



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

23 March 2007

<b>Day I, 26th March, 2007</b>	
<b>8.30 a.m. – 9.30 a.m.</b>	<b>Registration</b>
<b>9.30 a.m. – 11.15 a.m.</b>	<b>Inaugural Session (Ball Rooms 1, 2 &amp; 3)</b>
<p><b>Lighting of the Lamp by Hon'ble Ministers of India &amp; Italy and other dignitaries on the dais</b></p> <p><b>Invocation by Rahul Sharma, Son of Santoor Maestro, Pandit Shiv Kumar Sharma</b></p> <p><b>Welcome Address:</b> Habil Khorakiwala, President FICCI &amp; Chairman, Wockhardt Ltd</p> <p>Release of FICCI – PwC Report on Indian Entertainment Industry</p> <p>Presentation on the report by Timmy S. Kandhari, Executive Director, PwC</p> <p>Release of FICCI Amarchand Mangaldas Law Book</p> <p>Presentation of draft of 'Optical Disc Law' by FICCI President to Hon'ble Minister for Information and Broadcasting, Govt. of India</p> <p><b>Special Addresses</b></p> <p>Yash Chopra, Chairman, FICCI Entertainment Committee</p> <p>Kunal Dasgupta, Co- Chairman, FICCI Entertainment Committee &amp; CEO, SET India Pvt. Ltd</p> <p>S.K. Arora, Secretary, Ministry of Information &amp; Broadcasting, Govt. of India</p> <p><b>Film Personalities on the dias:</b></p> <p>Giancarlo Giannini, Italy</p> <p>Kareena Kapoor, India</p> <p>Anna Galiena, Italy</p> <p><b>Observations by:</b></p> <p>Goffredo Bettini, President, 'Fondazione Cinema per Roma'</p> <p><b>Theme Presentation:</b> 'The Way Forward for the Indian Entertainment and Media Industry' by Amit Khanna, Chairman, Reliance Entertainment Pvt. Ltd.</p> <p><b>Address by Guest of Honour</b></p> <p>Paolo Gentiloni Silveri, Hon'ble Minister of Communications, Government of Italy</p> <p><b>Inaugural Address</b></p> <p>Priyaranjan Dasmunsi, Hon'ble Union Minister for Information &amp; Broadcasting, Govt. of India</p> <p><b>Vote of Thanks</b></p> <p>Sushil Jiwarajka, Chairman, FICCI Western Regional Council</p> <p><b>Inaugural Session to be moderated by:</b></p> <p>Dr. Amit Mitra, Secretary General, FICCI</p>	



