

**A.B.I.S.**<sup>®</sup>  
ASIA'S BROADCASTING  
& INFOTAINMENT SHOW

**30**  
YEARS

17 - 19 OCTOBER, 2024  
Jio World Convention Centre  
Mumbai

NÜRNBERG MESSE

# POST-SHOW REPORT

**BI 2024**  
BROADCAST INDIA

**SCAT 2024**  
SCAT INDIA

**CONTX 2024**  
CONTENT INDIA





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CONTENT INDIA



## ASIA'S BROADCASTING & INFOTAINMENT SHOW (A.B.I.S) 2024 CEMENTS ITS PRESENCE AS THE PREMIER PLATFORM FOR THE BROADCASTING, MEDIA AND INFOTAINMENT INDUSTRY

- MASSIVE TURNOUT:**  
Over 28,000 industry professionals from 40+ countries attended, creating an unmatched networking and business opportunity.
- TECHNOLOGY AT THE FOREFRONT:**  
The latest innovations, including AI, IP-based workflows, cloud solutions, and virtual production tools, were at the heart of the event, offering visitors hands-on experiences and insights.
- DYNAMIC CONFERENCES:**  
The Broadcast India Conference, Content India Conference, and SCAT India TradeShow provided three days of impactful discussions on emerging trends and challenges facing the M&E sector.



A.B.I.S. 2024 has truly been a remarkable success, bringing together industry leaders and professionals to explore the future of media and entertainment. The energy, innovation, and collaboration we witnessed reaffirm that India is leading the charge in this dynamic industry.

### **Sonia Prashar**

Chairperson of the Management Board & Managing Director,  
NuernbergMesse India Pvt Ltd



The global media landscape is brimming with potential, offering exciting new avenues for collaboration and innovation. The Indian media and entertainment sector is a powerhouse of talent and creativity, and we are energised by its vision for the global industry. Our participation as Platinum Partner of Broadcast India reaffirmed our commitment to cultivating a globally community for production houses, content creators, and technology providers to connect and flourish. We are nurturing partnerships that enrich the global media landscape, in line with Dubai Economic Agenda 'D33'.

### **Majed Al Suwaidi**

Senior Vice President of Dubai Studio City, Dubai Media City,  
and Dubai Production City at TECOM Group PJSC



Content India Show is a truly remarkable platform that brings together the finest minds in media and entertainment. It's inspiring to see such a global marketplace that fosters collaboration and celebrates storytelling in all its forms. Artificial Intelligence is key and how we can synergize this technological advancement with creative genius minds will be the driving point. Events like this not only showcase the innovation driving the industry but also create opportunities for meaningful connections. I am honored to be part of this vibrant community that continues to shape the future of content creation.

### **Neil Nitin Mukesh**

Indian Actor



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# THREE DECADES OF ACCELERATION, ONE UNFORGETTABLE EXPO IN 2024



**Exhibitors & Brands**

**582**



**Unique Visitors**

**28,475**



# ORIGIN OF VISITORS

## Number of Countries

# 42

## Top 10 Countries



INDIA

UNITED ARAB  
EMIRATES

SINGAPORE



UNITED KINGDOM

UNITED STATES  
OF AMERICA

GERMANY



CANADA



MALAYSIA



SRI LANKA



Bangladesh

## Number of Cities

# 671

## Top 10 Cities

Mumbai | Pune | Bengaluru | Nagpur | Nashik | Surat  
 Hyderabad | New Delhi | Ahmedabad | Chennai



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## FUELING INDIA'S MEDIA & INFOTAINMENT INDUSTRY, THE LARGEST EXPO AND STILL GROWING

### Growth in 2024

**20%**

participation from new verticals such as Artificial Intelligence, New Media, and OTT

