



BES EXPO2025

29th International Conference &
Exhibition on Broadcast & Media
Technology

**Theme: Transforming the Media Landscape
through AI : Create , Collaborate, Monetize**

3-5 July | Hall 8, 9 & 10 Pragati Maidan, New Delhi

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

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. The Society had over 2500 individual and 50 corporate members on its rolls.

BROADCAST GROWTH AND TRENDS IN INDIA

The broadcasting landscape is constantly evolving, fuelled by technological advancements and a heightened emphasis on sustainable practices. Artificial Intelligence (AI) has emerged as a transformative force in the industry, offering a range of applications that enhance efficiency, personalize content, and streamline production processes. The integration of AI technologies is more than just a trend; it is reshaping the future of broadcasting.

In addition, broadcasting is becoming increasingly immersive through technologies such as Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR). VR allows for the creation and consumption of 360-degree videos, enabling viewers to explore scenes from multiple perspectives. Live events, sports, and entertainment can now be experienced in a more interactive and engaging way. These immersive technologies are also enhancing advertising efforts by creating captivating and interactive campaigns.



The rollout of 5G networks has significantly impacted broadcasting by enabling faster and more reliable data transfer, which is crucial for high-quality streaming and VR/AR applications. Furthermore, the industry is placing greater emphasis on environmentally friendly practices, including energy-efficient broadcasting facilities, the use of renewable energy sources, and reducing carbon footprints. Cloud-based solutions and virtualized environments are helping to lower energy consumption and minimize ecological impact.

Given the anticipated growth of the broadcasting sector in India, Prasar Bharati, the public service broadcaster for radio and television, alongside private broadcasters, has launched an ambitious program to modernize and expand its facilities.

Doordarshan (DD) is actively upgrading its technical infrastructure and consistently introducing innovative services. Its aggressive modernization plan includes: (i) the introduction of Direct to Mobile broadcasting (D2M), with successful trial transmissions, (ii) modernizing news production facilities, automating newsrooms, and enhancing post-production capabilities for High Definition programming, (iii) upgrading field production with state-of-the-art Outside Broadcast (OB) vans, (iv) expanding the DD DTH platform to ensure uninterrupted service, (v) actively developing its own OTT platform to reach a broader audience and aims to provide family-friendly content that reflects Indian society and culture while promoting national values, and (v) improving satellite distribution infrastructure, including Earth Station upgrades, as well as strengthening new media and social media platforms for live streaming.

All India Radio (AIR) is also poised for expansion and strengthening of its network with plans that include: (i) expanding FM network coverage and FM-izing strategic areas, (ii) digitizing AIR studios, (iii) launching a pilot project for Visual Radio, and (iv) pilot testing streaming radio channels available on DD Free Dish through Wi-Fi hotspots.

The Government of India proposes to establish 839 channels in 313 cities as a part of FM Phase-III. The Union Cabinet has approved the third batch of ascending e-auctions for 730 channels in 234 new cities under the Private FM Radio Phase III Policy. The Cabinet has also approved an Annual License Fee (ALF) for FM channels set at 4% of Gross Revenue, excluding Goods and Services Tax (GST), applicable for these new cities, many of which are in Aspirational districts and areas affected by Left Wing Extremism (LWE). The establishment of Private FM Radio in these regions will further enhance government outreach.

The Ministry of Information and Broadcasting has released revised policy guidelines for setting up Community Radio Stations (CRS), simplifying the licensing process to facilitate applications via the Broadcast Seva Portal. A scheme titled “Supporting Community Radio Movement in India,” with an allocation of Rs. 25 crores, provides financial assistance for content creation and broadcasting. As of August 2024, there are 495 operational Community Radio Stations across India.

The Telecom Regulatory Authority of India (TRAI) has been actively working to enhance the efficiency of the broadcasting sector and improve the experience for both service providers and consumers. Recent key recommendations include: (i) inputs for the formulation of the National Broadcasting Policy-2024 to address various sector issues and promote growth and innovation, (ii) guidelines for the listing of television channels in the Electronic Programme Guide (EPG) for greater transparency and accessibility, (iii) a suggestion to upgrade the DD Free Dish platform to an addressable system for better channel management, (iv) streamlining regulatory processes to reduce compliance burdens on broadcasters, and (v) recommending the opening of digital terrestrial transmission in India, which is currently under government consideration.

Despite these efforts, traditional broadcasters face significant challenges in keeping pace with emerging technologies, particularly Over-the-Top (OTT) platforms. With increased internet penetration and the widespread availability of smartphones, OTT players like Netflix, Amazon, Facebook, and Apple pose a substantial threat to traditional broadcasting. With considerable financial resources, these companies are bidding for major sports events to deliver content directly to smartphones, targeting the millennial and retro generations. Other technologies to monitor in the near future include HDR, Edge Computing, Voice Interaction, etc.



BES EXPO2025

BES EXPO 2025: International Exhibition on Broadcast & Media Technology is the twenty-ninth in the series of events to be organized by Broadcast Engineering Society (India). The event follows BES EXPO 2024 which was appreciated by exhibitors as well as visitors. Nearly 300 companies from 25 countries displayed their products in BES EXPO 2024 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.