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>11:15 a.m. – 11:30 a.m.</b>	<b>Tea Break</b>
<b>Ball Rooms 1, 2 &amp; 3</b>	
<b>11:30 a.m. – 1:15 p.m.</b>	<b>Plenary Session I: Regulatory Framework for Entertainment Industry</b>
<p>There has been a regular debate among various stakeholders on regulation. How much of regulation should be there? Should content regulation be consistent across all delivery media such as TV, radio, films and print? Should there be a price regulation? Or should the industry be left to market forces to evolve on its own?</p> <p><b>Moderator:</b> Ronnie Screwvala, Founder Chairman, UTV ,President Film &amp; TV Producers Guild of India Ltd.</p> <p><b>Keynote Address:</b>  S.K. Arora, Secretary, Ministry of Information &amp; Broadcasting, Govt. of India</p> <p><b>Special Addresses:</b>  Phillip Graf, CBE, Deputy Chairman – OFFCOM  Kunal Dasgupta, Co- Chairman, FICCI Entertainment Committee &amp; CEO, SET India Pvt. Ltd  Shardul S Shroff, Mg Partner, Amarchand &amp; Mangaldas &amp; A. Shroff &amp; Co.</p> <p><b>Q &amp; A</b></p>	
<b>Powai Room</b>	
<b>11:30 a.m. – 1:15 p.m.</b>	<b>Co-Production of Films: Synergies between India and the World</b>
<p>The world is a global village and industries today are witnessing an increased number of co-productions. What are the different natures of co-production? What are the intrinsic benefits? What makes co-production “successful”?</p> <p><b>Moderator:</b> Ravi Gupta, CEO, Mukta Arts</p> <p><b>Presentation on Indo-US Co-Production:</b>  Tom Wilhite, Founder &amp; President, Hyperion Pictures  Rob Jusele, Partner Hogan and Hartson LLP</p> <p><b>Presentations on Indo-Italian Co-Production:</b>  Irene Bignardi, President, FILMITALIA-CINECITTA' HOLDINGS  Riccardo Tozzi, President, ANICA, Film Producer and President, Cattleya Film and TV Production</p> <p><b>Presentation on Indo-UK Co-Production</b>  John Ross, Director, Economic &amp; Business Policy, Greater London Authority</p> <p><b>Presentation on Indo-US Singapore Animation Co-Production</b>  Biren Ghose, CEO &amp; President, Kahani World</p> <p><b>Q &amp; A</b></p>	
<b>1.15 p.m. – 2.15 p.m.</b>	<b>Lunch</b>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>Ball Room I</b>	
<b>2.15 p.m. – 3.15 p.m.</b>	<b>Changing Face of News in India</b>
<p>With the coming up of many news channels, news has also become a business, operating in a competitive environment. In order to survive, a news channel with newsworthiness should have something different. Along with managing editorial content, the gatekeepers also act as brand managers. Let's get the complete perspective from the barons.</p> <p><b>Moderator:</b> Pankaj Pachauri, Senior Editor, NDTV</p> <p><b>Speakers:</b></p> <p style="padding-left: 40px;">Sanjeev Srivastava, India Editor, BBC Hindi Services</p> <p style="padding-left: 40px;">G Krishnan, Executive Director &amp; CEO, TV Today Network Ltd</p> <p style="padding-left: 40px;">Alessandro Signetto, President, Doc It, Italy</p> <p style="padding-left: 40px;">Sunil Lulla, CEO, Times Global Broadcasting Company Ltd</p> <p><b>Q &amp; A</b></p>	
<b>Ball Room 3</b>	
<b>2.15 p.m. – 3.15 p.m.</b>	<b>Marketing &amp; Distribution of Movies</b>
<p>Marketing and distribution of movies have always been an integral part of the business plan for film producers. The success of a film no longer depends on just the content, storyline and the starcast, but also on how well the film is marketed. The successes of <i>Krishh</i>, <i>Don</i> &amp; <i>Dhoom 2</i> in the Indian scenario are prime examples. The session will discuss new methods employed to get to the target audience, especially in international markets.</p> <p><b>Moderator:</b> Manmohan Shetty, Chairman &amp; Mg Director, Adlabs</p> <p><b>Keynote Address:</b> Bobby Bedi, Mg Director, Kaleidoscope India Pvt Ltd</p> <p><b>Speakers:</b></p> <p style="padding-left: 40px;">Andrew Heffernan, Group CFO, Eros International</p> <p style="padding-left: 40px;">Bobby Srinivasan, CEO &amp; President, Roamware, USA</p> <p style="padding-left: 40px;">Paolo Ferrari, President of ANICA &amp; President, Warner Bros Pictures, Italy</p> <p style="padding-left: 40px;">Navin Shah, CEO, P9 Integrated</p> <p><b>Q &amp; A</b></p>	
<b>Powai Room</b>	
<b>2.15 p.m. – 3.15 p.m.</b>	<b>Session on Gaming</b>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

Gaming offers tremendous business opportunities. In US, it is believed that gaming is as big as Hollywood. In India the gaming industry is expected to grow at CAGR of 78%. In addition to mobile gaming, PC and console are also expected to add to the pie. Let's explore...

**Moderator:** Jon Niermann, President, Electronic Arts, HK

**Speakers:**

Sunil Thankamushy, Co-Founder, Spark Unlimited, USA

Alan Bowman, GM, APAC and Greater China, Microsoft Entertainment and Devices Division

Rohit Sharma, COO, Zapak Digital Entertainment Ltd

Mark Ollila, Worldwide Director of Technology & Strategy, Games, Multimedia, Nokia

Quentin Staes-Polet, CEO, Kreed Games India Pvt Ltd

**Q & A**

**Ball Room I**

**3.15 p.m. – 4.15 p.m.**

**Mobile Entertainment (Mobile Gaming + Mobile Video)**

Globally, mobile video is witnessing tremendous growth. For today's tech-savvy youth, who believe in entertainment anytime, anywhere, on any device, the mobile is going to become a personalised TV screen. Is it a fad or a viable business model? In addition to this, is the exciting world of mobile gaming with its ability to dissect boundaries of time and space a big revenue driver for mobile operators, device manufacturers and media / content owners?

