



FRAMES 2006
GLOBAL CONVENTION ON THE
BUSINESS OF ENTERTAINMENT

FRAMES 2006
22-24, March, 2006 – Mumbai
Programme



| Day I, 22nd March, 2006 (As on 18th March, 2006) Hotel Grand Hyatt Mumbai, Santacruz | |
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| 8.30 a.m. – 9.30 a.m. | Registration |
| 9.30 a.m. – 1.00 p.m. | Inaugural Session (Ball Room I , II & III) |
| <p>Lighting of the Lamp: Vidya Balan</p> <p>Welcome Address</p> <p>Saroj Kumar Poddar, President, FICCI</p> <p>Presentation of the FICCI – PWC Report on Indian Entertainment Industry</p> <p>Deepak Kapoor, India Leader, Entertainment and Media Practice, PricewaterhouseCoopers Pvt Ltd</p> <p>Keynote Address</p> <p>Tom Freston, President & CEO, Viacom – “<i>The Start of Something New</i>”</p> <p>Special Addresses</p> <p>Yash Chopra, Chairman, FICCI Entertainment Committee</p> <p>S K Arora, Secretary, Ministry of Information and Broadcasting</p> <p>Ashok Amritraj, Chairman, Hyde Park Entertainment</p> <p>Guest of Honour</p> <p>Rt Hon’ble Tessa Jowell, Secretary, Department of Culture, Media & Sports, Government of UK</p> <p>Inaugural Address</p> <p>Priyaranjan Dasmunsi, Hon’ble Union Minister for Information & Broadcasting, Govt. of India</p> <p>Summing up & Vote of Thanks</p> <p>Amit Khanna, Chairman, FICCI Convergence Committee</p> | |
| 1.00 p.m. – 2.00 p.m. | Lunch Host : Radio Mirchi |



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| 2.00 p.m. – 3.00 p.m. | ATTRACTION...in an age of Distraction ! (Ball Room I) |
| <p><i>Creating programming for a mass audience...an audience with multiple options in an increasingly fragmenting environment.</i></p> <p>Sameer Nair, CEO, STAR Entertainment Pvt Ltd</p> | |
| 2.00 p.m. – 3.00 p.m. | Indo-UK Co-production : A new era of collaboration (Ball Room II) |
| <p>Moderator : Clare Wise, Director, International, UK Film Council</p> <p>Sue Hayes, Commissioner, London Film Commission Shardul Shroff, Mg Partner, Amarchand & Mangaldas Gina Carter, Award winning Film Producer from UK Stephen Fry, Director, Producer, Writer Sunir Kheterpal, COO - Filmed Entertainment, Adlabs Films Ltd</p> | |
| 2.00 p.m. – 3.00 p.m. | Cinema Exhibition Business in India (Ball Room III) |
| <p><i>An overview of the general health of the exhibition business in India.</i></p> <p>Moderator : Shравan Shroff, Director , Shringar Cinemas</p> <p>Glenn Kennel, Director of Technology Development, Texas Instruments - <i>Worldwide trends in digital cinema</i></p> <p>Atul Phadnis, Chief Evangelist, Media e2e - <i>Placement Revenue trends</i></p> <p>Nestor D'souza, President, Cinematograph Exhibitors Association of India - <i>Can single screen theatres be competitive in the present environment?</i></p> <p>Rajnish Wahi, E-City Entertainment (India) Pvt Ltd - <i>Challenges of developing cinema complexes in India – Site selection and relationships with developers.</i></p> <p>Mahesh Kumar Bhagchandka, Chairman, M2K Entertainment Pvt Ltd - <i>Is it preferable to have multiplexes in malls or as stand alone entities? Interaction between a mall & multiplex. Which retailers benefit? Which benefit the multiplex? How important is mall management to the multiplex?</i></p> | |
| 2.00 p.m. – 3.00 p.m. | Vision India – Animation Leaders speak (Grand Salon II & III) |



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India is getting more recognition and attention as the Animation Hub, from global players. India, the land of 5000 years old strong culture and heritage, has a great advantage in terms of content. With the skilled, English speaking talent pool, India is poised to do better. Can India outperform or come at par with advanced animation content creating countries?

