

Media Tech Africa demographics in

Media Tech Africa 2005, the biennial trade exhibition that showcases advanced technology for the broadcast, media, entertainment, audio visual and communication industries of Africa, attracted more than 3 700 trade visitors this year.

The in-depth demographic analysis for the show, which took place at the Sandton Convention Centre in June, indicates that a large majority of visitors were business owners/ partners (15,31%) and directors (10,88%). An equally large part of the visitor profile consisted of students (15,14%).

Simon Robinson, director of Thebe Exhibitions, says: "The visitor attendance was in line with our expectations, with just over 3700 trade visitors attending - an increase from the 2003 show which attracted 3500 visitors."

The largest turnout was from professionals in the corporate TV and video production sector, with audio and video engineers following closely behind. Production facilities, recording specialists, and sound and technical consultants were also prevalent at the exhibition.

The Department of Trade and Industry, who recognised the importance of an exhibition that enhanced this industry's growth leading up to the 2010 World Cup, supported this initiative by hosting a delegation of buyers from Africa.

To add to the value of attending the exhibition, visitors were invited to pre-register on-line to stand a chance to win a Sony KV-AR29 Colour TV and display stand valued at R6000: "This significantly increased visitor registration via the website and Thebe Exhibitions would like to thank Sony for sponsoring this awesome prize."