



BES / 26th International Conference & Exhibition on Broadcast & Media Technology

EXPO2020

Theme: Disruptive Technologies - Shaping Future Broadcasting

13-15 February | Halls 7ABC & E | Pragati Maidan | New Delhi

www.besindia.com

BROADCAST ENGINEERING SOCIETY (INDIA)

Broadcast Engineering Society (India) is the biggest Society of broadcast engineers in India. Established in 1987 with the objective of disseminating knowledge in Radio & TV broadcasting among engineers and scientists in India, the Society encourages education, research and training in broadcast engineering through active cooperation with academic institutions, industry and Govt. The Society works closely with leading broadcast organizations in the world including ABU Malaysia, DRM U.K. and SBE U.S.A. The Society plays a leading role in inviting experts from different areas of broadcasting to facilitate adoption of new technologies in the broadcasting sector in India. The Society is a member of Engineering Council of India. The Society has twelve local chapters at Ahmedabad, Bangalore, Bhubaneshwar, Chennai, Guwahati, Hyderabad, Kolkata, Mumbai, Pune, Jaipur, Thanjavur and Thiruvananthapuram. At the time of going to the press, the Society had over 2500 individual and 50 corporate members on its rolls.

BROADCAST GROWTH AND TRENDS IN INDIA



According to the latest FICCI-EY Report on Media & Entertainment published in March 2019, the Indian media and entertainment industry, pegged at Rs.1,476 billion in 2017, is expected to reach a figure of Rs.2,349 billion in 2021 at a CAGR of 12%. It is estimated that by 2021, Online Gaming will occupy more than one-third of the share (35.4%) of the total revenue from the M & E industry, followed by Digital Media (28%), Animation & VFX (17.4%), Live Events (14%), Music (10.8%), Filmed Entertainment (10.6%), OOH Media (9.2%), Television (8.8%), Radio (8%), and Print (3.4%) in that order. Growth in the next few years is likely to be backed by trends like Digitisation, Regionalisation, Convergence and Innovation. Projections for specific sectors are shown in table given below

Medium	2017	2018	2019E	2021E	CAGR 2018-21
TV	660	740	815	955	8.8%
Print	303	306	317	338	3.4%
Filmed Entertainment	156	175	194	236	10.6%
Digital Media	119	169	223	354	28.0%
Animation & VFX	67	79	93	128	17.4%
Live Events	65	75	86	112	14.0%
Online Gaming	30	49	68	120	35.4%
OOH Media	34	37	41	49	9.2%
Radio	29	31	34	39	8.0%
Music	13	14	16	19	10.8%
Total	1476	1675	1887	2350	12.0%

E - Estimated

Note: All figures are in billion INR for calendar years and gross of taxes

Keeping in mind the expected growth of broadcasting sector in India, Prasar Bharati, public service broadcaster for Radio and TV in India as well as private broadcasters have embarked upon an aggressive programme of modernization and expansion of their facilities.

Doordarshan has embarked on an aggressive programme of (i) installing a large number of DVB T2 transmitters, (ii) upgrading its free-to-air DTH service, (iii) expanding its HDTV production facility, (iv) providing OB vans in metro cities, (v) digitalizing its major TV centres, (vi) augmenting its central archives and (vii) bringing in new media platforms for live streaming and delivery through internet.

All India Radio (AIR) is also geared up to install a large number of MW, SW and FM transmitters across the country besides embarking on a programme of digitalization and automation of its studios.

India is the largest DTH market in the world. As on 31 December 2016, there were 97.05 million registered DTH subscribers in the country, of whom 62.65 million were active subscribers. The market is serviced by 7 pay DTH providers including Airtel Digital TV, Doordarshan Free Dish TV, Reliance Digital TV, Sun Direct, Tata Sky and Videocon D2H. There are more than 900 TV channels in India.

In FM Phase III, Government of India proposes to set up 839 channels in 313 cities. Nearly 4000 community radio stations are also likely to be set up shortly.

Telecom Regulatory Authority of India (TRAI), national regulator for broadcasting in India, has recommended opening of digital terrestrial transmission in India. The recommendation is under consideration by Govt. of

India. Once approved, it is expected to create a huge market for TV transmitters and associated equipment and systems in India.

Despite their best efforts, traditional broadcasters are finding it extremely difficult to keep pace with newly emerging technologies, OTT being one of them. With increased internet penetration and availability of smartphones, OTT players like Netflix, Amazon, Facebook, Apple etc. pose a big threat to traditional broadcasters. With deep pockets, these media and e-commerce giants are bidding for mega sports events with the intention of bringing them to smart phones held by the world's millennial population. Other technologies to watch in the near future are HDR, Edge Computing and Voice Interaction.



