

BROADCAST - FILM - POST - INFOTAINMENT TECHNOLOGY

B BROADCAST & FILM

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

NOVEMBER - DECEMBER 2022

E-EDITION

MEDIA & ENTERTAINMENT INDUSTRY SET FOR A RESURGENCE



A.B.I.S.[®]
ASIA'S BROADCASTING
& INFOTAINMENT SHOW

NÜRNBERG MESSE

BI2022

BROADCAST INDIA SHOW • MUMBAI

SCAT2022

SCAT INDIA TRADESHOW • MUMBAI

CONTX2022

CONTENT INDIA SHOW • MUMBAI

ENDS ON A HIGH NOTE

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NOVEMBER - DECEMBER 2022 ISSUE



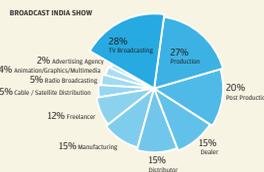
BI2022 BROADCAST INDIA SHOW • MUMBAI
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MANOJ MADHAVAN
Editor

The A.B.I.S Show 2022 concluded on a very high note. This was evident as after two years of the painful aftermath of the pandemic, this was the first physical interaction which majority of the exhibitors had at the A.B.I.S 2022 Show floor.

Overall, the broadcast media and entertainment industry in India is also showing a sign of resurgence despite some of the roadblocks. The industry has seen a rapid acceleration to cloud adoption, remote production and virtualization. Streaming business is seeing an explosion of ad funded business models.

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From the Editor's Desk

The A.B.I.S Show 2022 concluded on a very high note establishing a new record in terms of visitor footfalls, the number of exhibitors, high level of conference sessions tacking diverse topics and the quality of speakers. Exhibitors and visitors were highly appreciative of the new venue. Exhibitor exuberance could be seen when they were interacting with the visitors and showing them their range of products on display. This was evident as after two years of the painful aftermath of the pandemic, this was the first physical interaction which majority of the exhibitors had at the A.B.I.S 2022 Show floor.

Overall, the broadcast media and entertainment industry in India is also showing a sign of resurgence despite some of the roadblocks. There is a sense of cautious optimism of the future. While we do read of some layoffs happening within some of the bigger companies like Disney, Amazon and Netflix, this is a reset of failing business plans. There is an opportunity here for traditional media to address customer objectives and snapping new technology and then refashioning themselves in a new and intelligent avatar. The media and entertainment industry will have to constantly innovate and evolve and do the soul searching required and deliver the best to the end customer. There is also an opportunity for smaller tech companies to realign their business strategies and grab a share of the pie.

The industry has seen a rapid acceleration to cloud adoption, remote production and virtualization. Streaming business is seeing an explosion of ad funded business models. Ultimately, content providers will utilize different options as technology allows then and tech companies have to create and facilitate all kinds of business models for the content owners.

Manoj Madhavan - Editor

2022
Media Kit

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

BROADCAST & FILM

- Your #1 Resource to Reach

Broadcast, Film, Post & Infotainment Technology Markets in India

Helping You Stay A Step Ahead of the Competition

If your company wants MAXIMUM visibility in the broadcast, post-production market, then Broadcast & Film is your #1 Resource. Broadcast & Film will provide your company with an effective package of advertising via our industry leading online digital media, E-newsletter, broadcast e-mail service, mailing lists, and website to reach the broadcast markets.

Digital Advertising Rates

Website Banners

- ❖ Home Page - \$250 per month
- ❖ News & Feature Page - \$150 per month

Emailers

- ❖ Dedicated broadcast e-mail \$ 200 – 1 round
- ❖ Broadcast & Film e-newsletter banner \$ 200 – 1 insertion

Web Requirements

- ◆ Home Page - width 300 pixels x depth 250 pixels
- ◆ News Page - width 160 pixels x depth 600 pixels



Bi-Monthly Digital Edition of Broadcast&Film Magazine

- ❖ Full page Color Ad – \$ 250 – 1 insertion (Size: W 200mm x H 265mm)



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A.B.I.S 2022 ENDS ON A HIGH NOTE

The Broadcast and Media technology suppliers who formed the exhibitor community at the A.B.I.S 2022 Show had the opportunity of all-important networking and interaction with the visitors who thronged the exhibition over three days. This unique and symbiotic equation between the exhibitors and visitors shapes and defines the unique ecosystem of the broadcast media and entertainment technology industry.



A.B.I.S. SHOW REVIEW

Asia's Broadcasting & Infotainment Show (A.B.I.S.) took place from the 13th to 15th of October, 2022 at the Jio World Convention Centre, Mumbai, India, with 500+ domestic and international brands represented; who showcased a diverse range of products and the latest technology of the media and infotainment industry. A.B.I.S, organised by NuernbergMesse India, has established itself as an integral platform for the Broadcast, Cable, Satellite, Content, Broadband, Media and Infotainment Industry.





BI2022

BROADCAST INDIA SHOW - MUMBAI

PANEL SESSIONS

A.B.I.S 2022 Conference Sessions was a major highlight of the Show and featured top of the line speakers from the broadcast media and entertainment industry. The 3-day sessions drew a packed audience and the delegates enjoyed the interactive sessions.



THE FUTURE OF CINEMA ACQUISITION & PRODUCTION WORKFLOW TECHNOLOGY



GLOBAL GROWTH OF RISE & THE MENTORING PROGRAMME



UNRAVELLING VIRTUAL PRODUCTION FOR MOVIES



SPORTS AND BEYOND: BEST SHOTS



NFT IN THE MEDIA & ENTERTAINMENT



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



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



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



FILMMAKING WITH MINIMALISTIC

PRODUCT / COMPANY PRESENTATIONS

A.B.I.S 2022 Conference also featured latest product presentation on the latest technologies across the broadcast media and entertainment technologies sector. The broadcast and media technology suppliers made the presentations.



