# PRO2023

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

PRO2023

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**Welcome to the 2023 edition of the PRO book. Every year, when it's time to release this book, we reflect on some of the most compelling trends in the Middle East Media & Entertainment market and pin one down. This year, what stands out is the soaring success of Arabic content that, in some cases, has smashed all regional records and made a big name for itself in international markets.**

Saudi Arabia is particularly making up for many years of lost time by pumping a lot of capital into good regional productions. In fact, since the opening of cinemas in 2018, 31 Saudi films have been produced and screened in the Kingdom, according to recent figures from the General Commission for Audiovisual Media (GCAM). Add to that the huge grants from the Red Sea Film Festival each year, the entry of companies like Rise Studios that are anchoring regional producers with good stories to tell, and, innovative initiatives from Arab producers who are investing heavily in good productions. The roaring success of *Dubai Bling* on Netflix across different markets, despite sceptical comments about the shallowness of its participants, is not to be forgotten.

But it's not just visual production that is seeing huge success in the market. The launch of Firdaus Studio by A.R. Rahman and the huge uptake of podcasts in the region all point towards the content boom here – whether it's audio or audio-visual, and we have barely scratched the surface.

Innovation in storytelling is not restricted to just drama series and movies. Even the news channels and sports broadcasters have leveraged the power of AR, VR and mixed realities to immerse viewers in the experience. Where does the PRO2023 fit into all of this? We bring you some of the major players in this chain – some who provide the tech to create the content, others who produce them, or still others who distribute them efficiently. Behind the scenes of the glass-to-glass experience is an enticing and exciting workflow, where different stakeholders step in and add magic to the chain with their tech innovations and their fabulous productions. The PRO2023 is the tapestry that brings you the complete picture. Enjoy the show!

**Vijaya Cherian**
Editorial Director

BROADCAST**PRO**    SATELLITE**PRO**    WORKSHOP**PRO**

# Contents

# Is Arabic content ready to compete at the Content Olympics?

Over the past decade, the scripted content industry has marched into the fiercest global race ever, creating an international competition comparable to the Olympics. In the global games, each country puts everything behind its best players to win gold. The aim for each country is to maximise their wins and to come out victorious in various games. Each team brings its own tools and approach for winning, however, there is a basic strategy that all teams adopt based on three tactics: nurturing local talent by enhancing their abilities and endurance to compete, securing means and facilities for talent to master the rules and technics of the game that enable them to compete at an international scale, and finally maximising the number of participated athletes at various sports to higher the ceiling of win possibilities.

The current situation with the serial scripted content industry is no different than that of the Olympics. Each country is competing internationally and locally to secure travel of original content and sustain its position with its competitors. Studios have rushed to support talent, acquire the latest technology, and secure global distribution deals to sustain longevity for their businesses. However, one question remains – is the Arab world ready to compete in the Content Olympics?

In the past decade, the dominance of western content, mainly Hollywood, has faced challenges due to market saturation and strong competition that has come from new players from different territories. Inflated and skyrocketing prices of production in the western world have forced executives to look for alternative markets, offering lower prices and cost-efficient areas for execution just like any other industry has done. Yet studios in emerging markets – the newcomers along with local producers, have long been plotting and implementing strategies to launch their content internationally.

**Rise of New Content Producers**

New content producers from Korea, Japan, Latin America, Nordic and Turkey have steadily but firmly secured their spots on the international stage recently. They have shifted their position from a consumption market for international content to exporting both ready-made and formats to be produced such as *Stiletto* – Turkish and *The Killing* – Nordic to many territories. These markets were able to bring new offerings such as volume deals committed for two-to-three-year terms at lower prices versus quality content that has created loyal viewers in international territories, becoming fixed slots on many TV channels. For example, OSN who designated two main slots across the year for Turkish content.

Local markets are the main source for securing ROI with minor profit margins while international markets are the source for revenue. This business model has allowed the cost weighting to be diversified across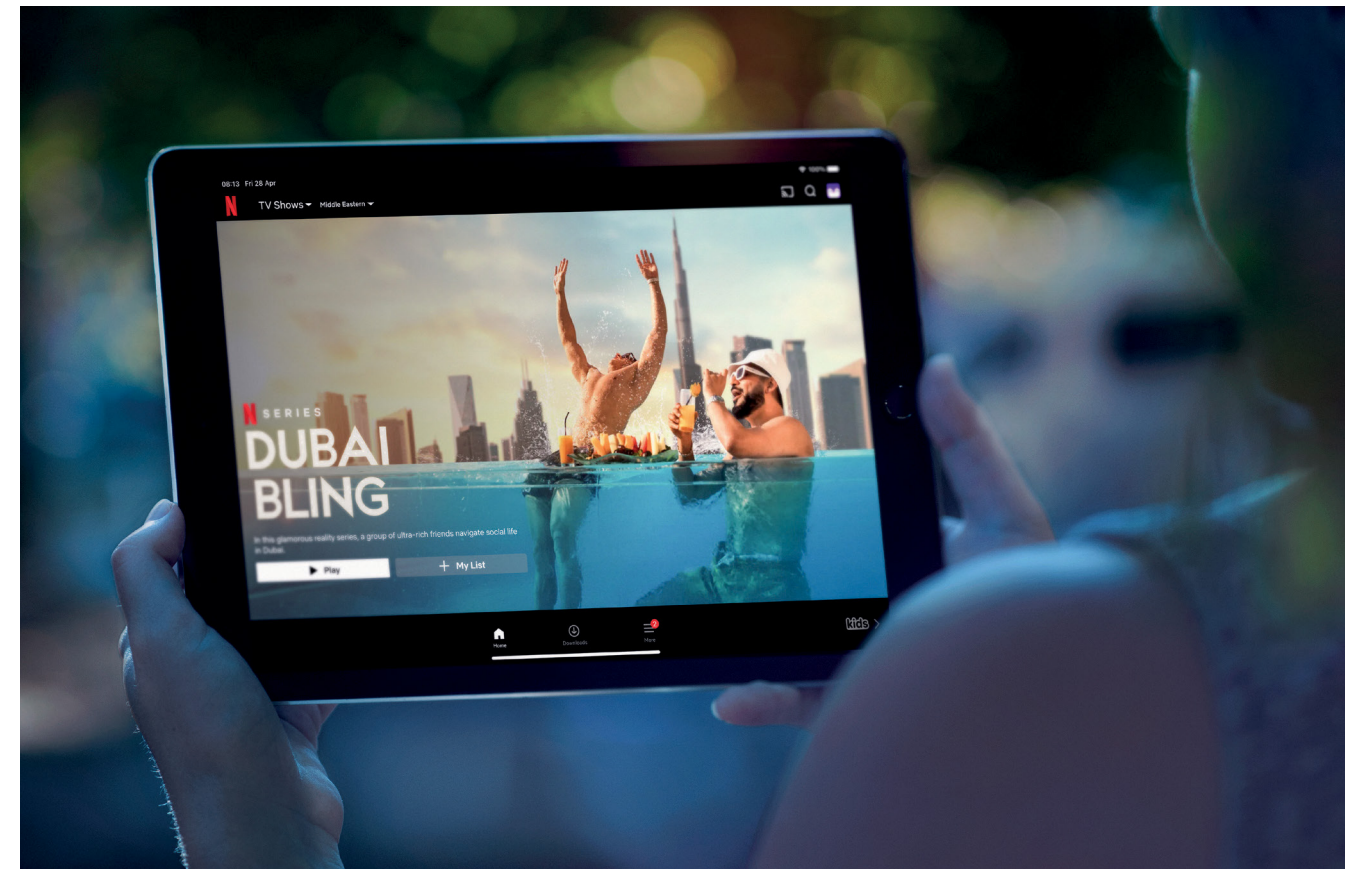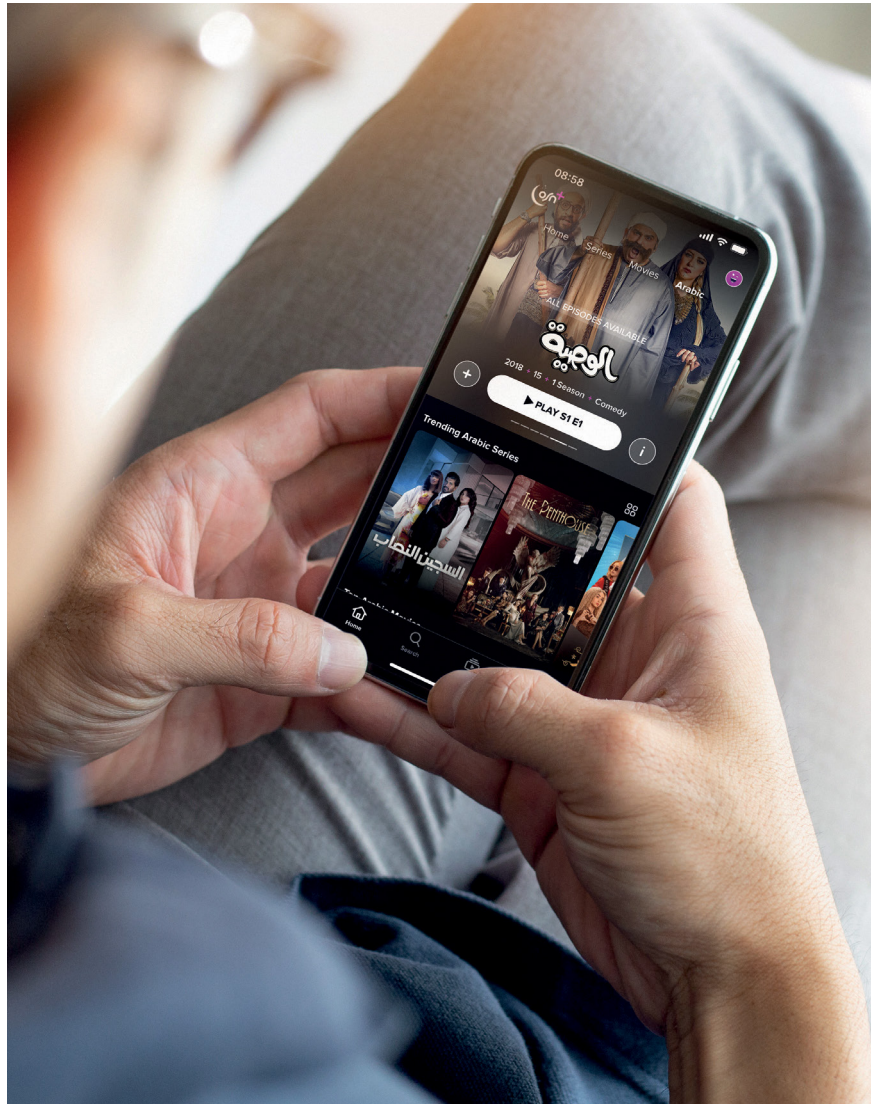 different territories. Turkish episodes were distributed at around $600 per episode and are reaching $100K these days. Additionally, these markets develop creative inputs (stories, treatments, characters and visuals) that a global audience indulges in, satisfying their need for an alternative experience. They have carefully worked on three main pillars – new appealing talent, updated technology and facilities to meet international standards and enhanced supply and demand of content volume by securing long-term distribution deals across various geographical territories.

**Talent**

When it comes to content creation, talent is at the core and is required in many creative areas at the same level of importance, from story to script development, and acting to filming, lighting, and music. The high standards of these creative areas are the main pillars to achieve a satisfying watching experience for any piece of content. All the creative elements must work harmoniously, and firmly link together to convey a coherent and authentic feeling or message for films, television series, or even live shows. But it all starts with the story. The story is the atom of any piece of content and the main carrier of the entire product.

**Story**

Every story should answer five questions – what, why, who, and when, along with how the story is being told. Turkish content for example has dug into its own heritage and turned it into an international sensation, with series such as *Hareem Al Sultan* and *Sultana Kosem* telling stories of hidden secrets of sultans and the role of the women around them. This was the first major international success and a turning point for the entire cast and crew, transforming them into internationally recognised stars. This type of content has given Turkey a strong position as an international content provider.

Later Turkey introduced an enhanced line-up of globally successful contemporary content with seasonal series such as *Cuckur* on Shahid VIP which had a total of 131 commercial episodes, and *Forbidden Fruit* currently on its sixth season with OSN airing five seasons. Though all the contemporary content from Turkey have not been Turkish Original stories such as *Mother* and *Women* which are remakes of Korean formats, they were still able to produce and re-adapt these titles, making them their own stories and securing higher global success than the original format. Efforts of local scriptwriters and developers who have merged their knowledge with international expertise, such as with Korea, have positively impacted their skills and knowledge in Turkish original content development.

**Volume**

Once the first two pillars are accomplished, volume is the third key pillar that helps maintain consistency and enhances possibilities of success. Hit-and-runs would never secure a healthy growth. A vivid example of this is the increase in number of titles in the Turkish industry after it received an international appetite. Out of the 60 titles produced annually, only 50 percent got renewed following their first seasons, and only 40 percent got to travel internationally.

Korea also witnessed a rise in production and distribution of content and is now considered the new hot player in the international market. Korean content has nailed success globally in scripted content, an example of this was *Squid Games* on Netflix that became a global sensation. While it might not have had the highest production budget, the billion-dollar concept combined a high level of suspense, alongside relatable and emotional storylines that made the show popular. *Penthouse* on OSN is also currently being commissioned to be adapted to different regions. Other Korean content such as the film *Parasite* has won hearts globally and been recognised through several awards including the Oscars.

## What About the Middle East?

Given the successful breakthrough of Turkish and Korean content globally, does the Arab world have the talent for an international breakthrough? Absolutely!

The Arab world has a rich history with an array of backgrounds, ethnicities and cultures that makes it a goldmine for stories waiting to be showcased. Arab talent has contributed to the international entertainment scene for decades – such as Egyptian Nobel prize winner Najeeb Mahfouz in literature, Egyptian actors Omar Al Sharif and Rami Malek in Hollywood, and Lebanese actress Nadine Labaki whose film *Capernaum* was nominated for an Oscar in 2019 for Best Foreign Language Film.

Nadine Labaki was also one of the main actors in *Perfect Strangers* on Netflix, the Arabic remake of the Italian dramedy film which scored high viewership rankings worldwide.

Another breakthrough was *Dubai Bling* which competed in a highly competitive and saturated area of non-scripted reality shows and still was able to secure high viewership across the globe.

But is this enough to say that Arabic content is now a major player in the Content Olympics yet?

Looking back at content from the Arab world, it has gone through many shifts in its purpose, reach, goals, and competitive landscape since its early start. Local television broadcasting in the Arab world launched during the late 1950s

in Iraq and Lebanon, while the 13 other Arab countries that followed during the 1960s had different challenges. Due to limited reach in the early days, channels did not worry about regional competition. Content (scripted and non-scripted) selected and created by TV stations – before it became TV networks, were informative, entertaining, and focused to serve the needs of only the local markets. During that period, TV stations were the only carriers of content that were curated and programed by the stations. Though it was a one-way flow, TV content was decided by TV producers and executives, and it had to satisfy the audience taste, making the quality of the content (topics, storytelling, cast and even production) the main focus.



### Scripted Arabic Series Primary Genres Distribution, 2022 Q3 vs Q4



Source: Vynd
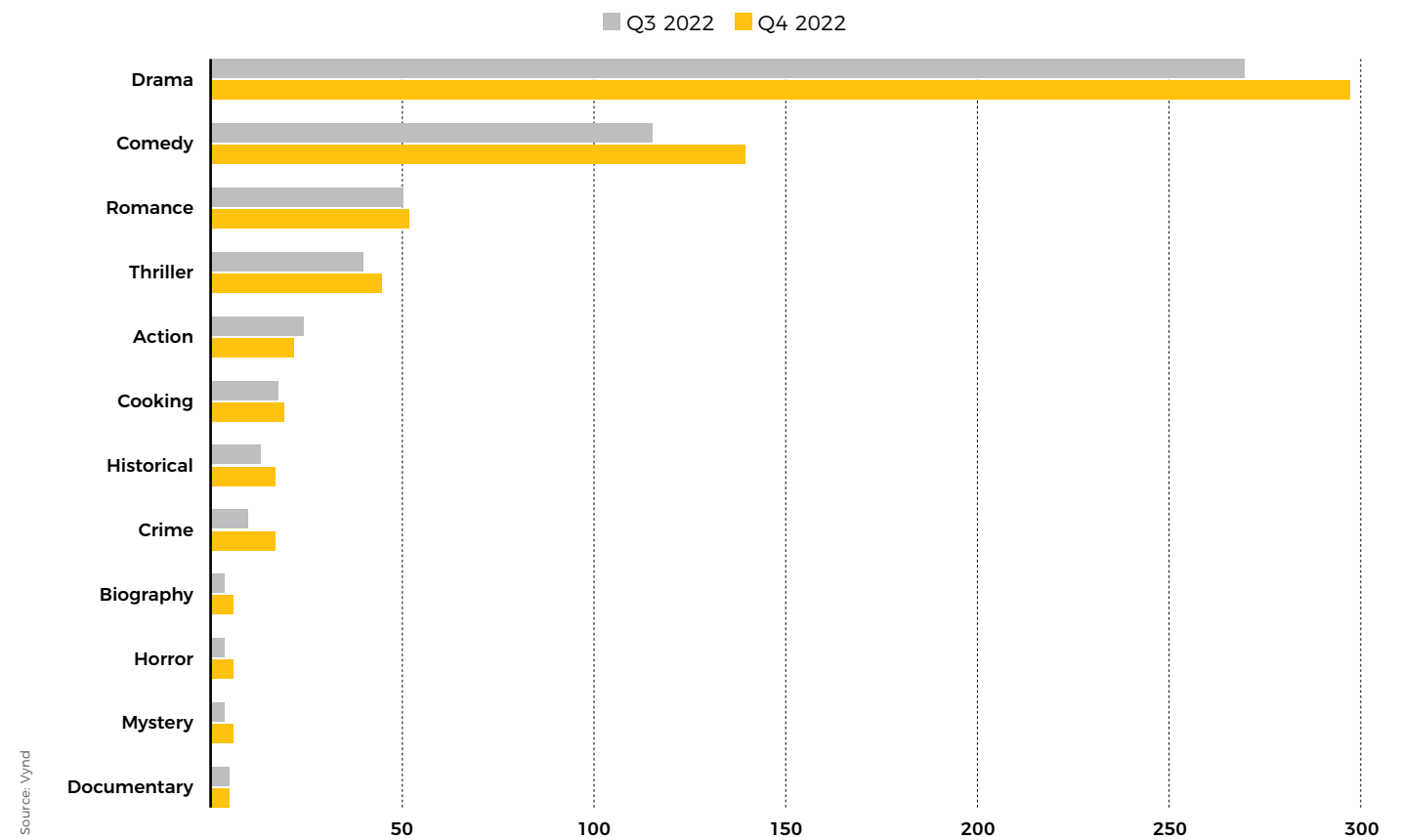
## Shift in the TV Landscape

The Golden Age of cinema in countries such as Egypt, which was considered the third biggest supplier of film worldwide in the 1950s and 60s, leveraged its mega stars that shifted to TV, establishing a stronger base for the TV industry in Egypt, that travelled swiftly into the region. Fast forward to 2023, challenges of the TV station's landscape have changed. They have gone through major convergence from free-to-air networks, then to pay TV hubs and then the biggest shift – moving completely into video on demand (VOD). This had a direct impact on content consumption but did not affect the DNA of the content. The broadcast industry was forced to pivot, dropping many restrictions, and

facing several new challenges in terms of technology, telecommunications and equipment innovation.

