

MEBC 2013

Media & Entertainment
Business Conclave

29-30 October, ITC Gardenia, Bangalore

Supported By In Association with





“ This year the focus of the conclave will be on the effective proliferation of meaningful content in the backdrop of digital technologies and the array of new media. Traditional platforms have been disrupted and new methods for the future need to be adopted in order to be creating and monetizing content. For this, skill development for the industry need special discussion and a roadmap and the conclave has a dedicated session on this apart from covering all sub - sectors of the entertainment industry in its ambit. ”

Dr Kamal Haasan
Chairman – FICCI MEBC South

MEBC 2013

Media & Entertainment Business Conclave

About MEBC

Media & Entertainment business conclave (MEBC) is a unique initiative started by FICCI in the year 2009 to fulfill the South Indian industry's longstanding demand for a conclave focusing world attention on the rich potential of the Southern Entertainment Market and to bring it to the forefront of the Indian and Global Media & Entertainment Industry. Chaired by Dr. Kamal Haasan, legendary actor, producer & film-maker, the Conclave has become a successful and fruitful amalgamation of the creative arts in the past three years. The entire gamut of the entertainment industry - Films, Television, Print ,Music, Animation, Gaming and technology areas such as broadband and convergence have been covered at the past Conclave editions and their specific issues will again be attended to in 2013.

Government of Karnataka

Karnataka State Government has been supporting a variety of economic and industrial activities, by initiating specially designed policies to promote growth. Focused Vision Groups with Industry and Academia Leaders assist in formulation and implementation of the policies and hence Karnataka is the undisputed leader in Information Technology, and has taken different policy initiatives and has sustained the leadership position. The IT/ITES Policy is one such success story by the Government which has resulted in exponential growth of the IT industry.

The IT, BT and S&T Department entrusted with the responsibility of implementing the various Information Technology and Biotechnology promotional activities, regularly conducts premier events like Bangalore IT Biz, Bangalore India Bio and Bangalore Nano to showcase the State's premier position. Karnataka Biotechnology and Information Technology Services (KBITS) helps the Department of Information Technology and Biotechnology in facilitating and promoting the Information Technology and Biotech.

Association of Bangalore Animation Industry

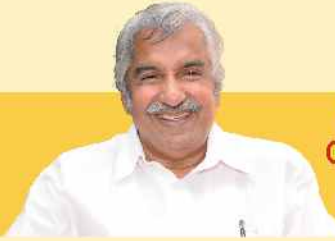
Association of Bangalore Animation Industry (ABAI) formed in 2006, is a non-profit association formed to promote the Animation, Visual Effects, Gaming and Comics (AVGC) business activities in India. ABAI is committed to developing the industry through collaboration between all constituencies both local and international and helping develop the eco-system for the digital creative content industry. In Karnataka, it has already become a 'nodal connect point' between the industry and Government - rime mover in both recommending and executing the KAVGC Policy. ABAI is ensuring that the synthesis between the creative: technology: finance and management elements of the industry is understood and promulgated to increase the success rate of its members in the country. Education and skills development remain a key focus in an attempt to increase employment readiness. ABAI facilitates networking with various associations across the globe, and will raise the profile of Karnataka as a player in this field. This will create a greater 'deal flow' through co-productions and other engagement formats. Various infrastructure initiatives have been proposed that will make Bangalore/Karnataka a key hub/platform available for small, medium and large companies. This will take the form of capital intensive technology such as motion capture, render farms, etc. Above all, it already provides knowledge sharing platforms in the areas of VFX, animation and gaming for established companies, entrepreneurs and students.

