



1. At a Glance

Title	KOBA 2017 27th Korea International Broadcast, Audio & Lighting Equipment Show
Theme	To UHD and Beyond
Exhibition Period	2017. 5. 16 (Tue) – 5. 19 (Fri) (4 days)
Opening Hours	10 am – 5 pm
Exhibition Venue	COEX – Hall A, C, D and Conference Center
Organizers	Korea E & Ex Inc. Korea Broadcast Engineers & Technicians Association
Sponsors	<ul style="list-style-type: none"> · Ministry of Science, ICT & Future Planning · Ministry of Trade, Industry & Energy · Korea Communications Commission · KBS · MBC · SBS · EBS · OBS · Acoustical Society of Korea · Korea Association of Sound Artists · Electronics and Telecommunications Research Institute (ETRI)
Co-Sponsors	· CBS · Arirang TV · tbs
Exhibition Scale	<p>Total 27,277 sqm</p> <ul style="list-style-type: none"> · COEX Hall A : Pro-Audio / Pro-Light · COEX Hall C/D : Broadcast / Video · Conference Center : KOBA World Media Forum 2017 International Broadcasting Conference, Technical Seminar
Homepage	www.kobashow.com
E-mail	koba@kobashow.com
Groups of Exhibits	<ul style="list-style-type: none"> · Production · Post-Production · Delivery & Distribution · Mobile & IPTV · Test & Measuring · Pro-Audio · Pro-Light · Stage · Display · Cinema · Contents & Libraries · Orders



2. Exhibition Result & Figures

Classification of Countries

Country	No. of Company
Korea	247
Australia	11
Austria	5
Belgium	9
Canada	29
China	56
Denmark	12
Finland	2
France	20
Germany	101
Hong Kong	4
India	2
Israel	5
Italy	22
Japan	72
Netherlands	4
New Zealand	1
Norway	5
Poland	1
Romania	1
Russia	1
Singapore	1
Spain	15
Sweden	5
Switzerland	11
Taiwan	18
Turkey	3
U. K.	79
U. S. A.	272

1,014 Exhibitors from 29 Countries

Exhibitors Classified by Main Exhibits

Main Exhibits	No. of Company
① Production	214
② Post-Production	170
③ Delivery & Distribution	182
④ Mobile & IPTV	85
⑤ Test & Measuring	52
⑥ Pro-Audio	352
⑦ Pro-Light	116
⑧ Stage	40
⑨ Display	99
⑩ Cinema	32
⑪ Contents & Libraries	70
⑫ Others	36



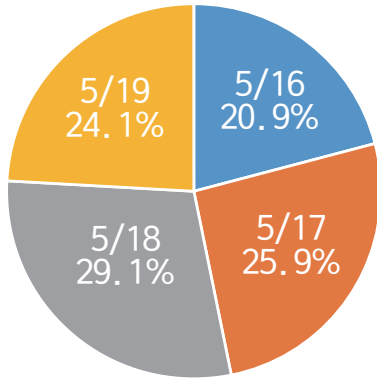
3. Comparison of Exhibition Statistics

Editions	Countries	Exhibitors	Visitors	Scale (m ²)	Venue
1st (1991. 6)	15	115	21,963	3,888	KOEX
⋮	⋮	⋮	⋮	⋮	⋮
5th (1995. 5)	20	331	39,411	7,776	KOEX
⋮	⋮	⋮	⋮	⋮	⋮
10th (2000. 5)	26	573	48,764	14,733	COEX
11th (2001. 5)	25	540	62,283	17,629	COEX
12th (2002. 5)	22	423	35,549	10,368	COEX
13th (2003. 5)	27	611	43,682	17,629	COEX
14th (2004. 5)	28	602	45,942	17,629	COEX
15th (2005. 5)	28	624	44,556	17,629	COEX
16th (2006. 5)	28	739	42,524	17,629	COEX
17th (2007. 5)	32	656	44,164	17,629	COEX
18th (2008. 5)	32	665	45,010	17,629	COEX
19th (2009. 5)	31	615	40,514	17,629	COEX
20th (2010. 5)	29	636	38,537	17,629	COEX
21st (2011. 6)	33	603	40,807	17,629	COEX
22nd (2012. 5)	33	778	41,692	22,813	COEX
23rd (2013. 5)	33	839	42,459	25,405	COEX
24th (2014. 5)	33	893	44,002	27,997	COEX
25th (2015. 5)	32	932	43,360	27,997	COEX
26th (2016. 5)	28	1,017	41,053	27,997	COEX
27th (2017. 5)	29	1,014	40,191	27,277	COEX





