

KOBA 2015 Exhibition Result Post Show Report

A. at a Glance

1. Title : 25rd Korea International Broadcast Audio & Lighting Equipment Show -KOBA 2015-

2. Theme : Broadcasting, Touching your Emotion.

3. Period : May 19th(Tue.) ~ May 22nd (Fri.) 2015 (4 Days)

4. Opening Hours : 10:00 a.m. ~ 5:00 p.m.

5. Venue : COEX (Convention & Exhibition Center)

6. Organizers

Korea E & Ex Inc.

Korean Broadcasting Engineers & Technicians Association

7. Sponsors

- Ministry of Science, ICT & Future Planning
- Korea Communications Commission
- Korean Broadcasting System(KBS)
- SBS
- OBS
- Korea Association of Sound Artists
- Electronics and Telecommunications Research Institute(ETRI)
- Ministry of Trade, Industry & Energy
- Seoul Metropolitan Government
- Munhwa Broadcasting Corporation(MBC)
- Educational Broadcasting System(EBS)
- Acoustical Society of Korea

8. Exhibition Scale : 27,997 sqm

9. Groups of Exhibits

- Production
- Mobile & IPTV
- Pro-Light
- Cinema
- Post-Production
- Test & Measuring
- Stage
- Contents & Libraries
- Delivery & Distribution
- Pro-Audio
- Display
- Others

10. Website : www.kobashow.com

11. E-mail : koba@kobashow.com

12. Number of Visitors

Dates	Total Visitors	Daily Rates (%)	Weather Condition
May. 19th(Tue.)	9,493	21.9%	Sunny
May. 20th(Wed.)	11,031	25.4%	Sunny
May. 21th(Thu.)	11,259	26.0%	Sunny
May. 22nd(Fri.)	11,577	26.7%	Sunny
Total	43,360	100.0%	

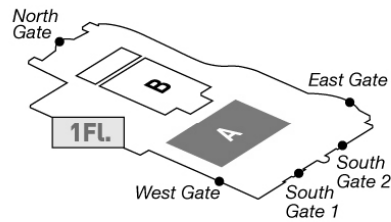
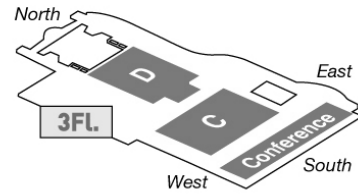
B-1. Hall Plan