Programme at a Glance

DAY – 1			
	Room 1	Room 1	Room 3
9.00-10.00	REGISTRATION		
10.00-11.30	Inaugural Session		Scriptwriting Workshop
11.30-12.00	Keynote by a Industry Thought Leader		
12.00-12.15	Tea Break		
12.15-1.15	Formulating & Implementing a viable Media & Entertainment policy for a State		
1.15-2.15	Lunch		
2.15-2.30	Marketing & Distribution of Films in the Multiplatform Ecosystem	The War for News : Defining No. 1 in The Dizzying Newscape	Scriptwriting Workshop
2.30-3.30	Reshaping Mobile entertainment in the era of Digital Revolution		
3.30-3.45	Tea/coffee Break		
3.45-4.45	The Broadcasting Ecosystem in the Digital Era	How to create cost effective Visual Effects for Indian movies	Scriptwriting Workshop
4.45-6.00	Making Meaningful Cinema: What it Takes and What Lies Ahead		
DAY – 2			
10.00-11.00	Session on Performing Arts	Emerging Trends of Indian IP in Animation & its exploitation	
11.00-11.15	Tea/coffee Break		
11.15-12.15	VFX Session - Making of Vishwaroopam		
12.15-1.15	The Emerging Gaming Industry in southern India	Case Study on Crowd Funding of Films	
1.15-2.15	Lunch		
2.15-3.15	Emerging Technologies and the impact on Media & entertainment Industry	Changing Trends in Regional TV: Ratings, Content, Formats	
3.15-4.15	Music in the Digital Age: Big Changes and Bigger Disruptions	RED Camera Demo Workshop	
4.15-4.30	Tea/coffee Break		
4.30-5.30	So you want to make a Movie: Past, Present and Future of Cinema by the Movers and Shakers		
5.30-6.30	Valedictory		



Inauguration by
Shri Siddramaiah*
 Hon'ble Chief Minister
 Government of Karnataka



Valedictory Session
Oommen Chandy*
 Hon'ble Chief Minister
 Government of Kerala



Kamal Haasan
 Chairman
 FICCI MEBC South

Some of Eminent Speakers



Santosh S. Lad*
 Hon'ble Minister for Infrastructure
 Development & Information
 Govt. of Karnataka



Srivatsa Krishna
 Secretary
 Department of IT, BT & S&T,
 Government of Karnataka



Ramya
 Member of Parliament,
 Govt. of Karnataka &
 Actor



Kumud Srinivasan
 President
 Intel India



Biren Ghose
 Convenor, FICCI MEBC Bangalore,
 President ABAI & Country Head –
 Technicolor India



Ashish Kulkarni
 Co Chairman, FICCI AVGC
 Forum & CEO,
 Big Animation



K. Subramanian
 Chairman, BECIL



Jawhar Sircar
 CEO
 Prasara Bharati



Arundhati Nag
 Renowned Theatre
 Personality



Neeraj Roy
 CEO, Hungama
 Digital Media Entertainment



Prakash Belawadi
 Renowned Journalist
 & actor



Ramesh Aravind
 Renowned Actor
 Director & Writer



TS Nagabharana
 Renowned Filmmaker



Ravi Chandran
 Actor



Shivraj Kumar
 Actor



Rahul Johri
 South Asia and Head of Revenue,
 Pan-Regional Ad Sales and Southeast Asia
 Discovery Networks Asia-Pacific



Anup Chandrashekar
 Business Head,
 Asianet & Star Suvarna



Maya Sharma
 Resident Editor
 NDTV



Ananth Chinivar
 Chief Editor
 Suvarna News



Wilfred Van Baelen
 Founder & CEO
 Galaxy Studios



Preet Dhupar
 COO - India Operations
 BBC World News



Kamlesh Pandey
 Scriptwriter



LV Krishnan
 CEO
 TAM India



Smita Maroo
 Head- Animation Business,
 Shemaroo Entertainment



Pankaj Kedia
 Country Manager
 Dolby Laboratories India



Ravi Hegde
 Group Editor,
 Udayvani



Krishna Desai
 Sr. Director & Network
 Head-Kids, South Asia,
 Turner International India Pvt. Ltd



**Soundarya Rajnikanth
 Ashwin**
 Renowned Filmmaker



Partho Dasgupta
 CEO
 BARC



B. Jayashree
 Theatre Personality



Rajesh Rao
 Dhruva Interactive



Jai Maroo
 Director
 Shemaroo Entertainment

Topics



Formulating & Implementing a Viable Media & Entertainment Policy for a State

This panel, comprising state government representatives and industry stakeholders, will discuss avenues and opportunities to develop infrastructure, local skills, technology and possibilities of expand the Media & entertainment ecosystem for a state