**Moderator:**

**Speakers:**

Prof Clauss Sattler, Executive Director, Broadcast Mobile Convergence Forum, Germany

Tom Kennedy, Director, Digital Strategy, Legion Interactive & Chair, Digital Content Action Agenda Experts

Dr Sandeep Sibal, Technology Advisor, Reliance Co`mmunications

Pawan Gandhi, Head - Mobile TV & Video Experiences, APAC, Nokia, Singapore

Vishal Gondal, Founder & CEO, Indiagames Ltd

Gautam Talwar Head of New Media Kaleidoscope Entertainment

**Q & A**

**Ball Room – 2**

**3.15 p.m. – 4.15 p.m.**

**Fresh TV around the World**

In this special session, now a regular item at MIPTV and MIPCOM, the WIT presents the world's freshest and most popular TV shows of the season, specially edited for FRAMES participants. This includes clips from the world's most successful, innovative and most talked about TV shows. Based on the monthly "The WIT Fresh TV Report" which spots new shows launched in more than 30 markets worldwide, the presentation also covers the most creative trends in different programming genres.

**Introduction by:** Paul Zilk, CEO, Reed Midem, France.

**Moderator:** Paul Johnson, Director, TV Division, Reed Midem, France.

**Speaker:**

Virginie Moussler, Founder of the WIT.

**Q & A**

**Ball Room – 3**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>3.15 p.m. – 4.15 p.m.</b>	<b>Cinema of the Future – India Going Digital</b>
<p>From celluloid to digital ... Indian multiplexes and stand-alone theatres are adopting the digital technology. Earlier business models were driving technological applications. The scenario is just the opposite now, it's technology driving the business of Indian cinema. Digital technology is changing the way movies are being watched.... What lies in the future ahead? Let's discuss...</p> <p><b>Moderator:</b> Charles Assisi, National Business Editor, <i>Times of India</i></p> <p><b>Speakers:</b></p> <p>Bill Jasper, Jr President, Director &amp; CEO, Dolby Laboratories, USA  Nancy Fares, Business Manager, DLP Cinema® Products, USA  Raaja Kanwar, Vice Chairman, UFO Moviez &amp; Chairman, FICCI Digital Entertainment Forum  Shravan Shroff, Mg Director, Sringer Cinemas  Ritesh Sidhwani, Film Producer  John M Schreiner, Vice President, Sales, IMAX Corporation, Canada  Chanderesh Daftary, Vice President E Digital Cinema</p> <p><b>Q &amp; A</b></p>	
<b>4:15 p.m. – 4:30p.m.</b>	<b>Tea Break</b>
<b>Ball Rooms 1 &amp; 2</b>	
<b>4:30 p.m. – 5:30 p.m.</b>	<b>Plenary Session 2: Financing Option &amp; Valuation of the Entertainment Industry</b>
<p>With India's stockmarkets booming, tinsel town denizens are joining the party in a bid to break from traditional sources of funding. How do they fare in the markets when compared with others? How do the investors and the financial community view this sector? What will be the various financing options of the future?</p> <p><b>Moderator:</b> Akhil Gupta, Sr. Mg Director &amp; Chairman, Blackstone Group</p> <p><b>Speakers:</b></p> <p>Ashok Wadhwa, Partner and CEO, Ambit Corporate Finance Pte Ltd  Rana Kapoor, Mg Director &amp; CEO, Yes Bank  Rakesh Jhunjunwala, Equity Investor, India  Cristina Giubbetti, Italian Film Commission Coordinator, Italy  Sameer Manchanda, Jt Mg Director, GBN (TV 18 Group Company)  Sandeep Pahwa, Global Sector Head for Media &amp; Entertainment, HSBC Securities, UK  Neetu Bhatia, Director, Media, Communications &amp; Technology Group, Bank of Montreal, USA  Mukesh Jain, Associate Director, Transaction Advisory Services, E &amp; Y  Chandresh Daftary, E- city Ventures</p> <p><b>Q &amp; A</b></p>	
<b>Powai Room</b>	



