


Programme

Time in IST	
08:30	<p>Delegates and Speakers Registration <i>Venue: Konkan Room, Level B, Taj Lands End, Mumbai</i></p>
09:20	<p>Welcome Remarks Anjan Mitra, India Consultant, AVIA</p>
09:30	<p>Opening Remarks Louis Boswell, CEO, AVIA</p>
09:35	<p>Opening Keynote Conversation: Policies to Make India the Global Content & Uplink/Downlink Hub Shri Apurva Chandra, Secretary, Ministry of Information and Broadcasting (MIB) <i>With Clare Bloomfield, Acting Chief Policy Officer, AVIA</i></p>
10:10	<p>In Conversation: The Rise of OTT in India: The Catalyst for Change in India's Storytelling Ecosystem In this session, we will discuss the role OTT has played in changing reach, scale and audiences. How streaming services are creating ecosystems of excellence and providing a level playing field for content creators and talent (new and established). We will also explore the role of OTT in expanding the market for Indian content and creating new revenue streams for the Indian film industry. Sushant Sreeram, Country Director, Prime Video India <i>With Vanita Kohli-Khandekar, Consulting Editor, Business Standard</i></p>
10:35	<p>Monetisation Models: How Can More Revenue Be Generated? Monetisation is a big challenge for OTTs, especially as content costs are rising sharply. India currently has ~ 102 million SVOD subscribers and this number is estimated to increase at a CAGR of 17% to reach 224 million by 2026, according to a 2022 report by Deloitte. But there is still a large number of consumers who do not want to pay for content. So how do streaming platforms capture this group of consumers? How has the Indian SVOD market trend changed over the last 24 months? How will Netflix's new ad supported tier shake up the streaming landscape in India? Profitability, ARPU, sustainable monetisation models – how are mindsets different today and what can organisations do to generate more revenue? <u>Panelists:</u> Manpreet Bumrah, SVP - Distribution & Alliance, Eros Now Arghya Chakravarty, COO, Shemaroo Entertainment Praveen Chaudhury, Director, Retention, Engagement & Growth Strategy, DTC Marketing, Warner Bros Discovery, APAC <i>With Divya Dixit, Advisor - Business Strategy & Growth</i></p>
11:10	<p>In Conversation: Disney+ Hotstar's Playbook for Content, Viewership and Growth After witnessing rapid growth in recent years, the OTT market in India has entered a transformational phase which calls for an ingenious approach to the manner in which streaming platforms need to innovate for growth. In this session,</p>

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	<p>Sajith Sivanandan will share his view of what the Indian streaming market looks like and what Disney+ Hotstar's regional strategy and priorities are for growth in the coming year.</p> <p>Sajith Sivanandan, Head, Disney+ Hotstar India <i>With Louis Boswell</i>, CEO, AVIA</p>
11:30	Coffee Break
11:50	<p>In Conversation: Content Distribution and Monetisation Landscape in India</p> <p>Saurabh Sancheti, Group CFO, Jio Platforms <i>With Louis Boswell</i>, CEO, AVIA</p>
12:15	<p>OTT Bundling – Is this the Only Way Forward to Drive Market Growth in India?</p> <p>According to the 2022 EY Media & Entertainment (M&E) report, it was estimated that 322 million subscribers consumed bundled content in the past year. Given India is a price-sensitive market, will this trend continue to dominate? Is bundling the best option to reduce churn, increase monetisation and raise ARPU? But what are the issues that lie with the great rebundling? Is friction being reduced or are new unnecessary layers being added? Can you ever bundle enough? What has happened to the DTC proposition that all the streaming companies used to shout about?</p> <p><u>Panelists:</u> Vynsley Fernandes, Whole time Director, Hinduja Global Solutions, CEO, NXTDIGITAL Avinash Mudaliar, Co-Founder & CEO, OTTplay</p> <p><i>With Karan Taurani</i>, SVP, Elara Capital</p>
12:40	<p>Tech Leaders Talk: What Keeps Them Awake at Night?</p> <p>What is keeping the Tech Leaders of today up at night? What are the key issues they are worrying about when it comes to the video industry? In this session, we will speak with one of the largest streaming platforms in India to explore topics from the changing nature of the role of the Technology Officer itself to the challenges of running a video streaming service today. Hear more about which technologies you should be investing more time and money in, and where the video industry is headed to in the future.</p> <p>Manish Verma, Head of Technology for SonyLIV, Sony Pictures Networks India <i>With Mitesh Jain</i>, Country Manager – India & SAARC, Akamai Technologies</p>
13:00	Lunch Break
13:45	<p>In Conversation: Linear vs Streaming – Does it Even Matter?</p> <p>Even as Viacom18 has announced to be a digital-first media company – though straddling both the linear and digital landscape – what would it mean? For so long we have contrasted and compared the worlds of linear and streaming, but is this still a useful lens through which to view the industry? Both share the (almost) same business models revolving around subscription and advertising, and, more importantly, both share similar premium video content. So, is having synergies and similarities the new mantra? Or, is that a too simplistic way to describe the complex India M&E industry? We try to decode the new announced strategy of Viacom18 with Group CEO Jyoti Deshpande, who oversees both the linear digital businesses of the organization.</p> <p>Jyoti Deshpande, CEO, Viacom18 <i>With Louis Boswell</i>, CEO, AVIA</p>