Marketing & Distribution of Films in the Multiplatform Ecosystem

Reshaping Mobile entertainment in the era of Digital Revolution

A session on display of the upcoming latest Apps in Mobile Entertainment , the transformation from 3G to 4G redefining mobile entertainment

The Challenge of News : Defining No. 1 in The Dizzying Newscape

Are there any winners in the plethora of news be it TV or Print, despite the TAM , NRS/IRS figures? Is it all the same content packaged in different formats which finally just confuses the viewer? What are our news media's aiming for - Ratings or Pure Journalism? Can we learn anything from the international newsgathering model in content and standards?

The Broadcasting Ecosystem in the Digital Era

What are the experts thinking after the implementation of Digitization of Cable TV in India . In the era of convergence with integrated Apps , Broadband, wireless , VOD , pay TV and Multiplatform distribution how will the ecosystem look like . Lets discuss.

How to create cost effective Visual Effects for Indian movies Session on Performing Arts

A status report on the often neglected but intrinsic part of entertainment : Performing Arts.

Emerging Trends of Indian IP in Animation & its exploitation

As the market is maturing, Indian studios are moving up in the value chain and coming out with their own IPs. Though these properties may be well accepted in India, where do they stand in the global market? What does it take to create a product that is internationally marketable and acceptable? Lets here out from some of the experts .

Making movie through Crowd funding –The case study of Lucia Emerging Technologies and the impact on Media & entertainment Industry

The Indian media & entertainment industry enters its next phase of production and distribution where digital technologies are taking very important roles. In this session we bring in experts from the field of creative industry and technology to understand what the future lies for Indian M&E.

Changing Trends in Regional TV: Ratings, Content, Formats

Regional TV programming are constantly evolving in terms of contents and formats keeping in mind the audience tastes and the cut throat competition with national televisions channels. In this session let's listen to the stalwarts giving their perspectives from GEC to news following a peek into the state of the much-debated ratings systems.

Making Meaningful Cinema: What it Takes and What Lies Ahead

This panel will discuss the making of great cinema in the context of discerning audience tastes, the evolution of independent film-makers in India and the challenges and opportunities in a digitized environment.

Regulatory and infrastructure hurdles across the entertainment value chain

The Role of The Media: the Conscience-Keepers of The Nation

Making Meaningful Cinema: What it Takes and What Lies Ahead

Creative Masterclass



Day Long Scriptwriting Workshop by Kamlesh Pandey

10.00 am onwards – 29th October

Kamlesh Pandey has to date written over 40 films including blockbusters and critically acclaimed ones like **Rang De Basanti, Tezaab, Khalnayak, Anari, Chaalbaaz, Saudagar, Dil, Beta, Takshak, Yuvraaj, Zinda, Delhi-6, Aks** and many more.

He has won '**Filmfare Award**' for '**Tezaab**' and '**Screen Award**' for '**Saudagar**'.

He has worked in numerous TV features like "**Kacchi Dhup**", "**Zee horror Show**", "**Mere Ghar Ana Zindagi**", "**Filmi Chakkar**" etc and Animation Projects like "**Krishna Aur Kans**", "**Life after Death**" and many more.

Details on the Masterclass

'Why Do We Need Stories?'

'Why do some well-meaning, well-made, much-hyped films from well-known directors fail to connect with the audience? Are stories only meant to entertain or amuse us? Or do they have a deeper, more integral role to play in our survival as a human race? Why is there so much hunger for stories, specially stories well told? Yes, why do we need stories?'

Registration fee – Rs. 2000+ 12.36 % (service tax)

(Only applicable for the Scriptwriting Masterclass and not valid for the whole conference . People interested to join the conference on 30th October are requested to visit the spot registration counter at the venue on 30th October)



A case study on Crowd Funding for Films

A case study on the Kannada Film Lucia will be conducted by Film Director Pawan Kumar. Lucia is the first crowd funded film in India. The case study will emphasise on how best new script and ideas can receive funds through social networking sites without depending on producers for fund.

