

“Creative Future: Coronation of Digital Consumer”

Day I-4th March, 2018

Main Ballroom	
1800 hrs	INAUGURAL SESSION:
1800 hrs – 1805 hrs	Lighting of lamp by dignitaries on dais
1805 hrs – 1815 hrs	Opening Remarks Mr. Rashesh Shah, President, FICCI
1815 hrs – 1825 hrs	Welcome and Theme Address Mr. Siddharth Roy Kapur, President, Producers Guild of India and Founder & MD, Roy Kapur Films
1825 hrs – 1835 hrs	Industry Address Mr. Sanjay Gupta, Managing Director, Star India Pvt. Ltd.
1835 hrs – 1845 hrs	Address Ms. Ekta Kapoor, Joint Managing Director & Creative Director, Balaji Telefilms*
1845 hrs – 1955 hrs	Address Mr. Karan Johar, Film Director*
1955 hrs – 2005 hrs	Special Address Mr. Akshay Kumar, Eminent Film personality*

2005 hrs – 2015 hrs	Release of FICCI-EY Media & Entertainment Report 2018
2015 hrs – 2025 hrs	<p>Chief Guest Address</p> <p>Smt. Smriti Zubin Irani, Hon`ble Union Minister, Ministry of Information & Broadcasting</p> <p>Moderation and Concluding Remarks</p> <p>Dr. Sanjaya Baru, Secretary General, FICCI</p>

Day II-5th March, 2018

0900 - 1030 hrs	Registration
Main Ballroom	
5 th March, 2018 1030 hrs - 1130 hrs	<p><u>How can India's M&E sector become India's Soft power?</u></p> <p>Shri K. T. Rama Rao, Hon'ble Minister for IT, Industries, MA & UD, NRI Affairs</p>
Main Ballroom	
5th March, 2018 1130 hrs–1230 hrs	<p><u>The Future of TV in India</u></p> <p>The primary question before content industry is how much relevant will traditional TV be for future consumers? Data suggests that LED screens, or their future versions, shall continue to hang in living rooms of people around the world. However, would households watch satellite TV on them or not, still remains to be answered.</p> <p>The threat of OTT and integrated platform ecosystems like Android TV is at its peak forcing content makers to learn, adjust and adapt. Big data has already left its indelible mark on the manner in which production houses pick stories. The separating line between tech and entertainment has more or less dissolved, marking the beginning of the “age of consumer”. So how is satellite TV sector responding to the challenges?</p>

	<p>This session shall witness top broadcast honchos discuss, debate and deliberate on a strategy for the future of M&E sector.</p> <p>Presentation by</p> <p>Mr. Partho Dasgupta, CEO, BARC</p> <p>Keynote</p> <p>Shri R.S. Sharma, Chairman, TRAI*</p> <p>Keynote</p> <p>Shri Shashi Shekhar Vempati, CEO, Prasar Bharati Board</p> <p>Moderator</p> <p>Ms. Vanita Kohli – Khandekar, Contributing Editor, Business Standard</p> <p>Panelist</p> <p>Mr. MK Anand, MD & CEO, Times Network</p> <p>Mr. Raj Nayak, CEO-Colors, Viacom18</p> <p>Mr. Anuj Gandhi, CEO, Indiacast</p> <p>Mr. Paritosh Joshi, Principal, Provocateur Advisory</p> <p>Mr. Sanjay Gupta, Managing Director, Star India Pvt. Ltd.</p>
Room 1	
<p>5th March, 2018 1130 - 1230hrs</p>	<p><u>Dwindling box office collections: What needs to be done to turn it around</u></p> <p>2017 has been another year of dismal performance for Indian movies, especially the Hindi films. Even the A-listed stars couldn't change the fate of the movies with poor storyline. A number of films, which were expected to perform well at the box office, could not pull enough footfall to generate profits. The 8 weeks window provision, fall in footfalls in theatres & rise of OTT as an alternative medium to release & access movies has impacted the</p>

	<p>industry.</p> <p>The leading production houses on the panel would discuss what it will take to save the dwindling box office collections.</p> <p>Moderator</p> <p>Ms. Jyoti Deshpande, Group Chief Executive Officer and Managing Director, Eros</p> <p>Panelist</p> <p>Mr. Vijay Singh, CEO, Fox</p> <p>Mr. Apoorva Mehta, CEO, Dharma Productions</p> <p>Mr. Ajit Andhare, Chief Operating Officer, Viacom</p> <p>Mr. Vivek Krishnani, Managing Director, Sony Pictures</p> <p>Mr. Vikram Malhotra, Founder & Chief Executive Officer, Abundantia Entertainment Pvt Ltd</p> <p>Mr. Akshaye Rathi, Director, Vidharbha Exhibitors</p>
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Main Ballroom

