



BES EXPO 2017

23rd International Conference & Exhibition on Terrestrial and Satellite Broadcasting

Theme

Hybrid Technologies in Broadcasting – New Opportunities

2-4 February 2017 | The Leela Ambience Convention Hotel | New Delhi



www.besindiaexpo.org

BROADCAST ENGINEERING SOCIETY (INDIA)

Broadcast Engineering Society (India) is the biggest Society of broadcast professionals 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 twelve local chapters at 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 2000 individual members and 43 corporate members on its rolls.

BROADCAST GROWTH AND TRENDS IN INDIA

According to the FICCI-KPMG Report 2016 on India's Media & Entertainment Industry, the industry, which stood at Rs.1,157 billion in 2015, is expected to reach a figure of Rs.2,260 billion in 2020 at a CAGR of 14.3%. It is estimated that by 2020, Television alone will occupy half the share (48.5%) of the total revenue from the M & E industry, followed by film (10.0%), radio (1.9%) and music (0.9%) in that order. Growth in the next few years is likely to be backed by trends like Digitisation, Regionalisation, Convergence and Innovation. Specific projections for TV, Films, Radio, Music, OOH, Animation & VFX, Gaming and Digital Advertising are shown in table given below



Medium	2015	2020P	CAGR (2015-2020P)
TV	542.2	1097.6	15.1%
Films	138.2	227.3	10.5%
Radio	19.8	43.3	16.9%
Music	10.8	20.6	13.8%
OOH	24.4	45.2	13.1%
Animation & VFX	51.1	108.0	16.1%
Gaming	26.5	50.7	13.9%
Digital Advertising	60.1	255.2	33.5%
Total	1157.0	2260.0	14.3%

P - Projected
 Note: All figures are in billion Rupees

Keeping in mind the expected growth of the broadcasting sector in India, Prasar Bharati, national broadcaster for radio and TV in India, has embarked on an aggressive programme of modernization and expansion of its facilities throughout India. Given below are steps taken by it to keep itself abreast with progress in this sector

Doordarshan India (DDI) is modernizing its terrestrial transmission network by augmenting 44 new DVBT2-LITE transmitters in major cities in the near future. With this there will be more addition of receiving devices and scope for developing mobile receivers.

Doordarshan's free DTH service will be expanded to 250 channels with conditional access system (CAS). This will



open business opportunities for satellite uplink and down link equipment providers.

Doordarshan is expanding its production facilities for HD TV and will be expanded to all major production centers. News automation of DD News channel is being upgraded in the coming year with an expected expenditure of Rs. 23 crores. Besides automation of Central Production Centre is also in the pipeline. Kisan Channel Studios will be upgraded to HD production facility at a cost of Rs. 10 Crore.

Upgradation of major earth stations for satellite up-linking is in the pipeline. Doordarshan also plans to augment the Central Archives and regional Archives and bring new media platforms for live streaming and delivery through Internet. DD also plans to set up optical fiber network with selected Production Centers in the near future.

All India Radio, AIR, national broadcaster for radio, proposes to increase its transmitters (MW, SW and FM) from 584 to 714 by adding 130 more FM transmitters in the 12th Plan

In Private FM Phase III, AIR proposes to set up 839 channels in 313 cities. Nearly 4000 community radio stations are also likely to be set up in the next three years

About 25 high power MW radio transmitters are due for replacement in AIR in the next phase. 29 studios are planned to be digitized in the 12th Plan

BES EXPO 2017

BES EXPO 2017: Conference & Exhibition on Terrestrial & Satellite Broadcasting is the twenty-third in the series of events to be organized by Broadcast Engineering Society (India). The event follows BES EXPO 2016 which was appreciated by exhibitors as well as visitors. Nearly 300 companies from 25 countries displayed their products in BES EXPO 2016 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.

DATES & VENUE

BES EXPO 2017 will be held from 2 to 4 February in The Leela Ambience Convention Hotel, Near Yamuna Sports Complex, New Delhi-110 032. The Leela Ambience Convention Hotel is a 5-star luxury hotel with 480 rooms, a string of speciality restaurants and a convention area measuring 25,000 sq.ft. BES EXPO 2017 will be inaugurated at 10.00 A.M. on 2 February 2017.

