

## PROGRAMME

***Venue: Renaissance Convention Centre, Powai, Mumbai***

**Day One – ‘India Unbound’**

**15th March, 2004**

10.00 a.m. – 1.00 p.m	<b>Inaugural Session – (Grand Ball Room)</b>
	<p>Lighting of the lamp –</p> <p>Welcome Addresses : <b>Yogendra Kr Modi</b>, President, FICCI <b>Yash Chopra</b>, Chairman, FICCI Entertainment Committee <b>Kunal Dasgupta</b>, Co-Chairman, FICCI Entertainment Committee</p> <p><b>Special Addresses by</b></p> <p><b>Ashok Amritraj</b>, Chairman, Hyde Park Entertainment “Spirit of Achievement: Secret of Success in Hollywood” <b>N N Prasad IAS</b>, Secretary, Department of Tourism, Culture and Information, Government of Uttaranchal <b>Pawan Chopra</b>, Secretary , Ministry of I&amp;B, Government of India <b>Hema Malini</b>, MP, Government of India</p> <p>Presentation by <b>Farokh Balsara</b>, Head - Media &amp; Entertainment Industry Practice, Ernst &amp; Young on <i>“Indian Entertainment Industry: Emerging Trends &amp; Opportunities”</i></p> <p><b>Guest of Honour :</b></p> <p><b>Rt Hon'ble Tessa Jowell</b>, MP, Secretary of State, Department of Culture, Media and Sports, Government of UK</p> <p><b>Inaugural address by:</b></p> <p><b>Ravi Shankar Prasad</b>, Hon'ble Minister for Information &amp; Broadcasting</p> <p><b>Vote of Thanks</b> <b>Amit Khanna</b>, Chairman, E-entertainment Alliance</p>
1.00 p.m - 2.00 p.m.	<b>Lunch</b>  <b>Host: Renaissance Hotel</b>
2.00 p.m. –3.30 p.m.	<b>Funds and Project (Ball Room 1)</b>

	<p><i>VC's &amp; other global lending institutions to discuss various projects suitable lending. What are the requisites? What one needs to do to tap the global pool of funds?</i></p> <p><b>Host: Ashok Wadhwa</b>, Mg Director, Ambit Corporate Finance Pvt Ltd</p> <p><b>Thierry Baujard</b>, CEO, Peacefulfish  <b>Alexander Gelderman</b>, Head of Media &amp; Entertainment, Rabo International  <b>Frans J Afman</b>  <b>Clare Wise</b>, Director Intl Department, UK Film Council International</p> <p><b>Discussion</b></p>
2.00 p.m. – 3.30 p.m.	<p><b>Cinema: NexGen (Ball Room 2)</b></p> <p><i>The Digital Cinema has the potential to be a major growth driver in the new economy. But in order for these benefits to be fully realized, digital cinema must be defined, standardized, and implemented in a way that ensures that the benefits accrue to all stakeholders.</i></p> <p><b>Host: Anuradha Sengupta</b>, Features Editor, CNBC TV 18</p> <p><b>Keynote Address: Manmohan Shetty</b>, Mg Director, Adlabs Films Ltd</p> <p><b>John M Schreiner</b>, Vice President Sales, IMAX Theatre Systems, North Europe, Russia and Central Asia  <b>Atul Goel</b>, CEO, e-City Entertainment  <b>Shivaji Chaterjee</b>, Hughes Communications Ltd.  <b>Dr Sunil Patil</b>, CEO, Mukta Adlabs Digital Exhibition Pvt. Ltd.  <b>Saurabh Malhotra</b>, Barco Digital  <b>Dr. Man Chong</b>, GDC Technology</p> <p><b>Discussion</b></p>
2.00 p.m. – 3.30 p.m.	<p><b>Session on “RadioActive : Unravelling the Mystery of Effective Radio Communication” (Ball Room 3)</b></p> <p><b>Host : Anish Trivedi</b>, Mg Director, Banyan Tree Communications</p> <p><b>Keynote Address: K S Sarma</b>, CEO, Prasar Bharati</p> <p><b>Panelists :</b>  <b>Nirvik Singh</b>, CEO, Grey WorldWide (I) Pvt Ltd, - “Ten Golden Rules of Maximizing Advertising Effectiveness on Radio”  <b>A P Parigi</b>, CEO, Radio Mirchi – “Creating Listener Loyalty”  “Leveraging the Radio Audience”</p>

