

  
CREATIVE FIRST



# FAST TRACK INDIA: “Maximizing the content value chain”

September 5, 2019

**Venue:** Salcette Hall, Taj  
Lands End Hotel  
Bandstand, BJ Road, Mount  
Mary, Bandra West, Mumbai,  
Maharashtra 400050, India

## Agenda

0930 - 1000hrs	Registration
1000-1015hrs	<p>Inaugural and Unveiling of the Industry Knowledge Paper</p> <p><b>Welcome by : Mr. Stephen Jenner</b>, Vice President Communications Asia Pacific, Motion Picture Association</p> <p><b>Keynote Address by : Mr. Neeraj Roy</b>, Founder &amp; Chief Executive Officer, Hungama Digital Media Entertainment Ltd</p> <p><b>Special Address by: Shri. Kaustubh Dhavse</b>, Joint Secretary &amp; (OSD), to the Chief Minister, Government of Maharashtra</p> <p><b>Vote of Thanks by : Dr. Ashish Kulkarni</b>, Chairman- FICCI AVGC Forum &amp; Founder, Punnaryug Artvisions</p>

1015 -1115hrs	<p><b><u>The Race is on: Emerging Trends in the World of VOD</u></b></p> <p>The VOD landscape has evolved rapidly in recent years. The market involves a growing number of local, regional and international services. Expectations are running high on the proposed launch of Disney+, HBO Max and the yet-to-be named service from NBCUniversal. How are VOD services distinguishing their offer from their counterparts? What are the trends and what's new? How will the industry keep the customer satisfied?</p> <p><b><u>Moderator:</u> Mr. Girish Menon</b>, Partner and Head, Media and Entertainment, KPMG</p> <p><b><u>Panellists:</u></b></p> <p><b>Mr. Gourav Rakshit</b>, Chief Operating Officer, VOOT</p> <p><b>Mr. Karan Bedi</b>, Chief Executive Officer, MX Player</p> <p><b>Mr. Amogh Dusad</b>, SVP &amp; Head - Original Content &amp; Partnerships, Digital Business, Sony Pictures Networks India (Sony LIV)</p> <p><b>Mr. Nachiket Pantvaidya</b>, Group Chief Operating Officer &amp; Chief Executive Officer, ALTBalaji</p> <p><b>Mr. Rahul Sarangi</b>, Global Head; Content &amp; Business, The Viral Fever</p>
1115-1215hrs	<p><b><u>Blueprint for the Future: Opportunities and Challenges for Growing the Online Video Ecosystem</u></b></p> <p>VOD services have successfully seized the attention of audiences, delivering a wide range of high-quality screen content, resulting in the rapid growth of both SVOD and AVOD services. How will individual services develop their content offering? How are those services partnering with the local and international production community? And how will stakeholders work together to respond to evolving content consumption demands and develop sustainable businesses? This session will talk about the opportunities and challenges for developing the content offering in the online video ecosystem.</p> <p><b><u>Moderator:</u> Mr. Vivan Sharan</b>, Partner, Koan</p> <p><b><u>Panellists:</u></b></p> <p><b>Mr. Ajay Chacko</b>, Co- Founder &amp; Chief Executive Officer, Arré</p> <p><b>Mr. Ashwin Suresh</b>, Co-Founder, Pocket Aces</p> <p><b>Ms. Archana Anand</b>, Chief Business Officer, Zee5 Global</p> <p><b>Mr. Neeraj Roy</b>, Founder &amp; Chief Executive Officer, Hungama Digital Media Entertainment Ltd</p>

	<b>Mr. Gaurav Gandhi</b> , Director & Country General Manager, Amazon Prime Video, India
1215-1240hrs	<b><u>Presentation of the Industry knowledge Paper and Q&amp;A with Mr. Girish Menon- Partner &amp; Head, Media and Entertainment-KPMG and Mr. Ali Hussein - Chief Operating Officer -Eros Digital</u></b>
1240-1340hrs	<p><b><u>Promoting &amp; Protecting the Value Chain: Utilising the Most Effective Tools on Offer</u></b></p> <p>Whether subscription or advertising supported, the curated VOD service industry has evolved as a unique business model. These services thrive in a market driven environment, respond positively to incentives. They likewise face major challenges such as rampant piracy, and a legacy copyright framework. How best can the various stakeholders deliver a sustainable business while remaining sensitive to the needs of consumers, partners and government?</p> <p><b><u>Moderator:</u> Mr. Uday Singh</b>, Managing Director, Singular Pictures</p> <p><b><u>Panellists:</u></b></p> <p><b>Mr. Alistair Jennings</b>, Vice President, APAC Content Protection, Motion Picture Association</p> <p><b>Ms. Lori Flekser</b>, Executive Director, Creative Content Australia</p> <p><b>Mr. Devendra Deshpande</b>, Head-Business &amp; Growth, Friday Filmworks</p> <p><b>Mr. Anil Lale</b>, General Counsel, Viacom18 Media Private Limited</p>
1340-1350hrs	Concluding remarks by <b>Dr. Ashish Kulkarni</b> , Chairman- FICCI AVGC Forum & Founder, Punnaryug Artvisions
1350hrs onwards	Lunch