. Both together create the need to distribute more data over satellite. In many regions of the world, affordable satellite capacity is not available and service providers need platforms that are efficient and use advanced transmission technologies.

As a market share leader of 80% in DTH, ST Engineering iDirect's large installed base proves that end-users and professional users benefit from its efficient technologies and mature product range. Its DVB-S2X transmission capabilities result in 15-30% efficiency gain in a typical distribution network. Combined with other advanced

transmission technologies, such as Equalink pre-distortion and DVB multistream operation, network optimisations can result in doubling the capacity at the same OPEX.

## OTT over Satellite

In 2021, ST Engineering iDirect and its partners Broadpeak, EKT and EasyBroadcast introduced SKYflow, a cutting-edge multicast ABR (Adaptive Bit Rate) ecosystem. The ecosystem offers cost-effective, ultra-fast, low latency delivery of live video to mobile devices and large screens alike for global audiences. The introduction of SKYflow now opens the door for many use cases that require satellite delivery of OTT services.

The ecosystem is hugely significant for service providers and telcos who have struggled to reach subscribers using congested networks. It confirms that satellite is the ideal medium to deliver this content due to its capability to transport high bitrates to the edge, multicasting performance and smart pre-positioning of content at the edge.

## Contribution

Just like other businesses, broadcasters are also faced with increasing pressure on operating margins, while also having

to retain the high expectations in service availability and reliability (Service Level Agreement compliance). To evolve with the changing technologies, broadcasters must have solutions that are flexible and scalable, and guarantee bandwidth efficient, OPEX friendly transmissions.

Modern newsgathering is not only about live video. Today's news crews require access to many applications, including VoIP, video clip transfer, web and archive browsing, email and social media. All these applications require a reliable bi-directional IP 'multiservice' communication link of sizeable bandwidth, which allows news crews to operate as if they were in the studio. As the event may not be planned ahead, it is often unclear which type of IP connectivity will be available and reliable during coverage. ST Engineering iDirect's Dialog platform allows the combination of live video transmission and IP connectivity via satellite to enable both data and video applications for Occasional Use services.

### Cloud Media/Remote Production

Satellite is a vital component in any producer's toolkit and is making waves for the versatility it offers. From film productions to news crews, cloud access



is such a powerful enabler of productivity that demand for satellite connectivity as part of a blended all-IP solution is well justified, especially in remote areas.

ST Engineering iDirect is now able to provide a portfolio of products and technologies that can meet the needs of any remote production scenario or application. ST Engineering iDirect's Mx-DMA technology is able to offer a single return link suitable for most use cases while reducing operational complexity and offering the highest bandwidth efficiencies. Where other solutions like terrestrial or cellular connectivity

struggle, satellite guarantees that the quality connectivity required is available not only with the performance but agility to suit any environment better than other existing connectivity platforms.

### Broadcast Turnkey Solutions

By offering broadcast turnkey solutions, the company is able to design, develop and deliver state-of-the-art hybrid satellite/terrestrial network infrastructures that support the contribution and distribution of news material in multiple live and file formats. These media networks connect broadcasters and media service providers together. That way, services run much smarter leading to benefits such as reduced OPEX and CAPEX and more importantly providing timely response to the growing and changing needs of customers.



### Contact

ST Engineering iDirect  
13861 Sunrise Valley Drive,  
Suite 300  
Herndon, VA 20171, USA  
Tel: +52 55 34942537





# 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.

### Contact

STN d.o.o.

Kidriceva 22a

Dob, 1233 Slovenia

Tel: +386 1 527 2440

Email: [info@stn.eu](mailto:info@stn.eu)

Email: [sales@stn.eu](mailto:sales@stn.eu)

Website: [www.stn.eu](http://www.stn.eu)



# PRO2022

## Service Providers

- › ABS Network
- › Al Aan Television
- › Amagi
- › Limelight Networks
- › Red Bee Media
- › SAWA Group of Companies



# Serving the globe's leading channels

Supported by years of expertise in regional news gathering, investment in modern technologies and bolstered by specialised management of end-to-end production processes, ABS Network (ABSN) remains one of the largest broadcast service providers in the MENA. Staying on top in covering news and events, ABSN operates with over 34 mobile SNG trucks fitted with full-HD/4K capabilities and 40 plus live streaming units. The company boasts 18 branches in major MENA cities and hotspots giving them an unparalleled edge in news delivery.

With a highly-skilled ENG crew, the ABSN service network ranges

from filming in 4K/full HD to post-production, editing and distribution via satellite, fibre and online streaming.

As the pandemic entered its second year, ABSN continued to implement Covid regulations to ensure seamless continuity in the essential task of supplying news.

## Company History

ABSN 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, Asharq News, and others in his Amman-based production house, he capitalised on the 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. Sophisticated software and camera tools and equipment fitted in the Washington DC office at the National Press Building have boosted the unit's mobility and productivity adding momentum to the record and relay of news.

ABSN has 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.

In 2021, newer offices were established throughout Iraq including Basrah, Babyel and the Green Zone, in addition to expanding existing locations in Erbil and Baghdad.

### New Uplinks and Services

ABSN's portfolio of services meets the demands 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.

Stringent processes are undertaken to ascertain that equipment employed by operating teams are cutting-edge and state-of-the-art. ABSN's incredibly rapid deployment operations team is equipped with superior customised production equipment specifically designed for rapid response.

New feature updates of cameras and additional uplinks were purchased end of 2021 that will ensure better event coverage of the Gulf region, as well as gear up for the much-awaited FIFA 2022 World Cup extravaganza in November.

### Sport Coverage

ABSN provides high-end services for international and local sports events including organisational support. These cover provision of fully redundant international broad-caster 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) and high-level technical staff outsourcing.

Some big events that will be covered include the HSBC Champs, Ssync.io

Dubai Desert Classic, European Tour Golf 2022, FIBA Basketball World Cup 2023 European Qualifiers.

### Upgrades with LiveU

LiveU video solutions were chosen in March 2021 to enhance ABSN's news reporting capabilities to deliver cost-effective, 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.

The LiveU solutions service has since been made available at all ABSN locations.

### Contact

**ABS Network**  
Dubai Studio City  
Building No. 3  
Floor 4, Office 403  
Dubai, UAE  
Email: [bookings@absn.tv](mailto:bookings@absn.tv)



# Innovative production experience



From its headquarters in the Dubai Media City, Tower Media Middle East (TMME) has been providing world-class production and broadcast services since 2005. TMME services covering both news and entertainment fields are distinguished by an unparalleled degree of quality and reliability.

## **A Cut Above the Rest**

Today's broadcasting and media environment demands versatile, adaptable, forward-thinking solutions. With technology evolving at a rapid rate, TMME 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, Tower Media is undeniably one of the most sought-after media solutions providers, for world-class solutions that set the standard.



### **Tower Media Middle East Services**

As one of the fastest growing media service providers, with a strategic location, experience and expertise to match, TMME has successfully managed to not only meet but also surpass client expectations in delivering cutting-edge transmission solutions. Catering to SNGs, OBs and production setups, TMME has indisputably established itself as a leading solutions provider to produce several programmes, including sport, entertainment and more.



