

PROGRAMME

| Time in IST | |
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| 08:30 | <p>Delegates and Speakers Registration Venue: Family Lounge, Lower Lobby Level, JW Marriott Mumbai Juhu</p> |
| 09:20 | <p>Welcome Remarks Anjan Mitra, India Consultant, AVIA</p> |
| 09:25 | <p>Opening Remarks Louis Boswell, CEO, AVIA</p> |
| 09:30 | <p>Inaugural Keynote 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><u>Keynote Speakers:</u> Anil Kumar Lahoti, Chairman, Telecom Regulatory Authority of India (TRAI) Sanjay Jaju, Secretary, Ministry of Information & Broadcasting (MIB)</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> |

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| | <p><i>With Anuj Gandhi, Founder, Plug and Play Entertainment</i></p> |
| 11:40 | <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> |
| 12:05 | <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 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)?</p> <p><u>Panellists:</u> Mohamed Bilal, Senior Engineering Consultant, Akamai Technologies Ashutosh Agrawal, Chief Software Architect, Viacom18</p> <p>Session brought to you by:</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> |
| 12:55 | <p>Lunch Break</p> |
| 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>Session Keynote:</u> Sanjiv Shankar, Joint Secretary, Broadcasting, Ministry of Information & Broadcasting (MIB)</p> <p><u>Panellists:</u> Stanley Fernandes, VP Distribution, South Asia, BBC Studios Kaushal P. Modi, Head of Content Acquisition, Partnership & Revenue, Jio Entertainment Services</p> |

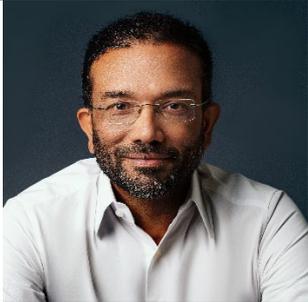
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| | <p>NK Rouse, Chief Operating Officer, NXTDIGITAL Rabindra Narayan, MD and President, PTC Network</p> <p>With Karan Taurani, SVP, Elara Capital</p> |
| 15:10 | <p>Streaming 2.0 – Thriving in the World’s Fastest Growing Streaming Market As streaming 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> |
| 15:35 | <p>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?</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 Khushboo Yadav, CEO, Jio Entertainment Services and Board Member, JioSaavn, Reliance Jio</p> <p>With Megha Tata, Snr. Media Executive</p> |
| 16:15 | <p>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?</p> <p><u>Panellists:</u> Anooj Shetty, Director – Advance TV, GroupM Marcus Pousette, Senior Director, Business Development, Asia, Magnite Shilpa Kolte, Director, Microsoft Monetize, Microsoft Advertising India and Southeast Asia Ranjana Mangla, SVP & Head of Ad Revenue, Sony LIV, Sony Pictures Networks India</p> <p>With Akila Jayaraman, Head of GTM – Strategy & Marketing, JioAds</p> |
| 16:45 | <p>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?</p> <p>Fireside Chat with Sanjog Gupta, Head - Sports, Disney Star</p> <p><u>Panellists:</u> Vinit Karnik, Head - Sports, Esports and Entertainment, GroupM South Asia</p> |

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| | <p>Anupam Goswami, League Commissioner, Pro Kabaddi League</p> <p>With Thomas Abraham, Founder & Editorial Director, SportzPower</p> |
| 17:35 | <p>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?</p> <p><u>Panellists:</u> Rishi Negi, Group Chief Operating Officer, Banjay Asia and Endemol Shine India Supriya Sobti Gupta, Founder, MOW Productions Sai Abishek, Head of Factual & Lifestyle Cluster, South Asia, Warner Bros. Discovery</p> <p>With Kaushik Moitra, Partner, Bharucha & Partners</p> |
| 18:00 | <p>Closing Remarks Followed by Networking Cocktails</p> |