**15%**

increase in visitors that are decision makers

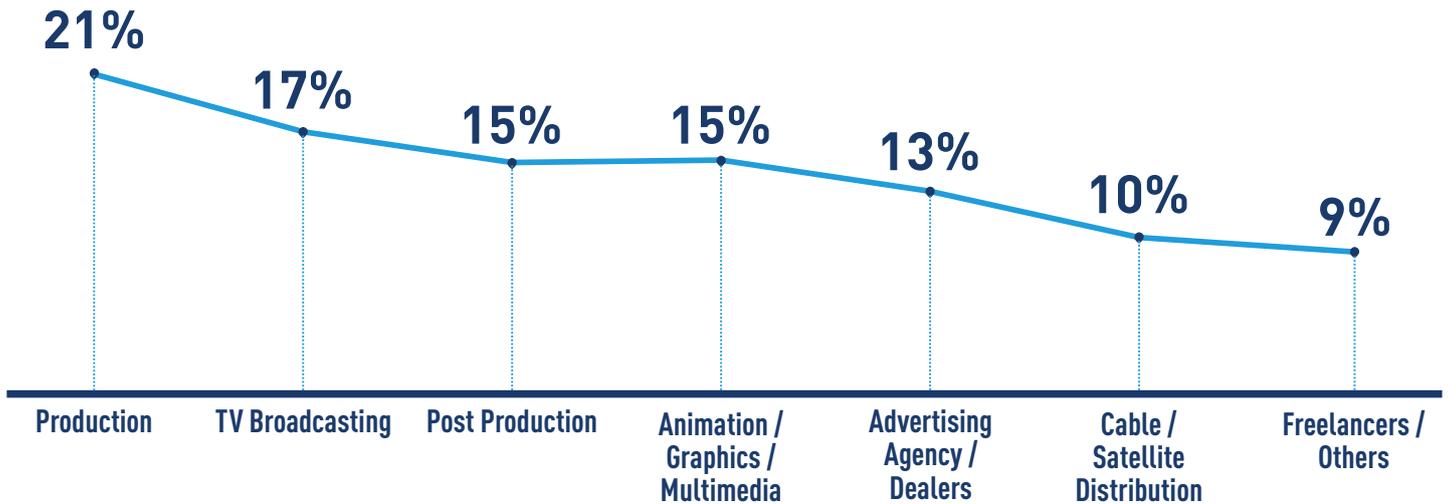
**12%**

growth of international representation on the show floor.



