

For Immediate Release

BroadcastAsia2014 presents inclusive offerings for the Indian Broadcast Industry

*Spotlight on Sportscasting, Professional Audio Technology,
enhancing the Multi-screen experience and more*

MUMBAI, 6 MAY 2014 – BroadcastAsia2014, Asia's largest and most established digital and multimedia trade event, is set to feature some of the hottest technologies and solutions for the pro-audio, film and TV industries. Fuelled by a steep increase in consumption of data and entertainment on mobile devices, consumers now seek reliable and seamless services on the go; and the industry is responding with a proliferation of cutting-edge solutions such as social TV and second/multi screens that help them stay connected in an evolving digital world.

This trend, familiarly coined as the 'pay TV boom', will be showcased at BroadcastAsia2014 and will inspire broadcasters to pursue the right business models, whilst harnessing the best technologies in order to monetize content. The exhibition will attend to many Indian companies participating at the event to gather insights to the shift in the pattern of media and content consumption from the global perspective.

Growth in Indian broadcast industry

According to the FICCI – KPMG Media & Entertainment 2013 report,¹ the Indian media and entertainment (M&E) industry has grown by 11.8 per cent in 2013, vis-à-vis 2012, reaching Rs 918 billion. Given the impetus introduced by digitisation, continued growth of regional media, upcoming elections, continued strength in the film sector and fast increasing new media businesses, the industry is expected to stand at Rs 1039 billion by end of 2014.

The emerging markets are driving growth in the pay-TV market. That is what a recent paper released by Infonetics Research² says. Markets such as India, China and Latin America are the ones adding to the pay-TV growth. In India and China, about 25 million subscribers switched from analogue to digital, with India in its last two phases of digitisation. Another 75 million will be included to the list by the end of 2014 adding to the growth of pay-TV.

The growth in the media & entertainment industry is indicative of the changing concept of audio technology. Sound quality is a priority - with users demanding better quality of audio delivered on their choice of medium. The introduction of HD technology in all spheres - audio and video has also raised the consumer demand for high-quality and reliability. There is a rapid transition from analog to digital in the audio technology segment, which has been evident in the last few years. According to the latest figures available on the internet from Broadcast & Satellite Asia Report, the total Indian market for pro audio equipment was projected to reach Rs. 180 crore in 2010-11, a growth of about 20 per cent over last fiscal year³.

¹ <http://www.kpmg.com/IN/en/Press%20Release/FICCI-KPMG%20Press%20Release.pdf>

² <http://www.indiantelevision.com/dth/dth-operator/india-is-driving-pay-tv-growth-infonetics-research-140221>

³ <http://www.broadcastandcablesat.co.in/pro-audio-equipment-professional-audio-sounds-better.html>

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BroadcastAsia2014 registers strong Indian participation

Speaking at the press conference held today in Mumbai, **Mr. Calvin Koh, Assistant Project Director for BroadcastAsia from organiser Singapore Exhibition Services (SES)** said, "Despite rapid development in recent years, the potential for growth in the broadcast technology sector in India remains tremendous. As the country moves into its final stages of digitisation, the demand for higher quality digital content looks set to escalate. The industry has never been more ready to embrace the latest and most advanced technologies, and BroadcastAsia provides the ideal platform for Indian industry professionals to get acquainted with the world's best."

Also present at the press conference, Mr. Vishal Alex Chacko, Country Manager India, **Blackmagic Design Asia Pte. Ltd.** said, "Blackmagic Design has been very active in India and our ideology of technology, innovation and affordability goes very well with the Indian market. Our products with UltraHD & 6G SDI technology lead the industry in production, broadcasting and postproduction workflows"

Indian companies exhibiting at BroadcastAsia2014 include Adi-media Pvt. Ltd, Broadcast Automation Systems, Cable Quest Satcom Pvt. Ltd, Canara Lighting Industries Pvt. Ltd, Essel Shyam Communication Ltd, Indiasign Pvt Ltd, Monarch Innovative Technologies Pvt Ltd, Prime Focus, RGB Broadcasting Equipments Pvt Ltd, Studio Systems, WASP3D and more.

