

**SOTIS**  TV

**ON AIR**

## SHARE, SHOW, DEMONSTRATE

*"Constraint calls for the imagination"* said Claude Lelouch as he received a honorary prize at last year's SATIS.

In these unprecedented times, the AV, film, and entertainment industries are under significant pressure and compelled to reinvent themselves. We have given much thought to the pros and cons of organizing SATIS in person or online. Exhibitors were growing increasingly concerned as the event's date drew closer and, as a result, this year's SATIS might not have been very exciting; this is why we began looking into an alternative format.



# 5 DAYS LIVE

**THE SATIS TV WILL EXPOSE THE TRENDS OF AV, BROADCAST, CINEMA, COMMUNICATION AND INTEGRATION INDUSTRIES...**

Ever since its inception, SATIS was built on showcasing experiences, feedback sessions, presentations, demonstrations... all of which are also ingredients of traditional TV shows. So the idea grew: why not consider a TV channel whose programs reflect the variety of the topics covered at SATIS, while taking advantage of the very technologies our exhibitors promote?

The idea was immediately met with a positive response, especially since the convergence of IT and AV, the industry has great products to present, and new uses to demonstrate.

Thus was born SATIS TV, a television channel that will offer a full schedule of programs in various formats, with emphasis on sharing and content diversity.

SATIS TV be on the air for 5 days, during which it will present a broad overview of the latest trends in the AV, broadcast, fiction, communication, and integration industries, featuring live and recorded contents, on-site reports, interviews on technical and creative topics (film, documentary, animation), and workshops (product presentations). The forum's main series of talks will provide a unifying high-quality backbone to the event.

The programming schedule will have the advantage of being available all year round: this will enable SATIS TV to reach an international audience of French speakers.

**THE EVENT WILL ALSO TAKE ADVANTAGE OF SATIS' ESTABLISHED ONLINE PRESENCE: WEBSITE, 2019 TALKS AVAILABLE ON DEMAND, SATIS 2019 WEB TV, ETC.**

## SATIS WEBSITE



**82,000** Visitors  
(between August 25, 2019 and August 25, 2020)

• A 123% INCREASE OVER THE PREVIOUS YEAR!

• VISITORS FROM FRENCH-SPEAKING COUNTRIES: FRANCE, CANADA, BELGIUM, MOROCCO, SWITZERLAND, ALGERIA, TUNISIA, IVORY COAST LUXEMBOURG, CAMEROON... BUT ALSO FROM ALL OVER THE WORLD: GERMANY, UK, USA, NETHERLANDS, HONG KONG, AND MORE

## THE MEDIACENTER



**21** talks available on demand, hosted on Vimeo

• **4,000+** VIEWS



**Podcast, season 1:**  
35 episodes and over 5,000 downloads



**SATIS Web TV:**  
~30 face-to-face interviews

• **54,000** VIEWS ON THE MEDIACWEST WEBSITE



# PROGRAM SCHEDULE

**THE 5-DAY PROGRAM SCHEDULE INCLUDES MOST OF THE TALKS PLANNED IN THE AGORA, BUT ALSO OTHER EVENTS...**



## INTERVIEWS

During these one-on-one sessions, a manufacturer or distributor will discuss a product, an announcement, or a creative process with a director, a DP, a grader, an animator, etc. Online viewers can ask questions in real time. Speakers can make photos and documents available for download the following day.



## THE LAB

The Lab offers an opportunity to discuss a technical topic with a specialist. Sessions delve deep into a specific subject, usage, etc. With these workshops, viewers gain insight that is both in-depth and accessible to all. Explaining without distorting, while remaining both rigorous and casual: such are the Lab's core values.



## HAPPY HOUR

A director, producer, technician, or researcher shares their views about a project, a show, a film, a new product, from the perspective of how innovation serves creation.



## BACKSTAGE SESSIONS

The Backstage sessions feature video reports on a location, a company, a studio, an OB truck, etc.



## THIRTY CONFERENCES, ROUND TABLES AND MASTER CLASSES

Speakers will meet in a TV studio, with a host/moderator. Certain talks will be live streamed and followed by Q&As, while others will be recorded in advance. The talks are a major component of the project and will guarantee high audience numbers. They will cover current topics and tackle issues that are relevant to the needs of industry professionals.



## AWARDS

The SATIS Trophies give forum partners the opportunity to enter a competition with their products and services. Prizes awarded live by the team at SATIS.



## 360 FILM FESTIVAL

The immersive festival's fifth edition will give a voice to the winners of the three grand prizes in 2020 and lift the veil on some of their trade secrets after the live award ceremony.



## SHORT FORMATS

Spotlight on the Trophies and the programs selected for the 360 Film Festival's official competition.

Snapshots – A platform for visitors to share their tips and tricks, their perspective of the industry, or their latest favourites (format: videoconference or podcast – 3 minutes maximum)








# NETWORKING & BUSINESS

**IN ADDITION TO ALL THIS CONTENT, PARTNERS CAN TAKE ADVANTAGE OF MANY BENEFITS.**

First, they will be featured on the SATIS website, where they will have a dedicated page with:



 <p><b>COMPANY PROFILE</b></p>	 <p><b>VIDEO PRESENTATION</b></p>	 <p><b>LINKS TO WEBSITE AND SOCIAL NETWORK PAGES</b></p>
 <p><b>SUMMARY OF THE SPEAKERS GIVING TALKS AND/OR PRODUCT PRESENTATIONS</b></p>	 <p><b>RECAP OF THEIR PRODUCT AND SERVICE OFFERING, WITH A DEDICATED PAGE FOR EACH PRODUCT</b></p>	

All this will also be available on the SATIS mobile app.

## APPLICATION

Using the app, you can connect with other professionals, arrange meetings and set up video calls on a smartphone or computer.

The app will also provide general information, the event's schedule, videos of the talks, and media content (photos, videos, PDF files, etc.).

During the talks, audience members can ask questions, share their thoughts, answer surveys, etc.

## NETWORKING AREA

Partners can come to the event and meet with conference speakers, VIPs, and other guests.

A lounge will be available, offering refreshments, drinks, and food during the event.

# BECOME A PARTNER OF SATIS TV

YOU CAN JOIN THE SATIS TV  
ADVENTURE IN SEVERAL WAYS:



**SPONSOR  
THE EVENT**



**SPONSOR  
SPECIFIC TALKS**



**BUY AD SPACE**



**PRESENT  
YOUR PRODUCTS**



SATIS TV will be featured for 6 months on our website's home page, then in the Replay section; monthly e-mails will be sent to keep the community active.

Communication to the SATIS e-mailing list (2019 visitors + 2020 early registrants) as well as to the Mediakwest, Sonovision, and partner mailing lists.

**This investment will let you reach a wide audience of clients and prospects!**



## COMMERCIAL DEVELOPMENT

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