FOCUS TO PROVIDE A RESILIENT ENTERTAINMENT EXPERIENCE



EXCELLENCE IN CINEMA AND BROADCASTING



COMPLETE RANGE OF CINE LENSES & SIGMA FP L CAMERA



EVO SHARED STORAGE: THE AWARD-WINNING SOLUTION FOR VIDEO PRODUCTION TEAMS



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



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



SUPERCHARGE YOUR FREE (Free AD Support Stream TV)



UP YOUR DIGITAL WORKFLOW



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

CONTX2022

CONTENT INDIA SHOW ■ MUMBAI

CONTENT CONFERENCE SESSIONS

The Content India Show was held in a conference format and had industry leaders from the content industry. The sessions had leading film directors, scriptwriters and animation gurus participating in panel discussions, fireside chats.



IN SEARCH OF A PERFECT SCRIPT



RECALIBRATING INDIAN ANIMATION CONTENT: DEFINING THE PATH AHEAD



UNDER THE WISDOM TREE



SCAT2022

SCAT INDIA TRADESHOW ■ MUMBAI

SCAT CONFERENCE SESSIONS

The Scat Conference sessions had panel discussions and technology presentations on the latest topics in the Cable TV, IPTV and broadband industry.



THE INTERNET EXCHANGE REVOLUTION
BRINGING CONTENT CLOSER TO THE USER



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



DELIVERING CONTENT INTO NEW DIMENSIONS



CONFERENCE VISITORS



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POST SHOW REPORT

**ASIA'S BROADCASTING & INFOTAINMENT SHOW (A.B.I.S) 2022
EMERGES AS THE INDUSTRY'S ONE & ONLY PREFERRED
NETWORKING AND BUSINESS PLATFORM**



“A.B.I.S 2022 drew participation from national and international exhibitors and high profile visitors from the industry. It served as the best platform to network, learn and grow. There is an enormous demand for broadcasting solutions as well as content and this platform serves as an integration point where visitors can witness the latest innovations and trends that the industry has in store and explore the potential of the Indian market.”

Peter Ottmann
CEO, NuernbergMesse Group



SHOW STATISTICS

EXHIBITOR STATISTICS

	TOTAL	BROADCAST INDIA SHOW	SCAT INDIA TRADESHOW
Exhibitors	580	391	189
Visitors	24,472	13,062	11,410

VISITOR STATISTICS

NUMBER OF COUNTRIES:

42

NUMBER OF CITIES:

640

TOP 10 COUNTRIES FOR VISITORS

SAARC Countries, Russia, Singapore, Germany, United Arab Emirates, United States, Czech Republic, Canada, Malaysia, France

BROADCAST INDIA SHOW

TOP 10 CITIES FOR VISITORS

1	Mumbai
2	Pune
3	Hyderabad
4	Bangalore
5	New Delhi
6	Chennai
7	Nagpur
8	Surat
9	Ahmedabad
10	Rajkot

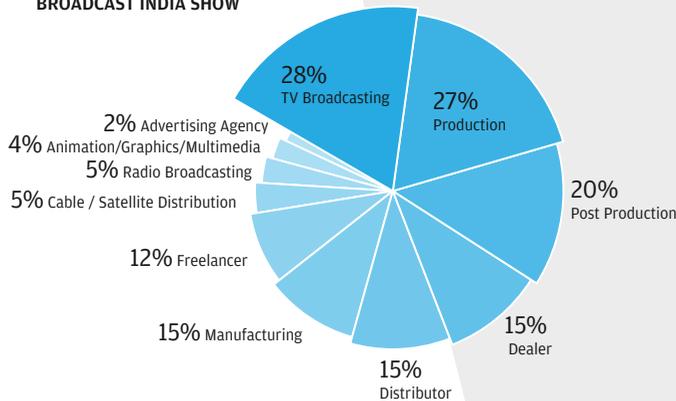
SCAT INDIA TRADESHOW

TOP 10 CITIES FOR VISITORS

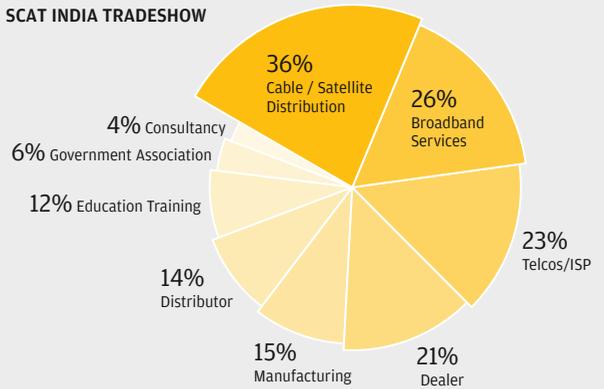
1	Mumbai
2	Pune
3	Nashik
4	Nagpur
5	Ahmedabad
6	Surat
7	New Delhi
8	Hyderabad
9	Kolhapur
10	Bangalore

VISITOR SEGMENTS

BROADCAST INDIA SHOW



SCAT INDIA TRADESHOW



VISITOR PROFILE

BROADCAST INDIA SHOW



SCAT INDIA TRADESHOW



TESTIMONIALS

“We’ve come a long way with respect to how we shoot Ims and what is relevant in today’s world. Technique and the technology that supports this will help make the break within the industry. All the new trends that are available within the Broadcast and Infotainment Industry are available here at the Broadcast India Show. My visit has been extremely interesting and insightful and everyone within the industry should visit this show so that they can learn and grow.”

