

digitalstudio

BROADCASTING AND PRODUCTION IN INDIA

MEDIA PACK 2018



93%

OF OUR READERS
RECOMMEND
CAPITAL
EXPENDITURE
DECISIONS.

58%

OF OUR READERS REFER
OUR MAGAZINE BEFORE
TAKING BUSINESS
DECISIONS.

80%

OF OUR READERS
ARE DIRECTLY
INVOLVED WITH
THE PURCHASES.



ABOUT DIGITAL STUDIO

Digital Studio is a must-have trade publication with a focus on broadcast and film production technologies in India. Published by ITP Media India, the monthly magazine has been at the forefront of chronicling the digital revolution in Indian media and entertainment industry.

Digital Studio focuses on professionals involved in the broadcast, production, post-production, film and media industry, who are steering it to adopt new

technologies and services. It documents the progress in digital production and the growing acceptance of IP-based solutions through breaking news, insightful interviews, noteworthy opinions from industry experts and analytical features.

Digital Studio is presently powered by a guild of seasoned reporters and research analysts, who cull out crucial news information, research studies, market insights and underlying industry trends to help industry decision-makers take better decisions.

TESTIMONIAL

"Digital Studio is compelling and well-written. I love your magazine."

Ashutosh Gowarikar
Leading film director

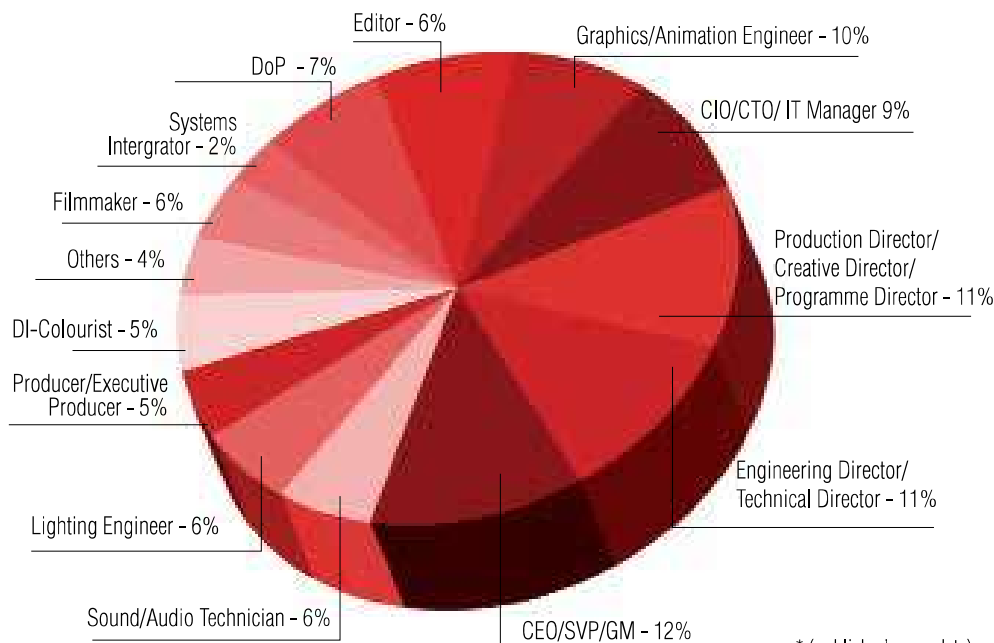
"Your cover stories are really whacky. I enjoy reading your magazine."

Resul Pookutty
Oscar-winner and sound designer

"I appreciate you for initiating such a novel concept for honouring film technicians."

K Ramchandra Babu
President, Indian Society of Cinematographers

READER PROFILE*



*(publisher's own data)

READERSHIP BY JOB TITLE

42% Senior management
27% Technical management
14% System design/ R&D
5% Creative management
12% Others

READERSHIP BY ACTIVITY

26% Networks and stations
25% Video and post production
23% Manufacturers/distributors/SIs
15% Engineering/ technical
7% Telecoms/ Govt broadcast

INDUSTRY OUTLOOK



THE BIG PICTURE

According to the FICCI - KPMG Media and Entertainment industry report, India's media and entertainment (M&E) industry is poised to grow at 14.3 percent CAGR to touch INR 2260 billion by 2020. Compared to 2016, it is projected to grow at a faster pace of 14 percent over the period of 2017-21, with advertising revenues expected to increase at 15.3 percent CAGR. The Indian M&E industry in 2016 was able to sustain a healthy growth on the back of strong economic fundamentals and steady growth in domestic consumption coupled with growing contribution of rural markets across key segments. These factors aided the industry to grow at 9.1 percent on the back of advertising growth of 11.2 percent, despite demonetisation.