SPEAKER PROFILES

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|  | <p>Anil Kumar Lahoti, Chairman, Telecom Regulatory Authority of India (TRAI) Anil Kumar Lahoti, TRAI Chairman, is an officer of Indian Railway Service of Engineers. He superannuated as Chairman & CEO, Railway Board in August 2023 after a career spanning about 37 years. A civil engineer by training, he has worked in various leadership position in Indian Railways. He has undertaken executive training programmes at Carnegie Mellon University, USA, SDA Bocconi Business School, Milan and Indian School of Business, Hyderabad. He hails from a family of freedom fighters and is the younger brother of former Chief Justice of India, Justice R.C. Lahoti.</p> |
|  | <p>Sanjay Jaju, Secretary, Ministry of Information & Broadcasting (MIB) Sanjay Jaju, Secretary, Ministry of Information & Broadcasting is a 1992 batch of Indian Administrative Service officer. He has served in leadership positions in both State and Central governments, working in diverse areas like Defence, Infrastructure, Civil Supplies, Education, Tribal Welfare and Information Technology. He is credited with revolutionary work in the IT sector as Secretary, InfoTech in Andhra Pradesh State Govt. Passionate about IT's enabling powers to deliver services to the common man, Sanjay is a post graduate Mechanical Engineer and an MBA in Finance.</p> |
|  | <p>Sanjiv Shankar, Joint Secretary, Broadcasting, Ministry of Information & Broadcasting (MIB) Sanjiv Shankar, Joint Secretary (Broadcasting), Ministry of Information & Broadcasting, is responsible for policy and regulatory matters of the broadcasting sector. An Indian Revenue Service officer, Shankar holds a Master's degree in International Development Policy, focused on Public Policy & Taxation, from Sanford School of Public Policy, Duke University, USA. He has worked in various senior positions in the Income Tax Department in the Central Govt. and has also authored a book on 'Tax Policy and Practice'.</p> |
|  | <p>Mohamed Bilal, Senior Engineering Consultant, Akamai Technologies Bilal is a passionate technical specialist who has been involved in many projects that dealt with core solving issues related to streaming, content delivery, web development and cloud security in the past 10 years. This also includes being part of core teams of new technology to help drive business growth and scale operations.</p> |
|  | <p>Mrinalini Jain, Group Chief Development Officer, Banijay Asia and Endemol Shine India In her role as Group Chief Development Officer at Banijay Asia and EndemolShine India, Mrinalini drives strategic content expansion in India and Asia. Mrinalini's forte lies in her holistic approach to content development—from ideation and packaging to global marketing and execution. Her leadership has been pivotal in opening new business avenues, establishing fresh concepts, and penetrating untapped markets, thus highlighting her significant impact on the global stage of entertainment.</p> |

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|  | <p>Rishi Negi, Group Chief Operating Officer, Banijay Asia and Endemol Shine India With disruptive ideas that are saleable, scalable, and profitable, Rishi believes in delivering solid entertainment across broadcasting and streaming platforms. He skillfully navigates the crucial domains of production, operations and commercials to generate profitable revenue streams in both scripted and unscripted formats. He has managed the most exciting and popular programming content for shows like Big Boss, Khatron Ke Khiladi, Fear Factor, and Masterchef India. Prior to joining Banijay Asia, he held key positions in Emerald Asia Media, Fame India Limited, Pizzeria Restaurants, and the Taj Group of Hotels.</p> |
|  | <p>Stanley Fernandes, VP, Distribution, South Asia, BBC Studios Stanley Fernandes, VP of Distribution at BBC Studios South Asia, oversees streaming, digital, and content sales. He began as Director of Content Sales, driving BBC brand expansion in South Asia. Notable achievements include launching BBC Player and BBC Kids as streaming platforms into India, as well as transforming CBeebies into a digital livestream. He launched BBC Studios brands on linear platforms, and supported the growth of the joint-venture channel Sony BBC Earth. His media journey include s roles at UTV and Disney before joining BBC Studios.</p> |
|  | <p>Kaushik Moitra, Partner, Bharucha & Partners With his rich experience in technology, media and telecommunications, intellectual property, and private equity, Kaushik brings to the table domain knowledge and acute legal acumen. Kaushik advises international and domestic clients on mandates ranging across policy advisory, compliance and regulations, and media and technology-related documentation including licensing, distribution, and revenue sharing agreements. He is closely engaged with the Entrepreneurship and Start-up Practice of the Firm.</p> |
|  | <p>Vanita Kohli-Khandekar, Consulting Editor, Business Standard Vanita Kohli-Khandekar has been tracking the Indian media and entertainment business for two decades. Currently she is a columnist and writer for Business Standard, a financial daily from India and for Singapore-based Content Asia. She was earlier with EY. A Cambridge University press fellow (2000), Vanita has taught at top media schools. Her first book The Indian Media Business (Sage) is in its fifth edition. Her second book, The Making of Star India (Penguin-Random House, 2019) is in the process of being made into a web-series.</p> |
|  | <p>Sanjog Gupta, Head - Sports, Disney Star Sanjog Gupta leads the Sports business for Disney Star which includes a portfolio of 17 channels. In this role, he is responsible for the business, product (programming & production), marketing, and strategy for the Sports network. Sanjog has been pivotal in driving the Sports broadcasting space in India. Prior to his current role, he was the content head for sports where he shaped and delivered marquee national and international broadcasts watched in over 200 countries ranging from IPL to ICC Cricket World Cup.</p> |

