

FRAMES 2003
Global Convention on the Business of Entertainment
14-16, March 2003 –Renaissance Hotel Mumbai

PROGRAMME

14 th March, 2003	
8.30 – 10.00 a.m.	Registration – Ball Room 3
10.00 a.m. – 1.00 p.m.	Inaugural Session (Grand Ball Room)
	<p>Rani Mukherjee- <i>Lighting of the lamp</i></p> <p>A C Muthiah, President, FICCI – <i>Welcome Address</i></p> <p>Yash Chopra, Chairman, FICCI Entertainment Committee – <i>Opening Observations</i></p> <p>Bobby Bedi, Convenor, FRAMES 2003 – <i>Theme Address</i></p> <p>Special Addresses- Dev Anand Pawan Chopra, Secretary, Ministry of I&B</p> <p>Presentation of the Entertainment Industry Status Report – KPMG</p> <p>Addresses by Guests of Honour:</p> <p>The Rt Hon Tessa Jowell, MP Secretary of State, Department of Culture, Media & Sports, Government of UK</p> <p>Ravi Shankar Prasad, Hon'ble Minister for Information & Broadcasting - <i>Inaugural Address</i></p> <p>Amit Khanna, Chairman, Reliance Entertainment Ltd. And Chairman e-entertainment alliance – <i>Summing up and Vote of Thanks</i></p>
1.00 p.m.- 2.00 p.m.	Lunch Host –Prasar Bharti

<p>2.00 p.m. – 3.30 p.m. (Powai Room-1)</p>	<p>Exhibition & Distribution: <i>Expanding the market</i></p> <p><i>Major multiplexes are coming up in policy friendly states, but are we over-estimating the demand? How can we increase the footfalls in multiplexes? How is the business affected due to early alliance of producers and Satellite operators?</i></p> <p>Moderator: Manmohan Shetty, Mg Director Adlabs Ltd</p> <p>Panel of distinguished speakers:</p> <p>Ajjay Bijli, Managing Director P V R, – <i>Moving up the value chain</i> Atul Goel, CEO, E- City Entertainment– <i>Is there enough content?</i> Afsana Amarsy, Co-President, Premisco Canada</p> <p>Shravan Shroff, Director, Shringar Cinemas - <i>Building a theatre chain</i></p> <p>Discussion</p>
<p>2.00 p.m. –3.30 p.m. (Ball Room- 1)</p>	<p>The Business of Film Making - <i>Agony & Ecstasy</i></p> <p><i>Dozens of companies are investing into the business of film-making, distribution and exhibition. And yet the industry has just been through its worst year ever. How does one explain this contradiction? What is the true picture?</i></p> <p>Moderator: Shyam Benegal</p> <p>Panel of distinguished speakers:</p> <p>Boney Kapoor Abhik Mitra, Mg Director, HMV Saregama Ketan Mehta, FilmMaker & MD Maya Entertainment J P Dutta Tutu Sharma</p> <p>Discussion</p>

<p>2.00 p.m. – 3.30 p.m. (Ball Room -2)</p>	<p>Broadcast – 2008, Crystal Gazing</p> <p><i>The industry is on a threshold of a digital revolution. The fastest growing segment of the entertainment industry is set for dramatic transformations and will change the way we view our television set. Share the vision of the leaders of the industry.</i></p> <p>Moderator: K S Sarma, CEO, Prasar Bharati</p> <p>Panel of distinguished speakers:</p> <p>Patrick Cross, Mg Director, BBC World – “<i>International News Channels- looking into the future</i>”</p> <p>Kunal Dasgupta, CEO, Sony Entertainment Television - “<i>Revenue Models</i>”</p> <p>Ian Carroll, Sr. V P & General Manager of Turner Broadcasting System Asia Pacific</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Ball Room -3)</p>	<p>Education & Manpower Training: <i>Man-datory for growth.</i></p> <p><i>The Entertainment industry is expected to grow at CAGR of 18%. But how will this growth be fuelled? Where are the qualified technicians and artists to churn out products of international standards? Do we have enough institutes and course curriculum of international standard?</i></p> <p>Moderator: Subhash Ghai, Chairman, Mukta Arts</p> <p>Panel of distinguished speakers:</p> <p>Kate O’Connor, Director of Policy & Development, Skillset, UK</p> <p>Robert Turner, President & CEO Sheridan Institute of Technology &Advanced Learning</p> <p>Anupam Kher, Chairman, National School of Drama</p> <p>Pramod Khera, Mg Director, Aptech</p> <p>Pradeep Gupta, CEO, Cybermedia Group</p> <p>Vijay Mukhi, Mg. Director, Vijay Mukhi’s Computer Institute</p> <p>Nalin Kohli, Director, ISOMES</p>