2018 EDITORIAL CALENDAR

JANUARY	APRIL	JULY	OCTOBER
<ul style="list-style-type: none"> • Trends & Technology Forecast • CABSAT Preview • Routers and Switchers • Cameras 	<ul style="list-style-type: none"> • NAB Show (preview) • Media Asset Management • The OTT landscape • Production monitors 	<ul style="list-style-type: none"> • DS HOT 100 • Live Production • Artificial intelligence 	<ul style="list-style-type: none"> • 10th Anniversary issue • IBC (post-event) • Broadcast India (preview) • Playout solutions
FEBRUARY	MAY	AUGUST	NOVEMBER
<ul style="list-style-type: none"> • BES Show (preview) • BVE (Preview) • Audio editing • Future of IP 	<ul style="list-style-type: none"> • NAB Show (post-event) • Storage solutions • Live Events • Virtual reality 	<ul style="list-style-type: none"> • Journey So Far • Broadcast Asia (post-event) • Broadcast management systems • Audio Mixing Consoles 	<ul style="list-style-type: none"> • DS Channel Awards • Broadcast India (post-event) • InterBEE (preview) • Studio lighting
MARCH	JUNE	SEPTEMBER	DECEMBER
<ul style="list-style-type: none"> • Convergence India (preview) • Security solutions • Camera accessories 	<ul style="list-style-type: none"> • Broadcast Asia (preview) • Cameras • Cable and connectors 	<ul style="list-style-type: none"> • IBC Show (preview) • Audio over IP • Camera lenses 	<ul style="list-style-type: none"> • InterBEE (post-event) • Graphics • Virtualisation

ADVERTISING OPPORTUNITIES FOR PRINT

POSITION	SPECIFICATIONS	Rupees
Inside regular full page	205 x 275 mm	2,27,500
Full page, first RH	205 x 275 mm	2,60,000
Double Spread	410 x 275 mm	3,57,500
Central Double Spread	410 x 275 mm	3,99,750
Inside front Cover – Single	205 x 275 mm	3,99,750
Inside front Cover – Double	410 x 275 mm	5,29,750
Inside Back Cover	205 x 275 mm	3,57,500
Outside Back Cover	205 x 275 mm	4,64,750
Half page	180 x 110 mm	1,33,250
Quarter page	90 x 110 mm	91,000

*Taxes as applicable

ADVERTISING SPECIFICATIONS

POSITION	TRIM (WxH, mm)	BLEED (WxH, mm)	Non-bleed (WxH, mm)
DPS	410 x 275	420 x 285	400 x 265
Full page	205 x 275	215 x 285	195 x 265
Half page horizontal	180 x 110	N/A	N/A
Half page spread	360 x 110	N/A	N/A
Half page vertical	88.5 x 225	N/A	N/A
Quarter page	90 x 110	N/A	N/A

FORMAT REQUIRED:

- Artwork Format – PDF/ EPS
- Colour Format - CMYK
- Creatives – High resolution (300 dpi)



DIGITAL STUDIO INDIA CHANNEL PARTNER AWARDS 2018



The third edition of Digital Studio India Channel Partner Awards will be held on **26th October 2018** in Mumbai, and will once again witness the participation of key decision makers from broadcasting companies, vendors, distributors, resellers, systems integrators, etc. This special feature will have an exhaustive coverage of the high-profile awards ceremony and the winners who are poised to change the course of media business India.

DIGITAL STUDIO AWARDS SPONSORSHIP RATES

Types	Price
Platinum Sponsor	\$30,000
Gold Sponsor	\$21,000
Silver Sponsor	\$16,000
Category Sponsor	\$11,000

*Taxes as applicable

EXCLUSIVE SHOWCASE



THE JOURNEY SO FAR AUGUST 2018

In the 'Journey So Far' special edition, Digital Studio will highlight organisations that are at the forefront of technology. We reveal the passion, determination and strategies of these companies that continue to script success stories.



ANNIVERSARY ISSUE OCTOBER 2018

To commemorate the completion of a decade, our anniversary special edition will document 10 path-breaking stories that will span across various domains. This will include people, trends, technologies and techniques.



NAB SHOW 2018

Our exhaustive feature on the NAB Show will capture the top technologies showcased there as well as opinion pieces from industry professionals participating in it.



IBC SHOW 2018

Our in-depth coverage of the IBC Show 2018 focuses on the feasibility of futuristic technologies and the challenges existing in the broadcasting and content-creation space.