

**D I** DUBAI  
**CM** INTERNATIONAL  
CONTENT MARKET <sup>TM</sup>

Jumeirah Beach Hotel

[dicm.ae](https://dicm.ae)

**23 - 24 NOVEMBER 2022**

**5<sup>th</sup>**  
**Edition**

**CONTENT AT PL<sup>^</sup>Y**

## Event Overview

"Selected Content, Prime Buyers"

Dubai International Content Market provides to Content Developers, Distributor / Sellers and Buyers a dedicated platform for collaboration and business-making with industry experts from across the globe in the MENA region.

DICM is also an ultimate destination to network with peers and access information to enhance your business activity.

## DICM 2021 Figures



**50+**  
Exhibitors



**800+**  
Meetings



**81%**  
Exhibitor  
Re-bookings



**84%**  
Visitors confirm  
they will attend  
DICM 2022



**50+**  
Countries



**92%**  
Satisfied Exhibitors



**85%**  
Visitors consider  
DICM very important  
for their business



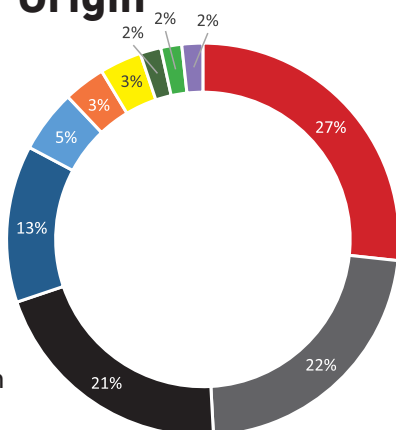
**90%**  
DICM Buyers are  
final decision  
makers

## DICM 2021

## Participants & Demographics

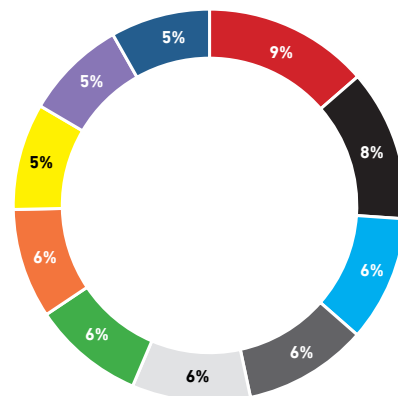
### Exhibitors' Origin

- UAE
- Turkey
- Russia
- South Korea
- India
- Spain
- Jordan
- Bahrain
- Netherlands
- United Kingdom



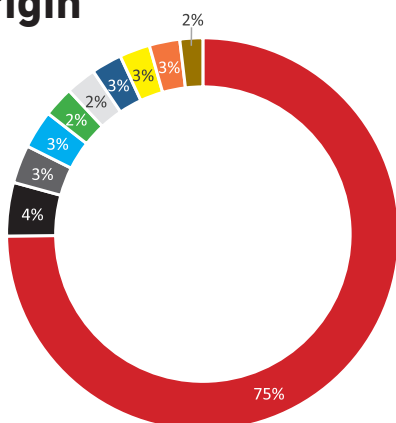
### Best Selling Genres

- TV series
- Drama
- TV Movies
- Comedy
- Animation
- Action
- Feature Films
- Documentaries
- Adventure
- Lifestyle



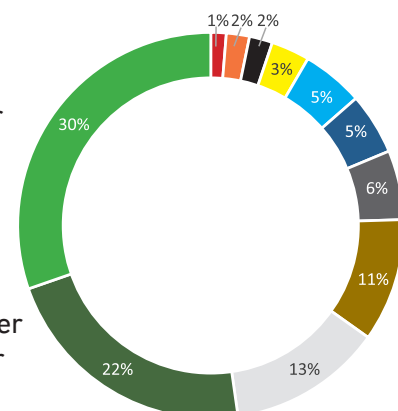
### Buyers' Origin

- UAE
- Saudi Arabia
- Pakistan
- India
- Kazakhstan
- Georgia
- Lebanon
- Egypt
- Croatia
- Jordan



### Buyers' Profile

- Multi-Chanel Network
- OTT Operator
- Commercial Broadcaster
- Content Distributor
- Content Aggregator
- Public Broadcaster
- AD based VoD Provider
- Cable Pay-TV Operator
- VOD Subscription Provider
- Satellite Pay-TV Operator
- Inflight Entertainment Service Provider



**Dubai International Content Market offers global / regional media & entertainment companies the opportunity to expand their business, showcase new content and services, meet with key end-users and buyers, develop partnerships and increase visibility and sales within the Middle-East, Africa and beyond**

“DICM 2021 was very well organized and a great place for us to expand our network in the EMEA region. We met wonderful new people. Thank you for a successful market!”



**Margaret Stanneveld**, Manager Sales,  
Dutch Core

The largest content exhibition in the region and amongst one of the best in terms of participating formula, services offered, logistics and return of investment. Over 60 “plug & work” stands are available for start-ups and established companies.

“There were positive collections that will help the community to have different opportunities. We’re definitely already looking forward to exhibit next year and even on a bigger scale. It was amazing to see many countries like Russia, Turkey, and Spain participate and we hope to see even more countries and agencies participate next year.”



**Emad Bdaiwi**, General Manager,  
ISEE Media Services



### Stands Enquiry

## Business Meetings



Get your brand in front of leading industry professionals and decision makers. Grow the market opportunities and establish partnerships and collaborations.

“DICM 2021 market was the best market we have exhibited at so far. The entire team was professional and helpful by assisting us setup meetings with the right buyers. We look forward to exhibiting in the future as well.”



**Ziba Shahpoori**, Head of International  
Department , Honar Aval

### Content Business Hub Enquiry

Content Business Hub is a specific tool giving buyers and sellers registered for DICM the opportunity to browse the available content online (pre event), shortlist ideal participants, send meeting requests (pre event) and to have 1-on-1 live meetings with organiser support during the event.

“We are happy with the services and look forward to being here again next year”,



**Can Okan**, Founder & CEO, Inter Medya



## Augmented Visibility

### Branding Enquiry



# They trust us!



Organized by



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