

27th International Conference & Exhibition on Broadcast & Media Technology

16-18 February | Halls 7ABC & E | Pragati Maidan | New Delhi

www.besindia.com

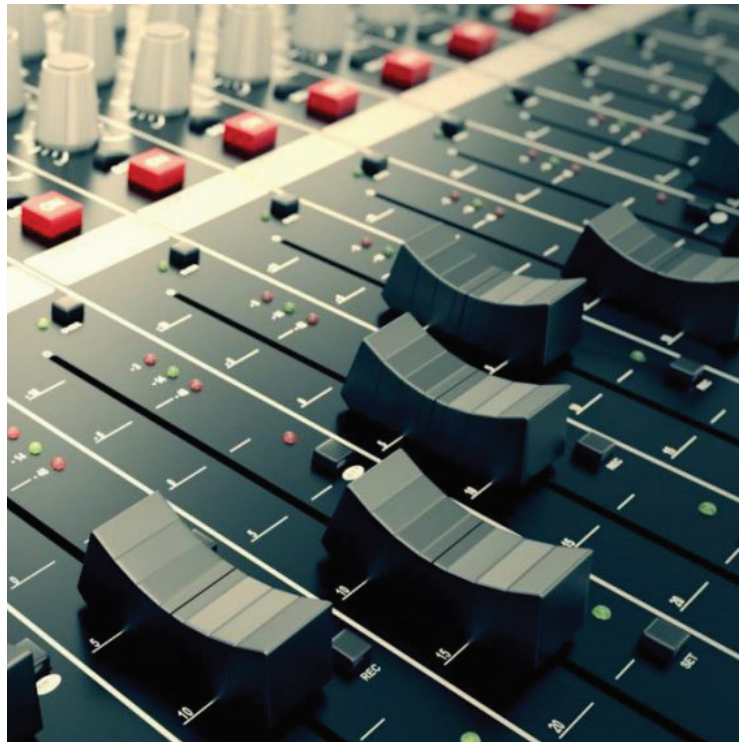
BROADCAST ENGINEERING SOCIETY (INDIA)

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/ latest innovations 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

Technology across the globe has been changing at a rapid pace and there is no exception to Broadcasting. In the last few years, there has been paradigm shift in broadcast technologies and services. Platforms like OTT, IPTV, Hybrid TV, Social Media, 5G, etc. are adding new dimensions to broadcasting. Further, users expectation is driving broadcast industry as per their need, convenience and preference. Moving towards reality is apparently visible in broadcasting. Now, even virtual reality(VR) and augmented reality (AR) has also started picking up momentum. Perhaps, technology like 5G may make TV more interactive and a much richer experience.

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.



Doordarshan has an aggressive plan for (i) Modernizing production facilities of news production/ News room automation, Studio automation and post production facility, High Definition Program Production (ii) Up grading field production facilities with state-of-the-art OB vans in the network, (iii) Expansion of DD DTH Platform, Geo-diversity set up for DD DTH platform to provide uninterrupted DD DTH service, (iv) Upgradation of satellite distribution infrastructure including Earth Station , 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. There were 97.05 million registered DTH subscribers in the country, of whom 66.92 million are active subscribers. The market is serviced by Airtel Digital TV, Doordarshan Free Dish TV, Sun Direct, Dish TV and Tata Play. There are nearly 900 TV channels in India.

Under FM Phase III policy, Government of India has a plan to set up 839 channels in 313 cities. However, as on date there are 388 Pvt. FM Radio stations operating from 113 cities in 26 states and 5 UTs. Recently, Govt. of India has made modifications in FM Radio Phase-III policy guidelines in terms of rationalization of net worth, restructuring of FM Radio permissions within the same management group and removal of national cap of 15%. This may encourage

entry of more Pvt. FM Broadcasters in India. Several hundreds of community radio stations are also likely to be set up shortly.