4. Visitor Analysis

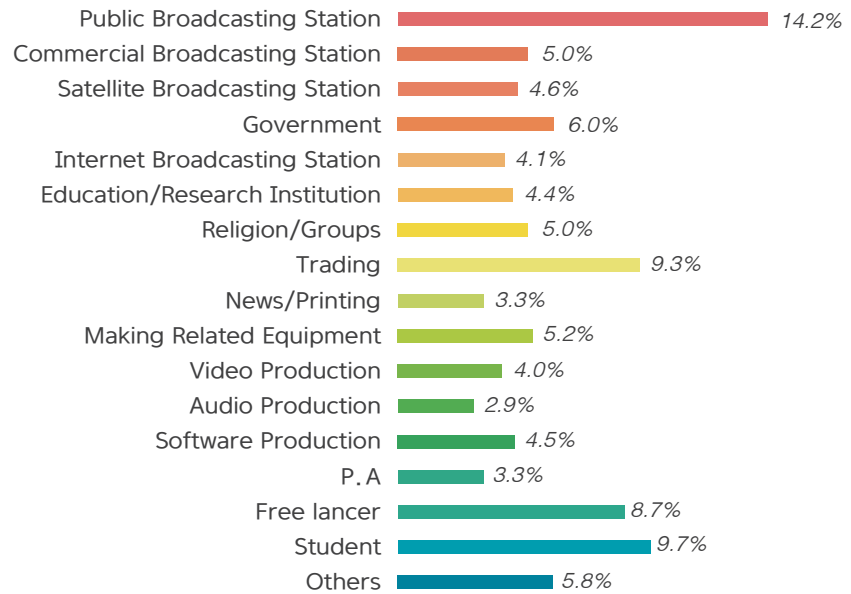


(1) Number of Visitors

5.16 (Tue)	8,416	(20.9%)
5.17 (Wed)	10,401	(25.9%)
5.18 (Thu)	11,686	(29.1%)
5.19 (Fri)	9,688	(24.1%)

