

POST SHOW REPORT 2020

mediaexpo MUMBAI

...where your
advertising takes
shape

International exhibition on
Indoor & Outdoor Advertising
and Signage Solutions



Show Profile

Media Expo Mumbai 2020 has emerged as a resourceful platform for witnessing trendsetting innovations from leading brands across the indoor advertising, OOH advertising, print media and the signage segment.

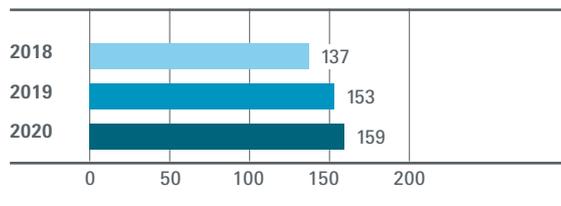
Converging presence from sector-wide professionals and business visitors under its roof, the trade fair allowed for lucrative engagements, productive exchanges, and opportunities for expanding business networks.

Edition	: 46th
Date	: 20 – 22 Feb 2020
Venue	: Bombay Exhibition Center, Mumbai
Organiser	: Messe Frankfurt Trade Fairs India Pvt Ltd
Total Gross Sqm	: 9,720
Exhibitors	: 159
Visitors	: 12,554

2020 Venue Map



Exhibitor growth from 2018 – 2020



Product categories covered

15%	Fabricating / Finishing, decorating, machines & equipments
15%	Sign substrate / equipment
10%	Digital Imaging / Printing Devices
10%	Digital Printing
10%	Digital Signage
10%	Printing Equipment
10%	Signage
5%	3D Printing
5%	Outdoor Advertising
5%	Promotional Material
3%	Printing Inks
2%	Architectural Hardware

12,554
Visitors

159
Exhibitors

9,720
sq mts
gross space

21
new entrants

Show Highlights

- Successful launch of the first ever edition of Media Expo Excellence Awards (MEA) 2020
- Product launches and live demonstrations in print media and advertising space
- New displays in IoT infused POP signs and integrated digital signage

Market Information

Indian Media and Entertainment industry

Indian M&E market was valued at **USD 23.34 billion** in 2019

Indian M&E market grew at CAGR of **13.3%**

Expected value to reach **USD 33.6 billion** by 2021

Overall, India's media and entertainment sector to grow at

13.5% CAGR by 2024

source - KPMG

Indian Advertising Industry

India's advertising sector experienced **13.9%** growth in 2019

India's advertisement market is further projected to grow by

10.62% year-on-year till 2021

Top 3 contributing sectors:

Digital Advertising, Television, and OOH advertising

source - KPMG

Online ad market / Digital Advertising

Digital advertising market was valued at **USD 2.43 billion** in 2019

Set to grow at

32% CAGR

Expected to reach at

USD 2.95 billion by the end of 2020

Digital advertising market will occupy share of total advertising by 2024

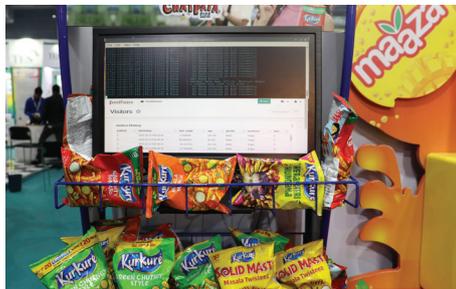
39.5%

SOURCE - KPMG

Leading Innovations from the showfloor

Podlabs

Tracking customer responses and preferences on the go is the dream of every consumer brand. Translating this dream into a real life innovation, Podlabs tracks and analyses customer response to any given product owing its integrated algorithmic engine. The outcome is a precise consumer profile based on a complete behavioural analysis of consumer in response to any product.



Apsom Infotex Ltd

The Dimense printer allows high profile 3D wallpaper printing and embossing simultaneously at up to 30-sqm/hr speed with a print width of 1.6-m. It uses latex eco-friendly inks and PVC-free structure-forming eco-deco media which renders a highly durable output that does not fade under direct light.



Quick Report Software Pvt Ltd

Data Point is a digital signage tool that presents and manages real-time data visually. It can connect a presentation to an external data source like a database, XML file, Google Sheets, JSON, OData, Microsoft SharePoint, OLE DB and ODBC, RSS Feed, Facebook info, news, weather, and Google Calendar.



Arrow Digital Pvt Ltd

The EFI printer can execute 3D print on a hard flex-surface. It uses thermoforming inks that once heated with flex and can take shape of any mould through its vacuum processing. A very ideal technology for products in POP and POS with a durable output.

Print market

As per IBEF industry reports, the print industry accounted for the third largest share in M&E to reach

USD 4.76 billion in 2019

While the print industry experienced a mere 5% growth in FY19 over its previous FY18,

Accelerated growth is forecasted in regional print segment

The print sector has experienced considerable growth year-on-year and shows a great potential for the future

Digital signage market

India digital signage market is projected to grow at a CAGR of

15.1%

between 2019 and 2025

OOH advertising industry

OOH advertising was valued at

USD 34 billion in 2019

The segment is expected to grow at **9.3%** CAGR between 2019 to 2024

For more information, contact us at:

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