



BROADCAST INDIA 2018 SETS NEW RECORDS

- **20% increase in visitors and exhibitors**
- **10764 unique trade visitors over three days**

Celebrating the 28th edition in Mumbai, the Broadcast India Show continues to exemplify the energy and technology that drives the entertainment and the infotainment industry. This year's show brought the highest attendance and participation, which proves that the infotainment industry is resilient and poised for great transformation in the upcoming years.



The exceptional audience from the infotainment industry was welcomed by Nuernberg-Messe India. Present during the inauguration of the three-day exhibition were Mr. Wolfgang Kranz – Vice President (International), NuernbergMesse GMBH, Mr. Satish Aggarwal – Managing Director, Visual Technologies India, Mr. Peter Bruce – Director APAC, IABM, Mr. Geoffrey Chappell – Film Focus Consultancy, Mr. Kazutada Kobayashi – President & CEO, Canon India, Mr. Eddie Udagawa – Vice President Consumer Imaging and Information Centre, Canon India, amongst other dignitaries from across the world.

"The industry needs trade shows because they bring together people, they spark new ideas and they help to build new working relationships. We need more opportunities to meet face to face - that's what makes events like Broadcast India particularly valuable."

Ms. Sonia Prashar
Chairperson of the Board, Managing Director,
NuernbergMesse India.

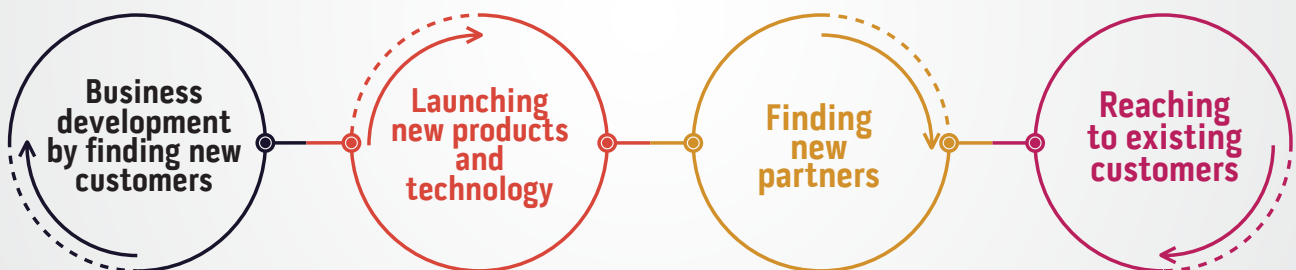


Among other supporting activities at this year's show was a four-session workshop conducted by IABM & Kohinor Business School. The sessions covered 'Understanding the Broadcast & Media Industry' and 'Broadcast Technology Workflows'. Many of the well-attended sessions included Going Global with OTT, The Media Evolution: Convergence Broadcast - and 5G network, WebRTC Live streaming, Emergence of AR, VR & AI in the Broadcast Industry, Infrastructure and Future of LED Visual and Sound, etc.

Broadcast India Show makes way for the next-gen broadcast technology - faster, easier, more productive and definitely more creative ways of working with broadcast, film, audio, radio and everything else that contributes to the infotainment industry - from its content creation to its management and delivery. Companies and corporates, veterans and professionals, suppliers and customers, visionaries, and other stakeholders from across the world visited to realize opportunities, establish trade connections and facilitate resource pooling on the biggest scale as is the norm every year.

Summing up the success of Broadcast India, Sonia Prashar said: "This positive feedback confirms that this was a very successful show and we thank everyone who contributed to it – exhibitors, visitors, speakers and participants in all our supporting events; as well as our show partners and supporting organisations. Our focus is now on next year's show, which will bring us back to the Bombay Exhibition Centre. Planning for that is well under way and stand reservations are already coming in quickly."

TOP 4 REASONS FOR EXHIBITING AT BI 2018



EXHIBITOR STATISTICS

98% of the exhibitors were very satisfied with the opportunity to develop new business contacts at the show

97% exhibitors were very satisfied with the company's participation/success at the show

98% exhibitors said that the show gave them the best opportunity to launch a new product or brand

94% exhibitors were satisfied with the quality of visitors at the show

81% exhibitors are participating at the Broadcast India Show 2019

VISITOR TESTIMONIALS

Hands-on knowledge about the industry and where technology is headed.
Santosh Shetty, Senior Cameraman, Sony Sports Broadcast Pvt. Ltd.

A chance to connect with the biggest brands globally.
Akhai Shimray, Head of Videography, Times Network

This is the best exhibition for the media industry in the region.
Amit Agarkar, Producer, Doordarshan

Gained valuable information about the latest technology and products.
Ankita Pawar, Editor, Balaji Telefilms

A platform to connect with well-known industry leaders.
Aravind NK, Senior Engineer, Asianet News

We got to see the latest international trends within the broadcasting industry.

The conference is a great value add to share insights and knowledge.
Shreyansh Shukla, Lead (Network Market Research & Strategy, Zee Entertainment Enterprises Limited

It was great to see all new technology under one roof.

Superb opportunity to network and build leads for your business.

TOP 5 REASONS FOR VISITING BI 2018



VISITOR STATISTICS

- 98%** visitors were very satisfied with their experience at the show
- 92%** visitors said they will definitely visit the show next year
- 90%** visitors were successful in building new contacts at the show



EXHIBITOR TESTIMONIALS

Broadcast India Show is important for us as it provides a strong platform for us to showcase our latest solutions and technologies to the local customers as well as network with industry peers. The response we have year on year in terms of customers is unbelievable and this makes it a must-attend show for us. **Andrew Tan, Director of Sales APAC, Ross Video**

Trade shows are extremely important as this is where you get a hundred percent focus from the right target audience which gives an opportunity to showcase the latest products and technology. Within the broadcast industry, the Broadcast India Show has taken over the market and all the players, be it large or medium scale, are present. This is my first time at the show and we are tremendously pleased with our product resellers who are representing Hitachi this year. **Richard Fiore, Jr., President CEO, Hitachi Kokusai Electric Comark LLC**

We have been attending the Broadcast India Show since the last 13 years and we have really seen it change in its format, scope, attractiveness to western and Indian companies – it's been quite an interesting transformation. We do see people come from all corners of India and the world who come to this show to meet us and that's something that we don't get anywhere else. **Peter Lambert, Sales Director APAC, Editshare**

It is a pleasure to be associated with the Broadcast India Show and we look forward every year to be back meeting old friends, making some new ones, and spreading the latest technology globally. Certainly, most of us have already confirmed that we will be back next year as well. **Geoffrey Chappell, Film Focus Consultancy**

We have had a number of key visitors not only from Mumbai but from other cities as well. The Broadcast India Show is a key platform for us to launch and showcase our models in the broadcast industry in India. As the Indian market is growing, I hope the Broadcast India Show also grows and accommodates more brands, making it more attractive. **Amitabh Kumar, Head-Marketing (Professional Category), Sony India**

We have been at the Broadcast India Show for the last 5 years and every year we have been seeing a considerable amount of change than the previous edition. Broadcast India Show is one of the serious professional shows and the kind of visitors that come in are really good. It is a platform where we meet the customers because of which we are successful. Every year the quality of visitors is improving, which makes it a must-attend show for us. **Umender Shah, Business Head India and SAARC, Zeiss**

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