

OTT SPECIAL FOCUS DAY Monetising OTT Content

Thursday, 4th November 2010, Jumeirah Beach Hotel, Dubai

FREE
For content
and service
providers

Delivering Content Over the Top is one of the fastest growing opportunities in TV. Content owners now have the option to extend their reach to deliver services direct to consumers.

This Special Focus Day will provide delegates with an in depth view of the drivers for success for OTT services and deliver a real understanding of how to take advantage of this opportunity in the Gulf marketplace.

Keynotes will report some of the strongest market successes from OTT service providers and allow delegates to learn from the market innovators.

The day long session details how content providers can immediately take advantage of the investments being made by Etisalat to monetize their investment via the Etisalat IPTV and OTT service offerings that are rolling out in the UAE as well as globally if a content provider so desires.

Additionally, content providers will learn how they can immediately deliver their content over three screens, or for any one of the screens across the gulf region: to the PC, to mobile, and to the traditional TV screen in the living room.

Sessions Include:

1. OTT Leadership Case Studies

Lean from some of the most successful and experienced executives in the OTT content market.

Speakers include

Gerry O'Sullivan, previously Director of Strategic Product Development, BSKYB
Giles Cottle, Senior Analyst, Broadband & OTT, Informa Telecoms & Media

2. Monetising OTT Content for TV Screens.

- Clarify the opportunities available within the MEA region for IP streamed Over the Top TV and media services
- How is the TV provider competitive landscape rapidly evolving?
- Key success criteria for developing an Over the Top service
- Understand how to engage with local service providers to deliver a successful OTT services

3. Monetising OTT Content for PC Screens

- Understanding which services will succeed in a PC based environment
- Clarifying how to manage multiscreen/multiplatform content
- Key success criteria for developing an OTT service to the PC
- Developing partnerships with local service providers

4. Monetising OTT Content for Mobile Screens.

- Tracking the rapidly evolution of mobile TV and lessons learned
- Understanding usage models with mobile TV in the MEA
- What factors will drive the success of mobile services
- Developing partnerships with local service providers to deliver a mobile TV service

09.00 Registration | **09.30** Opening | **13.00** Lunch | **17.00** Close

How To Register:

Register online at www.iptv-mea.com

Tel: +44 (0) 20 7017 5506

For group discounts call: +44(0) 20 7017 5391

Email customer services: itmevents@informa.com

The **IP&TV Forum Middle East & Africa** is the ONLY show positioned to involve all pay TV markets including **Hybrid IP** to the **Satellite** and **Cable**. Now in its **4th year**, IP&TV Forum MEA has grown into the largest show reaching the interactive TV markets of the Middle East and the North African region.

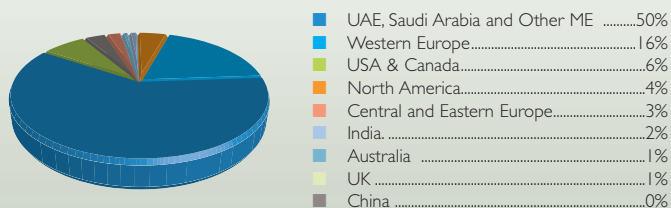
For 2010 we are honoured to receive the full partnership of **Etisalat** who will showcase their Broadband TV activities at the event. IP&TV Forum MEA 2010 is the unique opportunity to engage with Etisalat and partner to monetise their new IPTV service. Recognising the growth potential of the industry, Etisalat have worked very closely with Informa to build two additional interactive days around the main conference agenda. Featuring a **Competition for**

Application Developers with attractive prizes for the shortlisted companies, and a **Special Focus Day on Monetising OTT Streaming**, the IP&TV Forum MEA 2010 has become essential for any company serious about their participation in the Middle East and African TV markets. You will also gain the latest insights on regulation and legislation at the **Policy Workshop** supported by **Ericsson**. By attending the show you will not only learn about the latest developments in the TV industry, but also make deals face to face, do business, partner and network with senior decision makers from regional and international operators, satellite providers, cable providers, content aggregators and broadcasters.

31% Service Provider Attendance



Source: Conference Attendance, IPTV Forum MEA 2009



Source: Conference Attendance, IPTV Forum MEA 2009