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|  | <p>Sajith Sivanandan, Head, Disney+ Hotstar, India As the head of Disney+ Hotstar, Sajith drives India's overall strategy, growth, revenue and product operations. He is also responsible for developing the streaming services' strategic business goals and outlining a sustained and exponential development roadmap. Collaborating closely with the Disney+ team across the United States, APAC and EMEA regions, he supports the continued expansion of Disney+ Hotstar, making it India's most extensive streaming service.</p> |
|  | <p>Karan Taurani, SVP, Elara Capital Karan has been involved in institutional equity research for more than 16 years now; focusing on the media, entertainment, consumer and internet sectors. Karan advises multiple large domestic and FII funds on investments in these industries. He is ranked #1 analyst for the Indian media and entertainment sector as per AsiaMoney Brokers Poll (Across all geographies) in 2021/2022/2023.</p> |
|  | <p>Anooj Shetty, Director – Advance TV, GroupM With more than a decade of experience across specialised role including Account Management, Business development, Analytical Research & Insight Strategy, Media Planning, Branding & Communication. Currently driving Addressable Tv solutions across brands in GroupM.</p> |
|  | <p>Vinit Karnik, Head - Sports, Esports and Entertainment, GroupM South Asia Vinit Karnik is a seasoned Sports, Media & Entertainment professional, also an Author. He has essayed leadership roles in areas related to business growth and strategic thinking. Marketer and team player at heart, Karnik has built a reputation of being an industry thought leader, drive business results and building long term relationships with key stakeholders. In a diverse market like India, he has deftly handled emerging market dynamics and has immensely contributed to the evolution of Branded content, Sports Marketing, Consulting, Media Strategies and the Business of Entertainment.</p> |
|  | <p>Akila Jayaraman, Head of GTM – Strategy & Marketing, JioAds Akila Jayaraman, Head of GTM, Strategy & Marketing at JioAds, brings over 17+ years of cross-functional leadership experience spanning consulting, software, media, and advertising. Prior to JioAds, she held key roles at GroupM and Cheil. Known for her expertise in digital marketing, Akila has spearheaded mobile app marketing and led integrated media strategy for key clients. She contributes regularly to the industry through authorship, speaking engagements, and industry award judging.</p> |
|  | <p>Sandeep Balani, Vice President, JioAds Sandeep Balani is currently VP for supply partnerships at JioAds. He leads supply across industries like E-commerce, OTT, News, Gaming and Ad-tech. In his previous role he was Head of India for Outbrain, where he was responsible for advancing the market penetration of the entire range of Outbrain's product portfolio, managing both the Publisher and Advertiser sides of the business. A seasoned digital leader in the publishing and media industry, Balani has more than 21 years' experience as a senior leader, mentor and academician.</p> |