Anees Bazmee
Bollywood Writer and Director

MediaTech Investment

Analysis of investment & adoption trends in MediaTech



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Bouncing Back

Recovery, change and disconnects

- **General MediaTech investment** has **recovered** from the trough in 2020, **consistent with** the **outlook** for media **revenues** improving as well. The **same applies** to **supply-side** revenues, with **legacy sources** such as hardware and permanent licenses **bouncing back**.
- **Content supply chain investment** shows a **changing picture** reflecting **major demand-side trends**. While **most segments** have **recovered** from their declines in 2020, **investment in Connect** has **slowed** due to the **normalization of connectivity spending** after the exceptional growth of this supply chain area during the pandemic. **Monetize** has **become the top investment area** in the industry, surpassing Consume, **which reflects the growth of AVOD models** in the industry.
- Our data also shows an important **disconnect between demand and supply** in MediaTech. **Spending on insourcing** MediaTech development **continues to grow** while **R&D budgets** on the supply side **slightly decrease**. **Another disconnect** can be traced back to the **future view of the industry**, reflected by the sector's MediaTech **roadmap**. **Media businesses care more** than suppliers about **social, streaming and security**.
- Our adoption trackers show a **progression of technology adoption** for most technologies post-pandemic.

Sources: IABM



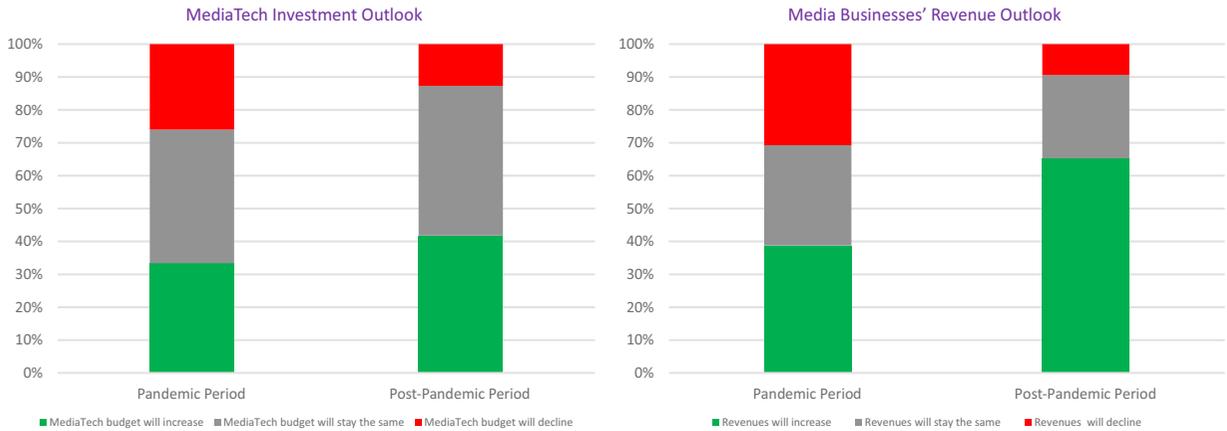
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MediaTech Investment

Investment outlook by media businesses improves along with revenue outlook



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



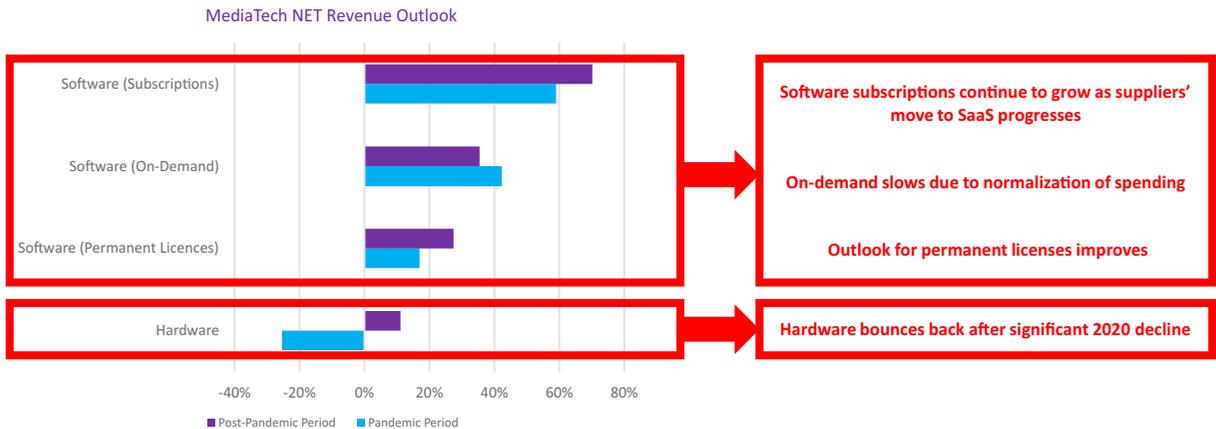
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MediaTech Revenue Models

Revenue outlook by suppliers improves



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



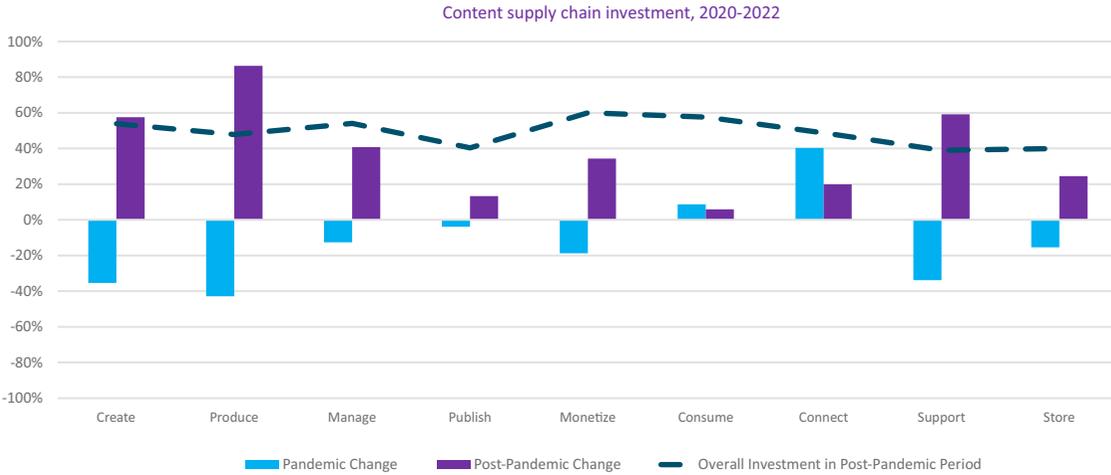
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Content Supply Chain Investment

