



Press release

**FOR ITS 32ND EDITION, SATIS BRINGS A NEW DYNAMIC
AND A SUCCESSFUL OPENING TO THE FRENCH-SPEAKING WORLD**

Puteaux, November 28, 2014 – The 32nd edition of SATIS was held last week in Porte de Versailles, with a 7% increase in attendance compared to last year.

Over 15,000 industry professionals visited the show, during which 178 exhibitors presented over 60 products for the first time in France. The 35 conferences offered during the show also attracted an audience of 2 700. The topics covered provided a comprehensive view of the audio-visual landscape, with experts sharing their insights.

Thanks to its outreach initiatives towards the worldwide French-speaking community, SATIS recorded a 30% increase in the number of professionals from North Africa compared to 2013, with 143 decision-makers, including project leaders, engineers, business owners and purchasing managers visiting from Morocco, Algeria and Tunisia. Sub-Saharan Africa was also well represented, with 13 countries including Benin, Mali, Cameroon, Guinea, Senegal and Burkina Faso; the number of professionals from these countries increased fivefold. New countries represented at SATIS included Mali, Guinea, Senegal, the Comoros, Burkina Faso, Ivory Coast, Togo, Mauritania and the Central African Republic. French speakers from Europe were also present, with Belgium, Luxembourg and Switzerland.

Constant Nemale, president and founder of Africa24, announced the network's development plan for the next five years, including its expansion into English, Spanish and Portuguese, as well as major African languages. Africa24 will also launch channels dedicated to specific topic. Pierre Barrot, in charge of audio-visual technologies and image promotion at the International Organization of Francophonie, said that the market for programs was almost nonexistent in sub-Saharan Africa only a few years ago, and that Africa would now be making great strides. Alain Modot, general manager of Media Consulting Group, explained that series were by far the most popular format on the African market.

For the first time this year, SATIS hosted a forum on the evolution and business opportunities of DTV and audio-visual technologies in Africa, organized in partnership with the Paris chamber of commerce's committee on French-African exchanges. The forum was at full capacity, with 140 participants from large companies and SMEs from France as well as decision-makers. One of the forum's objectives was to provide information about the African market; it also aimed at promoting French offers over the competition from China.

"During this year's event, visitors could feel the positive energy permeating the always-crowded aisles and conferences," explains Laurent Eydieu, Director of SATIS. "Manufacturers were also especially bold, demonstrating once again their capacity for innovation."

Finally, this year's SATIS featured talks by Jean-Pierre Jeunet, who presented his next project for a TV series, and Julien Seri, who presented his latest film *Night Fare*, which was financed by crowdfunding using French platform Ulule.

The SATIS conferences are available in two formats:

- video: <http://tv.satis-expo.com/>
- podcast: <http://bit.ly/1pi9pCO>

See SATIS photos: <http://bit.ly/15vBjsT>

Next event:

SATIS 2015: November 17 to 19 — Paris Expo (Porte de Versailles, Paris, France), in halls 5.2 and 5.3.



Follow SATIS on social networks and keep up with the latest news:

- Twitter: <https://twitter.com/satisexpo>
- Facebook: <http://on.fb.me/1urOBc9>
- LinkedIn: <http://urlz.fr/Ffg>

About SATIS:

SATIS is a unique European event dedicated to specific industries (live shows, event planning, and audio-visual contents) and horizontal solutions (installations/integration and media).

SATIS is organized by Reed Expositions – with 50 professional and public events in France, Reed Expositions France organizes trade events in 18 industries: art, audio-visual contents, jewelry, marketing and communication, comfort and home supplies, construction, publishing, environmental protection, franchising, catering, entertainment, industry, medicine, IT, security, transportation and logistics, and tourism. Reed Expositions France is a subsidiary of Reed Exhibitions, the world's leader in event planning, present in 40 countries with 500 events. SATIS is mainly dedicated to aerospace, art, construction, business and distribution, publishing, electronics, energy, catering, industry, IT and high-tech, marketing, security, sports, entertainment, health, tourism... Reed Exhibitions is a subsidiary of Reed Elsevier, the world leader in the publication and distribution of professional information.

Press contacts: Avance Rapide

Marion Caillol – marion@avancerapide.com - +33 1 49 66 97 85

Razika Baa - razika@avancerapide.com - +33 1 49 66 97 80