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New Details Revealed for DISCOP Istanbul 2014

By Joanna Padovano

Published: February 26, 2014

LOS ANGELES: This year's DISCOP Istanbul, which has reached record-high registration numbers, will see RATEM, Turkey's union for broadcasters and TV producers, attending for the first time.

According to RATEM, Turkey is expected to generate \$1 billion in television content sales, making it the second largest TV producer in the world. At the market, the company will be presenting a new strategy that aims to support regional and international co-productions.

DISCOP Istanbul has contributed greatly to Turkey becoming one of the world's leading content producers. Regions covered by DISCOP in Istanbul and Africa represent approximately 68 percent of their \$200 million annual sales and display a 29 percent rise in revenue throughout DISCOP Istanbul's four-year history. The market's success in the region has enticed a number of major media outlets in Turkey, including Anadolu Agency (AA), first-time participants and official event partner.

Cagatay Culcuoglu, the deputy general manager for AA, commented: "We are very happy to be a part of DISCOP Istanbul. As one of the world's most influential agencies we look forward to providing content to production and distribution businesses across the Middle East, West and Central Asia, Gulf countries and Northern Africa."

DISCOP Istanbul 2014 has resulted in a 50 percent increase in Middle Eastern participants, including those hailing from Iraq, Arabia, Libya, Oman, Qatar and Saudi Arabia. The event will feature an Iraqi pavilion, as well as national pavilions for France, the U.K., Malaysia, Korea and South Africa, among other countries.

Patrick Zuchowicki, the general manager of Basic Lead, which organizes DISCOP, added: "DISCOP Istanbul is now an undeniable

force in the region and an essential tool for local content producers to expand their reach across the world."