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## VISITOR SEGMENTS

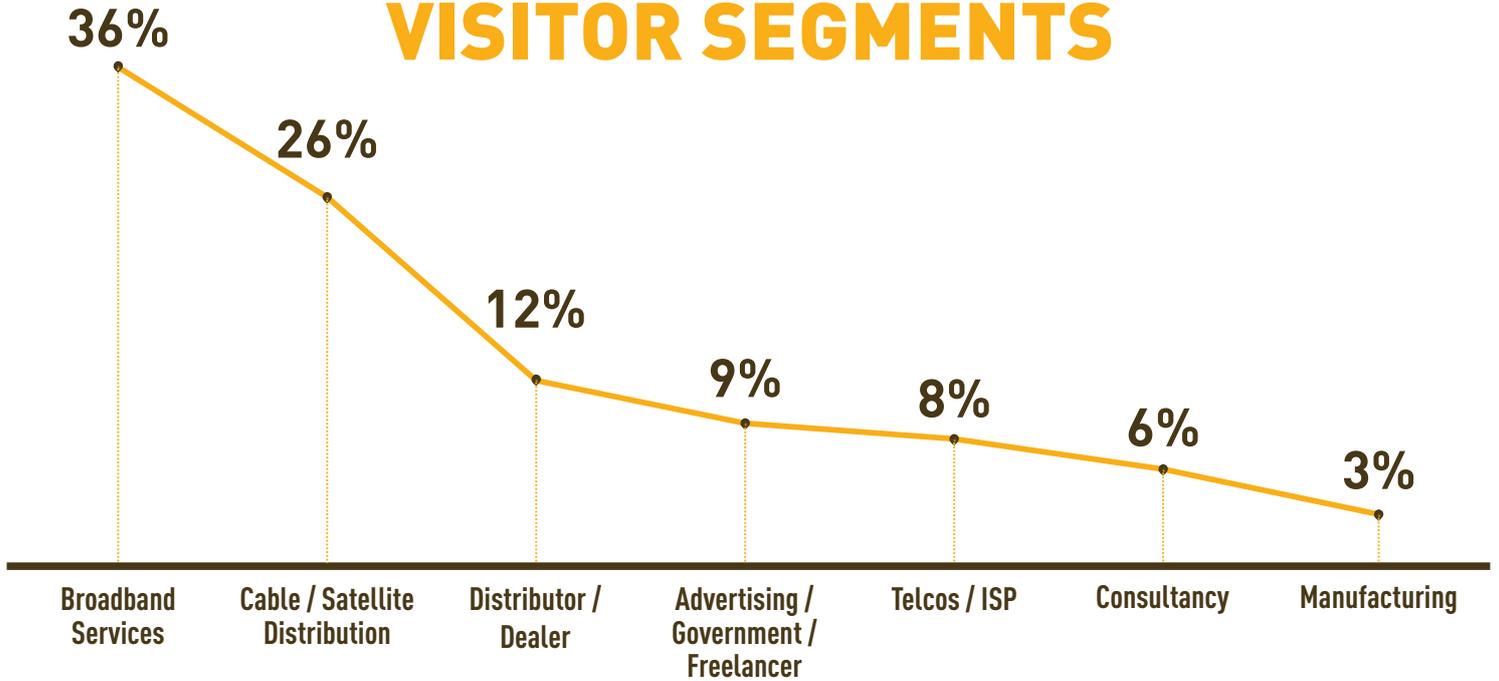


## PRODUCT INTEREST

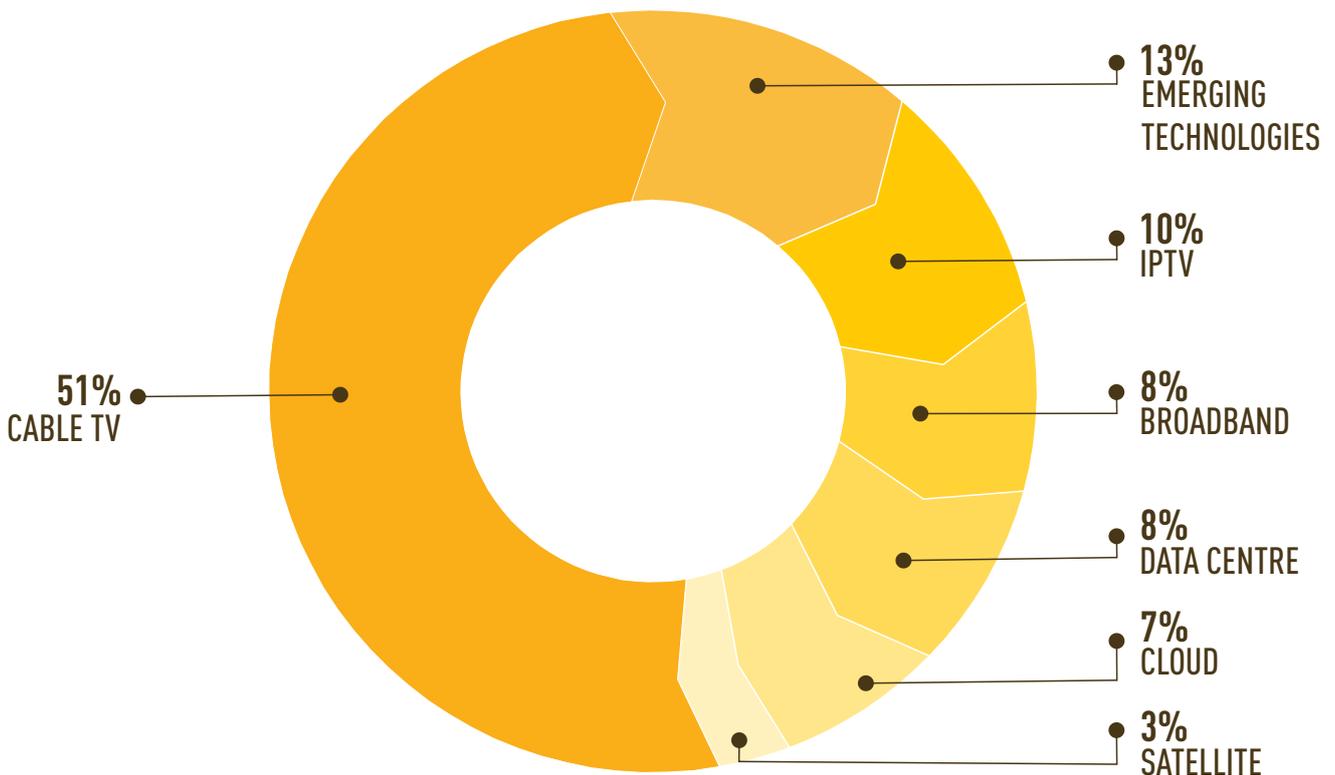


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## VISITOR SEGMENTS

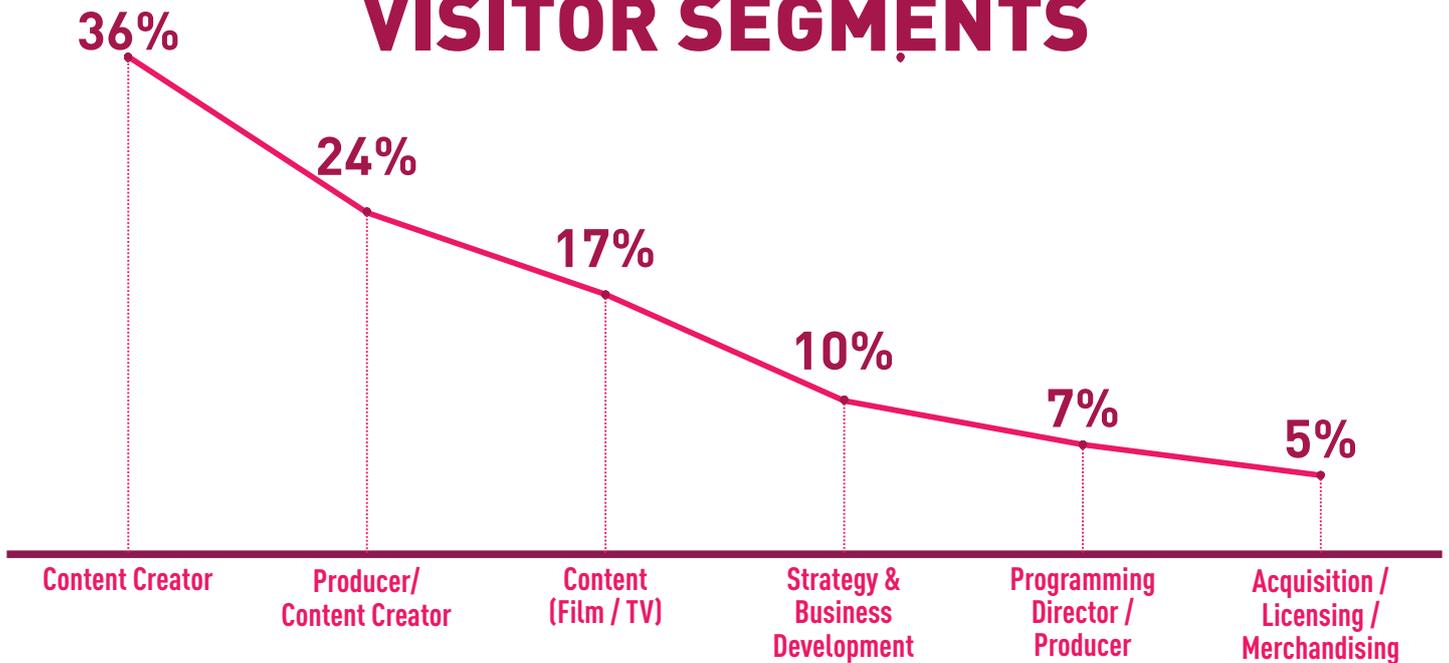


## PRODUCT INTEREST

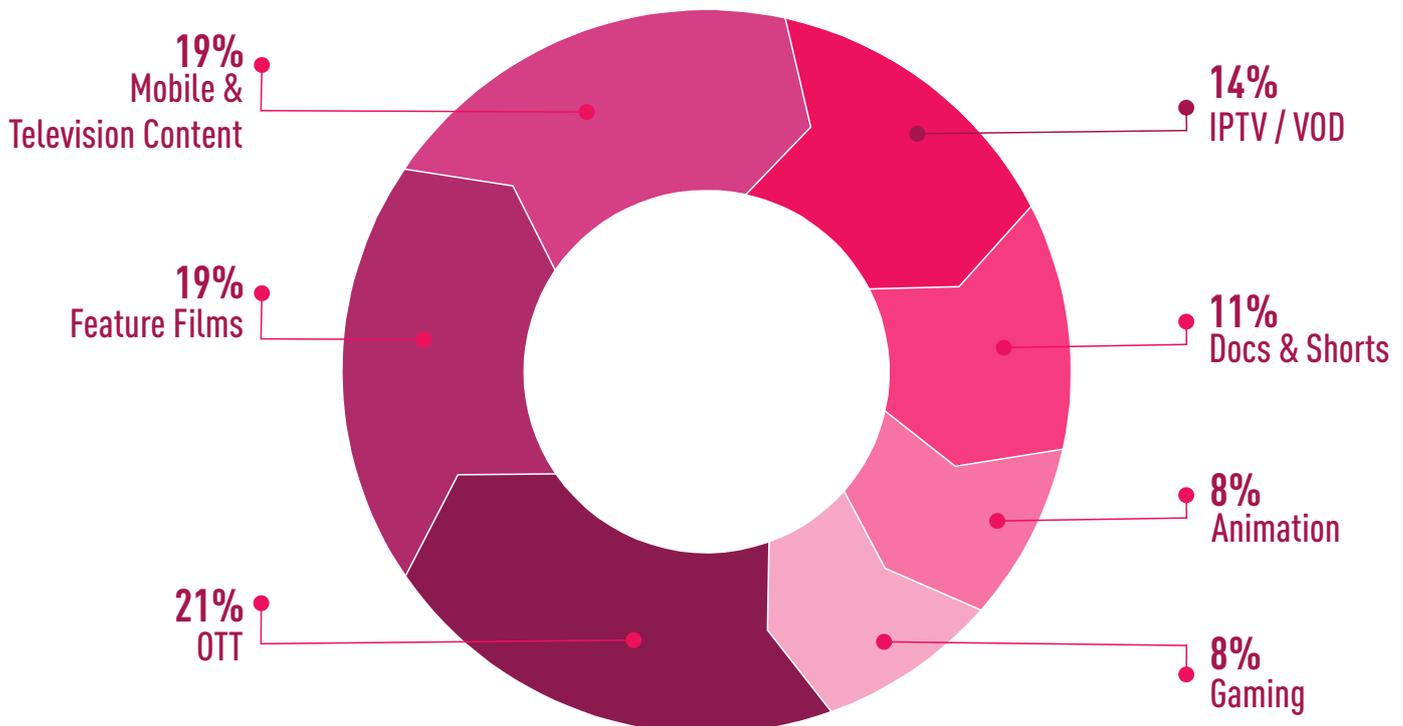


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## VISITOR SEGMENTS



## TOPICS OF INTEREST



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**CONFERENCE**

**TRANSFORMING BROADCAST MEDIA IN THE DIGITAL AGE**

**PANEL DISCUSSIONS**

BUILDING A ROBUST ECOSYSTEM FOR D2M BROADCASTING

INNOVATING INDIA'S BROADCAST LIGHTING INDUSTRY: NEW TECHNOLOGIES & TRENDS

FUTURE OF BROADCAST AUDIO

FROM STUDIO TO CLOUD: REVOLUTIONIZING CONTENT CURATION FOR BROADCASTERS

SPORTS PRODUCTION AND ITS FUTURE WITH AI

INNOVATING MONETIZATION: HOW ADTECH IS TRANSFORMING BROADCAST REVENUE  
MODELS IN NEWS & ENTERTAINMENT

CINEMATOGRAPHERS ROUND TABLE

RISE - WOMEN IN BROADCAST

CLOUD POST PRODUCTION: DISNEY STAR CASE STUDY



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**CONFERENCE**

**PANEL DISCUSSIONS**

THE FUTURE OF CABLE TV IN A STREAMING WORLD

CHALLENGES AND SOLUTIONS IN BROADBAND - CABLE INTEGRATION



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**CONFERENCE**

SHAPING NARRATIVES: THE FUTURE OF STORYTELLING IN A DIGITAL-FIRST WORLD

**PANEL DISCUSSIONS**

STORYTELLING IN THE AGE OF SHORT ATTENTION SPANS

GLOBAL CONTENT INNOVATORS: LEADERSHIP, COLLABORATION, AND THE PATH FORWARD