Moderator: Ashish Kulkarni, Founder & Executive Producer, Anirights Infomedia Pvt. Ltd.

Vincent Edwards, Director, Spiderman
Tapaas Chakravorti, Mg Director, DQ Entertainment
Ronnie Screwvalla, Chairman, UTV
Anthony Boucher, Cinnamon Entertainment, UK
A K Madhavan, CEO, Crest Animations

3.00 p.m. – 4.00 p.m.

Independent Film Maker Vs Studio
(Ball Room II)

Back in the early 1940s, when the Studio system reigned over Hollywood, a small group of film producers joined to form the Society of Independent Motion Picture Producers (SIMPP). The independents believed that individual artists, not studio committees should be in charge. However, later many independents grew up to become major studios. In India, we are witnessing the emergence of studio system. What does this mean for film making which is essentially a creative process? Will this lead to an assembly line mass production of movies? Where does the future lie?

Moderator: Kaveree Bamzai, Executive Editor, India Today

Manmohan Shetty, Chairman, Adlabs Films Ltd
Prakash Jha
Shantonu Aditya, CEO, Sahara One
Mahesh Bhatt, Vishesh Films
Govind Nihalani, Udbhav Dreamzone Pvt Ltd
Bobby Bedi, Mg Director, Kaleidoscope
Madhur Bhandarkar
Alison Owen, Oscar nominated independent film producer.

3.00 p.m. – 4.00 p.m.

Financing Options for Indian Entertainment industry
(Ball Room III)



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The Indian entertainment industry is one of the fastest growing sectors recording a growth rate of 18-20% per annum. How do the investors and the financial community view this sector? What will be the various financing options that could be made available to this sector.

Moderator: Ashok Wadhwa, Mg Director, Ambit Corporate Finance, Pte Ltd

Vedika Bhandarkar, Mg Director, JP Morgan

Sandeep Pahwa, Global Sector Head for Media & Entertainment Investment Banking, HSBC Securities (USA) Inc.,

Rajeev Gupta, Managing Director, Carlyle Asia Investment Advisors Limited

Munesh Khanna, Partner & Managing Director, Enam Financial Consultants Pvt Ltd

Vikram Narula, Partner, GW Capital Private Limited

Rajesh Jog, Mg Director, Waygate Capital

3.00 p.m. – 4.00 p.m.

Managing an International Icon Brand
(Ball Room I)

- *Effecting generation transfer of brand – developing new strategies in Asia to market a brand's heritage*
- *Understanding the strengths and weaknesses of international icon brands and personalities in local Asia markets*
- *Creating momentum for new products without selling out your heritage*

Moderator: Jeetendra Jain, Director, Roadmap Consultancy

Ken Chaplin, Vice President, Retails Sales & Marketing and Emerging Markets, Asia Pacific, The Walt Disney Company

Sashim Parmanand, Executive Director, Cartoon Network Enterprises, Asia-Pacific

3.00 p.m. – 4.00 p.m.

Master Class in Making of Animated Movie
(Grand Salon II & III)

Reconstruct the entire movie from pre-production, production to post production. A live case study to take you through the odyssey of successful filmmaking

David Sproxtton, CEO, Aardman Animations, UK, Creator of *Chicken Run*

4.00 p.m. – 4.15 p.m.