KOBA 2015

25th KOREA INTERNATIONAL
BROADCAST, AUDIO & LIGHTING
 EQUIPMENT SHOW

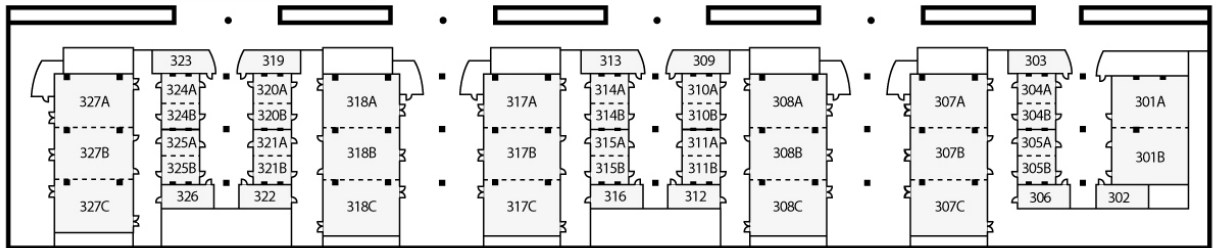
19th-22rd MAY 2015 COEX, Seoul, Korea

· Exhibition Scale - 27,997sqm
 COEX Hall A,C,D and Conference Center

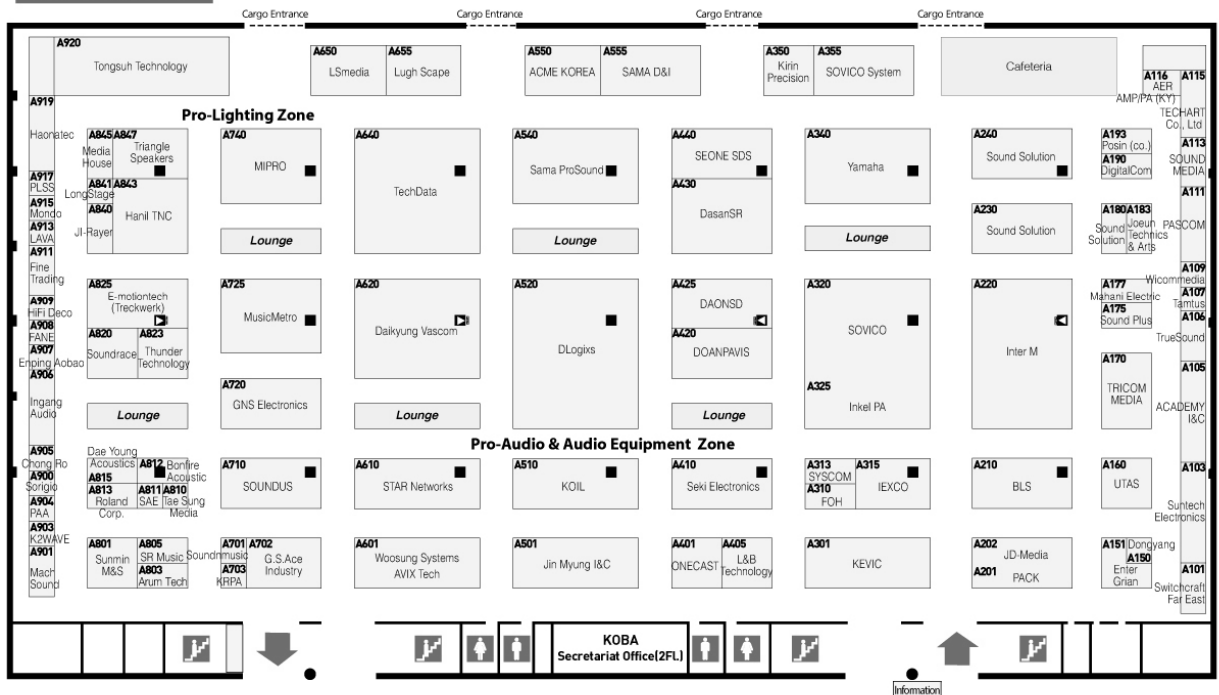


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Conference Center (3Fl.)



Hall A (1Fl.)



B-2. Hall Plan

Exhibits Categories

Hall A

Pro-Audio - Amplifiers, Speakers
Microphones, Mixers, PA, SR
Pro-Lighting, Stage Equipment
Church Facilities, Musical Instruments