PROTECTING CONTENT IN A DIGITAL WORLD: SECURITY AND COPYRIGHT LAWS

FROM ADVERTS TO NARRATIVES: THE SHIFT TOWARDS STORY-DRIVEN BRANDED CONTENT

THE EVOLUTION OF NEWS MEDIA IN A POST-TRUTH WORLD

GLOBAL TRENDS IN CONTENT CONSUMPTION

FUTURE FREQUENCIES: THE FUTURE OF MUSIC IN WEB3

CONTENT QUEENS: THE RISE OF WOMEN IN MEDIA AND ENTERTAINMENT



**SHOW GLIMPSSES**



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**SHOW GLIMPSES**





**PARITOSH SAHA**  
*Executive Director, Broadcast,  
 Technology & Operations,  
 Disney Star*



Opportunities is driving change in India and that makes way for newer and newer technology to come in faster. Broadcast India Show is a place where we come, interact and exchange ideas with industry peers that help our research and knowledge gathering with respect to the upcoming technologies. D2M and producing content in smaller niches will be the way forward and these were already discussed during the panel discussions at the conference which shows why this show is a must attend for everyone.



The industry is embracing pluralism with a multitude of content, platforms, and technologies converging to meet shared objectives—bringing both challenges and opportunities. The Broadcast India Show is a hub for networking and collaboration, enabling professionals to stay at the forefront of the evolving media and technology landscape. In this era, the consumer reigns supreme.



**RAJAT NIGAM**  
*Group CTO,  
 Network 18*

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## TESTIMONIALS



**NK ROUSE**  
*COO,*  
**NXTDigital**

“

