

BES

19th International Conference & Exhibition
on Terrestrial and Satellite Broadcasting

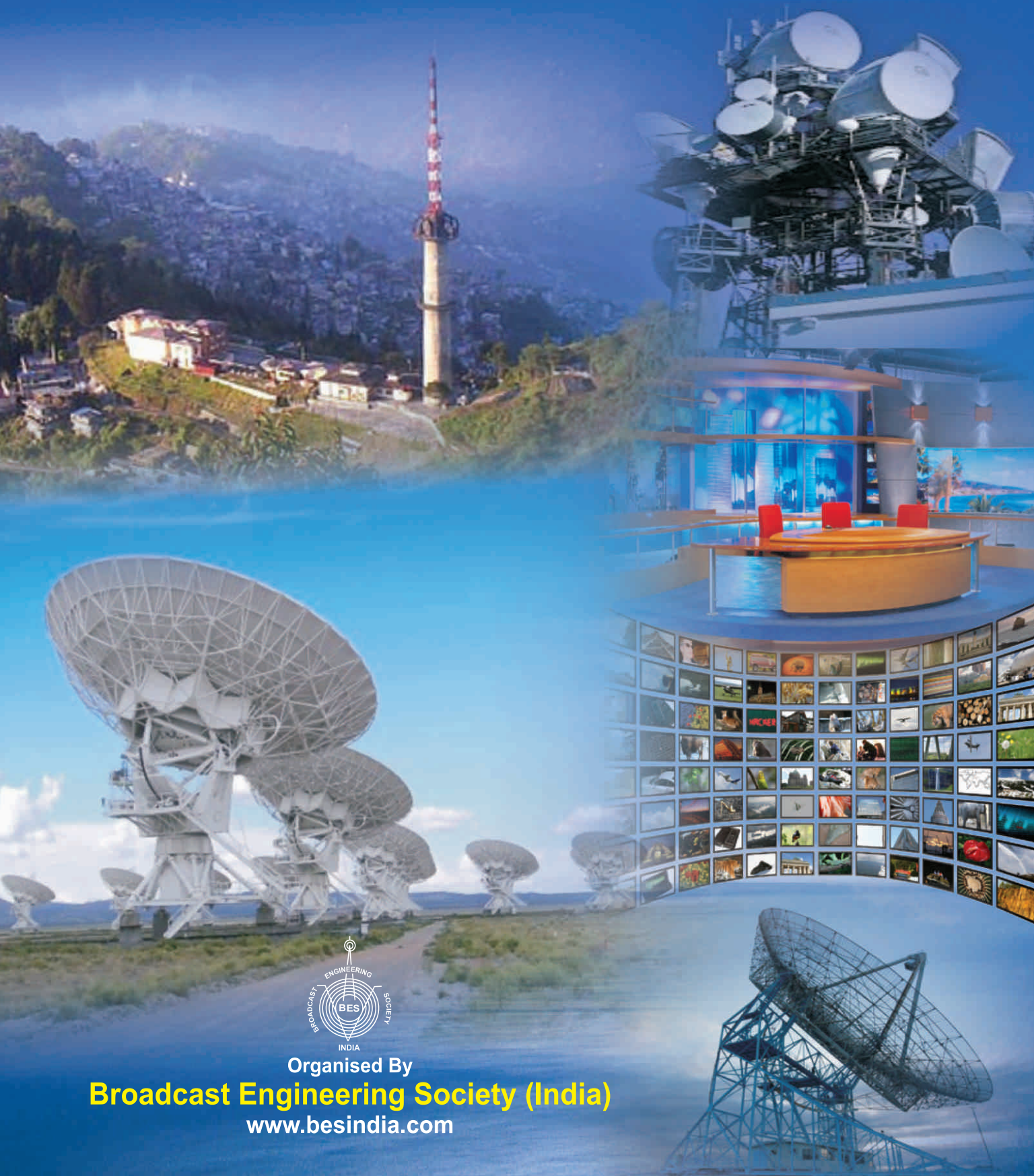
EXPO 2013

INDIA'S BIGGEST BROADCAST TECHNOLOGY SHOW

29th - 31st January 2013
Hall Nos. 12 & 12A,
Pragati Maidan, New Delhi (INDIA)

Theme :