RED Camera Demo Workshop –

Hands on Demo and presentation on the newly launched with latest technology Camera – **The RED Dragon**





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Registration Form - Scriptwriting Masterclass

1. Name of delegate(s)

Mr Mrs Ms Dr Other

a. Name :

Designation :

Mr Mrs Ms Dr Other

b. Name :

Designation :

Mr Mrs Ms Dr Other

c. Name :

Designation :

Mr Mrs Ms Dr Other

d. Name :

Designation :

2. Organisation :

3. Mailing Address :

..... Pincode :

4. Telephone(s) : Mobile :

(With Country and STD code)

5. Fax :

(With Country and STD code)

6. E-mail :

7. Website :

The delegate fee to be payable by Cheque/DD drawn in favour of FICCI, payable at New Delhi.

Cheque/DD for Rs..... No.....

Dated..... Drawn on.....



Contact us for registration

New Delhi

Mr. D S Negi

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New Delhi – 110001

T : +91 11 23738760

E : frames.registration@ficci.com

Bangalore

Mr. C R Ramesh

Association of Bangalore Animation Industry (ABAI)

592, 1st Floor, 1st A Main

HSR Layout 6th Sector, Bangalore 560 102

M : +91 9620881959

E : abai.deputysecretary@gmail.com

Venue Detail

Hotel ITC Gardenia
1, FM Cariappa Rd
Bangalore, KA 560025

For Room Reservation please contact
Akshay Gandhi
akshay.gandhi@itchotels.in
T : +91 80 2211 9898



Registration Details

Registration Details	
For Indian Delegates	Fee: ₹ 5000/- + service tax 12.36%. per delegate
For Foreign Delegates	Fee: US\$ 130/- per delegate
Discount for FICCI MEMBERS	
Note	If you are FICCI member kindly mention your membership number:
For	Associate Member : 10%
For	Corporate Member : 25%

Details for registration	
<ul style="list-style-type: none"> • Please note that the delegate fee includes conference registration & convention kit. • It does not include airfare, hotel stay or any other incidental expenses. • No further discounts will be given. • Only forms accompanied with requisite delegate fee will be accepted. • FICCI reserves the right not to accept any registration without assigning any reason. • Registration is non-transferable. • No Cancellation of Registration will be accepted once done Please get in touch with us for any more information 	

How to Make Payment?	
a)	Cheque or Draft in favour of FICCI, payable at New Delhi
b)	Bank Transfer (Details given below)
c)	Register Online at www.ficci-frames.com

NATIONAL/DOMESTIC / INTERSTATE BANK TRANSFER DETAILS-UNITED BANK OF INDIA	
1. Vendor Name :	FICCI
2. Beneficiary Address	Federation House, Tansen Marg, New Delhi-110001
3. Beneficiary Name (if different from the vendor name)	FICCI
4. Beneficiary Bank Name	United Bank of India
5. Beneficiary Bank Branch Address	Tansen Marg, New Delhi-110001
6. Beneficiary Bank A/c No	0359018009732
7. Type of Bank A/c (Current A/c / Saving A/c or Cash Credit A/c)	SAVINGS
8. SWIFT CODE	BIC UTBIINBBTNM
9. Name of Intermediary Bank	Standard Chartered Bank, New York
10. Intermediary Bank swift code	SCBLUS33
11. Account Number of Beneficiary's Bank with Intermediary Bank	00257139
12. Service tax code-	AAACF1282E ST 001
13. PAN NO-	AAA CF 1282 E
14. NEFT /IFSC/RTGS Code of the bank branch of the Beneficiary	UTBI0TNM709*
15. MICR Code appearing on the cheque of the bank a/c of Beneficiary	110027020
16. Email ID	accounts@ficci.com

* 0 - (ZERO)

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Contact us for registration

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