<p><u>5th March, 2018</u> 1230 -1330 hrs</p>	<p><u>Against all odds : women who lead from the front</u></p> <p>Women are right alongside men in all walks of life. They are leading all over, bidding to rule the world as outstanding entrepreneurs, legendary CEOs, authors, artists, role models, activists, heads of states and philanthropists.</p> <p>The exemplary women leaders from the M&E industry in the panel would discuss the role of women as film directors & producers, artists, cinematographers, film critics, and other film industry professions and how their contribution has been made possible against all odds that exist in the film and media industry.</p> <p>They would also shed light on the distinctive prospects and trials faced by women leaders in today's world, the importance of mentors, building networks and thus advice young women who want to be a part of this vibrant & dynamic industry.</p> <p>Moderator</p> <p>Ms. Nishtha Satyam, Deputy Country Representative, UN Women Office for India, Bhutan, Maldives & Sri Lanka</p>
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	<p>Panelist</p> <p>Ms. Shabana Azmi, Eminent film personality</p> <p>Ms. Vani Tripathi Tikoo, Board member, CBFC</p> <p>Ms. Gayatri Yadav, President and Head, Consumer Strategy & Innovation, Star India</p> <p>Ms. Megha Tata, Chief Operating Officer, BTVI</p> <p>Ms. Apurva Purohit, President, Jagran Prakashan Ltd.</p> <p>Ms. Tavleen Singh, Political columnist and author</p> <p>Ms. Divya Khosla Kumar, Filmmaker</p>
Room 2	
<p>5th March, 2018 1230 -1330 hrs</p>	<p><u>How are Indian Entertainment Organizations embracing AR/VR?</u></p> <p>We are at the edge of a major revolution from consumption to immersive experiences. In the past two years we have seen a wave of devices entering the M&E industry employing the two spectrums of immersive experiences - augmented and virtual reality (AR and VR). A range of major products came to market are from companies including Oculus VR (Facebook), Sony and Google.</p> <p>AR/VR is bid to change how we create and experience content and is offering a completely new creative medium. This revolution is impacting all the aspects of the Media & entertainment industry from films to gaming to advertising.</p> <p>Globally AR/VR has been marking its space in all sectors of the industry. The panel aims to discuss how the Indian Media & entertainment organisations are embracing AR & VR.</p> <p>Keynote</p> <p><i>“Unity and Storytelling”</i> by Mr. Ron Martin, Evangelist BizDev – Film, Unity Technologies</p> <p>Moderator</p> <p>Mr. Ron Martin, Evangelist BizDev – Film, Unity Technologies</p>

	<p>Panelist</p> <p>Mr. Viraj Verma, Head, Star Sports Studio</p> <p>Mr. Arnav Ghosh, Managing Director, Blippar India</p> <p>Mr. Eddie Avil, CEO, VR Storytellers</p> <p>Mr. Nishit R Shetty, Chief Business Development Officer, Red Chillies VFX & Red Chillies Color, rc.vfx & rc.color</p> <p>Mr. Avinash Kumar, Co-founder, Quicksand Studios*</p>
LUNCH	
Main Ballroom	
5 th March, 2018 1430 hrs – 1530 hrs	<u>Fireside Chat with Shri Devender Sikri, Chairman, CCI</u>
Main Ballroom	
5 th March, 2018 1530 hrs – 1630 hrs	<p><u>Let it Flow! Facilitating Business for the Creative Industries</u></p> <p>The Indian M&E industry has grown against all odds to reach the pedestal that it occupies today. It can be expected that under Prime Minister Shri Narendra Modi's ambitious vision to move up the ease of doing business rankings, the creative sector will also play its role and receive its due as well. Being a complex sector, it is necessary that the Government and the industry actively engages to provide creative solutions to business and investment hurdles.</p> <p>This session shall address the issue of improving ease of doing business for the creative industries.</p> <p>Special address I</p> <p>Mr. Amitabh Kant, CEO, Niti Aayog</p> <p>Special address II</p> <p>Mr. Sunil Kumar Gupta, Secretary, TRAI*</p> <p>Moderator</p>

	<p>Mr. Vynsley Fernandes, Executive Director, Castle Media India Pvt. Ltd.</p> <p>Panelist</p> <p>Mr. Deepak Bagla, Managing Director and Chief Executive Officer, Invest India</p> <p>Mr. Siddharth Roy Kapur, President, Producers Guild of India and Founder & MD, Roy Kapur Films</p> <p>Mr. Avinash Pandey, COO, ABP News Network</p> <p>Ms. Swati Mohan, GM, FOX Network Group</p> <p>Mr. Ashok Mansukhani, MD & CEO, Hinduja Group</p> <p>Mr. Punit Misra, CEO, Zee*</p> <p>Mr. Sudhanshu Vats, Group CEO, Viacom18 Media Private Limited*</p> <p>Mr. Neeraj Roy, Managing Director, Hungama Digital Media Entertainment*</p>
Main Ball Room	
<p>5th March, 2018 1630 hrs – 1730 hrs</p>	<p><u>The Road to Real Content Coup: Strengthening India's IP Framework to Promote Growth</u></p> <p>India's creative economy is on the verge of a revolution. Investment in content and technological progress are two forces that are soon going to transform this sector. This would happen only if the necessary policy elements to support growth are institutionalized. One such key element is monetization of intellectual property, which anyways is the backbone of the creative economy.</p> <p>Now the question arises whether India would be able to become the shining beacon in global content space by creating the optimum policy and legislative framework? In this session, experts from the industry and representatives from the Government shall discuss and deliberate on strengthening IP framework for the creative sector.</p> <p>Keynote address</p> <p>Justice Manmohan Singh, Chairman, Intellectual Property Appellate Board</p> <p>Special Address</p> <p>Ms. Michele Woods, Director – Copyright Division, WIPO</p>