	<p><b>Sumantra Dutta</b>, CEO, Radio City – <i>“Marketing Led Approach to Radio Programming”</i></p> <p><b>B Venkataramanan</b>, Head, Media Planning, Unilever – <i>“Accountability &amp; ROI : The Media Planner’s Perspective”</i></p> <p><b>Nishchint Chawla</b>, CEO, Red FM - <i>“Accountability &amp; ROI : The Broadcaster’s Perspective”</i></p> <p><b>Discussion</b></p>
3.30 p.m. – 3.45 p.m.	Tea / Coffee Break
3.45 p.m. - 5.30 p.m.	<p><b>Strategic Opportunities between the film industries of India &amp; Asia (Ball Room 1)</b></p> <p><i>Panel of eminent speakers from the region to explore the opportunities existing in film production, distribution.</i></p> <p><b>Host: Scott Rosenberg</b>, Managing Director, Asian Movie Works</p> <p><b>Mark Byers</b>, President, Quixotic  <b>Les McKenzie</b> - Mg Director, Technicolor  <b>Daniel Yun</b>, Mg Director, Raintree Pictures  <b>Pongsak Kantiratanawong</b>, Assistant Vice President, C.P Packaging  <b>Richard Jeffrey</b>, Asia Pacific Director, Distant Horizon*</p> <p><b>Discussion</b></p>
3.45 p.m. – 5.30 p.m.	<p><b>India &amp; Pakistan: A new era of Co-operation in entertainment Industry (Ball Room 2)</b></p> <p><b>Host: Anuradha Sengupta</b>, Features Editor, CNBC TV 18</p> <p><b>Yash Chopra</b>, Chairman, FICCI Entertainment Committee  <b>Amit Khanna</b>, President, Film Producers Guild of India  <b>Kunal Dasgupta</b>, Co-Chairman, FICCI Entertainment Committee  <b>Shaukat Zaman Khan</b>, Chairman, FPCCI Committee on Film Production and Censor Board  <b>Mian Amjid Farzand Ali</b>, Chairman, Pakistan Film Producers Association  <b>Taher Anwar Khan</b>, CEO, Interflow Communications  <b>Sajjad Gul</b>, CEO, Evernew Entertainment  <b>Tahseen Shaukat</b>, Vice Chairman, FPCCI Committee on International HRD  <b>Haroon Rasheed</b>, Vice President, FPCCI</p> <p><b>Discussion</b></p>
3.45 p.m. – 5.30 p.m.	<p><b>Interactive Gaming (Ball Room 3)</b></p> <p><i>Till now, considered as ‘Virgin Territory’, the sector is witnessing phenomenal progress. What’s so magical about this industry that it’s giving Hollywood run for its money. Is Indian market mature</i></p>

