

SOTIS

06 & 07 NOVEMBER 2024
DOCKS DE PARIS - SAINT-DENIS

INNOVATION
CREATION
EMOTION

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FILM • TV • LIVE • EVENTS • BROADCAST • AUDIO • COMMUNICATION • INTEGRATION • ANIMATION • VFX • ENTERTAINMENT • IMMERSIVE MEDIA

club HD

génération
numérique
MEDIA ENTERTAINMENT TECHNOLOGY

SATIS

A UNIFYING EVENT

CONCEPT

From content production to screening. SATIS is a French-speaking event dedicated to creation and technological innovation at the service of the media, entertainment, and AV communication markets.

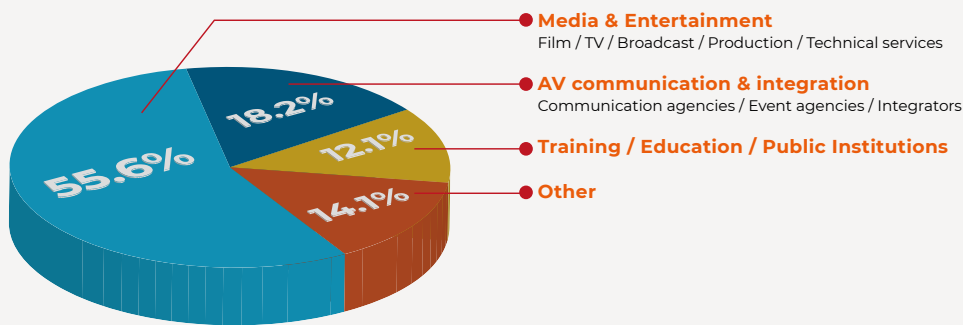
A ONE-OF-A-KIND EVENT IN FRANCE

SATIS offers professionals a broad panorama of the technologies, tools, and services in the AV ecosystem. At the heart of the event is the SCREEN4ALL space, providing a platform for up-and-coming start-ups and innovations.

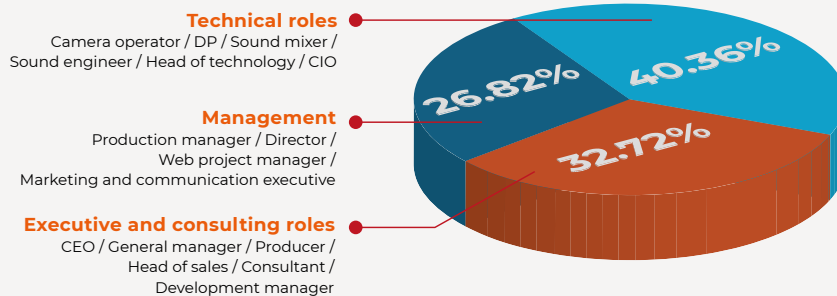
A BROADER REACH, THANKS TO AN ONLINE COMPONENT

Adding together SATIS TV viewers and in-person visitors, the event attracts more than **14,000 people** over two days. In 2023, the live-streamed talks attracted **1,800+ viewers** from twenty countries across the world.

VISITORS' PROFESSIONAL PROFILES





TOP 3 INDUSTRY PROFILES







2023 IN BRIEF


 **41st édition**

 **1 SATIS TV studio**

 **3 Halls in Docks de Paris**

 **6 auditoriums,**
 **1 "Big Shoot" area**
 **13 keynotes**

 **1 Jobdating event**

 **1 Night-time event**

KEY DATAS

SATIS 2023

9,015 VISITORS

SATIS TV 2023

7,480 VIEWERS (LIVE + VOD)

OUR COMMUNITIES

- FICTION & FILM
- ADVERTISING & COMMUNICATION
- CORPORATE
- LIVE SHOWS & EVENTS
- BROADCAST & TV
- ANIMATION & VFX
- AUDIO
- MOBILE & WEB
- NEW MEDIA
- MUSEOGRAPHY
- COMMUNICATION
- AUDIO-VISUAL INTEGRATION



LE SATIS 2023 KEY FIGURES

• **234 exhibitors, international brands, and partners**, including **35** new exhibitors

• **27** products and services presented for the **first time in France**, including **5 worldwide debuts**

• **87 competitors** to the Trophies

• **9 winners** of SATIS Trophies and **9 Jury's Picks**

• **5,680 conference attendees 70 expert panels** and **keynotes** dedicated to major issues in the AV, media, and entertainment industries, with nearly **200 experts** from the AV value chain

• **1,800 viewers** across 10 live studios for SATIS TV, with content available on demand