### **Key Services**

- › Satellite Uplinks
- › Live Streaming
- › Post-production
- › Live Studios
- › Outdoor Production
- › Space Segment Booking
- › Creative Support
- › Multi-Channel Playout
- › Wireless Camera Units to Cover 4 km

### **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.



### **Contact**

#### **Al Aan Television**

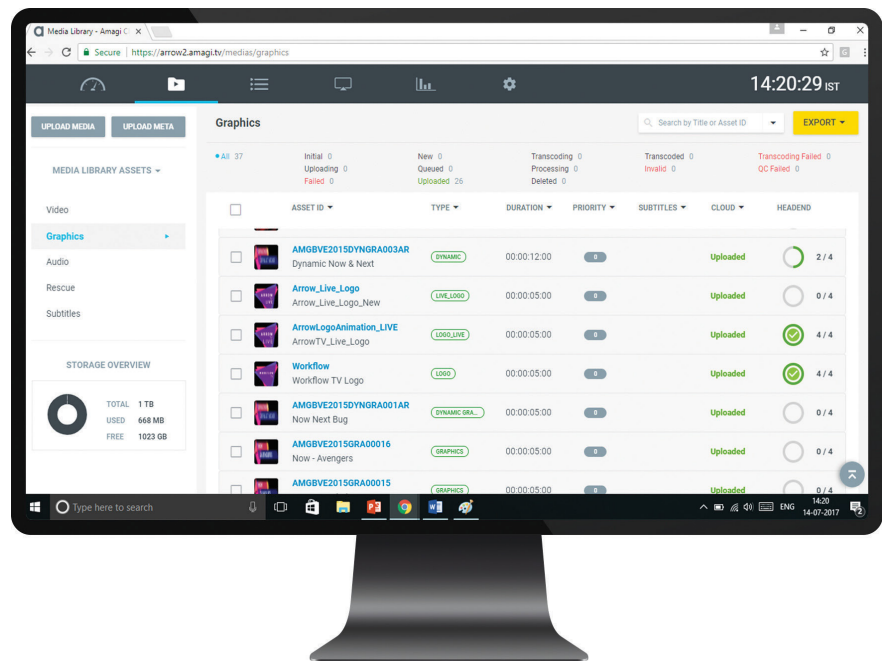
Tower Media Middle East FZ LLC  
 405, Building 1, Dubai Media City  
 PO Box 500765  
 Dubai, UAE  
 Tel: +971 4 427 7888/865  
 Email: [services@alaan.tv](mailto:services@alaan.tv)  
 Website: [www.alaan.tv](http://www.alaan.tv)



# Enabling seamless cloud-native solutions

Amagi is a next-gen media SaaS company that provides cloud broadcast and streaming TV solutions to TV networks, content owners and connected TV platforms. Working with 650+ content brands and managing 2000+ channel deliveries with deployments in over 40 countries, Amagi enables content owners launch, distribute and monetise live linear channels on Free-Ad-Supported Streaming TV and video services platforms. The company offers 24x7 cloud managed services bringing simplicity, advanced automation and transparency to the entire broadcast operations.

Amagi's core offering is a seamless mesh of video and ad monetisation tech, operating at cloud-scale, providing media companies worldwide the largest media operations environment outside of Netflix, Amazon and Google. Amagi enables seamless shift of broadcast infrastructure from legacy on-premise/hardware to a fully cloud-native solution for broadcast networks. It facilitates efficient launch and management of owned and operated channels and enables live TV playout capabilities and dynamic ad-insertion for content distributors. It also helps



digital-first streaming services and singular content platforms quickly launch, manage and deliver channels to millions of households all via cloud.

Founded in 2008, Amagi is a pioneer in cloud-based broadcast and advertising technology solutions. The company originally started in India providing targeted TV advertising solutions, but quickly pivoted to lead cloud adoption and evangelized cloud technologies for broadcast. Amagi successfully introduced

flexible 'pay-as-you-go' model for launching and operating 24/7 linear channels by eliminating the need for traditional, hardware-driven, large expensive physical operations. The company essentially put the entire broadcast operations on cloud.

Amagi's clients include top-tier broadcast TV networks, digital first networks, content owners, Free Ad Supported Streaming TV (FAST) and OTT platforms in the Americas, EMEA and APAC regions. The company



has grown 100 percent over the last two years and is profitable. Amagi has a presence in New York, Los Angeles, Toronto, London, Paris and Singapore with broadcast operations in New Delhi and an innovation centre in Bangalore. It caters to multiple regions around the world including, North America, Latin America, UK and Europe, the Middle East and APAC (India, Singapore, Hong Kong, Indonesia, Australia).

### Prime Customers

Some of Amagi's top customers include the following:

► **Broadcast TV Networks:** A+E Networks UK, beIN Sports, Discovery Networks, Fox Networks, IMG, NBCUniversal, PBS America, SBT Brazil, ShortsTV, Tegna, VICE TV, Warner Media, among others

► **Content Owners:** Buzzr, beIN Xtra, CondeNast, CuriosityStream, Cinedigm, Gusto, Magnolia, PeopleTV, Tastemade, Tennis Channel, TYT Network, USA TODAY, Yahoo! Finance among others

► **Streaming TV Platforms:** Samsung TV Plus, The Roku Channel, XUMO, Redbox, Rakuten TV, STIRR, fuboTV, among others

### Top success stories

#### ► Powering the Tokyo Olympics Coverage for NBC Sports Group

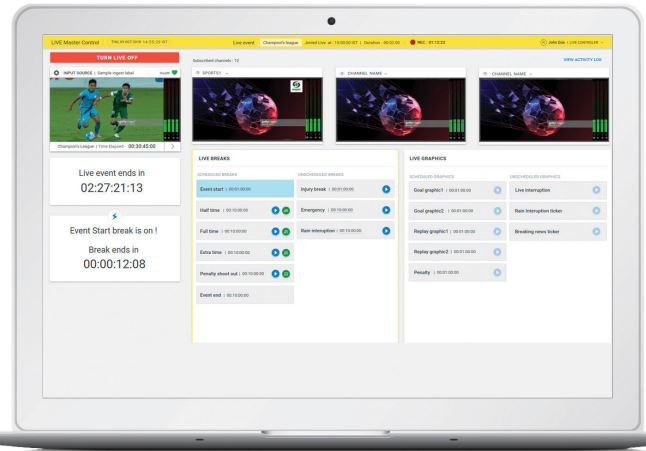
Amagi's coverage of the Tokyo Olympics for NBC Sports Group further cemented its position as a global leader in SaaS

for broadcast. By creating and distributing a premium sporting event in UHD format, the company illustrated an industry milestone.

#### ► Cinedigm Achieves Record Ad Revenue Enhancements

Cinedigm, the leading independent streaming company super-serving enthusiast fan bases, has partnered with Amagi for deploying its server-side ad insertion platform, Amagi THUNDERSTORM 2.0. This enhancement, which provides automated ad detection and OTT dynamic ad insertion capabilities for channel monetisation, has resulted in a 47% increase in ad revenue subsequent to the new deployment. Since the

launch of this new technology in April 2021, the company has seen a 21% impression increase and a 100% increase to render rates (a calculation of the percentage of impressions served out of the total number of auctions won).



#### ► A+E Networks UK Virtualises its Broadcast Operations with Amagi as its Cloud-tech Partner

A+E Networks UK swiftly responded to a business continuity situation and flawlessly transitioned its Europe operations to cloud. A+E Networks UK transitioned its playout and service delivery for its entire bouquet of 30 channels in Europe to Amagi's cloud platform. Amagi was able to ensure easy scalability by leveraging cloud-tech stack across the playout chain, provide remote access to the entire broadcast during Covid-19, and deliver fully virtualised broadcast operations with complete control and visibility.

