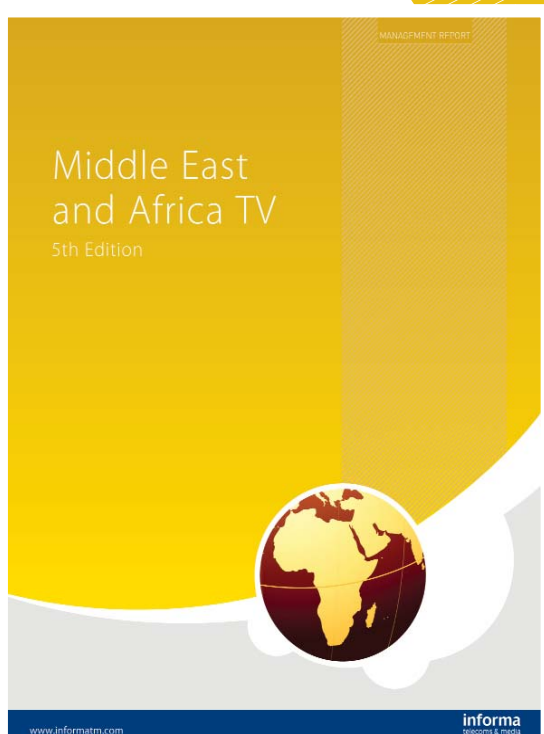


Middle East and Africa TV

(5th edition)

Your ultimate resource to
the broadcast industry
across the region

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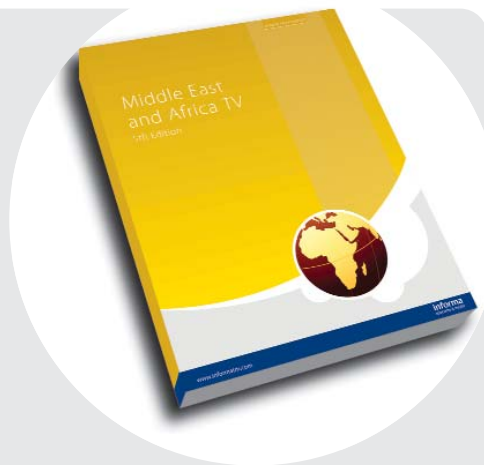
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NEW in this edition:

- **Fully revised and updated forecasts to 2013**
Providing clear and reliable analysis allowing you to track trends and pinpoint opportunities. Forecasts include; satellite TV homes, MMDS/Cable TV households, Multichannel TV homes, advertising revenues and pay TV penetration
- **Major new profiles of Sub-Saharan Africa, South Africa and Nigeria** giving you unrivalled pan-continental analysis that will enable you to exploit new opportunities in this emerging TV market
- **Detailed analysis of the 16 key MENA territories** this year extended to include extensive profiles of Africa's major markets allowing you to pinpoint new opportunities and highlight territories ripe for investment
- **Market snapshots of 20 emerging African territories** from Angola to Zimbabwe giving you important local knowledge to make informed business decisions

See inside for further details >>>

Middle East and Africa TV (5th edition)



Key questions and topics addressed in this report:

- Assess the impact of the numerous free-to-air satellite channels
- Find out whether changes in regulation are improving market access
- Learn how new technologies such as IPTV are revolutionising the broadcast sector in the Middle East and Africa
- Evaluate investment opportunities in new regions
- How is Multichoice reacting to increasing competition?

Multichannel TV penetration in MENA set to top 70% by 2013

“ At end-2013, the Middle East and North Africa region will have approaching 50 million multichannel TV homes, meaning more than 70% of households will have cable/satellite television. Sub-Saharan Africa’s 800 million TV households also offer plenty of untapped potential. ”

Source: Informa Telecoms & Media

The 5th edition of our market leading Middle East and Africa report has this year been **extended** to include a major new profile of Sub-Saharan Africa to give an unrivalled **pan-continental analysis**. This new research includes in-depth scrutiny of the key **South African** and **Nigerian** markets. All of the **analysis** in this valuable report has been **fully revised** to provide you with the most **up-to-date information** available. Whether you are a local player or foreign investor, Middle East and Africa (5th edition) provides crucial information to enable you to maximise your opportunities within the region.

The report looks at present **market trends**, and evaluates the **future direction** the market is taking. It includes important illustrative **statistics** and reliable **forecasts to 2013**.

It contains detailed information on TV developments across 16 MENA countries including Egypt, Saudi Arabia, Turkey, Israel, Cyprus, Kuwait and the UAE. This year the report has been extended to include **extensive profiles** of Africa’s **major markets** as well as market snapshots of **20 emerging African territories** (from Angola to Zimbabwe).

Major industry questions answered in this report include:

- ✓ What pay TV platforms are succeeding in the Middle East and Africa?
- ✓ Who are the key players and what are their strategies for success?
- ✓ Could the cable operators provide a challenge to satellite’s dominance?
- ✓ Is IPTV best positioned to challenge the incumbent pay TV players?
- ✓ Will free-to-air multichannel homes start to convert to paid services?

Middle East and Africa (5th edition) also provides you with **in-depth profiles** of the leading companies operating in the region’s TV markets. This report allows you to pinpoint new **opportunities** and highlight territories ripe for investment. With recent launches, and others pending, of several new platforms and channels, the report provides a **valuable insight** into their chances of success.

With the Middle East and Africa now showing real signs of a move towards market liberalization and some of the leading TV brands considering an IPO, do you have the clear and **reliable analysis** that will enable you to exploit **new opportunities** in these **emerging TV markets**?

The wealth of experience gained from our team of expert analysts ensures that **Middle East and Africa (5th edition)** is the ultimate management report, providing in-depth intelligence on the broadcast industry within this expanding region.

Your ultimate resource to the broadcast industry across the region

Countries covered

- Algeria
- Bahrain
- Cyprus
- Egypt
- Israel
- Jordan
- Kuwait
- Lebanon
- Morocco
- Nigeria
- Oman
- Qatar
- Saudi Arabia
- South Africa
- Syria
- Tunisia
- Turkey
- United Arab Emirates
- Sub-Saharan Africa (20 countries)

Who should read this report?

- **TV companies:** Discover the strategies your competitors are using and find out how more liberal markets are changing the face of broadcasting in the Middle East and Africa.
- **Investment banks:** Gain valuable insights into which countries will enable you to maximise your investment opportunities and how liberalisation could now be allowing entry into previously inaccessible markets.
- **Analysts, legal and financial:** Use our forecasts, historic data and independent analysis to build your knowledge of the sector and identify where your own expert knowledge may be required.
- **Broadcast technology companies:** With TV in the Middle East and Africa increasing in sophistication, identify which technological developments are likely to have a profitable impact on your business.

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