DATES & VENUE

BES EXPO 2020 will be held from **13 to 15 February** in Halls 7ABC& E, Pragati Maidan, New Delhi. Pragati Maidan is the **most centrally located** exhibition venue in Delhi. BES EXPO 2020 will be inaugurated at 10.00 A.M. on 13 February.

PARTICIPATION

BES EXPO 2020 is open for participation by manufacturers, dealers, distributors and suppliers of products, equipment, systems, services and technology related to broadcast, media and entertainment for Radio as well as TV. Equipment and technology which can be displayed in the expo includes, among others

- 2D/3D Animation
- Asset Management
- Archiving
- Audio
- Automation
- Broadband
- Broadcasting through 4G/5G
- Cable
- Cameras
- DAB.DBS.DST.DTT
- DRM
- DTH
- DVB T2
- Desktop Video
- Digital Film
- File Based Management System
- Film
- Graphics & Animation
- GRIP

- HDTV
- Hbb TV
- Interactive Media
- Internet
- IPTV
- Lighting
- Mobile Service
- MPEG
- Mobile TV
- Multimedia
- Multi-screen Streaming
- Music
- Networking
- NextGen Broadcasting – OTT/ Hybrid/LTE/Broadband/Cloud
- Outside Broadcast
- OTT Solution Providers
- Pro Audio
- Production & Post Production
- Radio
- Receiving devices for radio and TV,

- mobile receivers and antenna
- Recorders
- SAN/NAS Satellite & Microwave
- Satellite uplinking / downlinking
- Servers
- Sportscasting
- Streaming
- Systems Design
- Television
- Test & Measurement
- Transmission & Delivery
- Video
- Video Streaming
- Visual Effects
- Webcasting
- Wide Content Delivery Network
- Widescreen
- Any other

ENTRY

Entry to exhibition is **FREE** by registration at the expo venue. Entry to conference is by payment of fee.

APPROVAL & SUPPORT

BES EXPO 2020 is endorsed DRM, U.K. and supported by Prasar Bharati, Ministry of Communications & IT, Govt. of India, AES India, ABU Malaysia and SBE U.S.A.

VISITOR PROFILE

BES EXPO 2020 is expected to be visited by nearly 4,000 broadcast professionals and decision-makers from Production & Post Production Studios, Radio Stations, Sound Recording Studios, Stage Show & Stage Promotion Companies, TV Stations and Cinematographers in India. Visit to the exhibition by delegates attending the conference has always been a feature of the exhibition. Last year, nearly 1,000 delegates attended the conference.

EXHIBIT SPACE

Space in BES EXPO 2020 is available in the following categories:

- ◆ **Shell Scheme:** with furniture & fixtures including one table, two chairs, four spot-lights, one plug-point, fascia, one waste-paper basket and carpet for every 9 sqm space taken by exhibitors.
- ◆ **Raw Space Scheme:** with marked space and a point for drawing power. Exhibitors participating in this category are expected to arrange their own furniture and fixtures. Raw space stalls are two, three or four-side open.
- ◆ **Open Space:** for DSNG Vans, dish antenna etc.

The standard size of a stall (booth) in the shell scheme is 3m x 3m x 2.5m (9sqm). However, bigger stalls are available as raw-space for exclusive display by a single company details of which can be had from The Expo Coordinator.

Minimum space that can be booked by a company in the shell and raw-space schemes is 9 and 18 sqm respectively. Space taken in different categories will be separated by a wall. Space will be allotted strictly on first-come first-served basis and is expected to fill up fast. Sharing and sub-letting of stalls is not permitted. Since space in the expo is limited, organizations desirous of participating in BES EXPO 2020 may send their requirement to The Expo Coordinator as soon as possible. The floor-plan for the exhibition is enclosed.

PARTICIPATION FEE

Participation fee for space in BES EXPO 2020 in the shell, raw-space & open-space schemes is as follows:

Category	Shell Scheme	Raw Space	Open Space
Foreign Companies (US\$ per sqm)	375	300	165
Indian Companies (Rs. per sqm)	13,000	12,000	6,000

Participation fee is payable in full at the time of booking space by telegraphic transfer, cheque or demand draft drawn in favour of BROADCAST ENGINEERING SOCIETY (INDIA) payable at NEW DELHI. Foreign companies are required to pay fee by telegraphic transfer to A/c No. SB-520101263652900 of Broadcast Engineering Society (India) with Corporation Bank, CGO Complex, Lodi Road, New Delhi- 110 003 under intimation to The Expo Coordinator. Our Swift Number is CORPINBB373. An **early-bird discount of 2.5%** is available on bookings made on or before **14 October 2019**.