	Discussion
2.00 p.m. – 3.30 p.m. (Powai Room-2&3)	<p>Live Entertainment & Shows: <i>Engaging the Audience</i></p> <p><i>Prohibitive entertainment tax and other regulatory issues chokes the industry. How can we build Media brands through events?</i></p> <p>Moderator: T Venkat Vardhan, Mg Director, DNA Networks</p> <p>Panel of distinguished speakers:</p> <p>Michael Menezes, Mg Director, Showtime Events India Pvt Ltd –The Entertainment Economy Brian Tellis, Chairman, Fountainhead - <i>Building brands through event management</i> Sanjoy Roy, Mg Director, Teamworks Films Bharat Dabholkar, Mg Director, Publicis India Communications Pvt. Ltd.</p> <p>Discussion</p>
3.30 p.m. – 3.45 p.m.	Tea / Coffee Break
3.45 p.m. – 5.30 p.m. (Ball Room- 2)	<p>Television Programming: <i>Getting the right mix</i></p> <p><i>Now that we have gone through the soap opera number, what is the next stage of evolution in television programming. Can one off events be channel drivers? What happened to issue based TV, mature dramas and other unexplored genres? What will drive viewer-ship?</i></p> <p>Moderator: Mr S Y Quraishi, Director General, Doordarshan</p> <p>Panel of distinguished speakers:</p> <p>Sunil Lulla, Executive Vice President, SET – <i>Unexplored genres in India TV</i> Irwin Sonny Fox, Sr. Vice President, Population Communication International Anuradha Prasad, <i>Managing Director B.A.G Filims Ltd</i></p>

	<p>Zarina Mehta, Co- Director, UTV Aanand Mahendroo, Mg Director, Advance Entertainment Network Ltd Nikhil Alva, Miditech Pvt. Ltd</p> <p>Discussion</p>
<p>3.45 p.m. – 5.30 p.m. (Powai Room-2&3)</p>	<p>International Media Perspective on Indian entertainment Industry – <i>Mirror, mirror on the wall</i></p> <p><i>How does the media view the entertainment industry? For the international media, how much of column centimetre are we worth? Will media give us our due share of 'business' and 'serious' profession?</i></p> <p>Moderator: Pradeep Guha, President, Times of India</p> <p>Panel of distinguished speakers:</p> <p>Lionel O'Hara, International Director, Variety Anupam Sharma, Actor/ Director, Australia Parminder Vir, Producer / Advisor, Carlton Television Scott Rosenberg, Mg Director, Asian Movie Works Simon Twiston Davies, CEO, CASBAA Nyay Bhushan, India Correspondent, The Hollywood Reporter/Billboard</p> <p>Discussion</p>
<p>3.45 p.m. – 5.30 p.m. (Ball Room- 3)</p>	<p>Festivals – Broadening Horizons</p> <p><i>How to leverage best from participating at Festivals and Markets? How central it is for marketing efforts? Are we doing enough to encourage participation?</i></p> <p>Moderator: Anil Dharker</p> <p>Panel of distinguished speakers:</p> <p>Steve Gravestock, Manager, Festival Programming, Toronto International Film Festival Michael Fox, Director, Commonwealth Film Festival Sarah McKenzie, Head of Marketing, Film Council Luca Marziali & Selvaggia Velo, River to River Florence</p>

	<p>Indian Film Festival, Therese Hayes, Palm Springs International Film Festival, USA</p> <p>Discussion</p>
<p>3.45 p.m. – 5.30 p.m. (Powai Room -1)</p>	<p>Radio – <i>The second coming</i></p> <p><i>Can radio ever get out of the mire of high license fees and operating costs to make money? Will revenue sharing, narrow casting and community radio increase the market of listeners? Will advertisers tune in?</i></p> <p>Moderator: A P Parigi, Mg Director, Entertainment Network India Ltd</p> <p>Panel of distinguished speakers:</p> <p>Tariq Ansari, Mg Director, Radio Mid Day- <i>Killer application for FM</i> Ameen Sayani, - <i>Community Radio</i> Shridhar Subramaniam, Mg Director, Sony Music (India) Ltd – <i>Competing or Complimentary to Music Industry</i> Andrey Purshotham, Mg Director, Starcom <i>Worldwide Media buying in FM</i> Sumantra Dutta, COO, RadioCity</p> <p>Discussion</p>
<p>3.45 p.m. – 5.30 p.m. (Ball Room -1)</p>	<p>IPR & Legal: <i>Giving the owner his due</i></p> <p><i>The laws are in place but are they able to keep pace with technology? How can producers protect their content in the digital world? Is the movie industry heading for 'napsterization'? How can enforcement be strengthened?</i></p> <p>Moderator: V J Lazarus, President & Mg Director, Universal Music (I) Ltd</p> <p>Panel of distinguished speakers:</p> <p>Michael Ellis, Vice President & Director, Motion Picture Association Intl.- <i>Film Piracy – An Issue Affecting The Viability Of Our Industry</i> Valerie Lepine Karnik, Deputy Director General Federation of Film Producers' Association (FIAPF) Bela Banerjee, Joint Secretary Ministry of HRD, Govt.of</p>

