

BroadcastAsia2015

The 20th International Digital Multimedia & Entertainment Technology
Exhibition & Conference

www.Broadcast-Asia.com

**2-5
JUNE 2015**

LEVEL 4 AND 5,
MARINA BAY SANDS,
SINGAPORE



**INTEGRATING TECHNOLOGIES,
EXPERIENCING CONTENT**

Organised by:



Worldwide Associate:



Held concurrently with:

CommunicAsia2015 **EnterpriseIT2015**

CommunicAsia & EnterpriseIT
incorporate:

SatComm2015

Broadcast Asia 2015

Asia's truly international exhibition that is recognised as **THE networking, knowledge and sourcing platform** for the pro-audio, film and TV industries. Showcase your latest technologies and meet your target buyers at the event that has a strong proven record.

HITTING THE HIGH NOTES IN 2014



13,072
Trade visitors



59.47%
Overseas Trade Visitors



3,125
C-Levels / Presidents /
Board / Directors



84
Visiting Countries /
Regions



668
Exhibitors

COVERING THE ENTIRE SPECTRUM FOR THE BROADCASTING AND PRODUCTION INDUSTRIES

Comprehensive showcase of the latest technologies from production and post-production, management to distribution and professional audio will be featured. Join us if you offer the below products / services!

2015 Key Technological Focus



NextGen
Broadcasting – IP /
OTT / Hybrid / LTE /
Broadband / Cloud



4K / UHD



Sportscasting



Satellite /
Terrestrial / Cable
Broadcasting



Multi-Platform
Streaming



Video Content
Delivery
Network



DVB-T2



Broadcast IT
Networking /
Automation



File-based
Management
Systems



Content
Security



Live Production
Systems



Microwave / RF
Transmitters



TV Everywhere!
Zone



Consumers' needs and habits in receiving content has changed significantly especially with the proliferation of digital devices. They expect content to be available at all times, on all devices and at any location, thus resulting in an increased need for content broadcasters to look beyond TV to stream and monetise their content.

Showcase the entire value chain of the non-linear way of broadcasting in the **TV Everywhere!** zone as they are eagerly sourcing for the best solutions.

- Authentication
- Archive Management
- Connected / Mobile TV Apps
- Connected / Hybrid TV
- Content Delivery Network
- Delivery
- Devices / Applications
- Ingest
- Integration
- OTT / Interactive TV Apps
- Monetisation
- Network & Device Management
- Process
- Playout Automation
- Storage
- Security
- Workflow Glue Application



Professional **AudioTechnology2015**

The support of audio is evident in any production and the broadcasting and film ecosystems are deemed to be incomplete without it. Attract the trade attendees with your impressive expertise and technologies to the professionals from the broadcasting, audio production / post-production, live event and entertainment production.

- Audio Editing
- Audio Effects
- Audio Mixer
- Audio Post / Mastering
- Audio Production
- DAB
- Music and Sound Libraries
- HD Digital Radio
- Radio Automation Systems
- Radio Master Control



THE CINEMATOGRAPHY / **FILM** / PRODUCTION ZONE

The Cinematography / Film / Production Zone continues to show its popularity to the Production / Post-Production houses and TV Broadcasters in Asia with over 3,183 visitors at the last BroadcastAsia. Showcase your groundbreaking motion picture production tools and software to the creative professionals from the industry.

- Animation and VFX
- Color Correction
- Cameras and Lenses
- Digital Intermediate
- Editing
- Film and Tapes
- Format Conversion
- Lighting and Grip
- Motion Capture / Virtual Production
- Mastering and Duplication
- Motion Graphics
- Music and Sound Libraries
- Visual Set Props
- Workflow Software and Solutions



WHAT'S IN STORE FOR YOU AT BROADCASTASIA2015?