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|  | <p>Kaushal P. Modi, Head of Content Acquisition, Partnership & Revenue, Jio Entertainment Services</p> <p>Kaushal P. Modi, Head of Content Acquisition, Partnership & Revenue, Jio Entertainment Services, began his Jio journey in 2015, as a founding member of the leadership team. Responsible for launching India's leading OTT apps, JioTV, JioCinema, JioTV+, he is presently instrumental in shaping the company's strategy. Earlier, he has held leadership positions at Airtel Business, Star TV and Sony. Academically accomplished and an MBA, Kaushal is a passionate follower of F1 racing, loves traveling and has keen interest in philately and numismatics.</p> |
|  | <p>Marcus Pousette, Senior Director, Business Development, Asia, Magnite</p> <p>Marcus Pousette currently serves as the Senior Director, Business Development, Asia at Magnite, where he spearheads the growth of Magnite through expanding new and existing strategic supply partnerships across the Asia region, with a specific focus on video streaming and omnichannel partners. Marcus brings over a decade of experience in digital advertising to drive innovation and expansion. Prior to his role at Magnite, Marcus held key positions at Channel Factory and PubMatic, where he played pivotal roles in operational excellence and market expansion across the region.</p> |
|  | <p>Mihir Shah, VP, India, Media Partners Asia (MPA)</p> <p>With more than 15 years of experience in evaluating trends in India's media, telecommunications, and entertainment industries, Mihir leads Media Partners Asia's (MPA) Mumbai-based team in research and consulting. At MPA, Mihir has led numerous market research, strategy, IPO, due diligence and M&A engagements for global and domestic clients, including – Airtel, Comcast, CJ, Disney, Google, Liberty Global, Netflix, Prime Video, Raine, Saban, Sony, Sumitomo, Viacom18, WarnerBros Discovery, Zee and others.</p> |
|  | <p>Shilpa Kolte, Director, Microsoft Monetize, Microsoft Advertising India and Southeast Asia</p> <p>Shilpa is a veteran in the programmatic advertising industry, with over 15+ years of expertise in process management, business development, and sales. In her current senior sales leadership role at Microsoft Advertising, she cultivates high-value partnerships with top broadcasters in India and Southeast Asia, driving their adoption of technology-driven monetization strategies. As a woman in tech, she cares deeply about challenges faced by women in the workplace and actively advocates to make the workplace more equitable for the next generation of women entering the workforce.</p> |
|  | <p>Gaurav Laghate, Sr Editor, Mint</p> <p>Gaurav Laghate is the chief of Mint's Consumer Bureau that covers FMCG, consumer durables, retail, media, advertising, hospitality, luxury and the business of sports. An accomplished business journalist with a career spanning over 15 years, he has reported on the significant advancements in the media and entertainment industry, as well as the business of sports. Beyond his role as a journalist, Gaurav is recognised as a steadfast observer of the media landscape, having spoken at several industry events and panels.</p> |
|  | <p>Supriya Sobti Gupta, Founder, MOW Productions</p> <p>Supriya Sobti Gupta is a seasoned producer and director renowned for her exceptional storytelling prowess and creative vision. Supriya has developed, produced, and directed an impressive catalogue. She led the production of the critically acclaimed Netflix series "Bad Boy Billionaires" and documentaries such as "Mumbai Mafia," "Caught Out," and the recent "AP Dhillon: First Of A Kind" series for Amazon Prime. In 2010, Supriya founded MOW Productions in Mumbai, a boutique film production house known for its access-driven stories that inform, entertain and inspire.</p> |