Convergence and New Broadcasting Technologies



Organised By

Broadcast Engineering Society (India)

www.besindia.com

BROADCAST ENGINEERING SOCIETY (INDIA) •

Broadcast Engineering Society (India), established in 1987, is the largest body of broadcast professionals set up with the main objective of promoting advancement & dissemination of knowledge in Radio & TV broadcasting. The Society encourages education, research and training in broadcast engineering profession by actively cooperating with academia, industry and the Govt. including leading broadcast organizations world-wide. The Society has always been in the forefront as a facilitator to bring experts in various fields of broadcasting together to enable adoption of new technologies and growth of broadcasting sector in the country. The Society is a member of Engineering Council of India and is affiliated to the Society of Broadcast Engineers, USA. The Society today has ten local chapters, over 2000 individual members and 40 corporate members on its rolls.



BES(I) organises conferences, seminars, training sessions on new technologies and tutorials, and also exhibitions regularly. BES EXPO, which is an International conference and exhibition, is organised every year. A large number of exhibitors, delegates and visitors from India and abroad participate in this event. BES EXPO is endorsed by several National and International organizations like the IABM, ABU, IETE, SBE, Ministry of I&B, Ministry of IT (DIT) Govt. of India, ITPO, and organizations like AIR, DD etc. The next BES Expo BES EXPO 2013 will be held from 29th to 31st January 2013 in Halls 12 & 12A in Pragati Maidan, India's biggest exhibition centre, at New Delhi.

BROADCASTING GROWTH AND TRENDS IN INDIA •



The Broadcast segment is the main contributor to Entertainment & Media Industry in India. It has been growing consistently at growth rates exceeding the GDP. PWC's India E&M Outlook 2011 and FICCI-KPMG report on the Indian E&M Industry 2011 analyzing the nine main segments of the E&M industry predict continuation of this trend in future. It is estimated that by 2015 Television alone will occupy more than the half share of the overall E&M revenue for entire sector. The growth in the next few years is likely to be backed by key trends such as Digitization, Regionalization, Convergence and Innovation which has already begun. The specific projections for TV, Radio, Film and Music industries are as given below:

Industry	Estimated Value in 2010 (INR)	Projected Value in 2015 (INR)	CAGR (FICCI-KPMG)	CAGR (PWC)
Television	297 billion	630 billion	16%	14.5%
Radio	10 billion	25 billion	20%	19.2%
Film	83 billion	132 billion	10%	9.3%
Music	9 billion	19 billion	17%	17.6%

Other growth trends :

- ◆ DDI and AIR, the National broadcasters for TV and Radio in India have embarked on extensive expansion plans for digitalization.
- ◆ DDI plans to set up 40 DVB-T2 transmitters and 5 satellite earth stations in coming years, simultaneously upgrading its existing earth stations also.
- ◆ HD-TV studios in Delhi and Mumbai and HD-OB Vans, HD TV Field production and post-production facilities at the four metros are also planned and expanded further with 4 HD terrestrial transmitters.
- ◆ The existing 31 partly digitalized TV Studio Centers and 8 Analog TV Studio Centers are to be fully digitalized.
- ◆ DTH is set to sweep the Indian market with DD's DD Direct + growing further to 200 channels. Several Private DTH Operators shall be adding more subscribers.
- ◆ Ministry of Information & Broadcasting has planned complete digitisation of cable by December 2014 in a phased manner.

- ◆ More than 550 TV channels beaming signals over the Indian sub-continent through 7,500 cable networks are expected to grow further.
- ◆ Ministry of Human resource Development plans to start 50 TV channels dedicated to higher education
- ◆ AIR has 395 transmitters including 149 MW, 54 SW and 192 FM. Around 300 more FM transmitters are proposed to be set up in the 11th Plan.
- ◆ Private FM Phase III another 839 channels in 313 cities are proposed to be installed. AIR also plans to expand FM network in these cities in 12th plan where AIR-FM doesn't exist. Nearly 4,000 community radio stations are likely to come up within the next three years.
- ◆ 9 SW and 72 MW transmitters are planned to be converted or replaced by digital transmitters. DRM+ in FM band has also been planned.
- ◆ 98 AIR studios are planned to be made digital. All MW and SW transmitters and networks are also planned to be made digital by 2017.

