



**ASIA'S BROADCASTING  
& INFOTAINMENT SHOW**



**BI 2025**  
BROADCAST INDIA



**SCAT 2025**  
SCAT INDIA



**CONTX 2025**  
CONTENT INDIA

# POST SHOW REPORT

**14 15 16** OCTOBER, 2025  
Jio World Convention Centre,  
Mumbai

[www.abis-expo.com](http://www.abis-expo.com)

## ASIA'S BROADCASTING & INFOTAINMENT SHOW (A.B.I.S.) 2025: Asia's Most Influential Platform Driving The Future Of Broadcast, Media, And Infotainment

### Unifying the Industry

With a phenomenal turnout of **30,753** professionals and **590+** leading brands across the globe the event reaffirmed its position as Asia's most vital meeting ground for the broadcast, media, and infotainment sectors.

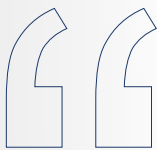
### Innovation at the Core

This year's edition showcased the industry's rapid transformation through Next-Gen Verticals in AI, immersive technologies, and blockchain where the visitors explored the future-ready solutions. The expo also showcased a dedicated **AI Pavilion** - a milestone in broadcast innovation.

### Knowledge that Drives Progress

Strengthened its reputation as a center for learning and thought leadership. The Broadcast India Conference, Content India Conference, and SCAT India Show Conference delivered insightful discussions on emerging market shifts and opportunities. The debut of **Post Production World South Asia** added a new layer of professional development, offering AI-focused workshops designed for media and content professionals.





*A.B.I.S. 2025 was more than an event - it was a testament to the power of collaboration and innovation shaping the future of media and entertainment. The conversations and breakthroughs witnessed reaffirm India's position as a global leader in this transformative industry.*

**Sonia Prashar**

Chairperson of the Management Board & Managing Director,  
NuernbergMesse India Pvt Ltd



*Broadcast India Show captures the incredible pace of technological advancement driving India's creative industry. It's where global innovations meet local talent, empowering filmmakers and storytellers to bring their visions to life and share them with the world. The show reflects how strongly India is embracing the digital revolution, transforming ideas into impact and fueling the growth of a dynamic, tech-driven creative community.*

**Hansal Mehta**

Independent film-maker. Producer. Creator.



*What makes Content India Show truly special is its intelligent and collaborative ecosystem - a space that goes beyond the noise to spark meaningful conversations, creativity, and innovation in storytelling. It brings together storytellers, creators, producers, distributors, and technical experts under one roof, uniting every voice that shapes the art and business of content creation.*

**Shibasish Sarkar**

Group CEO, Reliance Entertainment

## THREE DAYS THAT REDEFINED BROADCAST AND MEDIA INNOVATION MAKING IT AN UNFORGETTABLE EXPO



**EXHIBITOR AND BRANDS**

**590**



**VISITORS**

**30,753**



**THE EPICENTER OF INNOVATION, COLLABORATION,  
AND INDUSTRY LEADERSHIP REAFFIRMING AS  
THE LARGEST EXPO AND STILL GROWING**

**20%**

participation from  
new verticals such as  
Artificial Intelligence,  
New Media, and OTT

