

BROADCAST - FILM - POST - INFOTAINMENT TECHNOLOGY

BROADCAST & FILM

GLOBAL MEDIA FOR BROADCAST,
FILM, POST & INFOTAINMENT
TECHNOLOGY & BUSINESS

SEPTEMBER - OCTOBER 2022



EMERGING NEW MEDIA TECHNOLOGIES UNVEILS AT



BI 2022

BROADCAST INDIA SHOW ■ MUMBAI

13 - 15 October 2022
Jio World Convention Centre, Mumbai



MANOJ MADHAVAN
Editor

BROADCAST INDIA SHOW 2022: Get set to witness all the new emerging technologies on display from October 13 to 15, 2022 at the Jio World Convention Centre, Mumbai. The 3-day conference program has some exciting panel discussions, masterclass and fireside chats and technology presentations. The I&B Ministry proposes that the AVGC centre of excellence in collaboration with the private sector will have a 48 per cent stake for the I&B ministry, 26 per cent for FICCI, and 26 per cent for CII. The I&B ministry has proposed to table the amended Cinematograph Bill 2021 in the winter session of Parliament.

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From the Editor's Desk

The Broadcast India Show 2022 returns after two years of pandemic and the industry stakeholders are expectantly looking forward to the show this year. The Show promises to display some of the latest technologies, which will usher in a new transformation in the television production, film production and emerging new media technologies. The 3-day conference program has some exciting panel discussions, masterclass and fireside chats and technology presentations.

The M&E market in India currently valued at \$23 billion, to touch \$55-60 billion by 2030, led by sectors such as streaming platforms, gaming, animation, and VFX (visual effects). Information and Broadcasting (I&B) Secretary Apurva Chandra believed the overall size of the market could even touch \$100 billion, provided the industry received the necessary impetus and support.

The I&B ministry has also proposed a National Centre of Excellence for Animation, Visual Effects, Gaming and Comics (AVGC), which would be set up jointly with the private sector.

The I&B Ministry proposes that the AVGC centre of excellence in collaboration with the private sector will have a 48 per cent stake for the I&B ministry, 26 per cent for FICCI, and 26 per cent for CII. The private industry will lead the AVGC transformation in India states the I&B Secretary. This is a welcome move and should spur investments in this sector.

The I&B ministry has proposed to table the amended Cinematograph Bill 2021 in the winter session of Parliament. Apart from anti-piracy provisions, the Bill also has provisions for certifying films that have raised concerns in the film industry. The Govt had fruitful meetings with the film industry to address their concerns on the issue.

The new trends driving and shaping the future of the industry include adoption of cloud, data, IP, and SaaS (software as a service) and PaaS (platform as a service). particularly The exciting opportunities created by 5G for broadcasting is another area which offers great potential.

The immersive and next-generation technologies like AI, AR/VR, and the Metaverse will make deeper inroads.

Get set to witness all the new emerging technologies on display from October 13 to 15, 2022 at the Jio World Convention Centre, Mumbai.

Manoj Madhavan - Editor



Organised by

NÜRNBERG MESSE

EMERGING NEW MEDIA TECHNOLOGIES

UNVEILS AT

BI2022

BROADCAST INDIA SHOW

13/14/15 October 2022

Jio World Convention Centre, Mumbai

Premium International Venue for Best-in-Class Exhibitions

www.broadcastindia-show.com

FILM • TV • RADIO • AUDIO • MOBILE • NEW MEDIA

CONTENT CREATION • MANAGEMENT • DELIVERY

INDIA'S MOST FOCUSED EVENT FOR THE BROADCAST AND INFOTAINMENT INDUSTRY IS SET TO BE HELD FROM 13-15 OCTOBER, 2022

The 31st edition of Broadcast India Show under the aegis of Asia's Broadcasting and Infotainment Show (A.B.I.S) will take place from 13-15 October, 2022 at an all-new venue Jio World Convention Centre, Mumbai. Organised by NuernbergMesse India, A.B.I.S is an umbrella brand showcasing the entire global media & entertainment ecosystem which includes the brand new content marketplace - Content India Show in

its 2nd year, the Broadcast India Show in its 31st year. The theme of the A.B.I.S Conference 2022 is 'Entertainment & Media: Riding A New Wave of Transformation'.

The 3-day conference session will feature panel discussions, workshops and is an opportunity to network with top industry players and keep abreast with the latest trends and technologies in this exciting world of Media, Entertainment and Technology.





Sonia Prashar

Managing Director and
Chairperson of the Board,
NürnbergMesse India

"Broadcast India Show 2022, in its 31st year, continues to evolve with the market and delivers the best platform for exhibitors to showcase their new products."



Peter White

CEO,
International Trade Association for
Broadcast & Media Technology
(IABM)

"It is great to see how quickly the Broadcast & Media's community comes back together. Broadcast India will be a testimony to the wealth of talent and creativity in the Indian market today."



Satish Aggarwal

President,
All India Broadcast Manufacturers
and Distributors Association
(AIBMDA)

"Broadcast India Show has always brought the latest technology to the doorsteps of the broadcasters and has provided a healthy forum with good environment for networking."



Ujwal N. Nirgudkar

Oscar Academy Member & Chairman,
Society of Motion Picture and
Television Engineers (SMPTE)
India Section

"Broadcast India is an eagerly awaited show by the Media & Entertainment Technicians as well as Corporates from India and globally."

Who should visit Broadcast India ?

Key decision makers, specifiers and buyers from Government and Private sectors including:

- ◆ Advertising Agencies
- ◆ Audio Production & Post Production
- ◆ Cinematography/Videography
- ◆ Computer Graphics & Animation Facilities
- ◆ Digital Visual Effects Facilities
- ◆ Duplication & Replication Industry
- ◆ Film/TV Studios/Press
- ◆ Film Exhibitors and Theatre Owners
- ◆ Production & Post Production Facilities
- ◆ Sound Recording Studios
- ◆ Stage Show & Stage Promotion Companies
- ◆ Systems Designers/Integrators, Installation Engineers & Executives
- ◆ Television Stations, TV & Radio Broadcasters
- ◆ Manufacturers / Agents / Distributors / Dealers and Resellers of Hardware Technology



TECHNOLOGIES AT DISPLAY

- | | | | |
|-------------------------|---------------------|---------------------|--------------------------|
| • 2D/3D Animation | • Digital Film | • Multimedia | • Television |
| • Asset Management | • Film | • Music | • Test & Measurement |
| • Archive | • Graphics | • Outside Broadcast | • Transmission |
| • Audio | • High Definition | • Production | • Video |
| • Broadband | • Interactive Media | • Radio | • Visual Effects |
| • Broadcast | • Internet | • Recorders | • Webcasting |
| • Cable | • IPTV | • Satellite | • Widescreen and more... |
| • Cameras | • Lighting | • Servers | |
| • DAB / DBS / DST / DTT | • MPEG | • Streaming | |
| • Desktop Video | • Mobile TV | • Systems Design | |

INDUSTRY SPEAK

AI MEDIA

Our key areas of focus in the Indian market are: Broadcast (Media & Entertainment), Government, Education, Events, Sports, Corporate

ANYA ENTERPRISES

We were influenced with the target audience that attends your show which are other than the general consumers. It gives us a platform to showcase our high-end products in parallel with our competitors and make our presence felt in market. With this being our first time participation in your show, we would like to share this feedback post our live experience. Other than that we were impressed with the feedbacks heard about the show and its reach which made us come to you.

APICAL IMPEX PVT. LTD.

The products that we have made for M&E customers and we are expecting a crowd of M&E customers in the Broadcast to showcase our products.

APUTURE INDIA PVT. LTD.

Broadcast India Show is a great platform to showcase our brand and meet potential audience. Bring more awareness of the brands and products who are attending the show.

ARIHANT INFO SOLUTIONS

Broadcast India Show has always made sure that we reach to a variety of clients and attracts the niche crowd that we cater. It has made it possible to source good clients who require enterprise class products.

BENLYCOS PVT LTD

We took part in Broadcast India Show 2019 and that has generated much industry connects and provided us with many opportunities for interacting with customers which provided us great insights and lead to us investing in new product engineering and launching Bloom 4S in Broadcast India Show 2022. In 2022, we look forward to building partnerships with distributors and finding partners who can help us gain market traction to serve our customers better. It would be great if we can have access to the contact information of relevant distributor partners who will be taking part in the event so that we can interact with them prior to the event and potentially sign up when we meet in person at the event.

CANARA LIGHTING INDUSTRIES PVT. LTD.

Broadcast India Show is the biggest broadcasting show in India. This has helped us to reach most of the broadcasting

customer who visit the show. Customer can experience the new development and effect personally. We have been participating in the show since 2010. At present majority of visitors are from Maharashtra and some from other part of the world. In order to attract most of the broadcasting clients, please send communication to each of them regarding the show, date, place, timing with a request to attend the show. Please emphasize, this is the biggest broadcasting show and which promises to provide real value to their knowledge, technology and latest information

CANON INDIA PRIVATE LIMITED

The impact has been positive for Canon India. The association has been beneficial for us.

COLO VENTURE

Doing in such a big scale for the first time and expecting to get it's result in 1 years' time. Trying to pull production houses

DIGIWAIVES SOLUTIONS

Broadcast India Show is a Show where the Products are positioned better & there are serious walkins during the Show, hence we would like to showcase.

FOTO CENTRE TRADING PRIVATE LIMITED (SIRUI)

First time we are taking part so we wish more support from you to promote our brand. By sending Mails, Adds & Reels on Instagram & Facebook, best offer deals

LEKSA LIGHTING TECHNOLOGIES PVT. LTD.

Broadcast industry has evolved with complete technology upgrade to deliver better content to the viewers. Show was helpful for us to showcase our upgraded technology products along with excellent client interactions of this part of the world. A decent amount of quality customers been visiting the show so far and it give an excellent platform for manufacturer and growing companies like us to interact and transact more with the ultimate users. Some promo emailers from Broadcast India Show to the genuine customers with brand visibility of ours would definitely help the footfall to the booth during the expo.

