

SHURE



Leading the Way: **Future of Audio Program Making & Special Events (PMSE) in India**

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Shure: 99 years manufacturing innovative audio products

With a history of innovation that began in 1925, Shure has turned a passion for making great microphones and audio electronics into an obsession.

Today, Shure an iconic American audio products corporation and a global leader in high quality, advanced audio products.

Shure continues to set the worldwide industry standard for superior, reliable audio products.



Shure Inc. Headquarters, USA



Shure Cd. Juarez



Shure Suzhou



Shure Founder – Mr. Sidney N. Shure (1925)

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Program Making & Special Events (PMSE)



Audio PMSE devices include:

- wireless microphones
- in-ear monitoring systems
- talk-back systems



What you see...Live Performances at 2024 Paris Olympic games

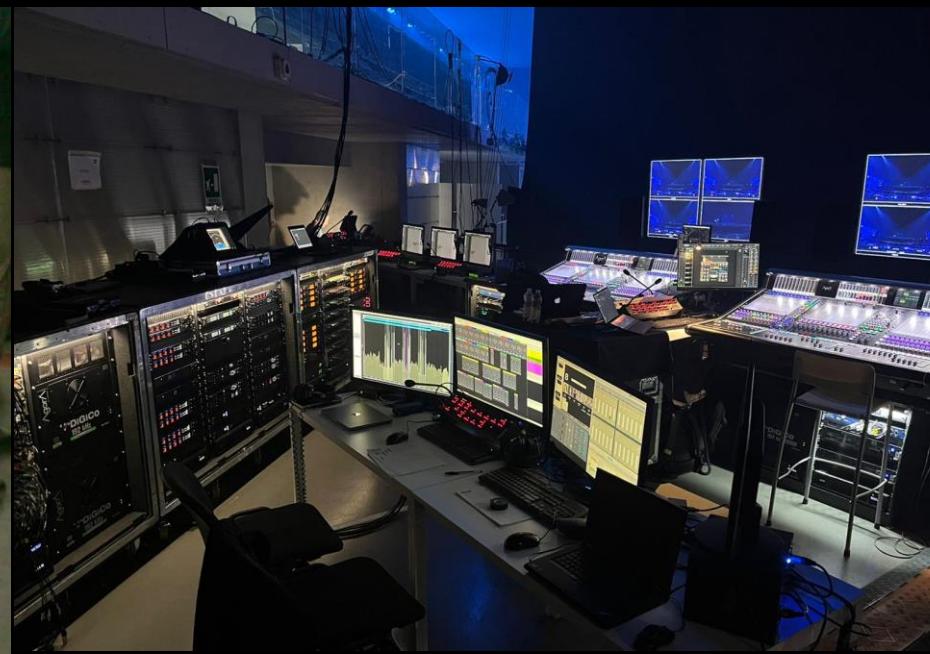
Shure at Olympics Opening Ceremony



Shure at Olympics Closing Ceremony



What we don't always see...



Live Events Market in India

- India's live event management industry is rapidly emerging as a key contributor to the nation's economy, with its market size projected to expand from **USD 5.23 billion in 2024** to **USD 7.8 billion by 2029**.
- In 2023, India hosted **26,359** live events.
- Music events, have been growing fast, about 20% year-on-year between 2017 and 2024.

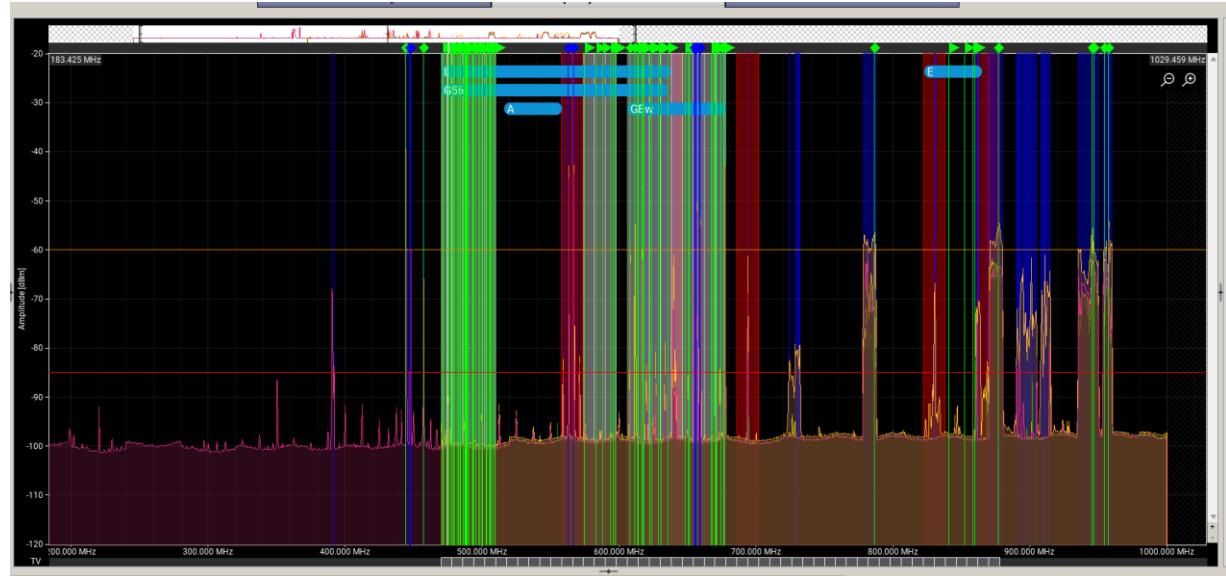
Live Events Sector is the 5th largest contributors to India's GDP.