### Contact

Amagi

4th floor, Raj Alkaa Park

Kalena Agrahara

Bannerghatta Road

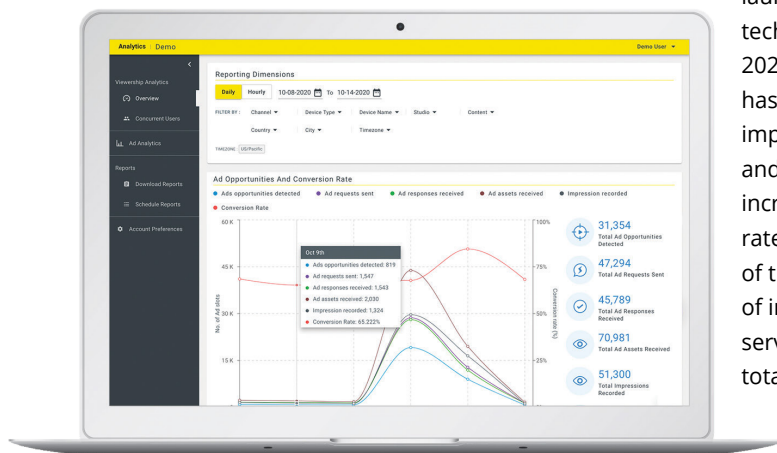
Bangalore 560 076, India

Website: amagi.com

Sri Hari T.

SVP, Sales & Business Head - EMEA

Email: cloudandme@amagi.com





# Enabling quicker and reliable content delivery

Limelight Networks, Inc. (NASDAQ: LLNW) is an industry-leader in content delivery and AppOps at the edge that provides powerful tools and a client-first approach to optimise and deliver digital experiences. A trusted partner to the world's biggest brands, the company serves global customers with livestream sporting events, global movie launches and video games or file downloads for new phone apps.

Limelight offers one of the largest, best-optimised private networks, coupled with a global team of industry experts to provide edge services that are fast, secure and reliable.

#### **Distribution of OTT Online Video**

Limelight's main area of expertise for media and broadcasters is distribution of OTT online video – both live and on-demand. Limelight offers several solutions with its private global

Content Delivery Network (CDN) that address the requirements of OTT service providers including massive global delivery capacity of HLS and DASH formatted streams, with low latency to match broadcast, with 4K support and on the fly transcoding and transmixing.

#### **Categories**

Content Delivery Network for streaming OTT live and on-demand online video.





### Products/Services

As a premier video distribution provider, Limelight provides a complete line of live and on-demand video delivery services for delivering video content to audiences anywhere in the world at high quality and with the lowest rebuffer rates in the industry, including:

- ▶ **Video On Demand (VOD)** – Whether you are an OTT service provider or an online educational platform offering online courses, your audience expects a broadcast quality experience with no rebuffering, regardless of the device they use for viewing. Limelight's VOD solution provides high quality performance and security for demanding workflows. From automatic packaging of VOD content for delivery to any device, digital rights management and delivering video content with the highest performance, Limelight has a solution for you.
- ▶ **Live Video** – Whether you're streaming a live concert, large sport event or implementing new two-way interactive applications such

as sport betting, online gambling or live auctions, Limelight offers live video solutions optimised for your streaming demands, so you can deliver more engaging live streaming experiences.

- ▶ **Low Latency Streaming** – Low latency HLS and DASH latency of three-seven seconds allows streaming providers deliver live streams at the same or lower latency than traditional broadcast. This provides a second screen experience where broadcast and stream are viewable at close to the same time, eliminating the spoiler issue and providing the ability to add stream enhancements without impacting latency.
- ▶ **Video Content Delivery** – Many video content providers prefer to do their own encoding and formatting of video streams and only use CDNs to handle global distribution of their streams. Limelight has a simple workflow for this use case that leverages the massive global capacity of the Limelight CDN of 100+ Tbps and 1000+ service providers network connectivity, enabling you

to extend the audience scale and reach of live and VoD streams.

These video services are integrated into Limelight's high performance global private network, enabling your content to bypass the congested internet so you can deliver exceptional experience for your viewers. Optimised for highest performance, the Limelight network infrastructure includes a global private backbone of distributed PoPs and peering relationships with over 1,000 major ISPs and last-mile networks.

### Contact

#### Limelight Networks

1465 N Scottsdale Road  
Suite 400

Scottsdale, AZ 85257, USA

Email: [emea@ltnw.com](mailto:emea@ltnw.com)

Website: [www.limelight.com](http://www.limelight.com)

### Social Media

 [LimelightNetworks](https://www.facebook.com/LimelightNetworks)

 [ltnw](https://twitter.com/ltnw)

 [limelight-networks](https://www.linkedin.com/company/limelight-networks)





# Media services partner for innovation and growth

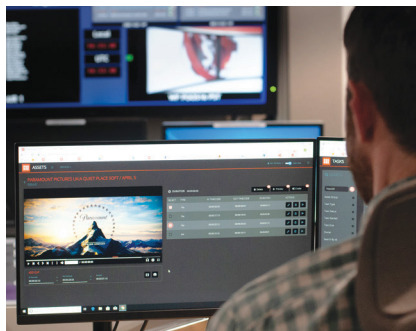
Red Bee Media is the leading global media services partner for innovation and growth. Every day, millions of people across the globe discover, enjoy and engage with content prepared, managed, broadcast and streamed using Red Bee's services. The company empowers some of the world's strongest media brands, broadcasters and content owners to instantly connect with audiences anywhere at any time.

Red Bee's origins date back to 2002, when BBC Broadcast Limited was created as a subsidiary to the BBC. In 2005, the company was sold to Creative Broadcast Services Holdings (owned by Macquarie Group) in Australia and renamed Red Bee Media.

Ericsson acquired the business in 2014 and branded it Ericsson Broadcasting and Media Services, until 2017 when the Red Bee Media brand was brought back. The company is still fully owned by Ericsson and has its headquarters in London, United Kingdom.

## Unrivalled Expertise

Every day, world-leading broadcasters, streaming services, sports leagues



and brands trust Red Bee to supply, enrich and show content to millions of viewers across the globe. Whether they need to ensure rock-solid coverage of a major live event, launch a new service or make content available to any device, Red Bee is the partner that will make it happen.

The company's roots in broadcast and forward-thinking approach are the foundation for unrivalled expertise. Red Bee does what it takes to deliver amazing media experiences while driving business value, offering the service assurance and cost predictability required to unlock innovation, explore new business models, reach untapped markets and grow revenue streams.

From simple pay-as-you-scale modular products to completely outsourced operations, Red Bee offers flexible solutions for creating experiences that keep audiences coming back. A combination of passionate people, forward-thinking technology and service excellence with partnerships spanning over 50 industry suppliers, help customers hit their strategic goals on time and budget.



### Media Services

The company's media services span media supply chains for live, linear and on-demand content. Whether it's D2C, indirect syndication or content acquisition or helping build the right technical teams to providing simple turnkey, pay-as-you-scale solutions, Red Bee provides innovative solutions across the entire content delivery chain including playout, OTT, distribution, MCR, media management, access services, content discovery and post-production.

### Significant Projects

- **Newyonder:** A streaming service and film production company, aiming to make the world a more sustainable place, one film at a time. All content to date, is produced by Newyonder and distributed globally through pay-per-view rentals, delivered with Red Bee Media's managed OTT services.
- **Ekstraklasa:** Red Bee Media works with Ekstraklasa to bring a more personal and engaging fan experience to the Polish league soccer supporters,



in Poland and worldwide. Red Bee's OTT platform allows Ekstraklasa to be available on multiple smart TV platforms starting with LG, Apple, Android and eventually Samsung.

- **PG Kids:** A subscription-based streaming service for children's content in the Middle East and North Africa, launched by Jordan based Progressive

Generation Studios through Red Bee Media's managed OTT services.

- **TV5MONDEplus:** A global video-on-demand platform offering French content to audiences all over the world through web, mobile devices and smart TVs, leverages the Red Bee OTT-platform to provide access to first-class streaming and broadcasting expertise, as well as crucial features such as advanced advertising tech and geo-blocking functionality.