• **13 keynotes** highlighting production models, creativity, live events, and new production workflows

WHY VISITORS COME TO SATIS*

To discover
new products

22.97%

To learn more about the latest
innovations

15.06%

To stay up to date
with the latest technologies

13.81%

To attend the talks

10.93%

To network

10.57%

To meet suppliers

10.10%

*Based on a 2023 visitor survey



NEW IN 2024



JOB DATING, PART 2

With recruiting for the AV industry becoming increasingly challenging, SATIS 2023 created its first Jobdating event—a first in the AV and broadcast industry! Businesses had the opportunity to submit job postings and meet applicants in a dedicated section of the venue. This “hybrid” format promotes interactions with prepared and qualified applicants.

2023: 300 scheduled interviews and 26 companies recruiting

Following up on its successful debut, the Jobdating event will be back for SATIS 2024, this time for two days. Based on the feedback provided by recruiters on the first edition, the event’s app will be updated to make it easier for companies to edit and manage their scheduled interviews.

It will also enable sending e-mail alerts and offer more interactivity with the schedule; in addition, applicants will be required to provide a resume and confirm their interviews twice in order to limit no-shows.

This job dating event shows that SATIS’s organizers are committed to helping professionals connect with one another; with the industry currently facing recruitment challenges, it can even be said to promote CSR.



SATIS TV LIVE, VOD AND LIVE RADIO

Each year, SATIS deploys exceptional resources to promote its talks, exhibitors, and experts, with dozens of reports and filmed talks made available as videos and podcasts. The 2024 show will be no exception!

The channel dedicated to the forum, SATIS TV, will celebrate its 5th anniversary and stream live content during the two days of the event. SATIS TV is also available as video on demand year-round for free on Moovee.tech, the video platform created by Génération Numérique.

With more than 300 hours’ worth of content, Moovee.tech is the largest video knowledge base dedicated to the AV industry.

In addition to the filmed talks, and for certain live-streamed talks, **SATIS 2024 will deploy a team of field journalists** who will produce live reports from the exhibition area that will immediately be displayed on screens throughout the show. This reporting initiative will include a **TV and radio studio**, with interviews of guests, speakers and exhibitors.



THE SHOW FLOOR

Starting last year, **SATIS has been spread out over more than 7,000 m² (~75,000 sq. ft.) of exhibitions, public areas, and auditoriums.** The show floor in Dock Eiffel, which was inaugurated last year with some thirty exhibitors dedicated to virtual production, attracted lots of visitors. **In 2024, Dock Eiffel will be even larger in order to accommodate more exhibitors and more different topics.** SATIS, whose goal is to gather the various communities that make up the AV industry, will have **two new spaces in the area: Green For All and Radio Video For All.**



RADIO VIDEO FOR ALL

A unifying medium, radio is continuing to evolve: this evolution includes technologies such as DAB+, but also the development of AV content production. Radio stations are turning to video in order to diversify and broaden their audience. SATIS already attracts many leaders in this industry, as well as a community of influencers; the 2024 edition will include a full offering for radio professionals to discover, in a single place, all the hardware they need to take the next step in their AV evolution. **This new space will be complemented by a conference program focusing on innovation and the future of filmed radio.**



GREEN FOR ALL

SATIS continues its commitment for environmental responsibility, developing its series of talks on this topic and creating a new exhibition area in which companies active in this field can present their innovative products and services for carbon footprint reduction.

There are more and more products, services, and initiatives that can help limit carbon emissions, but the offers are not always clear and they often seem scattered. SATIS can gather in a single place all companies that innovate in terms of environmental impact: this is the Green for All village, which will also be dedicated to information and discovery.



AV USER CLUB AREA

Continuing its partnership with the AV User Club, SATIS 2024 will feature a new 300 m² (~3,200 sq. ft.) area on the second floor of Dock Pullman. With its exhibition and presentation rooms, the AV User Club Area will be an innovative experiential space. Manufacturers and partners will present their latest solutions in rooms where their products can be demonstrated in optimal conditions. Exhibitors will also be able to showcase their new products during interactive workshops.



NEW

A new pitch contest will give manufacturers the opportunity to present their innovative products and services. SATIS visitors will be invited to participate and vote for the best pitch. The winner will be awarded a trophy.



VIP PROGRAM

SATIS 2024 will give visitors a new opportunity for a new experience, with the VIP program. This program includes a number of services that make SATIS a smoother, simpler, and optimized experience, ensuring that visitors get more out of their time spent on the show floor, at the talks, and in the catering areas.