While content availability broke free from the full control of networks, platforms have become major drivers of content development. Limitations on the number and subjects of stories and scripts commissioned that needed to be developed are the result of the regional business cycle. The few distribution channels in the region have chosen to focus content on certain genres such as drama, comedy, romance, which are either commissioned or greenlit by channels or platforms.

Producers are not willing to take major risk in developing stories that might have no interest from any local

content carrier or platforms to acquire. Although development may not need hefty investment for production, producers still prefer to de-risk and invest in what they have, to secure sales. This process makes it difficult to have a breakthrough for newcomers and limits the chance for innovative ideas to be tested. This has perhaps resulted in a more monochrome content portfolio (see chart with overwhelming dominance of drama and comedy). The short period granted for development does not allow room for the healthy development process, which is vital for coming up with a solid storyline, treatment, and to develop authentic characters focusing mainly on the content requirements of local players which are the primary market.

MBC/Shahid might be a good example of platforms that took a major risk in diversifying their available content, and the success was seen with originals such as the dramedy series *Mawdou Aaeli*, periodic/suspense series *Rashash* or format adaptations such as thriller series *The Killing* and drama series *Stiletto*. The wide footprint and reach of the MBC conglomerate has opened the door for a broader selection of genres and content. Shahid has been the main driver of original content creation in the region, with the highest volume of content commissioned and produced annually.

**Taking on the Challenges**
All the challenges surrounding content and idea development in the region can be solved. A lot of good and innovative ideas are being pitched by creatives and directors every day to platforms and producers. It is not the lack of talent that is to be solved, but more of the new techniques of development that should be strengthened. Writers' workshops have started to merge and become more common such as Sard, run by scriptwriter Mariam Naoum, who has adapted a scientific and academic approach to development, while keeping the commercial aspect to secure mass success. Funds have become more available to support new creatives with streaming networks like Netflix partnering with the Arab Fund for Arts and Culture (AFAC) for an initiative which will support female filmmakers by awarding five Arab women filmmakers and producers a grant through Netflix's Fund for Creative Equity to help bring their projects to life. Saudi Arabia has launched multi-

billion-dollar projects like Al Ula and NEOM to provide the facilities to accommodate mega-productions.

The Arab region is ready to emerge as a major player in the Content Olympics. Arabic content has gone through several stages of evolution over the past couple of years. To be accurate, Arabic content has been lining up efforts (increased volume of content produced and multi-billion projects launched) to a stage that can be called 'pre-launch' – waiting for the right time for the breakthrough. In line with the Olympics strategy, Arab content industry has a rich pool of talent due its wide geographical spread, and the talent does not only hold local know-how, since most Arab countries have been exposed to different foreign cultures such French, British, American, and so on. Technology has also been widely adopted not only in the regional industry through the massive efforts of countries such KSA, Egypt, UAE and others which have been competing


**Ziad Srouji.**

to enhance craftsmanship of the industry and become regional and global media hubs with mega projects launched and those in the pipeline. As per recent research conducted by Rise Studios, over 70 series were produced in the region in 2022, reflecting the high volume of content demand and giving reason to be optimistic.

Strategic partnerships or alliances between regional producers and platforms to push their available content by creating slates of carefully selected line-up of content from different providers to be distributed internationally by international content carriers will help launch Arabic content globally. MBC, OSN and Jawwy hold the biggest line-up of original Arabic content that have been only exploited in the region. These content distributors have a rich library from which they can work together and easily share a selection of content to secure volume and consistency supported by premium Arabic content to be positioned on a global stage. Working at an individual level would make it challenging to have a strong launch and breakthrough; hence an Arabic content creator alliance with the support of platforms can enhance chances of content to travel globally. However, one main question remains – is the world ready to accept the Arab region as a global player, break the stereotypes that limit the image of the Arab world to cliché stories and characters such as Aladdin, and accept that the region has become a global influencer in many fields?

We are not too far from achieving this!

*Ziad Srouji is SVP Business and Content Development, Rise Studios.*

## CABSAT 2023: Innovation and Collaboration

With a focus on innovation and collaboration, CABSAT returns as the ultimate platform for industry professionals to exchange ideas, showcase latest products and services, and stay ahead of the curve in the broadcast, media, satellite, and entertainment industries.

Exciting features at the three-day show at the Dubai World Trade Centre include NextUp and NextGen Content, offering the opportunity to engage with some of the most innovative start-ups and content creators in the industry.

NextUp is the perfect platform for start-up innovators to showcase their talents and connect with like-minded professionals. Attendees can discover trends, engage with thought-provoking panels and keynotes and explore the latest innovations in the field.

Back for the show's 29th edition, CABSAT teams up with HConsult to host the second annual MENA region Co-Production Salon at the show's upcoming edition.

CABSAT 2023's Content Congress celebrates the compelling and engaging creator economy. The events of the last few years have sparked an irreversible global change across major industries, including media, creating new forms of cross-border, regional collaboration. Focusing on the present while keeping an eye on the future, Content Congress will delve into key topics impacting the content creation community, including preparing for the metaverse, decoding film tourism, and how to stand out as a blogger.

The Satexpo Summit is the most comprehensive gathering of regional



and global satellite and space technology industry influencers – from pioneers and innovators to established executives, engineers, government officials and diverse solution providers. This year, the Summit addresses ways to minimise the digital inclusion gap, onboard co-ordination, digital transformation, and continue the ongoing drive to secure sustainability in space business through 'good practice' principles.

CABSAT 2023 comes at a time of growth in the industry, with the Middle East's media and entertainment market projected to grow by 7.4 percent CAGR between 2021 and 2026 to reach USD 47 billion. To foster enterprises with a high potential for economic expansion and job creation, governments in the MENA region have shown significant support for the entertainment industry.

The three-day exhibition provides an ideal platform for experts from the community of producers, directors, broadcast technology,

channel distributors, content publishers and more, to share and discover technologies that have the potential to boost the entertainment market in the MENA.

The show also welcomes a host of first-time international exhibitors including Turkey-based solutions provider, Zero Density, as well as AVECO, bringing post-production knowledge from the Czech Republic, Gilat Satellite Networks from Israel, and Australian digital cinema company, Blackmagic Design.

Visitors to this super-connector event can connect with like-minded professionals, discover new trends and technologies, and explore the latest innovations in the field. With over 14,000 visitors, 340 exhibitors and 120 speakers, CABSAT 2023 is the must-attend event of the year for the broadcast, media, satellite, entertainment, and pro-AV industries.
*For more information, visit: www.cabsat.com.*

# PRO2023

## 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 TV networks and media production and broadcasting facilities, and the implementation of the latest and upcoming technologies, workflows, and designs.

## 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.

Master Media is member of various international industry associations such as the IABM, IEEE, SMPTE, AES, DPP and the Arab HDTV & Beyond group.
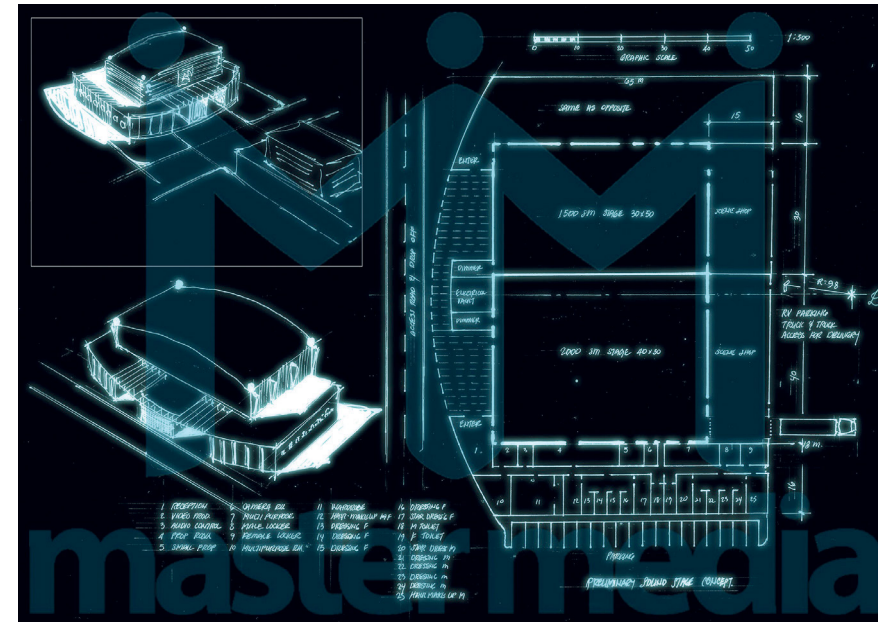


## Select Projects and Clients
Master Media's clients and projects include a variety of regional and international media entities. Some of the projects undertaken and clients served over the last few years are listed below:
> **Yas Creative Hub, UAE:** Fit-Out and technology design
> **A Large Corporate Entity, UAE:** Fit-Out and Technology design for a media centre with production and post-production facilities
> **A New Film & TV Production City in the GCC:** Feasibility study, business planning, demand modelling, revenue modelling, facilities design and technology roadmap
> **A New Digital Media Platform, MENA:** Audit and technology systems assessment
> **EXPO 2020 Dubai, UAE:** Media and Broadcast Multi-Disciplinary Strategic Consultancy: Commercial, technology, media operations, media guest experience, media facilities design and venue management
> **National News Agency in the GCC:** Development of future technology

blueprint, integrated newsroom workflows and requirements for technology vendors
> **A New Media Hub in the GCC:** Business planning, demand modelling, financial modelling, facilities design and technology roadmap
> **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
> **Leading Regional News Network:** Audit and technology systems assessment and technology upgrade roadmap
> **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



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### Social Media
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in master-media

# PRO2023

## Distributors

> Advanced Media Trading LLC

> NMK Electronics Trading LLC

# Complete range of broadcast solutions


Advanced Media's Board of Directors.


Cine2022's Interactive Set.

In 2022, Advanced Media celebrated 20 years of leadership in innovation and creativity, excellence in retail, distribution and services, and commitment to the community. Advanced Media Trading LLC is now the largest supplier of professional video, photo, broadcast and cinema equipment and accessories in the Middle East, representing more than 100 recognisable brands including Sony Professional Solutions, Zeiss, DJI and RED. With its headquarters conveniently located in Dubai, UAE, Advanced Media conducts business across the MENA, including all aspects of the industry: sales, consultancy, training, installation, service and maintenance. Advanced Media inaugurated its new showroom and service centre in Riyadh, Saudi Arabia in 2019, and in Egypt in 2021.

## Vision
Advanced Media is more than a simple distributor, it is an added value reseller whose highest priority is delivering the technical necessities and demands of a wide spectrum of creative consumers, artists, entrepreneurs and professionals. Advanced Media's main motivation lies in investigating, identifying and adapting to the latest technological trends and developments, and recognising how these can benefit stakeholders. Objectives are not solely focused on profit but directed towards offering solutions that encourage and contribute to future advancements in media.

To realise these objectives, the company is committed to persistently developing, organising and hosting training workshops, seminars and community events that educate, inform and familiarise consumers with new equipment and the latest technological advances. The interconnectedness and effectiveness of these factors, values and activities together form Advanced Media: a dynamic, influential and imaginative collective that is undoubtedly a financial and technological pioneer in the MENA.

## Advanced Media Showroom
In May 2021, Advanced Media relocated its headquarters in Dubai. The new showroom, unique in function and scope across the MENA provides customers and visitors the opportunity to try a wide range of products, expand their knowledge, engage with industry experts and receive professional opinion and support from Advanced Media's


Advanced Media showroom.

multilingual and experienced team. The new premises also provide space for Advanced Media's regularly hosted product launches, workshops and training programmes, as well as its biannual digital cinema community event, CINE.

This new office is in close vicinity to the Advanced Media service centre and warehouses in the Al Quoz Industrial area.

## Service Centre and Warehouses
Located on 8th Street, Al Quoz Industrial 1, Dubai, UAE, Advanced Media Service Centre offers repair, maintenance and support for all the brands it represents in the region. Advanced Media has exclusive authorisation to provide services for DJI, Sony Creative Pro Camera, Sony Broadcast, RED, Sigma, Teradek, ATOMOS, Profoto, SWIT, ASTERA, Godox, Nanlite, Manfrotto, Eartec, Cartoni and EasyRig in the UAE. The Service Centre is authorised to repair products that are both with and without warranty.

## Cine2022
Advanced Media marked the occasion of its 20th anniversary by inaugurating a new edition of its biannual digital cinema community event, Cine2022.

The three-day event in March 2022 hosted in Advanced Media's new premises offered eight workshops 90 minutes each with trainers from different areas of production covering a range of topics from how to do an 8K project, HDR, choosing the right lenses, colour grading and using RGB lighting for production.

The workshops attracted an enthusiastic and curious crowd from across the UAE with some attendants from Saudi Arabia, Egypt, Jordan and Qatar.

Some brands represented by Advanced Media such as Sony, Manfrotto, RED, Zeiss, DJI, Astera, Atomos, Cartoni, and Sennheiser had a prominent presence at the event, especially at the two designated sets specifically designed to showcase the variety and capability of equipment. Most notable was the introduction of Sony Venice 2 for the first time in the MENA region.

## AMT's Social Responsibility
On its 20th anniversary, Advanced Media embarked on a new chapter to renew and acknowledge its commitment to social, environmental and economic sustainability by introducing and activating initiatives that would cement its reputation as a pioneer and socially responsible member of the community.

Noteworthy amongst them is Advanced Media's partnership with eFate, UAE-based electronic waste management company and SAE Institute in Dubai. Advanced Media will be offering an annual scholarship of Dh50,000 to three prospective students with the opportunity to pursue a Bachelor's degree in Film at SAE, provided they meet a specific admission criteria.

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## Social Media
AdvancedMedia.ae

# 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, Doha and Riyadh. Together with its portfolio of reputable brands, a dynamic team and strong 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 36 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.

### Brands Distributed



Sound and performance that the touring 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 C Class**
The dLive C Class makes the full power and flexibility of dLive available in an accessible, compact format.

❯ **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 S1 + Avid Dock**
Avid S1 and Avid Dock work together seamlessly to give you more tactile control to handle larger mixes, with dedicated transport controls, jog wheel, focus fader and more at your fingertips.



Firdaus Studio by A.R. Rahman in Dubai relies on Avid S6M40 32 Faders.

❯ **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 2023 training opportunities at: www.nmkelectronics.com/education

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### Social Media

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# PRO2023

# IPTV

> TAG Video Systems

# Realtime media performance platform

TAG Video Systems is the world leader in 100 percent software based integrated IP multiviewing, probing and monitoring solutions. Introducing its first IP solution in 2008, today TAG supports over 150,000 probing/monitoring points across the four primary broadcasting applications – live production, playout/master control, distribution and OTT. TAG's Zer0 Friction philosophy allows broadcasters and content distributors to minimise complexity, manage the pace of change, while competitively enabling business operations. The 100 percent 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 hardware (COTS) 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.

**▶ Traditional Delivery & 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 the 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.

**▶ 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 Is why leading media companies around the globe that depend on TAG understand that their success depends on delivering

### Key clients



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.

**▶ MCS (Media Control System)**

MCS enables virtually infinite scale across any deployment scenario and puts big data into your hands, enabling tight integration of your media monitoring with Open-Source software, DevOps tools and AI/ML to achieve deep insight and knowledge about the performance of your media business. The full power of TAG's probing and monitoring are unleashed by the rich feature set of the MCS which brings the system to a new level of capability in functionality and opportunity for rich application customisation.

## Key Projects

**▶ FOX Sports**

FOX Sports selected TAG's 100 percent IP software platform for all of their control rooms and operations multiviewers, monitoring the integrity of over 1200 sources driving 150+ displays for the most widely viewed single sporting event in the world.

The TAG multiviewer and monitoring platform enables FOX Sports operators to see everything in the ST-2110 IP workflow as well as JPEG-XS and UHD, the formats FOX Sports are using for transmission between the IBC and studio, venues and FOX Sports operations centres in Tempe and Los Angeles. In addition, the entire network will be managed by a remote IT team located remotely.

Using flypacks to transport live production systems has the potential to open doors to a whole new range of capabilities and reinvent how live production is done. The same systems can be transported from venue to venue, leading to an increase in familiarity and decrease in training time. Another advantage is the ability to add capabilities as workflows change, enhancing and improving the system.

*For more details, visit: https://tagvs.com/news/tag-video-systems-unveils-new-platform-for-fox-sports-marquee-events-ahead/*

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### Social Media

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TAGVS
TAG V.S.
tagvideosystems
tagvideosystems

# PRO2023

## Manufacturers

> Ateme Middle East
> Broadpeak
> Cobalt Digital Inc.
> FOR-A Company Limited
> Fujifilm
> Guntermann & Drunck GmbH
> Lawo
> Pebble
> RCS MENA
> Ross Video
> Shure MEA
> VITEC
> Zero Density

## ATEME
### Captivate your audience

# Captivate your audience

Ateme is a global leader of end-to-end video compression and delivery solutions helping tier-one content providers, service providers, and streaming platforms captivate their audience, while boosting their viewership and subscription engagement.

**Increase Value While Reducing Costs — and Going Green!**
Whether you deliver content over satellite, cable, IP, terrestrial, OTT, or 5G, Ateme helps you improve the audience experience while reducing bandwidth and infrastructure requirements and delivering operational cost savings, with its efficient, cloud-native video-delivery software solutions. This translates to a lower total cost of ownership, lower subscriber acquisition costs, and a 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 the audience experience, increase the 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 Ateme's 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
> End-to-end solution for Dynamic Ad Insertion, enabling targeted advertising and personalised TV channels

**Find New Sources of Monetisation and Enable Personalised Experiences**
Ateme's solutions help you find extra sources of monetisation and create new and personalised experiences.

With its Cloud DVR solution, you reduce churn by holding your viewers' cherished memories — making your services 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.

With Ateme's Dynamic Ad Insertion solution, you can find another source of monetisation through precisely targeted ads — by region or demographics or personalised on a viewer-by-viewer basis — and use it on any channel, including VOD-to-live and FAST channels.

Ateme helps propel viewers to experience the future of video with its 5G streaming solution. Whether traveling or at home, viewers can enjoy flawless UHD-quality video from their mobile connected devices. When attending matches in the stadium, they can watch live views in multiple angles. Meanwhile, home viewers can also enjoy a live TV event from the comfort of their sofa, regardless of which mobile network operator they subscribe to.

**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 SDIoIP solution for multiple processing with encoding, decoding, and gateway in the same software
> Secure transmission with a standards-based rights-


Dubai Studio City.

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.

**Innovation at Its Core**
Ateme has repeatedly innovated in fields ranging from visual quality to smart caching and analytics, blending one world first after another to deliver ever more value to broadcasters and TV service and content providers — including Ooredoo, Nilesat, and Du in the Middle East. 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.

The recipient of multiple Awards — including the IABM BaM 2022 Awards in the Publish category, 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.

Founded in France in 1991, Ateme has over 500 employees located around the world and has been listed on the Paris Euronext market since 2014. In 2020, Ateme acquired Anevia, a provider of OTT and IPTV software solutions, and as of 2021, has served close to 1,000 customers worldwide with revenues of €90 million.


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


**Ateme Dubai team.**

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in ateme
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📷 ateme_official
▶ ATEME

# broadpeak

# This is streaming at its peak

Broadpeak's mission is to empower video service providers so they can stream the content people love with a compelling experience.