### Key Clients

World leaders like the BBC, Canal+ International, ITV, TV5MONDE and Fox Sports trust Red Bee to bring the biggest news, sports and entertainment events to audiences every day. The company supports telcos and content providers such as Vodafone Iceland and Siminn as well as sports content organisations including Ekstraklasa, Fightzone and Extreme E.

Red Bee offers a global reach through 2300 media experts with operations in Europe, the USA, the Middle East and Asia-Pacific.



### Contact

Red Bee Media  
TwoFour54  
YAS Creative Hub, Building C40  
PO Box 769385  
Abu Dhabi, UAE  
Website: [www.redbeemedia.com](http://www.redbeemedia.com)

Houssam Al Khaled  
Head of Operations & Sales  
Tel: +971506169174  
Email: [houssam.al.khaled@ericsson.com](mailto:houssam.al.khaled@ericsson.com)

### Social Media

in [red-bee-media](https://www.instagram.com/red-bee-media)  
RedBeeMedia



# Largest channel aggregator now launching FAST

SAWA Group of Companies was established in 2011 by Group CEO, Ali Ajouz. Based in Dubai, the SAWA Group of Companies offers a wide range of services to broadcasters, pay TV platforms, hotels and hospitality groups, IPTV/OTT networks, telecom operators, ISPs and independent consultants. SAWA Group of Companies includes, SAWA Rights Management, SAWA Media and SAWA Technologies.



## **SAWA Rights Management FZ LLC (SRM)**

A Dubai Media City company and part of the SAWA Group of companies, founded by Group CEO, Ali Ajouz, SRM is a key content provider to the Middle East and North Africa (MENA) television industry, offering a wide range of TV channels and content to broadcasters, pay TV platforms, IPTV/OTT networks, telecom operators and ISPs. SRM represents the largest number of TV channels and content from regional and international licensors including FOX Networks Group (Disney), M6,



**Ali Ajouz, CEO,  
SAWA Rights Management.**

France TV, RTL, Channel One Russia, MBC, Rotana, GET TV, just to name a few. All in all, SRM represents and licenses over 300 HD, SD and 4K TV channels making it the single largest supplier of TV services to platforms across the MENA region.

Recently, SRM joined forces with OTTera to launch OTTera MENA, a new venture that aims to launch FAST (Free Ad-Supported Streaming TV) services for all MENA-based TV networks. This new FAST venture will open new revenue streams to all channels locally and internationally.

SRM has reached an agreement

with SES/YahSat to distribute key TV channels to commercial customers across the MENA region via the 52°E position using Conax latest encryption system as the CAS. This project will allow platforms and commercial properties across the region to receive channels that are not available in the region.

SRM manages full relationship between Licensees (clients) and Licensors (TV channels, studios, and other rights owners).

*For more information about SAWA Rights Management, visit [www.srmtv.com](http://www.srmtv.com)*



## **SAWA Media**

A subsidiary of SAWA Group of Companies, it was co-founded in 2012. SAWA Media provides state-of-the-art video production and post-production services for corporate and broadcast clients across North America and MENA. SAWA Media's proprietary Digital Branding Integration technology has earned the company a leading position in the branded entertainment marketplace.



SAWA Media continues to empower content owners, broadcasters and brands achieve higher exposure and enable monetisation of the full duration of owned content assets with skip-proof, multi-screen, non-intrusive, in-video digital branding, while helping advertisers engage in the most valuable space where content and brands meet.

In addition to the above SAWA Media offers playout services, subtitling and dubbing services to international networks. SAWA Media is a multi-lingual, multi-cultural

company with solid know-how of the MENA region's evolving industry. For further information about SAWA Media, visit [www.sawamedia.net](http://www.sawamedia.net)



#### **SAWA Technologies**

Another subsidiary of SAWA Group of Companies, SAWA Technologies manages the commercial business for SAWA Group of Companies. SAWA Technologies currently distributes

content to over 800 hotels, hospitals, HoReCas, MUDs, CAMPs, offshore sites, public viewing venues and airports across the MENA and Europe. Furthermore, the company provides TV technology solutions to the hospitality industry including IPTV systems, receivers, headends, modulators as well as IT related solutions such as housekeeping management, high speed internet access and facilities management solutions. For further information about SAWA Technologies, visit [www.sawatechnologies.com](http://www.sawatechnologies.com)



#### **Contact**

**SAWA Group of Companies**

Office 112-113

Building 4,

Dubai Media City

Dubai, UAE

Tel: +971 4 513 6866

Email: [info@sawamedia.net](mailto:info@sawamedia.net)

Website: [www.srmtv.com](http://www.srmtv.com)

#### **Social Media**

**in** [sawarightsmanagement](https://www.sawarightsmanagement.com)





# PRO2022

## Systems Integrators

- › Assendive Communications
- › Qvest Media FZ LLC



# Integrated expert system solutions

Assendive Communications is a regional broadcast and media systems integrator with skilled teams and consultants focusing on professional support across the entire broadcast value-added chain in the Middle East, the African region and South East Asia. The company supports customers in implementing trouble-free, highly efficient and reliable systems solutions tailored to their specific operational needs, technical demands and challenges. Assendive's unique approach relies exclusively on its technical experts who possess decades worth of experience after serving various leading manufacturers and solution providers in the past.

Solutions offered cover all aspects of integration – requirements capture, design services, hardware/software supply, project management and implementation, training, operational support and after-sales support. Under the leadership of Viswanathan Skandakkumar, Founder and Managing Director, Assendive has positioned itself as the region's top solutions provider.

## Enterprise Broadcast Solutions

From initial stages of technical planning to complete systems integration, Assendive ensures clients are best served in their area of requirement. This means a categorical approach in

addressing commercial aspects and developing a sound business model. Technical proficiency has made the company a prominent solutions provider for TV/radio broadcasters, production companies, teleports and telco operators.

## Towers and Guyed Masts

With more than 100 new installations, 70 maintenance and 550 tower audits across multiple sites in the Middle East and South East Asian countries, Assendive takes pride in being a pioneer in tower and guyed masts solutions, thanks to its Operations Director, Asantha Dissanayake and Head of Rigging, Champika Fernando who have developed this area of business for the company.

Assendive now ventures in the design and supply of towers. Their world-renowned designers analyse the requirements, coming up with technically compliant yet economical solutions adhering to American or British standards based on customer requirements in areas of tower design, fabrication, installation and maintenance.

## Headend, Earth Stations, Up/down links and DSNG

Assendive is your one-stop systems provider and an ideal partner in projecting, delivering and supporting DTT,





DTH, IPTV, OTT headend, modulation, compression systems and uplink stations with complete teleport facilities. Assendive's Technical Director, Stanislaus Anthonypillai has designed and managed installation of more than seven DVB-T2 and DTH headend solutions within the constraints of compression technology, bandwidth optimisation, reduction of delay and latency in transmission.

### Outside Broadcast Facility

Assendive's in-house experts like Ghallab Mohamed, Director Sales and Business Development, has built, managed and delivered more than 20 OB vans in various sizes, from panel vans, to rigging, semi-trailers and large trailers with expanding side(s) and few of them equipped with DSNG uplink for satellite transmission. Assendive works in close partnership with reputed key coach suppliers as experience has shown that coach is the key element for OB Vans for services that exceed 25 to 30 years.

### File-based Media and IT Broadcast solutions

Assendive provides reliable solutions for live news, studio events, control broadcasting of TV channels and management of media

assets throughout lifecycle, from ingest through to post-production, playout and archiving. Thorough understanding of File-based Media Solutions (FBMS) and non-linear workflow, gained over years of close cooperation with a vast network of clients enables Assendive to assist customers increase productivity and operational flexibility.

