

PROGRAMME

Time in IST	
08:30	<p>Delegates and Speakers Registration Venue: Family Lounge, Lower Lobby Level, JW Marriott Mumbai Juhu</p>
09:30	<p>Welcome Remarks Anjan Mitra, India Consultant, AVIA</p>
09:35	<p>Opening Remarks Louis Boswell, CEO, AVIA</p>
09:40	<p>Inaugural Conversation: A New Framework to Create a Global Entertainment Hub and Regulating for Economic Growth Building a new framework for the future of India's video ecosystem, from free to air to pay TV and streaming.</p> <p>Anil Kumar Lahoti, Chairman, Telecom Regulatory Authority of India (TRAI)</p> <p>With Clare Bloomfield, Chief Policy Officer, AVIA</p>
10:05	<p>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?</p> <p>Mihir Shah, VP, India, Media Partners Asia (MPA)</p>
10:25	<p>In Conversation with Monika Shergill - The Growth Story 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?</p> <p>Monika Shergill, Vice President – Content, Netflix India</p> <p>With Vanita Kohli-Khandekar, Consulting Editor, Business Standard</p>
10:50	<p>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?</p> <p><u>Panellists:</u> Sandeep Balani, Vice President, JioAds Harguneet Singh, Senior Director, Customer Success, PubMatic Vivek Kumar Mishra, Director, Samsung Electronics Saurabh Srivastava, COO of Digital Business, Shemaroo Entertainment</p> <p>With Anuj Gandhi, Founder, Plug and Play Entertainment</p>

11:25	Coffee Break
11:35	<p>In Conversation with Kiran Mani: Crafting a Future-Ready Inclusive Streaming Landscape for Bharat – Innovations and Opportunities</p> <p>In the dynamic landscape of digital entertainment, the streaming industry stands out as a beacon of innovation, offering endless possibilities for storytelling and audience engagement. How does Viacom18 address the diverse socio-economic strata and varied needs of the Indian audience in Bharat and what is its approach to capturing the opportunity to harness billions of screens? What will be the way forward for JioCinema and the streaming industry at large?</p> <p>Kiran Mani, CEO - Digital, Viacom18</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
12:00	<p>Navigating the Convergence of Cloud Technologies and Innovations in Content Delivery for OTT</p> <p>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?</p>
12:35	<p>In Conversation with Sajith Sivanandan: The Future of Video Consumption in India</p> <p>The preferences of the Indian viewer have been rapidly evolving, with a move towards more personalised experiences, in different formats, to meet different needs. How are these evolving preferences redefining entertainment we create for them, from long form to short form? Are audiences increasingly leaning forward or do they still prefer a lean back experience? How are we better understanding and perhaps even predicting their wants and needs as we reshape the video entertainment we create for them, and how does the service we provide in turn shape the consumer behaviour?</p> <p>Sajith Sivanandan, Head, Disney+ Hotstar, India</p> <p><i>With Louis Boswell, CEO, AVIA</i></p>
13:10	Lunch Break
14:15	<p>Free to Air and Linear Pay TV Thriving in the Age of Streaming</p> <p>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?</p> <p><u>Panellists:</u> Stanley Fernandes, VP Distribution, South Asia, BBC Studios NK Rouse, Chief Operating Officer, NXTDIGITAL Rabindra Narayan, MD and President, PTC Network</p>
15:05	<p>Streaming 2.0 – Thriving In the World’s Fastest Growing Streaming Market</p> <p>As streaming enters a new era, what are some of the transformative strategies that streaming services are adopting to ensure sustainable growth in the highly competitive and rapidly changing digital entertainment landscape in India? How are international players balancing between global strategy vs local play? What are some of the India-first Innovations and their effect on the global streaming sector? How has streaming impacted local Indian content creation and its distribution both locally and beyond? How are streamers adapting to evolving consumer demands for convenience and ease, alongside personalized recommendations, and how are they achieving scale sustainably in a value conscious market?</p>

	<p>Sushant Sreeram, Country Director, Prime Video India</p> <p>With Gaurav Laghate, Senior Editor, Mint</p>
15:30	<p>Inspiring and Empowering the Next Generation of Women Leaders</p> <p>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?</p> <p><u>Panellists:</u> Mrinalini Jain, Group Chief Development Officer, Banijay Asia and Endemol Shine India Aparna Purohit, Head of Originals, India & SEA, Prime Video India</p> <p>With Megha Tata, Snr. Media Executive</p>
16:05	<p>Coffee Break</p>
16:15	<p>Connected TV – Programmatic Opportunities, Better Targeting and Moving Down the Marketing Funnel</p> <p>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 marketeers 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?</p> <p><u>Panellists:</u> Ashwin Padmanabhan, President – Investments, Trading & Partnerships, GroupM India Marcus Pousette, Senior Director - Business Development, Magnite Shilpa Kolte, Head, Microsoft Monetize, Microsoft Advertising India Ranjana Mangla, SVP & Head of Ad Revenue, Sony LIV, Sony Pictures Networks India</p> <p>With Akila Jayaraman, Head of Sales Strategy, Reliance Jio</p>
16:45	<p>Sports and the Stream – What’s Appealing Beyond Cricket?</p> <p>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?</p> <p>Fireside Chat with Sanjog Gupta, Head - Sports, Disney and Star India</p> <p><u>Panellists:</u> Vinit Karnik, Head - Sports, Esports and Entertainment, GroupM South Asia Anupam Goswami, League Commissioner, Pro Kabaddi League Joy Bhattacharjya, CEO, Premier Volleyball League</p> <p>With Thomas Abraham, Founder & Editorial Director, SportzPower</p>
17:35	<p>Making a Mark Globally</p> <p>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?</p> <p><u>Panellists:</u> Rishi Negi, Group Chief Operating Officer, Banijay Asia and Endemol Shine India</p>

	<p>Sai Abishek, Head of Content – India, Warner Bros. Discovery</p> <p>With Kaushik Moitra, Partner, Bharucha & Partners</p>
18:05	Closing Remarks Followed by Networking Cocktails

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