Broadpeak designs and manufactures video delivery components for content providers and broadband service providers deploying IPTV, cable, satellite, OTT, and mobile services. Its portfolio of solutions and technologies powers the delivery of movies, television programming and other content over managed networks and the internet for viewing on any type of device.

The company's systems and services help operators increase market share and improve subscriber loyalty with superior quality of experience. Broadpeak supports
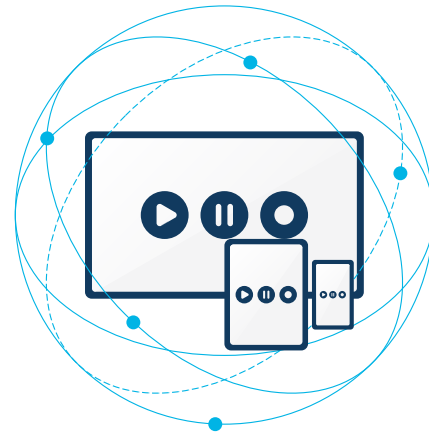
all its customers worldwide, from simple installations to large delivery systems reaching capacities of several million simultaneous streams. Broadpeak provides video streaming software that can be deployed, but also platforms that can be used.

- 125 deployments in 50plus countries
- 200m plus end-users served by Broadpeak's technologies
- 320 plus Broadpeakers
- Presence in 21 countries
- Created in 2010

## broadpeak.io

broadpeak.io is Broadpeak's video API SaaS platform that makes Broadpeak's trusted framework and solutions available as a service in the cloud, resulting in unparalleled simplicity, agility, and scalability! broadpeak.io provides applications for dynamic ad insertion, content replacement (including black out), fast customisation and virtual channels.

## Live Video Streaming

Delivering the highest quality of experience (QoE) for live video streaming at scale, anywhere and on any device has become one of the most crucial challenges for video service providers. Broadpeak provides technologies to scale video distribution across networks and provide the best QoE.

## Content Anywhere, Anytime

With Broadpeak solutions, video service providers can bring content anywhere, from remote places to crowded stadiums and at any time!
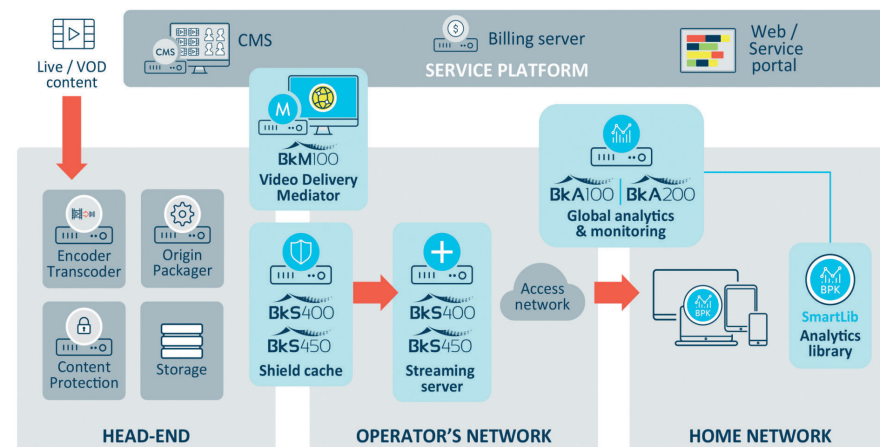
## Monetisation

Many opportunities exist today to monetise networks, streaming services and content. With years of industry experience, Broadpeak provides monetisation solutions that reduce ecosystem complexity, increase business efficiency and accelerate time-to-market.

## Decreasing Streaming Video Costs

Delivering video is hard, delivering video cost-effectively is harder. Broadpeak helps operators and OTT providers keep video streaming costs under control.

## 5G Streaming

With video streaming traffic increasingly shifting to cellular networks, new challenges and opportunities emerge for operators. Broadpeak 5G-ready

advanced video delivery solutions unleash the potential of CDN to deliver a superior end-user quality of experience, optimise network costs and uncover new monetisation services.

## Solutions

Broadpeak develops cutting-edge solutions based on highly performing, robust, secure technologies so that content providers, OTT platforms and pay TV operators can provide best-in-class experience to their subscribers, avoid churn, monetise network and services while reducing impact on the environment.

- **Advanced CDN:** A content delivery network solution ready for the upcoming challenges of video streaming
- **Content Personalisation:** Targeted advertising and video content personalisation

- **Multicast ABR:** Solution to upgrade from IPTV to ABR with no compromise on QoE, bringing scalability to live video streaming
- **Origin Packager:** Package and secure video content, address any player or device, for live and on-demand applications and reduce storage space
- **Cloud DVR:** Solution for non-linear and time-shifted TV services
- **CDN Selection:** Manage growth and robustify video delivery services through a multi-CDN approach and by selecting the CDN that can best address each request
- **Video Delivery Analytics and Monitoring:** Support marketing, operations and support teams for strategic decision making related to capacity planning, troubleshooting and video consumption analysis
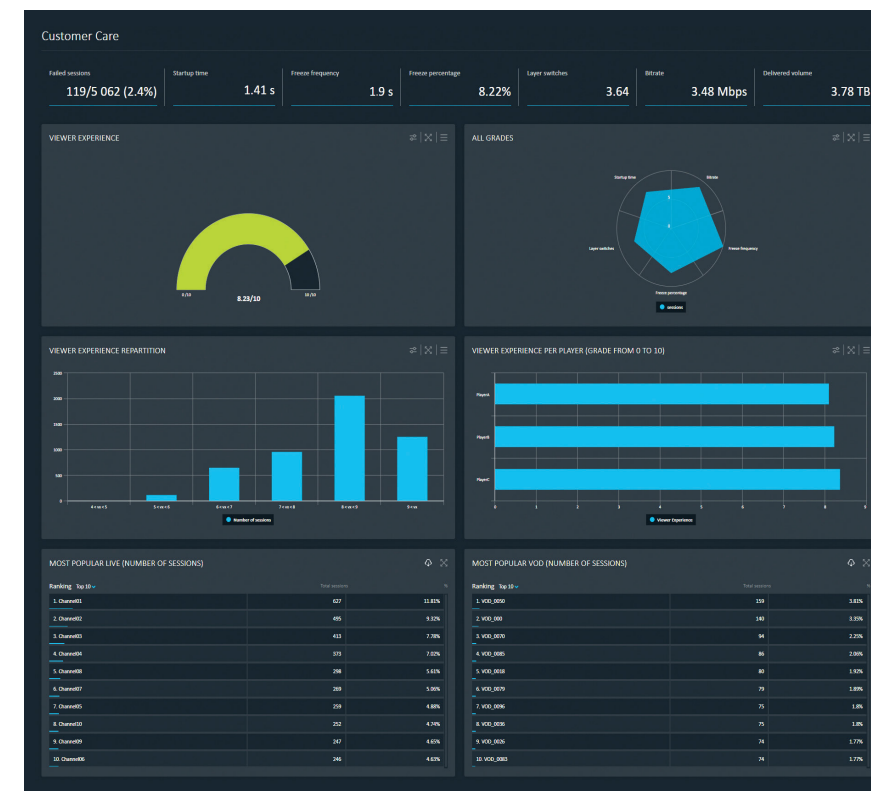


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## Social Media
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# COBALT®

# Engineering beyond the signal

Founded in 1997, Cobalt Digital is a designer and manufacturer of award-winning 12G/3G/HD/SD conversion, throwdown, multiviewer and compression technology. Cobalt is a founding partner in the openGear initiative embraced worldwide and known throughout the industry as an open architecture, modular frame system. Cobalt's platform includes close to 100 openGear cards in addition to its many other products.

### Global Reach

Numerous and varied organisations rely on Cobalt for their most demanding signal-processing applications. The company's gear is found in major broadcast and cable networks including sports broadcasters, government agencies, terrestrial and satellite facilities, houses of worship, corporate settings, production environments, mobile operations, ENG operations and TV stations. Cobalt's channel network spans the globe with offices and representatives throughout the Americas, in the UK, Europe, Asia, the Middle East and Africa.

### Tackling Challenges

Cobalt's ever-growing line of products is built to tackle any challenge in today's multiscreen, multiformat world. The

**Markets Served:**
> Broadcast and Production
> Cable Networks
> Mobile Production Trucks
> Satellite Facilities
> Sports Venues
> Governments
> Corporate
> Education
> Houses of Worship
> Medical Markets

fast-moving and consistent pace of change in the industry causes today's challenges to quickly morph, and Cobalt keeps customers ready with new openGear cards, software, or equipment that quickly and easily bring existing systems up to date. The Company's tag line says it all: Engineering Beyond the Signal, and that's a philosophy that guides everything Cobalt does.

### Who, What, Where

Over one thousand customers worldwide have implemented Cobalt products

ranging from the company's 9904/9905-UDX+ Indigo processing cards featuring ST 2110 support and HDR conversion solutions, Sapphire bi-directional HDMI/SDI converters, its compression line to the new SafeLink Gateway that provides protection for live video and audio data over unsecured networks, and much more. The 9904-UDX-4K has proved to be the most efficient, time saving and flexible system for many customers, including a notable, major production network that has implemented the card for varying programming needs

covering news, cinema and soap operas.

Utilising Cobalt's 9904-UDX-4K single pass audio and video processing, the card takes existing feeds from SONY F900 cameras outputting a QUAD-3G signal, embeds AES audio channels into the 9904 and converts the signal to 12G-SDI with embedded AES audios for the purpose of feeding a Telestream encoding platform. In addition to providing conversion capabilities, the 9904-UDX-4K can further condition the signal with licensable options such as colour correction, advanced audio processing with the onboard DSP engine, and a flexible list of IO options from SDI, HDMI, Fiber and IP. The 9904-UDX-4K platform serves as the glue that enables the production network to optimise existing investments such as their SONY F900 cameras and the Telestream encoding platform, allowing the entire workflow to function flawlessly.

### Contributing to the Industry

Cobalt is an active participant in many industry forums and associations and supports the development of open

standards and industry specifications and is a founding member of the RIST Forum which promotes the adoption of open protocols for Internet contribution. Cobalt engineers have also made significant industry contributions in areas related to internet streaming, uncompressed video over IP, and HDR.

### Accolades

Cobalt Digital has been the recipient of over 43 awards and accolades for engineering innovation over the years including an Emmy in 2019 for pioneering a reliable transmission method for live contribution and distribution TV links.

### Standing by Customers

Cobalt's products feature 24/7 service and support, most come with a five-year warranty, and are all manufactured in the USA using the latest components and multilayer PCB technology.

**Solutions Include:**
> 12G SDI
> 4K
> 4K HEVC Compression
> HDR Production
> IP Production
> Master Control
> Multi-Image Processing
> Quality/Confidence Monitoring
> SMPTE ST 2110
> Text-to-Speech / EAS Automation

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### Social Media

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# FOR.A®

# Cutting-edge broadcast and production technology



**HVS-190I.**

FOR-A is a global business, developing and manufacturing industry-leading broadcast and production products with a focus on cutting edge technologies, including IP connectivity and Ultra HD.

Products include video switchers and routers, multi-viewers, full 4K high-speed super slo-mo cameras, IP encoders and decoders, multi-channel signal processors, test signal generators up to 8K resolution, colour correctors, frame synchronisers, character generators, video servers and much more.

Founded in 1971, the company principally manufactures in Japan but has sales and support organisations worldwide, including a significant Middle East and African presence in Dubai. The company actively pursues collaborations with other best-of-breed vendors, both in the development of products and to integrate complete solutions for its clients.

## New Products
### › SOAR-A Platform
In a long line of innovative products, the most significant recent introduction is the SOAR-A platform.

This provides software-defined signal processing and management along with IP connectivity in an agile appliance, delivering ultra-low latency and standards-based streaming to any device, over any combination of circuits.

SOAR-A (Software Optimised Appliance Revolutionised by FOR-A) is available in two hardware forms: a very compact two-channel device, and a 1RU appliance which supports up to 16 channels. Standards are at the heart of SOAR-A, including signal streams using SMPTE ST 2110 or *NDI, and connectivity using RIST and WebRTC. The first software applications available include SOAR-A Edge, which provides for highly secure IP transport, SOAR-A Graphics, a character generator and branding engine, SOAR-A Switch, a software-based switcher and SOAR-A Play, a software-based media server.

### › FA-1616
Other new products introduced in recent months include the FA-1616, a multi-channel processor supporting resolutions up to 12G 4K and providing a convenient SDI/IP gateway.

### › HVS-190S/190I
The HVS-190S/190I video switcher provides powerful production

switching in a compact form factor, making it ideal for simple productions and live events which need the highest quality keying and DVE.



**FA-1616.**

### › MFR-3100EX
Ideal for live events, as well as corporate and house of worship installations, the MFR-3100EX all-in-one production centre is more than just a routing switcher. It incorporates a multi-viewer, downstream keyer, control of PTZ cameras and the ability to stream across multiple different formats, making it the perfect central control for cost-effective installations.

## Recent Projects
The 2022 FIFA World Cup in Qatar saw FOR-A work with several companies providing facilities for overseas broadcasters and fan zones. These included Media Mania, Cubic Media, Pro TV and Wise Concepts, and saw the installation of FOR-A production switchers, routers, multi-viewers and signal processing.

LiveHD, part of Abu Dhabi Media Corporation, has taken two of the revolutionary FT-ONE-SS4K ultra slow motion 4K cameras. These can

shoot at up to 1000 frames a second, giving 20x slow motion while still providing live output without the need for extra camera position.

Also in Abu Dhabi, twofour54 chose FOR-A to lead a major upgrade of one of its large production studios. The project included the HVS-2000 3 M/E production switcher and two LiveBoard 3D graphics systems from FOR-A's technology partner ClassX. Also delivered were multiviewers, routers and signal processing.

The twofour54 studio is 4K Ultra HD ready, as is a new studio FOR-A built at Imam Abdul Rahman Bin Faisal University. Using a range of FOR-A 12G SDI equipment, this is the first 12G 4K studio in the Kingdom of Saudi Arabia.

The Palestinian Broadcasting Corporation (PBC) needed to replace the production switcher in its main news studio and chose the HVS-2000 from FOR-A for this high-pressure role. This means that PBC now has FOR-A switchers across all its production and news studios.

These are some of the many projects and system integrations delivered by FOR-A for users in the MEA region in 2022, paving the way forward for further growth in 2023.

## Activities
FOR-A develops, manufactures and brings to market professional video equipment for various environments. Where needed to meet customer expectations, the MEA FOR-A office will also acquire and integrate third-party products of suitable quality to build a complete solution.

*NDI is a registered trademark of Vizrt Group.

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### Social Media
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in for-a-middle-east-&-africa
🐦 foracorporation



**MFR3100EX.**

# FUJINON
# FUJIFILM

# Helping creators create

From the time Fujifilm began making films in 1934, the company has had some of the best colour scientists in the world helping create film for cinema images. Eventually, Fujifilm began making FUJINON broadcast TV lenses, becoming the established market leader. When the opportunity to create cinema lenses arose, Fujifilm was on the cutting edge of digital cinema lens technology. Today, nearly a century of experience in image-making later, Fujifilm is one of the world's leading manufacturers of television and motion picture lenses.

## Corporate Mission

FUJINON lenses are created in response to the needs of the industries the company serves – creators and visual storytellers across the broadcast and cinema production spectrum.

## Continuous Innovation

Fujifilm invests time and resources in speaking with customers, technology providers and camera manufacturers on every continent to learn what they need and want. Whether it's convenience, productivity, efficiency, creative or something else, customers are the drivers of its innovation.



## Cinema

FUJINON cinema lenses are built with purpose, enabling cinematographers to achieve a beautiful cinematic look. The promise of quality, innovation and superior customer service is matched by a commitment to immerse itself in the cinema market and learn what cinematographers, camera operators and other cinema production professionals want and need, now and in the future.

Premista Series, FUJINON's class-leading flagship supports large-format sensors and delivers high resolution, beautiful bokeh and rich gradation with high dynamic range, allowing cinematographers to effectively bring out the maximum capability of large format sensors and facilitate high-quality video production with true cinematic flair.

## Broadcast

Engaged in the development and production of broadcast lenses for over 50 years. FUJINON broadcast lenses have supported image creation throughout the world with unique technologies including optical design development, advanced manufacturing capabilities and exceptional quality.

By leveraging on its highly accurate design, manufacturing and assembly expertise, FUJINON broadcast lenses are deliberately created to not just meet, but exceed the optical, mechanical and electronic requirements of broadcast production professionals.



## Key Technologies Include:

- **HT-EBC Coating:** The patented electron-beam multi-layer coating technology facilitates high light transmission and reduced flare and ghosting
- **Aspherical Large Aperture Lens:** Developed with proprietary large aperture elements, FUJINON lenses effectively suppress chromatic aberration and distortion from the centre to the edge of the image
- **Remote Back Focus (RBF):** RBF enables precise remote control of back focus adjustments via robotic control panels in a broadcast control room, allowing back focus adjustments to be made during shooting with minimal effort and down-time
- **Advanced Focus (AF):** Using FUJINON's class-leading phase detection system, the AF system enables operators to concentrate on zooming without worrying about focus control
- **OS-Tech:** Featuring the 'Optical Shift System' to optically compensate for vibration, the system responds quickly to vibration and movement facilitating natural image capture
- **Breathing Compensation Technology (BCT):** By synchronising zoom movements with focus movements, the patented BCT system automatically corrects for changes in the angle of view, thereby minimising breathing and keeping images a constant size
- **One Shot Pre-set:** By allowing zoom and focus to be pre-set at selected positions and stored in advance, the system allows operators to instantly return to pre-set positions. A vital feature for studio or sports broadcasts
- **9-Blade Iris:** With the adoption of nine Iris blades, FUJINON 4K lenses achieve a nearly circular aperture, making it possible to render images with a softer, more natural bokeh

## Awards

- **1996:** First Emmy Award for Broadcast Lens R&D
- **2005:** Awarded for Developing High-Performance Lenses Adapted to Hi-Vision
- **2009:** 4 Emmy Awards for Lens Technology Including Precision Focus
- **2020:** Red Dot Design Award Winner for Broadcasting and Cinema Lenses
- **2022:** IDEA Award for Premista Cinema Lenses



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# G&D
## AND KVM FEELS RIGHT.

# Perfect KVM technology for the broadcast world

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

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 entire core competencies such as development, product management, sales, marketing and production under one roof, G&D support  customers from 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



**VisionXS**

10Gbit bandwidth for perfect video performance.

Space-saving thanks to small, compact housing.

Versatile signals and resolutions up to 4K  using KVM-over-IP™.

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 Continues to Grow
These matrix-compatible high-performance KVM extenders support resolutions up to 4K @ 60 Hz. The systems are available for both KVM-over-IPT and classic, direct transmission.

The product range is now complemented by the new DP-HR variants for resolutions up to 2560 × 1600 @ 60 Hz. For this series, the manufacturer also relies on its proven, lossless bluedec compression which enables authentic, pixel-perfect video experiences.

The matrix compatible extenders will also be available with two display port connectors for multi-monitor applications. This makes it possible to operate up to two monitors at the same time while saving cabling effort and additional hardware by using only one transmission port. On the user side, the new option ensures better ergonomics and greater flexibility at workstations.