Tea Break

4.15 p.m. – 5.00 p.m

Plenary Session 1
Keynote Addresses (Ball Room I, II & III)

Moderator: Amit Khanna

Azim Premji, Chairman & Mg Director, Wipro – *The coming of the ICE age*

Stewart Till, Chairman & CEO, United International



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| | Pictures & Chairman, UK Film Council - <i>Export and Import: How can Indian films enjoy more success around the world and how can Hollywood films increase their box office in India.</i> |
| 5.00 p.m. – 5.30 p.m. | Plenary Session 2 (Ball Room I, II & III) VFX in Hollywood Movies |
| <p><i>Visual effects have become the integral part of any project. Industry is witnessing an increased amount of usage of visual effects in movies. VFX is primarily Hollywood phenomenon. Let's try and understand the same from Gurus in a high profiled plenary session.</i></p> <p>Moderator: N Madhu Sudhanan, Chairman, FICCI Visual Effects Community</p> <p>Prashant Buyyala, Mg Director, Rhythm & Hues Studios</p> <p><i>Making of "The Chronicles of Narnia: The Lion, The Witch and The Wardrobe"</i></p> <p>Maurice Patel, Head of Product Marketing, Media & Entertainment Division, Autodesk, Canada</p> | |
| 6.00 p.m. | Cocktails |
| 7.00 p.m. | Living Legend in Entertainment Award FICCI- Sony Entertainment Television Gala Entertainment Nite |
| DAY II – 23rd March, 2006 | |
| 9.30 a.m. – 10.45 a.m. | Plenary Session 3 (Ball Room II & III) Tech Support: Emerging revenue options for the Indian Entertainment Industry |
| <p><i>Indian cinema is still less than 1% of worldwide movie revenues. Digital distribution of content provides unprecedented and timely reach to consumers of Indian content in markets, which are non-traditional clusters. New markets, better distribution and broadband at home open up significant opportunities for digital distribution of movie and music content with the enhanced security of Content protection and advanced payment mechanism. Come and explore the emerging revenue options for the providers of content.</i></p> <p>Moderator : Kiran Karnik, President, NASSCOM</p> <p>Opening Address Kamal Haasan "The Interplay of Technology and Entertainment"</p> <p>Keynote Address John McClure, Country Head, Intel Technology India Pvt Ltd - <i>Digital Entertainment: Leap Ahead</i></p> | |
| 9.30 a.m. – 10.45 a.m. | Radio: Tuning in Again |



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| | (Ball Room I) |
| <p><i>The oldest electronic medium in the world is one of the newest in India. Radio will be the hottest thing to hit the media industry in the next few years. Radio – Tuning In Again talks to the key players who will make or break the industry, from broadcasters to advertisers to content providers.</i></p> <p>Moderator: Anish Trivedi, Banyan Tree Communications Pvt Ltd</p> <p>A P Parigi, Mg Director, Entertainment Network India Ltd Sunil Kumar, Mg Director, Big River Radio (India) Private Limited Raj Gupta, President, Insight (Lintas Media Group) Gautam Radia, CEO, Win Radio</p> | |
| 9.30 a.m. – 10.45 a.m. | Case study in Animation Co-production (Grand Salon II & III) |
| <p><i>More and more studios are graduating from purely services to co-production. What makes them go for this business model? A live case study to understand the intricacies of co-production in Animation.</i></p> <p>Moderator: Rajesh Thurakia, CEO, Maya Entertainment</p> <p>Hans Vander Sluys, Executive Producer, Context Pictures, Canada Joan Vogelesang, CEO & President, Toon Boom Animation Inc, Canada Richard Stewart, Stewart & Wall Entertainment, Australia Sharad Devarajan, CEO, Virgin Animations, USA Hari Varma, Director – Operations, Toonz Animation India Pvt.Ltd</p> | |
| 10.45 am. – 11.00 a.m. | Tea Break |
| 11.00 a.m. – 12.00 noon | In conversation (Ball Room I, II & III) Karan Johar with Ashok Amritraj and Shekhar Kapur |
| 12.00 noon – 1.00 p.m. | Plenary Session 4 (Ball Room I, II & III) Digital Entertainment Living |



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In the emerging convergence paradigm, the boundaries between tech and media companies are getting increasingly blurred. Entertainment - anytime, anywhere is the new mantra. In the advanced countries such as the US, we are already witnessing cable, telecom companies and broadcasters going beyond their traditional roles and offering triple play of voice, data and video. A Similar situation is inevitable in India.