	<p><i>enough to be lucrative for MNCs to foray in? Would India be able to leverage upon her strong talent pool of software developers for game development?</i></p> <p><b>Host: Vishal Gondal</b>, Founder &amp; Director, India Games Ltd.</p> <p><b>Keynote Address: Jon Niermann</b>, President, Electronic Arts</p> <p><b>Steve Miller</b>, Business Development Director, Electronic Arts  <b>David King</b>, Application Specialist, Discreet  <b>Anurag Khurana</b>, CEO, Paradox  <b>Rajesh Rao</b>, CEO, Dhruva Interactive</p> <p><b>Discussion</b></p>
4.00 pm – 5.00 pm	Company Presentation – <b>IMAX</b> , Powai Ballroom
<p style="text-align: center;"><b>6.00p.m. Cocktails Sponsor Idream Production Pvt Ltd</b></p> <p style="text-align: center;"><b>7:30 p.m. Living Legend in Indian Entertainment Industry Award &amp;Gala Nite Amitabh Bachchan Hema Malini</b></p> <p style="text-align: center;"><b>9.00 p.m. Dinner – Host Government of Goa</b></p> <p style="text-align: center;">(The next International Film Festival of India will be held from 29<sup>th</sup> November to 9<sup>th</sup> December in Goa. All are cordially invited)</p>	
<p style="text-align: center;"><b>FRAMES 2004 : Day Two – ‘Making It Possible’</b></p> <p style="text-align: center;"><b>16<sup>th</sup> March, 2004</b></p>	
10.00 a.m. – 12.00 noon	<p><b>Plenary Session –II</b></p> <p><b>Presentation by:</b></p> <p><b>Marcel Fenez</b>, Asia Pacific Leader, Entertainment &amp; Media Practice, PwC - <b><i>"Global Entertainment Industry: Emerging Trends"</i></b></p> <p><b>Keynote Address:</b></p> <p><b>Andy Bird</b>, President, Walt Disney International</p>

	<p><b>Robert L McCann</b>, Chairman &amp; CEO, Nielsen Media Research International - <b><i>Growth Opportunity: The essential role of research in today's media world.</i></b></p> <p><b>Special Address:</b></p> <p><b>Pradip Bajjal</b>, Chairman, Telecom Regulatory Authority of India - " Role of Regulator in the future of Indian Television".</p>
1.00 p.m. – 2.00 p.m.	<p><b>Lunch      Host: Ernst &amp; Young</b></p>
2.00 p.m. – 3.30 p.m.	<p><b>Doing business with UK ( Ball Room 1)</b></p> <p><i>UK and India have been doing business with each other for many many years, but there is still very little film business conducted. In anticipation of a bi-lateral agreement with the UK, the UK Film Council (the government's strategic body for film) is pleased to present a seminar on 'Doing Business with the UK'. The distinguished panel will cover aspects of raising finance, legal, structures, distribution, sales and marketing.</i></p> <p>Host: <b>Clare Wise</b>, Director Intl Department, UK Film Council International</p> <p><b>Ken Dearsley</b>, Partner, Denton Wilde Sapte  <b>Colin Brown</b>, CEO Cinesite (Europe) Ltd  <b>Pete Buckingham</b>, Head of Distribution &amp; Exhibition, UK Film Council  <b>Ken Hay</b>, CEO, EM Media  <b>Mike Runagall</b>, Pathe Pictures</p> <p><b>Discussion</b></p>
2.00 p.m. – 3.30 p.m.	<p><b>Improving the ROI for TV Channels (Ball Room 2)</b></p> <p><b><i>If programmes were brand, would Kotler need to be rewritten</i></b></p> <p><i>Tracking viewer mindsets or preferences to arrive at the right Content &amp; Marketing mix has begun to play a huge role in yielding better Return on Investment (ROI) to all in the Television industry.</i></p> <p><i>Are there any lessons that broadcasters abroad have learnt in managing their ROI and yet keep re-innovating in content? How are new content "Marketed" to woo viewers from competing programming to deliver required ROI?</i></p> <p>Host: <b>Andrew Stevens</b>, CNN</p> <p><b>Keynote Address: Steve Marcopoto</b>, President &amp; MD, Turner International Asia - Pacific</p>

