

# POST SHOW REPORT 2020

## mediaexpo MUMBAI

International exhibition on  
Indoor & Outdoor Advertising  
and Signage Solutions

...where your  
advertising takes  
shape



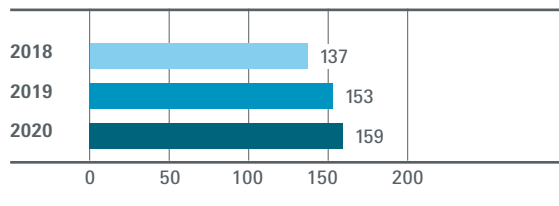
### Show Profile

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

### 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

### 2020 Venue Map



### 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

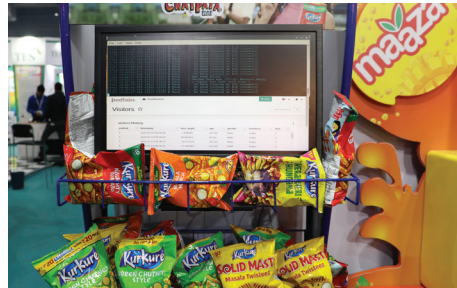
**39.5%**

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

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