

EG MediaTech



6-8 November 2019

**Egypt International Exhibition Center (EIEC)
Cairo, Egypt**



Arab Republic of Egypt
Ministry of Communications
and Information Technology

Supported by

NABSHOW
Where Content Comes to Life

Egypt's first exhibition and educational programme for the media technology industry



Post Show Report

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Exclusive Digital
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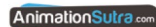
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Exclusive Digital Media Partner



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About

EG MediaTech is a launch event dedicated to the media and entertainment technology sectors. The exhibition and educational programme offers the opportunity for key players in the industry to meet and debate the various challenges facing the industry and source the latest equipment and services available to the market.

Egypt has one of the most established and influential media industries in the Middle East and North Africa. Its broadcasting industry has witnessed exponential growth throughout the past decade.



NAB Show, the global event for the Media, Entertainment and Technology community will be joining the EG MediaTech show as a supporter and will be showcasing a NAB Show educational track as part of the programme. This will include exciting information on the current state of the broadcasting industry, where it's heading, and will cover both TV and Radio topics including:

- Hybrid TV and streaming
- Digital and internet radio
- New standards
- Networking set-up of broadcasting stations
- IP Broadcasting Infrastructure – Proprietary vs. Standard Based

All EG Media Tech attendees will also receive a code for a free exhibits pass to the 2020 NAB Show.

NAB Show® | 18 – 22 April 2020 Las Vegas, NV, USA | Las Vegas Convention Center | NABShow.com
The exhibit floor will now open on Sunday 19 April

With nearly 100,000 attendees from 160+ countries, 1,600+ exhibiting companies, this is the global event for the Media, Entertainment and Technology community. NAB Show is where the pros discover new tools and technologies to create, manage, deliver and monetize content on any platform. Join us to find new solutions in film, video production, radio, television, infotainment, advertising, streaming, ATSC 3.0, 5G, esports, AR/VR/MR, podcasting, AI, cloud technologies, blockchain and more.

Sectors:

Broadcasting

Showcasing equipment for every link in the broadcast value chain; from content acquisition to play-out and storage.

Sound and Light

Suppliers of sound, lighting, video and rigging equipment to the rental and production markets for a range of live events and productions.

AV Integration

Suppliers of audio visual, networking, control and other equipment for fixed installations in a wide variety of spaces and sectors.

Film and Video

Professionals who are focused on post-production will find the best hardware and software to cater to their editing, grading, animation and sound mixing needs.

Digital Media and Advertising

Keeping up with the continual convergence between digital media and traditional broadcast, with over-the-top (OTT) and video on demand (VOD) services seemingly set to supplant broadcast as we know it.

Studio / DJ / Music Production

The audiophile sector is stringent about sound quality standards and technologies, and the equipment used by both the DJ sector and professional sound engineers in the studio sector meets high-end specifications.

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Event Organizer



Founded in 2008, BME Events is a multi-faceted event planning and production company that leverage their expertise and market awareness to organise and manage events globally. From corporate trade shows to product launches, award ceremonies to gaming tournaments and most points in-between, we are experts in assessing our clients' needs and exceeding their expectations.

Over the last 11 years, we have organized events for consumers of all ages, heads of state, ministers, and global business communities over the globe. Together with our sister companies, we've got a broad range of skills and resources to make any event a memorable one. Headquartered in London, we have organised over 100 events around the world, Saudi Arabia and the Emirates. Our Middle East office is in Cairo, Egypt.

FACTS AND FIGURES

3

Days



64

Participating
Companies



1

Ministry



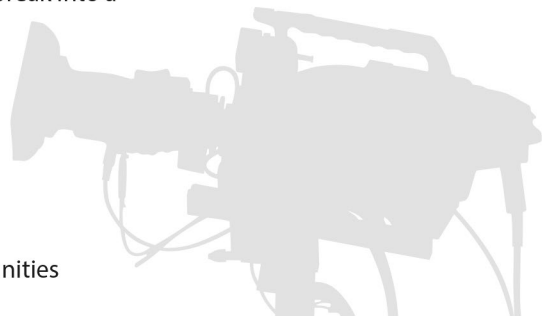
5000 m²
Exhibition
Hall

EG MediaTech Exhibition

The exhibition provided a great opportunity to get the exhibitors' products and services in front of a captive audience of industry professionals and break into a market region that is currently experiencing rapid growth.

Exhibitors got the chance to:

- Introduce and showcase their new products to potential buyers
- Strengthen their presence within the market
- Meet face-to-face with buyers and investors
- Keep up-to-date with industry developments and innovations
- Take advantage of the excellent networking and business opportunities



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Exhibitors

- Adam Audio
- Advanced Media Trading
- Allen & Heath
- Arthur Holm
- ATEME
- Audio Technology
- AVECO
- Blackmagic Design
- Broadcast Solutions
- Canare Middle East FZCO
- Capella Systems (USA)
- Cartoni
- Cinespot



- Shure
- SONY
- Sound Devices
- SSL
- Studer by Harman
- Systems Design
- Tascam
- Technology K.A.R.
- TEN TV
- The Telos Alliance
- Trident
- Vizrt
- VSN
- Woody Technologies
- X-dream-distribution
- The Egyptian Media Production City