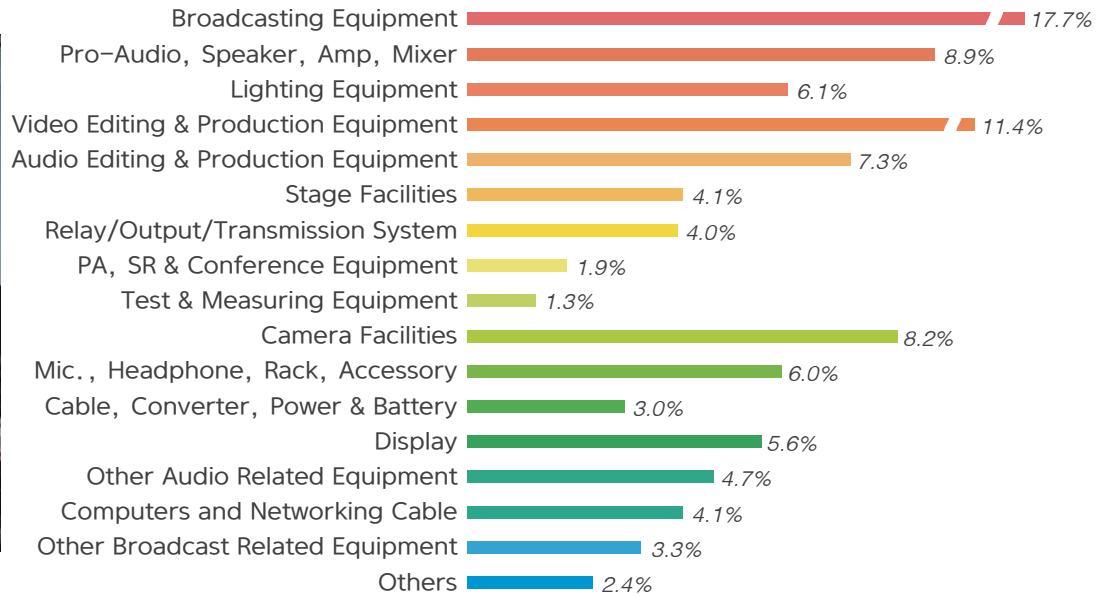
Total 40,191

(2) Visitors' Occupation

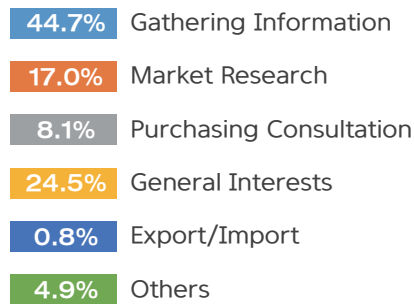
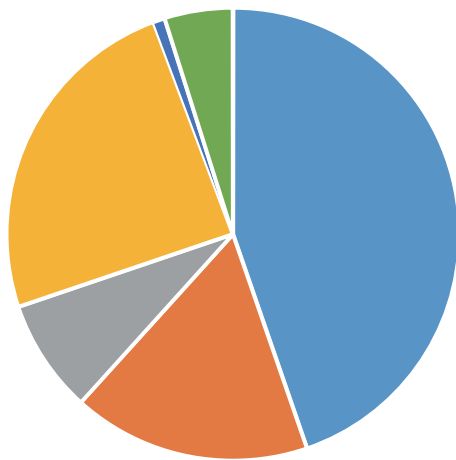




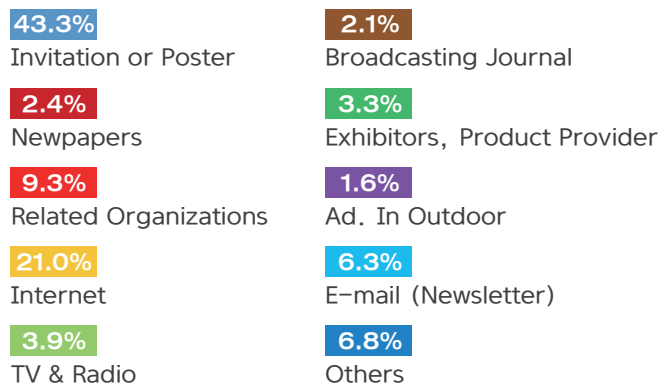
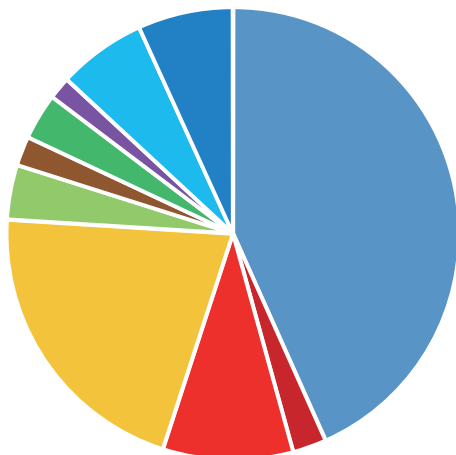
(3) Visitors' Field of Interests (Multiple Responses)



(4) Purpose of Visit (Multiple Responses)