LIVE U

Broadcast India Show helps us to connect with the customers at one place and offer them real time demo of our products and services. Surely, customers prefer to work with brands who are more active in market and are present in industry exhibitions like Broadcast India Show.

OCTOPUS NEWSROOM APAC LTD.

We missed the Broadcast India Show the last two years, and we strongly believe it is the main window for us to show what we are capable of to the world. All the top broadcasting outlets' representatives will be at the show, and we all know what it means to see and talk to a real person.

PANASONIC LIFE SOLUTIONS INDIA PVT. LTD.

Helped Panasonic to access regional markets & Micro Enterprise customer base. Expanding reach to event companies and equipment vendors providing services and equipments for live events.

PHOTOQUIP INDIA LTD.

Since Broadcast India Show is such a pristine show for the media industry, We are looking forward to meet and network with our community members of the broadcast, media and infotainment domains.

PROMISE TECHNOLOGY INC.

The proliferation of rich media products and services fueled by the massive migration of digital services online over the past two years has increased demands on faster, more efficient and higher production values from creatives, broadcasters, marketers and the content community as a whole. PROMISE will bring our latest data storage solutions customized for rich media to Broadcast India Show to support the creative professionals in APAC and other regions to tackle the digital media revolution.

QUANTUM

Broadcast India Show has given us an excellent platform to demonstrate how Quantum can help in solving complex technology challenges faced by the industry. Broadcasters have hyper-evolved into high resolution, multiple format, continuous content delivery brands. Getting and keeping control of content creation, collaboration, delivery, and now, content re-use and repurposing are critical to staying ahead of the competition. This show enables us showcase how our solutions can help the industry.

QIZAR SOLUTIONS PVT. LTD.

The show allows to have a knowledge of the product to the effective segments. Broadcast India Show is already doing wonderful execution.

ROUTEORP INDIA PRIVATE LIMITED

This Exhibition gives us a lot of exposure to increase our market reach as we are

national distributor of many Audio, Video and Broadcast Brands. It helps us in increasing our partner network as well as to communicate directly with end clients.

SHETALA AGENCIES

It has given a good exposure to Shetala Agencies Pvt. Ltd. and to our products we are dealing with. From our point of view whatever your planning are really doing good and executed well.

SHOTOKU

This is our first time at Broadcast India Show.

STUDIO NETWORK SOLUTIONS

Broadcast India Show is a great way to reach media professionals across India and helps position our company as the leading technology solution for content creators and video production teams in the region.

TATHASTU TECHNO SOLUTION

Broadcast India Show has definitely helped us reach broaden our horizons to uplift our brand positioning in the market by understanding customers purchase strategies, key pain areas by offering them appropriate solution during the event. The Broadcast India Show also helped us to widen our customer reach and make new alliance.

TELESPACE NETWORKS

Last 18 years we have regularly participated in telecom exhibitions (convergence) CATV (Satellite and cable TV). We are the first to participate in (broadcast) sound and video after the show we will give you oLlr feedback. India is now grooming recently in sound lights and video as consent so you are more focused on all these sectors.

TVU NETWORKS INDIA PRIVATE LIMITED

Broadcast India Show provides an excellent venue to increase visibility within the broadcast industry. Genuine conversations with attendees will reinforce brand recognition, solidify relationships with current customers and encourage future interactions.

YASUKA CORPORATION

Broadcast India Show since inception, has been a part of our marketing strategy. It has provided us exposure customers from all parts of industry. It's been a profitable and worthwhile part of our growth in the business. We have met lot of clients from distant parts of the country and been able to represent ourselves on global platform.



PRODUCT LAUNCHES

AI MEDIA

During 2021, Ai-Media acquired market leading North American video and captioning technology company EEG Enterprises. Since then, Ai-Media has evolved into a global technology provider, offering a one-stop-shop for captioning, translation, and transcription solutions. Providing an end-to-end suite of cutting-edge captioning hardware and software technology. We are also introducing Ai-Media's Alta encoder, which now supports SRT protocol.

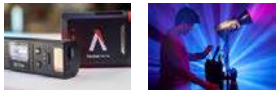
ANYA ENTERPRISES

DJI Transmission is DJI's first independent wireless video solution. Developed on the heels of Ronin 4D's advanced video transmission technology, this system combines reception, monitoring, control, and recording into one, taking your filmmaking experience to a whole new level.

APICAL IMPEX PVT. LTD.

A wide range of GPU (graphics processing unit) computing platforms (Workstations & Servers) that are designed for Media Applications workloads. And a high end NVMe data storage system which is again made for Media Applications workloads. And a high end NVMe data storage system which is again made for Media Applications workloads.

APUTURE INDIA PVT. LTD.



LS 600c Pro, MT Pro and MC Pro Lights

ARIHANT INFO SOLUTIONS

Yes, we have just launched EXASCEND in India. We are a team of storage industry veterans who had a vision of a better storage provider. Combining technology leadership with a passion for innovation and service, we created Exascend - a total storage solutions provider committed to its customers and solving the storage. The main products are ENT GRADE SSDs, CF EXPRESS CARDS, CFAST CARDS. We have also launched Intel 3rd Gen products.

BENLYCOS PRIVATE LIMITED

We are launching Bloom line of products at Broadcast India Show 2022 by introducing Bloom 4S, the first product in the Bloom product line. Bloom 4S has 4 built-in 4G SIMs and combines the speed available on all the 4 available networks to provide a reliable and more secure internet connection channel of use by reporters who need high speed internet connection in the field and remote locations. Bloom also provides cloud based management of devices for the media houses for monitoring and controlling the router from any location worldwide.

CANARA LIGHTING INDUSTRIES PVT. LTD.

100W LED Fresnel with passive heat sink, this lighting fixture is noiseless, highly recommended for application requiring noiseless fixtures. Suitable for low height studios. 150/300 W RGBW LED uniform Wash Panel - this product is highly recommended for cyclorama wash application without hot spot. This fixture designed with very efficient fin type heat sink.

CANON INDIA PRIVATE LIMITED

We would be showcasing new products including two new Pro DV cameras and two new Cinema lenses. No information can be shared on the products at this point.

CARL ZEISS INDIA PVT. LTD.

ZEISS Supreme Prime 15mm T1.8, CinCrafft Mapper - VFX Solution

CDM TECHNOLOGIES & SOLUTIONS PVT. LTD.

Sanskrit University widens student outreach with NDI® and TriCaster® India's Sanskrit University has upgraded its video equipment with NewTek's TriCaster to create a high-quality hybrid. Sony, Nikon, Panasonic, Zeiss, Wacom, Sennheiser, Loupedeck, Metabones, Zhiyun, DJI, EPOS, Lacie, Sandisk, GoPro, Black Magic, Maliboo, B&W, JBL, Mobius & others.

COOKE OPTICS

All-spherical and T1.4 throughout, Cooke S8/i FF will produce breathtakingly beautiful images for digital motion capture and mark a new chapter in the Cook Look. The new Cooke Varotal/i FF zoom range is designed and built without compromise, with optical image performance and i/ Technology inside.

DIGITAL NAVIGATION

We are planning to show all products. Specially Showing our E-ASSET365 Archival and MAMS Solution. We have video playback automation and successfully live in multiple channels. The first sports channel of Bangladesh "T-Sports" has chosen RAPID CS - Advance playback automation and successfully live from last 1 year. TV today Group (Aaj Tak, India Today) chosen our E-ASSET365 Archival and MAMS Solution and using from last 2 years.

DIGIWAYS SOLUTIONS

ETC Lights FOS 4 Panel Lights RTS Intercoms

FOTO CENTRE TRADING PRIVATE LIMITED (SIRUI)

Latest technology in cinema lineup Macro Lenses, Zoom lens & APS-C (Super 35mm) and Full Frame Anamorphic lenses & Continue and RGB lights.

LEKSA LIGHTING TECHNOLOGIES PVT. LTD.

Leksa Lighting has upgraded series of LED Soft & Lens panels with better purity parameters and brightness. Along with these products company has introduced new range of Architectural series products which are being used for beautification of the spaces including the Studio Room backgrounds, work area, studio backgrounds and exterior of the buildings. CCT Tuneable series also being upgraded to various optional wattages to increase the brightness. New launch of Wash series light is capable of handling CCT from 3000K - 7000K with colour corrected RGB+WW LED Sources. Beyond Broadcast a series of Fiction shoot luminaires over 35 varieties are developed as per DOP preferences. This has been a massive support to Film & Fiction industry which were earlier driver with high power consumed uncomfortable conventional lights. To know more please visit the website www.leksalighting.com

LIVE U

Lamhas will provide demo of new LiveU models with 5G capabilities and multi camera input. It will also provide demo of Cloud Editing Solution and Cloud based solution for Graphics and customer engagement for linear and digital Broadcasters. Lamhas in association with TownNews, USA will also showcase the solution for Digital News Publishing for Broadcasters.

OCTOPUS NEWSROOM APAC LTD.

We are bringing Octopus 11 to Broadcast India 2022! Don't miss the chance to see the newest version of our news production system in action! Octopus 11 contains the biggest visual upgrade ever made to our newsroom system! Shaped according to years of customer feedback, it promises superior user experience when producing news and other programs.



Improvements in the UI make navigation across the system easier and facilitate a quick adaptation of new users. Octopus 11 is more user-friendly and customizable. It provides for greater plasticity in the toolbar and menu, making it more robust and adaptable than before. Congruent with the customer-focused approach, Octopus 11 is also bringing a dark mode to serve the natural low-light newsroom environments.

PANASONIC LIFE SOLUTIONS INDIA PVT. LTD.



We will be showcasing Kairos Platform for the first time in Asia.