**14%**

increase in visitors  
from new region

**12%**

growth of international  
representation on the  
show floor



## ORIGIN OF VISITORS

### Top 10 Countries



### Number of Cities

# 671

### Top Tier I Cities

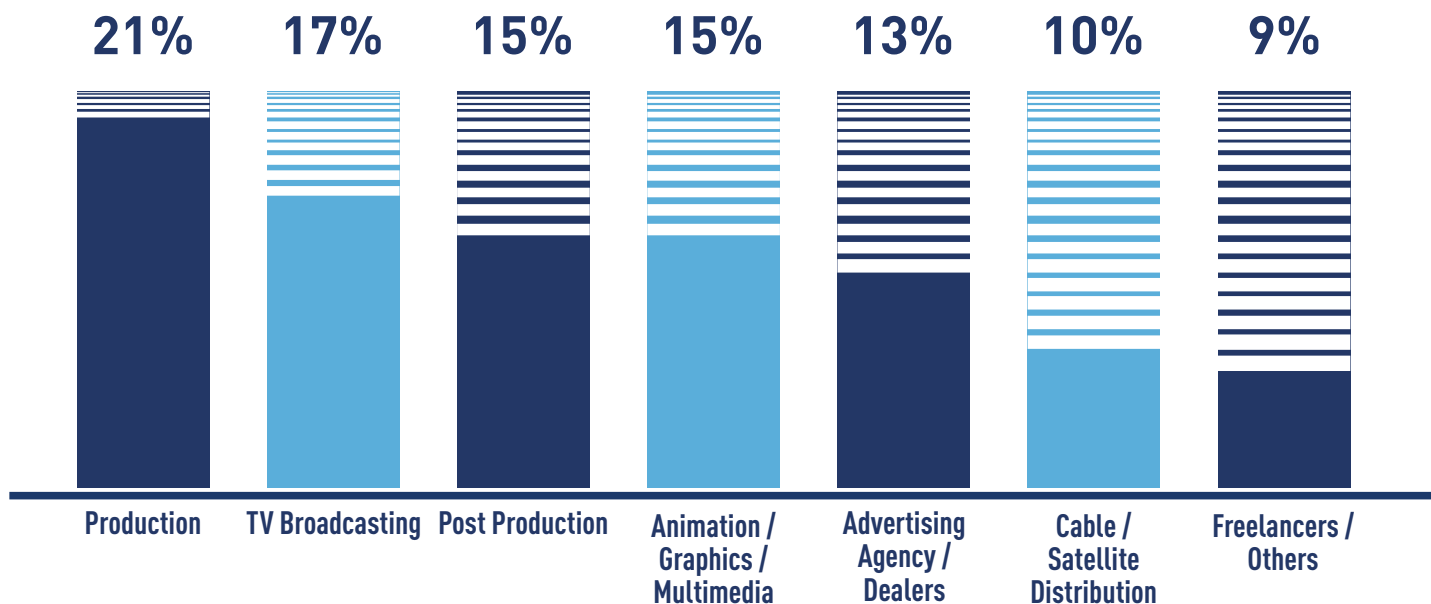
Mumbai | Bangalore | Delhi NCR | Hyderabad  
Ahmedabad | Kolkata | Chennai | Thiruvananthapuram