	<p><b>Raj Nayak</b>, CEO, NDTV Media  <b>Sunil Lulla</b>, Executive Vice President, SET  <b>Ronnie Screwvala</b>, Chairman, UTV  <b>Sam Balsara</b>, Chairman, Madison  <b>Soumitra Saha</b>, VP -Regional Ad and Licensing Sales, Turner Entertainment Network Asia Pacific Ltd  <b>L V Krishnan</b>, CEO, TAM Media Research</p> <p><b>Discussion</b></p>
2.00 p.m. - 3.30 p.m.	<p><b>Animation: Co - production and production values and expectations from India (Ball Room 3)</b></p> <p><i>The Indian animation sector is growing at a phenomenal rate. The mature markets like US &amp; Europe are looking at Indian studios not only for outsourcing but also for co –production possibilities. Let's try and understand the several process and nature of co-production. India is expected to deliver high quality 3D, 2D and Flash work on the long form animation. Can India Develop strong Indian properties for local and global markets at International Standards.</i></p> <p><b>Host: Ashish Kulkarni</b>, COO, Jadoo Works</p> <p><b>Jean Lachance</b>, Vice President of Sales, Kaydara  <b>Anthony Bouchier</b>, Quintus  <b>Tapaas Chakravarti</b>, CEO, DQ Entertainment Ltd  <b>Susan Wales</b>, Guardian Angel Animation  <b>Bob Last</b>, Managing Director, Ink Animations</p> <p><b>Discussion</b></p>
3.30 p.m. – 3.45 p.m.	<p><b>Tea / Coffee Break</b></p>
3.45 p.m. – 5.30 p.m.	<p><b>Doing Business with Australia (Ball Room 1)</b></p> <p><i>The Session will deal with co-productions with Australia, exponential of growth of business between Indian and Australian film industries, Australian film professionals in India and vice-versa, post production tie ups and much more.</i></p> <p>Host: <b>Anupam Sharma</b>, films and castings TEMPLE.</p> <p><b>Keynote Address: H.E. Penelope Wensley</b> A.O High Commissioner of Australia in India</p> <p><b>George Vasiliadas</b>, In Motion Locations  <b>Tai Nyuen</b>, Deep River Media  <b>John Winter</b>, Wintertime Films, <i>Co production and International Production of Indian films.</i>  <b>Steve Cooper</b>, Beeps, <i>Postproduction opportunities between India and Australia.</i>  <b>Frank Biffone</b>, Take Aim Productions, <i>Growing Number of Australian crew working in India.</i></p>

	<p><b>Shireen Ardeshir</b>, IDP Education, <i>Education and training opportunities in films and TV between India and Australia.</i>  <b>Penny Onslaw</b>, <i>Growth of Indo Australian films relations.</i></p> <p><b>Discussion</b></p>
4.00 pm – 5.00 pm	<b>Company Presentation – IMAX, Powai Ballroom</b>
3.45 p.m. – 5.30 p.m.	<p><b>How do Advertisers use Television to ensure better ROI for their brands? (Ball Room 2)</b></p> <p><i>Amitabh Bachchan / Sachin / Rachael / Ally McBeal: Does TV create brands or brands create TV</i></p> <p><i>How will advertisers see the rising costs on TV? How will TV advertising get more broadbased and wrest control out of the 170-200 companies that drive it at this point. How has global media companies successfully used TV to ensure better brand preference and ROI? Going Local to National, how local Indian brands have taken advantage of Television viewing explosion in India?</i></p> <p>Host: <b>Govindraj Ethiraj</b>, Corporate Editor, CNBC India</p> <p><b>Keynote Address: Piyush Pandey</b>, Chairman, O&amp;M</p> <p><b>Jonathan Howlett</b>, Director of Airtime Sales, BBC World  <b>Hemant Sachdev</b>, Corporate Director - Marketing, Bharti Enterprises  <b>Christine Fellowes</b>, Managing Director, E! Networks  <b>Harish Krishnamachar</b>, Vice President, Marketing, TVS Motor Company</p> <p><b>Discussion</b></p>
3.45 p.m. - 5.30 p.m.	<p><b>Animation: Network Expectation (Ball Room 3)</b></p> <p><i>This session will focus on the expectations that TV Channels (Networks) like Cartoon Networks, Nickelodeon etc have from the production houses and studios. What does Network look into? Do the Network like to tender for original properties for a specific category / slots ?</i></p> <p>Host: <b>Ramesh Sharma</b>, CMD, Moving Pictures Company Pvt Ltd</p> <p><b>Panelists :</b></p> <p><b>Raymund Miranda</b>, VP and Mg Director, Walt Disney Television International (South East Asia/Korea)  <b>Margaret Donald</b>, Director, Mallard Media Services  <b>Marc Buhaj</b>, Executive Director-Programming and Acquisitions, Turner Entertainment Networks Asia (TENA)  <b>Garry Sinclair</b>, Director of Creative &amp; Show Development</p>