PARTICIPATION

BES EXPO 2017 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 and post-production, analog as well as digital. Equipment and technology which can be displayed in the expo includes, among others

• Archiving	• File Based Management System	• Production & Post Production
• Audio	• Graphics & Animation	• SAN/NAS
• Automation	• HDTV	• Satellite & Microwave
• Broadband	• IPTV	• Satellite uplinking / downlinking
• Cable	• Mobile Service	• Sportscasting
• DRM	• Multi-screen Streaming	• Transmission & Delivery
• DTH	• Networking	• Video
• DTT	• NextGen Broadcasting – OTT/Hybrid/LTE/Broadband/Cloud	• Video Streaming
• DVB-H	• Receiving devices for radio and TV, mobile receivers and antenna	• Wide Content Delivery Network
• DVB T2		• Any other

VISITOR PROFILE

BES EXPO 2017 is expected to be visited by nearly 3,000 engineers, managers, cinematographers, consultants, entrepreneurs and policy and decision-makers from Radio and TV broadcasting organizations as well as studio and post- production units 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.

ENTRY

Entry to exhibition is FREE by registration at the expo venue.
Entry to conference is by payment of fee.

APPROVAL & SUPPORT

BES EXPO 2017 is approved by ITPO, endorsed by DRM, U.K. and supported by Prasar Bharati, Ministry of Communications & IT, Govt. of India, ABU Malaysia and SBE U.S.A.



EXHIBIT SPACE

Space in BES EXPO 2017 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 either two-or three-side open.
- **Open Space:** for DSNG 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 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, organizations desirous of participating in BES EXPO 2017 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 2017 in the shell, raw-space & open-space schemes is as follows:

Category	Shell Scheme	Raw Space	Open Space
Foreign Companies (US\$ per sqm)	420	330	165
Indian Companies (Rs. per sqm)	13,000	12,000	6,000

An additional Rs.3,000 (US\$50.00) is payable towards power.

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-037100101010048 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.

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 2017, 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	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	1,030

CONFERENCE

A three-day conference on the theme **Hybrid Technologies in Broadcasting – New Opportunities** will be held concurrently with the exhibition. Delegates attending the conference invariably visit the exhibition too. Exhibitors desirous of speaking on new technologies in the conference may write to Chairman Conference Committee. Besides keynote addresses, the conference will have presentations on current and future broadcast technologies in Radio and TV broadcasting. 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 field of broadcasting. 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. 6,000	US\$ 400
Three Sessions / 1 day	Rs. 3,000	US\$ 400

Note: Fee for BES Life Fellows/Life Members/Affiliates/Associate Members above the age of 60 years is Rs. 1,000 only

BOARDING & LODGING

BES has booked a limited number of rooms at The Leela Ambience Convention Hotel for exhibitors and delegates attending the expo. Rates for single or double Deluxe King rooms at the hotel are as follows

Type of Room	Rs.
Single or Double with breakfast and taxes	8,000
Single or Double with breakfast, dinner and taxes	10,000

Rooms will be allotted strictly on first-come first-served basis.

ADVERTISEMENT & PUBLICITY

BES EXPO 2017 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 Rs. 15,000 (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 2 February 2017
- Lunch on 3 and 4 February 2017
- Industrial Dinner on 3 February 2017
- Registration process including entry badges
- Audio Equipment in conference
- Video Equipment in conference

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, Service Tax/ Education Cess/Krishi Kalyan Cess @ 15 % is applicable on fee for exhibit space, advertisement in exhibition directory, advertisement panels, power, conference fee, sponsorship fee etc.



Picture Gallery BES EXPO 2016



ENQUIRY: For details regarding BES EXPO 2017, please contact

For Conference:

The Chairman Conference Committee
BES EXPO 2017
912 Surya Kiran Building
19 Kasturba Gandhi Marg
New Delhi – 110 001
Tel/Fax: 91-11-2331 6709, 2331 6710
E-mail: bes@besindia.com

For Exhibition:

The Coordinator
BES EXPO 2017
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



India Trade Promotion
Organisation



Prasar Bharati



आकाशवाणी



Asia-Pacific
Broadcasting Union



Society of Broadcast
Engineers, USA



Digital Video
Broadcasting



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

Endorsed by



DIGITAL radio mondiale

BES EXPO 2017

2 - 4 February
The Leela Ambience Convention Hotel
New Delhi

FLOOR PLAN