### Top Tier II Cities

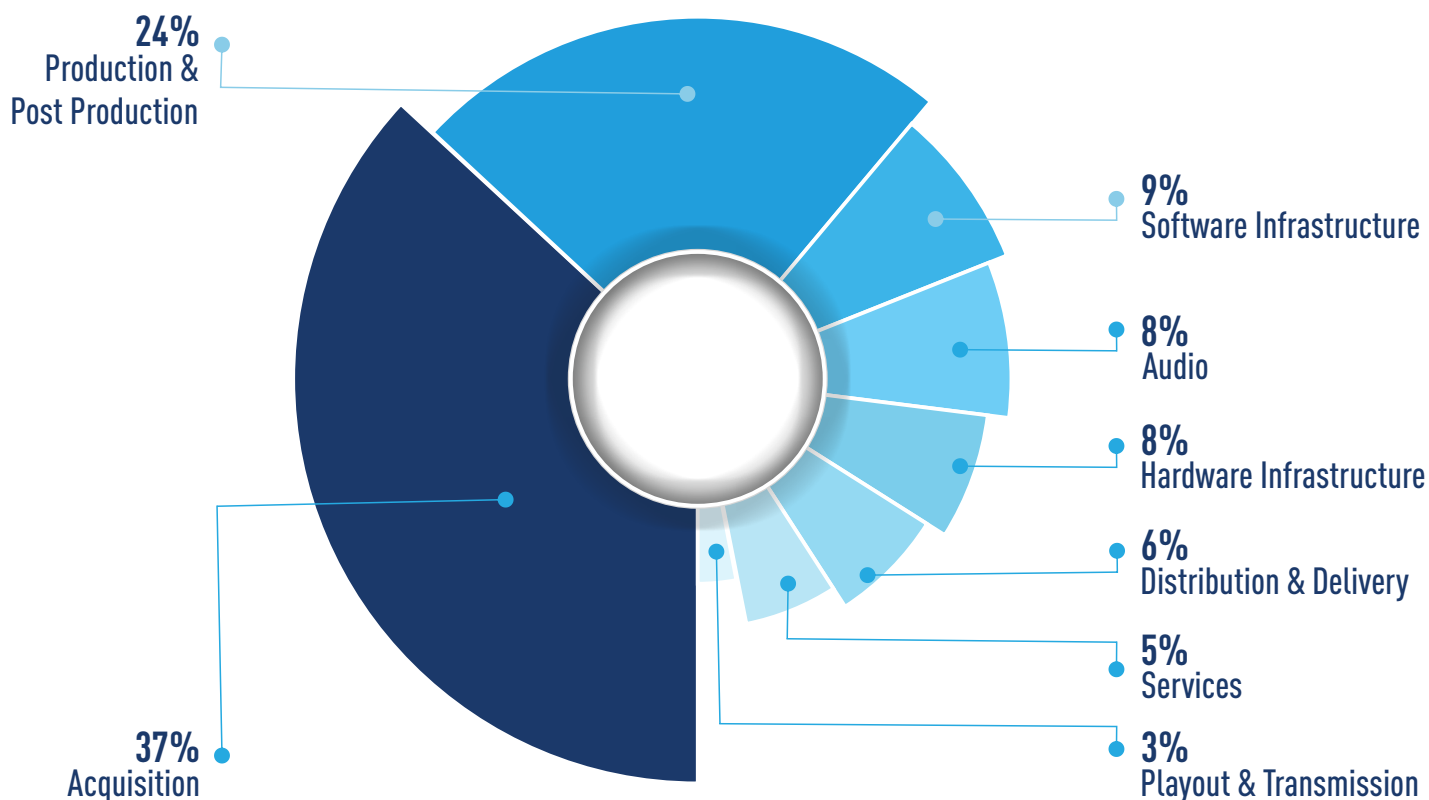
Nashik | Nagpur | Surat | Kozikode | Guwahati | Bhubaneshwar  
Pune | Coimbatore | Jaipur | Srinagar | Lucknow | Aurangabad