	<p>India-Copyright with special reference to Entertainment Industry</p> <p>Pallavi Shroff, Mg. Partner, Amarchand Mangaldas- Innovative <i>business models to combat new form of piracy.</i></p> <p>Pravin Anand, Anand & Anand</p> <p>Harish Mehta, Mg Director Onward Technologies Group</p> <p>Discussion</p>
6.00 p.m. Onwards	Entertainment Night
Day II - 15th March, 2003	
10.00 a.m. – 1.00 p.m. (Grand Ball Room)	<p>Plenary Session – I</p> <p>Can India make it: <i>The Way Forward</i></p> <p>Chairman: Ravi Shankar Prasad, Hon'ble Minister for Information & Broadcasting</p> <p>Keynote Address: Michael Grindon, President, Columbia Tristar International Television, USA</p> <p>Panel of distinguished Speakers Shekhar Kapur, Four Feathers Productions Vinod Khanna, Hon'ble Minister of State for External Affairs Pawan Chopra, Secretary, Ministry of I&B Aamir Khan, Aamir Khan Productions</p> <p>Discussion</p>
1.00 p.m. – 2.00 p.m.	Lunch Host SONY Entertainment Television
2.00 p.m. – 3.30 p.m. (Ball Room- 1)	<p>Co –productions: <i>A win – win game.</i></p> <p><i>Financing / tax breaks / marketing / enhancing of creativity - Co-production offers you these and many more.</i></p> <p>Moderator: Ramesh Sharma, Chairman, Moving Pictures Company (I) Ltd.</p> <p>Panel of distinguished speakers:</p>

	<p>Anjuly Chib Duggal, Joint Secretary (Film), I&B Steve Norris, CEO, British Film Commission John Winter, Winter Time Films Ken Dearsley, Partner, Denton Wilde Sapte</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Powai Room-1)</p>	<p>TV Format: A boon for Indian Production?</p> <p><i>What's common to KBC, Khulja Sim sim, Bach ke rahena – they are all formats, licensed from International agencies. The challenge lies in successfully adapting them in the Indian context.</i></p> <p>Moderator: Roshan Abbas, Mg Director, ENCOMPASS ESPF</p> <p>Panel of distinguished speakers:</p> <p>Ed Sharples, Director of International Television, Zeal TV Phil Trelease, Director, Action Time Tarun Katial, Senior Vice President, STAR India Pvt.Ltd. Gajendra Singh, Director – Antakshari, Zee TV</p> <p>Discussion</p>
<p>2.00 p.m. – 5.30 p.m. (Ball Room 2) (Tea /coffee Break 3.30 p.m. – 3.45 p.m.)</p>	<p>Panel Discussion on Conditional Access System: A mid term review.</p> <p><i>Is the cable industry upto the challenges of Set top box and addressability? Will convergence occur? Is there money at the end of tunnel from value-added services and interactive content? And do we have the content?</i></p> <p>Moderator: Anil Wanvari, CEO, Indiantelevision.com</p> <p>Panel of distinguished speakers:</p> <p>Rakesh Mohan, Joint Secretary, I&B Jawahar Goel, Vice Chairman, SitiCable Network Ltd Simon Twiston Davies, CEO, CASBAA Ashok Mansukhani, Executive Vice President- Corporate Services, Hinduja TMT Ltd. Shantanu Aditya, President, SET Discovery Pvt Ltd</p>