VIP program advantages

- ▶ Free coat check
- ▶ Exclusive seats at the talks
- ▶ Free access to the show's two lounges (Dock Pullman and Dock Haussmann)
- ▶ Wi-Fi access
- ▶ Hot drinks and soft drinks in the lounges
- ▶ Priority access to the restaurant and 10% discount



SATIS TALKS

SATIS is the only French-language event to offer such a wide range of talks for various branches of the AV industry. These talks tackle issues that are relevant to professionals, attracting 5,000 attendees each year. In 2024, the show will stay the course!

SPORTS: LOOKING BACK AT THE OLYMPICS, AND INNOVATION IN SPORTS

2024 is an exceptional year in terms of athletic events, culminating with the Olympic Games. It is a year in which sports will be promoted, with competitions screened to millions of viewers in a context of logistical, environmental, and safety constraints. SATIS will take stock of experiences in production and beyond, with a presentation of the audiovisual innovations using to cover the Games, from filming to screening.

Technical deployments for the 2024 Paris Olympics

- How to film sports?
- On-screen graphics and augmented reality for sports
- Filming from the sky—the art of aerial cinematography
- The challenges of remote production for sports
- Debrief on audio in the Olympics

VIRTUAL PRODUCTION AND AUGMENTED REALITY: HYBRID FILMING

Virtual production is still in its development phase; still, the number of VFX-rich films and series that utilize this technology is booming. With the ubiquity of LED walls and the emergence of new generative IA tools, the technology is becoming more accessible.

- Remote production for all?
- Colorimetry and LED for virtual production
- The new uses and new images of virtual production
- Enhancing sports images using augmented reality
- Digital twins, NeRF and video capture: the next (r)evolution in capturing reality!

AI—FROM SCRIPT TO SCREEN

With its 2018 edition, SATIS inaugurated a series of talks on AI. Generative IA and LLM tools are developing at an exponential rate. It is no longer a matter of whether creators and producers will use AI, but rather how they will use it, for what purpose, and how soon!

- How to make use of generative AI in your workflow
- What can AI do in post-production?
- AI for audio: friend or foe?
- How to exploit generative AI in the AV industry
- AI is taking over PTZ cameras!
- AI-driven multi-channel distribution of radio and TV content
- When French generative AI creates new uses





OTHER TOPICS COVERED AT SATIS 2024

Production

- Setting up a 4K studio
- Why film with an anamorphic lens, and how
- Improving audio during a single-camera shoot
- Remote production and cinema: can it be done?
- “Made in France” films and VFX
- How to make TV studios accessible to companies?

Broadcast

- Cybersecurity in broadcast: what priority and what solutions?
- Improving the quality of video compression
- The next challenges of the broadcast industry: new technologies and consumption habits
- Media in the cloud
- A look at the latest SMPTE 2110 deployments
- 4K UHD HDR in ST-2110 for live production: getting there!
- Immersive audio: a look at formats and markets
- Exploiting audio-visual metadata

AV

- E-sports and their specific AV challenges
- How to make TV studios accessible to companies?
- Teaching AV in France: new challenges

Green For All

- The environmental impact of 4K UHD HDR OTT: the light at the end of the tunnel?
- Live capture for sports and carbon footprint reduction

TOWARDS MORE INTERNATIONAL CONFERENCES

The series of talks offered at SATIS are one of the event’s main draws. Until now, the talks were mostly in French even though they covered topics that were relevant to broadcasters and AV experts worldwide; so it was decided to develop a new series of talks in English, which will give the show an international profile. SATIS 2024 will feature three talks in English, which will be screened on SATIS TV. A number of additional services will make the event more accessible to foreign speakers and attendees.

- ▶ Real-time interpretation
- ▶ Live screening on SATIS TV
- ▶ Networking event with speakers
- ▶ VIP Paris welcome and program





TROPHIES

The SATIS Trophies have become a major industry event dedicated to showcasing new products and services. All participating exhibitors are featured in SATIS's communications before the forum. The nine winners receive 4 000 euros worth of promotion in Mediakwest and in the SATIS newsletters.

In 2024, the trophies will expanded with a new Jury and new categories in partnership with EcoProd, The Green Awards.