The VisionXS-IP portfolio continues to grow, with new variants supporting Power-over-Ethernet (PoE). The new feature makes it possible to supply power to the device using the transmission port. In this way, the extender can be secured twice against failures: the device is connected via both the main power supply and the network cable, providing redundancy in case one power supply fails. This guarantees maximum operational safety and reliability during continuous operation.

## Strengthening Activities in the Middle East
G&D is strengthening its activities in the Middle East by establishing a new international location in Dubai. The new location for Near Asia, Middle East and Africa is located at the Dubai World Trade Centre. Tamby Alasker, Director of Sales, who is responsible on site has been working with mission critical operations vendors in AV and KVM covering the Middle East for the past 15 years. As an expert in control room applications, he is the main local contact advising customers and partners on individual projects.

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

# 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 the '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.

In 2022, Lawo and Proximus received the coveted AV Award for 'Broadcast and Media Project of the Year', and Lawo struck gold at the Digital Media World Award 2022 in the 'IP Broadcast Solutions' category for .edge.

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 microservices architecture and enables users to connect, manage and secure networked production setups from the ground up. Fully NMOS IS-04 and IS-05 compliant, HOME is based on open standards, e.g. 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 multiviewers, glue and other third-party baseband and IP devices.

## Video Solutions for IP Setups

Software-defined by nature, the .edge Hyper-Density SDI/IP Conversion and Routing Platform can be used as a feature-laden replacement for traditional SDI routers, and expanded with flexible software licenses to provide the perfect mix of advanced features.

Lawo's award-winning V__matrix software-defined IP platform uses C100 processing blades to provide SDI/MADI signal connectivity and video/audio processing; virtual module apps uploaded to them address all current and future processing and gateway requirements, and support SD, HD, 3G and 4K.

V__pro8 bridges a variety of video and audio formats for SDI-based video processing. Dolby E encoding/decoding is available.

## 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 RƎLAY 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.

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discovering | designing | delivering |

# Experts in playout automation

As a world leader in automation, integrated, IP and virtualised playout systems, Pebble has the people, the process and the technology to support broadcasters as they adapt to compete with new entrants in the video media space. Pebble is the expert partner for hybrid cloud playout, supporting broadcasters to transition from traditional broadcast infrastructure to more flexible IP based technologies.

## Pebble in the MENA Region

With a strong track record for delivering on time and against commitments, Pebble's systems control over 400 channels across 17 countries at around 70 sites across the Middle East, and many more at major broadcasters worldwide.

Pebble's suite of solutions manages complex workflows and offer straightforward expansion capability as requirements change.

The option to display user interfaces in Arabic, allows dynamic graphics control with Arabic text, providing fast turnaround compliance workflows, with features helping broadcasters easily manage prayer breaks in their schedules.

In 2022, Pebble expanded its regional team in the UAE, adding further support and project implementation capacity with three key appointments; Ziad Sanbar was promoted to Regional Solutions Manager, Christian Mesmar, Product Trainer and Customer Fulfilment Engineer, relocated from the UK and Belkacem Hennane joined as a new member of the team, to provide additional support as Customer Fulfilment Engineer.

Key Pebble customers in the MENA territory 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 – Kalba, CNBC Arabiya 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. It controls mission-critical operations and is scalable from one to hundreds of channels. Its distributed architecture means resources can be utilised over multiple servers, and its selection of device drivers gives broadcasters the freedom to deploy the technology that best fits the needs of their channels,
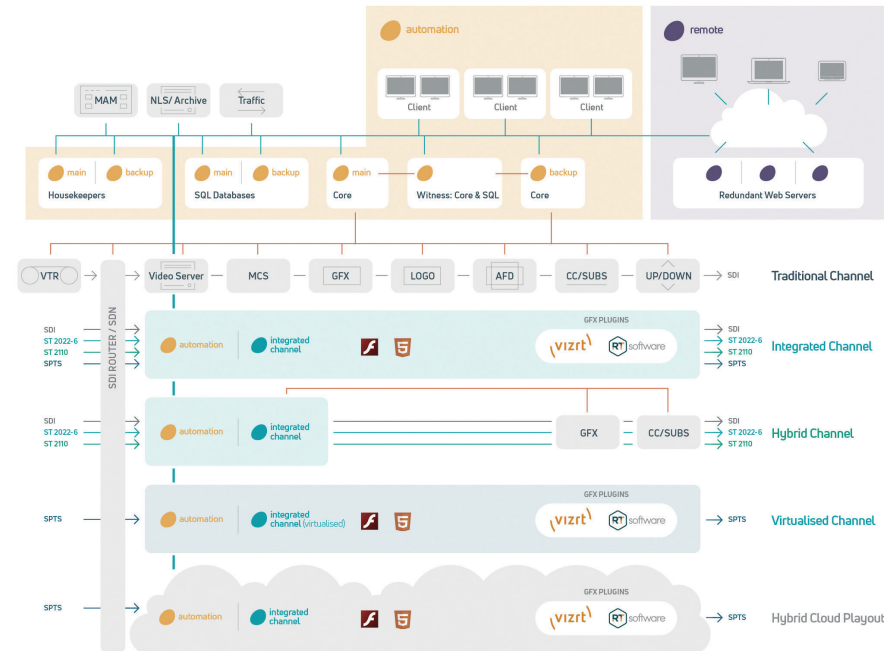


whether legacy SDI devices or the latest IP and hybrid cloud technologies.

## 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 your 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, this solution is installed across a variety 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 the conversion of a range of compression and file formats, it can 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, playout centre, 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 a whole lot more complex, and the cost of getting it wrong is potentially very high.

Pebble Control is an award-winning 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.

Pebble Control Free was launched in April 2022, enabling broadcasters to work with entry level access of 15 concurrent input and output connections at no cost. To download visit www.pebble.tv/control-free.

# Creating revolutionary broadcast software

## 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**

### RCSCloud
**RCS Cloud: Cloud-based safety net**

RCS is the world's largest broadcast software company with products in thousands of radio and TV stations, music channels, cable companies, ad agencies, satellite networks and streaming stations worldwide. With guaranteed reliability and 24/7 support the most respected names in the industry choose RCS as their software provider.

RCS invented music scheduling on computers, opening its doors in 1979 with the very first version of the legendary Selector. This revolutionary product was designed for music radio stations wanting to have more control over their song rotations, while maintaining consistency and enhancing variety. Within the first year, Selector had its first station: an NBC-owned FM station in San Francisco.

In the last decade, RCS has reinvented the way broadcasters approach their craft with the introduction of new and updated software services.

A hallmark of RCS from the beginning was the strategy to base product improvements on feedback from its loyal customers and experienced power users.

**Baher Al Zaher, Managing Director, RCS MENA.**
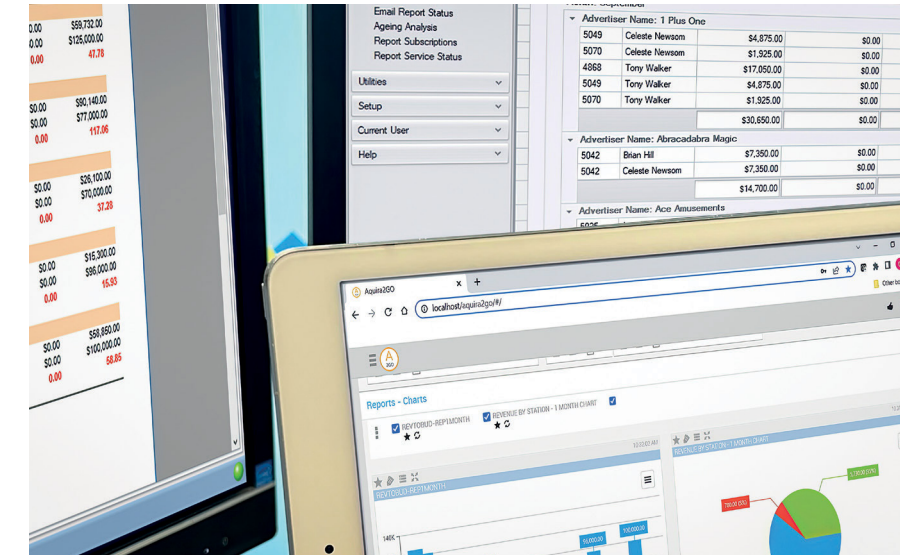
This tradition continues with the company's next generation of award-winning broadcast software.

The most respected names in the broadcast industry choose RCS as their software partner, including world-famous names such as Z100, KISS-FM, and many of the largest and most successful radio groups around the world.

### 'From-Anywhere Flexibility'

Now there is a new generation of browser-based extensions to RCS software, designed for mobile devices such as laptops, smartphones, and tablets. Alongside GSelector, Zetta and Aquira. Baher Al Zaher, Managing Director of RCS MENA says, "our customers have access to the incredible 'from-anywhere' flexibility of Selector2GO, Zetta2GO and Aquira2GO. With its mobile initiatives, RCS is putting the power of its cutting-edge software into the hands of every user, no matter where they may be.

And for customers who want cloud-based solutions, RCS is already there."

RCS provides the most advanced, reliable, intuitive, and flexible broadcast tools on the planet. Because its clients are based worldwide, RCS' tools are multilingual too. Additionally, customers are backed by the legendary RCS 24/7 world-class support, and the company boasts more local support offices than any other broadcast software company in the world.

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### Social Media

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# Powering live productions for billions of viewers daily

Ross Video is a global leader in the broadcast industry and has been providing innovative technology solutions to customers for over 40 years. The company 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, captivating content for stadium screens, entertainment shows and concerts, and engaging material for educational institutions, legislative assemblies and houses of worship.

Ross Video's mission is to enable creation of captivating content that engages audiences, and it has achieved this by continually pushing the boundaries of technology in the broadcast industry.

## Products, Solutions and Services

As a manufacturer, Ross Video has an extensive product portfolio that includes robotic camera systems, real-time motion graphics, production switchers, virtual studios, routers, newsroom control systems and more. Some of the company's most popular products include the Carbonite series of production switchers, the XPression motion graphics system, the Ultrix routing and signal processing platform and the Furio robotic camera system. Ross also offers a range of services, including creative and production services, consulting, training, and technical support. Its consulting services help customers design and implement broadcast workflows that bring to life broadcasts for audiences across the globe, while its training programmes provide hands-on instruction for using its products.

## Global Company

Established in 1974, the Canadian company has expanded its operations globally and today has offices and partners in over 100 countries. Ross has corporate offices in North America, Europe, Asia and Australia, as well as supporting sales and service operations located strategically around the world. The company offers lifetime technical support by telephone, email and WhatsApp, and support agents are available 24/7/365. Thanks to in-house research and development, Ross can apply maximum creativity to breakthrough products and long-term evolution and support of the company's products and technologies.
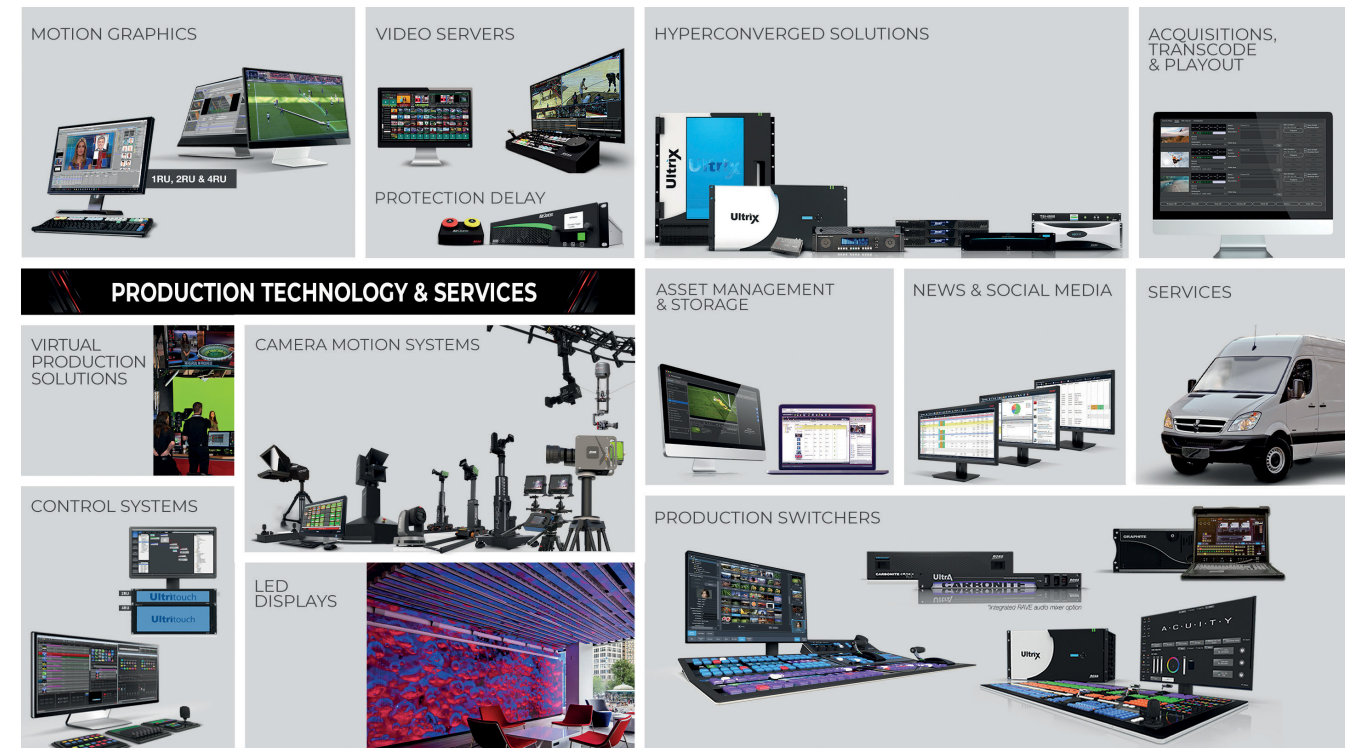




## Key Clients and Partnerships

Ross solutions have impressed the audiences and marketing partners of Eurosport, BBC World, Sky, Yahoo! Finance and international esports powerhouse ESL. Ross has a long list of clients in the broadcast industry, including major networks, news broadcasters, production companies and sports leagues. Additionally, Ross is no stranger to high-profile events, having worked on projects such as the Olympics, the World Cup and the Academy Awards. Regardless of the size of the customer or their project, Ross works closely with all clients to provide customised solutions that meet their unique needs and achieve their goals.

## Technology Leadership

Ross offers 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 is central to meeting the needs of the industry and growing the company. The main development lab in Ottawa, Canada, 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

Ross Hyperconverged Solutions take up less space, use less power and deploy faster – they do more with less without compromising functionality. An example of this approach can be seen in the Ultrix FR12 routing system, which merges routing, production switching, audio processing and mixing, multiviewers and signal processing into a single highly configurable platform.

Hyperconvergence is more than simply combining multiple products together – it is an entirely new approach to conceptualising workflows and allocating hardware. Ross Hyperconverged Solutions are already streamlining workflows and improving efficiency for major networks, broadcasters and sports venues around the world.

**SHURE**

# High-stakes audio moments for the world

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

Today, it's likely that most of the audio heard on laptops, smartphones, radios or TVs involves some type of Shure innovation. Shure continues to innovate today. The company provides high-end audio equipment for touring sound, live events, A/V rental, film, television, broadcast news, sports, theatre and houses of worship. It is the go-to solutions provider for professional audio technicians and engineers, providing microphones, wireless microphone systems, headphones, in-ear monitoring, software and accessories.

## Meeting Demanding Wireless Needs

Productions are becoming increasingly complex while available wireless spectrum gets narrower around the world. Audio engineers need to deploy many channels of wireless, while applications move from serial to networked transmission to create improved flexibility, control and reliability. This is why Shure solutions have become so valuable in the industry.

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

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

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

## Digital Wireless Portfolio

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

Shure has also introduced the Axient Digital ADX5D Portable Receiver—a dual-channel, portable wireless slot receiver that provides superior RF performance, spectral efficiency, and transparent audio quality. The new portable form factor proudly enhances the Axient Digital ecosystem of wireless audio solutions.

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

Another innovation is TwinPlex. Seven years in the making, TwinPlex, Shure's line of premium subminiature omnidirectional lavalier and headset microphones, was designed and developed for unpredictable, high-stakes environments where flawless audio is essential. From robust theatre productions and corporate presentations, to global television broadcasts and everything in between, professional-level audio production is a must.

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

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

Another recent innovation is the Shure UniPlex, its new 5mm subminiature cardioid lavalier microphone engineered to be the ideal, discrete solution for speaking applications where rejection of stage noise, audience, or close-proximity presenters is essential to conveying your message.

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

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## Social Media

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# Enhancing the viewer experience

Since 1988, Vitec has been a pioneer of innovative IPTV, video streaming and digital signage solutions that help organisations harness the power of video to engage, empower and evolve. This year marks Vitec's 35th anniversary and the company continues to be led by founder and CEO, Philippe Wetzel, as it grows in multiple markets around the world. Vitec is a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving, and streaming over IP. Its 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. Encode/



decode solutions are 100 percent 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. Vitec's 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 provide 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

## IPTV & Digital Signage Platform





**Philippe Wetzel, CEO, VITEC.**

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 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

Vitec 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 your image
> Showcase show-reels and media production 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

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 encourages customers to buy GreenPEG for continued environmental efforts to reduce greenhouse gases.

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### Social Media
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# Welcome to the future of broadcast graphics

Zero Density's mission is to help broadcast, media production and live events professionals take the highest-quality visuals for millions of viewers around the world on-air: thanks to its advanced real-time virtual studio, XR / AR and broadcast graphics products.

Breaking the mould in the industry, Zero Density points to the future of the media with its real-time graphics products. From national elections coverage to the Olympics, Zero Density's Unreal Engine-native platform, Reality Engine has been used by some of the biggest companies in the world.

Alongside the software platform, Zero Density also creates broadcast graphics hardware including RE Ampere, a high-performance workstation for broadcasters and TRAXIS talentS, an AI-powered markerless tracking system that can identify people inside a 3D virtual environment without the use of any wearables. Zero Density is headquartered in Turkey with a representative office in the USA. Clients include The Weather Channel, Fox Sports and Warner Media while the MEandA clients include Sky News Arabia, Asharq News, Alkass Sports,



and many other leading channels. To learn more about Zero Density products and how they can be used in real-time graphics workflow, please download the community version or visit the free online learning portal, Zero Density Academy.

## Reality Engine
### Create, Control and Produce in One System
Reality Engine is the first game engine-based and only node-based compositing platform in the industry for real-time virtual studio, augmented and extended reality productions. Reality Engine uses Unreal Engine by Epic Games, the most photorealistic real-time game engine, as the 3D renderer. With the advanced real-time visual effects capabilities, Reality system ensures the most photorealistic composite output possible.

## RealityHub
### Automate, Integrate and Control
RealityHub provides a unified, HTML5 user interface for the entire Reality ecosystem which lets broadcasters manage everything from real-time graphics to robotic cameras — all in one place. Users can integrate most on-set equipment, automation systems and external data sources to

RealityHub straight out of the box, or simply leverage Zero Density's open-source SDK to develop their own custom integrations. It also supports most of the Newsroom Computer Systems (NRCS) available in the market through the MOS protocol.

## Reality Keyer
### Explore the Power of Detail
Reality Keyer provides spectacular results — when keying contact shadows, transparent objects and sub-pixel details like hair. It is also easy to set up and operate. It is the first and only real-time image-based keyer with advanced clean plate technology that makes the system much more advanced than just a normal chroma keyer. Reality Keyer can key two million shades of green in HD, eight million in UHD.