	for Nickelodeon Asia Pacific *
	<b>Discussion</b>
<p><b>6.00 p.m. – Cocktails</b>  <b>7.00 p.m – 7.30 p.m. – FICCI BAF Awards Presentation</b>  <b>7.30 p.m. onwards - Planman Life Night "Rok Sako To Rok Lo"</b></p>	

### FRAMES 2004: Day Three – ‘Vision 2020 – Future Perfect?’

17 <sup>th</sup> March, 2004	
10.00 a.m. – 11.30 a.m.	<p><b>Sense, Censor &amp; Sensibility (Ball Room 1)</b></p> <p><i>Content regulation has always raised voice and concerns from all sections of the Entertainment industry. Should there be Censor? What should be the role? Can the industry evolve its own code of conduct?</i></p> <p><b>Host: Barkha Dutt</b>, Senior Editor, NDTV</p> <p><b>Navin Kumar</b>, Director General, Doordarshan  <b>Shyam Benegal*</b>  <b>Ramesh Sippy</b>  <b>Shabana Azmi</b>  <b>Mahesh Bhatt*</b>  <b>Rajiv Mehrotra</b>, Mg Trustee, PSBT  <b>Karan Johar</b>, Dharma Productions*  <b>Vidhu Vinod Chopra*</b>  <b>Rahul Bose</b>  <b>Bobby Bedi</b>, Mg Director, Kaleidoscope (I) Pvt Ltd</p> <p><b>Discussion</b></p>
10.00 a.m. – 11.30 a.m.	<p><b>Asia – Pacific Pay TV Markets: Lessons from a decade of development (Ball Room 2)</b></p> <p><i>Cable &amp; Satellite Broadcasting Association of Asia is the region's leading non-profit trade organisation for the promotion of multi-channel television and data transmission, via cable and satellite networks. Eminent speakers from the region will deliberate on the future of the industry.</i></p> <p><b>Host: Simon Twiston Davies</b>, CEO, CASBAA</p> <p><b>Michelle Guthrie</b>, CEO, STAR TV, Hong Kong  <b>Marcel Fenez</b>, Asia Pacific Leader, Entertainment &amp;</p>