PANTHER GMBH



S-TYPE DOLLY a unique electro-mechanical scissor Dolly

- ◆ Durable drive unit
- ◆ 4 Steering Modes
- ◆ Combined Studio and Track wheels
- ◆ Detachable Arm
- ◆ Wireless Handset

PHOTOQUIP INDIA LTD.

The latest launch by Nanlite is the most versatile and compact light till date : FS 60B & Nanlux's Evoke 1200B (I cannot share the images for these 2 products). We would also be showcasing some of our unique and new age cine equipments from Nanlux which is DYNO 650C RGBW LED Panel.

PROMISE TECHNOLOGY INC



Vtrak N-Series: a shared storage with performance optimization and file sharing for rich media and production teams, perfect for collaborative workflow features on Adobe Premiere Pro, Final Cut Pro X, Autodesk Flame, and other professional editing software. PegasusPro: display the simplification of video team collaboration with faster copying for both editing and team volumes via PROMISE patented technology FileBoost.

QUANTUM

Quantum has been delivering solutions and technology to the media, entertainment and broadcast industry for several decades. Quantum is perpetually innovating, as technology providers we need to keep pace if not stay one step ahead to offer solutions that helps broadcasters deliver current and relevant content.

ROUTE CORP INDIA PRIVATE LIMITED

We are not exactly planning to launch any products but there are many newly launched products which we want to showcase at the exhibition specifically of Blackmagic design and Belden products.

SHETALA AGENCIES

Re-launch of our New SIGMA Cine FF Classic Prime Line The FF Classic



Prime Line incorporates more non-coated optical elements to achieve unrivaled expression. It retains the high resolution capability that SIGMA CINE LENS is well known for, and offers a unique combination of low contrast and artistic flare/ghost in the image. As with all other lenses from the FF High Speed Prime Line, it creates beautiful bokeh effects to improve creativity.

STUDIO NETWORK SOLUTIONS



Announcing the all-new EVO OS v7.0—an entirely new user experience for creative teams, complete with the

award-winning EVO

Suite of workflow tools included for unlimited users. EVO OS v7.0 offers users a wide range of powerful new features and enhancements, including expanded support for 4K workflows, enhanced security measures, greater performance and stability, as well as an updated user interface. The included EVO suite of workflow tools is the industry's first and only comprehensive software solution that earned NAB Show Product of the Year Awards in both remote production and cloud computing/storage.

TATHASTU TECHNO SOLUTION

Not currently, but will be collaborating with more brands to provide uninterrupted, enhanced services to our customers from varied industries.

TELESPACE NETWORKS

Introduction of Defense and sound light cable with the spools.

TIYANA INCORPORATION

Lightbridge CRLS Precision Cine Reflectors - Finest selection of Cine Reflectors. Lightbridge is sophisticated assemblage of light shapers for cinema, video, interview, portrait lighting and other theatrical productions. Lightbridge was officially launched in India in 2022 in association with Tiyaana Incorporation as Official Distributor.

TVU NETWORKS INDIA PRIVATE LIMITED

TVU Channle-Go beyond payout. The easiest way to manage and launch your 24/7 live digital channel for live broadcasting over the air, on cable, OTT, apps, social media, and websites. Launch from your laptop in minutes. Intuitive. Cloud native. Unleash your creativity.

YASUKA CORPORATION

This year we will showcase Lightstar LUXED painter series, which are RGBWW LED Light banks with App control. The LED Light banks are most versatile and exceptional products with high output and less power consumption especially for out door shoot. The second product we will showcase for first time is Prolychit origin 675Fs RGBACL monohead with app control. One of the finest products for cinematographers to experience in the most advanced technologies of lighting. Exceptionally crafted for excellence in output and fine controls.



PRODUCTS ON DISPLAY

4 SQUARES CORPORATION

Belden Cable, Newtrik Connectors, Harman Speakers, Cable Accessories

AI MEDIA

SDI family of caption encoders, Falcon, Lexi, iCap Translate

ANYA ENTERPRISES

DJI RONIN 4D, DJI Transmission, DJI Ronin 2, DJI RS 3 Pro, DJI RS 3DJI RS 2DJI RSC 2DJI MIC, DJI Action 2, DJI Pocket 2, DJI OM Series

APICAL IMPEX PVT LTD

Workstation, Server, Data Storage

APUTURE INDIA PVT LTD

Light Storm series, Nova series and Amaran series

ARIHANT INFO SOLUTIONS

(AIC), Taiwan (Intel/AMD certified Server Racks & Storage Chassis) DELL- EMC Gold Partner for Servers / Storages Exascend - Enterprise and Industrial Grade SSDs / Memory Cards (Distributors) QNAP - NAS (Distributors) QSAN - NAS / SAN (Distributors) FSP / Zippy - Power Supply (Distributors) Stardom - DAS (Distributors) Adaptec / LSI - Raid Cards (Distributor) Intel - Xeon CPU / SSDs / Network Cards (IG - 40G) Seagate / WD - Hard Disks / SSDs (Partners) Qlogic - FC Cards Samsung / Micron / Hynix - Server Memory Spares / Options for Branded / Non-Branded Servers

BENLYCOS PRIVATE LIMITED

Zifilink 5x, Zifilink 4x, Bloom 4S

BLESS FILMS AND PR

Stocked brands include Sony, Canon, Nikon, GoPro, Zeiss, Rode, DJI, Sound Device, Sennheiser and many others

COOKE OPTICS

Cooke will be showing the new S8/I FF and Varotal/i FF zoom lenses.

CANARA LIGHTING INDUSTRIES PVT LTD

60W Sharpshot LED Panel, 90W CCT Tunable LED Panel, 3200 -5600K. 150/300W RGBW Wash Panel for Cyclorama. 100W LED Fresnel with passive heat sink. For noiseless applications: 300W RGBW LED Fresnel, 300W RGBW LED profile

CANON INDIA PRIVATE LIMITED

EOS R5 C, EOS C70, EOS C300 Mark III, EOS C500 Mark II, XF605, Sumire Prime lenses, Cine Prime lenses, high zoom and servo Cinema Lenses, RF Lenses

CARL ZEISS INDIA PVT LTD

Cinematography Lenses, CinCraft Mapper - VFX Solution

CDM TECHNOLOGIES & SOLUTIONS PVT LTD

Sandisk professional, OWC, Angelbird, Sonnet, Newtek, BirdDog, Bluefish444, Kiloview, Rotolight, ClassX, Shimbol

COLO VENTURE

Sony, Nikon, Panasonic, Zeiss, Wacom, Sennheiser, Loupedeck, Metabones, Zhiyun, DJI, EPOS, Lacie, sandisk, GoPro, Black Magic, Maliboo, B&W, JBL, Mobius & Others

DIGITAL NAVIGATION PVT LTD

E-ASSET365 - MAMS Solution, NewsGlobe-NRCS, OCRIPT- Teleprompter, RAPID - Playout Automation, CAPIO - Ingest Solution, Media Pump - File Transcoder, Transit - Media Logger, N-Gage BMS, NewsBuzz - Newsroom App, Fluji - PCR Playout

DIGIWAIVES SOLUTIONS

RTS Intercoms by Bosch, 2. ETC Lighting for Studio & Theatre, 3. ROSCO Chroma Keying Paint & Mat, 4. Foam Conversions Wind Shield with Logo, 5. EV Microphones by Bosch

KARTHAVYA TECHNOLOGIES PVT LTD

BLAZE Newsroom computer system, QuickEdge Automation, Gravity Deep archival, Workflowlabs Nitro servers, Workflowlabs Fusion asset management solution.

LEKSA LIGHTING TECHNOLOGIES PVT LTD

Studio LED Soft Panels, LED Lens Panels, LED Fresnel's, LED CYC Wash Lights, LED ENG Kit Lights, LED Profiles, LED Film Lights, Soft Boxes, CCT Tuneable fixtures, Colour corrected RGB Fixtures and a complete range.

LIVE U

TV Channel Uplink, LiveU, Cloud Editing Solution, Zixi Solution, Cloud Based Graphics Solutions, OTT Playout

OCTOPUS NEWSROOM APAC LTD

Our leadership team and workflow experts will be on-site at booth D1 to showcase the latest updates and innovations. We proudly present Octopus 11 - the newest version of our flagship news product system! Hungry for more? We are also showcasing two other solutions to streamline your news production - KO:R, a planning and collaboration tool, and

iReporter, a professional video gathering platform.

PANASONIC LIFE SOLUTIONS INDIA PVT LTD

4K ENG Cameras, Studio Cameras, Range of 4K PTZ Cameras & Solutions, Switcher, Controller and Related Accessories, Kairos IT/IP Platform.

PANTHER GMBH

CLASSIC PLUS DOLLY, the legendary Dolly from legendary maker. Light and robust Dolly which fits every set. S-TYPE DOLLY, a unique electro-mechanical scissor Dolly. EASY RIDER, state of the art electro driven rickshaw Dolly.

PHOTOQUIP INDIA LTD

Nanlux Cine Lighting Equipment's, Nanlite LED lights and accessories

PROMISE TECHNOLOGY INC

PegasusPro series with FileBoost / *VTrak N1008 with NVMe Caches / *Pegasus32 with Thunderbolt high Performance

QIZAR SOLUTIONS PVT LTD

1. Reckeen 3d Virtual Studio.
2. Quicklink Skype
3. Bridge Broadcast Converters
4. AuraStar Encoder & Decoder.
5. Niagara Video Processor.
6. OSEE Broadcast Monitor.
7. Rocstor Storages.
8. Hollyland Transmitter & Receiver.
9. Videon Encoder

QUANTUM

1. StorNext file system: A software defined storage platform for HD/4K & beyond workflow.
2. CATDV: Leading content management, curation, & orchestration software platform: helping organization index, manage, monetize & get insight from their content.

ROUTEORP INDIA PRIVATE LIMITED

Products related to Broadcast , Audio and Video segment. Whole range comprises of Broadcasting Camera , switchers , post production editing equipments with supported audio as well as cables.