Monetize becomes top investment area as streamers shift focus to AVOD



Sources: IABM, "Pandemic Change" refers to 2019 to 2020, "Post-Pandemic Change" refers to 2020 to 2021-2022, columns represent growth/decline in NET investment



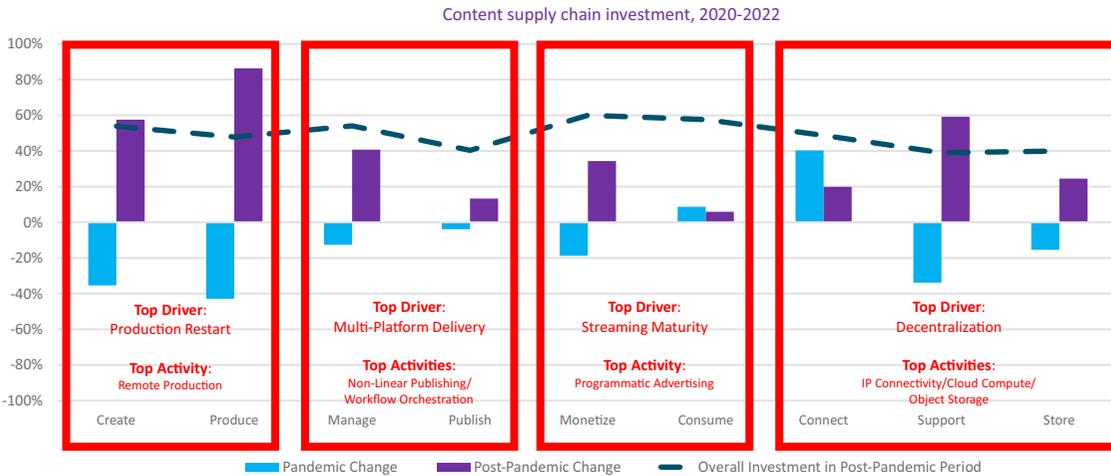
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Content Supply Chain Investment

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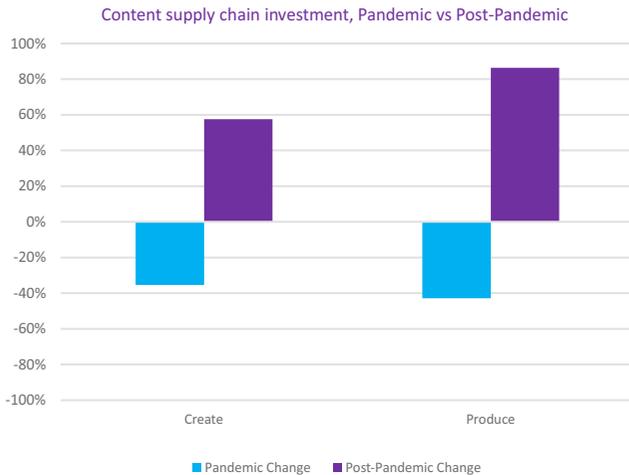


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Content Supply Chain Investment Create & Produce bounce back after production hiatus



Remote Production investment continues to grow post-pandemic



Real-time Production recovers from steep decline in 2020



Investment in Content Acquisition slightly down despite growth in content investment



Investment in Post-Production also slightly down compared to 2020

Sources: IABM, "Pandemic Change" refers to 2019 to 2020, "Post-Pandemic Change" refers to 2020 to 2021-2022, columns represent growth/decline in NET investment

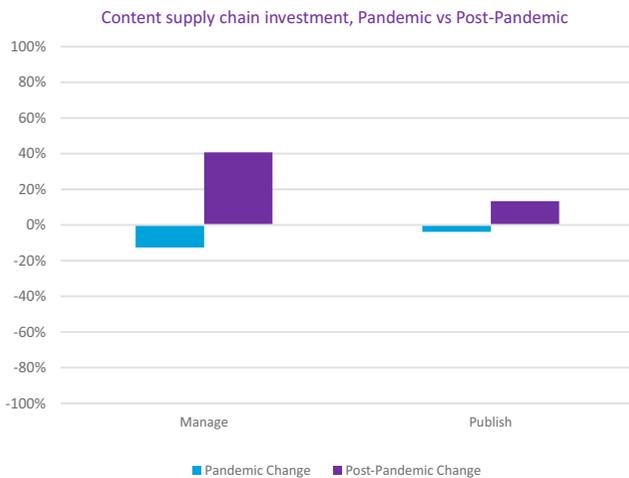


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Content Supply Chain Investment Manage & Publish recover as well



Investment in Orchestration, Data & Metadata Management grows significantly



Investment in Encoding, Edge and Terrestrial Distribution Infrastructure resumes



Investment in Media Asset Management declines post-pandemic



Investment in Internet Distribution slows down after exceptional 2020 growth

Sources: IABM, "Pandemic Change" refers to 2019 to 2020, "Post-Pandemic Change" refers to 2020 to 2021-2022, columns represent growth/decline in NET investment