	<p>Media Practice, PwC  <b>Neville Meijers</b>, Executive VP &amp; MD, Discovery Networks Asia  <b>Alexander Brown</b>, President, CEO, CNBC Asia Pacific</p> <p><b>Discussion</b></p>
10.00 a.m. – 11.30 a.m.	<p><b>IT and Animation: Walk the Talk (Ball Room 3)</b></p> <p><i>The major IT giants have ventured into BPO, SCM, ERP etc but the animation sector still evades the attention of software development houses. What are the investment opportunities in Animation Industry for the IT companies. Can India have its own 'Pixar' coming out of an IT major?</i></p> <p><b>Host: Vijay Mukhi</b></p> <p><b>Panelist</b></p> <p><b>Paul Cousen</b>, Regional Manager, South Asia Pacific &amp; Greater China, Alias Wavefront  <b>Pawan Kumar</b>, Chairman, Vmoksha  <b>A K Madhavan</b>, Head, International Business, Crest Communications Ltd  <b>Ashok Trivedi</b>, President &amp; Co-founder, iGate</p> <p><b>Discussion</b></p>
11.30 a.m. – 11.45 a.m.	<p><b>Tea / Coffee Break</b></p>
11.45 a.m.- 1.00 p.m.	<p><b>Addressability- Where do go from here? Terrestrial / DTH / CAS / Broadband: Friends, foes, cousins or brothers (Ball Room 1)</b></p> <p><i>Conditional Access System in its present form has not been able to answer the critical issue of addressability in broadcast sector. What options does industry have? Will other delivery platform provide answers?</i></p> <p><b>Host: Janine Stein, Editor, Television Asia &amp; Media Review</b></p> <p><b>Keynote Address: Doug Miller</b>, Mg Director, Walt Disney Asia Pacific</p> <p><b>U S Bhatia</b>, Joint Secretary, Ministry of Information &amp; Broadcasting, Government of India  <b>Derek Nottingham</b>, Vice President Systems Engineering and Customer Operations, NDS UK  <b>Prakash Bajpai</b>, President, Reliance Infocomm  <b>Shantanu Aditya</b>, President, SET Discovery Pvt Ltd  <b>A K Sekhar</b>, Motorola Dish TV</p>

	<b>Discussion</b>
11.45 a.m. – 1.00 p.m.	<p><b>Untapping the opportunity between Movies and Marketing. (Ball Room 2)</b></p> <p><i>The session will look at how in-film placement, promotion-publicity tie ups and movie merchandising can unlock value for both Brands and Movie makers.</i></p> <p><i>A case study approach to set targets for the film industry for each of these three opportunities. Framework for doing deals, and the right pricing.</i></p> <p><b>Host: Vanita Kohli</b>, Senior Editor-Media, Businessworld</p> <p><b>Vikram Sakuja</b>, Managing Director, Mindshare Fulcrum Central Asia  <b>Kaushik Roy</b>, Head Marketing, Reliance Infocomm  <b>Sanjay Bhutiani</b>, General Manager, Leo Entertainment</p> <p>Case Study Presentation</p> <p><b>Discussion</b></p>
11.45.a.m.- 1.00 p.m.	<p><b>Digital Rights Management (Ball Room 3)</b></p> <p><i>Digital technology is reshaping the entire value chain of content creation, distribution &amp; exhibition. Protection of content in such a scenario poses immense challenge to the IP holder. The Session to focus on ways of managing your content in the digital world.</i></p> <p><b>Host: Shardul Shroff</b>, Mg Partner, Amarchand &amp; Mangaldas</p> <p><b>Quentin Staes Polet</b>, Digital Media Solution Asia Pacific, IBM  <b>Carole Croella</b>, Counsellor, WIPO  <b>Bela Banerjee</b>, Joint Secretary, Ministry of HRD, Government of India</p> <p><b>Discussion</b></p>
1.00 p.m. – 2.00 p.m.	<b>Lunch</b> <b>Host: Mr Y K Modi</b> , President FICCI
2.00 p.m.- 3.30 p.m.	<p><b>Plenary Session</b></p> <p><b>Kimberley Foo</b>, Assistant Director, Infocomm Development Authority of Singapore. – <i>“Digital Asset Revolution – Fostering New Business Opportunities in digital exchange”</i></p> <p><b>Michelle Guthrie</b>, CEO, STAR TV, Hong Kong  Building a Valuable Television Industry - the global experience.</p>

3.30 p.m. – 3.45 p.m.	<b>Tea / Coffee Break</b>
3.45 p.m.- 5.30 p.m.	<b>Valedictory Session</b> <b>Subhash Chandra</b> , Chairman, Essel Group – Special Address. <b>Valedictory Address by:</b> <b>Mukesh Ambani</b> , Chairman & Mg Director, Reliance Industries Ltd - <i>"Entertainment: Opportunities &amp; Challenges in the Digital Age"</i>