(5) Visitors' Route of Visiting KOBA 2017





5. KOBA World Media Forum

1. Time : 5.16 (Tue), 2017
2. Place : COEX Conference Room 401
3. Organizer
 - Korea Broadcasting Engineers & Technicians Association (KOBETA)
 - Korea E & Ex Inc.
 - Broadcasting Engineer Academy
 - Korea Radio Promotion Association
4. Theme : The Next Media Experience, beyond UHD!
5. Language : Korean, English (Provide simultaneous translation)
6. Sponsor
 - Ministry of Science, ICT & Future Planning
 - Korea Communications Commission
 - Seoul Metropolitan Government

7. Program

14:00~14:15	Opening Ceremony
	[Session I] Change of Media Environment and New Challenge
	Title : The Next Media Experience
14:15~14:55	Speaker : Alison Neplokh (Vice President for Spectrum Policy, NAB, USA)
	Title : All In-Cloud Transformation of the Media Industry
14:55~15:35	Speaker : Mark Cousins (Head of Systems Engineering, AP/Japan, AWS Elemental)
	Title : The Future of VR/AR media
15:35~16:15	Speaker : Dillon Seo (CEO, VoleR Creative, Korea)
16:15~16:30	Break Time
	[Session II] Panel Talk
16:30~17:10	Topic : Change of Media Environment and New Experience – NAB, AWS, VoleR, KOBETA
17:10~17:20	Prize Lottery & Closing Ceremony





6. Promotion Campaigns

(1) KOBA Promotional Campaigns in International Shows

Promoting KOBA Show through participating in International Broadcasting Show and cooperating with other related association

Show Title	Country	City	Scale	Exhibitors	Visitors
NAB	U. S. A.	Las Vegas	100,000sqm	1,700	103,433
CCBN	China	Beijing	60,000sqm	1,000	100,000
NAB Shanghai	China	Shanghai	10,000sqm	110	10,000
InterBEE	Japan	Makuhari	47,250sqm	1,090	38,047
Prolight+Sound	China	Shanghai	35,000sqm	500	25,405
IBC	Netherlands	Amsterdam	90,000sqm	1,500	88,000
BirTV	China	Beijing	50,000sqm	500	50,000



(2) Distributing KOBA Daily News & Catalogue

Publishing KOBA Daily News and Catalogue introducing Exhibitors and Events (KOBA World Media Forum, International Broadcasting Conference and Technical Seminar) to provide convenience for visitors

(3) Sending PR materials

Regularly sending the Show Leaflet, Guidebook and Invitation card by DM or E-mail to Buyers, Dealers or Broadcasting-related Agencies



(4) Publishing press release on global website regarding the exhibition and exhibitors

Global Media Coverage : Google, Yahoo, Reuters, Market Watch, Boston.com, Business Times, New York Business Journal, etc.

(5) Inviting International Journalists

Reflecting the global trend shows through the exchange of information with International journalists

(6) Local Marketing through Overseas Agents

Attracting overseas exhibitors and buyers through local marketing activities

(7) Promoting on Major International Journals

Promoting KOBA show in the world, each bureau international media, including the United States, Europe, and Asia in order to invite overseas buyers

- Broadcast Engineering US/Canada & World Edition (U.S.A.), Mondo*dr (U.S.A.)
- MIX (U.S.A.), NAB Daily News (U.S.A.), TVB Europe (Europe), Asia Pacific Broadcasting (Asia)
- Pro Audio Asia (Asia, China), Worship AVL Asia, Eizo Shimbun (Japan)
- DEMPA TIMES (Japan), International Broadcast Info (China), Asia Image (Asia)





7. Hall Plan

27th KOREA INTERNATIONAL

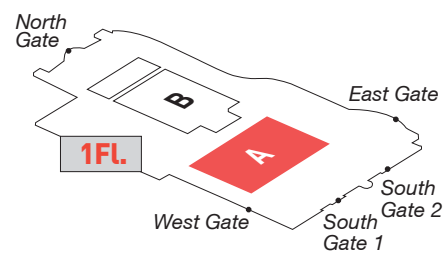
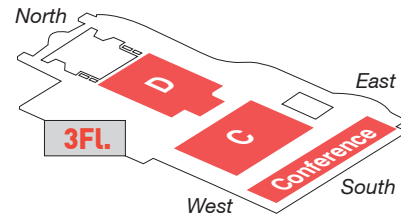
BROADCAST, AUDIO & LIGHTING