Together, these features and advanced masking capabilities enable hybrid virtual studio operations, allowing anyone to seamlessly combine virtual and real environments.

## Photorealistic AR Production
Augmented reality graphics offer a myriad opportunities in terms of viewer experience, storytelling and



data visualisation. They help to tell stories with stunning visuals and offer interactive ways for the audience to be included in the story. A ray-tracing renderer and a real-time 3D compositor like Reality Engine enables a photorealistic augmented reality production that conventional fill and key blending methods cannot produce. The presenter can cast his reflections automatically onto the AR graphics and use the AI-driven markerless stereoscopic system TRAXIS talentS, to interact with photorealistic augmented reality graphics.

## LED-based XR Production
Reality Engine can extend and composite virtual sets beyond the LED volume. Combining physical and virtual extended worlds seamlessly, Reality Engine can transform small,

ordinary physical spaces into enormous, dynamic 3D virtual worlds.

### Look to the Future
By not being weighed down by legacy practices, Zero Density introduces innovative technology that bridges multiple industries. The company is primarily a research and development company, delivering new products and releases based on market needs. Customers are also able to take advantage of continuous feature improvements and world-class support.

## OTT

> Viaccess.Orca
> White Peaks Solutions

# Giving viewers what they want

Viaccess-Orca (VO) is a leading provider of data-driven, end-to-end solutions that empower TV operators and service providers to deliver, secure and monetise viewing experiences on every screen.

From enabling AI-powered personalised TV and targeted advertising to offering robust security and anti-piracy services, VO is continually evolving to meet changing viewer preferences and industry needs.

Deployed by over 100 customers worldwide to power advanced video services for millions of subscribers, VO's cloud-native solutions allow easy integration with any ecosystem and enable speedy time to market for new features and top-notch technologies.

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

**Flexible Business and Deployment Models**
Cloud-based, on-prem, as a service


Choose Your Angle with VO's Secure Video Player

or a hybrid model, VO's 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 right holders, studios and sports leagues, while protecting content service and revenues. VO's award-winning Anti-Piracy Centre is designed for the swift takedown of illegally distributed content, counteracting any pain point, type or source of

video piracy, including web, IPTV, STBs and apps, as well as the new threat of CDN leeching and the common one of password sharing.

❯ **FAST, Personalised TV and Targeted Advertising** — Based on individual profiles, personal content curation, customised catalogues and tiered targeted TV advertising, VO's advanced advertising solutions feature a full-stack programmatic infrastructure and innovative TV data segmentation tools allowing for viewer-level addressability and monetisation of services across all screens. VO's solutions empower effortless viewing through seamless customer journeys with simplified multi-app access, embedded

playback and continuous watching. In combination, these technologies allow media companies to adopt targeted TV advertising quickly and launch compelling FAST channels supported by a complete end-to-end ecosystem.

❯ **The Perfect Live Sports Experience** — Everything you need to broadcast, secure and engage viewers, including low-latency, 4K viewing experiences available on all screens, Multiview and Watch-Party (co-watching) functionalities, QoX monitoring with real-time statistics and highlights, and immersive VR experiences, 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.

**Opening Up New Monetisation Possibilities With AI**
With a strong record of innovation in various fields, VO uses advanced AI technologies, including ML, DL and MLOps across its entire product range, enabling operators and service providers to deliver outstanding viewing experiences, keep their premium content safe and improve monetisation.



**Engaging With the Middle East**
With Sammer Elia leading the local team as MENA Business Development Director, VO is committed to fostering and maintaining strong relationships with its growing number of customers across the region.

"We are thrilled to be returning to this year's Cabsat after achieving important milestones with key customers," says Elia. "This year, we are showcasing our E2E data-driven suite for delivery, security and monetisation of video content. We will also be presenting a non-invasive framework of microservice components that can be adopted individually or together to improve the operation of video platforms without disrupting existing workflows.

VO's tailored solutions are designed to adapt to the ever-evolving TV and OTT landscape, providing viewers with a personalised and engaging environment where they can seamlessly watch their favourite content."


**Everything You Need To Know About Targeted TV Advertising**
Access your personalized guide now!

# Digital solutions that change and empower

White Peaks Solutions (WPS), a media and technology company, focuses on providing clients with end-to-end OTT solutions that fit their needs. White Peaks Solutions is the owner and operator of KWIKmotion, the complete online video platform and FAULIO content management system. The company has also established itself as a reference for media consultancy and media strategy.

## Bespoke OTT Solutions

WPS's OTT solution includes the 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.

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

## Areas of Expertise

- End to End OTT Platforms
- New Publishing Platforms
- Content Management System
- Live Streaming, Video on Demand and OVP platforms
- FAST Channels
- Live Clipping
- CDN and Storage Infrastructures
- Monetisation (AVOD, SVOD & TVOD)
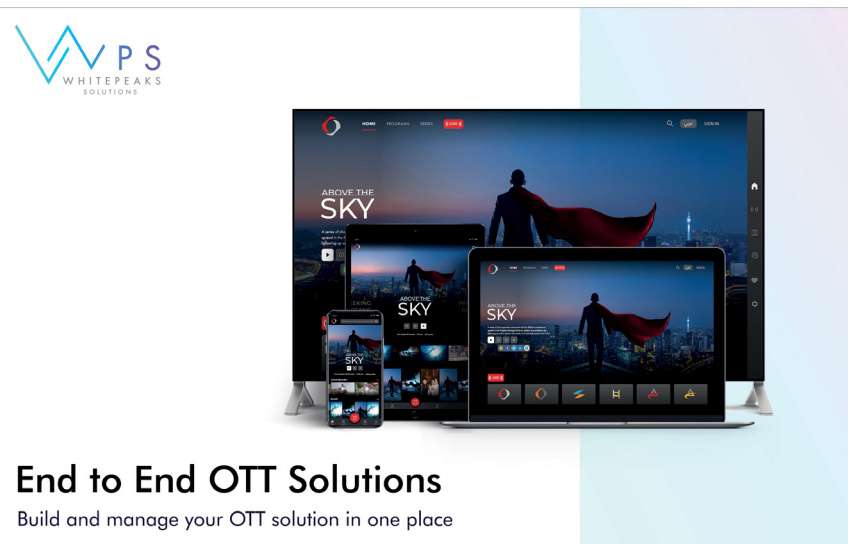
## Products
### KWIKmotion
An end-to-end broadcasting suite that allows publishers and broadcasters to build, manage and monetise a complete OTT platform across multiple devices and screens within a highly secure technology environment. KWIKmotion Major Components:
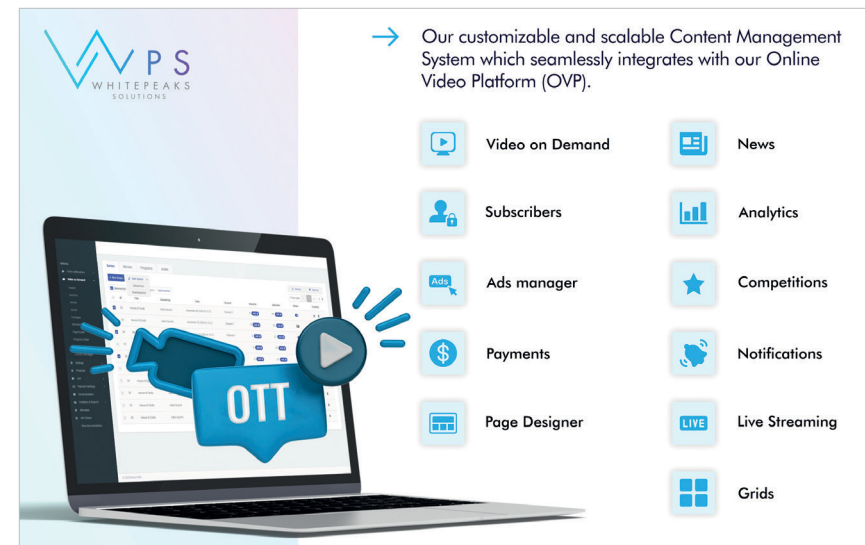
### KWIKprime
*VOD/OVP*
- Manage assets, import and export media files easily
- Create playlists, chapters, sort files into folders and add metadata to all assets (full API for easy integration, media grabber, syndication and distribution)



**End to End OTT Solutions**
Build and manage your OTT solution in one place

Our customizable and scalable Content Management System which seamlessly integrates with our Online Video Platform (OVP).

- Video on Demand
- Subscribers
- Ads manager
- Payments
- Page Designer
- News
- Analytics
- Competitions
- Notifications
- Live Streaming
- Grids

- Instantly clip reels and highlights live streaming and distribute to all digital channels

### Live Streaming
- Add multiple live streams, record manually or automatically and restream back to social media (DVR-Live, electronic programme guide and manual recording)
- Create multiple Free Ad Supported Streaming (FAST) channels from your live and video on demand library

### 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
- 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
- AI translation and transcription on live streaming
- AI transcription of video library for smart key word search

### 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. 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:

- Assets organisation
- Monetisation and ad integration features (AVOD & Display banners)
- Subcription and transactional video on demand management (SVOD & TVOD)
- News publishing and social media integration
- SEO metadata management
- Multi-lingual content creation
- Page designer
- Permission management
- Security and high performance
- Push notifications and alerts
- User and subscription management
- Multi-channel support
- Seamless connectivity with KWIKmotion and OVPs
- Easy EPG integration
- Filters, playlists, comments and notes sections for a full coaching OTT solution by coaches and instructors
- Dynamic informative modules and pages

# PRO2023

## Production

> Action Filmz Productions LLC
> Eagle Films Middle East LLC
> Firdaus Studio by A.R. Rahman

# ACTIONFILMZ

RENTALS • STUDIOS • PRODUCTIONS

# Creating a hub for top-class productions



**Team Members of Action Filmz.**



**Crispin Dominic, owner/ CEO of Action Filmz.**

Action Filmz Productions LLC set a concrete footprint in the heart of Dubai, UAE, for over 19 years as a 'one-stop shop' servicing the film industry, and has since opened branches in Abu Dhabi and Mumbai, India, with plans to open new offices in Saudi Arabia. The corporate aim was to open doors to create a one-stop-shop and cultivate a creative-cultured hub for the film and photo industry which would be an arena where filmmakers and photographers come together and innovate ideas.

Born out of a passion for the industry, it has always been Action Filmz's genuine desire to return what the industry has

provided them with all these years. Their main scope of work lies in renting out state-of-the-art equipment to the film and photography industry locally and internationally, ranging from digital cinema cameras for film and broadcast, lenses, film lighting, grip, still photography equipment, studio rentals, AV equipment, transport, and generators to a professional-experienced crew, the company has it all!

## Corporate Vision
Action Filmz Productions LLC envisions itself as one of the largest rental one-stop shops for filming and photo

equipment within the MENA region, while gradually making its way to be identified globally as a one-stop equipment support destination for all production services and rental needs. The company aims to get there by continuously updating itself on the latest technology, travelling the world, attending trade shows and gaining maximum knowledge on products, and implementing what would be right for the region while taking suggestions from industry experts and ensuring they own the very latest gears for the betterment of filming. Dubai being a hub for globally acclaimed film production houses and

attracting many international film productions, Action Filmz is proud to have worked with a multitude of prominent names including a few big-budget Hollywood feature films over the years. These include *Mission Impossible 7, Desert Warrior, Kandahar* and *Kung Fu Yoga*, to name a few, alongside several notable Bollywood feature films as well as commercials for major brands and web series.

The company has actively taken up productions for prestigious clients like Dubai Tourism featuring their brand ambassador, Shah Rukh Khan, partnered with Dubai Police for creating their brand films, and provided technical support for the MBC series in Tunisia with high-end cameras, lenses, lighting, and specialised grip equipment support. Action Filmz also provided specialised cranes for the FIFA World Cup 2022, in Doha, Qatar.

## New Plans in Action
Action Filmz is currently looking to complete the construction of its newest premises in Al Quoz, Dubai, which is an extension of the existing one. This new establishment will create



**The Scorpio 45 crane and the U-crane in action!**

a new wave of change in the entire industry as it aims to have both studios and rental house facilities under one roof. Thereby not benefiting just the company but the entire industry with the single focus on giving back to the field that has kept everyone connected. Action Filmz intends to build branches across the globe starting with Saudi Arabia, with the main objective of giving work opportunities to more and more freelancers and being a resourceful link to anyone aspiring to create content.



**Celebratory shot at an awards night!**

## Contact
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### Social Media
f  actionfilmzstudiodubai
  actionfilmzrentals
in  action-filmz-studio-dubai
v  crispindominic
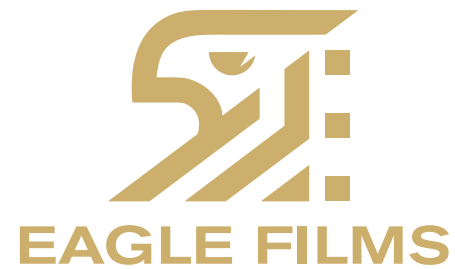
# EAGLE FILMS

# Delivering regional content built on market specifics



In January 2023, Eagle Films hosted the world premiere in Dubai, of *Operation Fortune*. Seen here with Jason Statham is renowned director Guy Ritchie and international star Bugsy Malone. *Operation Fortune* was released in 222 cinemas in over 447 screens across the Middle East.

Eagle Films, established in the 1990s, is a preeminent motion picture distribution and production house enterprise committed to promoting the art of entertainment. Perched at an ideal position, Eagle Films is poised to becoming an international distributor and innovative producer with global visibility.

Building on market-specific insights, solid partnerships and dedication to quality, Eagle Films is determined to set new standards in the entertainment industry by providing audiences with suitable, country-specific content.

Eagle Films is considered one of the major independent Hollywood film distributors in the MENA, with approximately 40% market share. It is the home of 2490 Hollywood box office blockbuster hit movies, including 16 major franchises and about 201 Oscars and Golden Globe awards and nominations. Over the years, the production house has expanded its annual acquisition to more than 150 Hollywood movies, with 20% to 30% of these movies being released theatrically in the USA and the Middle East.

## Enviable Body of Content

Eagle Films apply decades of experience and expertise to bring compelling content to its audiences from various filmmakers and perspectives. It is best known for the box office franchise hits *The Hunger Games*, *The Expendables*, *SAW*, the *Has Fallen* series (*Olympus*, *London*, and *Angel*), *The Hitman's Bodyguard*, *Mechanic*, *Divergent*, *Twilight*, and the successful reboot of the *Rambo* franchise. The Eagle Films ensemble also includes blockbuster movies such as *La La Land*, *Wolf of Wall Street*, *The Gentlemen*, *Knives Out*, *Wrath*

of *Man*, *Orphan*, *First Born*, and others.

Following success in the distribution arena, Eagle Films entered the sphere of Arabic production in 2010, to accommodate the interests and trends of MENA's growing audience, aiming to identify and deliver stories that speak to the region's various age groups. Eagle Films' production arm has produced some of the highest-ranked Khaliji, Egyptian, and pan-Arab TV series in the past decade. Each year, it produces between 18 to 20 series with an encouraging budget reflected in the production quality. These series have repeatedly won the Best Ramadan series awards and Best Production Awards. Eagle Films has multiple in-house production hub locations across the MENA, equipped with state-of-the-art technology that meets international production standards.

## Working in Partnership

The production team obtain industry know-how through regular collaboration with renowned directors and writers, A-List and talented stars and actors and various entertainment bodies. Eagle Films' end-to-end in-house Arabic series production facilities bring a spectacular variety of market-driven content



Jamal Sannan on the sets of *Till Death* Season 3 with director Philip Asmar.

through its creative writing department specialising in format adaptations and script localisation to ensure that formats maintain their authenticity. Eagle Films encourages new talents to achieve their full potential by providing them with opportunities where feasible.

Today Eagle Films collaborates with a network of TV channels and platforms embracing the new digital entertainment space by signing output deals with the region's key OTT streaming platforms, TOD, Shahid, Netflix, OSN, Etisalat, Starzplay, mbc TV, and Disney+ channels to produce and release local content.

Moving forward, Eagle Films plans to branch out and build international partnerships with entertainment entities to leverage on its expertise in the region, and to act as a liaison to bring value added talent, services and technologies to the region. The company aims to also represent itself as the region's entertainment ambassador worldwide to showcase the region's rich culture, people and heritage. By carrying out these programmes, Eagle Films seeks to foster a healthier ecosystem for the Arabic community.

### Contact

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### Social Media

in  eagle-films-me
▶  EagleFilmsyoutube



An assortment of titles produced by Eagle Films.

# Creating a legendary musical space

Firdaus Studio by A.R. Rahman, located in what is now the Expo City Dubai, opened in early 2022, as a collaboration between Expo 2020 Dubai and multi-award-winning artiste and composer A.R. Rahman. With its facilities and offerings, the studio is one-of-its-kind in the Middle East. The UAE is experiencing an arts and culture boom and the studio aspires to give an environment that champions the next generation of talent, building on the legacy and the spirit of Expo 2020.

The studio is also the recording home of the award-winning, genre-defying, all-female ensemble, the Firdaus Orchestra.

**Pioneering Studio and Facility**
The Firdaus Studio is a state-of-the-art recording studio and the first to be certified by Dolby Atmos HE. Services include recording, mixing and mastering, additionally, the live room can be converted into an event and cinema space.The studio consists of the following:

**The Main Control Room**
Certified by Dolby as Dolby Atmos HE room in Dubai comprising analogue stage, the main Control Room has the flexibility of digital control and a unique hybrid desk consisting of a 40-channel Neve 5088 analogue console, embedded with an Avid S6 digital control surface. A dedicated production station allows for simultaneous, multi-user workflow to facilitate the most demanding sessions with DAWs such as ProTools, Logic, Nuendo, Ableton and more. The room integrates seamlessly with the scoring stage and the multiple iso/vocal booths throughout the facility.

**Scoring Stage and/or Live Room**
The studio boasts best-in-class gear including some of the world's finest microphones (such as Neuman, Manley, Myburg, DPA, Mojave, Schoeps, Flea, etc) and extensive backline selection and in-house instruments (including a coveted Steinway Concert Grand/Spirio Model D piano). The scoring stage accommodates up to 80 musicians at once and features variable acoustics, along with a cinema screen and video wall for scoring-to-picture. Over 500 channel inputs and outputs accommodate all recording requirements, from vocal dubbing sessions to full orchestral recordings.

Giving full cinema quality playback environment featuring a 25x14ft Screen Excellence screen, 4K Christie projector and Dolby Atmos immersive sound, complete with cinema-style seating, the scoring stage doubles as the ideal venue for private screenings, test screenings and exclusive premieres. The room can accommodate between 50-100 seated guests for uniquely intimate events and concerts.

Ayrton 22-moving-head lighting arrangement sets the stage for live performances; from private showcases to ticketed events. Fully integrated 4K NDI-PTZ video capabilities facility-wide allow for multicast, video shoots and remote session monitoring and is also capable of complete in-house technical production of an intimate live music performance.

**Other Features**
The Auxiliary Control Room is ideal for smaller recording sessions, podcasting, programming, or writing sessions. A team of inhouse audio engineers from a variety of musical backgrounds are at hand to assist with projects, and an external panel of creative artistes and musicians are available for freelance hire.