SHETALA AGENCIES

SIGMA Cine FF High Speed Prime Lenses & SIGMA Cine High Speed Zoom Lenses RED Digital Cameras & Small rig Complete Accessories Solutions

SHOTOKU

We will be highlighting our full range of Robotic Camera Systems and will be on hand to answer any questions, or assist with project planning.

STUDIO NETWORK SOLUTIONS

SNS will be showcasing the high-performance EVO shared storage video servers and its included EVO Suite of workflow tools: ShareBrowser media asset manager, Slingshot automations engine, and Nomad remote editing tool.

TATHASTU TECHNO SOLUTION

Software brands like, Maxon, Vectorworks, Boris FX, Videocopilot, InstaLOD, IsotroPIX, Corona Renderer, Renderman, Adobe, Marvelous Designer & Enscape 3D, whereas for Hardware we have technology from HP, HP Enterprise and Dell respectively.

TELESPACE NETWORKS

Recently a high profile cable and all types of expanded beam connectors were manufactured in our factory. These cables are used in defense and navy and sound and light and it is used in very expensive machinery.

TIYANA INCORPORATION

Lightbridge CRLS Precision Cine Reflectors. Lightbridge C-Drive Cine Reflectors Lightbridge C-Move Cine Reflectors

TVU NETWORKS INDIA PRIVATE LIMITED

TVU Channel; REMI(TVU Producer+TVU RPS); TVU Replay; TVU Partyline; TVU Anywhere; TVU Remote Commentator; TVU Search; TVU One; TVU RPS link Encoder; TVU Nano; TVU Rack Router; TVU Mlink; TVU Glink; TVU Servers; TVU IOT Router

VODOCIPHER MEDIA SOLUTIONS

Online Video Hosting, Multi-DRM Technology, Dynamic Watermarking, HTML5 Video Player, Amazon AWS Server, +cdn

WASP3D

We would be showcasing our low cost products for small broadcasters and live streamers apart from our Enterprise Product. We plan to help everyone with 3D Graphics, AR and Virtual Sets.

YASUKA CORPORATION

Lightstar LUXED painter series Nanlux LED lights Polyacht Orion RGB Led Monoheads Soonwell Element series



NETWORK
with the best minds
from the business

WITNESS
the latest trends,
technology and
products

MEET
Industry veterans
and experts

GAIN
new knowledge and
perspective

OUR VALUABLE PARTNERS



OUR VALUABLE PARTNERS

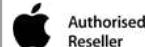


OUR VALUABLE PARTNERS

SHOTOKU
BROADCAST SYSTEMS



SINGH WORLD



And Many More...





BI2022
 BROADCAST INDIA SHOW - MUMBAI

SCAT2022
 SCAT INDIA TRADESHOW - MUMBAI

CONTX2022
 CONTENT INDIA SHOW - MUMBAI

13 - 15 October, 2022
 Jio World Convention Centre, Mumbai

THEME: ENTERTAINMENT & MEDIA: RIDING A NEW WAVE OF TRANSFORMATION

CONFERENCE PROGRAM
DAY ONE - 13TH OCTOBER 2022

11:45 hrs to 12:30 hrs
**THE FUTURE OF CINEMA ACQUISITION & PRODUCTION
WORKFLOW TECHNOLOGY**



Anuj Samtani
DOP, Director & Partner,
Stereovision India



Bill Roberts
Senior Director of Strategy,
Adobe



Jaikumar Pillai
Assistant Director Marketing,
Image Communication
Business & Consumer
System Products, Canon India



Neil Sadweilkar
Director,
Techie, Digital Dada



Peter Bruce
Sr. Channel Sales Manager,
APAC Harmonic

Moderator



James Ng
Head of Sales (Asia),
Studio Network Solutions

12:30 hrs to 13:00 hrs
**EVO SHARED STORAGE
THE AWARD-WINNING SOLUTION FOR
VIDEO PRODUCTION TEAMS**

14:00 hrs to 14:45 hrs
**THE INTERNET EXCHANGE REVOLUTION
BRINGING CONTENT CLOSER TO THE USER**



Akshat Rathee
CEO,
Nazara Games



Clint Rebello
Senior Strategy Lead,
Akamai



Paresh Shetty
President - Sales,
CtrlS Datacenters



Sandeep Donde
Founder &
Managing Director,
Microscan



Sudhir Kunder
Country Director,
DE-CIX Interwire India



Raunak Maheshwari
Executive Director
Extreme Internet eXchange

Moderator

14:45 hrs to 15:05 hrs

FOCUS TO PROVIDE A RESILIENT ENTERTAINMENT EXPERIENCE



Vishal Jain
Partner, Risk Advisory,
Deloitte India

15:05 hrs to 15:50 hrs

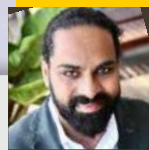
**MAKING INDIA A GLOBAL HUB OF CLOUD & CONTENT
UNCHAINING THE ELEPHANT**



Ripunjay Bararia
Co-Founder & CTO,
SugarBox Networks



Rohit Kumar
Founding Partner,
The Quantum Hub (TQH)



Sridhar Pinnapureddy
Founder & CEO,
CtrlSDatacenters Ltd &
Cloud4C



Raunak Maheshwari
Executive Director
Extreme Internet eXchange

Moderator

15:50 hrs to 16:20 hrs

**EIZO's VISUAL TECHNOLOGY SOLUTIONS
DRIVING INNOVATION IN THE VFX, ANIMATION &
POST PRODUCTION WORLDWIDE**



Rohan Chahande
Country Head,
India & Emerging Markets,
EIZO Corporation

16:30 hrs to 16:55 hrs

**DATA OIL FOR M&E:
IMPORTANCE, MONETIZATION, AVAILABILITY**



Kamal Gulati
Managing Director,
ITS Technology Solution
Private Limited



Manoj Dawra
Regional Head West,
ITS Technology Solution
Private Limited

17:00 hrs to 17:30 hrs

**IMPROVE YOUR LIGHT QUALITY & REDUCE
YOUR SETUP TIME WITH
LIGHTBRIDGE CRLS CINE REFLECTORS**



Jakob Ballinger
Founder
Lightbridge

17:30 hrs to 18:00 hrs

**ONEDIGITAL – CONVERSIONS AND
OPPORTUNITIES FOR DIGITAL OPERATORS**



Sanjeev Agarwal
Chief Operating Officer,
OneOTT Entertainment Ltd.

CONFERENCE PROGRAM

DAY TWO – 14TH OCTOBER 2022

10:30 hrs to 10:55 hrs

NEXT GENERATION PON



Piyush Dedhia
CTO,
Optilink Networks

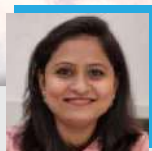
11:00 hrs to 11:45 hrs

GLOBAL GROWTH OF RISE & THE MENTORING PROGRAMME

Rise



Anjali Joneja Amar
VP & Country Head,
Tableau



Jagruti Ghogare
Executive Engineer,
TV9 News Network



Mala M Prasad
Regional Director,
AVI -SPL



Rupali Sarkar
Manager - Business Development
Yotta Infrastructure Solutions



Peter Bruce
Sr. Channel Sales Manager,
APAC Harmonic

Moderator

11:45 hrs to 12:05 hrs

EXCELLENCE IN CINEMA AND BROADCASTING



Gaurav Markan
Manager Marketing - Product,
B2B Business And Strategic
Alliances, Canon India

12:05 hrs to 12:25 hrs

UP YOUR DIGITAL WORKFLOW



S. Shankar Bhat
Head, Product Management,
Real Image

12:25 hrs to 12:55 hrs

SUPERCHARGE YOUR FREE (Free AD Support Stream TV)



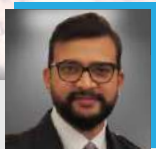
Paul Shen
CEO,
TVU Networks

14:00 hrs to 14:45 hrs

SPORTS AND BEYOND: BEST SHOTS



Anjali Joneja Amar
VP & Country Head,
Tableau



Deepak Joshi
Director, Perseverance
IT Solutions Pvt Ltd



Kingshuk Bhattacharya
Head - Broadcast Operations
& Network Engineering,
Sony Pictures Networks India



**Ramakrishnan
Subramanian ('Ramky')**
Founder & CEO,
SportsMechanics India Pvt. Ltd.



Ganesh Kaushic
Client Transformation
Advisor

Moderator

14:45 hrs to 15:05 hrs

DELIVERING CONTENT INTO NEW DIMENSIONS



Jignesh S. Mehta
Chairman & MD,
Mehta Infocom Private Ltd.

15:05 hrs to 16:05 hrs

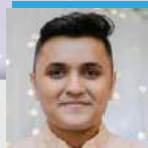
UNRAVELLING VIRTUAL PRODUCTION FOR MOVIE



Anant Roongta
Managing Director,
Famous Studios



Chaitanya Chinchlikar
VP & Business Head, CTO
& Head of Emerging Media,
Whistling Woods International



Parth Shah
Virtual Production
Supervisor,
Green Rain Studios



Rajesh Ramachandran
President & CTO,
Qube Cinema



Sasikumar
Senior Solution Architect,
Nvidia Graphics, India



Rahul Purav
Director Digital Imaging,
FutureWorks Media Ltd

Moderator

16:10 hrs to 16:30 hrs

COMPLETE RANGE OF CINE LENSES & SIGMA FP L CAMERA



Nishant Gala
Cinematographer

16:30 hrs to 16:50 hrs

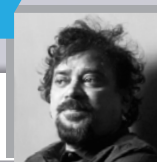
UNDERSTANDING 4K, 8K AND FUTURE TRENDS IN THE "CAMERA TECHNOLOGY"



NM Mehra
Vice President (Technical),
Visual Technologies
India Pvt Ltd

16:50 hrs to 17:50 hrs

FILMMAKING WITH MINIMALISTIC



Santosh Sivan
ASC & Leading
Cinematographer,
Film Director

CONFERENCE PROGRAM

DAY THREE - 15TH OCTOBER 2022

10:30 hrs to 10:55 hrs

STRATAGEM - YOUR RIGHT BILLING STRATEGY



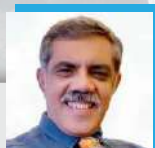
Ashish Shukla
Product Enthusiast & Head
of Software Innovation Center,
Vyomsai Technology Pvt. Ltd

11:00 hrs to 11.45 hrs

NFT IN THE MEDIA & ENTERTAINMENT



Ganesh Kaushic
Client Transformation
Advisor



Raj Kapoor
Founder, India Blockchain
Alliance & Advisor to
Block Chain Cos.



