



ECM19

**EMERGING CINEMA MARKETS
CONFERENCE 2019**

NOV 19TH - 21ST 2019

**AT THE
GRAND TARABYA HOTEL
ISTANBUL**

**EARLY BIRD TICKETS NOW ON SALE
ONLY €795 - **SAVE €200****

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The first Emerging Cinema Markets Conference (ECM), in Istanbul in late 2018 aimed to deliver a conference which would enable debate, discussion and insights into markets never before showcased at International Film and Cinema Trade Events. Some have referred to them as “The Underdogs”.

It's a key global issue, as 70% of worldwide economic growth is forecast in Emerging Markets.

The growth in middle class and urbanisation is taking place at a fast pace. takes place; with population growth occurring as a result of greater life expectancy and improved quality of life. Some already large African cities are expected to increase in population by up to 80% by 2025 and ten cities alone

contributing over US\$50 billion GDP per annum – that's the equivalent of the total market value of Serbia multiplied by ten!

ECM2019 will focus on the continent of **Africa**, **Turkey**, our host nation, and **New Europe** (the Balkans and former Soviet states), **Central Asia** and the **GCC**. In combination they present a market opportunity of 1.7 billion people served by only 6,850 active cinema screens!



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#ecmistanbul
ISTANBUL 2019

EMERGING CINEMA MARKETS CONFERENCE

POPULATION 1.2BN
(to double by 2050)

GDP US\$2.29 TRN

325 CINEMAS

SCREENS 1,349

PER LOCATION 4.15

IMAX SCREENS 13

POPULATION PER
SCREEN 897,215

AFRICA

TOP 15 TERRITORIES

POPULATION 752M
(62% of total)

GDP US\$1.65TRN (72%)

CINEMAS 278 (85.5%)

SCREENS 1,289 (95.6%)

PER LOCATION 4.64

POPULATION PER SCREEN
583,668

IMAX POPULATION PER SCREEN
93m

OPPORTUNITY
US\$3BN UPLIFT

1,350 CINEMAS

6,200 SCREENS

625,000 SEATS



CONFERENCE TICKETS NOW ON SALE AT WWW.ECM19.COM

ECM2019

EXTENSIVE PROGRAMME TO INCLUDE

FOCUS ON AFRICA

Africa is the world's second largest and second most-populous continent. It covers 6% of Earth's total surface area and 20% of its land area. With over 1.2 billion people and a median age of 19.7 years as of 2016, it accounts for around 16% of the world's human population, but a nominal amount of the global box office, principally as a result of limited access to cinema screens.



FOCUS ON TURKEY, NEW EUROPE, GCC AND CENTRAL ASIA

70% of worldwide economic growth is forecast in Emerging Markets. ECM2019 will explore opportunities in the regions, the challenges (including technical and political) and how cinema suppliers, operators and producers can grow their business.



KEYNOTE SPEAKERS

ECM2019 will have an outstanding line up of international keynote speakers for a wide variety of areas, sharing in depth knowledge and experience of operating within the emerging markets.



NETWORKING

A key objective of the ECM conferences is to allow plenty of time and opportunity for delegates and sponsors to meet and discuss business opportunities. ECM18 was the catalyst for several multi-million euro deals.



WORKSHOPS

SHOPPING CENTRE TOUR

In addition to the presentations, panels and networking periods, there will be more intimate workshops to allow detailed and specific conversations around specific areas.



Istanbul has several world class shopping centres featuring state of the art facilities. The ECM19 shopping centre and cinema tour will showcase a number of these in addition to giving delegates an informal environment to meet one another.



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VENUE - THE GRAND TARABYA HOTEL - ISTANBUL

The stunning Grand Tarabya is a landmark of genuine traditional Turkish hospitality and is always ready to welcome guests in all its glamour and elegance. The conference facilities are first class and this is an outstanding venue to hold ECM2019. Situated just a 40 minutes drive from the New Istanbul Airport, DCS Events have secured highly discounted room rates for all ECM2019 delegates. Book early to avoid disappointment!



**SPECIAL REDUCED ROOM RATES AVAILABLE
FOR DELEGATES**

SEE
www.ecm19.com
FOR DETAILS

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