Multiple green rooms and lounges are located throughout the building. Lounges are equipped with surround sound and home entertainment systems. The studio features a broadcast suite (with the NewTek Tricaster) for professional multi-cast and live stream.

**Key Artistes and Recordings**
> The piano on *Let Somebody Go* by Coldplay featuring Selena Gomez, recorded by Chris Martin
> Lindsay Lohan recorded *Jingle Bell Rock* for her Netflix special *Falling For Christmas*
> *Le Musk*: Parts of the score for the unique *Le Musk* by A.R. Rahman were mixed at the studio
> Ben&Ben live recorded and filmed their single *Dear*
> Score mixing and recording for Madras Talkies for films *Ponniyin Selvan 1* and *Ponniyin Selvan 2*
> Scores for movies *Vendhu Thanindhatu Kaadu* and *Pathu Thala*
> Recorded, mixed and mastered the latest sonic for Aldar Properties
> Monitor mix for the Firdaus Orchestra for the Beyonce concert and Atif Aslam Live
> Singer-Songwriter Hadi recorded and filmed his new release
> Score mixed for Paramount Pictures' film *Secret*
> Official trailer for the movie *The Legend of Maula Jatt*

Firdaus Studio hosts 'Notes from Firdaus' every Friday, where budding artistes and talents can use the full functionality of the studio for four hours. Terms and conditions apply.

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**Social Media**
f FirdausStudioOfficial
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𝕏 firdausstudio
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## Satellite

> ARABSAT
> Es'hailSat, Qatar Satellite Company
> Kratos
> ST Engineering iDirect
> STN

# عرب سات
# ARABSAT
عـالمنــا... عـالمـكم.
Our world. Your world.

# 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



**ARABSAT is the only satellite operator based in the region offering the full spectrum of broadcast, telecommunications and broadband services.**
© Arabsat

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.

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Es'hailSat سهيل سات

Qatar Satellite Company الشركة القطرية للأقمار الصناعية

# High-powered satellites for the region

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 across the MENA region and beyond.

## Satellites - Es'hail-1 / Es'hail-2
With a 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 25.5ºE, Es'hail-1 carries Ku-band and Ka-band payloads, and supports broadcast, telecommunications and government sectors. Es'hailSat also helps establish secure and dedicated services including DTH, playout, 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 25.5ºE/26ºE

Es'hail-1.

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 25.5ºE/26ºE 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 50,000sq.m 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 work and for broadcasters who value uninterrupted signals. In addition, geo-location system is available at the teleport to accurately identify origins of any interference and take appropriate action with or against the interfering party.

## Premium Content on Es'hail-1 and Es'hail-2
Es'hail-1 and Es'hail-2 demonstrate the value of Es'hailSat's offering in terms of technical capabilities and performance, and in terms of independence and security of the content broadcast. In addition to providing transmission for established news, sport and entertainment channels, a growing number of new channels from around the region are choosing Es'hailSat to broadcast their channels in the MENA. beIN Sports continues to roll out new

UHD/4K, HD and SD channels via Es'hailSat satellites, seeking to diversify and expand its audience with new content including movies, entertainment and sport. In addition, with Al Jazeera and other premium bouquets of UHD and HD channels on Es'hail-1, the 25.5ºE/26ºE is truly a hotspot for premium channels from across the region.

## Broadcast Services
Operating from the MENA orbital hotspot of 25.5ºE/26ºE, 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 can leverage on Es'hailSat's satellites and teleport infrastructure to provide services such as playout, 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.

# KRATOS®

# Getting customers ready for what's next

The innovations in space are driving the ground segment to keep pace. Kratos helps customers get ready for what's next in the industry by providing end-to-end ground segment systems and solutions.

For more than 30 years, Kratos has been developing the products and systems used across ground operations by more than 80 percent of the world's commercial satellite operators and in some 90 percent of space missions in the USA. Kratos has experience in all types of missions and orbits including, but not limited to communications, earth resource, science and even deep space missions.

From satellite command and control, antennas, Telemetry, Tracking and Control
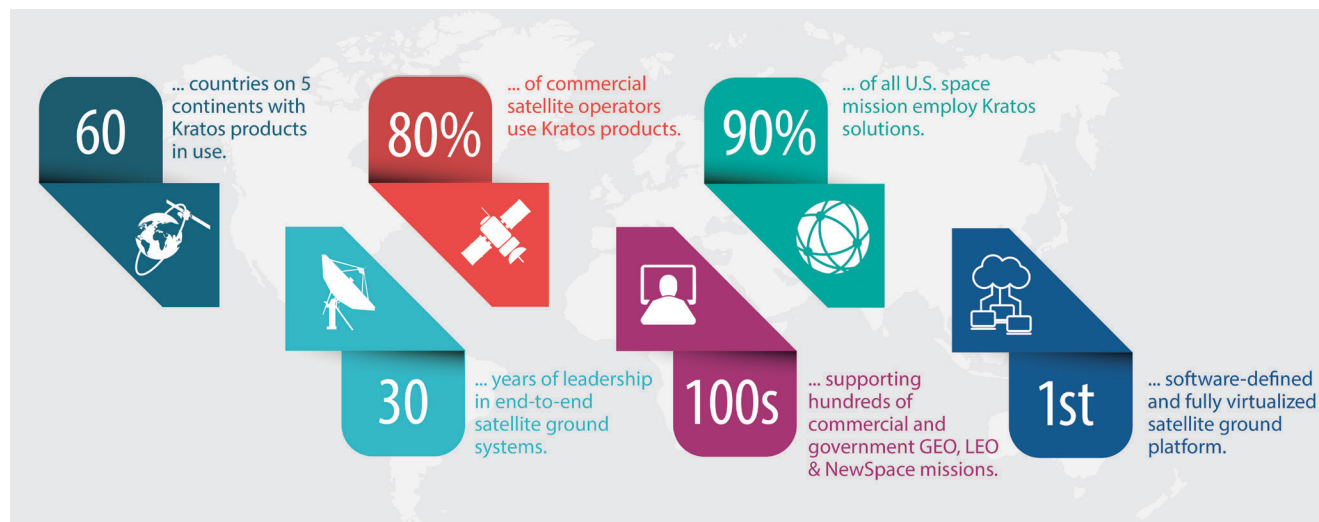
(TT&C), signal processing to interference mitigation, network management and security, Kratos delivers an unmatched breadth of capabilities across the ground.

## Modernising Ground Systems
*Delivering digital, virtual and orchestrated ground systems*

To support the innovations in the space layer including software-defined payloads and multi-orbit constellations, Kratos is modernising ground systems to become much more dynamic. Kratos is enabling the movement of ground systems to digitised, virtualised and orchestrated operations that support a variety of customer paths,

goals and business models with its OpenSpace family of solutions.

The family of solutions supports the increasingly dynamic ground operations for satellite communications, earth observation and remote sensing and Telemetry, Tracking and Control (TT&C). The family consists of three product lines: OpenSpace SpectralNet for converting satellite RF signals to be used in digital environments, OpenSpace quantum products, which are virtual versions of traditional hardware components, and the OpenSpace Platform, the first commercially available, fully virtualised, orchestrated software-defined ground system.

60 ... countries on 5 continents with Kratos products in use.

80% ... of commercial satellite operators use Kratos products.

90% ... of all U.S. space mission employ Kratos solutions.

30 ... years of leadership in end-to-end satellite ground systems.

100s ... supporting hundreds of commercial and government GEO, LEO & NewSpace missions.

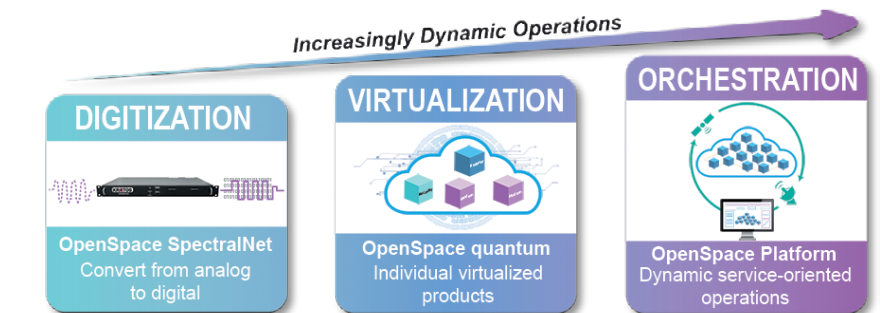1st ... software-defined and fully virtualized satellite ground platform.

The OpenSpace family of solutions enables operators of satellites, Ground Station-as-a-Service (GSaaS) providers, teleports, and others in the satellite services supply chain to capitalise on dynamic ground capabilities.

## Building Ground Systems
*From a single antenna to a complete turnkey ground system*

With the growing demand for connectivity, there is a need for more ground stations across the globe. With a long history of turnkey ground system builds that span more than 300 missions over 30 years, Kratos is addressing this need.

Kratos is one of the few organisations in the industry that can build the physical earth station as well as provide all the equipment, antennas and necessary management systems for a complete system.

In support of turnkey ground systems and for single sites, Kratos also delivers proven and reliable antenna systems. This includes the design and manufacturing of antenna systems that meet the high performance, accuracy

**Increasingly Dynamic Operations**

DIGITIZATION
OpenSpace SpectralNet
Convert from analog to digital

VIRTUALIZATION
OpenSpace quantum
Individual virtualized products

ORCHESTRATION
OpenSpace Platform
Dynamic service-oriented operations

**The OpenSpace family supports the increasingly dynamic operations of customers.**

and high reliability needs of demanding satellite tracking and mission-critical uplink and downlink applications.

Kratos delivers complete antenna systems for a range of customer needs including:
- **All sizes** – 2.4 to 18 meters in diameter
- **All orbits** – GEO, MEO and LEO
- **All missions** – fixed site, full motion, transportable and tactical
- **All frequencies** – UHF, L, S, C, X, Ku, K, Ka, Q and V bands and staged for next-gen frequency evolution

## Providing a Complete Operational Picture of Space
*Delivering advanced satellite tracking, spectrum monitoring and geolocation solutions*

In today's contested and congested environment, a complete operational picture of space is critical. Addressing this need, Kratos leverages its extensive expertise in RF monitoring, measurement, and analysis to support defence, intelligence and commercial customers.

Kratos' breadth of RF monitoring solutions can be used for a range of applications, including characterising the spectrum, addressing space domain awareness threats, identifying and locating sources of interference, enforcing compliance with government regulations, and optimising spectrum for maximum utilisation.

These RF capabilities can be delivered to customers according to their needs with a product or service delivery model.

## RF Monitoring Suite of Products
Kratos' RF family of products includes Monics, the industry-leading carrier monitoring and interference detection product, satID, the highly accurate geolocation system, SatGuard a VSAT monitoring product and the Channel Simulator which tests RF environments to assure communication success.

## RF Monitoring Services
Customers can leverage RF spectral services for advanced space domain awareness by using the world's largest commercial ground network of RF sensors owned and operated by Kratos. Strategically positioned apertures around the globe enable precise and persistent RF sensing, providing insight for missions in defence, intelligence and commercial operations.

**Kratos' 9.4m Ka-band dual-purpose antenna with sub-reflector tracking technology.**

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# Pushing the boundaries of satcom technology

With a heritage of media and broadcast innovation spanning over 35 years, ST Engineering iDirect is a global leader in satellite communications. Its equipment and services are designed and developed to enable the broadcast industry to meet the most extensive requirements of today. 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

As a market share leader of 80 percent 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 percent 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.

## SKYflow Ecosystem: OTT over Satellite

Back in 2021, a group of active DVB members Broadpeak, EasyBroadcast, EKT, Quadrille and ST Engineering Direct, came together to develop an ecosystem that took the DVB-NIP standard and created a working solution that can be implemented today. Known as SKYflow, this ecosystem has appeared in live demonstrations at major tradeshows around the world and is now finding its way into real-life use cases.

The DVB-NIP standard bridges the gap between broadband and broadcast networks and paves the way for a truly converged media distribution solution. It uses the efficiency of broadcast networks for large-scale content distribution to modern IP devices, fully integrating broadcast technologies with those used in broadband networks.

The SKYflow partners believe that the usage of the standard, plus the additional features they are providing, offers an even broader application. They have defined several market applications that can benefit massively from the new standard. These include remote education, remote hotspots, network offload, aeronautical, maritime and maritime use cases.

This illustrates how that massive outreach can go straight to billions of connected devices in people's hands, meaning that network boundaries will be pushed further than ever before to enable new types of applications and services across almost every industry.

## MCX8000 Multi Carrier Satellite Gateway

The MCX8000 is a high density, high availability, fully redundant modular system that is suitable for a variety of broadcast use cases. These include DTH broadcasting, where bringing quality content to the largest possible subscriber base with high reliability is key. The MCX8000 Multi-Carrier Satellite Gateway is highly bandwidth efficient, thus maximising the throughput. It utilises the DVB-S, DVB-S2, or DVB-S2X standard, assuring highly reliable transport stream delivery. In Distribution to Towers (DTT), the MCX8000 ideally fits as a satellite front-end, feeding multiple Integrated Receiver Decoders (IRDs), and one MCX8000 in a multi-carrier, multi-stream configuration can be used for hundreds of TV channels. For OTT delivery, the MCX8000's high IP encapsulation rates and efficient multicast capabilities uniquely position it to provide a path to support transport of today's traditional broadcasts and tomorrow's OTT services.

Built upon the trusted technology of the MDM6100 and MCX7000 software suite capabilities, the MCX8000 offers users higher density and reduced total cost of ownership (TCO) through its unique features – its hot-swappable design that reduces OPEX, high availability and full redundancy, and easy configuration.

## Contribution

Today's news crews require access to many applications, including Voice-over-IP (VoIP), video clip transfer, web and archive browsing, email and social media. ST Engineering iDirect's Newtec 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

ST Engineering iDirect now provides a portfolio of products and technologies that can meet the needs of any remote production scenario or application. Its Mx-DMA MRC technology can 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 is here to guarantee 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, ST Engineering iDirect can 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.





### Contact

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# Streamlined content distribution solutions

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

STN is firmly placed at the cutting edge of connectivity offering solutions for content delivery via satellite, IP, cloud based systems, streaming and much more. Based in Slovenia, the heart of Europe combined with a strategic business approach and technical future-proofing has accelerated the company's evolution and established STN 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 make STN stand apart. Whether the need is to go global or reach individual regions of Europe, the Middle East, Asia, Africa and the Americas, an 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.

**STN Network Operations Centre, Slovenia.**

**STN EQ/Data Centre, Slovenia.**

## Satellite and IP

Strategic location presenting easy access to all major satellite orbital positions empower clients to grow in whichever direction they chose. STN provides global telecommunication services in C-, Ku-, DVB-s and Ka-band for all prime satellites to all continents around the world. STN's complete satellite portfolio is available on its website with additional options available on request.

The company offers fibre connectivity through redundant and diverse routes around the globe. Secure and high-quality services are priority and a team of skilled professionals ensures 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 STN provides end-to-end, managed service communication solutions worldwide.

## Playout and Cloud Solutions

STN offers TV channels, radio broadcasters and content producers high-quality, cost-effective outsourcing for all or part of their playout and transmission requirements. STN's 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. This includes delivering content to end users across many different viewing devices ranging from TV screens, laptops and mobile phones.

- Fully Managed or Remote Access Systems
- Basic or High-end Solutions
- Disaster Recovery Colocation
- Multiple-channel Graphic Options
- Storage Options
- Playout Channel Delivery CDN
- Cloud Solutions
- Fast Service Turnaround
- Immediate Start Possibility
- Disaster Recovery

## Content Wherever, Whenever

Distribute your content to any connected media device with STN solutions:
- Modern Streaming Solutions
- Smart Device Applications
- Engage Your Audience
- Customise the App and Make Your Own
- Live and On Demand
- Interaction and Analytics
- Security

STN streaming offers an OTT platform for media distribution that allows clients to distribute their audio, video and other media services directly to their customers over the internet via streaming media.

## Occasional Use: Sport and Events

STN offers complete broadcast solutions for occasional use requirements. For popular live sport or events large or small, the company delivers high-quality, secure, end-to-end solutions, as well as combined services supporting its playout channels. Delivering your content via satellite, fibre and IP, uplink, streaming and monitoring.

## Approach to Business

Building long-term relationships is the foundation of the STN business ethos. At STN, the client is paramount and everything begins and ends with them. The company's skilled team of dedicated professionals provide full support in every sector of the business, enabling STN to give the highest level of service to every client.

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# Service Providers

> Amagi
> Al Aan Television
> Edgio

# amagi

# Leading the way in cloud adoption technologies

Amagi is a next-gen media SaaS company providing cloud broadcast and streaming TV solutions to TV networks, content owners and connected TV platforms. Working with 700+ content brands, managing 2000+ channel deliveries, with deployments in over 40 countries, Amagi enables content owners to launch, distribute and monetise live linear channels on Free-Ad-Supported Streaming TV and video services platforms. Amagi also 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 enable 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 the 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. Profitable and growing 100 percent
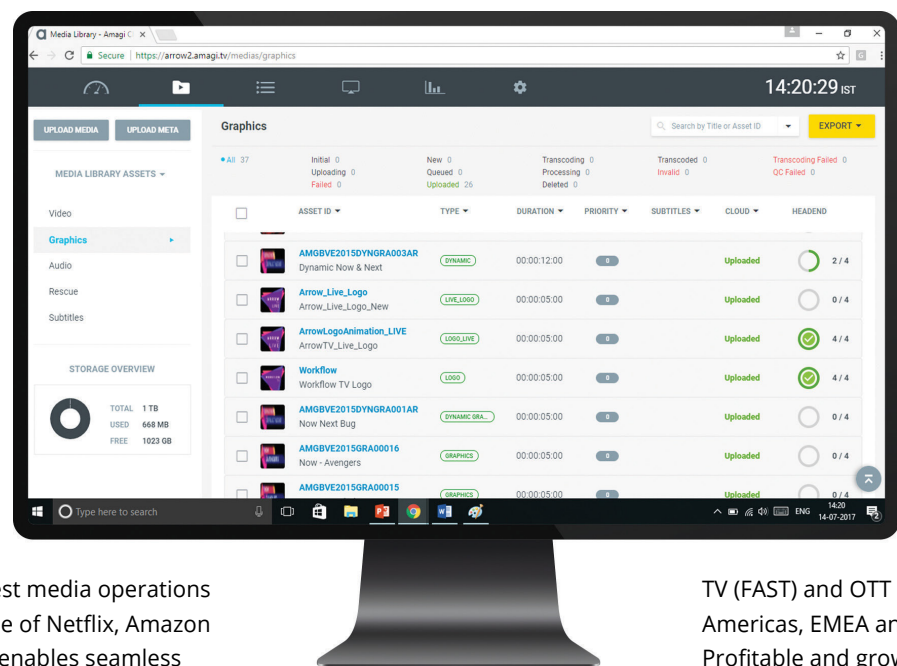
over the last two years, the company has a presence in New York, Los Angeles, Toronto, London, Paris and Singapore, broadcast operations in New Delhi, and an innovation centre in Bangalore. It caters to multiple regions around the world including, North America, Latin America, UK and Europe, the Middle East and APAC (India, Singapore, Hong Kong, Indonesia, Australia).

