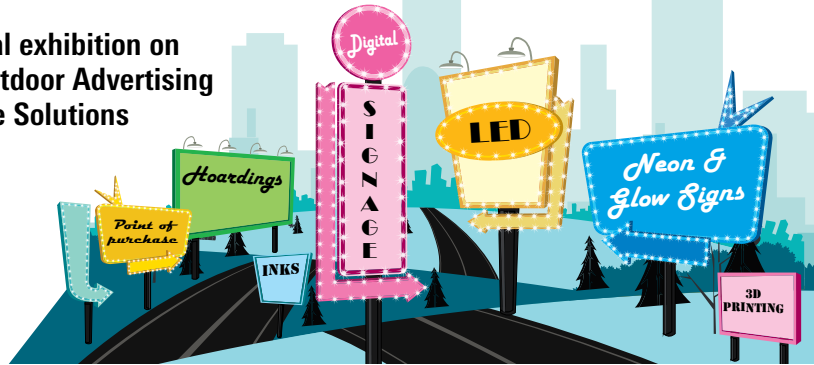


# POST SHOW REPORT 2019

## mediaexpo MUMBAI

...where your  
advertising takes  
shape

International exhibition on  
Indoor & Outdoor Advertising  
and Signage Solutions



### Show Profile

Media Expo Mumbai 2019 has witnessed a major surge with record breaking exhibitor numbers and the launch of a knowledge oriented conference to discuss the future of signage and OOH advertising.

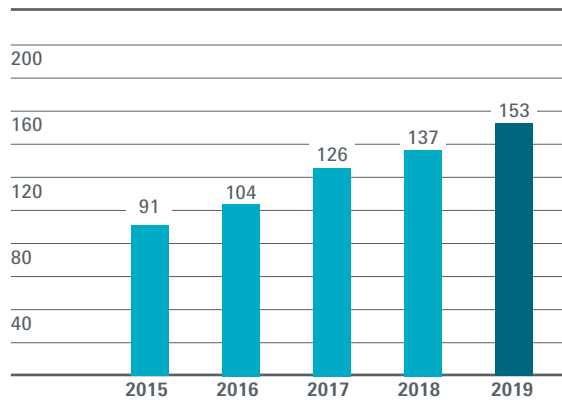
The 44th edition of the leading show for indoor & outdoor advertising and signage industry, proved to be a valuable business platform that helped converge professionals and experts from the advertising, marketing and signage industry under one roof.

|                 |                                    |
|-----------------|------------------------------------|
| Edition         | : 44th                             |
| Date            | : 21 – 23 Feb 2019                 |
| Venue           | : Bombay Exhibition Center, Mumbai |
| Organiser       | : Messe Frankfurt India Pvt Ltd    |
| Total Gross Sqm | : 10,600                           |
| Exhibitors      | : 153                              |
| Visitors        | : 15,221                           |

### 2019 Venue Map



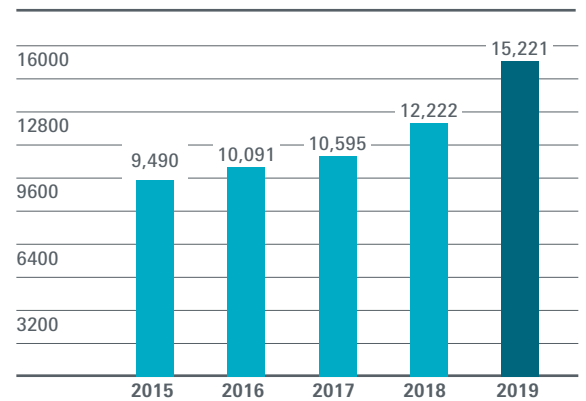
Exhibitor growth from 2015 - 2019



**153**  
exhibitors

**11%**  
growth  
in exhibitors

Visitor growth from 2015 - 2019



**15,221**  
visitors

**25%**  
growth in  
visitors

### Show Highlights

- First Mumbai edition to cross over 150 exhibitors
- Seminar launch: Signage, Outdoor Advertising – Technology and Innovation
- Product launches and live demonstrations across the showfloor

## Market Information

### Indian Media and Entertainment industry

Indian M&E market was valued at **USD 22.28 billion**

in 2018

Indian M&E market grew at CAGR of

**10.90%**

Expected value to reach

**USD 39.68 billion**

by 2023

Industry provides employment to approx.

**3.5 – 4 million**

source - IBEF

### Indian Advertising Industry

Market to cross

**USD 10 billion**

mark in 2019

Advertising revenue accounts

**USD 9.44 billion**

in 2018

Expected to reach

**USD 18.39 billion**

by 2023

Ad spendings projected to grow by

**15%**

Expected to reach

**USD 10.28 billion**

by end 2019

source - IBEF

### Online ad market / Digital Advertising

Digital advertising market was valued at

**USD 1.3 billion**

in 2018

Set to grow at

**31.96% CAGR**

Expected to reach at

**USD 3.52 billion**

SOURCE – DENTSU

## Innovations from the showfloor



World's first water-based flatbed printer - Latex R-series by HP



Aidio All-In-One Android Touchscreen Displays - a smart and innovative pre-installed application for visitor management, feedback, queue-management and interactive digital signage.



100% cotton biodegradable and eco-friendly advertisement banners that are compatible with solvent, eco-solvent, UV and latex inks; easy to stretch and fold by Shivatex

Launch of MPlus 3 tracker - World's first cloud based one and only job tracking software for large format printing industry by Morya Enterprises



Unveiling the samples of newly launched Massivit 3D, EFI™ H1625 LED, entry level production printer and Kornit Storm II, industrial digital direct to garment printer by Arrow Digital.



Color Wide Format Eco Solvent technology to promote green printing on fabrics by Colorjet Group



3D Hologram Fans that can be used to increase customer interaction and recall by Majix Tech



Range of fire retardant ACPs designed with self-extinguishing mineral filled core and pure aluminium core, which reduce the intensity and spread of fire by EuroBond.



Inflatable advertisements designed to be full of air that are suitable for all types of commercial and signalling by Hyderabad Inflatables Pvt Ltd

### Print market

Newspaper readership in India: 295 million in 2014 to 407 million in 2017;

**40%** growth

Current annual turnover: over

**USD 11 billion**

Market growing at rate of

**12%** per annum

Growth of Commercial printing

**10 – 12%**

Digital printing

**30%**

Growth of package printing sector

**17%**

For more information, contact us at:

Ruhi Shaikh +91 22 6144 5914  
PR Manager  
ruhi.shaikh@india.messefrankfurt.com

### Digital signage market

India digital signage market is projected to reach

**USD 874 million**

Growing at a CAGR of

**7.4%** between 2017 and 2023

### OOH advertising

OOH advertising spends grew at CAGR of

**10%**

Reached value around **USD 237.65 billion**

Samson Simon +91 11 66762360  
Group Exhibition Head – Media & Creative Exhibitions  
samson.simon@india.messefrankfurt.com