



BES / 28th International Conference & Exhibition on Broadcast & Media Technology

EXPO2024

**Theme: Evolving Media Ecosystem:
Innovative, Immersive & Sustainable Broadcasting**

15-17 February | Hall 12A, Pragati Maidan, New Delhi

TV . RADIO . FILM . MOBILE . OTT . IPTV .
CONTENT CREATION . DELIVERY

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 12 local chapters in Ahmedabad, Bangalore, Bhubaneswar, 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

The broadcasting landscape continues to evolve, with ongoing advancements in technology and a growing emphasis on sustainable practices. Now a days, Artificial Intelligence (AI) has become a game-changer in the broadcasting industry, offering a multitude of applications that enhance efficiency, personalize content, streamline production, etc. The integration of AI technologies is not just a trend; it's a transformative force shaping the future of broadcasting. Further, broadcasting is becoming more immersive through VR, AR and MR technologies. VR enables the creation and consumption of 360-degree videos, allowing viewers to explore scenes from all angles. Live events, sports, and entertainment can now be experienced in a more interactive and engaging manner. Immersive technologies are also used in advertising to create interactive and engaging campaigns. Similarly, the rollout of 5G networks has significantly impacted broadcasting, enabling faster and more reliable data transfer. This is crucial for high-quality streaming, virtual reality (VR), and augmented reality (AR) applications. Besides all, the industry is increasingly focusing on environmentally friendly practices. This includes energy efficient broadcasting facilities, using renewable energy sources, and reducing carbon footprints. Cloud-based solutions and virtualized environments are contributing to lower energy consumption and a smaller ecological impact.



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.

Technological advancements and innovations in the field of broadcasting impacting Prasar Bharati, the public service broadcaster for Radio and TV in India, and the private broadcasters to promptly modernise and expand technical facilities.

Doordarshan (DD) has been upgrading its technical infrastructure and introducing technological innovations/ services on regular basis. DD has an aggressive plan for (i) Introduction of Direct to Mobile broadcasting (D2M). Trail transmission carried out successfully. (ii) Modernizing production facilities of news production/News room automation, Studio automation and post production , High Definition Program Production (iii) Up grading field production facilities with state-of-the-art OB vans in the network, (iv) Expansion of DD DTH Platform, Geo-diversity set up for DD DTH platform to provide uninterrupted DD DTH service, (v) Upgradation of satellite distribution infrastructure including Earth Station ,(vi) strengthening new media/social media platforms for live streaming and delivery through internet, etc.

All India Radio (AIR) is also geared up to expand and strengthen its network and has plan for (i) Expansion of FM network/coverage & Fmisation in Strategic areas, (ii) Expansion of digitalization of AIR studios (iii) Pilot project on Visual Radio, (iv) Pilot on streaming radio channels available on DD Free Dish through Wi-fi hot spots, etc.

India is the largest DTH market in the world. 7 DTH operators (Airtel Digital TV, DD Free Dish, Reliance Digital TV, Sun Direct, Tata Sky and Videocon D2H) are providing more than 900 TV channels in India. As on 31 December 2016, there were 97.05 million registered DTH subscribers in the country. However, no. of active subscribers is declining gradually. It is now 62.65 million from 66 million in 2022.

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. At present Govt. of India is in the process of framing policy and planning spectrum for Digital Radio broadcasting for Private operators.

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 and retro generation. Other technologies to watch in the near future are HDR, Edge Computing and Voice Interaction.





BES EXPO2024

BES EXPO 2024: International Exhibition on Broadcast & Media Technology is the twenty-eighth in the series of events to be organized by Broadcast Engineering Society (India). The event follows BES EXPO 2023 which was appreciated by exhibitors as well as visitors. Nearly 300 companies from 25 countries displayed their products in BES EXPO 2023 directly or through their dealers and distributors 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. BES EXPO 2024 is organized by Broadcast Engineering Society India and coordinated by NuernbergMesse India, among the biggest exhibition organizing companies in India. NuernbergMesse India have been organizing the Broadcast India Show in Mumbai for several years.

DATES & VENUE

BES EXPO 2024 will be held from 15-17 February 2024 in Hall 12A, Pragati Maidan, New Delhi. Pragati Maidan is the most centrally located exhibition venue in Delhi. BES EXPO 2024 will be inaugurated at 10.00 A.M. on 15th February.

PARTICIPATION

BES EXPO 2024 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
- HD Radio
- 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 2024 is being supported by Prasar Bharati, Ministry of Electronics & IT, Ministry of Communications, Govt. of India, AES India, ABU Malaysia and SBE U.S.A

VISITOR PROFILE

BES EXPO 2024 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 2024 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 2024 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 2024 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 Union Bank of India, CGO Complex, Lodi Road, New Delhi- 110 003 under intimation to The Expo Coordinator. Swift Code UBININBBNBC IFSC Code: UBIN0903710. An **early-bird discount of 2.5%** is available on bookings made on or before **31 December 2023**.

Participation fee is inclusive of

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



CONFERENCE

A 3-day conference on the theme **“Evolving Media Ecosystem: Innovative, Immersive & Sustainable Broadcasting”** will be held in Hall 12A 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: Fee for BES Life Fellows/Life Members/Affiliates/Associate Members above the age of 60 years is Rs. 2,000 only

BOARDING & LODGING

BES will book a limited number of rooms in a hotel close to Pragati Maidan, the show venue. Details regarding the hotel will be communicated shortly.

ADVERTISEMENT & PUBLICITY

BES EXPO 2024 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

- Exhibition Directory
- Conference Proceedings
- Conference Kit
- Conference on Day 1
- Conference on Day 2
- High Tea on 15th February 2024



- Lunch on 16th & 17th February 2024
- Networking Dinner on 16th February 2024
- 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.

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 is available with The Coordinator.

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 2024, please contact

For Conference:

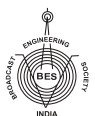
The Chairman Conference Committee,
BES EXPO
T: 91-11-23316709
E: conference@besindia.com,
bes@besindia.com

For Exhibition:

Varun Gaba
Portfolio Director
T: +91 22 6216 5303
M: +91 99458 26427
E: varun.gaba@nm-india.com

Pranali Raut
Asst. Director - Projects
T: +91 22 6216 5313
M: +91 99458 26440
E: pranali.raut@nm-india.com

Organised by



Prasar Bharati



प्रसार भारती



Asia-Pacific
Broadcasting Union



Min. of Comms.
& IT, Govt. of India



All India Broadcast Manufacturers And
Distributors Association



INDIA

Supported by

Event Coordinator

NÜRNBERG MESSE

Media Partners

BROADCAST & CABLESAT