### Transmission MW/FM/ DAB/DVB-T/T2

Assendive's technical experts will guide you through detailed implementation of various transmission networks and efficient network planning with optimised coverage analysis. With Stanislaus Anthonypillai's expertise in DVB-T2 DAB & FM networks, the company has implemented several successful projects in the UAE, Oman, Qatar, Bahrain, Jordan, Palestine and Sri Lanka. Of all these, the largest roll out was the installation of DVB-T2 networks in Oman at 71 sites.

Assendive's experience and strategic partnerships with best global brands speak of its capabilities, and it is the impressive number of industry players who place their trust in the company for broadcast needs that is the true testament to the quality of its services.

### Contact

#### Assendive Communications LLC

Office 516, 5th Floor

Rasis Business Centre

Al Mafrag Road, Al Barsha 1

PO Box 62175

Dubai, UAE

Tel: +971 4 220 4073

Fax: +971 4 220 4075

Email: [info@assendive.com](mailto:info@assendive.com)

Website: [www.assendive.com](http://www.assendive.com)

#### Assendive Communications LLC

Flat 88 Bldg.40, Plot 1349

Area 45, Boshier, Muscat

Sultanate of Oman

Tel: +96824595415

#### Assendive Communications (Pvt) Ltd

No 11A/1, Rathnavali Road

Kalubowila, Dehiwala

Sri Lanka

Tel: +94112763337

Fax: +94115763937

#### Assendive Communications Inc

212 Smoothwater Terrace, Markham

ON L6B 0M8, Canada

Tel: +1 416-840-9009





# Global excellence and local presence

With over 30 years of experience, Qvest advises and supports organisations and companies worldwide on technology implementation in the context of digital transformation, and is a world-leading systems architect, ICT integrator and developer of software products in the innovation-driven media industry. The company's range of services is aligned to the opportunities emerging from an increasingly digital media value chain such as multi-platform content delivery, artificial intelligence, data and analytics, multi-cloud management and IP infrastructures. Qvest clients

include numerous renowned media networks, telecommunication providers, broadcasters as well as companies and organisations from the industrial and public sector. In addition to the headquarters in Cologne and Dubai, Qvest operates further locations in Europe, the USA, the Middle East, Southeast Asia and Australia.

Thanks to these worldwide Qvest locations, an equally high standard of project, delivery and service quality is ensured for internationally active companies – especially in the MENA region. With almost 15 years

of experience in the MENA, Qvest has gained outstanding market and product knowledge in the areas of media technology and information and communication technology.

With the transformation of traditional business models and the opening up of new market segments, business processes, organisational procedures and the demands placed on employees are changing. This change dictates that opportunities and risks are constantly evaluated, and that people are seen as the central factor to be supported by technology solutions.





### Inspiring Skillsets and Strategies

Qvest combines methods and new technologies with skills, thinking and inspiration to develop the best possible strategy for its clients in the MENA region and worldwide. As an experienced general contractor specialising in technology, Qvest delivers turnkey solutions with the best possible technical and cost-effective solution in a three-step approach:

- Solutions-orientated, technically mature and future-proof architecture planning
- Tailormade and efficient software solution
- Technologically refined systems integration based on the 'best-of-breed' principle

The Qvest approach of the team in Dubai and other worldwide locations results in cross-media networked benchmark architectures in areas such as media, entertainment, online, social and broadcast in order to deliver what ultimately matters: a first-class experience for customers as well as a unique media experience. With this mindset, Qvest has identified some potential infrastructure projects in the MENA region, and the interdisciplinary and international Qvest team in the Dubai office is well prepared with the backing of valuable experience gained in projects on the global and local stage.

### A Global Network

At Qvest, digital transformation is an integral part of its DNA. With a globally networked team, the company has implemented top technological solutions for its customers for decades, in line with the 'best-of-breed' principle. This expertise ensures the greatest possible masterfulness in the consultation, selection and implementation and organisational deployment of high-tech



**Ahmad Hadi Al Kayal, General Manager and Philipp Glänzel, General Manager – CTO, Qvest.**

solutions. For Qvest, however, technology is only ever a means to the actual end – to enable maximum ease of use for the user. A project is only a real success when the user no longer notices the technology in the workflow – and thus benefits from a completely intuitive tech experience and consequently achieves the best results for their customers.

At Qvest, empathy is therefore just as important as efficiency and expertise when it comes to cooperation. It is crucial to work out exactly what the customer needs and what the company can do to help, and only in the second step does this lead to the individually tailored set of solutions for a 'next-level experience'.

### Key Broadcast Clients

Through its world-leading role as an innovative systems architect and ICT integrator for technology, customers from across the media sector benefit from Qvest's expertise in consulting and design, as well as the development, implementation and operational support of media technology infrastructures with exemplary benchmarking project executions for media companies in the Middle East, Australia and Europe.

### Key Events

Amongst others, Qvest is the trusted media infrastructure and technology partner for the German public broadcasters at all Olympic and Paralympic Summer and Winter Games since 2008 as well as for the FIFA World Cup and UEFA Euro tournaments.

### Contact

**Qvest Media FZ LLC**  
 Business Central Towers  
 Office No. 3601 A  
 PO Box 502731, Dubai, UAE  
**Tel:** +971 4 433 8109  
**Email:** dubai@qvest.com  
**Website:** www.qvest.com

Ahmad Hadi Al Kayal  
 General Manager  
**Tel:** +971 50 1526 449

### Social Media

**f** Qvest  
**in** Qvest  
**🐦** qvestgroup  
**▶** Qvest



# PRO2022

## 2021 ASBU BroadcastPro Awards

- Outstanding Sports Initiative
- Satellite Solutions Provider of the Year
- Special Recognition – KSA Project
- Best TV Production of the Year
- Best OTT Production of the Year
- Film Initiative of the Year
- Best Content Strategy of the Year
- Best Radio Initiative of the Year
- BroadcastPro ME Innovative Project of the Year
- Best 2021 Tech Implementation in OTT
- MENA Trendsetter of the Year
- Systems Integrator of the Year
- Outstanding Kids' Content Initiative
- CTO of the Year
- Entertainment App of the Year
- Broadcast Executive of the Year
- Outstanding OB Project of the Year
- Special Recognition – UAE Production
- Satellite Operator of the Year









# IPSTUDIOS

---

2021 ASBU  
BROADCAST  
PRO AWARDS  
**OUTSTANDING  
SPORTS  
INITIATIVE  
IPSTUDIOS**

---

In line with increasing levels of consumer demand for combat sports such as mixed martial arts and wrestling, the IPSTUDIOS' suite of digital assets guarantees fans don't miss a beat.





The Abu Dhabi-based, production house's latest suite of digital platforms is designed to meet the increasing demand for combat sports. The production house has dedicated more energy into the creation of world-class content and live productions for consumers across multiple platforms in the UAE, winning them the Outstanding Sports Initiative Award for 2021. These include a crafted calendar of martial arts events, a dedicated app called "UAM" which features live and exclusive stories with top combat professionals and a broad range of VOD content with high quality production value.

Commenting on the platforms' launch, a company spokesperson

says, "Our motivation for providing a digital multi-platform approach for combat sports wasn't just about meeting demand, but raising the standards of coverage in the region. Today's consumers have a higher expectation when it comes to sport and activities they follow. With the suite of interactive products, audiences will be introduced to new levels of sophisticated content that gets them closer to the action than ever before."

As part of its recent coverage for combat sports, IPSTUDIOS has staged more than 16 local and international productions with over 200plus hours of live broadcasts streamed on the "UAM" app.