EQUIPMENT SHOW

16th-19th MAY 2017 COEX, Seoul, Korea

· Exhibition Scale - 27,277sqm

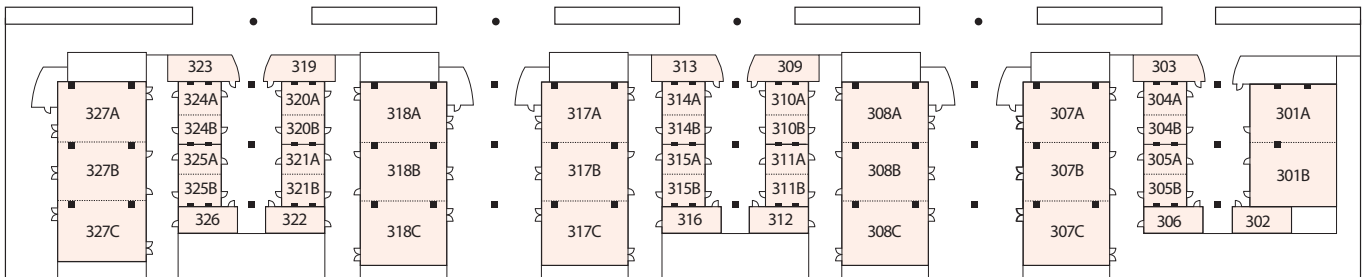
COEX Hall A,C,D and Conference Center



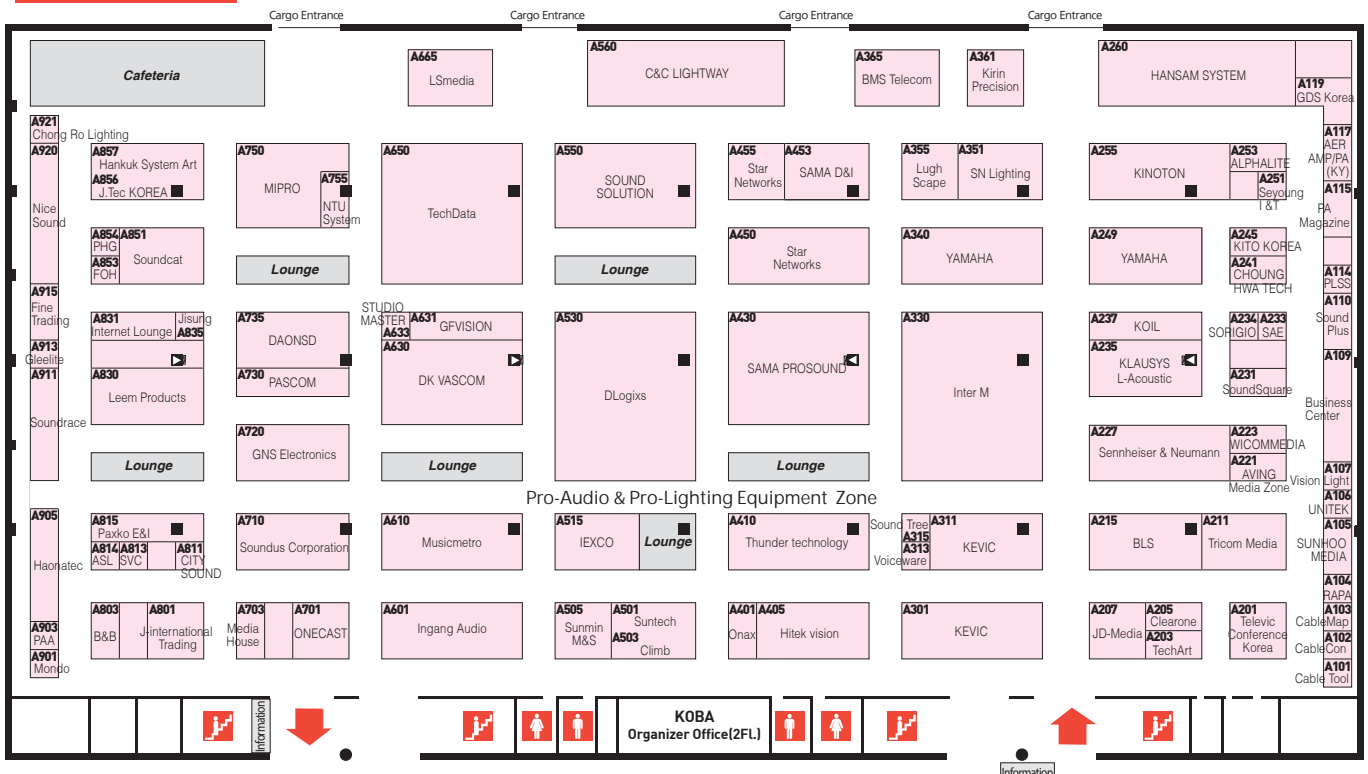
Secretariat of KOBA 2017

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 E koba@kobashow.com W www.kobashow.com

Conference Center (3Fl.)



Hall A (1Fl.)





