

PRELIMINARY PROGRAMME

Time in IST	
08:30	Delegates and Speakers Registration <i>Venue: Family Lounge, Lower Lobby Level, JW Marriott Mumbai Juhu</i>
09:30	Welcome Remarks
09:35	Opening Remarks
09:40	Inaugural Conversation: A New Framework to Create a Global Entertainment Hub Building a new framework for the future of India's video ecosystem, from free to air to pay TV and streaming.
10:05	State of Video in India The India video industry continues to go through a period of rapid change and development. Mergers and acquisitions of all sizes, new regulatory policies, evolving consumer habits and increasing discretionary income are all informing new services and monetisation models. As India takes the global spotlight with significant investment shifting out of China into the sub-continent, what does the future hold for India's ever-growing video ecosystem?
10:25	The Growth Story - In Conversation with... Netflix India's FY23 revenue grew 24% while profit was up 75% compared to last year. While preventing password sharing and mobile-only subscription plans have helped drive revenue growth, will the next phase of growth be driven by advertising? How is this growth shaping its local Indian content plans and what is the focus of its content offerings? How important is it and what role does it play in the wider international content offerings for the service globally?
10:50	Does Regional Content Make Better Business Sense? With lower ARPUs than traditional pay TV, is scale even more critical for streaming success? And is there still an opportunity to succeed and thrive if you are not the biggest or don't have seemingly unlimited resources? With an ability to attract and retain regional audiences and attract greater regional advertisers, does investing in regional content today make better business sense than ever?
11:25	Coffee Break
11:35	Doubling Down in India - In Conversation with... Streaming is not for the faint hearted. It requires deep pockets and is all about the top and bottom line. Prime Video is ideally positioned for growth, leveraging on Amazon's extensive resources and consumer experience. Following the restructure in early 2024, what is the strategy moving forward? How important is Asia and India in particular, amongst the global scheme of things? With its announcement of 69 new Indian productions over the next 2 years, what is the ambition? When will it roll out premium video advertising in this region and how will it leverage their e-commerce business?
12:00	Monetizing the Stream: How Can More Revenue Be Generated, is Aggregation the Answer and will FAST Take Off in India? With most major streaming services yet to turn a profit, the future of streaming clearly lies on its ability to crack this nut. What needs to be done and how? Are there new revenue streams that can be better leveraged? Will aggregation be the answer or will FAST be the way forward? Is the market big enough to support even greater fragmentation of both audiences and advertising share?
12:35	Navigating the Convergence of Cloud Technologies and Innovations in Content Delivery for OTT Winning in streaming is not just about the content and often just as much about the consumer experience. What are some of the latest in transformative cloud technologies and edge computing, and how are they being harnessed to enhance OTT experiences, including enabling scalable, efficient, and personalized streaming experiences? What are the practical challenges in integrating cloud infrastructure with media platforms to achieve

	high-quality streaming, dynamic scaling, and enhanced content delivery networks (CDNs)? And how can one set up effectively to protect valuable content assets and data from piracy?
13:00	Lunch Break
14:00	Making of a Juggernaut - In Conversation with... 2023 may well be remembered as the year of cricket content disruption in India. However, 2024 will undoubtedly be remembered for the birth of a streaming behemoth. What is the way forward and what does this all mean for the consumer, content producers and the competition?
14:25	Free to Air and Linear Pay TV Thriving in the Age of Streaming The traditional free to air (FTA) and linear pay TV industry may have been hit but they are certainly not out, and India continues to be one of the markets where linear pay TV continues to thrive. How long can this continue and is this just simply an iceberg melting or is the industry adopting and changing to meet the challenges of streaming?
15:00	Shifting Gears and Accelerating Growth - In Conversation with... In 2023 Disney+ Hotstar India saw advertising grow 17.25%, subscription revenue increase 49.32% and content licensing grow 93.83%, while still commanding the top spot with almost a quarter of the total streaming market share – impressive growth in the new reality of streaming profitability. How did it achieve this, what are the next steps moving forward in 2024 and what are its content plans as India continues to grow as the world’s third largest SVOD market?
15:25	Inspiring and Empowering the Next Generation of Women Leaders A celebration of women leaders who have contributed to our industry and the successful companies that recognize and are striving for greater inclusion and equity in their corporate culture and leadership teams. How are they achieving it, attracting top talent and better meeting their different consumer bases, and grooming the next generation of women leaders? What are the challenges and how they are overcoming them?
16:00	Coffee Break
16:10	Connected TV – Programmatic Opportunities, Better Targeting and Moving Down the Marketing Funnel With limits on how much a service can charge a subscriber in India, every streaming service is either built from the start with a free advertising tier or has or will be adding an advertising tier if they are a subscription service. What are the challenges in getting more marketers into the stream and how can we overcome them as well as maximize the revenue potential from the increasing number of eyeballs that streaming now attracts?
16:45	Sports and the Stream – What’s Appealing Beyond Cricket? Yes, everyone knows the power and appeal of cricket, but India has made its mark globally in many other sports, from hockey to tennis and badminton and Formula One, and football is fast gaining in popularity as well. But are the audiences big enough to make up a significant enough subscriber base and if cricket is free, would they even consider paying for any other sport? And even if there are millions of fans, is that still big and appealing enough for the all-important advertiser to invest their marketing dollars instead of opting for the ‘can’t fail’ cricket option?
17:35	Making a Mark Globally With the Oscar winning <i>The Elephant Whisperers</i> , India has deservedly reaped global recognition for its prowess in factual content production. So, what next? Is this the peak or does this herald the start of a golden era for this genre in India? And with no shortage of talent and production expertise, what does it take for India to produce scripted TV entertainment of global appeal beyond the Indian diaspora and is this even a goal?
18:05	Closing Remarks Followed by Networking Cocktails

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