

DUBAI, United Arab Emirates--([BUSINESS WIRE](#))--The proliferation of smart devices, mobile broadband and connected TV in the MENA region (Middle East and North Africa) has opened up a wealth of possibility for operators to maximise on the revenue opportunities presented by CDNs (Content Delivery Networks). The region's premier event in connected entertainment, [TV Connect MENA](#), will provide the ideal platform next month for industry leaders to delve into the topic of monetising the network.

Philippe Nahas, Head of Marketing Strategy and Investments at du, will examine the business of CDNs and data centres, exploring strategies for monetising telco CDNs, and the benefits of partnering with global CDNs.

Themes looking at how to increase the value of content through multiscreen services will also be addressed at the event. Thought leaders deliberating on some of the opportunities that the connected TV space has to offer include Jai Maroo, Managing Director of Shemaroo Entertainment, and Heba AlSamt, Digital Media Director, Dubai Media. Heba will explore why launching On-Demand services through apps for smart devices will be a way to extend the online VoD services for content providers.

Senior Executives from Dune HD, Irdeto and Pace will also share their insight on developing content monetisation strategies as part of the conference agenda on Day One. Themes to be addressed include arguments against the disappearance of the Set Top Box, an overview of how to monetise content via Media Players, strategies on how to make Multiscreen matter, and case studies on how operators can fight off obscurity in a fragmented market and how to maximise PayTV investment.

Pace's VP Product Marketing, Peter Simpson, will discuss how to benefit from TV service deployment and enhancement and how to encourage subscribers to stay longer and watch more TV. This will include a deep dive into expanding linear TV services with PVR and OTT functionality, key ingredients for a scalable and future proof pay TV service, and adding value with incremental service enhancements.

Kamelija Stefanova, Conference Director of TV Connect MENA, says: "With increasing accessibility in the MENA region of mobile On-Demand and data-rich services - such as

video streaming - alongside growing demand from connected consumers, operators have to look at how they can retain subscribers by delivering content to the end user with the same Quality of Service, while generating new revenue streams from the network. Telco CDNs for example, can take advantage of owning the last mile and can deliver content to end users faster and more reliably than traditional CDNs. TV Connect MENA is perfectly placed to explore the issue of monetisation in more detail and foster open discussions amongst the industry's leaders."

2013 will see the continued evolution of the event from its IPTV legacy as it focuses on IPTV, OTTtv, multiscreen and cloud TV services for regional TV service providers.

This year's conference and exhibition will take place at the Park Hyatt, Dubai on 5-6 November. To view the full event programme and to register for TV Connect MENA 2013, please visit <http://mena.tvconnectevent.com/> or call +44 (0) 20 7017 5506. Alternatively, keep up to date with event news on Twitter @tvconnectevent.

About TV Connect Middle East and North Africa 2013

TV Connect Middle East and Africa is the only major TV event in the region that includes all TV providers in the connected TV delivery ecosystem. It has created a level playing field for creatives and technology developers alike to bring the next generation TV experience and introduce services like pause, rewind, catch up and fast forward in the linear TV package. For further information, go to <http://mena.tvconnectevent.com/>.

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