ATXENTERPRISE

26 TO 28 MAY 2027
SINGAPORE EXPO

BROADCAST AND MEDIA

EXHIBIT AT ATXENTERPRISE 2027

Meet the broadcast leaders who sign off on spend and the technical teams who run the kit.

APPLY TO SPONSOR OR EXHIBIT →

ATXENTERPRISE 2026		BROADCAST AND MEDIA VIPS		
22,000+	**23,800+**	**70%**	**71%**	**57%**
attendees from 122 countries	leads generated onsite	influence or make the final buying decision	hold budgets of S$250K or more	plan to buy within 6 to 12 months

2027 BOOTH RATES

SHELL SCHEME	STANDARD	PREMIUM
9sqm	S$8,580	S$9,010
18sqm	S$17,160	S$18,020
36sqm	S$34,320	S$36,040

Shell scheme booths come in multiples of 9sqm. Premium booths sit in prime locations with the highest footfall, including main aisles, corners and hall entrances.

Mandatory for every booth

2027 Welcome Guide profile
Your company profile in the official event guide
S$650

Lead Insights platform
Capture, qualify and export your leads onsite
S$910

EVERY BOOTH INCLUDES

- 3 exhibitor passes
- Full access to the networking app
- Pre-event marketing pack
- Welcome Guide profile
- Lead Insights platform access

BOOTH FITTINGS

- Information desk (non-lockable)
- 13amp single phase power point
- Round table
- Easy chairs
- Adjustable barstool
- 10W LED spotlights
- Wastepaper basket
- Grey carpet

NEW FOR 2027

57% of broadcast and media VIPs evaluate solutions through demos, and 58% are investing in AI for content production or automation. The Live Broadcast Experience and the new AI Mediatech zone give them five ways to see your technology at work.



01 CAMERA LAB ALLEY

One live performance, your full camera line-up, every output side by side.

From S$5,000



02 LIVE STUDIO

Light a working streaming set and let visitors watch the finished stream.

From S$18,000



03 TECH TAKEOVER

20 to 30 minutes in a dedicated demo area, built around your product.

From S$3,500



04 BROADCAST ON AIR

A hosted interview in our podcast studio, or brand the studio across all three days.

From S$5,000



05 AI MEDIATECH

A dedicated zone in the Broadcast and Media area where broadcasters find AI tools for making, managing and monetising content.

From S$8,580

Part of ATX SG BROADCAST ASIA

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WHO YOU'LL MEET

A preview of the broadcast buyers expected at ATxEnterprise 2027. Broadcast buying is a team decision, so you'll meet the leaders who own the budget and the technical teams who test, specify and recommend.

PRIORITY BUYERS EXPECTED

Senior operations, technology and production leaders from the region's biggest broadcasters and studios

DOWNLOAD THE 2027 BROADCAST PREVIEW ATTENDEE LIST →

NINE
- Director of Broadcast Operations
- Director of Technology, Platforms and Practices
- Director of Technology, Publishing
- Technology Director, Publishing & Enterprise Practices
- Technology Director, Drive

MEDIACORP
- VP Technology Support
- Assistant Vice President, Production Services
- Head of Interactive Media Technology

BBC STUDIOS
- Global Director of Technology Operations and Supply Chain Strategy
- Director (Production and Delivery), BBC StoryWorks APAC
- Head of Creative, BBC Studios APAC

ASTRO
- Assistant Vice President, Broadcast Playout Operation
- Head of Production, Astro AWANI

AWESOME TV
- Head of Production
- Head of Post Production

FOX SPORTS ASIA
- Senior Vice President Operations & Technology

AUSTRALIAN BROADCASTING CORPORATION
- Head of Broadcast Operations

SEVEN NETWORK
- Director of Broadcast Operations

FOXTEL GROUP
- Head of Broadcast Operations

CNBC
- Senior Director, Technical Operations APAC

CNA
- Vice President, Production Services

PARAMOUNT
- VP Technology Services, Central & Northern Europe & Asia

TIMES NETWORK
- Vice President of Technology & Broadcast

FREMANTLE AUSTRALIA
- Director of Technical Operations

SPOTV
- Head of Broadcast Operations

NETWORK 10
- Broadcast Operations Manager and Head of Security

TV5 NETWORK
- Head of Production Services

PRIMEWORKS STUDIOS
- Head, Audio Visual & Post Production

MEDIA PRIMA AUDIO
- Head of Digital Broadcast

SPH MEDIA
- Technical Manager / Director

WHO'S IN THE ROOM

43%	Engineers, studio & technical directors *run the kit, shape the shortlist*
19%	Managers & leads
38%	Director, Head of, VP & C-suite *own the budget*

WHERE THEY'RE FROM

Australia	29.6%
Singapore	18.8%
India	16.1%
Malaysia	13.0%
Indonesia	9.9%
Philippines	6.3%
Rest of the world	6.3%

98% based in Asia Pacific

TYPE OF ORGANISATION

TV, radio & news networks	58%
Production, post & VFX studios	13%
Pay TV, sports & streaming	13%
Live event, AV & venue production	10%
Broadcast services & integrators	6%

SECURE YOUR SPACE

Talk to us about booth sizes, locations and the Live Broadcast Experience.

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