BroadcastAsia2014: Covering all facets of the 'Content' value-chain

BroadcastAsia2014 will feature the hottest state-of-the-art technologies and solutions from acquisition to production to delivery that will enhance the multi-screen experience for users 'on the go'. Key highlights include:

- Sportscasting – featuring latest technological leaps related to sportscasting, from acquisition to production to delivery
- ProfessionalAudioTechnology – an international showcase for professional audio equipment, services and technology
- Cinematography / Film / Production Zone – a one-stop venue for the showcase of ground-breaking motion picture production tools and software

[BroadcastAsia2014 International Conference](#) will delve deep into OTT as well as the role of social media in the future of TV, whilst the [Creative Content Production Conference 2014](#) will focus on content creation and distribution, and the technical aspects of 4K. An insightful series of conference tracks will cover the latest disruptive technologies that enable companies to increase eyeballs, with specialised tracks on Asian audiences and strategies for success in Asia. Experts from EVS, Media Prima Digital, Mediacorp, Nielsen and Sony will present case studies and share their thought-provoking ideas at the conferences.

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Event of choice for the international broadcasting, film and digital multimedia industry

BroadcastAsia2014, Asia's definitive exhibition and knowledge platform for the international broadcasting, film and digital multimedia industry, will return to Marina Bay Sands from 17 – 20 June 2014. This year, the exhibition will see some of industry's most renowned players in their respective fields, such as Akamai, Blackmagic Design, Canon, Dalet, Ericsson, EVS, GoPro, Gospell, Grass Valley, Harris, Pilat Media, Playbox Technology, Quantel, Ross, Sennheiser, Thomson Video Networks and more.

"Blackmagic Design is delighted to return to BroadcastAsia2014 and introduce our latest technology to Asia. Our customers in Asia will be empowered with more affordable workflow solutions from capture to live productions and post," added Mr. Richard Lim, Blackmagic Design Asia.

Together with CommunicAsia, the event welcomed more than 51,000 trade attendees from 100 different countries/regions in its 2013 edition, including industry professionals from ABS-CBN Corporation, Astro TV, Fox International Channel, HBO Asia, MediaCorp, Media Prima Berhad, Myanmar Radio and Television, Raj Television Network Limited, Radio Television Hong Kong, Vietnam Cable Television Company and many others.

Shows at a glance:

BroadcastAsia2014 Exhibition		CommunicAsia2014 / EnterpriseIT2014 Exhibition
Incorporating:	ProfessionalAudioTechnology2014	SatComm2014
Date:	17 - 20 June 2014	17 - 20 June 2014
Venue:	Marina Bay Sands, Singapore	Marina Bay Sands, Singapore
Opening Hours:	17 - 19 June 2014: 10:30 am - 6:00 pm 20 June 2014: 10:30 am - 4:00 pm	17 - 19 June 2014: 10:30 am - 6:00 pm 20 June 2014: 10:30 am - 4:00 pm
Admission:	Business and trade professionals only	Business and trade professionals only
Registration:	www.broadcast-asia.com	www.communicasia.com www.goto-enterpriseit.com

Conferences at a glance:

BroadcastAsia2014 International Conference & Creative Content Production Conference		CommunicAsia2014 Summit
Date:	17 – 20 June 2014	17 – 20 June 2014
Venue:	Marina Bay Sands, Singapore	Marina Bay Sands, Singapore
Admission:	Registered delegates only	Registered delegates only
Registration:	http://www.broadcast-asia.com/index.php/conference/fees-registration/	http://www.communicasia.com/index.php/conference/fees-registration/

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About Singapore Exhibition Services Pte Ltd

Set up in 1976, Singapore Exhibition Services (SES) has established itself as one of the most innovative and respected exhibition and conference organisers in Asia. A pioneer in the Singapore exhibition industry, SES events have served as important platforms for companies aiming to forge new business contacts in Asia. With a portfolio of international tradeshows already serving the Communications, Engineering, Machinery and Lifestyle industries, SES continues to develop new events to meet market needs. SES events consistently attract a high level of overseas participation with foreign exhibitors accounting for almost 80 per cent of the show floor. SES is a member of Allworld Exhibitions Alliance, a global network with over 50 offices worldwide. For more information, please visit www.sesallworld.com

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