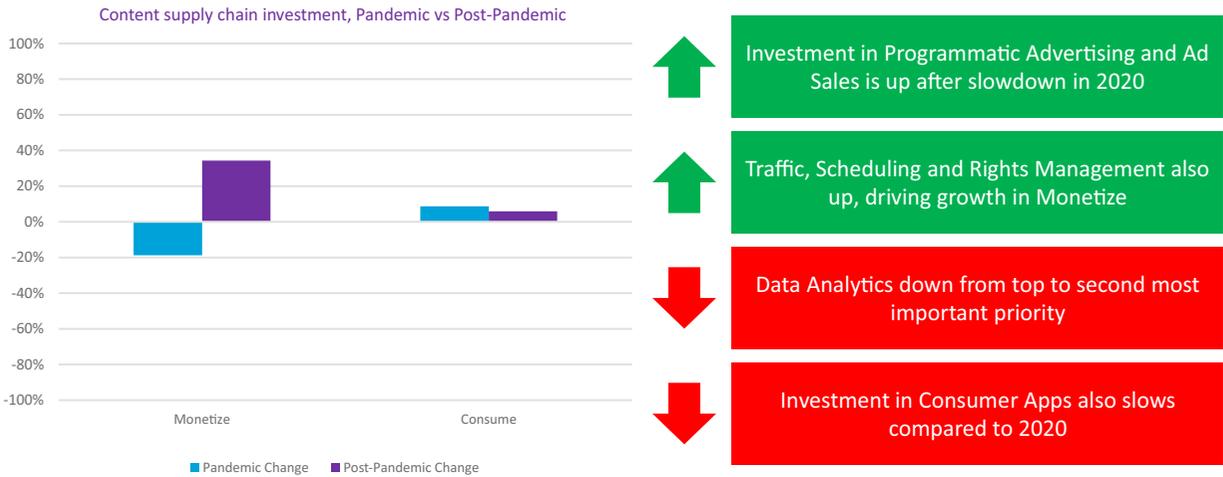
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Content Supply Chain Investment

Consume investment slows down as Monetize surpasses it as the top spending area



Sources: IABM, "Pandemic Change" refers to 2019 to 2020, "Post-Pandemic Change" refers to 2020 to 2021-2022, columns represent growth/decline in NET investment



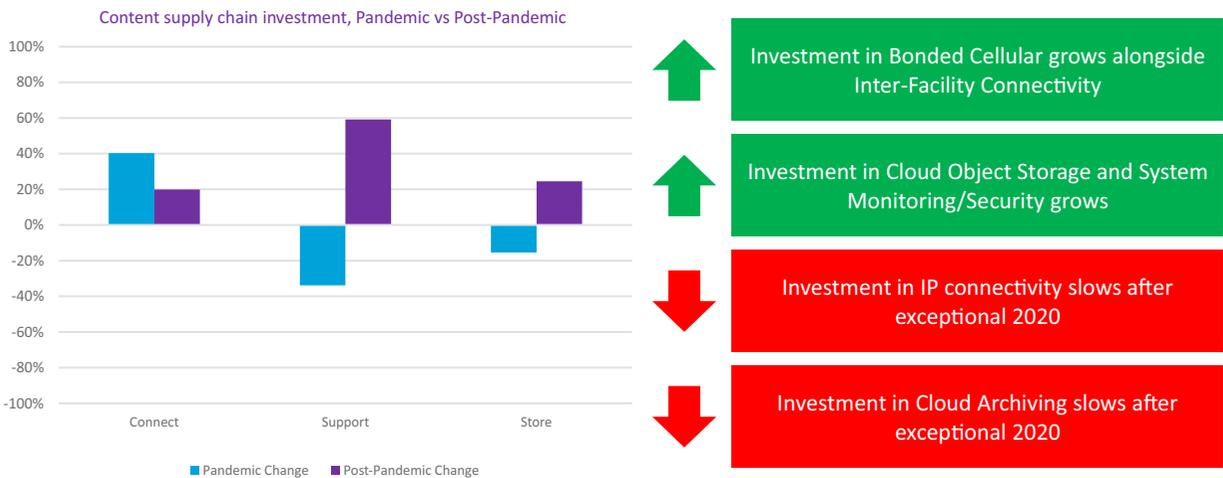
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Content Supply Chain Investment

Connect slows down after growing exceptionally in 2020, Support & Store bounce back



Sources: IABM, "Pandemic Change" refers to 2019 to 2020, "Post-Pandemic Change" refers to 2020 to 2021-2022, columns represent growth/decline in NET investment



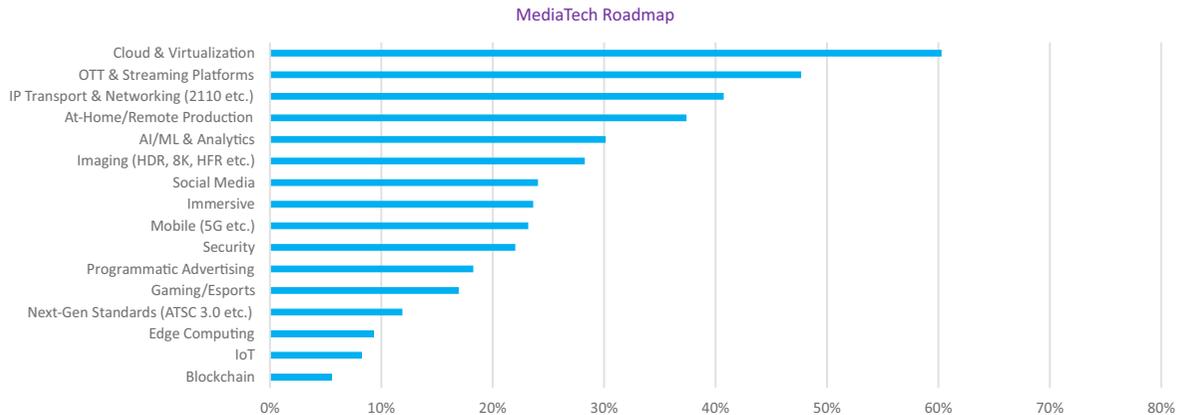
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MediaTech Roadmap