	<p><i>Launch of ECR report</i></p> <p>Keynote:</p> <p>Mr. Mike Ellis, President & Managing Director, Asia Pacific Region, MPA</p> <p>Moderator</p> <p>Mr. Vivan Sharan, Partner, Koan Advisory Group</p> <p>Panelist</p> <p>Mr. Blaise Fernandes, President & CEO - Indian Music Industry</p> <p>Mr. Brijesh Singh, IG of Police (Cyber), Maharashtra</p> <p>Mr. Uday Singh, Managing Director, MPDA</p> <p>Mr. Deepak Jacob, President & General Counsel, Star India</p> <p>Mr. Siddharth Kumar Tewary, Founder, Swastik Productions</p> <p>Mr. Narendra K. Sabharwal, Former DDG, WIPO*</p>
Room 1	
<p>5th March, 2018 1630 hrs – 1730 hrs</p>	<p><u>The Myth of Offence : Are Historical & biopics endangered species</u></p> <p>The Indian film industry, even though one of the largest in the world, still struggles with a number of issues ranging from bureaucracy, to funding, to censorship. Amidst all these issues, when ones freedom of expression is targeted as well, it becomes a difficult game. Who is right, who is wrong here? Should somebody intervene? If yes, who that should be? Padmavati was merely the latest target of the innumerable mushrooming forces in India ever-ready to cry ‘offence’ and bully filmmakers.</p> <p>Cinema’s right to question existing beliefs and challenge status quo is under constant threat. And, unless the beleaguered film industry figures out a way to defend that right, freedom of expression is a gravely endangered species.</p>

	<p>Moderator</p> <p>Mr. Anjum Rajabali, Screenwriter</p> <p>Panelist</p> <p>Mr. Sudip Sharma, Film maker</p> <p>Mr. Ravi Jadav, Film maker</p> <p>Mr. Saket Chaudhary, Film maker</p> <p>Ms. Shobha Sant, CEO, Bhansali Productions</p>
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Day II-6th March, 2018

Main Ballroom	
<p>6th March, 2018 1030 hrs – 1130 hrs</p>	<p><u>In someone else's shoes: Fireside chat with Actors in stellar biopics</u></p> <p>Biopics have existed since the earliest days of silent cinema. The panel discussion revolve and discuss how these films depict and dramatize the life of an important historical personage (or group) from the past or present era.</p> <p>The session will discuss how big-screen biopics cross many genre types, as these films attempts to showcase an outlaw; a musical composer; a religious figure or leader of a movement; a war-time military hero; an entertainer; an artist; an inventor, scientist, or doctor; a politician; a sports hero or celebrity; or an adventurer.</p> <p>In many cases, these films put an emphasis on the larger events (wartime, political or social conditions) surrounding the person's entire life as they rise to fame and glory. Some begin with the person's childhood, but others concentrate on adult achievements.</p> <p>Moderator</p> <p>Panelist</p>

	<p>Mr. Hansal Mehta, Film Director</p> <p>Mr. Tigmanshu Dhulia, Film maker</p> <p>Mr. Milan Luthria, Film Director</p> <p>Ms. Nandita Das, Actor & Director</p> <p>Mr. Karishma Kapoor, Actress*</p> <p>Mr. Nawazuddin Siddiqui (Thackeray)*</p>
Room 1	
<p>6th March, 2018 1030 hrs – 1130 hrs</p>	<p><u>Rise in Platforms : Digital Revolution in India and Impact M & E Industry</u></p> <p>Whether global or local, whatever the niche or genre, OTT services has become the centre of attention in the entertainment space and it must become sustainable businesses at some point. Further the competition is fierce and stakeholders strive to stand out in a sector driven by so much choice.</p> <p>Digital content delivery through cutting edge technologies like apps and streaming devices has witnessed explosive growth in past few years in India. Availability of inexpensive high speed internet along with rise in smart devices ownership and investments made by content creators in producing tailor made content for digital platforms have been the core reasons behind this meteoric rise. India stands a genuine chance of becoming the digital content hub of the world. However, the threat of regulation both from content, data and economic perspectives threatens to take away this sheen. Leading lights from the Government and Industry shall chalk-out a roadmap for digital content platforms in India.</p> <p>Keynote address</p> <p>Mr. Ajay Prakash Sawhney, Secretary, Ministry of Electronics and Information Technology*</p> <p>Moderator</p> <p>Mr. Nalin Mehta, Contributing Editor, Times of India</p> <p>Panellists:</p> <p>Mr. Vivek Couto, Executive Director, Media Partners Asia</p>