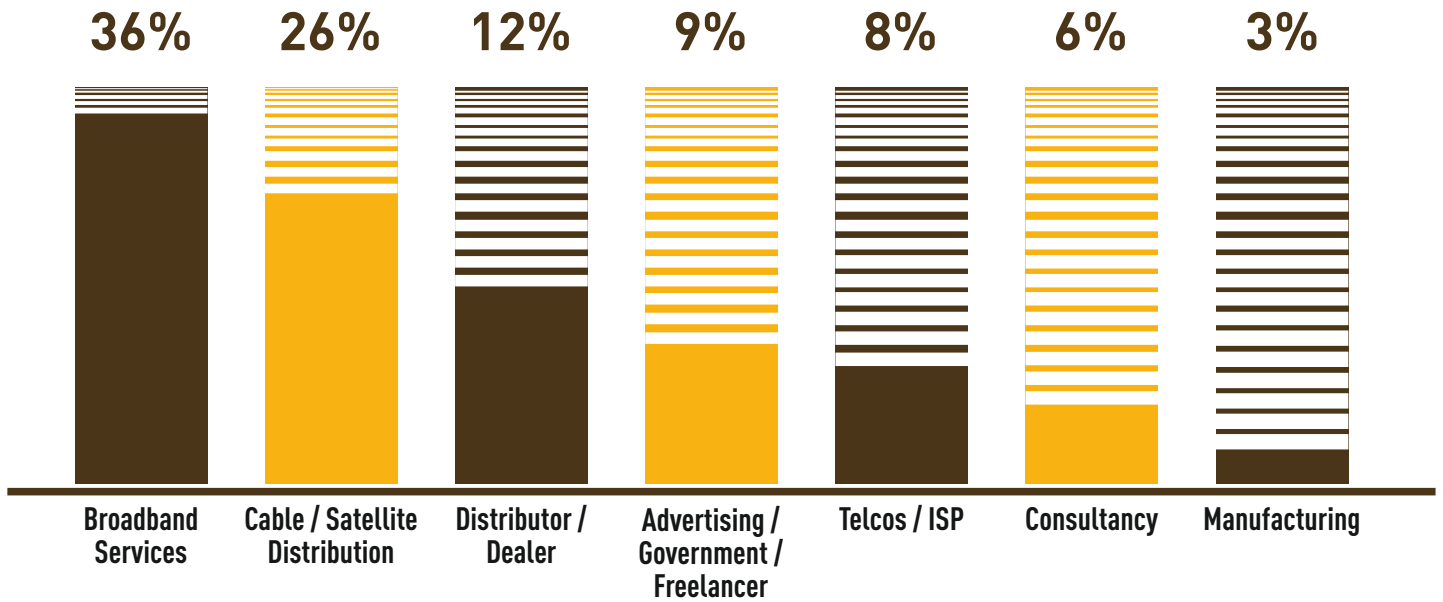
## VISITOR SEGMENTS



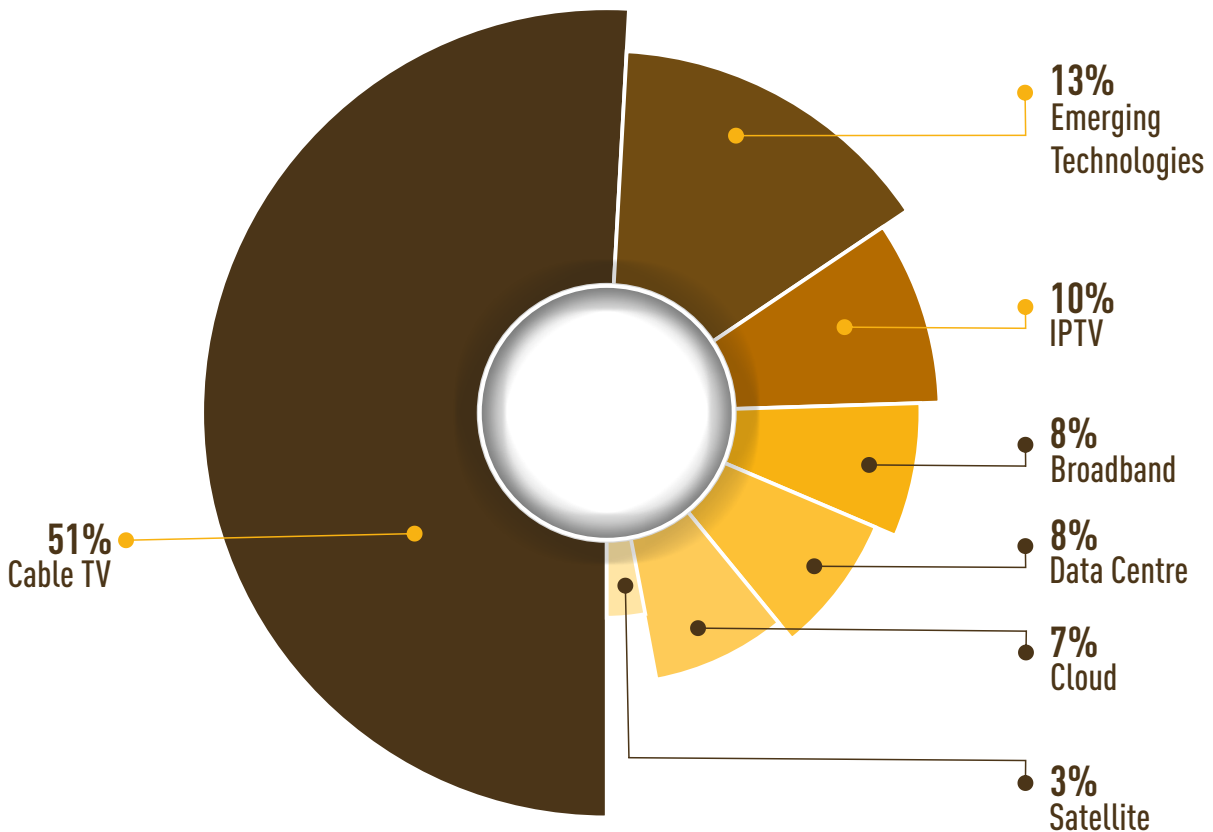
## PRODUCT INTEREST