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>4:30 p.m. – 5:30 p.m.</b>	<b>Master Class: Scriptwriting for Animation</b>
<p>Animation.... it's all about storytelling. There is no denying that art and technology are significant but the soul of an animated product is in the script. Even a good fable could wobble if scripted badly. What does it take to write an animated script?</p> <p><b>Moderator:</b> Govind Nihalani, Film Producer &amp; Director, CMD, Udbhav Dreamzone Pvt Ltd</p> <p><b>Speakers:</b>          Lisa Goldman, Animation Scriptwriter, USA.          Matt Costello, Writer, Doom 3          Ketan Mehta*Director Maya Movies Pvt. Ltd.</p> <p><b>Q &amp; A</b></p>	
<b>Ball Rooms 1, 2 &amp; 3</b>	
<b>5:30p.m. – 6:45p.m.</b>	<b>Plenary Session 3 : Session on VFX</b>
<p>Visual effects have become the integral part of any project. The entertainment industry is witnessing an increased amount of usage of visual effects. VFX is primarily a Hollywood phenomenon. Let's try and understand it from the Gurus in a high profile plenary session.</p> <p><b>Moderator:</b> N Madhu Sudhanan, Chairman, FICCI VEC and VFX Producer.</p> <p><b>Speakers:</b>          Michael McAlister, Visual Effects Supervisor, Hollywood, USA          John Hughes, CEO &amp; Founder, Rhythm &amp; Hues Studios, USA          Maurice Patel, Director, Product Marketing, Autodesk Media &amp; Entertainment, Canada          Jon Labrie, VFX Supervisor, ILM, USA</p> <p><b>Q &amp; A</b></p>	
<b>7.15 p.m.: Seating for Italian Concert Begins</b> <b>7.30 p.m. – 8.30 p.m.</b>	<b>Italian Gala Night sponsored by Italian Trade Commission &amp; Region of Lazio</b>  <b>Piano performance by Italian pianist, composer &amp; orchestra conductor, Maestro Nicola Piovani,</b>  <b>(1998 Oscar Winner; Best Dramatic Score for <i>La Vita e Bella</i> – Life is Beautiful)</b>
<b>8.30 p.m. onwards</b>	<b>Cocktails &amp; Dinner</b>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>Day II, 27th March, 2007</b>	
<b>Ball Rooms 1, 2 &amp; 3</b>	
<b>9:30 a.m. – 10:30 a.m.</b>	<b>Plenary Session 4: Connecting India to the World: the Role of Media &amp; Entertainment</b>
<p>This session will look at trans-border knowledge exchange through media &amp; entertainment which connects India to the global village. It will dwell upon the role of media in enhancing India's ability to access knowledge worldwide while giving us an opportunity to express ourselves creatively &amp; intellectually.</p> <p>Amit Khanna, Chairman, Reliance Entertainment Ltd</p> <p><b><i>In conversation with:</i></b></p> <p>Shekhar Kapur, Noted Producer, Director &amp; Actor, Bollywood, Mumbai, India and Hollywood, USA</p> <p>Shabana Azmi, Film Celebrity and Acclaimed Actor, Member of Parliament</p> <p><b>Q &amp; A</b></p>	
<b>Powai Room</b>	
<b>9:30 a.m. – 10:30 a.m.</b>	<b>User Generated Content &amp; Showcase</b>
<p>UGC offers tremendous opportunities for individuals to unleash their creative juices. Though a very contemporary phenomenon restricted to various groups and communities, existing more for the fun of it, it has gradually started witnessing commercial success.</p> <p><b>Moderator:</b> Satya Prabhakar, Founder and CEO, Sulekha.com, USA</p> <p><b>Speakers:</b></p> <p>Pankaj Thakar, CEO Cellcast India</p> <p><b>I M Swaminathan</b></p> <p>Dr. Martin Diesbach, Norr Stiefenhofer Lutz, Germany</p> <p>Don Richmond &amp; Andrew Crothers, Hosts of Don Andrew Show, Singapore</p> <p>Krishna Prasad, Programming and ISMP Lead, MSN India, Microsoft Corporation</p> <p><b>Q &amp; A</b></p>	
<b>10:30 a.m. – 10:45 a.m.</b>	<b>Tea Break</b>
<b>Ball Rooms 1, 2</b>	
<b>10:45 a.m.-11:45 a.m.</b>	<b>Plenary Session: 5 The Last Mile: Battle of Reaching Consumers</b>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

Since new distribution systems are emerging, the broadcast industry will witness an interesting scenario with consumers having greater choice. The challenge of retaining existing consumers is going to be really tough. Are distributors well equipped to take on this challenge?

**Moderator:** L V Krishnan, CEO, TAM Media Research.

**Speakers:**

Marcelino Ford – Livene, GM, Digital Home Group, Intel & Governor of Interactive Media, Academy of Television Arts & Science, USA

Priya Prakash, Innovation Executive, Future Media & Technology, BBC, UK

Ashok Mansukhani, Director, IndusInd Media and Communication Ltd

Jagi Mangat Panda, Director & Co-Promoter, Ortel Communication Ltd

Vanita Narayan, President, Communications Sector, Asia Pacific, IBM

**Q & A**

**Ball Room 3**

**10.45 a.m.-11.45 a.m.**

**Regional Cinema: Beyond Bollywood**

Regional media companies have demonstrated the ability to grow and diversify successfully in their territories. There is a vast pool of talent and creativity. This session will explore whether there is a need to take regional cinema beyond the region and explore newer territories within India and abroad.