	<p>Ms. Vidya S. Nath, Director, Frost and Sullivan</p> <p>Mr. Michael Sturm, Vice President- Strategic Alliances & Channel Management, Verizon Digital Media</p> <p>Mr. Suhaan Mukherji, Partner, PLRLaw</p> <p>Mr. Ali Hussein, COO, Eros Now</p> <p>Ms. Archana Anand, EVP & Head of Digital - India, Z5 Business*</p>
Room 1	
<p>6th March, 2018 1130 hrs – 1330 hrs</p>	<p><u>Digital India: Sparking the Access Revolution!</u></p> <p>The dream of Digital India shall become a reality only if India cashes on technological convergence. To digitally empower each household in this country, it is vital that cable, fiber and satellite communications sector are brought together to weave the proverbial “network web”.</p> <p>Indian economy has all the ingredients to be placed amongst the top 20 nations in terms of access and connectivity. The vision of India as an information led society is within reaching distance and only if Government and industry make the decisive push it shall be achieved.</p> <p>Upgrading and opening cable TV infra, liberalizing India’s satellite services sector and easing the compliance burden is the key to unlocking the network dividend staring in India’s face. The moot question now is what policy framework would best enable the realization of this ambitious vision?</p> <p>Keynote address:</p> <p>Ms. Aruna Sundararajan, Secretary, Department of Telecommunications (DoT) and Chairman, Telecom Commission</p> <p>Special address – I:</p> <p>Mr. Arvind Gupta, Co-Founder, Digital Indian Foundation & CEO, MyGov India</p> <p>Special address – III:</p> <p>Mr. Mr. K Sethuraman, Director, Satellite Communication and Navigation Programme Office, Indian Space Research Organisation (ISRO)</p>

	<p>Moderator:</p> <p>Mr. TV Ramachandran, President, Broadband India Forum</p> <p>Panelists:</p> <p>Mr. Vineet Dhawan, CEO - Digital Convergence Technologies, Verizon</p> <p>Mr. Stephan Thebault, Managing Sales Director – Asia Pacific, IntelSAT</p> <p>Mr. K. Krishna, Vice President & CTO, Hughes Communications India Limited</p> <p>Mr. S.N. Sharma, CEO, DEN Networks</p> <p>Mr. Barrie Woolston, Chief Commercial Officer, Asiasat</p> <p>Mr. Harit Nagpal, MD & CEO, Tata Sky</p> <p>Mr. Shaji Matthew, CEO, Kerala Communicators Cable Limited*</p> <p>Mr. Punit Misra, CEO, Zee*</p> <p>Mr. Sanjay Singh, CMD, Bharat Broadband Network Ltd.*</p>
Room 2	
<p>6th March, 2018 1130 hrs – 1230 hrs</p>	<p><u>Screen Density : Lessons from the world & Exploring new business models</u></p> <p>India works with 8,000-odd cinemas divided between single screens and multiplexes. There is a severe theatre crunch in the country. Lessons from other parts of the world can be fruitful for the Indian media industry such as China which has almost quadrupled its screen count in the last few years, going up to 45,000 screens from around 10,000. India can benefit from the business model of building low-cost cinema halls and increase the screen count in the country. The panellists will discuss the existing scenario of screen density in India and how lessons from countries can help India explore new business models to improve the screen count. According to some sources, with just 1 screen per 96,300 residents, India is the world’s most under-screened major territory. The U.S., by contrast, has 1 screen per 7,800 residents.</p> <p><u>Moderator</u></p> <p>Ms. Vanita Kohli – Khandekar, Contributing Editor, Business Standard</p>

	<p><u>Panellist</u></p> <p>Mr. William Feng, VP - GreaterChina, MPA</p> <p>Mr. Kurt Rieder, Head –Theatrical, Asia, 20th Century Fox</p> <p>Mr. Kapil Agarwal, Joint MD, UFO</p> <p>Mr. Kamal Gianchandani, Chief of Strategy, PVR Ltd.</p> <p>Mr. Rajkumar Akella, Managing Director - Theatrical, India, ComScore</p> <p>Mr. Kulmeet Makkar, Chief Executive Officer, The Film & Television Producers Guild of India Ltd</p> <p>Mr. Prasad Shetty, Strategic alliance, NPRG Global Partners</p> <p>Mr. Sushil Chaudhary, Founder & CEO, Picturetime</p>
<p>Main Ballroom</p>	
<p>6th March, 2018 1230 hrs – 1330 hrs</p>	<p><u>Explosion of Content in Multiscreen Environment & Emerging New Narratives in Storytelling</u></p> <p>The millennials are immersed in a digital world that has shaped their political, social and cultural attitudes. How are millennials shaping the future of content creation and consumption in the digital world?</p> <p>Further While AVOD remains the primary source of monetization for the OTT players in the country, the SVOD and Freemium models are seeing traction, largely on the back of compelling original content.</p> <p>Consumers, today, see no significant divide between digital and traditional media: what they want is more flexibility, freedom and convenience in when and how they consume their preferred content. Thankfully, the new digital offerings have created a bigger, more diverse content universe, where digital has accelerated delivery across platforms. But are content producers and distributors equipped with the right tools to navigate these changing times?</p> <p>Keynote</p> <p>Mr. Karan Bajaj, Senior VP and General Manager, Discovery Communications</p> <p>Keynote</p>