Manoj Madhavan
Editor,
Broadcast & Film Publication

Moderator

11:45 hrs to 12:45 hrs

IN SEARCH OF A PERFECT SCRIPT



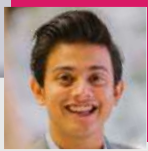
Pankaj Saxena
Film Maker,
Broadcast Media Consultant,
Cinema Academic and Writer

12:45 hrs to 13:45 hrs

RECALIBRATING INDIAN ANIMATION CONTENT DEFINING THE PATH AHEAD



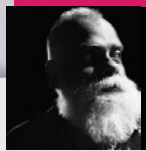
A.K. Madhavan
Founder/Director,
Assemblage Entertainment



**Murtuza
Kutianawalla**
Country Head - Distribution
& Sales - India
Toonz Entertainment Pvt. Ltd



**Ranjit Singh
TONY**
Creative Producer,
Animation Director,
Educator and Author



Suresh Eriyat
Founder and Director,
Studio Eeksaurus
Productions Pvt. Ltd



**Vaibhav
Kumaresh**
Director,
Vaibhav Studios

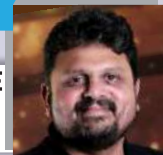


Manoj Madhavan
Editor,
Broadcast & Film Publication

Moderator

14:00 hrs to 15:00 hrs

A COMPREHENSIVE OVERVIEW OF THE IMMERSIVE INDUSTRY INCLUDING CINEMATIC VR, VIRTUAL PRODUCTION & THE METAVERSE



Chaitanya Chinchlikar
VP & Business Head, CTO &
Head of Emerging Media,
Whistling Woods International

15:00 hrs to 16:00 hrs

UNDER THE WISDOM TREE



Sriram Raghavan
Film Director &
Script Writer

in
conversation
with



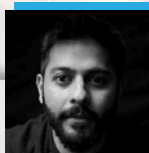
Pankaj Saxena
Film Maker,
Broadcast Media Consultant,
Cinema Academic and Writer

16:00 hrs to 17:30 hrs

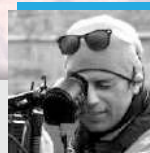
INDIAN SOCIETY OF CINEMATOGRAPHERS (ISC) ROUND TABLE THE RAPID MARCH OF TECHNOLOGY AND THE EVOLVING ART OF CINEMATOGRAPHY



Deepti Gupta
Cinematographer,
Director



Mitesh Mirchandani
Cinematographer



Setu
Cinematographer



Sylvester Fonseca
Cinematographer



Anil Mehta
Cinematographer

Moderator

*As on 6th October, 2022. Conference Sessions and Program are subject to change.

MediaTech Drivers

Analysis of major trends driving change in MediaTech



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Talking about a Revolution

Convergence, transformation and resilience

- **Convergence** is increasingly **blurring the lines of demarcation between** different **sectors** in MediaTech, with **gaming becoming the epicentre** of this change. An increasing number of media businesses have launched **initiatives that combine data and interactivity** to improve engagement with younger generations as well as **augment and diversify** their **revenue streams**. Convergence is having a **significant impact on production** as well, with the **growth of virtual production being a sign of this**. **Will Web3 be the next phase** for convergence?
- MediaTech businesses have continued their digital **transformation, streamlining** their **traditional** lines of business **to support** their **new digital** divisions. However, the **old remains very much the cash cow**, with **most seeing it as still crucial** to future success. This **transition** can be relatively well **mapped to a technology transition** involving the **move to cloud-based and data-driven workflows** as well as a **move to SaaS on the supply-side**.
- **Resilience** has become a **major business priority** in MediaTech. **Decentralization efforts** in 2020 have **increased vulnerabilities for businesses**, prompting them to **increase investment in support infrastructure**. Moreover, recent **macro headwinds** have introduced **financial pressures** ranging from **supply chain disruption** to **talent scarcity**. **ESG is also becoming an important part** of the resilience equation.

Sources: IABM






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MediaTech Change

Key business and tech drivers identified by IABM in 2022

	Drivers	Impact on business	Impact on tech
	Convergence	Engaging with younger generations and augmenting/diversifying revenues	Investing in interactivity, data, consumer experiences etc.
	Transformation	Streamlining old linear services to support new digital offerings	Investing in Cloud/SaaS while deprioritizing legacy
	Resilience	Managing risk and complexity derived from decentralization	Investing in risk mitigation initiatives and tech talent

Sources: IABM



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Convergence

The lines of demarcation between sectors are blurring

Netflix identifying its main competition

*We compete with a staggeringly large set of activities for consumers' time and attention like **watching linear TV**, reading a book, **browsing TikTok**, or **playing Fortnite**, to name just a few. As one example of this dynamic, on October 4, **when Facebook experienced a global outage** for several hours, **our engagement saw a 14% increase during this time period***

Netflix's Q3 Letter to Shareholders
(October 2021)



Sources: IABM



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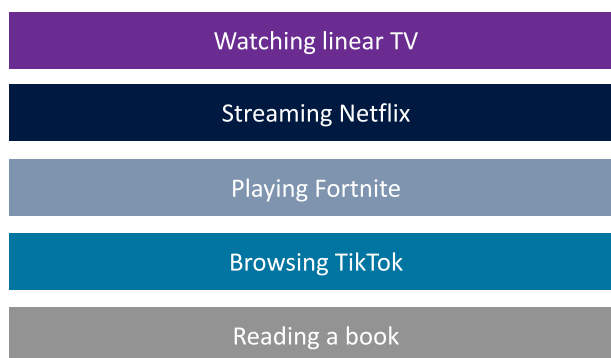
Convergence

MediaTech Before: Clear demarcation

MediaTech Before



Tagging the competitors identified by Netflix



Sources: IABM



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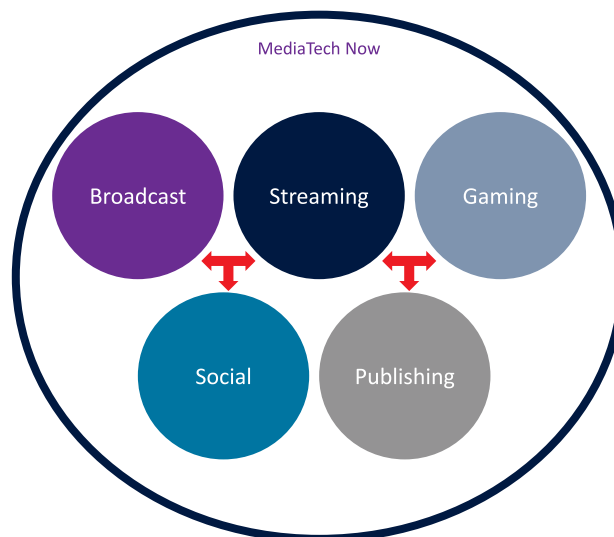
Convergence

MediaTech Before & Now: Convergence

MediaTech Before



MediaTech Now



Sources: IABM



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Convergence

Gaming is increasingly the epicentre of change in MediaTech universe



Convergence

Many initiatives in MediaTech combine data, interactivity, gaming and betting

Selected M&E convergence initiatives between 2021 and 2022

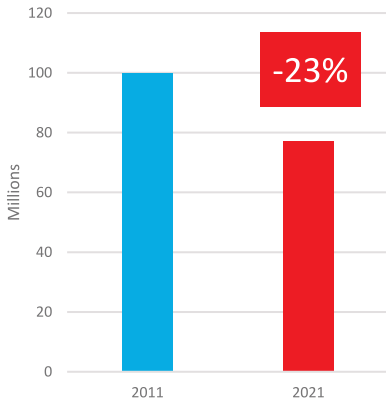
Company		Initiative	Type	Primary Focus
fuboTV		Acquisition of Vigtory	Acquisition	Betting
fuboTV		Acquisition of Edisn.ai	Acquisition	Data
fuboTV		Launch of FanView Live Stats	UX Development	Data
fuboTV		Launch of Free-to-Play Games	UX Development	Gaming
fuboTV		Launch of Fubo Sportsbook	UX Development	Betting
fuboTV		Launch of E-Commerce Shop	UX Development	Commerce
fuboTV		Launch of Pick'em Games	UX Development	Gaming
fuboTV		Launch of SportsGrid	UX Development	Interactivity
DAZN		Acquisition of Texel	Acquisition	Interactivity
DAZN		Launch of DAZN X	UX Development	Interactivity
DAZN		Launch of DAZN Bet	UX Development	Interactivity
Brighcove		Acquisition of HayPak	Acquisition	Interactivity
Brighcove		Acquisition of Wicket Labs	Acquisition	Data
Netflix		Launch of Netflix Games	UX Development	Gaming
Netflix		Acquisition of Next Games	Acquisition	Gaming
Netflix		Acquisition of Boss Fight	Acquisition	Gaming
Netflix		Acquisition of Night School	Acquisition	Gaming
Vimeo		Acquisition of WIREWAX	Acquisition	Interactivity
Bally's Corporation		Acquisition of Telescope	Acquisition	Interactivity
Bally's Corporation		Acquisition of Gamesys Group	Acquisition	Gaming
Bally's Corporation		Acquisition of SportCaller	Acquisition	Gaming