**Moderator:**

Gautam Ghosh, Bengali Film Industry

**Speakers:**

Amol Palekar, Marathi Film Industry

T K Rajeev Kumar, Film Maker, Malayalam Film Industry

A.K. Bir, Oriya Film Industry

Prosenjit Chatterjee, Bengali Film Industry

Suresh Babu, Chairman, Telegu Film Industry

**Q & A**

**Powai Room**

**10:45 a.m.-11:45 a.m.**

**Licensing for Success**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

Entertainment and character-based licensing programs are a lucrative business around the world. Hear from one of the foremost leaders in this elite field what it takes to orchestrate successful consumer product launches around characters. Learn what works and, more importantly, what does not work, from a top-notch executive in the licensing industry.

**Keynote Address:** Charles M Riotto, President, LIMA, USA

**Case Study presentation by:**

Jiggy George, Director, Cartoon Network Enterprises - India and South Asia

Steve Herman, President, Archie Comics

**Ball Room 1**

**11:45 a.m. – 1:00 p.m.**

**Creating Compelling Content for Radio**

The oldest electronic medium in the world is one of the newest rages in India. Lets explore through this session what it takes to create compelling content for radio.

**Moderator:**

Tapas Sen, National Programming Director, Radio Mirchi

**Speakers:**

Neil Curry, Head of Business Development, APAC, BBC World Services

Vikas Varma, National Head - Programming, Radio City

Nisha Narayanan, National Co-ordinator, South Asia FM Ltd

Subroto Chattopadhyay, Mg Director, Saregama India & President & CEO, Entertainment, RPG Enterprises

**Q & A**

**Ball Room 3**

**11:45 a.m. – 1:00 p.m.**

**Remakes & Sequels: Revisiting the Past or Intellectual Bankruptcy**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

India is witnessing a new era in film-making. An era of sequels and remixes... Sequels like *Munnabhai*, *Krissh*, *Hera Pheri*, *Dhoom 2* and remakes like *Don & Umrao Jaan* and their success have added a new dimension to Indian cinema. Some see it as a case of intellectual bankruptcy. In this era of commercialization, does storytelling hold a chance? Let's explore it....

**Moderator:** Kaveri Bamzai, Executive Editor, *India Today*

**Speakers:**

- Javed Akhtar
- Anurag Kashyap\*
- Adriano De Micheli, Italy
- Kunal Kohli
- Vijay Krishna Acharya
- Prakash Jha \*
- Vinay Shukla
- Sudhir Mishra
- Vinod Pande

**Powai Room**

**11.45 a.m. - 1.00 p.m.**

**Developing Animation Content: 360 Degrees**

As the Indian animation industry is maturing, studios are fast realizing that the real action lies in creating their own IP and having their own shows, produced for not just the local but also the global market. The idea behind this panel is to have broadcasters, producers, writers and licensors share their insights. This will provide the audience a 360-degree perspective on how international content is created, produced and licensed.

**Moderator:** Munjal Shroff, Director & COO, Graphiti Multimedia

**Speakers:**

- Lisa Goldman, Animation Scriptwriter, USA
- Isaac Kerlow, Dean of Art, Design and Media, Nanyang Technological University, Singapore
- Jean Thoren, Owner & CEO, Animation Magazine, USA
- Finn Arnesen, SVP, GM, Original Series & International Development, Turner, UK
- Gabriele Valli, CEO, Romanimata Scarl, Italy
- Joanna Ferrone, Founder, President & Creative Director, Honest Entertainment

**Q & A**

**1:00 p.m. – 2 :00 p.m.**

**Lunch**

**Ball Rooms 1, 2 & 3**

**2:00 p.m. – 4:00 p.m.**

**Plenary Session 6: Revenue Streams in the Converging World**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

The converging world offers tremendous opportunities for creation and monetisation of content across various platforms. The same content could be adapted to conventional media like TV as well as to new media like the mobile or web. Technology could be effectively leveraged for creation of new revenue streams. Let's explore the exciting world of new media and understand how it can be innovatively utilized.

**Moderator:** Ferhan Cook, President, Any Screen Production, UK

**Keynote Address:** Richard B. Anderson, General Manager, Media & Entertainment, IBM, USA

**Speakers:**

Kanwalinder Singh, President India & SAARC, Qualcomm

Marcel Fenez, APAC leader, Technology, Info-Comms and Entertainment, PwC, HK

Marc Petit, Vice President, Media & Entertainment Autodesk, Inc, Canada

Neeraj Roy, CEO, Hungama Mobile

Noel Matthews, VP, Global Business Development, Advanced Media, Tandberg Television, CTO Group

Vivek Bhargava, CEO, Communicate 2

**Q & A**

**Powai Room**

**2.00 p.m. - 4.00 p.m.**

**Defending Your Intellectual Property: How Far have We Succeeded?**

Piracy is a growing global epidemic and the proportion of the menace has reached such critical levels that the very existence of the global entertainment industry is at stake. It has to be tackled on a war footing by every segment of the industry. Let us discuss the effective ways and means to safeguard intellectual property.