	<p>Mr. Hosi Simon, CEO - APAC, Vice Media</p> <p>Moderator</p> <p>Mr. Gaurav Banerjee, President & Head of Content studios, Star India and Member, BCCC</p> <p>Panellist</p> <p>Mr. Rian Bester, CEO, Insight TV</p> <p>Mr. Gaurav Gandhi, COO, VOOT</p> <p>Mr. Amish Tripathi, Author</p> <p>Mr. Saurabh Doshi, Head - Entertainment Partnerships, Asia-Pacific, Facebook</p> <p>Mr. Samir Nair, CEO, Applause Entertainment</p> <p>Mr. Nachiket Pantvaidya, CEO ALT Balaji*</p>
Main Ballroom	
<p>6th March, 2018 1430 hrs – 1530 hrs</p>	<p><u>Khelo India: India's Sporting Transformation</u></p> <p>Prime Minister Shri Narendra Modi has laid down his vision of “Khelo India” to turn India into a sporting super power. This vision shall fructify only if private investments in the sports sector are encouraged with active Government support. It is no secret that the creative sector is the biggest investor in sports in India. Therefore, the question arises as to what policy framework should be adopted to turn India into an epicentre for investments in sports activities and content.</p> <p>Keynote Address:</p> <p>Col. Rajyavardhan Singh Rathore, Minister Of State For Information & Broadcasting & MOS(I/C) for Youth Affairs & Sports, Government of India*</p> <p>Special Address:</p> <p>Mr. Anil Kumble, Former Indian Cricketer & Coach*</p>

	<p>Moderator</p> <p>Mrs. Mayanti Langer Binny, Journalist</p> <p>Panellists:</p> <p>Mr. Udit Sheth, Founder and MD (Infrastructure Developer), Transstadia</p> <p>Mr. Mayank Pande, Consultant, Go play Sports LLP</p> <p>Mr. Nandan Kamath, Managing Partner, LawNK</p> <p>Mr. Sanjog Gupta, EVP, Star Sports</p> <p>Mr. Pullela Gopichand, National Coach, Indian Badminton Team*</p> <p>Mr. Sundar Raman, CEO – Sports, Reliance Industries Limited*</p> <p>Mr. Sandeep Pradhan, PMO</p> <p>Mr. Prasana Krishnan, Business Head, Sony Six*</p> <p>Mr. Vivek Sethia, CEO, India On Track & Arsenal Soccer Schools India*</p>
<p>6th March, 2018 1330 hrs – 1430 hrs</p>	<p><u>LUNCH</u></p>
<p>Room 1</p>	
<p>6th March, 2018 1430 hrs–1530 hrs</p>	<p><u>The Rise & Rise of #Journalism & Fake News</u></p> <p>Hashtags are a way of capitalizing on the 'present', a way for readers to make their preferences known in a digital era. The spread of hashtag journalism is flooding searches on topics that has damaged utopian ideas about the public benefits of the internet news. The panellists will discuss how the rise of fake news is affecting the credibility of the news industry & will also take into account the increasing use of hashtags while reporting or publishing a new story online in journalism and how this impacts readers in particular.</p> <p>Moderator</p> <p>Mr. Nikhil Pahwa, Founder & Editor, Medianama</p> <p>Panelist</p>

	<p>Mr. Pradyuman Maheshwari, Editor in Chief & CEO, MxM India pvt Ltd</p> <p>Mr. Jency Jacob, Boomlive.in</p> <p>Mr. Pankaj Jain, Social Media Hoax Slayer</p> <p>Mr. Prasanna Viswanathan, CEO, Swarajya</p> <p>Mr. Pratik Sinha, Co-founder, Alt News</p> <p>Mr. Vibodh Parthasarthy, Associate Professor, Jamia Millia Islamia, New Delhi</p> <p>Ms. Faye D'souza, Executive editor, Mirror Now</p> <p>Mr. Anant Goenka, Head - New Media and Wholetime Director, Indian Express*</p> <p>Mr. Sidharth Bhatia, Founding Editor, The Wire*</p>
<u>Salon 1 & 2</u>	
6 th March, 2018 1430-1530 hrs	<p><u>Travelling Stories: Connecting Cultures through Coproductions</u></p> <p>Coproductions is one of the best way to get into the international markets in Media & Entertainment. With coproduction comes with easy access to foreign audience, increased awareness, visibility & festival success. Over the years the number of coproduction markets, platforms and incentives has been constantly increasing, all over the globe.</p> <p>However, coproduction is viewed as a complex process as there are several important aspects that are not fully understood by many.</p> <p>Christoph Thoke, an award-winning film producer who has Coproduced movies with about 25 countries, would provide an insight on the formulae for successful co-productions.</p>
Main Ballroom	
6 th March, 2018 1530-1630 hrs	<p><u>"TV is Not Dying - It's Lies, Damn Lies, and Bad Media Statistics"</u></p> <p>Keynote by Mr. Samuel Scott, Global Marketing Speaker & Columnist at The Drum</p>
Room 1	
6 th March, 2018 1530 hrs–1600 hrs	<p><u>Break a Leg Box Office! Get the low budget content-heavy show on the road</u></p> <p>While the big budget star films do appeal to fans, the Indian audience is now looking for films which provide them with fresh content and narratives. Small budget films don't rely on 'hero power' – it is content that is key and how it's presented. And with the success of smaller films, it's clear that the Indian audience recognises and rewards good cinema</p>