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14:10	<p>In Conversation: How has the Indian Content Landscape Changed in the Age of Streaming?</p> <p>With the rise of streaming, there has been more focus than ever before on the choice of content each platform is acquiring and producing. What is this doing to content costs and for both volume and costs of production? What's next for regional content, as the pressure to create content for global audiences intensifies? How does a content media studio decide between a theatrical or streaming platform release? What does life look like from the view of a content producer - is this the golden age of production? Are budgets bigger and creative voices stronger or is the pressure simply higher while budgets remain squeezed?</p> <p>Sameer Nair, Managing Director, Applause Entertainment <i>With Sonali Krishna</i>, Anchor & Editor, ET NOW</p>
14:35	<p>Content Leaders Talk: Making the Right Play</p> <p>According to market estimates, top OTT players have spent between \$600 million and \$700 million on producing original shows in 2022 in various languages, including Hindi. This amount excludes movies and sports content, which account for a chunk of the OTT content expenditure. Notwithstanding the fact that revenues are under pressure due to inflation and a global economic slowdown, will we see Indian OTT platforms continue to double down on content investments to fuel business growth in 2023? How are they sustaining it? How do they decide what type of content will work and in which language? Are there any fixed yardsticks for green-lighting content? Is it originals vs exclusives? Is there place for specialization in content, by genre or geography?</p> <p><u>Panelists:</u> Ajit Thakur, CEO, aha Kaushik Moitra, Partner, Bharucha & Partners Dimple Kharbanda, Producer/Executive Director, Kangra Talkies Nikhil Madhok, Head of Hindi Originals, Prime Video, India</p> <p><i>With Anuj Gandhi</i>, Founder, Plug and Play Entertainment</p> <p>Session brought to you by:</p> <p> bharucha & partners Advocates & Solicitors</p>
15:10	<p>Topic TBA</p> <p><u>Panelists:</u> Kshitij Singhi, SVP, Disney Star Prasad Sanagavarapu, Chief Business Officer, Invidi</p>
15:35	<p>Coffee Break</p>

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16:00	<p>Unleashing the Potential of Advertising on OTT</p> <p>In India, AVOD generates way more revenue than SVOD. AVOD platforms are expected to continue to pull in more revenue than SVOD in the coming years, increasing from the current revenue generation of US\$1.1 billion in 2021 to US\$2.4 billion in 2026, according to a 2022 report by Deloitte. How will AVOD open doors to more opportunities for marketers to advertise on a premium OTT platform? Programmatic is a game changer but for OTT streamers, is it only for remnant inventory with preference still being given to direct deals in the hope of capturing maximum value? Do OTT platforms approach the market more from a TV pedigree? What will change with the arrival of Netflix's ad-tier plans?</p> <p><u>Panelists:</u> Gavin Buxton, MD Asia, Magnite Ranjana Mangla, SVP and Head of Ad Revenue, SonyLIV, Sony Pictures Networks India Prabhvir Sahmey, Senior Director, Samsung Ads India</p> <p><i>With Akila Jayaraman</i>, Head of Sales Strategy, Reliance Jio</p> <p>Session brought to you by:</p> <h2>SAMSUNG Ads</h2>
16:45	<p>New Innovations to Monetise Inventory and Deliver Higher Performance Across CTV/OTT</p> <p>Online video streaming consumption is at all time high due to changing viewing habits. This has created opportunities for publishers and advertisers, yet programmatic inventory remains limited. To overcome the challenges of just selling inventory using traditional methods, we will explore new innovations that could help CTV/OTT publishers unlock new revenue opportunities across all channels, formats, devices and screens. We will also dive into how these solutions could help publishers create flexibility for new demand while maximizing yield and gain control over their advertising business.</p> <p><u>Panelists:</u> Dina D'Souza, SVP - Direct Business and OTT AVOD, MX Player John Martin, Senior Director, OpenWrap, PubMatic</p> <p><i>With Priti Murthy</i>, President, GroupM Nexus India</p>
17:10	<p>The State of Female Representation in the Indian Film and Video Sectors</p> <p>The state of female representation in the Indian film and video sectors remains extremely low and should act as a wake-up call for the industry. According to a recent study led by Ormax Media and Film Companion, women in India hold just 10% of HOD positions across key divisions. In this panel we will discuss ways to address the evident imbalance. How can streaming further lead the charge on diversity, equity and inclusivity in the Indian M&E sector?</p> <p><u>Panelists:</u> Megha Tata, CEO, Cosmos Maya India Minakshi Achan, Head – Network Brand & Creative Communications, Disney Star Supriya Sobti Gupta, Founder, MOW Productions Smriti Mehra, CEO – Business News, Network18</p> <p><i>With Keerat Grewal</i>, Partner, Ormax Media</p>

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17:40	Shifting Sands in India's Video Marketplace: Consumption, Distribution and Monetisation With television and digital media on equal footing, shift in distribution infrastructure will play a key role in shaping user experience, revealing consumption habits, and opening new avenues of monetisation. This closing session will explore the latest trends amidst global macro-economic challenges, regulatory developments, competition, and consolidation. Mihir Shah, VP, India, Media Partners Asia (MPA)
18:10	Closing Remarks Followed by Cocktail Networking

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