Sources: IABM

Convergence

Disney's plans in sports show that the sector could be a testbed for convergence

ESPN cable subscribers, 2011 and 2021



Disney comments on the strategic importance of the metaverse and sports betting

*While **multiplatform television and streaming** will continue to be the **foundation of sports coverage** for the immediate future, we believe the **opportunity** for The Walt Disney Company **goes well beyond** these channels. It extends to **sports betting, gaming and the metaverse**. In fact, that's what excites us, the opportunity to build a sports machine akin to our franchise flywheel that **enables audiences to experience, connect with and become actively engaged** with their favorite sporting events, stories, teams and players*

Bob Chapek
CEO
Disney
(February 2022)



Sources: IABM, Company filings



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Convergence

Augmenting and diversifying revenue streams is the real endgame of convergence

fuboTV on Vigtory acquisition

*We believe **online sports wagering** is a **highly complementary business** to our sports-first live TV streaming platform. We believe there is a real flywheel **opportunity with streaming video content and interactivity**. We not only expect sports wagering to become a **new line of business and source of revenue**, but we **also expect that it will increase user engagement on fuboTV resulting in higher ad monetization, better subscriber retention, and reduced subscriber acquisition costs***

David Gandler
Co-Founder and CEO
fuboTV
(January 2021)



Sources: IABM, Company filings



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Convergence

The rise of virtual production reflects the progression of convergence in media

Unreal Engine
Growth in downloads
(January-December 2021)

+40%

ICVFX
ICVFX stages in January 2022
(up from <12 in 2020)

250

*The Carlyle Group will support disguise to capitalize on the **significant market opportunity for virtual production technology**, a trend that has only accelerated during the Covid-19 pandemic*

Press Release
From Carlyle Group
(March 2021)



*In the **entertainment market**, we experienced **increased demand for our tracking systems to enable in-camera visual effects (ICVFX) in virtual production environments***

Interim Results
FY 2021
Oxford Metrics
(May 2021)

Oxford Metrics

Sources: IABM, Company Filings, Epic Games, ICVFX stands for "in-camera visual effects"

Convergence

Convergence increases latency in production, leading media businesses to look at the edge

AWS expanded its Local Zones by 32 new cities in February 2022

Stephen Kowalski
Director of Digital
Production Infrastructure
Engineering
Netflix
(February 2022)



*Historically, artists had specialized machines built for them at their desks; **now**, we are working to **move their workstations to the cloud**. In order to provide a good working experience for our artists, **they need low latency access** to their virtual workstations*

Christian Kennel
VP Post & Production
Technology
FOX Entertainment
(February 2022)



*With AWS Local Zones in **close proximity to our production hubs**, shoots, and the famed FOX lot, we're able to **deliver cloud resources directly to our artists**, allowing them to craft their vision without the limitations of traditional remote solutions*

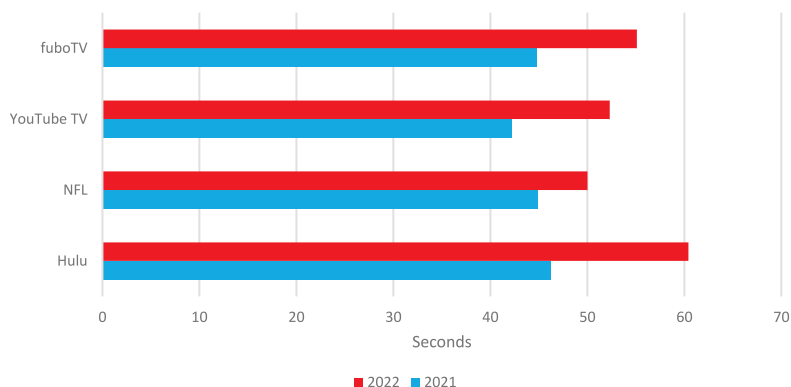


Sources: IABM, AWS

Convergence

Convergence also increases latency in live distribution

Super Bowl 2022 and 2021: Measured lag behind real-time for selected services



OTT Viewing

More viewers streamed the 2022 Super Bowl through the internet, increasing latency issues for providers

Sports Betting

More viewers streamed the 2022 Super Bowl while betting on it in near real-time, making latency more of an issue for providers

Sources: IABM, Phenix, TVTechnology



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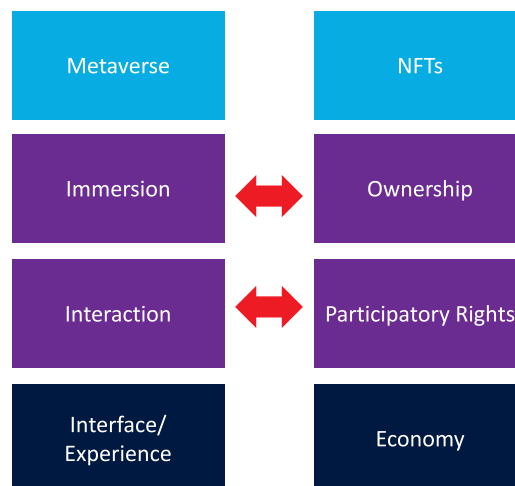
Convergence

Will Web3 be the next phase for convergence?

Meta's Q3 2021 Earnings Call

*If you're in the metaverse every day, then you'll need **digital clothes and digital tools** and different experiences. Our goal is to help the metaverse reach **1 billion people** and **hundreds of billions of dollars of digital commerce** a day*

Mark Zuckerberg
Founder, Chairman & CEO
Meta
(October 2021)



Sources: IABM, Company filings



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Convergence

Despite crypto crash, Web3 does offer new business models to media

Rewarded TV

Ad-free and sub-free OTT service rewarding users for time spent on the platform. NFT payments used to pay content providers

Our viewers will receive rewards and pay for premium content with RPLAY. RPLAY will be available to exchange for cash, or can be earned by watching free content on Rewarded TV...Users can also earn multipliers on their RPLAY earnings through 'gamified content'

Krish Arvapally
CEO
Replay
(July 2022)



Script.TV

Service offering linear content schedule with non-skippable ads rewarding users for time spent on the platform.

Although Script.TV gives viewers the opportunity to profit from their viewing time and personal data in return of SCRIPT blockchain tokens [SCPT] to reward them, it of course, is not our business model to purely just give out tokens

Akeem Ojuko
Co-Founder
Script.TV
(July 2022)



Sources: IABM, TVTechnology



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Transformation

Balancing the old and the new

Financial Trends



Linear

Revenues growing slowly or declining

Healthy operating margins



Digital

Revenues growing at a high rate

Still loss-making for most

Sources: IABM






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Transformation

Balancing the old and the new

	Linear		Revenue Growth 5%	Revenue Growth -6%
			Operating Margin 40%	Operating Margin 21%
	Digital		Revenue Growth 23%	Revenue Growth 82%
			Operating Margin -18%	Operating Margin -6%

Sources: IABM, Company filings - only M&E divisions considered



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Transformation

Linear continues to be rationalized

Selected rationalization initiatives by media businesses

Sale of CBS Studio Center



Shut down ESPN Classic, 30 cable channels in 2020, & about 100 in 2021 to focus on streaming

Shut down Pay-TV channels Fox Life & Viajar in Spain

Shut down the National Geographic UK linear channel



Shut down NBC Sports Network and moved sports content to Peacock streaming service

Shutting down the US linear Olympic Channel in September



Sold CBS Studio Center for \$1.85bn to "redeploy capital to strategic growth priorities"

Nickelodeon shut down South Korean linear channel to shift programming to Paramount+

*This sale is **part of an ongoing optimization of ViacomCBS' real estate and operations portfolio** and will allow the company to **redeploy capital to strategic growth priorities, including streaming***

Naveen Chopra
EVP and CFO
ViacomCBS (now Paramount)
(November 2021)



Sources: IABM, Company filings



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Transformation

As digital is expensive

Pre-Merger Operating Margin
Median of quarterly operating margin at
Discovery from 2018 to 2021

23%

Post-Merger Operating Margin
Operating margin in Q2 2022 at
WarnerBros Discovery

-37%



WarnerBros Discovery comments on ways to improve profitability

Efficiency measures

*We have implemented immediate measures to address and redirect the trend line. Most importantly, supported by key leadership changes and the introduction of a **more robust framework for capital allocation based on financial metrics and measured KPIs**. Key measures include: number **one**, the **shutdown of CNN+**. Number **two**, **restructuring the scripted content portfolio on the linear net, kids and animation, direct to HBO Max films as well as international local content not sufficiently supported by robust enough investment cases...***

Working on \$3bn synergies/job cuts

Considering ad-supported streaming

Restructuring content portfolio

Gunnar Wiedenfels
CFO
WarnerBros Discovery
(August 2022)

Sources: IABM, Company filings



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Transformation

Particularly for PSBs facing flat or declining funding

RTÉ writes letter to Irish Public Accounts Committee after it is criticized for live streaming issues

On-demand and live streaming technology requires extensive investment and infrastructure to deliver parity of service with linear broadcast services, which have been in operation for many decades, with continued investment of significant capital funding to the level of tens of millions...In addition, further evolution of the service needs additional specialist skills which will require increased operating expenditure

Letter to the Irish Public Accounts Committee
(February 2022)