Digital technology is driving the development of new types of content, a variety of media distribution options and innovative digital devices, all of which point to the emergence of a new digital entertainment industry.

Moderator : Kiran Karnik, President, NASSCOM

Shardul Shroff, Mg Partner, Amarchand & Mangaldas – *Digital Rights Management*

Forrest L. Didier, Managing Director - Asia Pacific and Latin America, Nielsen Media research/ NetRatings – *Growth of Internet as Media Platform*

Stephen J Marcopoto, President, Turner International Asia Pacific Ltd

Keynote Address by

Subhash Chandra, Chairman, Essel Group Ltd

1.00 p.m. – 2.00 p.m.

Lunch

Host : STAR India Pvt Ltd

2.00 p.m. – 3.00 p.m.

Plenary Session 5 (Ball Room II & III)

Marketing & Distribution of Films: The Global Perspective

How is it that a global product is communicated locally keeping in mind the specifics of that particular region.

Moderator: Ronnie Screwvala , Chairman, UTV

Mark Zoradi, President, Buena Vista International - *Marketing of a film in different countries and across various regions.*

Peter Buckingham, Head of Distribution & Exhibition, UK Film Council

3.00 p.m. – 3.30 p.m.

Keynote Address (Ball Room II & III)

Dr Vijay Mallya, Chairman, The UB Group – *CEO as the Brand*



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| 2.00 p.m. – 3.30 p.m. | TV NexGen (Ball Room I) |
| <p><i>"Explore emerging delivery platforms such as DTH, digital cable, IP TV, etc and the options these will offer consumers. "</i></p> <p>Moderator : Vanita Kohli, Associate Editor, Business World</p> <p>Jawahar Goel, Vice-Chairman & Abhijit Saxena, President, Zee Group Rajesh Sawhney, President, Reliance Entertainment Sriram TV, Head- New Technologies, Bharti Tele-ventures Ltd Ashok Mansukhani, Executive Vice President, HTMT Hemang Mehta, Group Product Manager, Microsoft TV</p> | |
| 2.00 p.m. – 3.30 p.m. | IP in Animation: The Indian Way (Grand Salon II & III) |
| <p><i>As the market is maturing, the Indian studios are moving up in the value chain and coming out with their own IP. How different or rather difficult is this model than co-production or services ? What benefits do studios derive besides owning a property? Are they able to generate enough revenue streams to cover their investments? Let's hear from the mavericks</i></p> <p>Moderator: Ramesh Sharma, Chairman & Mg Director, Moving Picture Company (India) Ltd</p> <p>V G Samant , Director, Silvertoons, Director of <i>Hanuman</i> Munjal Shroff, Director, Graphiti Multimedia Vaibhav Kumaresh, Director, Vaibhav Studios Rajiv Chilakalapudi, Director, Green Gold Animation Pvt. Ltd. Manu Ittina, Director, Ittina Animations Studios, Worked on <i>Shrek 2 & Madagascar</i></p> | |
| 3.30 p.m. – 3.45 p.m. | Tea Break |
| 3.45p.m. – 5:30 p.m. | Beyond Linear Television Networks (Ball Room I) |
| <p>Today's generation is definitely a multi-platform generation, as they become spoilt for choice to access content on multiple platforms. What are broadcasters doing to reach today's multi-platform generation?</p> <p>This session will emphasise the importance for television networks to provide as many touch points as possible to reach the new consumer model. It will also provide insights on broadcast trends that are sweeping the world, which illustrate the need for innovative, alternate platforms for content delivery.</p> <p>Moderator: Marcel Fenez, Asia Pacific Leader – Entertainment & Media Practice, PricewaterhouseCoopers</p> <p>Dr. Veena Rawat, President, Communications Research Centre Canada - <i>New Interactive Distribution Platforms and their Impact on Traditional Broadcasting</i> N.P. Singh, Chief Operating Officer, Sony Entertainment Television Rajat Jain, Mg Director, The Walt Disney Company (India) Pvt Ltd</p> | |