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|  | <p>Monika Shergill, VP - Content, Netflix India Monika Shergill is VP, Content at Netflix India and oversees the development, creation, licensing and acquisition of all Indian language content on Netflix India, including films, series, reality shows, comedy specials and documentaries. Monika is a seasoned media professional with over two decades of experience as a journalist, producer and network executive. From reporting for the Green Oscar winning environment series Living on the Edge to producing documentary films and thereafter moving to entertainment media, Monika has constantly made diverse and path breaking content choices.</p> |
|  | <p>NK Rouse, Chief Operating Officer, NXTDIGITAL NK Rouse is an industry veteran with 33 years of diverse experience, 25+ years in Broadcasting and the Cable TV Pay Business. NK Rouse is currently COO at NXTDIGITAL. He was instrumental and played a stellar role in the successful turning around of the Business, leading the final lap of digitization and achieved the distinction of transforming IMCL as the first Pan Indian DPO to a fully Pre-Paid Subscription Company. In the past, Rouse has served in senior roles at organizations such as Star TV India, Zee Turner Ltd, YOU Broadband to name a few.</p> |
|  | <p>Anuj Gandhi, Founder, Plug and Play Entertainment Anuj Gandhi has more than 28 years' worth of experience in the media and digital entertainment industry. He is currently Founder of Media Tech venture – Plug & Play Entertainment where Anuj headed a team of professionals for Content Monetisation in both traditional and Digital platform businesses. Anuj held other senior leadership roles including Head of Content Acquisition at Reliance - Jio, CEO at DEN Networks and President of Set Discovery. Anuj was also a member of the Digitization Committee set up by the Indian Government/Regulator.</p> |
|  | <p>Aparna Purohit, Head of Originals, India & SEA, Prime Video India Since joining Prime Video India in 2016, Aparna has successfully developed and launched all Indian Originals on the service. This includes multiple award-winning originals like The Family Man, Mirzapur, International Emmy nominated – Inside Edge, Made in Heaven, and fan-favorites like Farzi, Jubilee. She is an elected member of the International Academy of Television Arts & Sciences, and has been recognized as one of the most powerful women in Indian entertainment by Fortune India, India Today, Forbes India across several lists.</p> |
|  | <p>Sushant Sreeram, Country Director, Prime Video India Sushant is entrusted with strengthening Prime Video's goal of being India's most loved video-subscription service, by scaling the SVOD business, marketplace offerings (Prime Video Channels & Movie Rentals). Sushant's role operates across long-term product and content strategy, accelerating customer adoption by catering to India's diverse entertainment needs, and delivering a compelling Prime membership to customers. Over a career of more than 19 years, Sushant has operated across multiple industries including Consumer Goods, Ecommerce, Travel & Tourism, among others.</p> |
|  | <p>Anupam Goswami, League Commissioner, Pro Kabaddi League Anupam Goswami is the League Commissioner of the Pro Kabaddi League since 2015. He has played a vital role in the remarkable growth of the Pro Kabaddi League as a front-ranking sports league by shaping the modern kabaddi ecosystem with the PKL stakeholders. He also works with national and international kabaddi federations, sports authorities, eminent resource persons, and grassroots sports developers for the continuing evolution of kabaddi as a world-class sport.</p> |

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|  | <p>Rabindra Narayan, MD and President, PTC Network Rabindra Narayan, MD & President of PTC Network, is the visionary behind globalizing Gurbani through the world's first Punjabi satellite channel. With a diverse background in literature, journalism and films, Narayan's leadership established seven flagship channels dominating Punjabi television. Notable achievements include pioneering multimedia stage shows, innovative VR 360-degree live telecasts. Awarded for his dedication, Narayan's impact extends beyond media, driving socio-economic change in Punjab. Recognized as one of Asia One India's Greatest Leaders, his creative prowess continues to inspire.</p> |
|  | <p>Harguneet Singh, Senior Director, Customer Success, PubMatic Harguneet Singh is the Senior Director for Customer Success at PubMatic India. He has over 17 years of experience in the digital media and programmatic advertising industry. He works very closely with all kinds of Indian publishers, app developers and OTT content players and leads the Customer Success team which services our top partners. He has also been instrumental in building similar publisher businesses at Google India and Criteo India.</p> |
|  | <p>Khushboo Yadav , CEO, Jio Entertainment Services and Board Member, JioSaavn, Reliance Jio Khushboo Yadav has led Media and Technology businesses across many great organizations like Google, Nokia, Apple and Jio globally. Her last stint was with Apple Inc. where she was the Regional Head for Business Development and Strategic Partnerships for Emerging Markets. She joined Jio Platforms Limited in June 2021 and currently spearheads Jio Entertainment Services as the CEO and the Board Member of JioSaavn. She has also been awarded "Champions of Change" by the Governor of Karnataka for her work in the field of media and technology.</p> |
|  | <p>Vivek Kumar Mishra , Director, Samsung Electronics Vivek is a seasoned professional serving as the Director of Product services at Samsung Electronics, India, where he's been since 2012. He leads the development of Samsung's Smart TV ecosystem, focusing on free ad-supported streaming (FAST) development and next-gen TV services for the Smart Home era. With a focus on engineering, partnerships, and monetization, Vivek crafts strategies for personalized content discovery and advanced connected TV experiences. Prior to Samsung, he held roles in market research and advisory services, aiding leaders in ICT and Energy sectors.</p> |
|  | <p>Saurabh Srivastava, COO of Digital Business, Shemaroo Entertainment Saurabh Srivastava, COO of Digital Business at Shemaroo Entertainment, boasts 17+ years of cross-sector experience. A driving force in digital media, he fosters innovation, excellence, and strategic prowess, shaping Shemaroo's success in the digital realm. With notable roles at Disney Star India, Marico, and Coca-Cola India, his leadership and vision stand out. Co-founding Studio Samsara in Malaysia, he pioneered an omnichannel model and crafted robust digital strategies. Saurabh holds an MBA from XLRI Jamshedpur and a BTech + MTech from IIT Delhi, showcasing his multidisciplinary expertise.</p> |
|  | <p>Ranjana Mangla, SVP and Head of Ad Revenue, SonyLIV, Sony Pictures Networks India Ranjana Mangla is the Sr. Vice President & Head of Ad Revenue at SonyLIV since 2020. She is responsible for SonyLIV's Digital Advertising Sales Strategy and Revenue for India Market. With a career spanning nearly 2 decades, Ranjana's core strength is to scale business, drive growth, and build high performance team. Recently, she has played a pivotal role in building shows for OTT that can become cultural icon for viewers and advertisers. Before joining SonyLIV, she was Vice President & India Head for revenue at Disney+Hotstar.</p> |