In the future, I see IPTV as the next big thing for us to focus on. As we continue our journey in the digital video space, having already expanded into broadband and digital TV, the next logical step is to offer consumers the choice of IPTV. While content creation presents significant challenges, particularly in terms of capital investment, IPTV offers an innovative path forward for our company.

For my fellow operators, SCAT India has become an annual tradition—a place to upgrade and update on the latest technologies. Every year, the show provides invaluable learning opportunities, allowing us to stay at the forefront of industry advancements. Personally, I make it a point to attend SCAT India to connect with clients, knowing that it's where I'll meet most of them. It's truly a must-visit event for anyone in our industry.

“

We've seen tremendous growth by bundling various value-added services with our traditional broadband and cable offerings - cloud gaming, OTT, IPTV, and cloud surveillance. Innovation is the key, and SCAT India TradeShow is the ideal event to fuel it. This is where all industry professionals come to network, explore the latest technologies, and stay updated on market trends, all essential for delivering better services to our customers.

In three words, SCAT India TradeShow is all about Innovation, Technology, and Networking.



**Dr. PAWANPREET SINGH  
DHALIWAL**  
*Managing Director,*  
**VP Broadband**

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**TESTIMONIALS**



**SHARAD PATEL**  
*Founder,  
Chairman & Managing Director,  
SP Cinecorp*



The growing global interest in Indian content, particularly from regional industries, highlights the incredible stories emerging from every corner of the country. Recent technological platforms provide a vital space for creators across regions to share ideas, collaborate, and produce stories that resonate on a global scale. Content India Show is an excellent platform for knowledge exchange, and I encourage all content creators to participate and gain insights from each other. Such events are crucial for the future of Indian content, and I look forward to many more like it.



I was thrilled to engage with a diverse group of professionals from various corners of the world, especially within the expansive Indian film industry – the largest in the world. The Content India Show provided a platform for rich discussions and exchanges that catered to the curiosity of professionals eager to stay informed about the latest happenings in the film world. It's an exciting event that goes beyond the typical audience, making it a must-attend for anyone passionate about the global film industry.



**Loris Curci**  
*Film Producer,  
Blue Film (Italy)*

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NÜRNBERG MESSE

The biggest names in  
**BROADCAST, INFOTAINMENT,  
BROADBAND and CONTENT**  
under one roof

9 - 11  
**OCT**  
**2025**

**Jio**  
**WORLD**  
**CONVENTION**  
**CENTRE**  
MUMBAI

**For bookings, please contact:**

**BROADCAST INDIA SHOW & CONTENT INDIA SHOW**

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