The Cable Television Networks Rules, 1994 have been amended in 2021 thereby providing for a statutory mechanism for redressal of grievances/complaints of citizens relating to content broadcast by television channels. These rules are called the Cable Television Networks (Amendment) Rules, 2021. The Rules provide that in order to ensure observance and adherence to the Programme Code and the Advertising Code by the broadcaster and to address the grievance or complaint, if any, relating thereto, there shall be a three-level structure (complaint redressal structure) as under: Level I - A self-regulation by broadcasters; Level II - Self-regulation by the self-regulating bodies of the broadcasters; and Level III - Oversight mechanism by the Central Government.

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. Once approved, it is expected to create a huge market for TV transmitters and associated equipment and systems in India.

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/ **EXPO2023**

BES EXPO 2023: International Exhibition on Broadcast & Media Technology is the twenty-seventh in the series of events to be organized by Broadcast Engineering Society (India). The event follows BES EXPO 2020 which was appreciated by exhibitors as well as visitors. Nearly 300 companies from 25 countries displayed their products in BES EXPO 2020 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. Most exhibitors were satisfied with the response received by them during the expo and showed their willingness to exhibit in the next BES EXPO. The expo was not held in 2021 and 2022 due to Covid Pandemic

DATES & VENUE

BES EXPO 2023 will be held from **16th to 18th February 2023 in Halls 7ABC& E**, Pragati Maidan, New Delhi. Pragati Maidan is the **most centrally located** exhibition venue in Delhi. BES EXPO 2023 will be inaugurated at 10.00 A.M. on 16th February.

PARTICIPATION

BES EXPO 2023 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 5G
- Cable
- Cameras
- DAB.DBS.DST.DTT
- DRM
- DTH
- DVB T2
- Desktop Video
- Digital Film
- File Based Management System
- Film
- Graphics & Animation
- GRIP
- 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
- HDTV
- Hbb TV
- Interactive Media
- Internet
- 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
- Television
- Sportscasting
- Streaming
- Systems Design
- 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 2023 is being endorsed by DRM, U.K. and supported by Prasar Bharati, Ministry of Communications & IT, Govt. of India, AES India, ABU Malaysia and AIBMDA.

VISITOR PROFILE

BES EXPO 2023 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. In last expo, nearly 1,000 delegates attended the conference.

EXHIBIT SPACE

Space in BES EXPO 2023 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 obtained 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 2023 may send their requirement to the Expo Coordinator as soon as possible. The floor- plan for the exhibition is given at the end of this brochure.

PARTICIPATION FEE

Participation fee for space in BES EXPO 2023 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 net transfer in favour of Broadcast Engineering Society (India). Our bank details are as shown below

Account: Broadcast Engineering Society (India)
A/c No. : SB-520101263652900
Bank: Union Bank of India
Branch: CGO Complex, Lodhi Road, New Delhi- 110 003
Swift Code: UBININBBNBC
IFSC Code: UBIN0903710

An early-bird discount of 2.5% is available on bookings made on or before 25 November 2022.

Participation fee is inclusive of

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



EXHIBITION DIRECTORY

To mark the commencement of BES EXPO 2023, 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	Rs.	US\$
Back Cover	Color	25,000	375
Front Inside Cover	Color	20,000	300
Back Inside Cover	Color	20,000	300
Inside Page	Color	15,000	220
Centre Spread	Color	30,000	440

CONFERENCE

A 3-day conference on the theme **“Next-Gen Broadcasting: Create, Connect & Capitalise”** will be held in Hall 7E 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

As in previous expos, 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 2023 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 16th February 2023



- Lunch on 17th & 18th February 2023
- Net-working Dinner on 17th February 2023
- 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 Government 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 2023, please contact

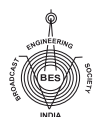
For Conference:

The Chairman Conference Committee
BES EXPO 2023
912 Surya Kiran, 19 Kasturba Gandhi Marg
New Delhi-110001
Tel: 91-11-23316709
E-mail: conference@besindia.com, bes@besindia.com

For Exhibition:

The Coordinator
BES EXPO 2023
912 Surya Kiran, 19 Kasturba Gandhi Marg
New Delhi-110001
Mob: +919871944488
E-mail: exhibition@besindia.com

Organised by



Endorsed by



Prasar Bharati



Asia-Pacific
Broadcasting Union



Supported by



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



All India Broadcast Manufacturers And
Distributors Association



Media Partners

BROADCAST & CABLESAT