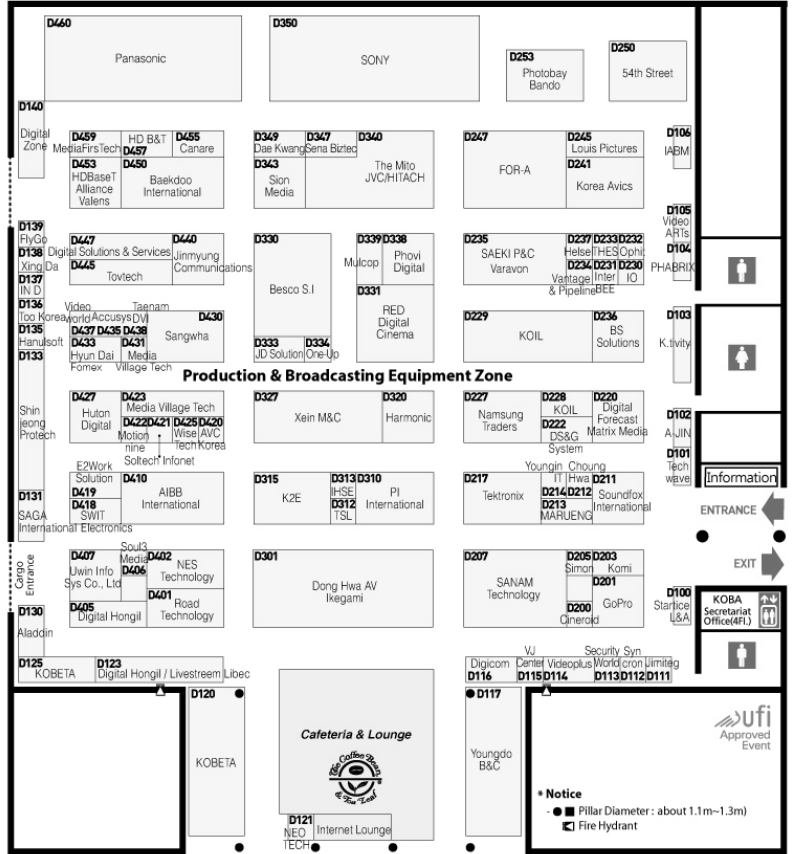
Hall C

Post-Production - Editing Devices
Non-linear Editing System, Encoders
Media Converter, Related Software
Title Production System
Distribution & Delivery
(Wifi/WiMAX, 4G, LTE)
Output & Transmission
3D, IPTV, Digital Contents
Mobile, Digital Cinema
Electric Display, Electric Power Unit
Measuring Equipment and Converters
Contents TV, Movie, Game, Education

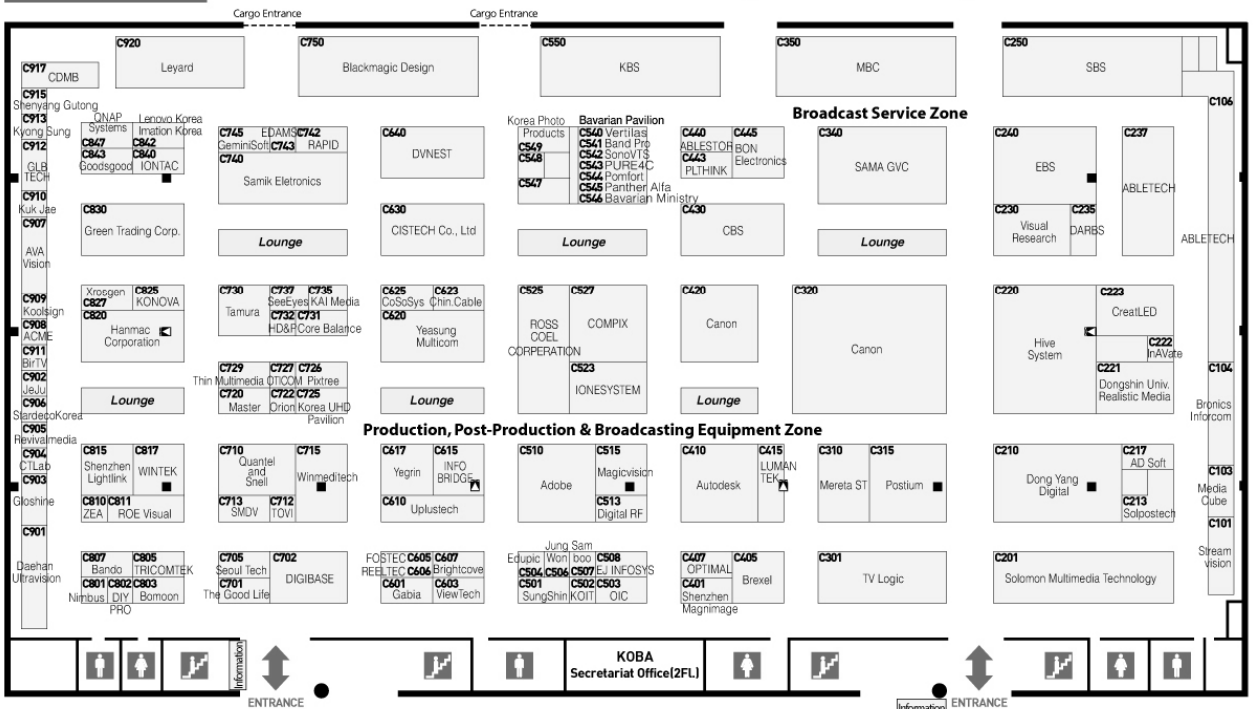
Hall D

Production - Camera & Recording
Lenses, Camcorder, Storage, Server
Data Compression Technology
Broadcasting Equipment

Hall D (3Fl.)



Hall C (3Fl.)