	<p>irrespective of the director or actors. The panel discussion will revolve around the production of the low budget films and how successful they are in recent years given that the Indian audience has evolved and matured, resulting in higher expectations from the Indian film industry.</p> <p>Moderator</p> <p>Mr. Rajat Kapoor, Actor, writer and director</p> <p>Panellist</p> <p>Mr. Manish Mundra, Film Producer (Drishyam)</p> <p>Mr. Amit V Masurkar, Film Director (Newton)</p> <p>Mr. Abhishek Sharma, Film Director (Tere Bin Laden)</p> <p>Mr. R S Prasanna, Film Director (Shubh Mangal Savadhan)</p> <p>Mr. Suresh Triveni, Film Director (Tumhari Sulu)</p> <p>Mr. Mrighdeep Lamba, Film Director (Fukrey)</p> <p>Mr. Nitin Kakkar, Film Director (Filmistan)</p>
Room 1	
<p>6th March, 2018 1630-1730 hrs</p>	<p><u>Controlling Creativity: Is Censorship Relevant?</u></p> <p>Independent India is more than seventy years old. Over the years creative industry has become part and parcel of the evolution of our social milieu. Creation of content is an organic process which best bears fruits when it is free from any kind of shackles. The recent incidents have posed a serious question whether creative industry has enough freedom to hone their craft and make India a truly open society guaranteeing freedom of expression?</p> <p>Keynote address</p> <p>Mr. Manish Tewari, former Minister of State for Information & Broadcasting</p> <p>Special address</p> <p>Mr. Shyam Benegal, Eminent Director & Screenwriter</p> <p>Moderator</p> <p>Mr. Bhupendra Chaubey, Executive Editor, CNN News18</p>

	<p>Panelists:</p> <p>Mr. Shyam Benegal, Eminent Director & Screenwriter Mr. Gaurav Banerjee, President & Head of Content studios, Star India and Member, BCCC Mr. Dilip Cherian, Member of ASCI and IMC of M/o I&B Ms. Shonali Bose, Filmmaker Ms. Shazia Ilmi, Indian politician Ms. Sohni Kaur, Public Policy Manager, Asia-Pacific, Netflix *</p>
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Day III-7th March, 2018

Main Ballroom	
7 th March, 2018 1030 hrs–1130 hrs	<p>DAWN of a new Entertainment ERA : Case Study on Breathe</p> <p>The recently released Amazon Prime Original series, Breathe, the trilingual 8 episode series, created by Abundantia Entertainment, has received tremendous reviews all over! Many have called this emotional and psychological thriller a game-changer for Indian content going global in the digital world and a show that has raised the bar for Indian content. The show, directed by Mayank Sharma and starring R. Madhavan, Amit Sadh and Sapna Pabbi in lead roles, is a gritty drama that explores the lives of ordinary men faced with extraordinary circumstances.</p> <p>Let us delve into the crux of the fantastic series that is Breathe, exploring the concept, its making and the tremendous acclaim.</p> <p>Moderator</p> <p>Mr. Nikhil Taneja, Writer & Director</p> <p>Panelist</p> <p>Mr. R. Madhavan, Actor Mr. Amit Sadh, Actor Mr. Mayank Sharma , Director Mr. Vikram Malhotra, Producer</p>
Room 1	
7 th March, 2018	<u>Events + Digital: The new Below-the-line mantra</u>

1030 - 1130hrs	<p>Events today has become an integral part of every organisation's marketing plan, new innovations across activations and the use of digital make it a compelling proposition with a falling cost per contact. The panellists would explore the new mantra that organisations have been employing to mark its territory in the industry.</p> <p>Moderator</p> <p>Ashish Pherwani, Partner, EY</p> <p>Panelist</p> <p>Mr. Brian Tellis, Chairman, Fountainhead Entertainment Pvt Ltd</p> <p>Mr. Hemant Madhwani, Business development manager, BookMyShow.com*</p> <p>Mr. Michael Menezes, Chairman, Showtime Events*</p> <p>Mr. Roshan Abbas, Managing Director, Encompass Events*</p>
<u>Salon 1 & 2</u>	
7 th March, 2018 1030 hrs–1130 hrs	<p><u>Legal Clinic I - Getting the most out of disruptive technologies in the entertainment business</u></p> <p>This session looks at the positive opportunities arising from technological disruption, which until the recent past was perceived as wreaking havoc; in the music industry particularly. The panellists will explore issues like monetizing cutting-edge 360 technology in delivering virtual reality concerts; block chain issues; IP protection strategies; and more.</p> <p>Moderator</p> <p>Mr. Ameet Datta, Partner, Saikrishna & Associates</p> <p>Panelist</p> <p>Mr. Al Staehely, President & CEO, Intermarine, LLC</p> <p>Mr. Yahaya Maikori, Founder, Law Allianz</p> <p>Ms. N S Nappinai, Advocate</p> <p>Mr. Avnindra Mohan, President (Legal & Regulatory), Zee Network*</p>
Main Ballroom	
7 th March, 2018	<u>Women empowerment and leadership in the digital era</u>