Exhibits Categories

Hall A

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

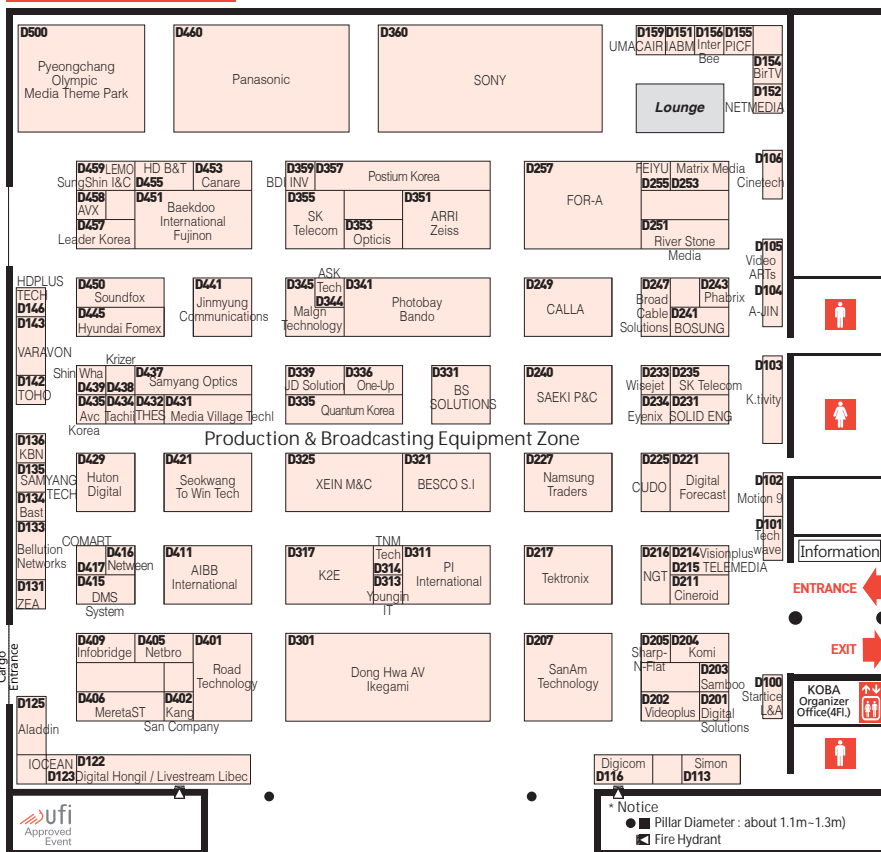
Hall C

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

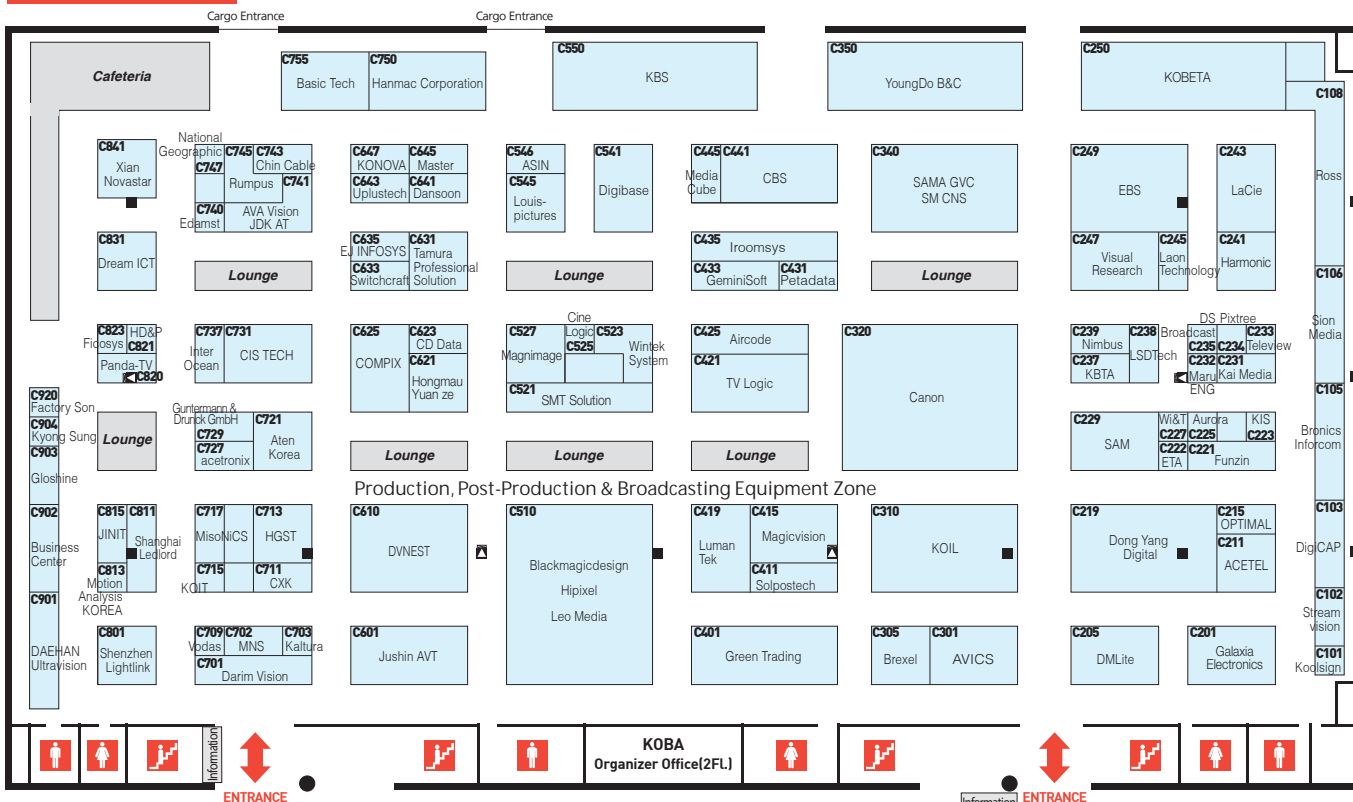
Hall D

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

Hall D (3Fl.)



Hall C (3Fl.)



KOBA 2018
www.kobashow.com



KOBA

28th KOREA INTERNATIONAL BROADCAST
AUDIO & LIGHTING EQUIPMENT SHOW

15-18 MAY 2018
COEX, KOREA

ORGANIZERS

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

Contact . Korea E & Ex Inc.

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