

Press release

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October's PLSS to stimulate industry growth with focus on live streaming and personal audio equipment

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As industries around the world adapt to cope with the impact of the global health crisis, in the AV industry, new opportunities are emerging – particularly in China's online streaming market. An uptick in live streaming and online media consumption has created a new breeding ground for business, an evolution that the upcoming 18th Prolight + Sound Shanghai (PLSS) exhibition will cater to. Anticipated to gather more than 600 companies and brands, the 2020 fair will take place from 28 – 31 October at the Shanghai New International Expo Centre, occupying 30,000 sqm of exhibition space.

With China continuing to gain ground as a major recording and production market (rising from 12th to 7th in the IFPI global rankings), there was already optimism for a vibrant four days of business in October. But given the interrelated nature of live streaming, recording and sound production, recent quarantine measures have focused the entertainment industry's attention on a novel marketplace: China's online streaming ecosystem, a digital marketplace that exceeded 433 million users in 2019.

Sharpening its focus on this growing market, Prolight + Sound Shanghai will reposition itself to ensure that visitors can explore the crossover of online streaming in various entertainment sectors. This includes a more comprehensive range of webcasting equipment, multimedia digital applications and related recording software and technology.

Outlining the business value of the fair, Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd says: "Owing to its co-location with Music China, Prolight + Sound Shanghai is recognised as an effective business hub that brings hardware, software and entertainment together. The synergies between the two shows allow professionals to explore interrelated themes and product groups such as audio visual integration, and the combination of hardware and software for music and audio production. With new ideas and innovations in abundance, we look forward to welcoming the AV fraternity for a lively few days of business in October."

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Mr Jeff Fu, General Manager of Eastern Edison Technology Inc, a return exhibitor at Prolight + Sound Shanghai for more than 10 years, is also optimistic about the business prospects in the AV market: “Because of the success of live broadcasting, music variety shows, movies, TV shows and the gaming industry, the demand for quality sound is getting higher, and this is propelling the development of our industry.”

Specifically addressing opportunities in the live streaming sector, he says: “The quality of live video broadcasting has developed rapidly since 2013. In the future I believe video streaming will develop in two directions. Firstly, devices will become more high-end with sound and picture quality improving. And secondly, devices will become compatible with a wider variety of platforms. For example, users will be able to connect to all of the different video streaming platforms using their mobile phones.”

New fringe events introduced to shed light on pro audio equipment trends

Adding extra value to the show, Prolight + Sound Shanghai’s concurrent fringe event programme is widely regarded as a leading trend indicator in Asia.

With audio experiences forecast to become an important element of interactive entertainment, a new ‘Headphone Hub’ will be introduced to unveil the expanding range of portable audio choices both for enthusiasts and professional users. The area’s range of headphones will demonstrate a superior, immersive audio experience whether it be for stage or leisure.

Adjacent to the showcase will see the ‘E-Stage’ introduced as an outdoor demo area for live performances. In line with the constantly changing live performance landscape, the area will not only feature traditional stage performances, but it will also showcase equipment for street performers and buskers – illuminating the versatility of various types of portable speakers through live performances.

Special privileges introduced to assist exhibitors

In light of the challenging global trade environment, the organisers of the 2020 edition of Prolight + Sound Shanghai have introduced a number of one-off measures to help exhibitors get back to business and take advantage of new industry developments.

To this end, the payment deadline for exhibitors has been extended, and a surcharge waiver for open-sided booths has been introduced. The fair’s valuable buyer referral programme has also been upgraded to encourage as much business as possible in October. For detailed information on the offers, please visit [the fair’s official website](#).

Concurrently held with Music China, Prolight + Sound Shanghai is an annual international exhibition for the music, event, media technology

Prolight + Sound Shanghai
Shanghai, 28 – 31 October 2020

and entertainment industry in Asia. The show is organised by Messe Frankfurt (HK) Ltd and the Shanghai Intex Exhibition Co Ltd (Intex), and is a brand event of the Prolight + Sound exhibition in Frankfurt, Germany. For more information, visit www.prolightsound-shanghai.com or email plss@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound Guangzhou

2020, Guangzhou

Prolight + Sound

13 – 16 April 2021, Frankfurt

Prolight + Sound NAMM Russia

17 – 19 September 2020, Moscow

Prolight + Sound Middle East

24 – 26 January 2021, Dubai

Press information and photographic material:

<https://prolight-sound-shanghai.hk.messefrankfurt.com/shanghai/en/press.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

Wechat: @prolight-sound

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019