1130 hrs–1230 hrs	<p>As technology is omnipresent in today's society, this has wider repercussions to women's social inclusion. Women need digital media literacy skills to effectively use the Internet and to raise their quality of life. Empowering literacy abilities includes the skills of using digital media to access, search, analyze, reflect, share, and create. During the discussion, our panellists will share their experiences as well as discuss about the many opportunities and challenges that could empower women in the era of digital technologies. They will suggest how to address the digital gender gap in access; opportunities, leadership and content, which still hinder the full potential of women to contribute to wealth of knowledge innovation in this digital era.</p> <p>Moderator</p> <p>Ms. Maya Hari, Managing Director for Asia Pacific at Twitter</p> <p>Panellist</p> <p>Ms. Gul Panag, Actor & Media owner</p> <p>Ms. Kiran Manral, Author (Face at the window)</p> <p>Ms. Alankrita Shrivastava, Film Director (Lipstick under my burkha)</p> <p>Ms. Nirmika Singh, Deputy Editor, RollingStones India</p>
<u>Salon 1 & 2</u>	
7 th March, 2018 1130 hrs–1230 hrs	<p><u>Legal Clinic II - Regulation & Digital licensing</u></p> <p>Digital licensing is subject to widely different regulatory regimes in different countries. This session would put light on the implications for rights owners?</p> <p>Moderator:</p> <p>Mr. Vipul Pradhan, CEO, Phonographic Digital Limited*</p> <p>Panelist:</p> <p>Ms. Angela Rose White, Founder, David Rose Publishing</p> <p>Mr. Daniel Campello Queiroz, CEO, CQ Music</p>

Room 1	
<p>7th March, 2018 1230 hrs - 1330 hrs</p>	<p><u>Beyond Bollywood : Does regional Cinema makes better sense?</u></p> <p>Since Independence, regional cinema has witnessed some excellent content and contributed to its significant growth. Some say that for India, Bollywood is synonymous to national cinema and that regional films in the country have struggled to have a pan-India appeal despite having thematic diversity, technical excellence and production figures. India produces an astonishing 1,900 films a year on average, of which Hindi-language Bollywood accounts for about 340. The bulk of the rest comes from the Tamil, Telugu, Malayalam, Kannada, Marathi, Bengali, Punjabi and Gujarati languages.</p> <p>In recent years, it looks like now regional films other than Bollywood are making a mark in the industry and among audiences. Many believe that going by the current trend, there is a bright chance for Regional films to even surpass mainstream Bollywood due to rich content. The panel discussion will deliberate on the success stories of the remarkable contribution of the regional films industry in the country.</p> <p>Moderator Mr. Nikhil Sane, Head – Marathi, Viacom18</p> <p>Speaker: Ms. Rima Das, Film maker Mr. Ishaan Randeria, Film maker Ms. Madhu Chopra, Film Maker Mr. Ravi Jadhav, Film maker Mr. AL Vijay, Film Director Mr. Aniruddha Roy Chowdhury, Film Director</p>
Room 2	
<p>7th March, 2018 1230 hrs–1330 hrs</p>	<p><u>Content at the crossroads of art and science?</u></p> <p>PIXAR has its rules of how to tell a great story! It's a mix of art and heart! Qualitative rules which transcends global audiences and unifies them to the characters.</p>

	<p>On the other hand, ‘content recipe’ is the new buzz which speaks about data fuelled content direction.... A space which is getting monetized and the traditional models of content creation are changing. Are both opposites or they mean the same thing? What are the new rules of ‘relatable’ content?</p> <p>Moderator</p> <p>Mr. Devendra Deshpande, Head-Content Plus at Mindshare</p> <p>Panellist</p> <p>Mr. Munjal Shroff, Co-Founder, Graphiti Multimedia Pvt Ltd</p> <p>Ms. Anupama Chopra, Film critic</p> <p>Mr. Samir Bangara, Founder, Qyuki</p> <p>Mr. Gauravjeet Singh, Media Head - South Asia, Unilever</p>
<p><u>Salon 1 & 2</u></p>	
<p>7th March, 2018 1230 hrs–1330 hrs</p>	<p><u>Legal Clinic III - Legal Enforcement of rights</u></p> <p>The legal enforcement of rights across jurisdictions is not a straightforward issue, nor does the international copyright treaty regime provide straight answers to the troublesome issues and risks that can arise. Lawyers need to be aware of the possible traps and reflect on strategies to deal with them.</p> <p>Moderator</p> <p>Mr. Blaise Fernandes, President & CEO - Indian Music Industry</p> <p>Panelist</p> <p>Mr. Gordon Williams, Partner, Lee & Thompson (Intermediaries – Website blocking in the U.S.)</p> <p>Mr. Jagdish Sagar, Advocate (Protecting your rights in the international treaty regime)</p> <p>Mr. Sujeet Jain, Group General Counsel, Viacom18</p> <p>Mr. SaiKrishna Rajagopal, Managing Partner, Saikrishna & Associates</p>

Main Ballroom	
7 th March, 2018 1430 - 1530 hrs	<p><u>Chinese Dragon Market for Elephantine Indian Films</u></p> <p>The three movies Bahubali, Dangal and Secret Superstar add to the substantial list of Indian films whose earnings in China surpass their domestic collections despite the entry barriers in the country, pointing to the emergence of a new market for Indian films.</p> <p>The Chinese film market is the second biggest in the world, and has so far been Hollywood-dominated and has readily accepted Indian films. China has always been a difficult market to break into considering it allows only four Indian films a year compared to large amount of Hollywood films and has a vibrant domestic film industry. The Panellists will discuss the economics and business of releasing Indian films in the neighbouring market of China and improve the soft power of India.</p> <p><u>Moderator</u></p> <p><u>Speakers</u></p> <p>Mr. Ajit Thakur, Head, Trinity Pictures</p> <p>Mr. Kabir Khan, Film Maker*</p> <p>Mr. Prasad Shetty, Director, China Peacock Mountain Group</p> <p>Mr. Allen Liu, CEO, E-Stars*</p> <p>Ms. Kiran Rao, Film Producer*</p>
Room 1	
7 th March, 2018 1430 - 1530 hrs	<p><u>Past Perfect Future Tense? Catalyst & Pointers for the Print Industry</u></p> <p>Technological and digital modernisation has left several questions that are often directed towards the future of print media. The print side of things has declined in recent years where the decline is simply caused by technological advancement. The Internet has been one of the major reasons print media has declined in readership in the past decade. Even large magazines and daily newspapers aren't able to keep up with latest news that can be found on your television, tablets, computer and mobile screens. The panel discussion will assess what will be the future of the print</p>