Participation fee is inclusive of

- Advertisement & Publicity in magazines, internet portals and social media
- General cleaning of exhibition hall



EXHIBITION DIRECTORY

To mark the commencement of BES EXPO 2020, the Society will publish an Exhibition Directory giving details of companies participating in the expo and products displayed by them. Fee for advertisement in the directory is as follows:

Location	Type	Rs.	US\$
Back Cover	Color	25,000	375
Front Inside Cover	Color	20,000	300
Back Inside Cover	Color	20,000	300
Inside Page	Color	15,000	220
Centre Spread	Color	30,000	440

CONFERENCE

A 3-day conference on the theme “**Disruptive Technologies : Shaping Future Broadcasting**” will be held in Hall 7E concurrently with the exhibition. Delegates attending the conference invariably visit the exhibition. Besides keynote



addresses, the conference will have presentations on current and future broadcast technologies in Radio and TV broadcasting. Exhibitors desirous of speaking in the conference may write to Chairman Conference Committee.

Conference fee for Indian and foreign delegates is as shown in the table below. Fee is inclusive of conference proceedings, lunch, refreshments and delegate kit. BES Life Fellows/ Life Members/ Life Corporate Members/ Affiliates/ PSUs/ Associate Members / Student Members and Government sponsored delegates can avail 50% concession in fee.

The conference is by far a best-seller and will be of interest to professionals in the broadcast industry. Companies interested in participating in the conference or presenting a paper may write to The Chairman Conference Committee as soon as possible.

Session /Date	Indian	Foreign
All Sessions / 2 days	Rs. 8,000	US\$ 400
Three Sessions / 1 day	Rs. 4,000	US\$ 200

Note: (a) BES Life Fellows, Life Members, Associate Members, Student Members, Affiliates & delegates sponsored by Govt. Depts., PSUs and Life Corporate Member organisations can avail 50% concession in delegate fee and (b) Delegate Fee for BES Members over the age of 60 yrs is Rs. 1,500/- only for all sessions.

BOARDING & LODGING

As in BES EXPO 2020, BES will book a limited number of rooms in a hotel close to PragatiMaidan, the show venue. Details regarding the hotel will be communicated shortly.

ADVERTISEMENT & PUBLICITY

BES EXPO 2020 will be advertised through advertisements in magazines, personal mailers and SMSs to people connected with broadcasting in India. Exhibitors can also opt for space for putting advertisement panels within and outside the exhibition hall, details of which can be had from The Expo Coordinator. Fee for putting a 1m x 2.5m panel is Rs. 15,000 (US\$220) only. Panels without the permission of the Society are not permitted.

SPONSORSHIP OPPORTUNITIES

Several sponsorship opportunities are available to exhibitors, namely

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|---|---|---|
| <ul style="list-style-type: none">• Exhibition Directory• Conference Proceedings• Conference Kit• Conference on Day 1• Conference on Day 2• High Tea on 13 February 2020 |  | <ul style="list-style-type: none">• Lunch on 14 & 15 February 2020• Net-working Dinner on 14 February 2020• Registration process including entry badges• Audio Equipment in conference• Video Equipment in conference• Whole Event |
|---|---|---|

Sponsorship opportunities at the expo are generally in great demand. Exhibitors desirous of sponsoring any of the above activities are requested to contact The Expo Coordinator immediately.

IMPORTANT

As per Govt. of India rules, GST @ 18 % is applicable on fee for exhibit space, advertisement in exhibition directory, advertisement panels, conference fee, sponsorship etc.

ENQUIRY: For details regarding BES EXPO 2020, please contact

For Conference:

The Chairman Conference Committee
BES EXPO 2020
912 Surya Kiran Building, 19 Kasturba Gandhi Marg
New Delhi-110001
Tel: 91-11-23316709
E-mail: conference@besindia.com, bes@besindia.com

For Exhibition:

The Coordinator
BES EXPO 2020
F-6 Shopping Complex, MadanLal Block, Asian
Games Village, New Delhi-110049
Tel: 91-11-26492444 | Mob: +919871944488
E-mail: exhibition@besindia.com

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