- D&B
- Desisti Lighting
- Digico
- Embassy of the United States
- Embrionix
- Enoshmink
- ETC
- EVS
- Flow Works (Germany)
- For – A
- Fujifilm
- GatesAir
- Geomatex
- Gospel
- Grass Valley
- JBL Pro
- La Familia
- Labiib Solutions
- LEMO
- National Media Authority
- NEC
- Nile Tec
- Oxford Business Group
- Percon
- Pixelogic
- Quad Solutions
- Radial
- Reako
- Red Line
- Riedel
- Ross Video
- Sennheiser



61
Exhibitors

EG MediaTech Exhibition










EG MediaTech featured free-to-attend sessions held on the main stage, located in the exhibition hall. On stage during the course of the show, we hosted informative talks, highlighted exciting industry updates and developments and showcased cutting-edge R&D technology.

EG MediaTech 2019 discussed topics:

- NAB Educational Track: Advances in Radio Broadcasting
- Cloud Computing for Media
- Infinity – The Next Generation AoIP Intercom
- From Traditional Sports to Key Players in the World of Media and Entertainment. LaLiga Case
- The Evolution Digital Marketing and Future of Social Media
- Lightstream Workshop
- BE Alpha and Lets Shoot Mirrorless
- NAB Educational Track: The Future of Media Production and Delivery
- Innovative Engineered Solutions for Sound Treatment and Isolation



Speakers

-  **Sam Matheny**
Executive Vice President, Technology & Chief Technology Officer, NAB
-  **Skip Pizzi**
Vice President, Technology Education and Outreach, NAB
-  **Osman Salah**
Regional Manager ME & Africa, Telestream
-  **Artur Podzorski**
Director of Sales, Telos Alliance
-  **Juan Fuentes Fernández**
LaLiga Global Network Delegate to Egypt
-  **Ali Medhat**
CEO, Quad Solutions
-  **Dedo Weigert**
Cinespot
-  **Mohamed Abdelwahab**
Digital Imaging Specialist, Sony
-  **Prof. Ibrahim Elnoshokaty**
Enoshmink



Exhibitor Feedback

88%

Thought the event was well attended

90%

Said they had a great experience

89%

Would exhibit again next year

85%

Of exhibitors achieved their goals

TESTIMONIALS

“Exhibiting at EG MediaTech was a great success. We met most of our targeted key customers, whether from the Public or Private sector. It was a good opportunity not only for meeting new prospects but also to show our big picture and full portfolio to our existing clients. We came out with business leads that we are working on turning into successful sales. It was really a pleasure to work with BME (exhibition organizers) as they were very cooperative and supportive.”

Ramy Gamal, Genral Manager, Systems Design

“The overall show was great. The exhibitor manual and communications was difficult and needs improvement. The deadlines and preferred vendors need listed and easily accessible. Shipping/hand carry was a huge factor for us due to this incident.”

Lindsay Fogle, Telos Alliance

“EG MediaTech was above our expectations.”

Jennifer Teixidó Badomà, Percon



“We would like to thank you for this very interesting exhibition, we were glad to cover some technologies presented.”

Sherif Mokhtar ElGanady, TeqniaSci



“Thanks for initiating such an event that was a success being the 1st round of such gathering and we are looking forward for more success with you in the incoming rounds. Yourself and the whole team that have worked in EG-Media-Tech were more that supportive and helpful; appreciate your efforts very much.”

Abeer Nada, Internal Resources Manager Technology K.A.R., Inc.

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Visitor Audience

730

Visitors

90%

Are very likely to recommend
EG MediaTech to their friends
and colleagues

90%

Said they have
enjoyed visiting EG MediaTech

86%

Said they would
visit EG MediaTech 2020

Visitor Industry

3%

AV Integration

11%

Broadcasting

47%

Digital media and advertising

5%

DJ/ Studio/ Music production

17%

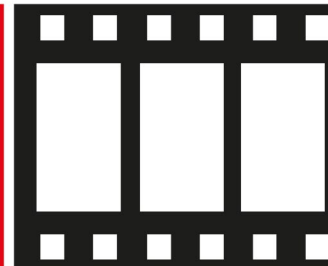
Film and video

10%

Sound and light

7%

Others



Visitor Job Titles



7%

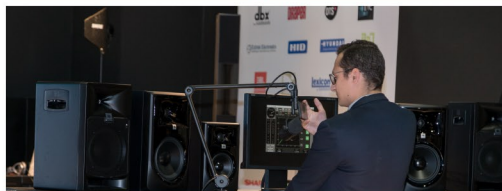
Business Development
Sales / Marketing

29%

CEO
Vice President / President

3%

Consultant
Editors / Content Writers



17%

Engineer
Programmer/ Producer

25%

General Manager
Creative Director / DOP

16%

Photographer
Videographer / Filmmaker

3%

Others

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A diagonal film strip pattern runs across the entire page, with sprocket holes visible. The background is white, and the film strip is a light gray color.

Thank You!

**We would like to thank everyone
who participated at EG MediaTech. Thank you
for helping us make this event a success.
We look forward to seeing you in Q4 2020!**

EG MediaTech



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