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Let the show begin! NürnbergMesse acquires SCaT India Tradeshow

- **The SCaT India Tradeshow presents new developments in management and delivery of content plus related technologies.**
- **NürnbergMesse India adds to its portfolio in the subcontinent’s booming entertainment and infotainment segment.**
- **India is amongst the top 5 largest film industries in the world**

NürnbergMesse is expanding its international portfolio by acquiring the Indian exhibition SCaT India Tradeshow, which has been taking place in Mumbai every year since 1993. NürnbergMesse India, one of six international subsidiaries of NürnbergMesse, is ramping up its involvement in the booming entertainment and infotainment industry on the subcontinent. NürnbergMesse had already acquired the Broadcast India Show, India’s leading trade fair for production and post production in TV and film technology, in 2016. “With SCaT India, NürnbergMesse India is adding another show in the rapidly growing Indian infotainment industry,” says Peter Ottmann, CEO NürnbergMesse Group. The portfolio of the company’s Indian subsidiary totals 17 events meanwhile. “NürnbergMesse India is taking another step towards establishing itself as one of the most important trade fair organisers on the Indian subcontinent,” says Dr Roland Fleck, CEO NürnbergMesse Group.

The 17 events organised by NürnbergMesse India already include the Broadcast India Show, the leading trade fair for production and post production for the infotainment industry. With innovations from the fields pro-audio, 3D, broadcasting, digital cinema, radio, mobile, IPTV and VR technology, the ‘BIS’ in Mumbai is the trade fair for Bollywood. “With the SCaT India Tradeshow in Mumbai we are extending our range with important technologies for the film and TV sector such as cable and satellite

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technology, broadband cable technology, IPTV, DTH and software,” says Sonia Prashar, Managing Director of NürnbergMesse India.

Technology for one of the largest TV industries in the world

Since 1993, the SCaT India Tradeshow has been providing an annual overview of the products available in the TV technology sector in a market that is booming. According to the Broadcast Audience Research Council India, 197 million of the 298 million households in India have at least one TV set. This is equivalent to a total coverage of 66 percent. According to KPMG, by 2021 there will be 201 million households on the subcontinent with a TV set. KPMG estimates that for 2018, the market shares will be 41 percent for digital cable connection and 42 percent satellite connection. The remainder is spread over free-to-air digital satellite channels and over-the-air TV (16 percent) as well as analogue cable connections (1 percent).

Trade fair, workshops and magazine

More than 100 exhibitors from 20 countries took part in the SCaT India Tradeshow in October 2019 in Mumbai. More than 400 companies and brands included CISCO, Irdeto, Verimatrix, Conax, General Instruments, Arris, Sumitomo, BK Tel and Inno Instruments. Every year, the event attracts around 20,000 trade visitors including network operators, dealers, service providers, consultancies, authorities and representatives of the Telco and media sectors. In addition, SCaT Media organises two-day technical workshops for companies and publishes the 120-page monthly SCaT magazine for 40,000 readers. Sonia Prashar, Managing Director of NürnbergMesse India: “The SCaT India Tradeshow is an excellent thematic match for our Broadcast India Show and adds a lot to our product range. The benefits for our customers are obvious: direct access to India’s huge market and better sales prospects in India under the proven quality standards of NürnbergMesse.”

About NürnbergMesse Group

NürnbergMesse Group is one of the 15 largest trade fair companies in the world. It comprises NürnbergMesse GmbH and its 15 subsidiaries and affiliates. The company employs more than 1,000 people at ten locations in Germany, Brazil, China, India, Italy, Greece, Austria and the USA. NürnbergMesse Group also has a network of international representatives operating in more than 100 countries. Its portfolio includes around 120 German and international trade fairs and congresses. Every year, up to

35,000 exhibitors (international contingent: 44%) and up to 1.5 million visitors (26% from outside Germany) take part in the Group's own, partner and guest events.

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