BES EXPO 2013 •

BES EXPO 2013: Conference & Exhibition on Terrestrial & Satellite Broadcasting is the nineteenth in the series of events to be organised by Broadcast Engineering Society (India). The event follows BES EXPO 2012 which was appreciated by exhibitors as well as visitors attending the exhibition. Nearly 300 companies from 25 countries displayed their products in BES EXPO 2012 directly or through their dealers in India. Exhibiting companies included those from Australia, Austria, Canada, China, Denmark, Finland, France, Germany, Hong Kong, India, Israel, Italy, Japan, Korea, Netherlands, Norway, Singapore, Spain, Sweden, Switzerland, Taiwan, U.K. and U.S.A.



DATES & VENUE: •

BES EXPO 2013 will be held from 29th to 31st January 2013 in Halls 12 & 12A in Pragati Maidan, New Delhi. Located in the heart of Delhi, Pragati Maidan is India's biggest exhibition centre. BES EXPO 2013 will be inaugurated at 10.00 A.M. on 29th January 2013 .

PARTICIPATION •

BES EXPO 2013 is open for participation by manufacturers, dealers, distributors and suppliers of products, equipment, systems and services related to terrestrial & satellite broadcasting for Radio and TV as well as studio, post-production, analog as well as digital. Equipment and technology which can be displayed in the expo includes, among others

- | | |
|------------------------|------------------------------------|
| ◆ Archiving | ◆ IPTV |
| ◆ Audio | ◆ Mobile Service |
| ◆ Automation | ◆ Multimedia |
| ◆ Broadband | ◆ Networking |
| ◆ Cable | ◆ Production & Post Production |
| ◆ DRM | ◆ SAN/NAS |
| ◆ DTH | ◆ Satellite & Microwave |
| ◆ DTT | ◆ Satellite uplinking/ downlinking |
| ◆ DVB-H | ◆ Transmission & Delivery |
| ◆ Graphics & Animation | ◆ Video |
| ◆ HDTV | ◆ Video Streaming |



VISITOR PROFILE •

BES EXPO 2013 is expected to be visited by nearly 4,000 engineers, managers, cinematographers, consultants, entrepreneurs and policy and decision-makers from Radio and TV broadcasting organisations as well as studio and post-production units in India, Bhutan, Maldives, Nepal, Pakistan and Sri Lanka. 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 and the number is likely to increase this year.

ENTRY •

Entry to Pragati Maidan is by invitation fliers to be provided by the Society. Entry to exhibition is FREE by registration at the expo venue. Entry to conference is by payment of fee.

APPROVAL & SUPPORT •

BES EXPO 2013 is approved by Ministry of Information & Broadcasting, Govt. of India, endorsed by IABM U.K. and supported by Prasar Bharati, ABU Malaysia, Society of Broadcast Engineers, U.S.A., Ministry of Communications & Information Technology, Govt. of India and several other national and international organisations.

EXHIBIT SPACE •

Space in BES EXPO 2013 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 located at corners and are two- or three-side open.
- ♦ **Open Space:** for DSNV Vans, dish antenna etc.

The standard size of a stall (booth) in the expo is 3m x 3m x 2.5m (9sqm). However, bigger stalls are also 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 single company in the shell scheme is 9 sqm. 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, organisations desirous of participating in BES EXPO 2013 may fax or e-mail their requirement to The Expo Coordinator as soon as possible. The floor-plan for Hall 12A is enclosed.

PARTICIPATION FEE •

Participation fee for space in BES EXPO 2013 in the shell, raw-space & open space schemes is as follows:

Category	Shell Scheme	Raw Space	Open Space
Foreign Companies (per sqm.)	US\$ 420	US\$ 330	US\$ 165
Indian Companies (per sqm.)	₹ 12,000	₹ 11,000	₹ 5,500



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-10048 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. Indian companies are required to pay by cheque or demand draft only. An early-bird discount of 2.5% is available on bookings made on or before 14 October 2012.