**Top Customers**

❯ **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, Plex, Rakuten TV, STIRR, fuboTV, Philo, PlutoTV, among others

**Major 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
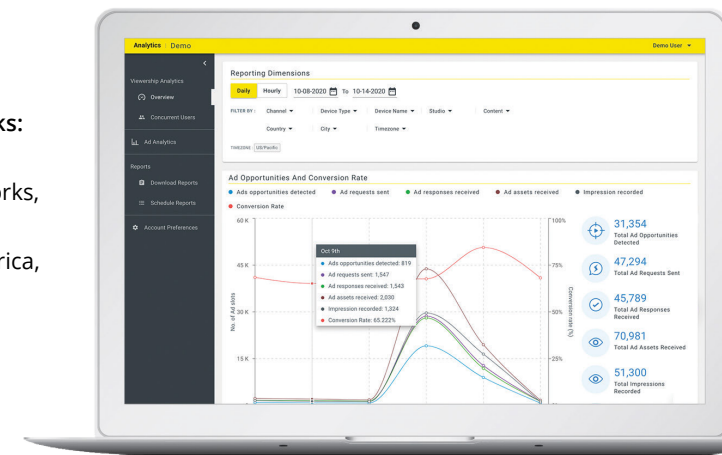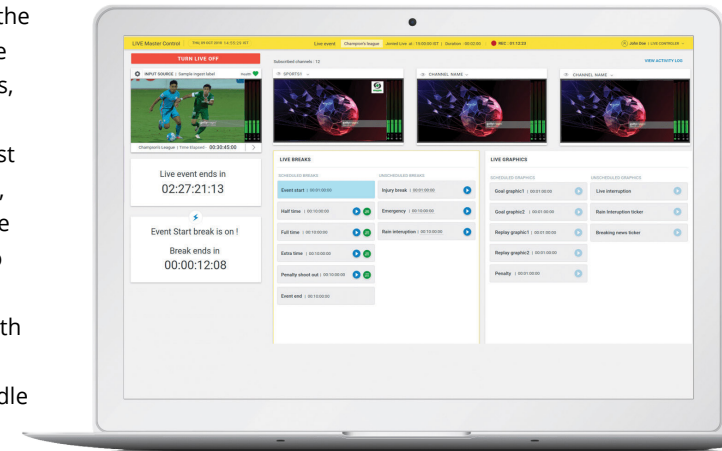
sporting event in UHD format, Amagi illustrated an industry milestone.

❯ **Cinedigm Achieves Record Ad Revenue Enhancements**
Cinedigm the leading independent streaming company super-serving enthusiastic 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, resulted in a 47% increase in ad revenue since its deployment. The company also saw 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) since the launch of this new technology in April 2021.

❯ **A+E Networks UK Virtualises Broadcast Operations with Amagi as 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 entire broadcast operations in times of COVID-19, and deliver fully virtualised broadcast operations with complete control and visibility.

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أخبار آن

# Innovative production experience



## 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.

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.



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# Edgio

# Delighting viewers with great content delivered faster and securely

Edgio (NASDAQ: EGIO) helps companies deliver online experiences and content faster, safer, and with more control. Its developer-friendly, globally scaled edge network, combined with fully integrated application and media solutions, provides a single platform for the delivery of high-performing, secure web properties and streaming content. Through this fully integrated platform and end-to-end edge services, companies can deliver content quicker and more securely, boosting overall revenue and business value. Edgio, previously known as Limelight Networks, was rebranded as Edgio after the acquisition of Edgecast and Layer0.

## Edgio Benefits and Advantages

### ❯ Network
Edgio's global edge network brings data closer to every user, delivering content faster, safer and easier.

### ❯ Global Scale
300plus Points of Presence with 250plus Tbps of capacity ensures your streams and software are delivered quickly to users across the globe.

### ❯ Peering
More than 7,000 global interconnections to last-mile networks ensures customers are getting their content via the most optimised routes.

### ❯ Performance
Ranked number one or two globally (and in most regions) for fast response times.

### ❯ Storage
Replicate, move and store data for optimal delivery performance using industry-standard file transfer protocols and simple web services.

### ❯ Control
Customise and deliver content based on precise specifications. Utilise various interface options, including Terraform, APIs, UI and SDKs.

### ❯ Edge Control
Edge Control offers next-gen configuration management, enabling developers to combine all delivery features into one JSON configuration file for rapid (<two minutes) propagation to the edge. Edge Control supports versioning, offers full API support, and CLI and Terraform integration.

### ❯ Rules Engine
Edgio's intuitive interface simplifies configurations, providing more control and confidence with every move. Straightforward 'if-then' logic helps you create custom rules for caching and delivering content.

### ❯ Terraform
Use this Infrastructure-as-Code (IaC) toolset to configure and manage your CDN accounts. The Edgio Terraform Provider enables you to manage

users, account settings and delivery configurations, including edge CNAME and origin, and Rules Engine policies.

### ❯ Data
Explore how intelligent analytics can help you build consumer loyalty and boost revenue.

### ❯ Real-time Log Delivery
Get the data you need to manage web applications and infrastructure instantly with real-time logs delivered in less than 60 seconds. Integrate WAF and Rate Limiting logs into SIEM to power your threat intelligence.

### ❯ Edge Insights
Stay relevant and competitive with real-time, interactive analytics. Apply multi-dimensional filtering across CDN and security data to drill down to the critical information you need in a unified dashboard.

### ❯ Edge Performance Analytics
Leverage key data to help improve delivery performance and reduce costs. Track current and historical delivery network traffic to detect recent and long-term performance trends.

### ❯ Real-time Statistics
Get up-to-the-minute statistics, including bandwidth, connections, and hits, to understand how the delivery network is performing.

### ❯ Report Builder
Create, modify, save and download custom, granular reports to extract the information most important to your business. Reports can be automatically scheduled and emailed to key personnel, providing timely insights that enable you to make better decisions faster.

### ❯ Interoperability and Extensibility
Designed in collaboration with broadcasters to meet the needs of the industry, Uplynk ensures seamless integration with existing workflows, preserving important elements such as boundaries, SCTE triggers and ad markers.
• Seamless Workflow Integration
• Improve Workflows and Streamline Processes

### ❯ High Availability and Superior Quality
Uplynk's advanced architecture and global network optimised for media has 250plus Tbps capacity, 300plus global PoPs, 7,000plus interconnections, extensive caching power and Super PoP architecture for superior delivery to any device, platform or location.
• Smooth, Reliable Experiences
• Support Viewer's Demands

### ❯ Scalable Operations
Edgio's powerful technology and in-house resources can scale operations, manage millions of simultaneous

viewing sessions, and deliver high-quality streams to global audiences without having to worry about limitations or technical difficulties.
• Streamline Workflows and Vendors
• Scale with Minimal Resources

### ❯ OTT Protection
Protect all aspects of your video business with advanced security features, including multi-DRM protection and dynamic business rule enforcement like blackouts, at scale. Secure your content and intellectual property from piracy, unauthorised distribution and cyberattacks.
• Comprehensive Security
• Scalable Protection

### ❯ Scalable Ingest and Venue Flexibility
Uplynk simplifies live event streaming with flexible signal acquisition and cloud-based ingest options to make live event streaming easier. Its Managed Slicer service streamlines integration, freeing content owners from managing technology solutions.
• Seamless Workflow Integration
• Reduce Resource Dependencies

### ❯ Real-time Control and Engagement
Control and easily distribute your live events using broadcast-grade tools to insert breaks, manage ads, apply blackout rules, and ensure DRM. Utilise flexible business models, including subscriptions, paywalls and syndication.
• Control Live Events Easier
• Flexible Business Model Support

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# PRO2023

## Systems Integrators

> Assendive Communications

> Qvest Media FZ LLC

# Professional engineering and consultancy services

With an extensive range of project executions over a decade, and activities extensively in the Middle East expanding to Africa, south Asia and southeast Asia, Assendive Communications has built its reputation around as a regional broadcast and media systems integrator. Its hallmark of professional execution and support is built around an ever-expanding team of highly skilled technical personnel and consultants. The journey over the years has expanded the company's scope and capacity, wherein Assendive has progressed from a turnkey solutions provider to an enhanced portfolio of specialised consultancy and project management offerings.

As an evolving organisation, Assendive has recently introduced several new products and services which are of great value to customers. These include managed services for broadcast transmission networks, retrofitting of aging RF systems, design to installation of tower structures and MEP services.

## Unapparelled Engineering Services

Assendive's ability to deliver services across all lifecycle stages



of its customers, be it green field deployment, expansion, change management or continuous support, places it in a unique position of partnership and trust with customers.

Assendive's technology partners have been successful in providing value and strategic advantages both with the solutions and services provided.

## Systems Integrations

Systems integration is an integral part of the corporate value addition to customers. Assendive's deep skill set in all areas pertaining to broadcast and media, along with its long-standing partnerships and in-house specialists

allows the company to perform 'turnkey' executions of most of its projects with precision and efficiency.

## Consultancy

Assendive provides a wide range of consultancy services to customers ranging from preparation of projects to change management. Assendive also has access to a plethora of consultants with deep knowledge and vast experience in varied aspects.

## Project Management

Maintaining projects within cost and time schedule is not based on the tools you use to manage the project or the

amount of resources you commit. The wealth of experience Assendive brings to the arena of play is extensive and in certain cases unparalleled.

## Managed Services

In an ever-competitive world, all businesses focus on their core competencies. In broadcast networks, transmission network is an area that requires cost optimisation in operating and maintain transmission coverage. The Assendive team offers the most cost-effective solution, including continuous network monitoring, preemptive testing and maintenance which is of great value to customers.

## Retrofitting

As infrastructure ages over time, its durability, efficiency and reliability deteriorate. Assendive provides a key technical service of assessment/ audit of systems and define optimum change out, or swap plans across networks which optimises client value and provides definitive gains to services offered to our customers.

## Tower and Structure Turnkey Supply

Today, Assendive with its fabrication

partner can supply tower and metal structures for a wide variety of applications and industries. Extensive experience in providing design, fabrication, supply and installation services across multiple destinations has placed the company in a uniquely advantageous position across the globe.

## MEP Services

Assendive has the expertise and experience to conduct mechanical, electrical and plumbing engineering services, including low voltage engineering required for any site, building or built facility. Knowhow across multiple industries and partnerships with several solution providers reinforces the expertise to provide, install and maintain systems based on locally ratified standards and internationally accepted best practices.

## Technology Stack and Experience

Technical proficiency has made Assendive a prominent solutions provider to TV and radio broadcasters, teleports and telco operators.

Assendive technical experts have the capability to carry out detailed

implementation of MW, FM, DVB-T2, DAB networks, and efficient network planning with optimised coverage analysis for maximum coverage with minimum resources. The company has implemented several successful transmission projects in the UAE, Oman, Qatar, Bahrain, Jordon, Palestine and Sri Lanka. The largest roll-out of all the projects, was the installation of DVB-T2 networks in Oman with 71 sites.

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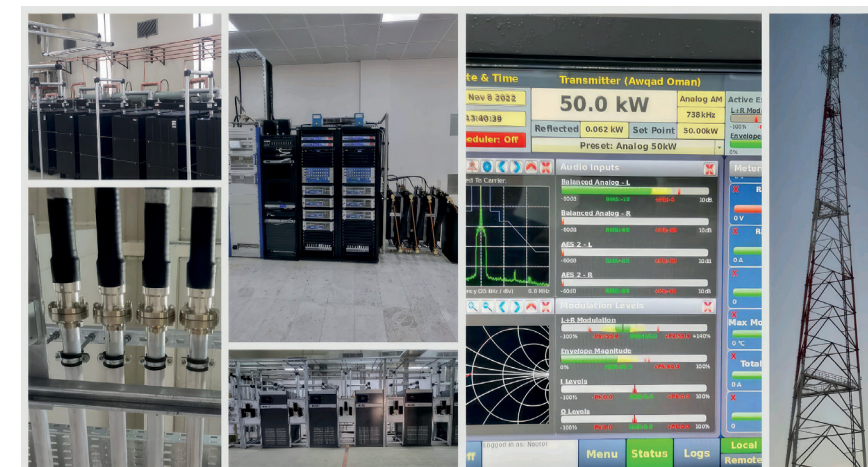No 11A/1, Rathnavali Road
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# QVEST

# Opening new opportunities

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. With over 30 years of experience, Qvest advises and supports companies and organisations on technology implementation in the context of digital transformation, as a world-leading systems architect, ICT integrator and developer of software products. Its 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.

Thanks to this worldwide Qvest network, an equally high standard of project, delivery and service quality is ensured, especially in the MENA region. With almost 15 years of experience in the MENA, Qvest has gained outstanding market knowledge in media technology and information and communication technology. With the transformation of traditional business models and the opening of new market segments,



**The cloud playout makalu enables broadcasters to deliver their content quickly, reliably and at the highest quality on any given device.**

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 technical solutions.

## Inspiring Skillsets and Strategies

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

> Technically refined systems integration based on the 'best-of-breed' principle

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

## Cloud-based Technologies Open up New Opportunities

Qvest is observing a high demand for customers requesting cloud solutions and believes that this trend will continue. Integrating with changing environments

in a flexible, secure and cost-effective way will become an essential requirement for customers in the near future. A strong technology stack will be the key differentiator. Crucial factors will be supporting these requirements with the capability of establishing reliable hybrid integrations in both on-prem and multi-cloud environments within successfully established tech ecosystems.

At the same time, new offerings and services become available. Cloud-based technologies opens new opportunities for content creation, management and delivery, for example. As media companies worldwide try to create new revenue streams, Qvest offers a software-defined cloud playout automation to launch linear live, pop-up, and FAST channels, with ease.

makalu makes distribution to any device across multiple platforms very efficient. It runs on qibb, the first fully agnostic, cloud-based integration platform for media workflows worldwide.

## Global Network

Digital transformation is an integral part of the Qvest DNA. With a globally networked team, the company has implemented top technological solutions for customers for decades, in line with the 'best-of-
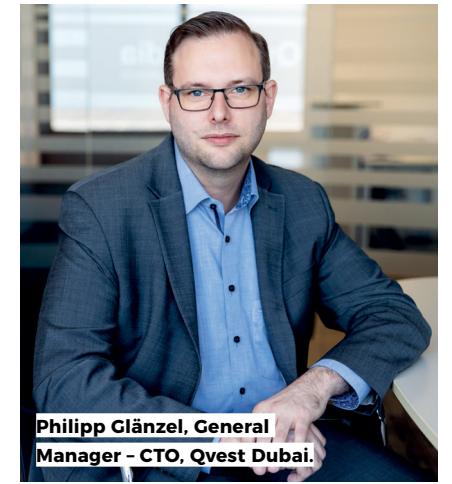


**Ahmad Hadi Al Kayal, General Manager – CSO, Qvest Dubai.**



**Philipp Glänzel, General Manager – CTO, Qvest Dubai.**

breed' principle. This expertise ensures the greatest possible masterfulness in the consultation, selection, implementation and organisational deployment of high-tech solutions.

## Key Clients and Key Events

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.

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.
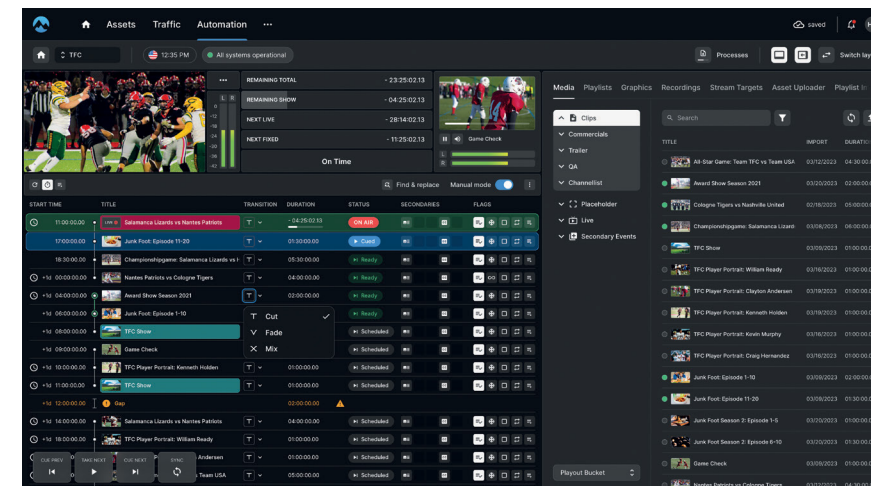
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### Social Media

f  Qvestgmbh
in  qvest-group
    qvestgroup
    Qvestgroup

# PRO2023

# BroadcastPro Awards

- ❯ Excellence in Arabic-language Productions
- ❯ Best Studio of the Year
- ❯ Systems Integrator of the Year
- ❯ Streaming Service of the Year
- ❯ Best Sports Strategy of the Year
- ❯ CTO of the Year
- ❯ MENA Trendsetter of the Year
- ❯ Best Content Strategy of the Year
- ❯ Best Kids' Initiative of the Year
- ❯ Best TV Production of the Year - Unscripted
- ❯ Best TV Production of the Year - Scripted
- ❯ Best OTT Production of the Year
- ❯ Best Radio Initiative of the Year
- ❯ Innovative Project of the Year
- ❯ Best Tech Implementation of the Year in OTT
- ❯ OTT Executive of the Year
- ❯ Broadcast Executive of the Year
- ❯ Excellence in Visual Storytelling
- ❯ Best Foreign-language OTT Production
- ❯ Outstanding Integration in Radio
- ❯ Up & Coming Streaming Platform
- ❯ Satellite Solutions Provider of the Year
- ❯ Outstanding Leadership in Building the UAE Media Ecosystem

An assortment of titles produced by Eagle Films.
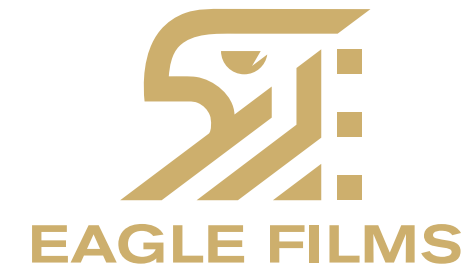
## EAGLE FILMS

BROADCASTPRO ME
SUMMIT & AWARDS 2022
# EXCELLENCE IN ARABIC-LANGUAGE PRODUCTIONS
## EAGLE FILMS MIDDLE EAST LLC

Through market analysis and insights, Eagle Films recognises the increased demand for local Arabic content and is streamlining its production to accommodate the cultural shifts among the young generation and the transformation of the entertainment industry.

The entertainment industry is one of the first business sectors to steer digital transformation by having networks, platforms and production houses create opportunities to propose more relatable content to viewers in the local region. Eagle films has adapted to the new trends of episode reduction and increased demand for the limited series and the miniseries option to ensure streaming platforms have good options.

Eagle Films' production arm has produced some of the highest-ranked Khaliji, Egyptian, and pan-Arab TV series in the past decade. Each year, it produces between 18 to 20 series with an encouraging budget reflected in the production quality. These series have repeatedly won the Best Ramadan series awards and Best Production Awards. Eagle Films has multiple in-house production hub locations across the MENA, equipped with state-of-the-art technology that meets international production standards.