C. Fact Sheet

1. Classification of Exhibitors' Origin

Country	No. of Exhibitors	Country	No. of Exhibitors
Korea	189	Hungary	2
Australia	21	India	2
Austria	3	Israel	4
Belgium	9	Italy	20
Bulgaria	1	Japan	46
Canada	28	Liechtenstein	2
China	51	Netherlands	7
Czech	1	U.S.A.	262
Denmark	13	Norway	6
Finland	1	U.K	76
France	21	Portugal	1
Germany	109	Russia	1
Hong Kong	5	Turkey	1
Singapore	1	Spain	11
Sweden	6	Switzerland	11
Taiwan	20		
Total 932 Exhibitors from 32 Countries			

2. Classification by Key Exhibits

Code No.	Key Exhibits	No. of Exhibitors
①	Production	211
②	Post-Production	166
③	Delivery & Distribution	139
④	Mobile & IPTV	60
⑤	Test & Measuring	50
⑥	Pro-Audio	310
⑦	Pro-Light	77
⑧	Stage	45
⑨	Display	81
⑩	Cinema	23
⑪	Contents & Libraries	65
⑫	Others	45

3. Purpose of Visit (Multiple Responses)

Classification	2015 Rates
Gather Information	11%
Market Research	21%
General Interests	28%
Purchasing Consultation	15%
Export/Import	24%
Others	1%
Total	100.0%

E. KOBA 2015 Exhibitor Survey

1. Purpose of Participation in KOBA 2015 ? (Multiple Responses)

- ① Find the New Channel (28.7%)
- ② To Promote and Improve company's image (29.3%)
- ③ To Introduce New Launched Products (19.4%)
- ④ To Promote Existing Products (17.3%)
- ⑤ To gather the information & Networking(5.3%)

2. Does KOBA 2015 meet your overall business objectives?

① Highly Satisfied	② Satisfied	③ Average	④ Not Satisfied	⑤ Definitely Unsatisfied
9.7%	47.0%	37.5%	5.1%	0.7%

3. What is your preferred promotional medium KOPLAS should focus on? (Multiple Responses)

Type of Medium	Rates	Type of Medium	Rates
① Direct Mailing (Invitation cards, posters)	23.6%	⑦ Promotion through Related Organizations	4.6%
② TV	17.8%	⑧ Participated on Overseas Exhibitions	1.6%
③ Radio	5.5%	⑨ Mobile(SMS)	3.6%
④ Daily & Financial Newspapers	11.8%	⑩ Advertising in International Journals	0.5%
⑤ Advertising in Domestic Journals	9.6%	⑪ Outdoor Advertising (e.g. Billboards)	4.4%
⑥ Internet	17.0%		

4. What is your overall opinion and evaluation for the below areas?

Evaluating Area	Highly Satisfied	Satisfied	Average	Not Satisfied	Definitely Unsatisfied
Number of Domestic Visitors	7.1%	39.3%	42.6%	10.8%	0.4%
Number of Overseas Visitors	2.1%	12.6%	51.4%	28.2%	5.7%
Quality of Visitors and Buyers	4.1%	30.2%	58.2%	6.8%	0.7%
Marketing & Promotion Effort of the Organizer	4.4%	41.5%	46.9%	6.8%	0.4%
Quality of Operation & Service	6.3%	44.1%	44.1%	4.1%	1.4%
Quality of Booths & Other Utilities	3.4%	42.2%	46.3%	6.8%	1.3%
Quality of Amenities of Exhibition Venue	5.1%	41.8%	44.3%	8.8%	2.0%

5. Would you be willing to participate in KOBA 2016?

- ① YES (49.1%)
- ② Consideration (48.3%)
- ③ No (2.6%)

F. Outcome of KOBA 2015

1. Exhibition Area

Gross Space : 29,799 sqm

2. Total Exhibitors

Total 932 Exhibitors from 32 Countries
(131 Local Exhibitors, 296 Foreign Exhibitors)

3. Total Visitors

Total 89,910 Visitors (Overseas Buyers; 2,074)

4. Total Trade Consultation Fee

Domestic(KRW) : 3,550 Billion-Won
Export(USD) : 3,300 Million-Dollars

5. Total Contract Fee

Domestic(KRW) : 830 Billion-Won
Export(USD) : 810 Million-US Dollars

G. Information of KOBA 2016

1. Title

KOBA 2016

26th Korea International Broadcasting Audio & Lighting Equipment Show

2. Exhibition Period

in May 24th ~ 27th , 2016(4 days)

3. Opening Hours

10:00 a.m. ~ 5:00 p.m.

4. Exhibition Venue

COEX (Convention & Exhibition Center)
- 524, Bongeunsa-ro, Gangnam-gu, Seoul 135-729, Korea)

5. Exhibition Scale

27,997 sqm

6. Organizers

Korea E & Ex Inc.
Korean Broadcasting Engineers & Technicians Association