

“Creative Future: Coronation of Digital Consumer”

Day III-7th March, 2018

Main Ballroom	
<p>7th March, 2018 1030 hrs–1130 hrs</p>	<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>Ms. Latha Srinivasan, Deputy Executive Editor, NewsX</p> <p>Speakers</p> <p>Mr. R. Madhavan, Actor</p> <p>Mr. Amit Sadh, Actor</p> <p>Mr. Mayank Sharma , Director</p> <p>Mr. Vikram Malhotra, Producer</p> <p>Mr. Vijay Subramaniam, Director – Content, Amazon Prime Video, India</p>
Grand Salon	
<p>7th March, 2018 1030 hrs–1130 hrs</p>	<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>Speakers</p> <p>Mr. Al Staehely, Entertainment Attorney</p> <p>Mr. Tejvir Bhatia, Partner, Singh & Singh Advocates</p> <p>Mr. Avnindra Mohan, President (Legal & Regulatory), Zee Entertainment Enterprises Ltd</p> <p>Ms. N S Nappinai, Advocate</p>
Ballroom 3	
<p>7th March, 2018 1130 hrs–1230 hrs</p>	<p><u>Special session on OOH</u></p> <p>Digital Out-of-Home advertising has proved to be the ideal bridge between brands with large and high impact reach objectives and personalized messages to micro targets. Besides being the most visible of all digital modes of communication by virtue of its size and vivid presence, it is already drawing 40 to 45% of total spends in OOH in UK, USA, Germany. In China, digital O-O-H already forms about half of the total area of O-O-H advertising. However, in India, it is simply an adoption that is being delayed by staunch refusal to delve into details by all concerned – policy-makers and investors as well. The panel discusses ways in which Digital O-O-H provides cutting-edge communication that cannot be ignored anymore and solutions to overcome regulatory fears and apathy that are holding back its quick adoption</p> <p>Moderator</p> <p>Mr. Indrajit Sen, CEO, IOAA</p> <p>Speakers</p> <p>Mr Pramod Bhandula, Director, J C Decaux India Pvt Ltd Mr Jahan N. Mehta, Director, Selvel-One Advertising Mr Suresh Balakrishna, Managing Director, Kinetic Outdoor Advertising Mr Mukesh Manik, Director, Encyclomedia Networks Pvt Ltd Ms. Nidhi Chaudhari, IAS, Dy Municipal Commissioner, MCGM</p>
Grand Salon	
<p>7th March, 2018 1130 hrs–1230 hrs</p>	<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>Ms. N S Nappinai, Advocate</p>

	<p>Speakers</p> <p>Ms. Angela Rose White, Founder, David Rose Publishing</p> <p>Mr. Daniel Campello Queiroz, CEO, CQ Music</p> <p>Mr. Avnindra Mohan, President (Legal & Regulatory), Zee Entertainment Enterprises Ltd</p>
Grand Ballroom	
<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</p> <p>Ms. Manava Naik, Filmmaker & Actor</p> <p>Speakers</p> <p>Mr. Aniruddha Roy Chowdhury, Film Director</p> <p>Mr. Ishaan Randeria, Film maker</p> <p>Ms. Madhu Chopra, Film Maker</p> <p>Mr. Ravi Jadhav, Film maker</p> <p>Ms. Rima Das, Film maker</p> <p>Mr. Vijay, Film Director</p>
Ballroom 3	

<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>Speakers</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. Gaurav Jeet Singh, Media Head - South Asia, Unilever</p> <p>Mr. Rex Wong, CEO, uCast.TV</p>
<p>Grand Salon</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. Ameet Datta, Partner, Saikrishna & Associates</p> <p>Speakers</p> <p>Mr. Gordon Williams, Partner, Lee & Thompson (Intermediaries – Website blocking in the U.K.)</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>Lunch</p>	

Grand Ballroom	
<p>7th March, 2018 1430 - 1530 hrs</p>	<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>Mr. Ajit Thakur, Head, Trinity Pictures</p> <p><u>Speakers</u></p> <p>Mr. Aashish Singh, Head – Productions, YRF</p> <p>Mr. Prasad Shetty, Director, China Peacock Mountain Group</p> <p>Mr. Allen Liu, CEO, E-Stars</p> <p>Ms. Gayathiri Guliani, Director, International Business & Sydication, Sony Pictures Entertainment</p> <p>Mr. Imtiaz Ali, Filmmaker</p> <p>Mr. Shoojit Sircar, Filmmaker</p> <p>Mr. Rob Cain, Producer & Journalist</p>
Ballroom 3	
<p>7th March, 2018 1430 - 1530 hrs</p>	<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 industry given this background.</p>

	<p><u>Address: How much are Indians reading? The Indian Readership Survey 2018</u></p> <p>Mr. Sathyamurthy N P, President & Head, DDB Mudra Group</p> <p><u>Moderator</u></p> <p>Mr. Ashish Pherwani, Partner, EY</p> <p><u>Speakers</u></p> <p>Mr. Girish Agarwal, Director, DB Corp</p> <p>Mr. Sanjay Gupta, CEO, Jagran</p> <p>Mr. Devendra Darda, Managing Director, Lokmat Media Pvt. Ltd.</p>
Grand Salon	
<p>7th March, 2018 1430 - 1530 hrs</p>	<p><u>Movies and Music on Facebook & Instagram</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 Rihal, Head of Entertainment, Movies & Music</i></p>
Ballroom 3	
<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 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><u>Moderator</u></p> <p>Mr. Rohit Bansal, Head - Group Communications, Reliance Industries limited</p> <p><u>Speakers</u></p> <p>Mr. Avinash Kaul, Group President - Network18</p>

	<p>Mr. Neelesh Misra, Co-founder-editor, Gaon Connection</p> <p>Ms. Dhanya Rajendran, Managing Editor, The News Minute</p> <p>Mr. Sameer Pitalwalla, CEO, Culture Machine</p> <p>Mr. Ayaz Memon, Eminent sports columnist & journalist</p> <p>Ms. Darlington Hector, Managing Editor, Your Story</p>
Grand Salon	
<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>Speakers</p> <p>Mr. Rajeev Jalota, GST Commissioner, Maharashtra</p> <p>Mr. M Srinivas, GST Commissioner, M&E Sectoral group</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> <p>Mr. Bharat Kedia, CFO, Zee Entertainment Enterprises*</p>