	<p>Sunil Khanna, CEO, Zee Turner K Jayaraman, CEO, Hathway Cable A N Vasan, Vice President, Magnaquest Anand Patwardan, Chairman, Consumer Guidance Society of India Rakesh Datta, General Secretary, Cable Networks Association</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Ball Room- 3)</p>	<p>TV News – The New Blockbuster?</p> <p><i>There are more than a dozen news channels expected next year making news serious business. Is differentiation possible? Is the business getting trivialised in an effort to create 'News'?</i></p> <p>Moderator: Mahesh Prasad, Sahara TV</p> <p>Panel of distinguished speakers:</p> <p>Ian Russell Ritchie, CEO, APTN G Krishnan, CEO, Aaj Tak Ravina Raj Kohli, President, STAR News Prem Prakash, Director, ANI / Reuters Hee Yah Ong, Vice President, Media Corp News Pte Ltd Haresh Chawla, Chief Executive, Television Eighteen India Ltd.</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Powai Room-2&3)</p>	<p>Multiple Revenue streams for entertainment industry: Out of the 'box' thinking.</p> <p><i>Creators of content are increasingly exploring multiple revenue options. In film promotion, merchandising, licensing, co-promotions can defray a substantial budget of the entertainment product. But how can they be effectively used without compromising the aesthetics of the content?</i></p> <p>Moderator: Neeraj Roy, Chairman & Mg Director, Hungama.com</p> <p>Panel of distinguished speakers:</p>

	<p>Mukesh Bhatt– <i>In film promotion</i> Sandip Das, CEO, Orange – <i>Tapping the ‘Mobile’ audience</i> S.Ramesh, General Manager, BPCL Uday Mathur, Managing Director, Egmont Imagination Rohan Shah, Partner, Economic Law Practice</p> <p>Discussion</p>
3.30 p.m. – 3.45 p.m.	Tea / Coffee Break
3.45 p.m. – 5.30 p.m. (Ball Room- 1)	<p>Panel Discussion on <i>Films sans frontiers</i></p> <p><i>Monsoon wedding, Bend it like Beckham, Lagaan, Crouching Tiger Hidden Dragon – they transcend geographies to make history at the box office. Can we make more crossover cinema to reach a more global and larger audience, and make more money?</i></p> <p>Moderator: Uma daCunha</p> <p>Panel of distinguished speakers:</p> <p>Javed Akhtar Govind Nihalani Ashutosh Gowarikar Rahul Bose Ram Madhvani Dev Benegal Robert Jones</p> <p>Discussion</p>
3.45 p.m. – 5.30 p.m. (Powai Room-2&3)	<p>Advertising: <i>How to make the rupee go further</i></p> <p><i>With ad spend peaking and media fragmentation, how can advertisers maximise their media buy? Is there a way to beat the clutter? What’s ahead as interactivity and multi-platform opportunities seek significant roles?</i></p> <p>Moderator: Sam Balsara, Chairman, Madison Communication</p> <p>Panel of distinguished speakers:</p>

	<p>Arun Arora, President, Times of India Vikram Sakhuja, Mg Director, Mindshare Fulcrum Apoorva Purohit, President, Zee Telefilms Gautam Radia, CEO, Millenium Broadcast (WIN 94.6) Sabbas Joseph, Director, Wizcraft</p> <p>Discussion</p>
<p>3.45 p.m. – 5.30 p.m. (Ball Room- 3)</p>	<p>Kids Programming: <i>A child's right to entertainment.</i></p> <p><i>What are they watching? Are we making programmes to meet their demand? Is it lucrative to create content for them or is it just a social need? Can we have our own Cartoon Network / Nickelodeon / Harry Potters?</i></p> <p>Moderator: Sai Paranjpye, Chairperson, Children Film Society of India</p> <p>Panel of distinguished speakers: Gulzar Amol Palekar Arun Khopkar Smita Gatechandra, Collector, Sihore, MP Prakash Chapalkar, Director, City Pride Neil Court, Executive Producer, DECODE Entertainment Anshuman Misra, Mg Director, Turner International India Gool Ghadiyali, Principal, New Era School Rael Padamsee</p> <p>Panel of School Children</p> <p>Discussion</p>
<p>3.45 p.m. – 5.30 p.m. (Powai Room-1)</p>	<p>Regional Media: <i>Emergence of a new market</i></p> <p><i>Regional media companies have demonstrated the ability to grow and diversify successfully in their territories. What makes regional players so strong in their territory? Is it a viable, sustainable area to operate?</i></p> <p>Moderator: Deepankar Mukhopadhyay, Mg Director,</p>