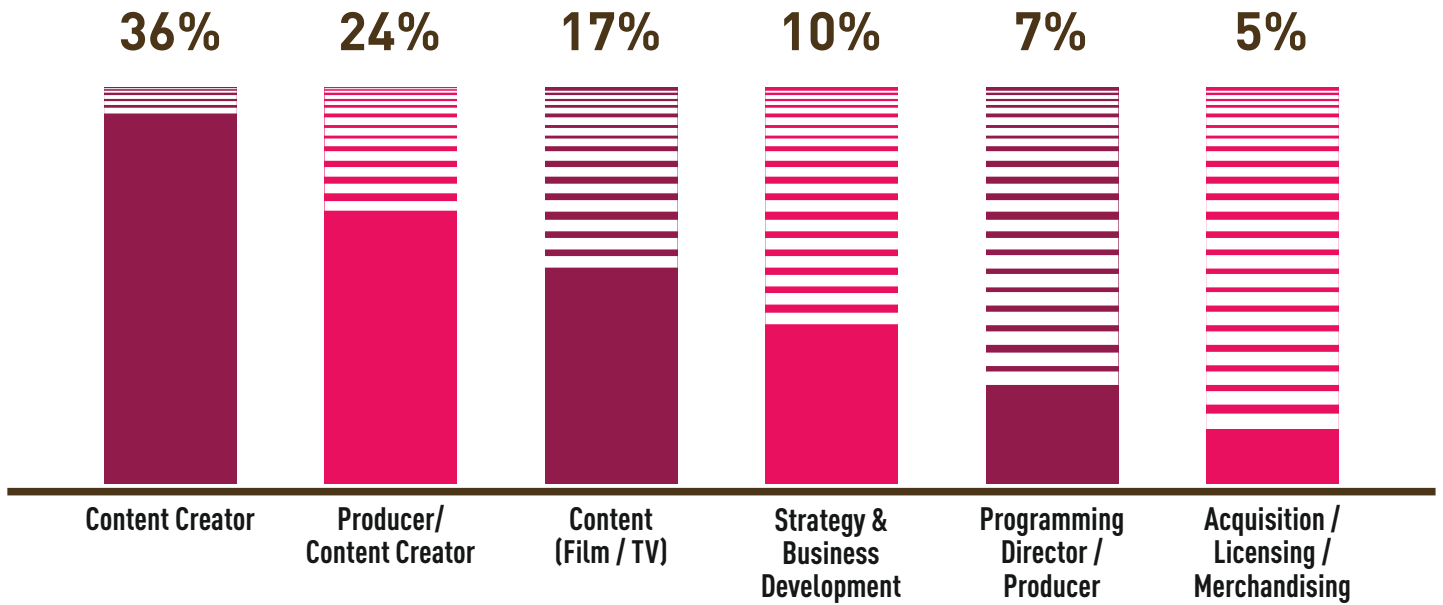
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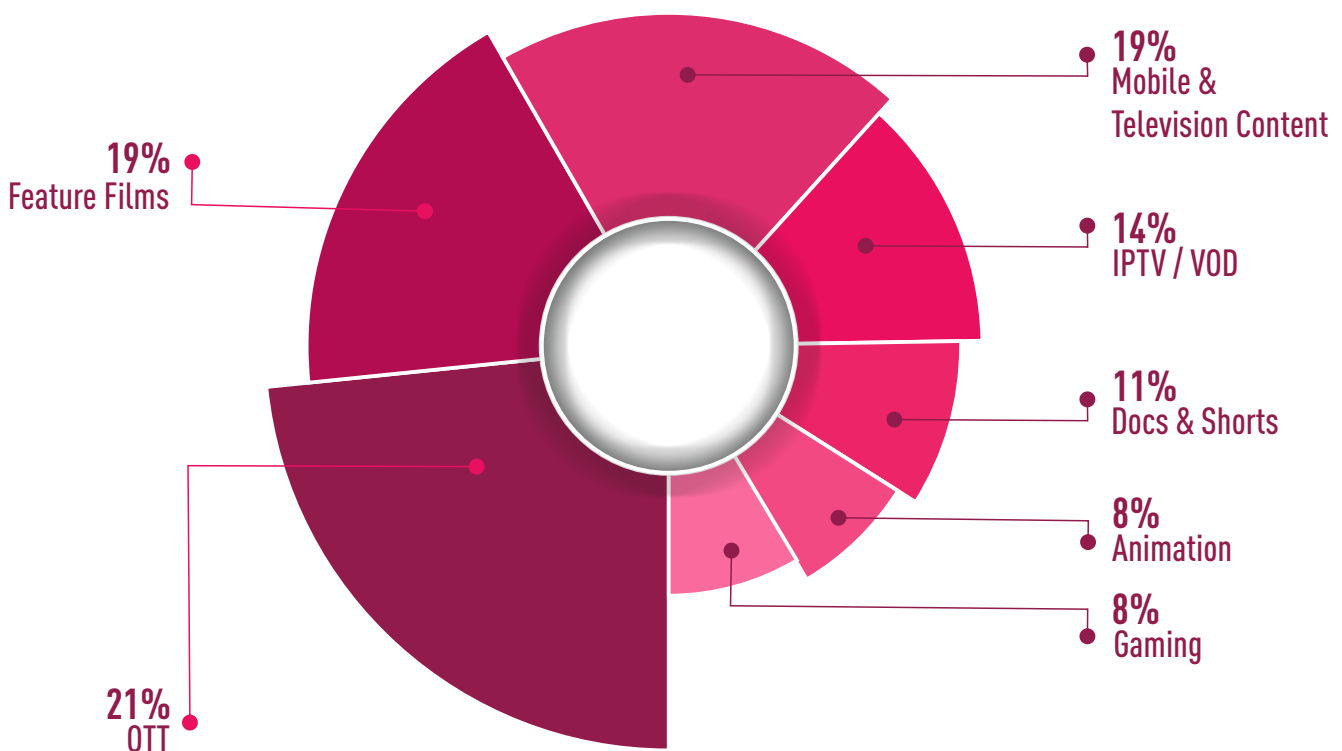
## PRODUCT INTEREST