**Moderator:** Vijay John Lazarus, President, Indian Music Industry

**Speakers:**

Hugh L. Stephens, Sr Vice President International Relations & Public Policy (Asia-Pac), Time Warner, USA

Jingzhou Tao, Managing Partner, DLA Piper, China

John G. Malcolm, Executive VP & Director, World Wide Anti-Piracy Operations, Motion Picture of America, USA

Jorgen Savy Blomqvist, Director, Copyright Law Division, WIPO, Switzerland

Tamali Sengupta, CEO, T Sengupta Associates

Raymond E Vickery, Sr. Advisor, Stonebridge International

**Respondent from the Government:**

Rohit Kansal, Registrar of Copyrights, Govt of India

**Q & A**

**4:00 p.m. – 4:15 p.m.**

**Tea Break**

**Ball Rooms I & 2**

**4:15 p.m. – 5:30 p.m.**

**Plenary Session 7: Content is the King**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

Innovative marketing and promotional campaigns can be of little use unless they are fuelled with winning content. Irrespective of the platform, the key to success is high quality content. Can anybody afford to disagree?

**Moderator:** Patrick Frater, Asia Editor, *Variety*, Hong Kong

**Speakers:**

- James Ross, Regional Director, Asia, Granada International, HK
- Robert Chua, CEO, The Interactive Channel, HK & Singapore
- Dale Herigstad, Four times Emmy Award Winner and Winner of Inaugural Interactive Emmy Award
- Sandeep Sikand, Programming Head, Sony
- David Taghioff, Vice President of Business Affairs, William Morris Agency
- Paramdeep Singh, Vice President, Business Development & Finance, BODVOD, USA
- Steven M Abraham, Global Leader, Media & Entertainment, IBM Global Business Services

**Q & A**

**Ball Room 3**

**4:15 p.m. – 5:00 p.m.**

**On the Edge of Vision**

Professor Lorenzo Canova, Curator, will introduce the contemporary art exhibit “On the edge of Vision. Video-Idioms from Italy”, which will be on display at the Italian Pavilion.

**Powai Room**

**4:15 p.m. – 5:30 p.m.**

**From Comics to Animation**

One of the old means of entertaining children - comics - are powerful tools of storytelling. Comics are very effective in imparting cultural and social values besides being highly entertaining. Now animation is the modern way of storytelling, which can serve as a direct extension of comics.

**Moderator:** Ashish S Kulkarni, Co-chair, FICCI Animation & Gaming Forum, Founder, Anirights Infomedia Pvt. Ltd

**Speakers:**

- Gotham Chopra, COO, Virgin Comics and Virgin Animation, USA.
- Tim Mostert, Creator of Speedy, South Africa
- Manish Gupta, CEO, Raj Comics
- M. Emmanuel Prevost, Co-producer, Arthur and the Minimoys, France
- Vishwanath Reddy, CEO, Chandamama.

