



10 September 2020

Time in IST (AM)		
10:00	<p>Welcome Address</p> <p>Louis Boswell, CEO, AVIA</p>	
10:10	<p>India Market Overview: Video Trends, Forecast and Statistics with the Impact of COVID-19</p> <p>The Indian video streaming industry is still at a nascent stage of growth. However, the entry of more than 30 streaming platforms in a span of barely three years speaks volumes about the massive potential this industry has. This rapid growth has not only provided vast opportunities for content creators and owners but also advertisers and brands in the digital consumer market. With the COVID-19 crisis and consumers turning to streaming platforms in droves, this change has been accelerated like never before. This presentation evaluates the impact of COVID 19 on video consumption and monetisation in India, and what the key drivers for video streaming and market share are across India today.</p> <p>Sunil Lulla, CEO, BARC India</p>	
10:30	<p>Thought Leaders Talk: The Future of Media in India and Dealing with Post COVID-19</p> <p>The impact of COVID-19 is widespread and has likely shaped businesses and changed consumer behavior for the last few months. It is having a marked impact on media supply, consumption, and advertising. Demand for streamed and live content is skyrocketing while new content creation has stalled. This session will discuss the macro trends COVID-19 has brought about. How are media companies dealing with the challenges while also seizing the unexpected opportunities during and post crisis? What does the future of media look like in India? What do businesses think about online distribution strategies going forward, and what needs to evolve?</p> <p><u>Panelists:</u></p> <p>Sameer Nair, CEO, Applause Entertainment Vivek Bhargava, CEO, DAN Performance Group Megha Tata, MD - South Asia, Discovery Communications India Tarun Katial, CEO, ZEE5 India</p> <p><i>With Raj Nayak, CEO, House of Cheer</i></p>	
11:00	<p>In Conversation: Entertaining India</p> <p>Even for a single country, Indian consumers have diverse tastes and preferences in entertainment. With streaming, these entertainment choices are being governed by stories that appeal to individual tastes of consumers. The democratization of storytelling also means that creators are able to tell stories as they intend to, free</p>	



	<p>from the constraints of language, time and form. Let's hear from Srishti Behl Arya on how Netflix plans to keep India entertained.</p> <p>Srishti Behl Arya, Director International Originals, Netflix India</p> <p><i>With Anvita Dutt</i>, Director, Bulbbul</p>	
11:20	<p>Local and Global Growth - Playbook for Success</p> <p>Companies are ramping up and making a big push into India, forming strategic partnerships to make life easier for their subscribers. In this session, we explore each organisation's growth strategy. How are they getting the next 500 million users to pay? What are the trends and predictions that we can expect from the industry at large over the course of the year?</p> <p><u>Panelists:</u> Aparna Purohit, Head of India Originals, Amazon Prime Video Rohit Jain, MD, Lionsgate South Asia Kranti Gada, COO, Shemaroo Entertainment Alexandre Muller, MD APAC, TV5Monde</p> <p><i>With Vanita Kohli-Khandekar</i>, Consulting Editor, Business Standard</p>	
11:50	<p>The Future of Video Streaming: How Technology is Altering Business Practices</p> <p>There is no question that the video streaming industry is on the rise and in a big way. At the same time, consumer expectations are rapidly changing. With technological advancements at the forefront of this burgeoning marketplace, what do organisations need to do to satisfy viewers? In this panel, we hear from thought leaders on some of the business and technology trends that will emerge and shape the TV and video industry in the next 2 years. How do companies align their business with today's 'digital first' imperative? What are the strategic drivers for technology investments? How can they succeed in building compelling platforms to engage viewers and thereby increase the revenue potential for video?</p> <p><u>Panelists:</u> Sushant Sharma, VP APAC, Conviva Ganendra Selvaraj, Associate VP – Sales, MEASAT Rajat Nigam, Group CTO, Network18 Media Manish Verma, Head of Technology, SonyLIV</p> <p><i>With Chiranjeev Singh</i>, Head of Marketing, APAC, MediaKind</p>	
12:20	Lunch Break till 13:45	
13:50	<p>In Conversation: SVOD vs AVOD Models - Battle for the Living Room</p> <p>The India OTT space, with more than 30 players in the arena, is primarily modelled on AVOD or Freemium with SVOD catching on. The foray into the subscription space with Voot Kids is the first step towards building an entire digital ecosystem under brand</p>	