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| <p>3 :45p.m. – 5:30 p.m.</p> | <p>Maximising the ROI on Cinema Exhibition (Ball Room III)</p> |
| <p><i>How new technologies and new ideas are revolutionizing the performance of cinema complexes in India and around the world.</i></p> <p>Moderator & Presenter: John Schreiner, Vice President, IMAX Corporation – <i>How IMAX fits into the modern multiplex environment</i></p> <p>Raaja Kanwar, Vice Chairman, Valuable Media Pvt Ltd – <i>The D Revolution</i> Tushar Dhingra, COO, Adlabs Multiplexes - <i>Differentiating your cinema – Brand building, ambience and design, service quality and loyalty programmes</i> Kiran Reddy, Sathyam Cinemas - <i>Digital Cinema and New Technologies</i></p> | |
| <p>3.45 p.m. – 5.30 p.m.</p> | <p>Building a Valuable Gaming Market in India (Grand Saloon II & III)</p> |
| <p><i>The Gaming market in India is witnessing a tremendous growth. What does it take to sustain that kind of growth? What new gaming avenues and genres are expected to emerge in coming years?</i></p> <p>Moderator: Mike McCabe, Director of Mobile and Third party Content, Electronic Arts Asia</p> <p>Sunil Thankamushy, Co-founder, Spark Unlimited Inc., USA, Creator of <i>Call of Duty Finest Hour</i> Dippak Khurana, Region Head- India & Far East, Mauj Max Tan, ISV Alliance Manager, Digital Content Creation (DCC), HP PSG Asia Pacific Ninad Chayya, EVP, Paradox Studios Kian Bee Ng, Business Development Manager (Asia-Pacific) – Games, Alias, Japan</p> | |
| <p>6.00 p.m. – 7.00 p.m.</p> | <p>Cocktails</p> |
| <p>7.00 p.m. – 8.00 p.m.</p> | <p>FICCI BAF Awards 2006 Presentation</p> |
| <p>DAY III –24th March, 2006</p> | |
| <p>10.00 a.m. – 10.15 a.m.</p> | <p>Vidhu Vinod Chopra* – <i>A good story line always wins</i> (Ball Room I, II & III)</p> |
| <p>10.15 a.m. – 10.45 a.m.</p> | <p>Plenary Session 6 (Ball Room I, II & III) Future of Print Media as Business</p> |
| <p><i>The Print media in recent times, has been the center of attention from the policy makers, investors, advertising community, marketers etc. With the increase in literacy levels, coming of age of a very young population, urbanisation etc the print media will continue with its success story. In this kind of a scenario how do the media barons see the business potential emerging?</i></p> <p>Aroon Purie, Chief Executive, India Today Group Jacob Mathew, Executive Editor, Malayala Manorama and President, INS</p> | |