Cloud still dominates the MediaTech Roadmap

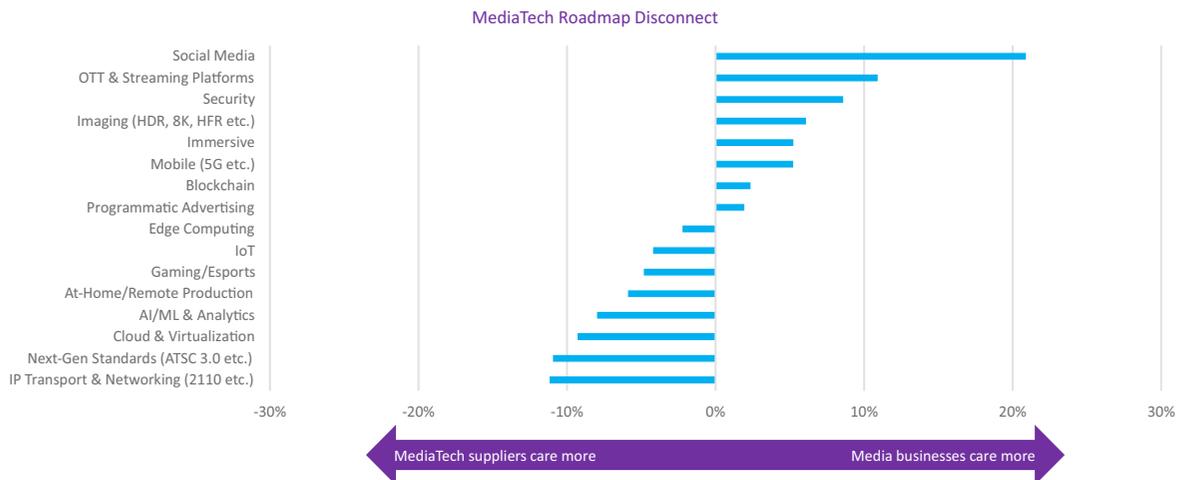


Sources: IABM


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MediaTech Roadmap

Media businesses care more than suppliers about social, streaming and security

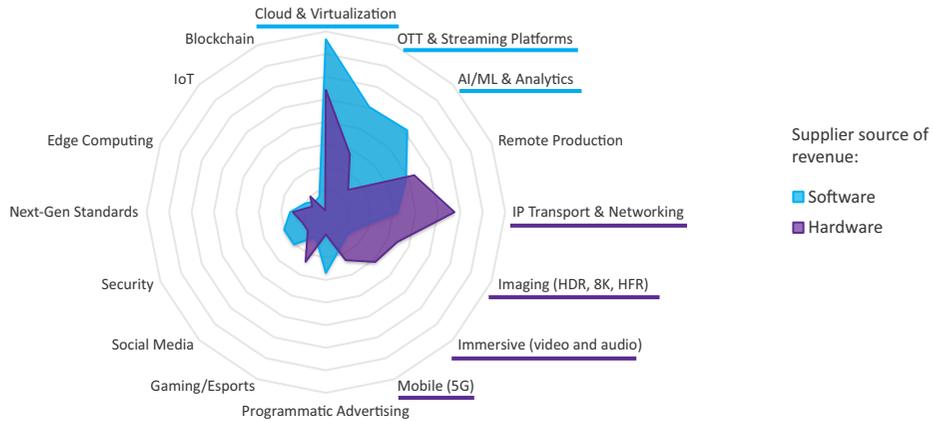


Sources: IABM


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MediaTech Roadmap

MediaTech suppliers that rely on software revenue care more about cloud, OTT, and AI/ML

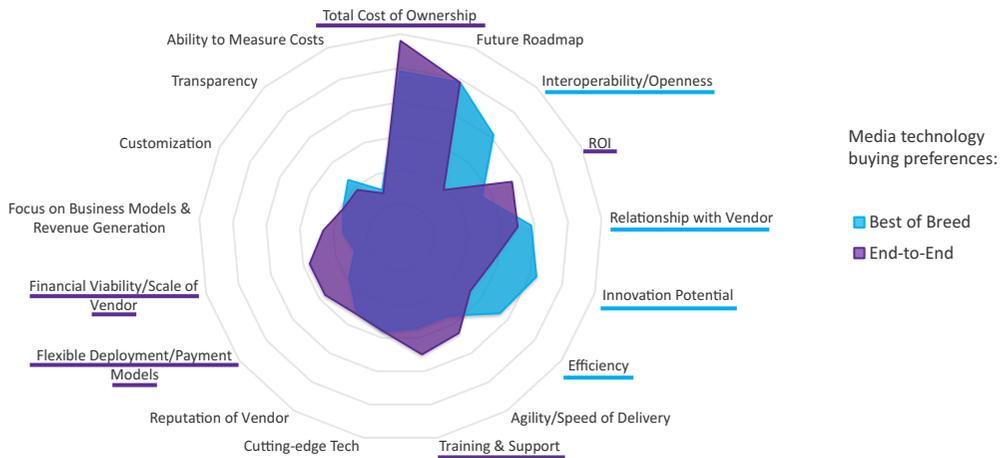


Sources: IABM


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MediaTech Purchasing Factors

Best-of-breed buyers care more about innovation, interoperability & partnerships



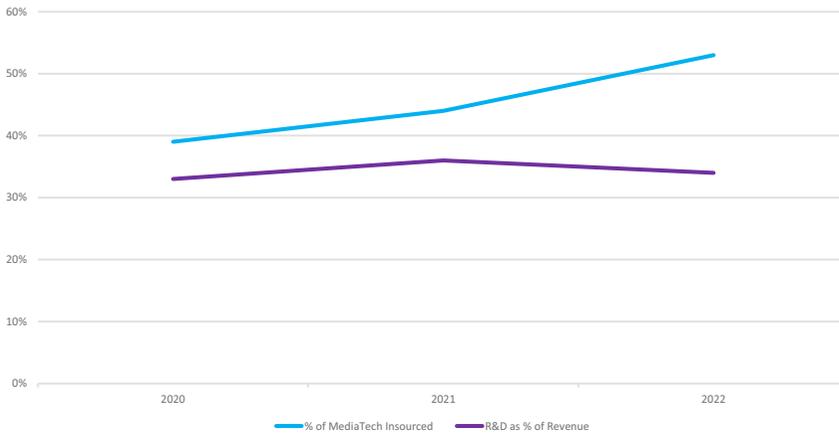
Sources: IABM


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Technology Development

Development disconnect between demand and supply grows, driven by greater insourcing