MICE* (Meetings, Incentives, Conferences, and Exhibitions)

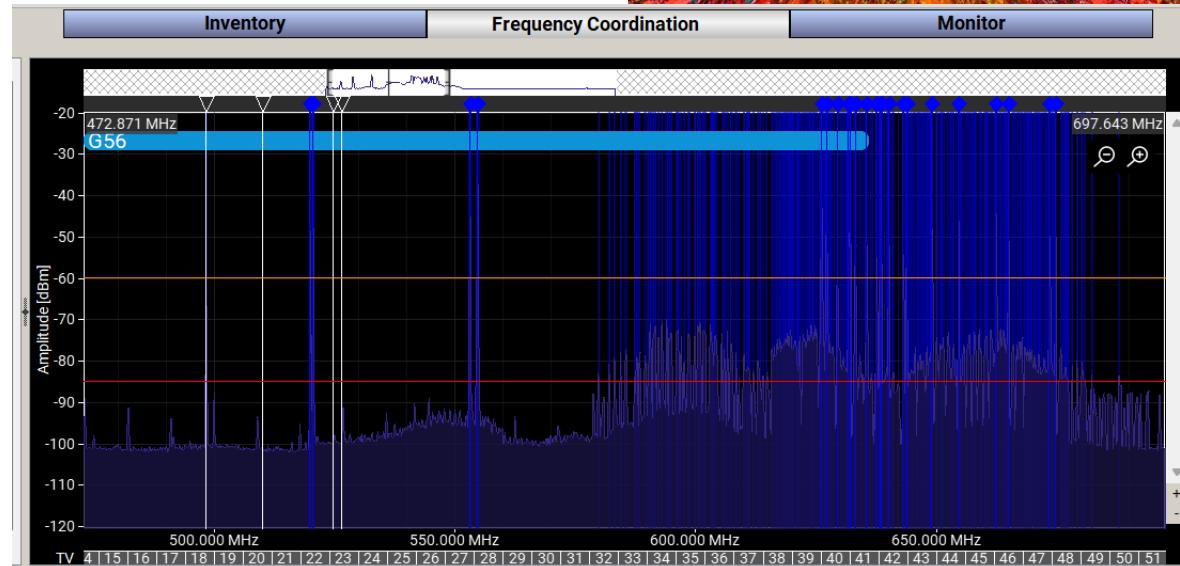


Spectrum Scans in India



- 470-694 MHz range was used during IPL opening ceremony

Navaratri Celebration in Bhuj, India



- Only 600 MHz band was usable in Bhuj

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Enabling PMSE for the Future

Paris Olympics 2024

India makes formal bid to host 2036 Olympics

The Indian Olympic Association (IOA) officially submitted a Letter of Intent to the Future Host Commission of the International Olympic Committee (IOC), formally expressing India's interest in hosting the Olympic and Paralympic Games in 2036.

In a significant move towards realising Prime Minister Narendra Modi's vision of hosting the Olympic and Paralympic Games in India in 2036, the Indian Olympic Association (IOA) has officially expressed the nation's interest. The IOA submitted a Letter of Intent to the International Olympic Committee's (IOC) Future Host Commission on October 1, marking India's formal bid for this prestigious global event.



- Frequencies requested for audio PMSE :
 - **10,657**: Olympic Games
 - **3,455**: Paralympic Games
- 1240-1260MHz was used.
- UHF Band was overloaded



Proposed Regulatory Provision in Indian NFAT



PMSE an application of Land Mobile Service, recognized in 90 countries in FN 5.296 in ITU RR

Proposed FN:

IND 36 *The band 470-698 MHz may be used for land mobile service, intended for audio Programme Making and Special Events (PMSE) applications (e.g., wireless microphones, in-ear monitoring,...etc) ancillary to broadcasting and programme-making. Land mobile stations must not cause harmful interference to existing or planned primary services and cannot claim protection from existing or planned primary services.*

- Just like IMT, audio PMSE is part of Mobile Service.
- Audio PMSE usage needs to be acknowledged in 470-698MHz band in India to secure long term spectrum access.

Key-Take Aways

- **Audio PMSE services rely on stable and consistent access to TV-UHF spectrum to maintain high-quality operations.**
- **Audio PMSE should be acknowledged in the Indian NFAT to provide necessary regulatory certainty and stability.**
- **India's Spectrum Policy should address spectrum needs for audio PMSE.**





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Thank you