Sources: IABM, Company filings



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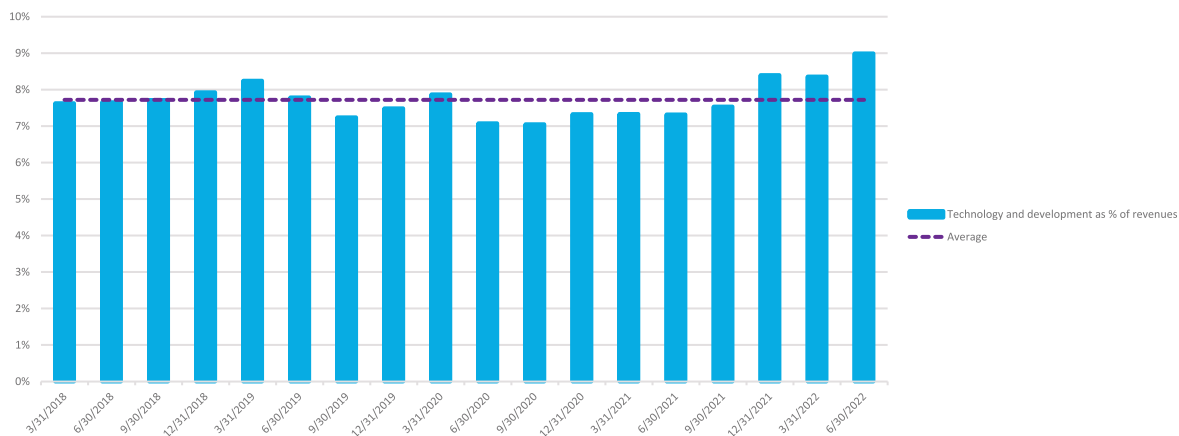
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Transformation

Digital requires continued investment, as shown by Netflix's commitment to tech

Netflix's quarterly investment in technology and development as % of revenues, 2018-2022



Sources: IABM, Company filings



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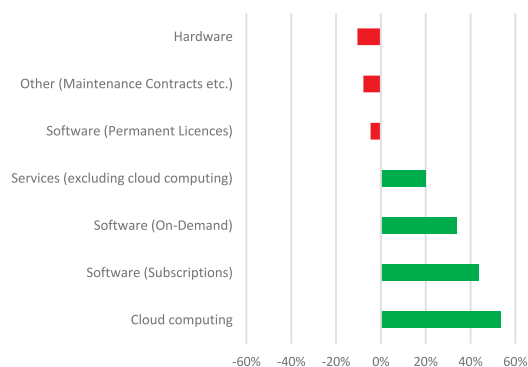
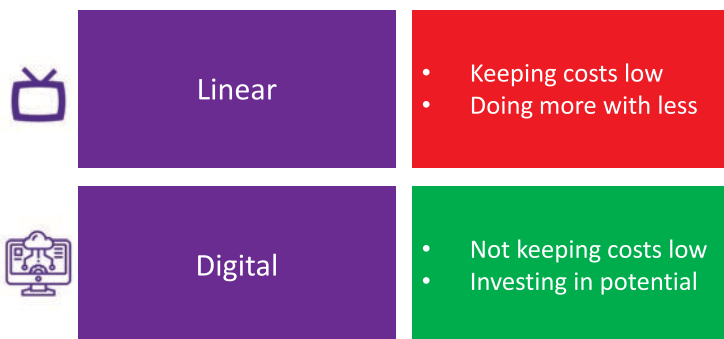
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Transformation

Media businesses continue to streamline the old to support the new

Tech Decision-Making

Media tech investment outlook, NET difference in investment



Sources: IABM



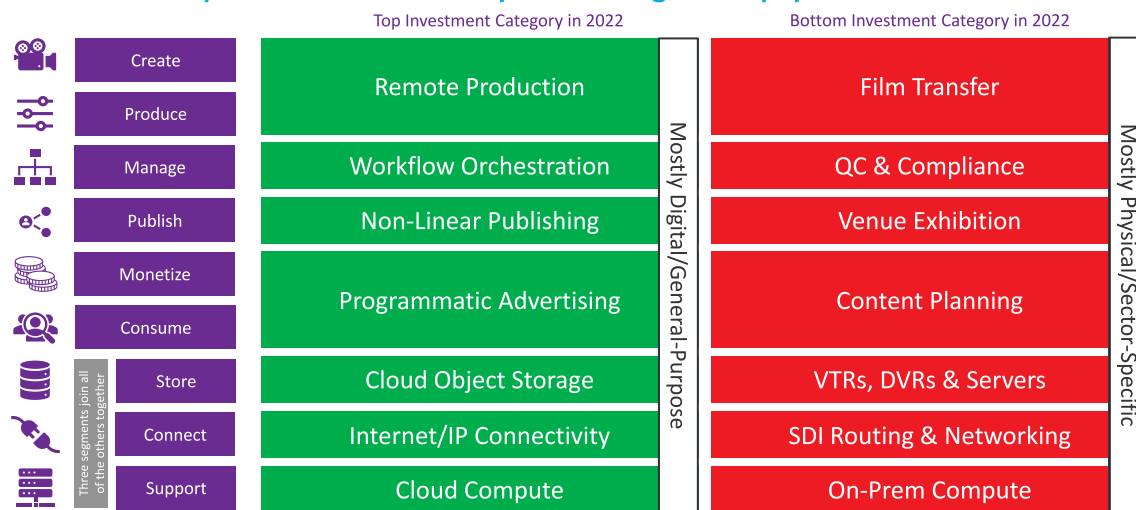
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Transformation

MediaTech investment patterns show dichotomy between digital and physical



Sources: IABM



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Transformation

Many recent transformation initiatives are really about cloud and data

Selected digital transformation initiatives between 2019 and 2022

Company	Year	Details	Focus
ProSiebenSat.1	2019	With AWS, ProSiebenSat.1 is improving the time to market of new applications, and introducing advanced analytics and machine learning (ML) technologies across its organization	Global
Fox	2019	Fox's transition to the cloud included the move of its media supply chain for linear and digital delivery as well as the increasing reliance on analytics services	Global
France Télévisions	2020	"Our main objective is to bring together all the data entrusted by producers and the data enriched by AI solutions in order to gauge, for each program, our level of knowledge."	Manage
Globo	2021	Globo's transition to the cloud included the migration of 100% of its data centers to the cloud as well as the increasing use of machine learning services	Global
Disney	2021	Disney+ is expanding its use of AWS's services to include more than 50 technologies, such as machine learning, database, storage, content delivery, serverless, and analytics .	Global
SVT	2021	SVT moved from perpetual licences to Avid's MediaCentral subscription model to benefit from Multisite tool, providing AI-assisted search capabilities with phonetic search and seamless integration between SVT's sites.	Manage
Discovery	2021	Discovery built its new discovery+ streaming service on AWS' fully managed ML service, Amazon Personalize, generating advanced recommendations to improve UX	Consume
TF1 Groupe	2021	TF1 adopted AWS Media Intelligence (AWS MI) solutions , including Amazon Rekognition, Amazon Transcribe, Amazon Translate and Amazon Comprehend enabling faster search and content localization.	Manage

Sources: IABM, Company filings



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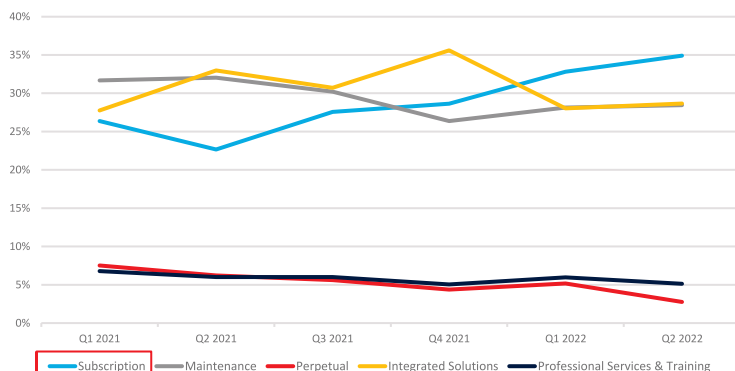
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Transformation

Demand for cloud continues to push SaaS transition in MediaTech

Avid segmental revenues as % of total net revenues



Harmonic Q2 2022 Results

Video segment revenue grew 20%, with the underlying highlight again being SaaS revenue, which was up 69% year-over-year

Patrick Harshman
CEO
Harmonic
(August 2022)



Sources: IABM, Company filings



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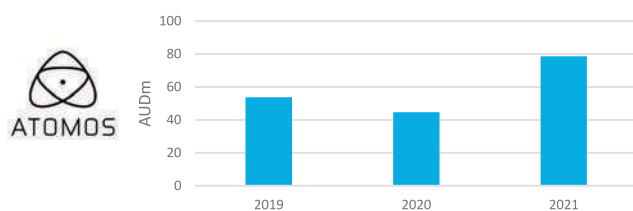
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Transformation

Cloud and SaaS have affected hardware too, which has recovered after the production restart

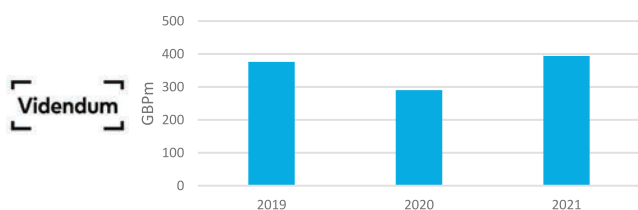
Revenues at Atomos



Now Atomos is evolving the company through software-enabled products and applications. We're building on an ecosystem... We call this next phase of Atomos' evolution Series 2. In the past, we engineered each product individually... Soon, we will launch Series 2 unifying all engineering on a single platform

Estelle McGeachie
Former CEO
Atomos
(February 2022)

Revenues at Videndum



We protected our R&D investment during the pandemic and focused our resources investment on the fastest-growing segments of the market, and increasingly, software-enabled technology

Stephen Bird
CEO
Videndum
(August 2021)