GLIMPSES OF BES EXPO 2024



DATES & VENUE

BES EXPO 2025 will be held from **3-5 July 2025** in Hall 8, 9 & 10, Pragati Maidan, New Delhi. Pragati Maidan is the **most centrally located** exhibition venue in Delhi.

PARTICIPATION

BES EXPO 2025 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 2025 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 2025 is expected to be visited by more than 10,000 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 1,500 delegates attended the conference.

EXHIBIT SPACE

Space in BES EXPO 2025 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 2025 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 2025 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 SB A/c No. 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 **31st May 2025**.

Participation fee is inclusive of

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



CONFERENCE

A 3-day conference on the theme **“Transforming the media landscape through AI: Create, Collaborate, Monetize”** will be held in Hall 8,9 &10 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 day	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

As per demand, BES (I) will book rooms in a hotel close to Pragati Maidan, the show venue. Details regarding the hotel will be communicated.

ADVERTISEMENT & PUBLICITY

BES EXPO 2025 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 03rd July 2025



- Lunch on 04th & 05th July 2025
- Networking Dinner
- 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 2025, please contact

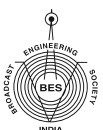
For Conference:

The Chairman Conference Committee,
BES EXPO
T : 91-11-23316709,
M : +91-98680 57788
E : conference @besindia.com,
bes@besindia.com

For Exhibition Space Booking:

The Co-Chairman
M: 91-9873293421
E: exhibition@besindia.com
The Coordinator
M : +91 99458 26427, +91 99458 26440
E : varun.gaba@nm-india.com;
pranali.raut@nm-india.com

Organised by



Prasar Bharati



Asia-Pacific
Broadcasting Union



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



All India Broadcast Manufacturers
And Distributors Association

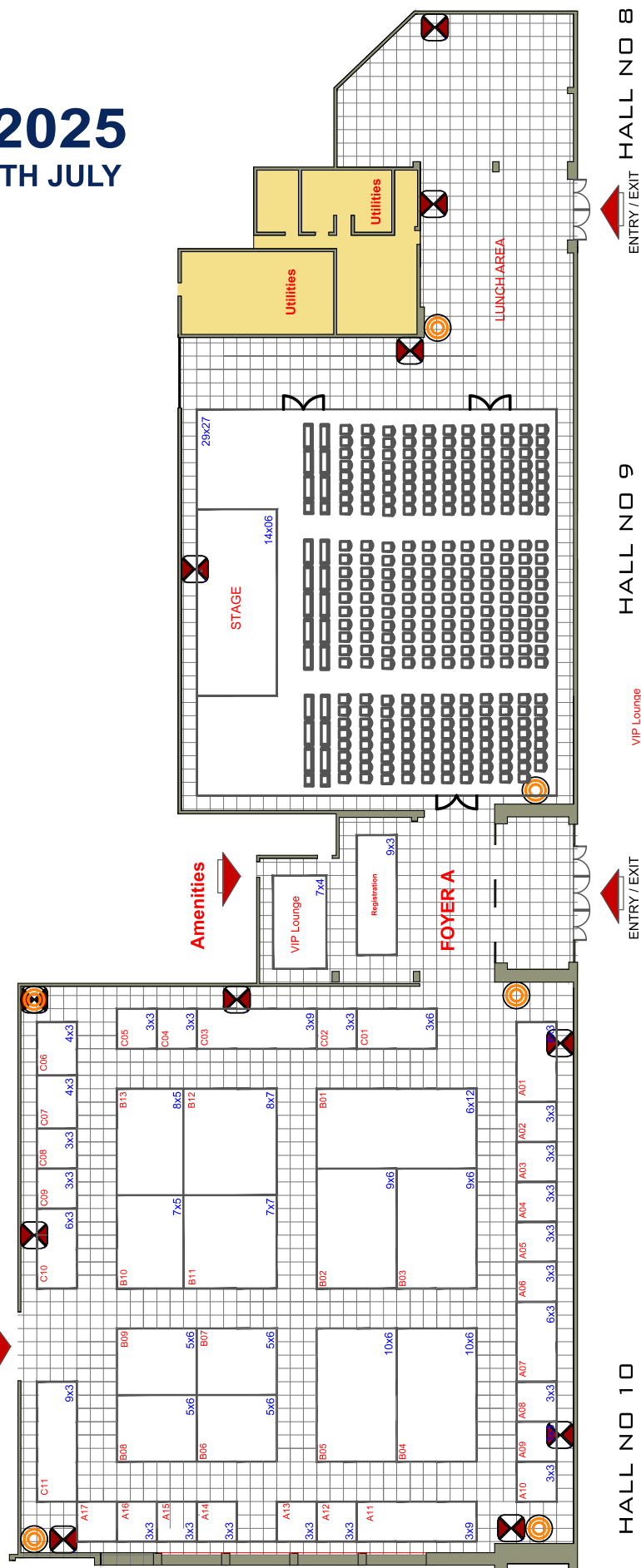


BES EXPO 2025

3RD TO 5TH JULY

LEGEND		
S.NO.	DESCRIPTION	SYMBOL
1.	MANUAL CALL POINT	
2.	HOSE REEL	
3.	Grid are 1mtr x 1mtr	

SERVICE / EMER.



HALL NO 8

HALL NO 9

HALL NO 10