	<p>NFDC</p> <p>Panel of distinguished speakers:</p> <p>L Suresh, Mg Director, Polur Ananda – <i>Relevance of regional cinema to the national scene</i></p> <p>Jabbar Patel– <i>Can regional cinema be bilingual?</i></p> <p>G Venkateswaran, Chairman, GV Films – <i>Taking regional cinema abroad</i></p> <p>Raji Menon, Chairman, Asianet Communications Ltd</p> <p>Arijit Dutta, Priya Cinema – <i>Taking regional cinema beyond the region</i></p> <p>Discussion</p>
Day III – 16th March, 2003	
10.00 a.m. – 12.30 p.m. (Grand Ball Room)	<p>Plenary Session II</p> <p>Financing of the Media and Entertainment Industry</p> <p>Moderator: Bobby Bedi</p> <p>Panel of distinguished speakers:</p> <p>P P Vora, Chairman & Mg Director, IDBI</p> <p>K V Krishnamurthy, Chairman & Mg Director, Bank of India</p> <p>Kalpana Morparia, Executive Director, ICICI</p> <p>David J Elms Partner, KPMG, London</p> <p>Sridhar Iyengar, President, TIE</p> <p>Alexander Gelderman Head of Media & Entertainment, Rabo International</p> <p>Vijay Chopra, Executive Director, Telecom & Media, Asian Region, ABN Amro Bank</p> <p>Discussion</p>
1.00 p.m. – 2.00 p.m.	Lunch Host: Govt. of Maharashtra
2.00 p.m. – 3.30 p.m. (Ball Room-1)	<p>Marketing & Distribution: <i>The global playfield</i></p> <p><i>There is a growing realisation that the overseas market calls for different and innovative content and marketing. Do we</i></p>

	<p><i>understand the rules of international marketing? How films, television or music software can be leveraged across geographies?</i></p> <p>Moderator: Uday Singh, Mg Director, Columbia Tristar Films (I) Ltd</p> <p>Panel of distinguished speakers:</p> <p>J C Sharma, Secretary, (PCD)- Ministry of External Affairs Scott Rosenberg, Mg Director, Asian Movie Works Coco Coppola, Director, Intl Sales & Marketing, DISCOP Mainvel Malone, Business Development Director, FTV</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Ball Room- 3)</p>	<p>Branding across platforms – <i>Have we given it a thought?</i></p> <p><i>With companies operating in the era of media fragmentation, maintaining the brand image across platforms is a serious challenge for the media companies and also the advertisers. What entails the brand building for entertainment products and services?</i></p> <p>Moderator: Prahlad Kakkar, CEO, Genesis.</p> <p>Panel of distinguished speakers:</p> <p>Jane Gorard, Director Marketing, BBC World Ravi Dhariwal, Executive Director, Bennett Coleman & Co. Ajit Balakrishnan, Chairman, Rediff.com Alex Kuruvilla, Mg Director, MTV India Ashish Bhasin, President, Initiative Media Ramesh Jude Thomas, CEO, Equitor Consulting Pvt. Ltd.</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Powai Room-1)</p>	<p><i>DTH: Making it a viable option</i></p>

	<p><i>The long standing debate on the viability of DTH in its current form. What holds it back? What future it holds? Can broadcaster bring innovative revenue options to make it viable</i></p> <p>Moderator: Rakesh Mohan, Joint Secretary, Ministry of I & B</p> <p>Panel of distinguished speakers:</p> <p>Pankaj Mahendroo, CEO, Agrani S H Bhojani, Partner, Amarchand & Mangaldas Doug Triplehorn, CEO, Globecast Asia Jatin Sanghvi, Sr Vice President, Morgan Stanley Prahlad Shantigram, Sr. Vice President, Merrill Lynch</p> <p>Discussion</p>
<p>2.00 p.m. – 3.30 p.m. (Powai Room-2&3)</p>	<p>Enabling Finance for the <i>Entertainment Industry</i></p> <p><i>How the tools of insurance, completion bonds etc helps you attain clean bank money. What are the costs? Is it worth going for them? How do they facilitate and broaden the financing options?</i></p> <p>Moderator: Saurabh Srivastava, President, Indian Venture Capital Association</p> <p>Panel of distinguished speakers: Shardul Shroff, Partner, Amarchand & Mangaldas – <i>legal implication of various financing structure.</i> Munesh Khanna, Country Head, Rothschild Viney Kumar, General Manager, IDBI – <i>A Practical Guide to obtaining Institutional Finance</i> Mahesh Murthy, CEO, Passion Funds</p> <p>Discussion</p>
<p>3.30 p.m. – 3.45 p.m.</p>	<p>Tea / Coffee Break</p>
<p>3.45 p.m.- 5.30 p.m. (Grand Ball Room)</p>	<p>Valedictory</p> <p>Narendra Sharma, CMD, MTNL Kamal Haasan</p>

	<p>Sukhi Turner, The Mayor of Dunedin, New Zealand Rekha Sushil Kumar Shinde, Chief Minister, Maharashtra – <i>Address on State Policy</i> Arun Shourie, Hon'ble Union Minister for Telecommunication, Information & Technology & Disinvestment</p>
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