**Q & A**

**5:30 p.m.**

**Launch of UTV Palador**

**7:00 p.m. – 8.30 p.m.**

**FICCI BAF Awards 2007 & Entertainment Evening sponsored by Auto Desk**

**8.30 p.m. onwards**

**Cocktails and Dinner sponsored by UTV Palador**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>Day – III, 28th March 2007</b>	
<b>Ball Rooms 1, 2 &amp; 3</b>	
<b>10:00 a.m. – 11:15 a.m.</b>	<b>Plenary Session 8: Building Media Brands</b>
<p>Media is a unique combination of products, personalities and services, which have become leading brands over time. Whether it be a popular soap opera, a reality show, a media analyst or a talk show presenter, we see brands emerging everywhere. Let us discuss how to monetise this wide-spread manifestation of brands in the media &amp; entertainment eco-system.</p> <p><b>Moderator:</b>  <b>Anuradha Sen Gupta</b>, CNBC-TV 18</p> <p><b>Speakers:</b></p> <p>Shekhar Kapur, Noted Director, Producer &amp; Actor, Bollywood, Mumbai &amp; Hollywood, USA            Monica Tata, VP, Advertising Sales &amp; Networks, India &amp; South Asia, Turner International            Bhaskar Das, Executive President, Times of India Group            Paritosh Joshi, President, Advertising Sales &amp; Distribution, STAR India Pvt Ltd            Santosh Desai, Mg Director &amp; CEO, Future Brands</p>	
<b>11.15 a.m. – 11.30 a.m.</b>	<b>Tea Break</b>
<b>Ball Rooms 1 &amp; 2</b>	
<b>11.30 a.m. - 1.00 p.m.</b>	<b>Plenary Session 9: Radio: Music &amp; Beyond</b>
<p>In India, radio is going through resurgence. The medium which once was not in fashion is now very much in vogue and escalating in terms of outreach every passing day. Let's have a feel of the future on basis of success stories, which have turned around the radio business across the globe.</p> <p><b>Moderator:</b> Anil Wanvari, CEO, Indian Television.com</p> <p><b>Keynote Address:</b> A P Parigi, Chairman FICCI Radio Forum &amp; CEO &amp; MD ENIL</p> <p><b>Speakers:</b></p> <p>Apurva Purohit, CEO, Radio City            Tarun Katial, COO, Big 92.7 FM            Steve Ahern, Head, Radio Branch, AFTRS, Australia            Donnach O'Driscoll, CEO, Absolute Radio, UK            Anil Srivatsa, COO, Radio Today Broadcasting Ltd.            Shridhar Subramaniam, Mg Director – Sony BMG India and Sony BMG, Thailand</p> <p><b>Q &amp; A</b></p>	



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>Powai Room</b>	
<b>11:30 a.m. – 1:00 p.m.</b>	<b>How to Create an Animation IP with Global Appeal</b>
<p>As the market is maturing, Indian studios are moving up in the value chain and coming out with their own IPs. Though these properties may be well accepted in India, where do they stand in the global market? What does it take to create a product that is internationally marketable and acceptable?</p> <p><b>Moderator:</b> Tapaas Chakravarti, Chair, FICCI Animation &amp; Gaming Forum, MD &amp; CEO, DQ Entertainment</p> <p><b>Speakers:</b>            A K Madhavan, CEO, Crest Animation            Sidhartha Jain, Head Animation, Adlabs            Sharad Devarajan, CEO, Virgin Animation &amp; Virgin Comics, USA            Joan Vogelesang, President, Toon Boom Animations Inc, Canada            Thierry Pasquet, Vice President, Thomson</p> <p><b>Q &amp; A</b></p>	
<b>1:00 p.m. – 2 :00 p.m.</b>	<b>Lunch</b>
<b>2:00 p.m. – 3:15 p.m.</b>	<b>Plenary Session 10: Trends in Films: The New Aesthetics of Popular Cinema</b>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

Is there a magic formula for success at the box office? Increasingly the tastes and sensibilities of the Indian audiences are changing. This is reflected in the different genres of movies making box office history this year. Films like *Dhoom 2*, *Krishh*, *Rang De Basanti*, *Omkara*, *Guru*, *Munnabhai* have generated mass hysteria. There is a radical change in the scripts, their treatment and presentation. Let us discuss the changing trends of Hindi films.

**Moderator:** Karan Johar

**Speakers:**

Suchir Batra, William Morris Agency

Riccardo Tozzi, President "ANICA Film Producers", President Cattleya Film and TV Production. Italy"

Mahesh Bhatt\*

Rahul Bose

Kabir Khan

Anupam Kher

Farhan Akhtar\*

Ravi Chopra

Boney Kapoor

Madhur Bhandarkar\*

Atiqa Odho, Pakistani Film Actress

**Powai Room**

**2:00 p.m. – 3:15 p.m.**

**Asian TV Market**

Asia has common cultural values thereby creating a huge potential for sharing of content among countries like Sri Lanka, Pakistan, Nepal, and Singapore. How can the trade of content be further strengthened amongst these countries?

