

Organised by:

NÜRNBERG MESSE

www.broadcastindiashow.com

BROADCAST INDIA 2.0 ARE YOU UP TO SPEED?



FILM • TV • RADIO • AUDIO • MOBILE • NEW MEDIA
CONTENT CREATION • MANAGEMENT • DELIVERY



EXHIBITION : 17 - 19 OCT 2019
BOMBAY EXHIBITION CENTRE
GOREGAON (E) • MUMBAI • INDIA



The Broadcast India Show has made enormous strides in the last few years and is headed towards becoming the most coveted show in Asia when it comes to broadcast technology. It offers an exclusive peek into what the world of broadcast, film and entertainment will provide in the years to come - be it in the field of Film, Television, Radio, Audio, Mobile and specifically New Media like OTT and IPTV, which is growing at breakneck speed. At the Broadcast India Show, companies will be exhibiting the most recent breakthroughs, the seemingly impossible moves that would shape the future.

This year too, companies and corporations, veterans and professionals, suppliers and customers, visionaries, stalwarts and other stakeholders from the industry will benefit immensely by optimizing opportunities, facilitating trade links and enabling info-exchange on a global level.

Last year, the Broadcast India show changed the perspectives of 12,000+ global visitors and participants from more than 36 countries. This year, in its 29th edition, we believe that many more will benefit from this opportunity. So when it is so easy, why not get yourself up to speed?

CONFERENCE

A 2-day conference is hosted along with the main exhibition and forms an integral part of the show by facilitating wide-spectrum participation from CEO's, directors and proprietors of companies to engineers, technicians and technologists. In the process, it creates a melting pot of in-depth presentations, cross-pollinating discussions, analytical forums and enlightening perspectives.

EXPECT MORE

- 36+ COUNTRIES
- 500+ BRANDS
- 15,000+ SQ MTRS
- 12,000+ VISITORS
- 24+ CONFERENCE TOPICS
- NEW PRODUCT LAUNCHES



WHO'S VISITING

Creative 24%

- Computer Graphics Artists / Designers
- Content / Web Developers
- Creative Heads
(Television, Film & Advertising)
- Directors / Producers
- Writers / Composers
- Programmers



Technical 38%

- Audio / Video / Sound Engineers
- Broadcast / Radio / Television Engineers
- Cable & Satellite Distributor
- Cameraman / Operators
- Cinematographers / Videographers
- Computer Network Engineers
- Technical Management / IT Executives
- Video / Film / Sound Editors



Corporate 19%

- CEOs / Managing Directors
- Owners / Partners



Sales & Marketing 10%

- Distributors / Dealers / Representatives
- Manufacturers
- Sales / Marketing / Advertising Executives

Others 9%

- Consultants
- Educators & Trainers
- Financial Institutions
- Government Officials
- PR / Press Officials
- Students
- Trade Associations



WHAT'S NEW AT THE SHOW

The new dawn of the media industry in India is experiencing a complex co-existence of traditional and digital media. With enhanced internet penetration, **Over The Top (OTT)** players have started gaining a strong foothold. The OTT industry is maturing by **exploring new opportunities and challenges** in the hybrid Indian market. The **rural appetite for content is growing** and not just the local players but even the international players like **Amazon and Netflix** are eager to feed them. Owing to cheap data plans and increase in smartphone penetration in India, **OTT players stand at the brink of a global opportunity.**

India is the **second largest subscription television market in the Asia Pacific region.** Digitization has resulted in tremendous growth in the number of television channels, with penetration currently at 61%, signifying **scope for tremendous growth and expansion.** India provides a huge opportunity for online video providers. Apart from the traditional Over-the-Top (OTT) players in the market, **major broadcasters** in the country have also invested in this segment and **launched their own OTT platforms.**



TYPES OF AVAILABLE STANDS

SHELL SCHEME PACKAGE

The standard (3m x 3m) shell scheme package includes:

- Side walls made of 3 mm white laminated panels of 2.5 mt height
- Coloured fascia with exhibitor's name and stand number
- Carpet
- 1 information counter
- 3 chairs
- 1 round table
- 4 spotlights
- 1 wastepaper basket
- 1 power point of 5/15 amp.

The minimum size for Shell Scheme Stand is 9 sqm.

FREE-DESIGN SITE

Free Design Site exhibitors will be allotted raw space only. They will have to appoint a stand contractor to design and construct their stand. The minimum size for Free Design Site is 18 sqm.

GET MORE THAN WHAT YOU EXPECT

As a universal platform for the broadcast and infotainment industry, the Broadcast India Show takes its role as an enabler of possibilities and facilitator of trade links very seriously. To that end, it follows a free publicity and promotion strategy that includes:

- A listing in the Broadcast India Exhibition Directory
- Visitor Registration Tickets for inviting your prospective clients
- Preview & Review in our Indian & International media partners' publications
- The event will also be advertised widely in Indian and International trade magazines, newspapers & online on the websites of our media partners
- V.I.P invitations will be sent to key decision-makers and buyers in India & abroad
- Press releases and news on all exhibitors, products and technology will be given in our media partner publications and/or websites



PARTICIPATION COST

TYPE OF STAND	INTERNATIONAL EXHIBITORS (PER SQ M)	INDIAN EXHIBITORS (PER SQ M)	MIN. SPACE BOOKING
SHELL SCHEME STAND	USD 300	INR 11700	9 SQ M
FREE DESIGN SITE	USD 275	INR 10950	18 SQ M

Goods & Services Tax @ 18% is applicable.

EXHIBIT PROFILE

- 2D / 3D ANIMATION
- ASSET MANAGEMENT
- ARCHIVE
- AUDIO
- BROADBAND
- BROADCAST
- CABLE
- CAMERAS
- DAB • DBS • DST • DTT
- DESKTOP VIDEO
- DIGITAL FILM
- FILM
- GRAPHICS
- GRIP
- HIGH DEFINITION
- INTERACTIVE MEDIA
- INTERNET
- IPTV
- LIGHTING
- MPEG
- MOBILE TV
- MULTIMEDIA
- MUSIC
- OUTSIDE BROADCAST
- OTT SOLUTION PROVIDERS
- PRO AUDIO
- PRODUCTION
- RADIO
- RECORDERS
- SATELLITE
- SERVERS
- STREAMING
- SYSTEMS DESIGN
- TELEVISION
- TEST & MEASUREMENT
- TRANSMISSION
- VIDEO
- VISUAL EFFECTS
- WEBCASTING
- WIDESCREEN
- OTHER LEADING INNOVATIONS FROM THE ENTERTAINMENT INDUSTRY



VISITOR PROFILE

Key decision makers, specifiers and buyers from Government and Private sectors including:

- Advertising Agencies
- Audio Production & Post Production
- Cable & Satellite Companies and Operators
- Cinematography/Videography
- Computer Graphics & Animation Facilities
- Digital Visual Effects Facilities
- Duplication & Replication Industry
- Film/TV Studios
- Press
- Film Exhibitors and Theatre Owners
- Production & Post Production Facilities
- Sound Recording Studios
- Stage Show & Stage Promotion Companies
- Systems Designers/Integrators, Installation Engineers & Executives
- Television Stations
- TV & Radio Broadcasters
- Manufacturers / Agents / Distributors / Dealers and Resellers of Hardware Technology

SUPPORTED BY



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