Sources: IABM, Company filings



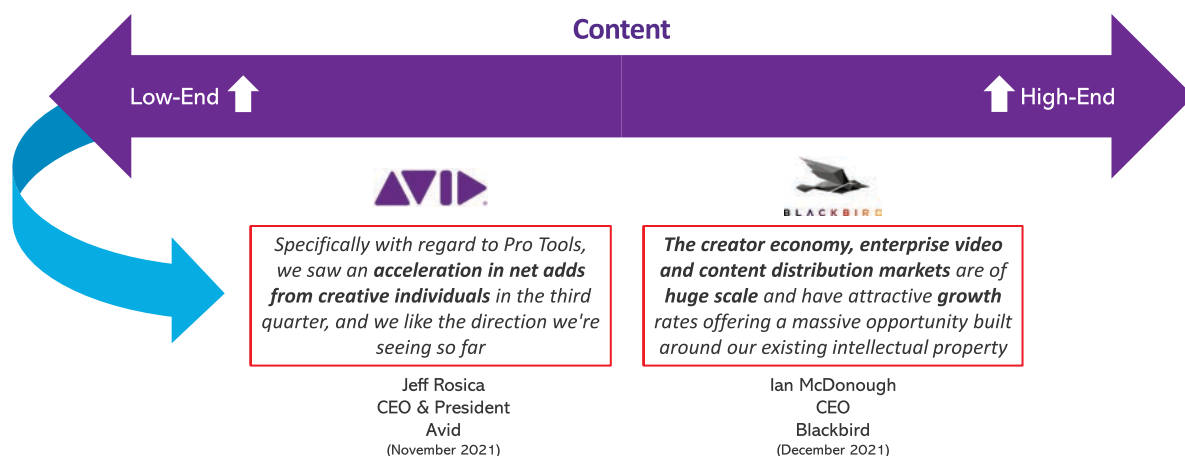
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Transformation

Creator economy and enterprise media yet another transformation driver for MediaTech



Sources: IABM, Company filings



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Resilience

Decentralization: Historical investment patterns

2020	2021	2022
<p>Connectivity Investment ↑</p> <ul style="list-style-type: none"> Connectivity investment rises significantly and urgently to allow for remote working/production Investment in other areas of the content supply chain declines out of necessity and to prioritize connectivity needs 	<p>Support Investment ↑</p> <ul style="list-style-type: none"> Connectivity investment normalizes on the back of investments made in 2020: it continues, albeit at a slower pace Risks and inefficiencies created by rushed decentralization efforts prompt media businesses to focus on support technologies ranging from monitoring to security solutions Other areas that had experienced significant growth in 2020 such as cloud archiving slow down as well 	

Sources: IABM



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Resilience

Decentralization is not just about investment in remote production

Hybrid Cloud

Percentage of media businesses that prefer hybrid cloud

35%

Preference for best-of-breed technology is driving hybrid cloud usage, though this is leading to further resource dispersion, increasing complexity for media businesses

Multi-Cloud

Number of cloud service providers used on average by media businesses

2

Preference for best-of-breed technology also driving multi-cloud usage, though lack of integration and standardization between providers is increasing complexity for media businesses

Sources: IABM



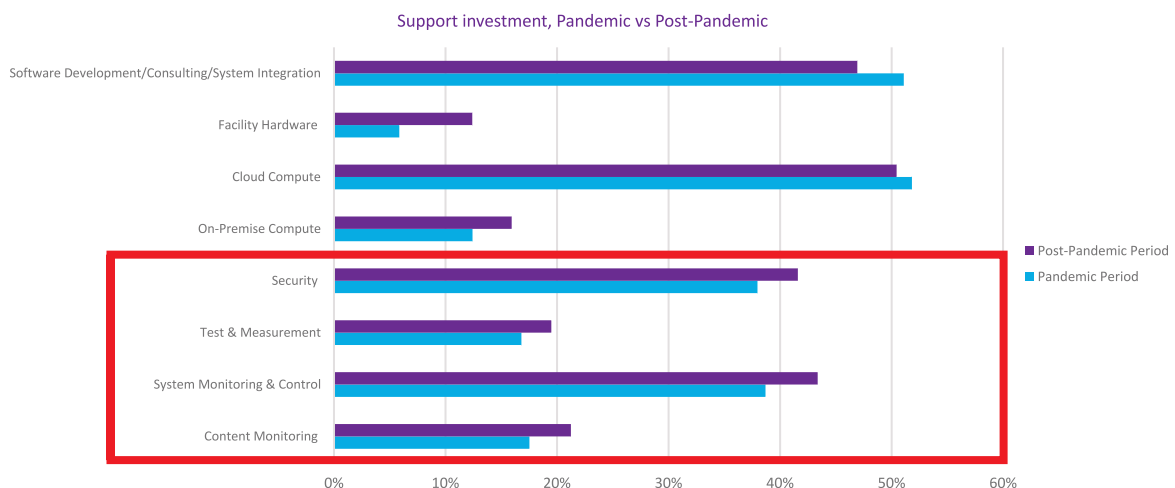
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Resilience

Security and monitoring investment is up as decentralization increases risk



Sources: IABM, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-2022



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Resilience

Cyber attacks continue to hit media businesses



*In the Television segment, **operating costs increased 2.7%**, with this deviation being mostly justified by the **costs of covering the war in Ukraine** and the **cyber-attack that the IMPRESA Group was the target of** at the beginning of the year*

H1 2022 Results
IMPRESA Group
(July 2022)



Sources: IABM



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Resilience

Talent scarcity and inflation continue to affect MediaTech

Selected quotes on the rise of talent scarcity/inflation

*On the cost side, the primary impact is production. But the reality is **the production impact has primarily been talent**, and that has already happened. So, **talent inflation, if you will, has front run regular inflation***

Robert Bakish
President & CEO
Paramount
(June 2022)



***There's some significant headwinds here in the US with respect to the labor situation. It's very difficult to hire engineers.** Molotov has a very, very strong team of 100 plus, which if you think about it, our businesses are very similar in many respects*

David Gandler
CEO
fuboTV
(February 2022)



*The remaining increase of \$1.9m reflects a **combination of an increased workforce and salary inflation**, the latter being driven by **competitive labour market conditions** in which the Group operates*

From the Annual Report of
Aferian plc
Owner of Amino and 24i
(February 2022)

Aferian plc

Sources: IABM, Company filings



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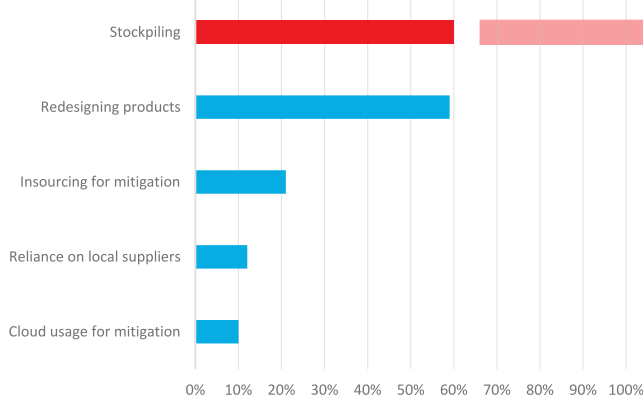
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Resilience

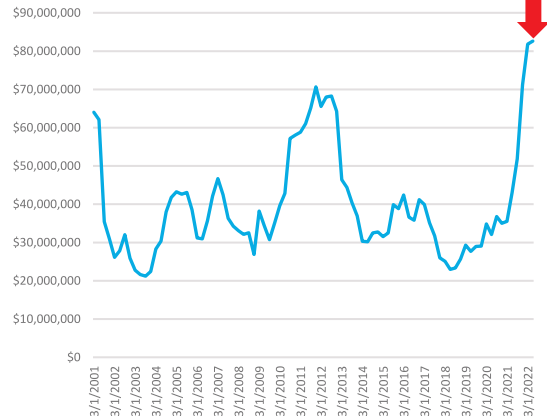
Supply chain disruption pushes MediaTech businesses to stockpile

Harmonic's inventory reached a 10-year high in Q4 2021...

Strategies to mitigate supply chain issues



Harmonic, quarterly inventory



Sources: IABM, Company filings



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Resilience

And to increase prices

EVS H1 2022 results

*The high and global inflation has clearly a **negative impact on our BOM (bill of material) costs** and on our **remuneration costs**. We have **started compensating** for the impact of those increased costs **by applying price increases**. We expect that we will need to continue adapting our pricing to the raising inflation.*

Serge Van Herck
CEO
EVS
(August 2022)



Videndum H1 2022 results

***Price rises were implemented in 2021** and also in the **first quarter of 2022**. These price rises **covered the cost inflation** that we experienced in **raw materials, freight, duty, utilities and labor**. **We increased price again in June 2022**. The benefit of these will be seen in the second half.*

Andrea Rigamonti
Deputy Group Finance Director
Videndum
(August 2022)



Sources: IABM, Company filings



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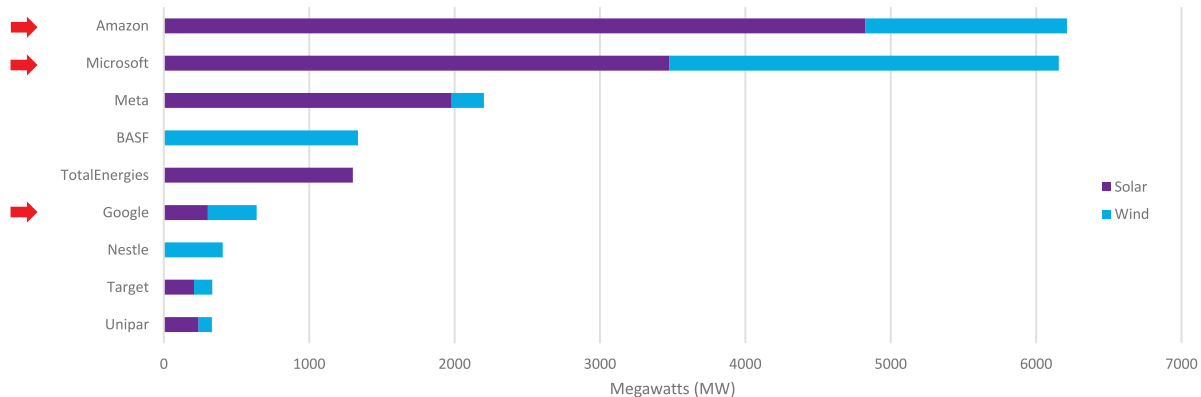
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Resilience

Sustainability is now part of the resilience equation

Top buyers of clean energy in 2021



Sources: IABM, BloombergNEF



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