The platform to connect with potential new buyers and re-connect with existing contacts

Key professionals, influencers and decision makers from the Broadcasting, Digital Multimedia, Production, Telecom and Satellite Industries that visited BroadcastAsia2014 include:

ABS-CBN CORPORATION
AORA TV
ASIA BROADCASTING INTERNATIONAL
ASTRO
ASTRO PRODUCTIONS
ASTRO RADIO
BALI TV
BANGKOK BROADCASTING & TV
BBC GLOBAL NEWS
BIJOY TV
BLOOMBERG TV INDONESIA
CALCUTTA TELEVISION NETWORK
CAMBODIAN BROADCASTING SERVICE
CARLTON SPORTS NETWORK
CASPAR PRODUCTIONS
CEBU CABLE TV
CH7
CHANNEL NEWSASIA
CHRISTIAN GLOBAL NETWORK TELEVISION
DISCOVERY NETWORKS SINGAPORE
FOX INTERNATIONAL CHANNELS

GLOBAL TV
GMA NETWORK
GRACE ASSEMBLY MALAYSIA
HAKKA TV
HBO ASIA
HEART OF GOD CHURCH
HEAVENLY RADIO
HO CHI MINH CITY TELEVISION TECHNOLOGY
INDONESIA MEDIA TELEVISI (BIGTV)
JAMUNA TELEVISION
KANTANA GROUP
MCOT PCL
MEDIA CORP
MEDIA PRIMA
MTV CHANNEL
ONECOOL PRODUCTION
ORIENTAL POST
PEGASUS FILMS
PINEWOOD ISKANDAR STUDIOS
PT CIPTA TPI (MNCTV)
RACHANA TELEVISION RADIO TELEVISION HONG KONG
RADIO TV BRUNEI

ROYAL THAI ARMY RADIO AND TELEVISION CHANNEL 5
ROYAL TV
SAFRA RADIO
SAGAR BROADCASTING CORP
SAIGONTOURIST CABLE TELEVISION COMPANY
SCTV
SISTEM TELEVISYEN MALAYSIA
SKY CABLE
SRI LANKA RUPAVAHINI (TV) CORPORATION
STAR RADIO GROUP
STARHUB CABLE
THAI TV CO
THE WALT DISNEY COMPANY (SEA)
TV5 PHILIPPINES
VHQ POST
VIETNAM TELEVISION CABLE CORPORATION
WORLD TAMIL TV
ZEE MEDIA CORPORATION



Be in conversation with the top players in the industry at

BroadcastAsia2015
INTERNATIONAL CONFERENCE

and

6TH CREATIVE CONTENT PRODUCTION CONFERENCE 2015

The 2014 edition of the BroadcastAsia International Conference boasted a total of **127 speakers** and **over 400 delegates**, from **49 countries**. It serves as a global knowledge-exchange and networking platform, and brings together the best minds in the broadcasting and entertainment space.

BroadcastAsia2015
INTERNATIONAL CONFERENCE

2 – 5 June 2015 | Marina Bay Sands, Singapore

At **BroadcastAsia2015 International Conference**, expect to gather ground-breaking insights into the topics most relevant to your business, and get ready to pick the brains of our experts as we bring you an exclusive portfolio of industry visionaries and exclusive use case presentations. Learn how to future proof the TV business as we discuss topical issues surrounding OTT, video delivery infrastructure, next generation TV technologies, second screen & social TV monetisation strategies, viewer data analytics applications, advanced broadcast solutions, cloud broadcasting, workflow management & automation, radio broadcasting, and more!



6TH CREATIVE CONTENT PRODUCTION CONFERENCE 2015

3 – 4 June 2015 | Marina Bay Sands, Singapore

Creative Content Production Conference is back by popular demand for its 6th successful year! Bringing together top-level professionals from media and content giants, it examines the changing business paradigm in the film and TV ecosystem, as well as, spotlights the growth opportunities in content creation and distribution in a diverse Asian marketplace. Expect to learn key strategies to replicate the success of blockbusters in the region, gain new tools to achieve top ratings, and exchange ideas with over 200 key players in content generation and media.

For speaking and/or sponsorship opportunities please contact **Adeline** at adeline.ho@sesallworld.com



An opportunity to network with the buyers that matter most to you.

- Network with quality VIP buyers from broadcast, telecom operators and key enterprises, together with nominated exhibitors in a relaxed environment at the **Power Networking Breakfast**. Some of the attendees included senior level management from ABS-CBN Corporation, Aora TV, Bali TV, Media Prima, TV 3, Voice of Vietnam and many others.
- Exhibitors can demonstrate your latest technologies to interested visitors that join the **themed guided Technology Tours**. This is a perfect chance to network and establish business relationships to the relevant buyers.