Insourcing & R&D investment, 2020-2022



Insourcing Drivers
Control, customization and integration remain top drivers of insourcing investment for media businesses, most of which still prefer best-of-breed solutions

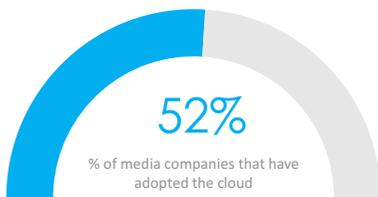
R&D Investment
R&D investment by MediaTech suppliers slightly slows but remains at over 30% of revenues, with almost 50% of them expecting that it will increase

Sources: IABM

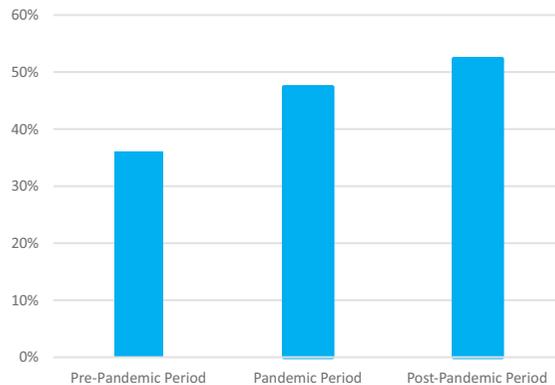

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MediaTech Adoption

The adoption of cloud technology continued post-pandemic



Historical trend for cloud adoption

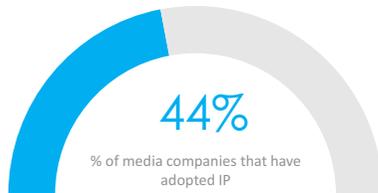


Sources: IABM, "Pre-Pandemic Period" refers to 2017-19, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-22

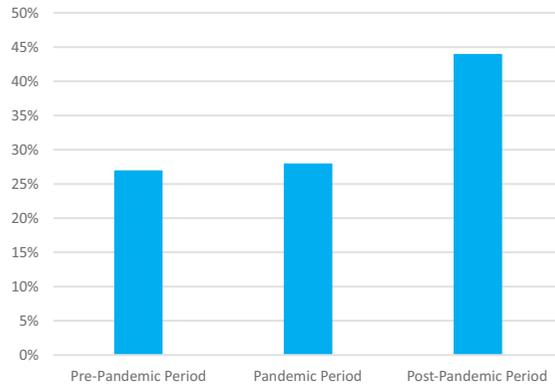

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MediaTech Adoption

IP became much more widely deployed post-pandemic



Historical trend for IP adoption



Sources: IABM, "Pre-Pandemic Period" refers to 2017-19, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-22



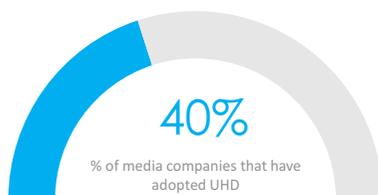
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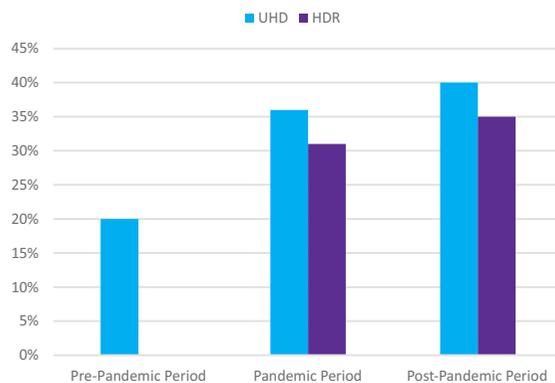
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MediaTech Adoption

UHD and HDR adoption continues



Historical trend for UHD and HDR adoption



Sources: IABM, "Pre-Pandemic Period" refers to 2017-19, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-22



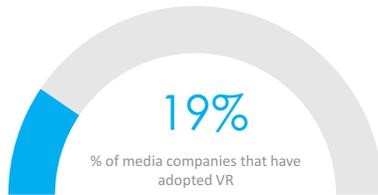
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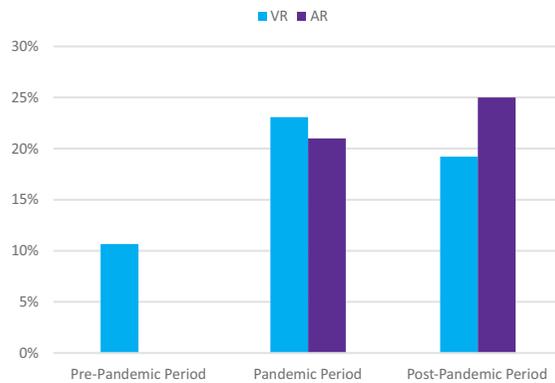
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MediaTech Adoption

VR adoption declines and is surpassed by AR



Historical trend for VR and AR adoption



Sources: IABM, "Pre-Pandemic Period" refers to 2017-19, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-22



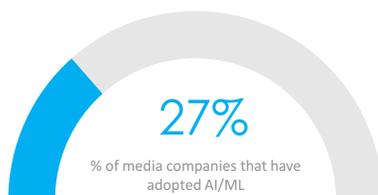
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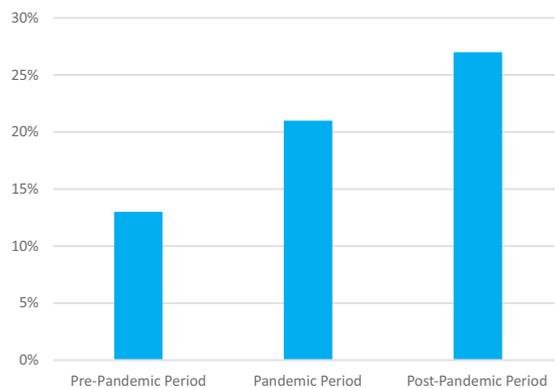
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MediaTech Adoption