### Contact

**IPSTUDIOS**

TwoFour54

PO Box: 769323

Abu Dhabi, UAE

Tel: +971 2 681 1383

Email: [info@ipstudios.com](mailto:info@ipstudios.com)

Website: [www.ipstudios.com](http://www.ipstudios.com)

### Social Media

Instagram: [ipstudios.tv](https://www.instagram.com/ipstudios.tv)

Facebook: [ipsmena](https://www.facebook.com/ipsmena)

Twitter: [IPstudiosME](https://twitter.com/IPstudiosME)

YouTube: [Ipstudios\\_com](https://www.youtube.com/ipstudios_com)





**Mohamad Yehya, founding director  
of IP Studios, with the award.**









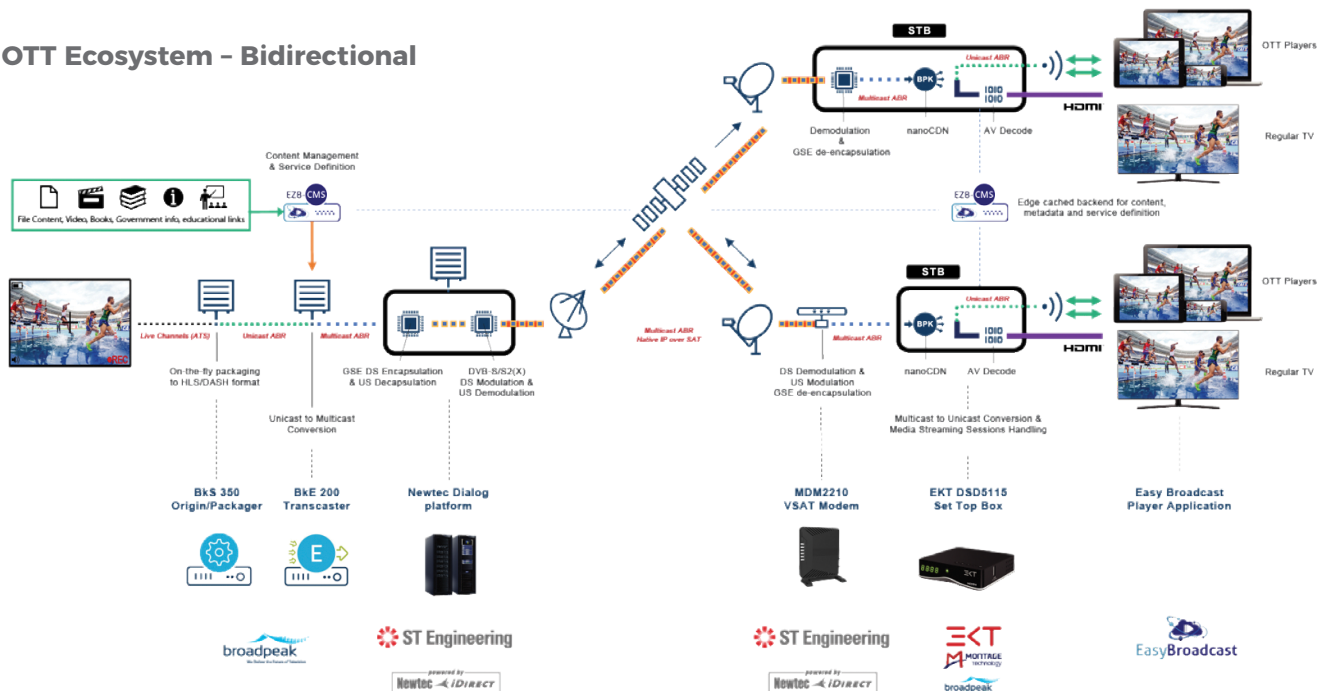
2021 ASBU  
BROADCAST  
PRO AWARDS

**SATELLITE  
SOLUTIONS  
PROVIDER OF  
THE YEAR**

**ST ENGINEERING  
IDIRECT**

Delivery of OTT services to remote subscribers presents a major challenge for OTT service providers and telcos. This combined with congested networks means that an alternative delivery medium is highly sought after. Satellite presents the ideal solution to these challenges with its ability to transport high bitrates to the edge, its multicasting performance and smart pre-positioning of content at the edge.

## OTT Ecosystem - Bidirectional



### DVB Demo 2021 Setup.

ST Engineering iDirect, together with their collaboration partners, Broadpeak, EKT and EasyBroadcast, introduced SKYflow, a native IP over satellite ecosystem that offers cost-effective, ultra-fast, low latency delivery of live video to mobile devices and large screens for global audiences.

The new ecosystem has far-reaching implications as it means that content delivery will not be limited to media and entertainment but will also enable educational institutions to reach their students, healthcare providers to offer telemedicine services, mobility markets to deliver video on the move and distribution of video to the consumer

and households that may not have a computer but do have a television.

Utilising a VSAT platform, SKYflow enables efficient satellite distribution to a range of terminals which can be transmit-only (via a set top box) all the way to very performant high bandwidth and bi-directionally connected remote Points of Presence.

This opens the door to OTT business models for existing video service providers. For newer entrants to the video delivery business such as telcos or ISPs, it provides a standardised way for efficient delivery of video over broadband networks.

### Contact

ST Engineering iDirect  
13861 Sunrise Valley Drive,  
Suite 300  
Herndon, VA 20171, USA  
Tel: +52 55 34942537







Tajani Bouqentar, GM MEA, ST Engineering iDirect, with the award.









---

2021 ASBU  
BROADCAST  
PRO AWARDS

**SPECIAL  
RECOGNITION  
– KSA PROJECT  
VITEC**

---

A VITEC MGW Diamond quad channel encoder is helping to bring the Jockey Club of Saudi Arabia to a worldwide audience.





The Riyadh-based club was seeking to expand its weekly horse racing coverage – which takes place on Fridays and Saturdays during its season – beyond its domestic reach and into new markets via internet streaming channels. The solution uses VITEC's MGW Diamond encoder, installed by Proimage Solutions Limited, sending the stream to NEP Connect and onto a UK-based broadcast control room via public internet. From the control room it is distributed to customers and partners worldwide via its retail and online services.

The system in Saudi Arabia takes the mixed output from a broadcast flypack – also installed by Proimage Solutions Limited – which is then distributed. It makes use of several SRT streams with one going to Proimage Solutions Limited for remote monitoring purposes.

Whilst the stream is not currently 4K, VITEC's MGW Diamond encoder is powerful enough to deliver the resolution, providing additional future proofing and expansion flexibility without significant additional costs, and winning them the Special Recognition Award 2021.