## VISITOR SEGMENTS



## PRODUCT INTEREST



# CONFERENCES

## **BI 2025**

### **BROADCAST INDIA**

#### **INDIA'S MEDIA FUTURE: AI, MONETIZATION & THE CREATOR ECONOMY**

The Broadcast India Conference examined the next phase of India's media evolution, focusing on how artificial intelligence, cloud workflows, and new monetization models are reshaping broadcast and content creation. Sessions brought together global leaders, producers, and technology experts to discuss operational efficiency, live production innovation, and the growing synergy between film, television, and digital media.

## **CONTX 2025**

### **CONTENT INDIA**

#### **CONTENT RE-IMAGINED: AGENDA FOR THE NARRATIVE ECONOMY**

The Content India Conference spotlighted the evolving dynamics of storytelling in a rapidly diversifying media landscape. Sessions explored how creators and studios are leveraging narrative capital, cross-cultural collaborations, and new formats to reach global audiences. The conference reaffirmed Content India's role as a key platform driving dialogue around the business and future of content creation.

## **SCAT 2025**

### **SCAT INDIA**

#### **CONTENT RE-IMAGINED: AGENDA FOR THE NARRATIVE ECONOMY**

The Great Convergence: Cable, IPTV, Telecom and Satellite in India's Digital Decade  
Conversations focused on last-mile connectivity, emerging ISP models, and innovations enhancing network efficiency and reliability. The event also featured product launches and technology showcases, including ONEIPTV, underscoring SCAT India's position as a catalyst for collaboration and growth within the nation's connectivity ecosystem.



