

<http://www.worldscreen.com/articles/display/2014-3-10-eur-discop-istanbul-record-attendance>

DISCOP Istanbul 2014 Attendance Breaks Records

By Joanna Padovano

Published: March 10, 2014

LOS ANGELES: Last week's fourth edition of DISCOP Istanbul, organized by Basic Lead, saw attendee figures increase by a record-breaking 33 percent.

The three-day event, which moved to the International Convention & Exhibition Center, attracted 1,048 delegates. There was a 52-percent rise in the number of qualified buyers attending. Sixty-seven countries were represented—more than 2013—with first-timers hailing from the Middle East, Gulf region, CEE and Central Asia.

It has been announced that the 2015 edition of DISCOP Istanbul will be held at the same location from February 24 to 26. Next up is DISCOP Africa, which is scheduled to take place at Johannesburg's Sandton Convention Centre from November 5 to 7.

"Last week's hugely successful market in Istanbul has strengthened the position of DISCOP Istanbul as a must-attend destination for the international TV content business," said Patrick Jucaud-Zuchowicki, the general manager of Basic Lead. "With new attendees arriving from across the region and beyond, this fourth edition gathered enough steam for us to feel secure in the future of DISCOP Istanbul, particularly following our recently announced partnership with Globus Fairs and Congress. We're looking forward to turning our attention to building another record-breaking event in Johannesburg in November."