#### Contact

VITEC

Indigo Icon Tower  
Cluster F - Suite 505-506  
Jumeirah Lakes Towers  
Dubai, UAE

Tel: +971 (04) 554-7188

Email: [uae@vitec.com](mailto:uae@vitec.com)

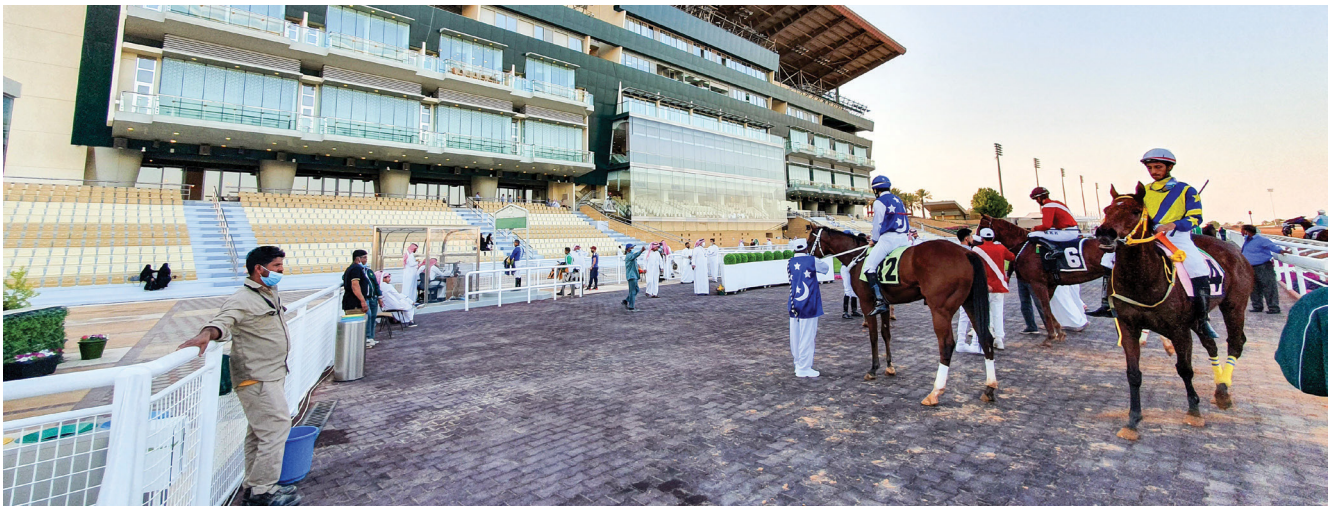
Website: [www.vitec.com](http://www.vitec.com)

#### Social Media

[in vitec-multimedia](#)

[Vitec\\_MM](#)

[vitecmm](#)











## 2021 ASBU BROADCAST PRO AWARDS

# BEST TV PRODUCTION OF THE YEAR

## QAYD MAJHOUL – OSN

*Qayd Majhool*, OSN's first Arabic original production, is a psycho-thriller drama series that entertains superbly while also highlighting mental illness – a topic that most producers tend to skirt around for want of knowing how to tackle it appropriately. This production saw renowned Arab celebrities take on intense roles and is testimony to how producers and broadcasters are willing to push the boundaries of storytelling in the MENA region. Besides the innovative storytelling, this one impressed for great direction and high production values. Pictured with the award is Rolla Karam, SVP Content Acquisition – Programming, OSN.



2021 ASBU BROADCAST  
PRO AWARDS  
**BEST OTT PRODUCTION  
OF THE YEAR**  
**NEMRA ETNEIN – SHAHID**

This series is an impressive combination of independent stories that bravely explore modern relationships in the Arab world. It received an almost unanimous vote of confidence from the judges over other competing entries for its compelling and bold storytelling, slick look and overall quality of production. Its take on relationships without making any judgements perhaps added to the appeal. The trailer screened at the awards gala was received with loud applause. Ali Ghamloush (l), Head of Originals – Shahid, received the award from Nitin Michael, co-founder of SynProNize.





2021 ASBU BROADCAST  
PRO AWARDS  
**FILM INITIATIVE OF THE YEAR**  
**ITALIA FILM**

This award was created to recognise a company that has helped to bring audiences back to the big screen through its regional initiatives. Italia Film was the first to get a distribution licence in Saudi Arabia when the country lifted its 35-year ban on cinema. It launched the first movie in Saudi theatres with *Black Panther*. It still tops the charts for the highest ever grossing movie in the region with *Aladdin*. Recently, it hit a milestone by being the first distribution company in 2021 to reach more than 2m admissions in the Kingdom of Saudi Arabia after only nine months of film releases. John Chahine (I), GM, UAE & Gulf Lower region, Italia Film received the award from Hasnaa Descuns, co-founder of SynProNize.



# 2021 ASBU BROADCAST PRO AWARDS

## BEST CONTENT STRATEGY OF THE YEAR

### NINETNINE

Ninetnine, a young content distribution company, has disrupted the way Arab broadcasters monetise their content overseas. Ninetnine took a data-analytics approach and helped create targeted TV bundles for the Arab and North African diaspora in Europe and the Americas, adapting them to different markets. Its content strategy helped reshape Arabic content consumption in Europe. More recently, Ninetnine became the exclusive distributor of MBC channels in Europe, with TV rights to its linear channels. For its game-changing approach to catering to the Arab diaspora while helping regional content owners monetise their assets, Ninetnine took home the award. Ninetnine co-founders Adel Hamla (l) and Samir Zehani with the award.





2021 ASBU BROADCAST  
PRO AWARDS  
**BEST RADIO INITIATIVE  
OF THE YEAR**  
**MINISTRY OF INFORMATION  
AFFAIRS – RADIO PROJECT,  
KINGDOM OF BAHRAIN**

This project stood out for the \$6.5m makeover that the Kingdom of Bahrain's Ministry of Information Affairs (MIA) undertook in conjunction with systems integrator Glocom for Bahrain Radio during the pandemic, transitioning it from the legacy analogue facility that was built in the '80s to the state-of-the-art digital setup that is now on air. Eng Abdulla Ahmed Albalooshi (l), Assistant Undersecretary for Technical Affairs at the MIA, received the award.





2021 ASBU BROADCAST  
PRO AWARDS  
**BROADCASTPRO ME  
INNOVATIVE PROJECT  
OF THE YEAR**  
**EXPO 2020 DUBAI**

Expo 2020 bagged this award for a MAM underaking that helped facilitate the distribution and access of high-resolution videos, audio and stills on a global scale to all media. The project minimised on-premise deployment by using cloud-based services and leveraged AI technologies to optimise content indexing and cataloguing. Mandy Keegan (l), Vice President, Expo 2020 Dubai, and Pedro Freitas (r), Senior Manager Media Asset Management, Expo 2020, received the award from Razik Zaghlouli (c), Regional Director MENA, ATEME.



2021 ASBU BROADCAST  
PRO AWARDS  
**BEST 2021 TECH  
IMPLEMENTATION IN OTT  
HOME PLUS NETWORK (H+)**

When Hares Consultancy conducted a study into streaming services, it discovered that an OTT app's success depends almost entirely on the ease of content discovery. The research also showed that customers preferred a single provider to make available all the TV services they want to watch on one platform. This led Hares Consultancy to create the region's first OTT aggregation platform – no small feat – where consumers can search and stream content and manage multiple subscriptions. Frederic Petitpont (r), co-founder and CTO of Newsbridge, presented the award to Ammar Hares, CEO and co-founder of Lovetodome and the company behind H+.





# 2021 ASBU BROADCAST PRO AWARDS

## **MENA TRENDSETTER OF THE YEAR**

### **CEDARS ART PRODUCTION**

For the first time, this award went to a production house and is testimony to the rising significance of Arabic content and formats that are now travelling to international shores. While Turkish drama series are popular in the Arab world, for the first time an Arabic format – *Al Hayba* (a Cedars Art Production series), one of the region's most successful five-season drama series – was sold to a leading production house in Turkey. The production house was also the first to distribute Arabic content on a wide scale internationally. Pictured here with the award is Sadek Sabbah, CEO of Cedars Art Production (Sabbah Brothers).





# 2021 ASBU BROADCAST PRO AWARDS

## **SYSTEMS INTEGRATOR OF THE YEAR**

### **WAVE MEDIA SOLUTIONS**

Some heavyweights vied for this category, but Wave Media Solutions was chosen for bringing its systems integration expertise to Iraq. In the last 12 months, this systems integrator has completed six projects in Iraq. It integrated Iraq's largest studio for Al Sharqiya TV in Kurdistan. From studio robotics and full studio automation to advanced VR and AR graphics to large videowalls with advanced videowall graphics, it has been responsible for some robust installations in the country. Zaid Wattar, Managing Director of Wave Media Solutions, is featured here with the award.



