

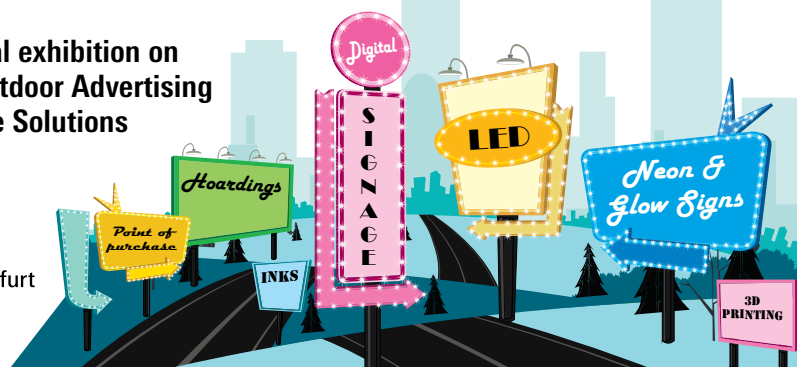
POST SHOW REPORT 2019

mediaexpo NEW DELHI

...where your
advertising takes
shape

International exhibition on
Indoor & Outdoor Advertising
and Signage Solutions

messe frankfurt



Show Profile

Media Expo New Delhi 2019 has proved to be the leading show to source and network with market leaders of the industry. The major surge in space and record breaking exhibitor numbers has once again, helped in maintaining its position.

The 45th edition, of the leading show for indoor & outdoor advertising and signage industry, is a valuable platform that will help converge professionals and experts from the advertising, marketing and signage industry.

Edition : 45th
Date : 6 – 8 September 2019
Venue : Pragati Maidan,
New Delhi
Organiser : Messe Frankfurt
India Pvt Ltd
Total Gross Sqm : 18,102
Exhibitors : 220
Visitors : 17,711

2019 Venue Map



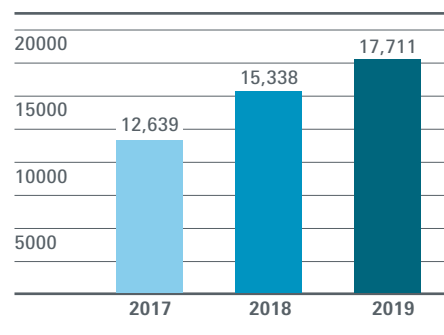
17,711

Visitors

15%

growth in visitors

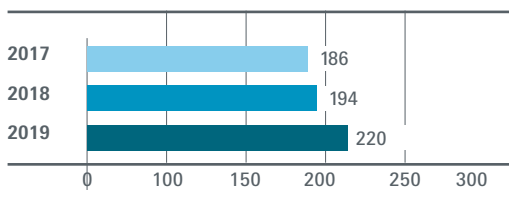
Visitor growth from 2017 – 2019



14%

growth in space

Exhibitor number growth from 2017 – 2019



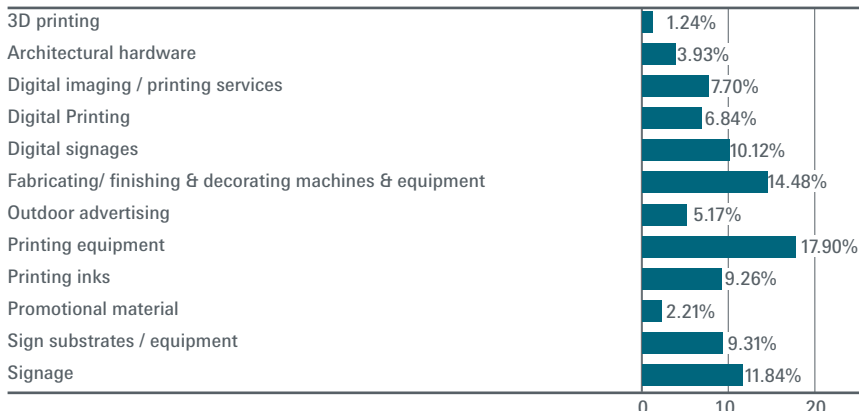
220

Exhibitors

13%

growth in total number of exhibitors

Product categories covered



Market information

Indian media and entertainment industry

Indian M&E market grew at CAGR of

13.2 %



Expected to reach

USD 43.85 Billion

by 2024

**source – KPMG Report Media*

Indian advertising industry

Stood at

USD 8.76 billion

in the year 2018

Estimated to grow with a CAGR of

10.62%



till 2021

Expected to reach

USD 12.06 billion

by 2019

Source: Dentsu Aegis report

Print industry

Stood at

USD 4.55 billion

in the year 2018

Currently growing at a CAGR at

4.5%



Expected to reach

USD 4.75 billion

by 2019

Source: KPMG Report

Key growth segments in print

Growth in package printing

17%

Growth in commercial printing

10-12%

Growth in digital printing

30%

Source: Print Fair

Show highlights

- Live product demonstrations giving first-hand experience to business visitors
- Insightful workshop sessions on emerging trends in media and advertising space

Insightful workshop session



**Digital Printing:
A sustainable
opportunity**

Santosh Nair, Country Category Manager, HP India Pvt Ltd



**3D Printing:
A profitable alternative?**

Mr. Rajesh Mrithyunjayan, Senior Manager-Business Development 3D, Monotech Systems Ltd



**Signage planning:
An Art**

Tejasa Purandare, Executive Director Cosign India Pvt Ltd



**Digital Signage: Replacing print?
Or complementing and enhancing possibilities?**

Akash Arora, Aero Digital Signage

Curtain raiser of Media Expo Excellence Awards

Media Expo New Delhi 2019 unveiled the first glimpse of 'Media Expo Excellence Awards' that will recognise innovative applications in the field of media, advertising and signage industry.

[Click here to watch the video](#)



Digital signage market

India digital signage market stood at
USD 328.9 million
in the year 2016

Growing at a CAGR of

18.60 %

To reach

USD 906.65 million

by end 2022

Source: Techsci Research

OOH advertising industry

Expected to reach
INR 523.85 million
in the year 2019

Industry grew by

8.8%

in FY 2018-2019

Digital OOH industry estimated at

USD 21.43 million

**source – Media4growth*

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