"The past four days has been a great opportunity for Sony to talk to existing and potential customers, and show them our latest 4K and HD solutions for broadcasters and content creators. We look forward to future editions of BroadcastAsia, and believe that it can only get more exciting from here!"

Chris Grey, General Manager, Broadcast & Content Creation Solutions, Sony Professional Asia Pacific

Reaching out to the entire broadcasting & production ecosystem

An extensive marketing campaign is specially tailored for exhibitors to gain maximum brand awareness and publicity. See how you can leverage on the different marketing avenues available which ranges from online, offline, onsite, press conference and making personal visits to the relevant trade associations and key companies.

- Potential visitors will be browsing through the **official website** for events updates and to register to visit the event.
- **E-newsletters** are sent out regularly to potential visitors
- Visitors will be utilising the **online show catalogue** heavily to check out the exhibitors and their featured products 365 days, 24/7.
- The **show preview** and **direct mailers** will be reached out to over 80,000 qualified buyers in the region
- **Press releases** will be disseminated to major media agency around the region
- **Flyers** on the exciting happenings on the show floor will be distributed to all visitors during the show days.



"RCS agrees that this was probably one of the best BroadcastAsia that we can remember. The sheer number and quality of visitors was, for us, a big improvement on last year and I am sure we will see a return on our investment - which is obviously our main criteria. Many of our visitors told us they attended specifically because the radio track was so comprehensive and some of them travelled a long way to be there."

Mike Powell, Vice President, International Operations, RCS & Media Monitors

"It was a good show for us, and we definitely felt that the quality of the show has improved. The variety and quality of the visitors were also very encouraging."

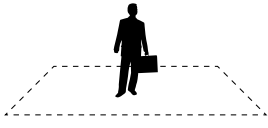
Andrew Tan, Director of Sales, Ross Video Asia Pacific

SECURE YOUR PRIME LOCATION

EARLY BIRD RATE

Enjoy the Early Bird Rate of SGD590 per sqm when you sign up by 31 October 2014.

* Space Only



SPACE ONLY SGD 630 PER SQM

Upper Storey rental at 50% of "Space Only" rate. Appoint your own contractor and customise your stand design to differentiate your booth from others.



SPACE + SHELL STAND SGD 695 PER SQM

Comes complete with basic stand structures – walls, carpet, fluorescent lighting and fascia board with your company's name on it.



SPACE + STANDARD PACKAGE SGD 705 PER SQM

Leave the work to us. This package comes furnished with chairs, table display shelves and blocks.



SPACE + COUNTER PACKAGE SGD 715 PER SQM

Simple, yet elegant. Great setup to display small-medium sized products and equipment without the frills.



Premium Centre



Premium Corner



Premium Island

SPACE + PREMIUM PACKAGE SGD 725 PER SQM

Make a statement! Generate traffic and attention with centre, corner and island premium packages (min 15 sqm).

EXCLUSIVE HOSPITALITY SUITES

Strengthen your relationship with your clients and book a fully customisable hospitality suite located at Level 4 of Marina Bay Sands that fits your unique requirements. Enjoy the exclusivity as you invite your customers for meetings, product demonstrations, exclusive discussions or hold networking / cocktail functions.

Contact **Calvin Koh** or **Merliyn Low** at broadcastasia@sesallworld.com or **+65 6233 6638** for more information.



Held concurrently with

CommunicAsia2015

www.CommunicAsia.com

EnterpriseIT2015

www.goto-enterpriselit.com

2 – 5 June 2014 | Basement 2, Level 1 & 3, Marina Bay Sands, Singapore

Targeting telecom operators, system integrators, satellite companies and venture capitalist as well? CommunicAsia and EnterpriseIT, Asia's most comprehensive info-communications technology exhibition is held alongside BroadcastAsia. The event will feature the technological advancements in the whole ICT ecosystems. Experience the world within reach with these technologies at the exhibitions.

CommunicAsia and **EnterpriseIT** incorporates **SatComm2015** which is the ideal platform for the satellite communication industry to address key concerns, gather valuable insights and be updated with the latest technologies within Asia-Pacific markets.

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