AI/ML adoption continues to grow



Historical trend for AI/ML adoption



Sources: IABM, "Pre-Pandemic Period" refers to 2017-19, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-22



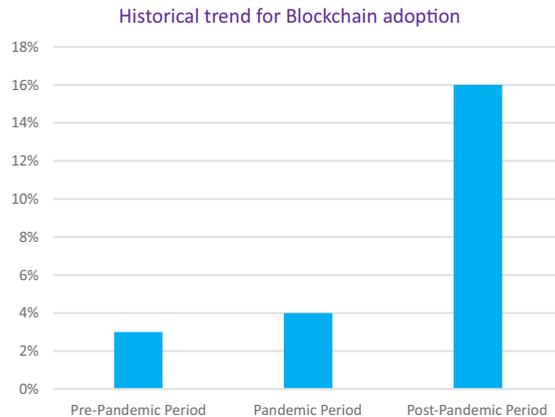
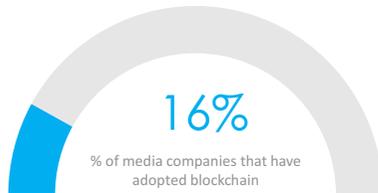
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MediaTech Adoption

Blockchain adoption increased significantly in the post-pandemic period



Sources: IABM, "Pre-Pandemic Period" refers to 2017-19, "Pandemic Period" refers to 2020, "Post-Pandemic Period" refers to 2021-22



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About IABM

Connecting and informing the global MediaTech community

Who we are

IABM is the independent, international organization that connects and supports the entire MediaTech ecosystem.

What we do

IABM helps make sense of the digital transformation happening in the Broadcast, Media & Entertainment technology landscape. We are the trusted, effective and influential source for business intelligence, engagement and skills development. We connect, share knowledge and promote collaboration.

Our mission

To connect and inform the global MediaTech community.

Our principles

- Integrity:** we are independent, transparent and honest
- Accountability:** we take responsibility for everything we do
- Commitment:** we are dedicated to serving our members and the wider industry
- Respect:** we value everyone equally
- Collaboration:** we believe that working together is fundamental to success
- Quality:** we continuously strive to improve everything we do

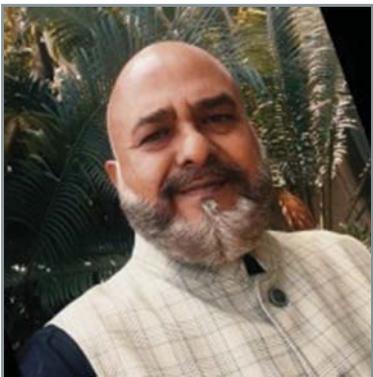


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INDIA BLOCKCHAIN ALLIANCE APPOINTS GANESH KAUSHIC AS DIRECTOR, MEDIA & ENTERTAINMENT



GANESH KAUSHIC

India Blockchain Alliance has appointed media veteran Ganesh Kaushic as Director, Media & Entertainment & Digital Innovation Verticals.

Ganesh Kaushic is a media and entertainment professional with an industry experience of over 40 years. He has led digital transformation and technological innovation in the media and entertainment sector. Ganesh has held leadership roles in his long and illustrious career at prestigious companies like IBM, NDTV, Pentamedia. He is a much sought after consultant who drives innovation and digital transformation for companies who are seeking to future-proof themselves by leveraging his expertise from start-up to scale-up.

Established in 2018, The India Blockchain Alliance (IBA) is the most influential voice in the blockchain

industry. It is a not-for-profit organisation that promotes evidence-based adoption of Blockchain and Distributed Ledger Technologies (DLT) across the public and private sectors.

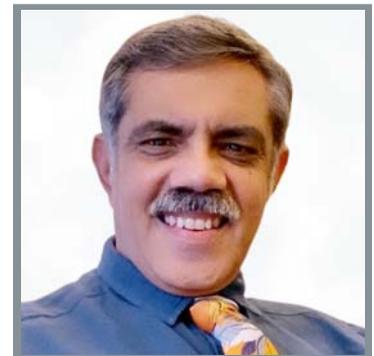
India Blockchain Alliance was founded by Raj Kapoor. Raj is a member at over 40 blockchain companies including, Floyx, Spherium, XxTripz He is a global, Blockchain & Cryptocurrency & FinTech Educator, Certified Bitcoin Professional (CBP), Blockchain Solution Architect, and friend of disruptive ideas, protem Chairman for Organization of Blockchain Technology Users (OBTU). He is also the Asia Lead, Technology & Innovation at Blockspace Technologies Ltd.

Media and Entertainment industry is transforming all the time, as the industry strives to tackle many of its challenges by constantly embracing innovation and transformation - Blockchain is one among them.

Blockchain aids in ever growing demand for transparency and is hungry for Insights-driven decision making in the production & content life cycle.

Blockchain also enables new business models by putting the rights with the creator by eliminating the inequality between content creators and distributors.

Some splendid use cases are streamlining DRM, creating a more transparent system for all participants, royalty payments, emerging micropayments & usage-based



RAJ KAPOOR

payment models, immutable advertising engagement metrics, fraud and piracy prevention, et all

“We welcome Ganesh on board and hope he will help IBA usher in a new direction for the media and entertainment segment. The India Blockchain Alliance is a key player in the process of creating a setting that will transform India into a global blockchain destination.” said Raj Kapoor, Founder of IBA.

Ganesh Kaushic says “ I am thrilled to join India Blockchain Alliance as advisor, since Blockchain has immense potential to transform how media content is produced and consumed. Blockchain technology can accelerate digital transformation by adding transparency, security and control which will improve the media supply chain and enhance copyright infringements . I look forward to this transformation with IBA experts.” ■

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