Participation fee is inclusive of

- ◆ General electricity upto 1 KW for every 9 sqm space taken by exhibitors. **Load above 1 KW is to be paid extra by exhibitors during the exhibition**
- ◆ Advertisement & Publicity in newspapers and magazines
- ◆ General cleaning of exhibition hall



EXHIBITION DIRECTORY •

To mark the commencement of BES EXPO 2013, 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	₹	US\$
Back Cover	Color	33,000	770
Front Inside Cover	Color	27,500	645
Back Inside Cover	Color	27,500	645
Inside Page	Color	16,500	385
Centre Spread	Color	44,000	1030



CONFERENCE •

A three-day conference on the theme **Convergence and New Broadcasting Technologies** will be held concurrently with the exhibition in Hall 12 Pragati Maidan, New Delhi, details of which will be communicated in due course. Besides keynote addresses, the conference will have presentations on current and future technologies in Radio and TV broadcasting.

ADVERTISEMENT & PUBLICITY •

BES EXPO 2013 will be advertised through advertisements in newspapers and magazines, personal mailers, Radio, TV 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 ₹ 12,000 (US\$250) only. Panels without the permission of the Society are not permitted.



SPONSORSHIP OPPORTUNITIES •

Several sponsorship opportunities are available to exhibitors, namely

- ◆ Exhibition Directory
- ◆ Conference Proceedings
- ◆ Conference Kit
- ◆ Conference Sessions
- ◆ High Tea on 29th January 2013
- ◆ Lunch on 30th and 31st January 2013
- ◆ Industrial Dinner on 30th January 2013
- ◆ Registration process including entry badges

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.



IMPORT FACILITY FOR FOREIGN COMPANIES •

Foreign exhibitors desirous of bringing goods into India for the purpose of display in the expo may do so under ATA Carnet without payment of duty. Facility for importing goods into India under ATA Carnet is available only to foreign companies who have paid the participation fee in foreign currency. The facility is not available to dealers, distributors or agents of foreign companies in India. A list of freight forwarders authorised to work inside Pragati Maidan, the show venue, is given on our web-site www.besindia.com. Exhibitors are free to contact any of them.



IMPORTANT •

As per Govt. of India rules, Service Tax/Education Cess @ 12.36 % is applicable on fee for exhibit space, advertisement in exhibition directory, advertisement panels etc.

For details regarding BES EXPO 2013, please contact

For Conference:

Yogendra Pal

Mobile : +91 9811572044

Chairman Conference Committee

BES EXPO 2013

912 Surya Kiran Building

19 Kasturba Gandhi Marg, New Delhi - 110 001

Telfax : 91-11-2331 6709, 2331 6710

E-mail: conference@besindia.com, bes@besindia.com

For Exhibition:

The Coordinator

BES EXPO 2013

F-6 Shopping Complex, Madan Lal Block

Asian Games Village

New Delhi - 110 049

Tel: 91-11-2649 2444

Fax: 91-11-2649 2888

E-mail: exhibition@besindia.com

Approved by



Ministry of Information &
Broadcasting, Govt. of India

Supported by :



Prasar Bharati



Asia-Pacific
Broadcasting Union



Society of Broadcast
Engineers, USA



Min. of Communications
& IT, Govt. of India

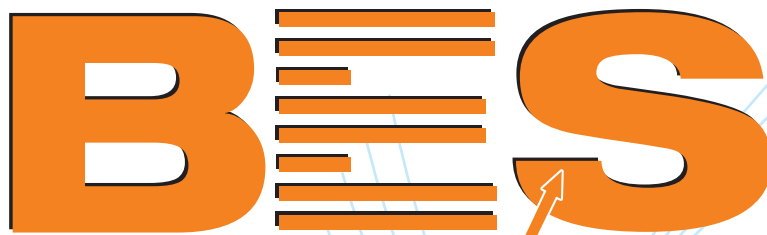
Endorsed by :



International Association of
Broadcasting Manufacturers



DIGITAL radio mondiale



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Reply Form

Yes, we are interested in

- ☐ Exhibiting in BES Expo 2013. Please send floor plan indicating stalls available.
- ☐ Visiting BES EXPO 2013. Please send invitation
- ☐ Attending the Conference. Please send delegate registration form.
- ☐ Presenting a paper at the Conference. Please send necessary details.
- ☐ Giving product presentation at the conference. please send details.

Name :

Designation :

Company :

Address :

Tel:

Fax:

Email:

For Conference:

Yogendra Pal

Mobile : +91 9811572044

Chairman Conference Committee

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912 Surya Kiran Building

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