**Moderator:** Janine Stein, Editorial Director, Content Asia, Singapore

**Speakers:**

Thomas Choi, Co-Founder & CEO, Asia Broadcast Satellite, HK

Atul Phadnis, Chief Evangelist & CEO, Media e2e

Tao Libao, Executive Director, Programming & Scheduling, CCTV HD Chanel, HK

Anuradha Prasad, Mg Director, BAG Films

Simon Twiston Davies\*, CEO, CASBAA

**Q & A**

**3:15 p.m. – 3:30 p.m.**

**Tea Break**



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<b>Ball Room 1</b>	
<b>3:30 p.m. – 4:30 p.m.</b>	<b>Embedded Advertising &amp; Entertainment</b>
<p>Whether it is inside the film or outside, advertisers are trying to cut through the clutter by reaching out to audiences as part of the film and TV watching experience. Let's understand the potential of branded entertainment for Indian media and entertainment industry from the perspectives of advertisers as well as content creators.</p> <p><b>Moderator:</b> Vanita Kohli, Associate Editor, <i>Business World</i></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Sanjay Bhutiani, CEO, B R Films</li> <li>Sukhbinder Barn, Sr. Lecturer in Marketing, Middlesex University Business School, UK</li> <li>Raj Gupta, Chief Strategy Officer, Lintas Total</li> <li>Mahesh Prasad, President (Application &amp; Content), Reliance Communications</li> <li>Vikram Sakhuja, COO, Group M, South Asia</li> </ul> <p><b>Q &amp; A</b></p>	
<b>Ball Room 2</b>	
<b>3.30 p.m. - 4.30 p.m.</b>	<b>Sports as Genre of Entertainment</b>
<p>India is a sports-loving nation. And sports are increasingly shaping new forms of entertainment content. Niche channels on sports are drawing more eyeballs than the daily soaps. Movies on sports like <i>Lagaan</i>, <i>Iqbal</i> etc have got the box office jingling. They have caught the attention of the nation and media buyers too. Let us discuss the potential of sports as a genre and how it has the capability of driving the growth of entertainment segment, be it films, television, radio or print.</p> <p><b>Moderator:</b> Akash Khurana, CEO , Nimbus Communications</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Pratap Bose, CEO, Ogilvy &amp; Mather Advertising Limited</li> <li>Milan Luthria, Director of <i>Hattrick</i></li> <li>Anirban Das Blah, Co-founder &amp; VP, Globosport World</li> <li>Manoj Badale, Chairman, <i>Investors in Cricket</i></li> </ul> <p><b>Q &amp; A</b></p>	
<b>Ball Room 3</b>	
<b>3:30 p.m – 4:30 p.m</b>	<b>Exhibition Business: Maximizing Total Theatre Profit</b>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

<p>The session will discuss the methods of increasing revenue streams using in-theatre marketing, alternative revenue streams and screen marketing.</p> <p><b>Moderator:</b> Raj Tilak, Chairman, Tilak Movies Pvt. Ltd</p> <p><b>Speakers:</b></p> <p>Deepak Asher, Director, INOX  Tushar Dhingra , COO, Adlabs  Carlo Bernaschi, President, ANEM (Multiplex Exhibitors National Association), Italy  Rasesh Kanakia, Chairman, Cinemax Cinemas Ltd  Vishal Kapur, COO, Fun Multiplexes  Tan Ngaronga, COO, Sathyam Cinema</p> <p><b>Q &amp; A</b></p>	
<p><b>Ball Rooms 1, 2 &amp; 3</b></p>	
<p><b>4.30 p.m. - 5.30 p.m.</b></p>	<p><b>Plenary Session 11:Entertainment Industry Speaks: Q&amp;A with the Audience</b></p>
<p>This session is an Open House on industry's concerns.</p> <p><b>Panelists to respond:</b></p> <p>Yash Chopra  Kunal Dasgupta  Amit Khanna  A P Parigi  Tapaas Chakravarti  Raaja Kanwar  N. Madhu Sudhanan</p> <p><b>Moderated by:</b> Dr Amit Mitra, Secretary General, FICCI</p>	
<p><b>Ball Rooms 1, 2 &amp; 3</b></p>	
<p><b>5:30 p.m. – 6.30 p.m.</b></p>	<p><b>Valedictory Session</b></p>



**FICCI - FRAMES 2007**  
**26<sup>th</sup> – 28<sup>th</sup> March, 2007 – Mumbai**  
**Programme**

**Welcome Address by:**

Habil Khorakiwala, President, FICCI

**Addresses by:**

Mir Shakil –ur-Rehman, Chairman, Jang Group, Pakistan

Frank E.Dangeard, Chairman & CEO of Thomson

**Closing Address by:**

Ronnie Screwvala, Founder Chairman, UTV ,President Film & television Producers Guild of India Ltd.

**Vote of Thanks by**

Rajeev Chandrasekhar, MP, Vice-President, FICCI & Chairman, Jupiter Capital

**Session to be moderated by:**

Dr Amit Mitra, Secretary General, FICCI

**7 p.m. onwards**

**'FICCI Living Legend in Entertainment Industry Award' presented to Rekha & Kamal Haasan**

**Entertainment Night and Dinner**

**Evening Sponsored by Moser Baer**

\* - Invited