### Contact

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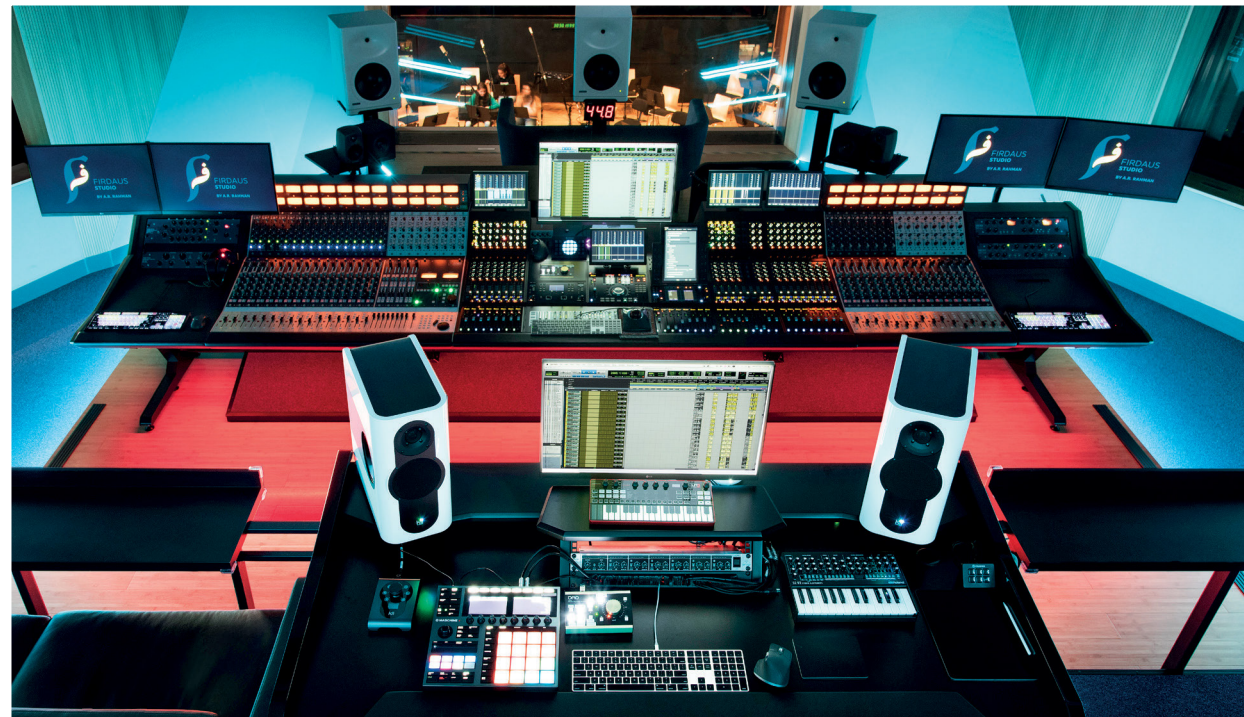PO Box 114849, Dubai, UAE
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### Social Media

in eagle-films-me
▶ EagleFilmsyoutube

EXPO CITY DUBAI

FIRDAUS STUDIO BY A.R. RAHMAN

BROADCASTPRO ME SUMMIT & AWARDS 2022

# BEST STUDIO OF THE YEAR
# FIRDAUS STUDIO BY A.R. RAHMAN

**Trusted by the best in the business, Firdaus Studio by AR Rahman in Expo City Dubai boasts a clientele including Coldplay, Netflix, Paramount Pictures, Madras Talkies and FilmMaster MEA.**

Firdaus Studio is Dubai's first Certified Dolby Atmos HE studio, meaning that the studio has been tested and verified by Dolby as meeting their gold standard for delivering Dolby Atmos mixes for Home Entertainment – including streamed audio, OTT content and gaming.

The main Control Room combines the very best analogue sound with the ease of digital, and features a unique hybrid desk of 40-channel Neve 5088 analogue console, embedded with an Avid S6 digital control surface.

The Scoring Stage/Live Room – the likes of which has never been seen in the region, is uniquely designed to function across multiple use cases including recording, screenings and live events.

The Auxiliary Control Room is ideal for smaller recording sessions, podcasting, programming or writing sessions and features the same plug-in selection as the main control room and Avid control surfaces.

Multiple green rooms and lounges located throughout the building are equipped with surround sound, home entertainment system, Apple TV and PlayStation 5.

*"An unparalleled production ecosystem to empower artists with a level of freedom, control and flexibility that most have never experienced."* – **A.R. Rahman**

## Contact

**Firdaus Studio by A.R. Rahman**
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## Social Media

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𝕏  firdausstudio
in  firdaus-studio

# BROADCASTPRO ME SUMMIT & AWARDS 2022
# SYSTEMS INTEGRATOR OF THE YEAR
# SALAM MEDIA CAST-MGI

Part of a bigger plan to expand its news network, CNBC Arabia was seeking a reliable systems integrator to upgrade its existing SD infrastructure in Dubai to state-of-the-art HD setup. Salam Media Cast-MGI had the apt solution to offer within limited budget and timeline, that would help CNBC Arabia with the migration from SD to HD platform. With its solid vendor ecosystem and immaculate team efforts (both onsite and back-office), MGI delivered the project in a time-bound and cost-effective manner.

Major challenges in the project included systems getting upgraded while the channel was on-air, and vendors were unable to meet delivery timelines due to post-Covid causes. However, with the co-operation and collaboration from the entire CNBC team, Salam Media Cast-MGI tackled the existing challenges with effortless ease.

Solution was built to accept any future expansion and new technology. It was built on GVG LDX-92 cameras, Fujinon 4K lenses, Kahuna 6400 Vision mixer and Evertz EQX-10 Core router with integrated Evertz VIP Multiviewer and Evertz Magnum control and monitoring system. Other components were Vinten Robotic 2–axis head, Autoscript, Sennheiser Microphones and IEM, along with audio mixer from Calrec.

CNBC had already invested in BIT Media file system upgrade based on AVID Interplay MAM, media server and post-production, VIZRT CG & GFX, PB Automation Playout system with Evertz EMC MCR Control. The challenge for MGI was to integrate and migrate the upgraded BIT system with the new broadcast infrastructure to have a fully HD on-air system by July 2022. Within the same budget MGI also helped CNBC change all lighting fixtures to LEDs as well as upgrade Studio-2 with GVG-Kula mixer, new Compact GVG Camera, Fujinon lenses and ROSS robotic system.

**Contact**

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(Left to right) Danny Bates, CCO and Co-Founder, STARZPLAY.
Maaz Sheikh, CEO and Co-Founder, STARZPLAY.



Faraz Arshad, CTO, STARZPLAY.

# STARZPLAY

## BROADCASTPRO ME SUMMIT & AWARDS 2022
# STREAMING SERVICE, BEST SPORTS STRATEGY, CTO OF THE YEAR
## STARZPLAY

At the 2022 Broadcast Pro ME Awards, STARZPLAY was the proud winner in three categories – Best Sports Strategy of the Year, Streaming Service of the Year and CTO of the Year.

These awards demonstrate STARZPLAY's commitment to exceeding customer expectations by providing the best and latest entertainment, as well as comforting classics from the past. Customer satisfaction is central to all of STARZPLAY's decision-making and they constantly aim to deliver the highest quality entertainment and seamless user experience. The company is also expanding into new markets, to offer new customers the same great experience, no matter where they're located.

What distinguishes STARZPLAY from other streaming services is its tailored yet fluid content acquisition and production strategy which aims at offering a wide range of content that resonates with all segments of society in the UAE and the region. The award for Best Sports Strategy of the Year was particularly meaningful, as the introduction of STARZPLAY Sports was a tactic to diversify the business offering of STARZPLAY and to differentiate them from other players in the streaming marketplace.

Ranked consistently among the region's top three subscription video on demand service, STARZPLAY Arabia (www.starzplay.com) streams an extensive range of premium content covering Hollywood movies, TV shows, documentaries, the same-time-as-the-US series – plus live sports, dedicated kids' entertainment and Arabic content – to 19 countries across MENA and Pakistan.

### Contact
STARZPLAY
STARZPLAY TOWER
14th Floor, Dubai Studio City
Dubai, UAE

(Left to right)
**Ronak Shah, Head of Finance and Remya Mathew, Marketing Manager, Action Filmz Productions LLC.**

BROADCASTPRO ME
SUMMIT & AWARDS 2022
## MENA TRENDSETTER OF THE YEAR
## ACTION FILMZ PRODUCTIONS LLC

As an award-winning production and equipment rental house, Action Filmz Productions is a 360° support system for local and international production houses. The company has access to an extensive network of state-of-the-art, on-site equipment rental options that support the activity in the region. Their equipment ranges from digital cinema cameras for film and broadcast, lenses, film lighting, grip equipment, specialised cranes, still photography equipment, AV equipment, studio rentals, location services, filming permits, transport and generators, expendables and much more. With an experienced crew of expert operators and technicians at hand, Action Filmz is a one-stop shop servicing the needs of the film and photography industry.



BROADCASTPRO ME
SUMMIT & AWARDS 2022
## BEST CONTENT STRATEGY OF THE YEAR
## CAPTAIN BOY

Captain Boy ventured into creating and producing a scripted series on social media with 160 episodes between Facebook, YouTube, TikTok and Instagram that together achieved 15 million minutes of views, enjoyed incredible organic growth and had 30% profit in its first year (2022). The Quack Family Dailies social media series helped the company work with its clients to create brand awareness, loyalty and activation through smart brand integration in the storyline and it ticked all the right boxes and some more. Walid Mahmoud Khalaf (l), co-founder, partner and owner of Captain Boy, received the award from Nesma Khalifa, Business Development Manager at SAWA Entertainment.

## BEST KIDS' INITIATIVE OF THE YEAR
### NANA ZANANA – FOLLK CREATIVE SOLUTIONS & CARTOON NETWORK MENAT

*Nana Zanana*, written and directed by Islam Ahmed, co-founder and CCO of Follk Creative Solutions (extreme left), is an episodic show that features a young fly who considers herself a queen, and annoys everyone although she tries very hard to live at peace with all. With one of the first female characters to join Cartoon Network's vast portfolio of male-dominated protagonists, *Nana Zanana* captivated the hearts of children across the region. Pictured here are the teams from Follk Creative Solutions and Cartoon Network MENAT.



BROADCASTPRO ME
SUMMIT & AWARDS 2022

## BEST TV PRODUCTION OF THE YEAR - UNSCRIPTED
### ASTRONAUTS – DIFFERENT PRODUCTIONS - A RISE STUDIOS COMPANY

Pulling off a show like *Astronauts*, which is both imaginative and out- of-the-box for the MENA region, is no mean feat. It is well done, it is pan arab and it is full of adventures and challenges. Kudos to Mazen Laham, MD and founder of Different Productions, who is also the force behind *Dubai Bling*, which was trending at #3 globally on Netflix at the time of the awards. A number of the shortlisted entries at the awards were produced from the Different Productions stable. Mazen Laham (l) received the award from Klaus Jasper, Senior Sales Director Middle East and CIS at Lawo.

BROADCASTPRO ME
SUMMIT & AWARDS 2022
## BEST TV PRODUCTION OF THE YEAR - SCRIPTED
### *BREAKING BONES* - CLACKET MEDIA

A powerful tale that is both well executed and of high production value, *Breaking Bones* from Clacket Media, ranked first in terms of viewership in the UAE and reportedly in several European countries, including France, Finland and the UK, left a big impact on the judges. With the perfect mix of a good storyline, a fantastic cast, and additional behind-the-scenes clips and key scenes, this entry topped the list for the Best TV Production of the Year in the scripted category. Pictured with the award from left are Huda Saad, Executive Director, and Eyad Al Najjar, owner of Clacket Media, with Nabil Abou Samra, Head of Arabic Production at the Abu Dhabi Film Commission.

BROADCASTPRO ME
SUMMIT & AWARDS 2022
## BEST OTT PRODUCTION OF THE YEAR
### *THE KILLING* - SHAHID

MBC Group streaming platform Shahid's entries into this category were exceptional, all heavyweights in their own right and equally deserving of an award. *The Killing*, however, was the jury's choice and it stood out on several counts. This Arabic adaptation of the Nordic Noir genre is a brave attempt at a crime series with believable plot twists, season-long storylines and dark overtones. Besides having a great script, this police procedural drama pushes the boundaries in terms of genre, innovative storytelling, great direction and high production values. Pictured with the award is the Shahid team.

BROADCASTPRO ME
SUMMIT & AWARDS 2022
**BEST RADIO INITIATIVE
OF THE YEAR**
**360 RADIO**

This young startup in Dubai, focused on education and entertainment, is keen to empower students by giving them a platform to showcase their talents and address concerns raised by them. As its audience is primarily the youth, 360 Radio has also ensured its app is available for download on both i0S and Google Play as well as several other platforms including Apple TV, Apple Watch, Android TV, Car Play and Alexa. For its attempt to make a difference and ensure availability across all digital platforms, 360 Radio emerged the winner in this category. Peter Mrkic (r), Vice President, Corporate Strategy and Governance at Intigral, presented the award to Binju Kochunny, Programme Director at 360 Radio.



BROADCASTPRO ME
SUMMIT & AWARDS 2022
**INNOVATIVE PROJECT
OF THE YEAR**
**ALARABY TV NETWORK**

Alaraby TV won on several counts for this project. Besides pulling off a full migration from its London facility to its brand-new HQ on home ground in Doha within a record eight months, the team built a full-IP facility based on the SMPTE 2110 standard. The TV network has built some ace studios, with one atop a swimming pool, which boast new technologies aimed at offering the best experience to viewers. Kudos to Alaraby's tech chief Ali Husseini, who brought together industry-leading vendors to collaborate on this project and create a truly remarkable IP facility. Pictured is Ali Husseini with the award.

## BROADCASTPRO ME
## SUMMIT & AWARDS 2022
# BEST 2022 TECH IMPLEMENTATION IN OTT
# SHAHID CONTENT PREFERENCE AUDIENCE CLUSTERS

Shahid has developed a machine learning clustering model in-house that groups users based on their viewing behaviour, which is calculated using 'value play' logic. The model was developed through productionised code that lives in the client's ecosystem and is fine-tuned according to each region to obtain the optimal number of clusters. Every user is assigned a cluster to understand their preferences and customise the offering. From left: Phillip Badenhorst, Head of Data and Strategic Planning and Jediael Krishnasamy, Data Science Manager received the award from Sri Hari, SVP Sales, and Business Head EMEA, Amagi.



## BROADCASTPRO ME
## SUMMIT & AWARDS 2022
# OTT EXECUTIVE OF THE YEAR
# MARKUS GOLDER – CEO, INTIGRAL

Markus Golder, who oversees the overall strategy, operations and performance at Intigral, has successfully guided the rapid expansion of Intigral's premium OTT service Jawwy TV across eight major markets in the region. His passion, innovative approach and committed leadership style have propelled Jawwy TV's evolution as an emerging OTT player driven by its super aggregator strategy of forming partnerships with the likes of MBC, OSN, Fox, StarzPlay, Wide Khaliji, Shahid VIP and Discovery. Markus Golder (l) received the award from Guy Spivack, Regional Commercial Director MENA at Comcast Technology Solutions.

## BROADCAST EXECUTIVE OF THE YEAR
## ADIL MEMON, EXECUTIVE VP - CONTENT & MARKETING AT ZEE ENTERTAINMENT ENTERPRISES LTD

Adil Memon has helped take Zee Entertainment's Arabic-language co-productions to new heights, first by leading the drama vertical in 2017 and more recently by venturing into Arabic-language movies. His co-production division is currently working on five new drama projects and a movie line-up. He intends to launch Zee's first Ramadan drama series and first Arabic web series in 2023. Memon is a veteran player in broadcast and has led Zee through many successes in this region. He received the award from Anas Hantash (r), Sales Director, MENA & South Asia, Imagine Communications.

## EXCELLENCE IN VISUAL STORYTELLING
## AL ARABIYA NEWS CHANNEL

The Hour 60 programme on Al Arabiya is truly award-winning in its impressive use of extended reality (XR) clips to present its news stories. The news broadcaster has explored the potential of multiple technologies to make its stories more visual. Its programmes have been brought to life through Al Arabiya's studio, where every surface has been designed to potentially be used in the show. The studio includes several large video walls, unique talent positions to add AR elements to broadcasts, and a large virtual window that allows extensions from the studio into the virtual space. Pictured with the award is the Al Arabiya team.

## BEST FOREIGN-LANGUAGE OTT PRODUCTION
### *THE BROKEN NEWS* – ZEE5 GLOBAL

ZEE5 Global's news drama *The Broken News*, which showcases the story of idealistic journalism versus eyeball journalism, won the Editor's Choice award for its gripping narrative and high production value. The series is reported to have accounted for 21% of viewership of ZEE5 Global in the month of its launch. Although this entry did not qualify for the regional awards, which are focused on Arabic productions or those filmed in the MENA, this entry was an exception given the company has operations in the Middle East and is an active player in the region. Finniey Benjamin, Associate Director Marketing at ZEE5 Global, received the award from Heba Korayem (r), Content Market Consultant at H.Consult.

## OUTSTANDING INTEGRATION IN RADIO
### RCS

RCS recently delivered a turnkey solution for Bahrain's Ministry of Information Affairs, where it designed and built six FM stations and eighteen studios for the government entity. Although the project faced several hurdles in terms of chip shortages, price hikes in hardware and production delays, RCS worked in tandem with all the suppliers to deliver the project on time. The service provider was chosen from among 12 competing companies to deliver this project. RCS used standard broadcast technologies for this project to ensure the stability of the deployment. Baher Al Zaher (l), MD of RCS MENA, received the award.

## BROADCASTPRO ME SUMMIT & AWARDS 2022
# SPECIAL RECOGNITION - UP & COMING STREAMING PLATFORM
## TOD

The new kid on the block, TOD, a part of the beIN Media Group, already provides an integrated and personalised experience for viewers. With the World Cup in Qatar and beIN owning several premium sports assets, TOD has had to quickly shape up and deliver a fairly efficient and seamless experience as its streaming partner. It has an interactive design for sports buffs with OPTA integration and incorporates live stats updates during football matches. TOD is a rising star. Mayur Bhanji (l), Head of Corporate Affairs and Communications, received the award from Razik Zaghlouli, Regional Sales Director at Ateme.



## BROADCASTPRO ME SUMMIT & AWARDS 2022
# SATELLITE SOLUTIONS PROVIDER OF THE YEAR
## e&

RAK Earth Station from e&, which operates four tier-4 teleport facilities that are fully interconnected and geographically diversified, was recently chosen by various international satellite operators to host their gateways because of its strategic location, which enables operators and service providers to control and monitor their satellite systems. This is a state-of-the-art teleport that offers a welcoming regulatory environment, superior connectivity, excellent support services and a wide angle coverage that covers the complete south satellite arc for GEO services. For this award-winning facility, e& emerged the winner. Pictured with the award is Hassan Ali Salim Al Owais, Director Product Management – Voice Mobility & Satellite, e&.

BROADCASTPRO ME
SUMMIT & AWARDS 2022

## OUTSTANDING LEADERSHIP IN BUILDING THE UAE MEDIA ECOSYSTEM
## MAJED AL SUWAIDI, MANAGING DIRECTOR, DUBAI MEDIA CITY, DUBAI STUDIO CITY AND DUBAI PRODUCTION CITY

As the global economy passed through one of its darkest hours during Covid-19, a few leaders stepped up their efforts to support the local business community. Majed Al Suwaidi, who has helmed Dubai's media business districts for the last seven years and has been with TECOM for more than 16, shone with new initiatives. He helped develop existing ones further to suit the new needs of the market. in5, a dedicated platform for emerging talent that supports innovation and entrepreneurship across TECOM's business parks, for instance, stepped up its workshops and training programmes. Likewise, the GoFreelance initiative, which Al Suwaidi led, has helped several independent creatives to pursue their dreams unhindered by huge investment constraints.

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