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|  | <p>Thomas Abraham, Founder & Editorial Director, SportzPower Thomas Abraham, a Media Professional of repute with over 30 years experience in a wide range of capacities and media outlets, is the Founder & Editor of SportzPower, the media brand from Sportz Network Pvt Ltd, a full services media company focused on the business of sports.</p> <p>SportzPower provides the most current and comprehensive information, knowledge and insight to a targeted audience involved in the business and management of sports in the Indian market.</p> |
|  | <p>Ashutosh Agrawal, Chief Software Architect, Viacom18 Ashutosh is an accomplished software engineer with over a decade of experience in leading development teams and crafting scalable solutions. He specializes in driving innovation through strategic use of technology in various sectors and adept at leveraging deep technical expertise and a keen business acumen to deliver products that enhance user experience and operational efficiency.</p> |
|  | <p>Kiran Mani, CEO- Digital, Viacom18 As the Chief Executive Officer for Digital Ventures at Viacom18, Kiran Mani is leading the charge in transforming JioCinema into India's premier destination for curated content across mobile and Connected TV platforms. Given the dynamic landscape of India's content and entertainment sector, Kiran is excited to unlock its hidden potential and deliver sustainable and scalable value for consumers, advertisers and the creator ecosystem. The proliferation of content and creativity, combined with the widespread adoption of both linear and digital media, presents an array of infinite opportunities.</p> |
|  | <p>Sai Abishek, Head of Factual and Lifestyle Cluster, South Asia, Warner Bros. Discovery A renowned name in the Media and Entertainment industry in India, Sai Abishek has over 15 years of experience in the industry. Currently, he serves as the Head of the Factual & Lifestyle Cluster, South Asia, at Warner Bros. Discovery, where he oversees original content, programming strategy, and profitability across a broad portfolio of global brands and networks in South Asia. Prior to joining Warner Bros. Discovery, Sai led content at Fox International Channels (FIC).</p> |
|  | <p>Megha Tata, Snr. Media Executive Megha Tata is a seasoned media professional with over 33 years of experience in companies like Star TV, Turner International, HBO India, BTVI, Discovery & Cosmos Maya. She has been on boards of industry bodies like IBDF, IAA and served as the President, IAA-India Chapter. Passionate about gender representation in media, Megha leads, on behalf of IAA, the IAA Voice of Change that talks about gender issues. Much feted & awarded, she engages with young minds through guest lectures at various institutes of high excellence.</p> |
|  | <p>Louis Boswell, CEO, AVIA Louis Boswell is the Chief Executive Officer of the Asia Video Industry Association. As CEO, his remit is to lead the industry through championing all broad based initiatives that result in a more vibrant and healthy video ecosystem. This includes being at the forefront of industry research, supporting evolving business models, understanding the role of technology, representing the industry in conversations with regulators and taking a leading role in eliminating piracy.</p> |



Clare Bloomfield, Chief Policy Office, AVIA

As Chief Policy Officer, Clare Bloomfield represents the combined positions of AVIA's members and engages in constructive policy-related dialogues with governments so they may better understand the curated video industry and foster an environment of support for the growth of the industry. Clare will also look to develop and execute policy initiatives and research relevant to the video industry, in consultation with, and on behalf of, AVIA member companies. Clare joined AVIA in September 2017 having previously worked as a UK diplomat.

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