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**The Future of Media and Entertainment Building a New Age Global Ecosystem
Challenges and Opportunities: US- India and the world**

**Tuesday, September 30, 2014, at the University of Southern California
The Embassy Ballroom, 3415 South Figueroa Street,
Los Angeles, California 90089, United States**

In association with Shekhar Kapur & Nishit Desai & Co.

Sessions

10:00 AM	Registration
10:45 AM - 11:15 AM:	Keynote Shekhar Kapur and Nishith Desai
11:15 AM - 12:15 PM:	Session I: The Future Disrupted: Fall of the Gatekeepers and Rise of the Platformers Is 'sharing' the new paradigm? Are we moving towards a completely collaborative economy? What is true convergence? Is it merely across distribution platforms or is it a mutually respected existence amongst creators, distributors and consumers? Content remains king today, perhaps more than ever before. But, how will monetization in a future of complete democratization occur? <i>We will examine: (i) the future of content creation and digital distribution (ii) social networks, (iii) gaming, (iv) working of payment systems.</i>
12:15 PM - 01:15 PM:	Food for Thought: Freewheeling Discussion Over Lunch
01:15 PM - 02:00 PM:	Session II: A Land of Storytelling: Tapping Stories and Global Talent How do we tap stories in a diverse and fragmented country like India? How will the rise of consumerism in Asia influence storytelling globally? Is India already an international influencer? Ironically, the most recognizable theatrical hits set in India, are greenlit outside of India. Are we ignoring inherent talent in India? How do 1,000 more Shekhar Kapurs



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	<p>and AR Rahmans find their way to the international arena? How do talent representatives operate in these dynamics? Are they doing enough? How about taking to social media for talent management?</p> <p><i>We will (i) explore ways to access emerging talent in India that is conscious of global storytelling, (ii) give an overview of the issues for talent flow across borders and the resulting implications (iii) discuss prevalent issues surrounding intellectual property.</i></p>
<p>02:00 PM - 02:30 PM:</p>	<p>Session III : Global Support Services: Challenges and Opportunities</p> <p>Is today's back office employee tomorrow's storyteller? Some of the top major animation and VFX companies are owned by Indian companies. Is India the next technological superhero? India also has the world's largest pool of English speaking IT talent. The role of the Chief Marketing Technologist is becoming more and more relevant in companies.</p> <p><i>We will explore (i) the movement from human resources to human capital (ii) challenges in identifying and training talent (ii) how the intertwined marketing and technology functions are creating uber-niche markets to reach audiences.</i></p>
<p>02:30 PM - 03:30 PM:</p>	<p>Session IV: Television: Searching for What it Means</p> <p>What is television defined as today? Is it cable, NetFlix, YouTube? Is it your LED, your tablet or on your smartphone? Did the rapid proliferation of content consumption result solely because of a similarly rapid increase in types of screens? Why are the best stories and story tellers gravitating towards "television"? Television is no longer limited to linear story telling as many of today's formats embrace social media and retail therapy. India's television industry is years behind the West. But, from 1 to 500 channels in about 20 years, there's no denying the behemoth that it is. As television borders disappear, what opportunities beyond format trading exist?</p> <p><i>We will discuss (i) growth of the television industry (ii) various models for international collaboration (iii) traditional and emerging broadcasting models.</i></p>



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<p>03:30 PM - 04:00 PM:</p>	<p>Sugar Break</p>
<p>04:00 PM - 05:00 PM:</p>	<p>Session V: Deals and Financing: Models, Media Funds, JVs, and M&A</p> <p>What is driving profitable growth at leading M&E companies? Investments are made with the objective of scale and efficiency.</p> <p>How will deal dynamics be impacted as today's behemoths make way for tomorrow's disruptors? Will solidity of structure ultimately lead to stolidity?</p> <p>What legal, tax and regulatory frameworks will be created to allow flexibility while also protecting intellectual property?</p> <p>How are domestic and cross-border media funds evolving as a vehicle for investment in the M&E industry? What are the structures of financing, monetization and exits?</p> <p>How will crowdfunding level the playing field?</p> <p><i>We will discuss (i) the landscape of deals taking place (ii) some case studies of media funds (iii) multi-jurisdictional structures and related legal and tax issues (iv) targeting Indian HNIs for raising large scale funds.</i></p>
<p>05:00 PM - 05:30 PM:</p>	<p>The End: Let's Make the Sequel Together</p> <p>Though 10,000 miles apart, how can we lay the foundation for an even stronger Indo-US M&E ecosystem?</p> <p>How can we leverage some of the things we discussed to share information and identify opportunities?</p>
<p>05:30 PM - 08:00 PM:</p>	<p>Networking Cocktails and Reception</p>