- **Production & Filming** (Cameras, Accessories, Optics, Sound Image, Energy, Recorder, Light, Vehicle, Satellite)
- **Postproduction** (Editing, Finishing, Dressing, Special Effects, Storage, Server, Restoration)
- **Distribution & Screening** (Server, MAM, Workflow, Encoding, Measurement, Converter, Screen, Projector, Broadcast Server,...)
- **Service** (Training, Consulting, Engineering, Technical Service)
- **AV Communication** (Training, Consulting, Engineering, Technical Service)
- **Intégration** (Broadcast or audiovisual)
- **Prize for the ecological initiative**
- **Future and R&D** (an innovative concept under development, research project)
- **Innovation & Creation Award** (Virtual TV Studio, Real Time 3D Engine, Augmented Reality Broadcast, VFX, Immersive Sound ...)
- **Jury Favorites**






2023 EXHIBITORS

3D STORM . 42 C . 44.1 . ACE MEDIA TOOLS . ADOBE . AEI TECH . AETA AUDIO SYSTEMS SAS . AJA . ALGAM . ALTERLITE . AMF . AMP VISUAL TV . AMP VISUAL TV . ANYWARE VIDEO . APPERA . ARCHISTREAM . ARRI LIGHTING . ASKI DA TALDEA . ASTELCAST . ATTO . AUDIENS . AV USER CLUB . AVECO . AVER . AVID . AXENTE . BBS . BCE FRANCE . BEPUB . BLACKMAGIC DESIGN . BLUEBELL . BLUESHAPE . BOB - BOÎTE A OUTILS BROADCAST . BOTSPOT 3D SCAN . BRIDGETECH . BROADCAST ARCHITECH . BROADCAST SOLUTIONS . BZH STUDIO . CANAL CABLE . CANON . CAPTA PROD . CARRICK SKILLS . CHRONODISK . COGNACQ JAY IMAGE . COMLINE FRANCE . CRALTECH . CREACAST . CREAM SOURCE . CREWBOOKING . CSI AUDIOVISUEL - AUDIOPOLE . CTM . CVS . DATAVIDEO FRANCE . DENSITRON . DIMATEC SAS . DINA . DISGUISE . DISTRIMEDIA . DYNAMICS LENS . EASY TOOLS . ECO PROD . ECOSM . ÉCRAN TOTAL . EGIC EGRIPMENT CAMERA SUPPORT . ESL . ESRA . ETC . EUROCOM . EUROLIGHT SYSTEM . EVERSIRIUS . EVERTZ . EVS . EXALUX . FICAM . FILMGEAR . FLANDERS SCIENTIFIC . FREQUENCE . GÉNÉRATION NUMÉRIQUE . GENITECH . GODOX PHOTO EQUIPMENT CO., LTD . GUSTAV . HAIVISION . HERAW / HE NOVATION . HEXAGLOBE SGT . IMAGINE COMMUNICATIONS IMES . INA . INFILED . INNPORT . INTERNET BOOSTER . IP PARTNERS . IRIX LENS . IVORY . KELVIN LIGHT . KILL THE TAPE . KILOVIEW . L'ANTENNE . L'INDUSTRIE . LA TOILE BLANCHE . LA VINGT-CINQUIÈME HEURE . LAWO . LIMECRAFT . LIVEU . LUMENS . LUMIMAKR . LYCÉE SUGER . MAKEPROAUDIO GMBH . MATROX . MEDIA LINKS . MEDIAPROXY . MIMIR / DINA . MOVINMOTION . MULTICAM SYSTEMS . MVD EUROPE B.V . MWA . NETGEAR . NETON.LIVE . NILA . NIXER . NOMALAB . OKAST . OLIVERDY . OMNIPLAYER . ONE STOP . OWC . PARIS EICAR CAMPUS . PHABRIX . PLAINE COMMUNE . PLATEAU VIRTUEL . PLUBOX . POST LOGIC . PRO CONSULTANT INFORMATIQUE . PRODYS . PROMISE . PSI . QUARTZCOLOR . QUICKLINK . RED DIGITAL CINEMA . REEMO.IO . RIEDEL COMMUNICATIONS . ROBE . ROBE LIGHTING . ROE VISUAL . ROSS VIDEO . ROTOLIGHT . RVE . SAOITI . SEAGATE . SHURE . SKUNATI . SONNET . SONOMAG . SONOVISION . SONY FRANCE . STAGETEC . STARWAY . STOP AND GO . STUDIO JUNON - CINE BEBE . STYPE . SYNOPTIC BROADCAST . TAIDEN . TELEPILOTE . TELESTREAM . TELYCAM . TERADEK . TEVIOS . TRACKIT . TRM . TYVA . UNIVERSITE PARIS 8 . V.P.H VIRTUAL PRODUCTION . VIDELIO . VIDENDUM PRODUCTION SOLUTIONS . VISIONETICS INTERNATIONAL ET MEDIAPROXY . VISUAL IMPACT FRANCE . VITEC . VIZION'R . VIZRT . YAMAHA . YEWTH . ZYLIGHT




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