	<p>Voot. In this session, we hear which business model will win the day in the fiercely erupting streaming wars. Does a freemium proposition represent the best of both worlds in India? Is a different content rights acquisition strategy required to support the different business models?</p> <p>Gourav Rakshit, COO, Viacom18 Digital Ventures</p> <p><i>With Dolly Jha, Country Head, Nielsen Media - India</i></p>	
<p>14:10</p>	<p>Ideas that Scale: Localising Global Formats for the India Market</p> <p>The last decade has witnessed the growth of TV formats developed in one market sold internationally for local adaptations. India is now joining the list of major purveyors of TV formats that can be easily adapted to local tastes. In this session, we explore how these different streaming platforms have opened up unprecedented opportunities for localizing global formats. What is involved in the enhanced phase of co-development and production and is India ready for it? What are the opportunities and challenges that come with localizing global formats?</p> <p><u>Panelists:</u> Rishi Negi, COO, Banijay Asia Abhishek Rege, CEO, Endemol Shine India Rajiv Bakshi, CEO, Reliance Big Synergy</p> <p><i>With Raman Kalra, Partner, M&E Advisory Leader, PwC India</i></p>	
<p>14:40</p>	<p>The Future of Content Distribution & Acquisition in India</p> <p>Digital marketplaces are quickly becoming the new normal for content acquisition and distribution in the age of social distancing. Vuulr's digital content marketplace allows buyers and sellers worldwide to negotiate directly and close deals digitally within days. In this session, we will explore the digital transformation of India's content industry and how buyers & sellers alike stand to benefit from a borderless content economy.</p> <p>Ian McKee, CEO, Vuulr</p>	
<p>14:55</p>	<p>Diving into India's Newest OTT Players – New Ideas, New Strategies</p> <p>As video streaming becomes popular in India, not only are big streaming players investing in it, so are a host of startups, single channel providers and boutique content production houses. We explore their business and monetization strategies, pricing models and how they are orienting themselves to compete and ensure growth is sustainable and for the long run.</p> <p><u>Panelists:</u> Anindo Banerjee, Originals Head, hoichoi Neha Toteja, Senior Director and Head of Flipkart Video, Flipkart Abhishek Joshi, Head of Marketing and Business Partnerships, MX Player</p>	

avia Future of Video India

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10am - 12.30pm and 2pm - 4pm (IST)

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Virtual Seminar



	<i>With Uday Sodhi, Senior Partner, Kurate Digital Consulting</i>	
15:25	In Conversation: Consumers and Content in a Mobile Economy Facebook has taken an active role in India's emerging digital economy, experimenting with different levers that can lift revenue across lifestyle services. How are the organization's investment and go-to-market strategies evolving? What impact will it have on video, entertainment, e-commerce and payment ecosystems in India? Manish Chopra, Director & Head of Partnerships, India, Facebook <i>With Girish Menon, Partner and Head, Media and Entertainment, KPMG India</i>	
15:45	Closing Conversation: On Target to 10M Subscribers - How is DishTV Gowing Their OTT Audience During the Pandemic? 2020 is said to be accelerating change in many aspects of our lives. One aspect in our video industry is the rise of OTT platforms. In this case study, Xavier Leclercq (VP Business Development at Broadpeak) will explain how DishTV has successfully launched WATCHO, its new OTT service into a crowded market. We will be exploring how and why this new OTT service has met its audience so quickly, how Broadpeak contributed to the success, and where do DishTV go from here. The session will conclude with a Q&A session with Mr Sunil Kumar, the Head of Product Engineering at DishTV. Sunil Kumar, Head of Product Engineering, DishTV <i>With Xavier Leclercq, VP of Business Development, Broadpeak</i>	
16:00	Closing Remarks & End of The Future of Video India	

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ASIA VIDEO INDUSTRY ASSOCIATION

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Virtual Seminar



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