**46**  
SESSIONS

**90+**  
SPEAKERS



**1200+**  
ATTENDEES



# GLIMPSES

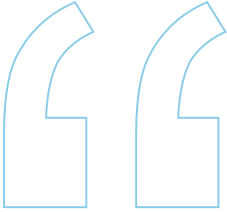


# GLIMPSES



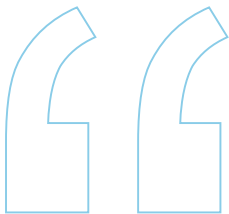


# TESTIMONIALS



*India's position as a global powerhouse in media technology is undeniable, driven by its vast scale, expanding rural reach, and strong talent across software, cloud, and broadcast engineering. Broadcast India serves as the definitive platform to experience this innovation firsthand, showcasing how AI, hybrid cloud, and advanced software are transforming the future of broadcasting and media.*

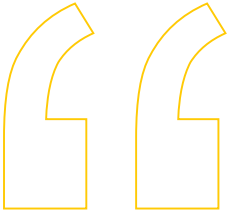
**Saleha Williams**  
CEO, IABM



*Every edition of Broadcast India reflects the industry's evolution - from advancements in AI and virtual production to breakthroughs in lighting and imaging technologies. It's the ideal environment to experience how innovation is reshaping content creation. Having been part of the show for nearly a decade, we see it as the one event that brings the entire community together - a place to reconnect with long-time partners, meet new clients, and exchange ideas that drive future collaborations. Broadcast India has truly become a hub of innovation and relationships that keep the broadcast ecosystem informed, inspired, and moving forward.*

**Pulin Soni**  
Director, Photoquip India Limited

# TESTIMONIALS

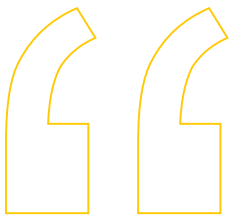


*As India's Tier 1 audience increasingly embraces OTT platforms, driven by accelerating broadband growth, the industry is seeing rapid, sharp progress. SCAT India Show keeps pace with this advancement, providing a vital stage for us to exhibit our new technologies. Having been a part of this exhibition since our inception, we recognize its unique value. Its location in the financial capital of Mumbai ensures a high volume of key visitors from across the country, making it an essential platform for forging new customer relationships and strengthening ties with our existing clients.*



**Devchand Haria**

*Managing Director, Optilinks Networks Pvt Ltd*



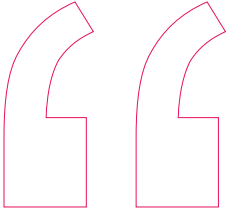
*The connectivity industry is progressing swiftly, a transformation that makes SCAT India Show an indispensable hub for engagement. This platform gives us the unique opportunity to connect directly with major ISPs, MSOs, and OEM partners, allowing us to showcase our innovative solutions and services. It is also a critical meeting point that enables collaboration with new vendors, technology evangelists, and key stakeholders from across the nation, ensuring we remain at the forefront of the industry's rapid advancement.*



**Vijay Ahire**

*Founder & CTO, Synnefo*

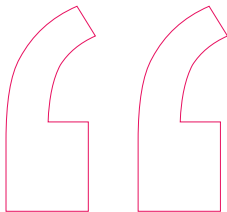
# TESTIMONIALS



*Having Broadcast India, Content India, and SCAT India under one roof created a truly comprehensive platform that brought together every facet of the media ecosystem - from technology and distribution to OTT, licensing, and creative production. The experience offered a complete view of the industry, making it an exceptional space to connect, learn, and network with professionals across the entire media landscape.*

**Josh Edbrooke**

*MarcCom and Public Relations, Taiwan Plus*



*Indian content is currently navigating a period of significant evolution. While traditional television and the box office face varying challenges, the growth of streaming platforms is fueling unprecedented global dissemination of our content. In these interesting and transformative times for the industry, Content India Show provides an essential convergence point. It is a valuable place to meet colleagues, experience new technology, and directly engage with thought leaders. Under one roof, attendees gain access to every solution required to navigate this dynamic new era.*

**Nitin Tej Ahuja**

*Chief Executive Officer, Producers Guild of India*



**ASIA'S BROADCASTING  
& INFOTAINMENT SHOW**

**SHAPING THE  
FUTURE OF  
MEDIA &  
INFOTAINMENT**

# SAVE THE DATE

**22 - 24  
OCTOBER  
2026**

**JIO WORLD CONVENTION CENTRE,  
MUMBAI, INDIA**

**For more information, please contact:**

**BROADCAST INDIA SHOW & CONTENT INDIA SHOW**

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**SCAT INDIA TRADESHOW**

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