## 2021 ASBU BROADCAST PRO AWARDS **OUTSTANDING KIDS' CONTENT INITIATIVE** **SPACETOON**

Spacetoon has been involved in some remarkable work with kids. It released 30 new titles, 20 TV events and five movies targeting 6-18-year-olds in 2021. A new customised TV block targeting Arab mothers and preschoolers led to 60m views in March 2021 when it was launched. Since January 2021, subscriptions on its YouTube channel have hit 6.6m, a 2.2m increase since December 2020. The launch of The Moshaya Family Animation saw a further increase of 100K subscribers on its YouTube channel. All this led to higher acquisition and viewership in 2021. Media & Entertainment consultant Sanjay Raina (l) presented the award to Edy Saaiby, Head Of Sales – Digital & TV at SpaceToon Kids TV.





## 2021 ASBU BROADCAST PRO AWARDS

### **CTO OF THE YEAR**

### **PETER RIZ, CTO, OSN**

Peter Riz made headlines when he completely reshaped OSN's streaming app, transitioning it in record time from the old app burdened by legacy coding to a brand-new platform that uses new technology to drive agility and ensure adaptability. He helped architect the new app that is designed with machine-learning capabilities to help make sharper predictions and recommendations based on customers' preferences and viewing habits. He also placed emphasis on the app's intuitive user interface being tailored with cutting-edge solutions through a strategic partnership with software partners.





## 2021 ASBU BROADCAST PRO AWARDS **ENTERTAINMENT APP OF THE YEAR FANNBOX APP**

Who wouldn't like a celebrity to sing at their wedding or at their children's party? The Fannbox app from Rotana Audio Visual offers users the ability to book their favourite Arabic singer or celebrity and have them perform virtually in their private events or special occasions such as weddings, engagements, graduation parties, even corporate events, while offering an engaging experience to all attendees. The app caters to the music and entertainment needs of Arab fans all over the world but is targeted primarily at users in the GCC, North Africa and the Levant region. Nesreen Hamdan Hasayen (r), Fannbox Director, received the award from Hasan Sayed Hasan, Managing Director of Master Media.



2021 ASBU BROADCAST  
PRO AWARDS  
**BROADCAST EXECUTIVE  
OF THE YEAR**  
**MANOJ A MATHEW, EXEC.  
VP & TERRITORY HEAD  
(MENAPT), ZEE NETWORK**

Manoj Mathew has taken Zee to new heights since he took charge of the revenue and the creative side of the company's business in MENA. As passionate about technology as he is about content, he boldly launched new products in the market. He was part of the launch team for Zee's Arabic channels and led the network's foray into original content production and Arabic remakes as well as co-productions of all foreign language content. Manoj (l) received the award from John Illingworth, Sales Director at Bitmovin.





2021 ASBU BROADCAST  
PRO AWARDS

## **OUTSTANDING OB PROJECT OF THE YEAR INC SYSTEM INTEGRATIONS DMCC – 4K IP OB VAN FOR SHARJAH BROADCASTING AUTHORITY**

This award recognised INC for successfully integrating one of the region's first IP UHD ST-2110 OB vans for Sharjah Broadcasting Authority (SBA). Equipped with eight LDX-86 4K native cameras (but wired for 12), this expandable trailer supports the production of content in 4K/UHD HDR format, as well as HD. The vehicle has since been used to cover two live events successfully. INC founder and chairman Mohammed Zaim (I) received the award.





2021 ASBU BROADCAST  
PRO AWARDS  
**SPECIAL RECOGNITION  
– UAE PRODUCTION**  
**AL SUNUNU, VISIONEERS  
HOLDING**

An exceptional drama series emerged from Visioneers Holding, an Emirati-led production team in the UAE. *Al Sununu* was developed, produced and shot in Dubai from inception to release. The storyline is a reflection of life in Dubai, which brings together people from different cultures; it showcases the beauty of its diversity despite cultural and social differences through a compelling plot. With some big names, a slick production and an outstanding story line, *Al Sununu* won hearts. Younis Alkanzy (I), Head of Production, Visioneers, received the award from Paul Wallis, Chief of Revenue B2B, The Entertainer.



## 2021 ASBU BROADCAST PRO AWARDS **SATELLITE OPERATOR OF THE YEAR** **YAHSAT**

Yahsat hit major milestones on multiple fronts in 2021. In February of last year it collaborated with a local entity to develop technologies and produce satcom products. In July, it created history by becoming the first UAE-based space entity to go public. Its mobility business secured distribution contracts worth AED 316m and reported a net profit of AED 159m for the first nine months of 2021. The top line brought in revenue of AED 1bn, demonstrating a strong performance since Q1 2021. It also serves as an incubator of homegrown engineering talent through its Space Programme. Yahsat CTO Adnan Al Muhairi (I) received the award.

# PRO2022

## Index

A24	<b>76</b>
ABS Network	<b>106</b>
Advanced Media Trading LLC	<b>22</b>
Al Aan Television	<b>108</b>
Amagi	<b>110</b>
Appear AS	<b>42</b>
ARABSAT	<b>96</b>
Assendive Communications	<b>120</b>
Ateme Middle East	<b>44</b>
Blackmagic Design	<b>46</b>
Brainstorm	<b>48</b>

BS Broadcast	<b>24</b>
Clear-Com	<b>50</b>
Comcast Technology Solutions	<b>80</b>
disguise	<b>30</b>
Dolby	<b>52</b>
EditShare	<b>54</b>
Es'hailSat, Qatar Satellite Company	<b>98</b>
FOR-A Company Limited	<b>56</b>
Fractal Studios	<b>90</b>
Guntermann & Drunck GmbH	<b>58</b>
IPSTUDIOS	<b>92</b>





# PRO2022

## GROUP

### Managing Director

Raz Islam  
raz.islam@cpitrademedia.com  
+971 (0) 4 375 5471

### Managing Partner

Vijaya Cherian  
vijaya.cherian@cpitrademedia.com  
+971 (0) 4 375 5472

### Director of Finance & Business Operations

Shiyas Kareem  
shiyas.kareem@cpitrademedia.com  
+971 (0) 4 375 5474

## EDITORIAL

### Project Editor

Kalyani Gopinath

## ADVERTISING

### Group Sales Director

Sandip Virk  
sandip.virk@cpitrademedia.com  
+971 (0) 50 929 1845  
+44 (0) 7516 993 862

## DESIGN

### Art Director

Simon Cobon

## MARKETING & EVENTS

### Social Media & Marketing Executive

Gladys DSouza  
gladys.dsouza@cpitrademedia.com  
+971 (0) 4 375 5478

### Events Executive

Minara Salakhi  
minara.s@cpitrademedia.com  
+971 (0) 4 433 2856

## CIRCULATION & PRODUCTION

### Production & Distribution Manager

Phinson Mathew George  
phinson.george@cpitrademedia.com  
+971 (0)4 375 5476

## DIGITAL SERVICES

Abdul Baeis

## FOUNDER

Dominic De Sousa (1959-2015)

## PUBLISHED BY

# CPITRADEMEDIA

*While the publishers have made every effort to ensure the accuracy of all information in this magazine, they will not be held responsible for any errors therein. Publication licensed by Dubai Development Authority to CPI Trade Publishing FZ LLC. Printed by Al Salam Printing Press LLC.*

CPI Trade Media. PO Box 13700, Dubai, UAE.  
+971 4 375 5470 [cpitrademedia.com](http://cpitrademedia.com)

A supplement of BroadcastPro ME.  
© Copyright 2022. All rights reserved.





