



**PROGRAMME**

Time in IST

08:30	<b>Delegates and Speakers Registration</b> Cullinan, Level 2, Trident, Bandra Kurla
09:20	<b>Welcome Remarks</b>
09:25	<b>Opening Remarks</b>
09:30	<b>Inaugural Conversation: Regulating for Economic Growth and the Creation of a Global Media and Entertainment Hub</b> Building a new framework to catapult India's Media & Entertainment sector to the world stage.
10:00	<b>Sustainable Growth, Future Prospects and Competing Successfully</b> 2025 marks a fresh start focused on content, monetization and operational efficiency. How does one successfully compete in a landscape with tech and media giants and execute on a customer centric approach? How do you maintain financial discipline while delivering on a strategic focus on high quality content? What is the outlook for the advertising market and the music and film businesses?
10:30	<b>The Year Past and Looking Ahead</b> 2024 may well be remembered as a pivotal year for India's premium video sector, marked by significant transformations in content creation, distribution, monetization, and consumption. Key events included the Reliance-Disney Star mega-merger, the global expansion of Indian content, increased coverage of regional sporting leagues, and the rise of AI and live e-commerce for innovative advertising solutions.  As we look at the state of video in India in 2025, what trends and developments can we anticipate in the coming year?
11:00	<b>Coffee Break</b>
11:15	<b>Forging a New Path to Inspire a Billion Imaginations</b> What is the new vision and roadmap for 2025 and beyond? What are the key opportunities and challenges ahead? Global partnerships, content innovations and harnessing emerging technologies are just the tip of what we will cover in this keynote conversation.
11:45	<b>Supercharging India's Content Growth</b> Join us for an engaging fireside chat with one of India's top content experts as we delve into their content strategy for 2025 and beyond. We'll discuss how to captivate international audiences, expand the breadth and depth of behind-the-camera talent, and enhance the overall Indian production ecosystem.



12:15pm	<p><b>Addressable TV: Buying Audiences Instead of Spots</b></p> <p>TV channels are spending more on content, but advertising rates and revenue have not risen correspondingly. Could addressable TV advertising make a difference, finally enabling TV to compete more effectively with other media?</p>
12:30	<p><b>Framing the Future</b></p> <p>This session will explore the future of our industry, focusing on forging a new path forward with a fresh vision and roadmap. We'll delve into key priorities, strategic overhauls, new opportunities, mergers and acquisitions (M&amp;A), and the challenges that lie ahead.</p>
13:00	<p><b>Lunch Break</b></p>
14:00	<p><b>Creating the Ultimate Entertainment Hub</b></p> <p>Imagine an entertainment destination that offers a vast array of original and licensed series and films, FAST channels, and a seamless aggregation of other services. This is the vision for the future. We'll delve into the growth strategy for India, uncover key opportunities, explore emerging markets, and tackle the challenges ahead.</p>
14:30	<p><b>Cricket's Commercial Evolution</b></p> <p>Cricket remains the most commercially dominant sport in India and a key growth driver across Asia. The sport's financial ecosystem, spanning broadcasting rights, sponsorship deals, franchise leagues, and digital engagement, is evolving rapidly. With increasing competition from other sports and changing consumer habits, how is the business of cricket adapting? What are the key commercial trends, challenges, and future priorities shaping cricket's growth in the region? From the expansion of franchise leagues to the impact of streaming platforms and international tournaments, what will be cricket's future trajectory in Asia?</p>
15:00	<p><b>Connected TV and the Resurgence of TV Advertising</b></p> <p>TV advertising in India is undergoing one of the most dynamic transformations globally, driven by ad-supported models, FAST channels, and young, tech-savvy consumers. Connected TVs, data, AI, and programmatic technology are revolutionizing customer engagement and targeting. How can we encourage marketers to shift from cheap, direct media deals and social media to high-quality, dynamic, audience-first programmatic strategies that deliver personalized ads in premium environments and optimize omnichannel marketing?</p>
15:30	<p><b>Coffee Break</b></p>
15:45	<p><b>What Buyers Need and Want from Streaming</b></p> <p>Premium video advertising is still trailing significantly behind digital and even linear TV advertising in many Asian markets including India. What do top agency streaming and CTV buyers and planners really need from premium video platforms/apps and their tech</p>



	and measurement partners for the streaming and CTV market to really move forward in India?
16:15	<p><b>Innovation at the Last Mile and on Linear Broadcast</b></p> <p>India’s linear and pay TV cable distribution landscape is undergoing a huge transformation, driven by digital innovation, regulatory shifts, and evolving consumer preferences. As the industry navigates the challenges of connectivity, content delivery, and competition from OTT platforms, how are FTA broadcasters and cable operators innovating to stay relevant in a rapidly changing media ecosystem? What new business models are being considered, what are the strategies to enhance service quality, and what are the emerging opportunities for innovation in infrastructure, partnerships, and monetization?</p>
16:45	<p><b>Shaping the Future of Indian Content</b></p> <p>As Indian content continues to captivate audiences worldwide, what future trends and developments can we expect? Will there be an increase in international co-productions? How will the rise in AVOD subscribers influence content creation? Will we return to designing content around commercial breaks? Will we see greater diversity across genres, including drama, reality, and documentaries? And what steps must the industry take for India to truly become a global content powerhouse?</p>
17:15	<b>Closing Remarks</b>

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