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| 10.45 a.m. – 11.00 a.m. | Tea Break |
| 11.00 a.m. – 1.00 p.m. | Plenary Session : 7 (Ball Room I, II & III) Made in India – Made for A Young India! |
| <p><i>India is a young country with 450 million of its population below the age of 20. This group forms the largest consumers of entertainment – TV, Films, Radio, Internet, Gaming, Events....all of it. Creating unique entertainment options - for Indians, by Indians.....Made, only in India, for a young India is gaining prominence. In this session, we will discuss: The case for having more youth based & youth created entertainment content; the most successful entertainment formats and the impact on global entertainment.</i></p> <p>Moderator : Pradeep Guha, CEO, Zee Telefilms</p> <p>Theme Presentation : Arvind Singhal, Chairman, KSA Technopak</p> <p>Panel Speakers:</p> <p>Preity Zinta Hemant Sachdev, Group Chief Marketing Officer, Bharti Tele-ventures Ltd Rakeysh Mehra, Director, “Rang De Basanti” Kunal Kohli, Director, “Mujshe Dosti karoge”, “Hum Tum” Ajay Vidyasagar, Executive Vice President, Marketing & Communication, STAR India Pvt Ltd Siddhartha Anand, Director, “Salaam Namaste” Ashutosh Srivastava, CEO, GroupM, South Asia Ajjay Bijli, Mg Director, PVR Cinemas Ltd</p> | |
| 1.00 p.m. – 2.00 p.m. | Lunch |
| 2.00 p.m. – 3.30 p.m. | TV Promos – The Next Wave (Ball Room I) |
| <p><i>TV Promos- the next wave: On-air Promos introduce viewers to programmes & channel, often claimed to be more exciting than the programming itself. What is the next wave to induce appointment viewing, brand exposure & drive imagery? What can cut the clutter?</i></p> <p>Moderator: Sunil Lulla, CEO, Times Global Broadcasting Company Ltd.</p> <p>Pradeep Hejmadi, Vice President, and Vivek Srivastava, Sr. Brand Manager, TAM Media Research Jon Griffin, Director, Brandspeed Andy Bryant, Director, Creative, Red Bee Media</p> | |
| 2.00 p.m. – 3.30 p.m. | Digital Content: Challenges for India (Ball Room III) |



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There are various sectors that need to develop, developments that need to take place and partners who need to come together, to make a success of all that digital content promises. Some of these are already coming to a take-off stage, while others are facing minor stumbling blocks. This session will bring together industry leaders to have a discussion and make recommendations on where the industry needs to go with regards to digital content and digital entertainment.

Moderator: Surendra Arora, Head, CSG (Customer Solutions Group), South Asia, Intel Corp

Ajit Balakrishnan*, CEO, Rediff.com

Shekhar Kapur

Madhukar Kamath, Managing Director & CEO, Mudra Communications Pvt Ltd

Vikram Kaushik, CEO, T-Sky

Atul Goel, CEO, E-City Entertainment

Viren Popli, Senior Vice President, STAR India Pvt Ltd

2.00 p.m. – 3.30 p.m.

Mobile Entertainment
(Grand Salon II & III)

Mobile entertainment with its ability to dissect boundaries of time and space will be a big revenue driver for Mobile Operators, Device Manufacturers and Media/Content Owners. Media and Entertainment will be at the epicenter of the explosive growth in mobile entertainment industry

Moderator : Neeraj Roy, CEO, Hungama.com

Stefan Rust, Director, Corporate Development & Alliances - Sun Microsystem Inc. & Chairman Mobile Entertainment Forum – Asia

Pankaj Sethi, Vice President, Content & Application, Tata Teleservices Ltd

Jawahar Kanjilal, Director, Rich Media, Music & Games Business Programmes, Multimedia, Asia Pacific, Nokia

Arun Gupta, COO, Mauj

Vishal Gupta, Director, Product Technologies, Qualcomm India & SAARC

Vishal Gondal, CEO, Indiagames

3.30 p.m. – 3.45 p.m.

Tea Break



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| <p>3.45 p.m. – 4.15 p.m.</p> | <p>Plenary Session 8 (Ball Room I, II & III)</p> <p>Keynote Address : Robert L McCann, Chairman, Nielsen Media Research, International - <i>The Future of Television & Advertising</i></p> <ul style="list-style-type: none">• <i>Technologies now affecting the television industry (some current, some new),</i>• <i>Review PVRs and the impact they are already having in the U.S. (showing data that grow out of the TiVo panel),</i>• <i>Commercial avoidance issue that grows out of PVRs</i>• <i>Remedies to commercial avoidance that are being pursued by advertisers.</i> |
| <p>4.15 p.m. – 4.45 p.m.</p> | <p>Special Addresses (Ball Room I, II & III)</p> <p>Mir Shakil-ur-Rahman, Chairman, Jang Group of Companies, Pakistan</p> <p>Sandip Das, Mg Director, Hutchison Essar Ltd</p> |