	<p>industry given this background.</p> <p><i>How much are Indians reading? The Indian Readership Survey 2018: Presentation by Shri Sathyamurthy N P, President & Head, DDB Mudra Group</i></p> <p><u>Moderator</u></p> <p>Mr. Ashish Pherwani, Partner, EY</p> <p><u>Keynote Address</u></p> <p>Mr. Vijay Darda, Managing Director - Lokmat Media Pvt. Ltd.</p> <p><u>Speakers:</u></p> <p>Mr. Girish Agarwal, Director, DB Corp</p> <p>Mr. Raj Jain, CEO, Bennett & Coleman & Co. Ltd.*</p> <p>Ms. Kalli Purie, Vice Chairperson, The India Today Group*</p> <p>Mr. DD Purkayastha, MD &CEO - ABP Pvt Ltd*</p> <p>Mr. Mammen Mathew, Chief Editor, Malayalam Manorama*</p>
Salon 1 & 2	
<p>7th March, 2018 1430 - 1530 hrs</p>	<p><u>Facebook Workshop</u></p> <p>In this session, we will take you through the products and best practices for engaging with your audience and to growing your presence on Facebook & Instagram. We will delve into the various case studies of successful growth and talk about Newsfeed, the primary discovery mechanism on Facebook & Instagram. With this workshop, we hope to help content creators understand and leverage the Facebook platform for their goals.</p> <p>By <i>Mr. Ankit Riha, Head of Entertainment, Movies & Music</i></p>
Room 1	
<p>7th March, 2018 1530 - 1630hrs</p>	<p><u>Regional is the New mass Media</u></p> <p>What makes Indian demographics so unique when it comes to content</p>

	<p>consumption? Why the sudden focus on regional languages? What does the future hold for these languages? Impact on social media and e-commerce. Innovations that regional languages can trigger in content related products. Monetization models.</p> <p>Moderator</p> <p>Mr. Rohit Bansal, Head - Group Communications, Reliance Industries limited*</p> <p>Panelist</p> <p>Mr. Avinash Kaul, Group President - Network18</p> <p>Mr. Saurabh Doshi, Head - Entertainment Partnerships, Asia-Pacific, Facebook</p> <p>Mr. Siddharth Varadarajan, Founding Editor, The Wire*</p> <p>Mr. Neelesh Misra, Co-founder-editor, Gaon Connection*</p> <p>Ms. Shraddha Sharma, Founder and CEO, Your Story*</p> <p>Ms. Ayaz Memon, Sports writer*</p> <p>Mr. Vir Sanghvi, Journalist*</p> <p>Ms. Smita Prakash, Editor, ANI*</p> <p>Mr. Dhanya Rajendran, Managing Editor, The News Minute*</p>
Room 2	
<p>7th March, 2018 1530 - 1630hrs</p>	<p><u>Life beyond GST: A closer look at the ground reality</u></p> <p>Goods and Service Tax (GST), which is generally described as 'one tax for one nation', aims at subsuming all existing indirect taxes such as Excise Duty, Service Tax, Countervailing Duty (CVD), Value Added Tax (VAT), Entertainment Tax at State level, Entry Tax etc. and only one tax i.e. GST to be levied and collected on value additions at each stage of supply of goods and services at national level. Now since GST has been rolled out, how much has really changed for the Media and Entertainment industry. Is it as per the expectations of industry stakeholders? Is the philosophy 'one tax for one nation' true for the sector or does state wise taxes still apply?</p> <p>Moderator</p>

	<p>Mr. Uday Pimprikar, Tax Partner, Ernst & Young</p> <p>Panelist</p> <p>Mr. Rajeev Jalota, GST Commissioner, Maharashtra</p> <p>Mr. M Srinivas, GST Commissioner, M&E Sectoral group</p> <p>Mr. Sundeep Puri, GST Commissioner, Mumbai</p> <p>Mr. Sanjay Jain, CFO, Star India Pvt Ltd</p> <p>Mr. Ashish Bhasin, Chairman, Dentsu Aegis Network</p> <p>Mr. Himanshu Agarwal, CFO, Bennett Coleman & Company Ltd</p> <p>Mr. Kulmeet Makkar, CEO, Producers Guild of India</p>
Main Ballroom	
<p>7th March, 2018 1730 hrs–1830 hrs</p>	<p>Valedictory</p> <p>Shri Manoj Sinha, Minister of State (Independent Charge) of the Ministry of Communications; and Minister of State in the Ministry of Railways*</p>