

FICCI - FRAMES 2008
25th – 27th March, 2008 – Mumbai
Programme

Day I, 25th March, 2008	
8.30 – 9.30 a.m.	Registration
9.30 – 11.15 a.m.	Inaugural Session
	Lighting of lamp and formal inauguration by dignitaries on the dais.
	Invocation by Rakesh Chaurasia, disciple of Hariprasad Chaurasia
	Welcome Address: Rajeev Chandrasekhar, MP, President, FICCI
	Release of FICCI–PwC Report on Indian Media & Entertainment Industry & FICCI Amarchand Mangaldas Law Book
	Special Addresses <ul style="list-style-type: none"> • Yash Chopra, Chairman, FICCI Entertainment Committee & Yashraj Films Pvt Ltd • Kunal Dasgupta, Co-Chairman, FICCI Entertainment Committee & CEO, Sony Entertainment Television • Asha Swarup, Secretary, Ministry of Information & Broadcasting, Govt. of India
	Addresses by Guests of Honour <ul style="list-style-type: none"> • Stewart Beck, Asst Deputy Minister, Investment, Innovation and Sectors, Foreign Affairs and International Trade, Canada • His Excellency Dominique Dreyer, Ambassador of Switzerland to India • HE Viviane Reding, European Commissioner, Information Society & Media, European Commission
	Theme Presentation: Amit Khanna, Chairman, Reliance Entertainment Pvt. Ltd & FICCI Convergence Committee
	Vote of Thanks Dr. Amit Mitra, Secretary General, FICCI
11:15 – 11:30 a.m.	Tea Break
Ball Rooms 1, 2 & 3	
11:30 a.m. – 1:15 p.m.	Blockbuster Growth: Indian entertainment, what will make the boom bigger?
	The Indian entertainment sector is forging ahead at a tremendous pace in the Indian economy. We need to sustain this rate of growth as well as aim higher and bigger. Join industry stalwarts as they discuss how the Indian entertainment sector can truly achieve and sustain blockbuster growth.
	Short presentation on over-all growth of the Indian Media & Entertainment Industry by Deepak Kapoor, Managing Director, PriceWaterhouseCoopers.

	<p>Session to be moderated by Amit Khanna, Chairman, Reliance Entertainment</p> <p>Panel:</p> <ul style="list-style-type: none"> • Yash Chopra, Chairman, FICCI Entertainment Committee & Yashraj Films Pvt Ltd • A P Parigi, Chairman, FICCI Radio Forum, Managing Director, ENIL & Director, Bennett & Coleman Group • Peter Mukherjea, Chairman, INX Group • Smita Jha, Associate Director, PwC
	Q & A
1.15 – 2.15 p.m.	Lunch
Ball Rooms I & 2	
2.15 – 3.30 p.m.	Is News Entertainment: changing face of television news in India
	<p>India has witnessed mushrooming of many News channels in the last few years. The very concept of news has changed fundamentally to the extent that there is now a thin line between news and entertainment channels. This session will discuss the present scenario of “News” and future trends.</p>
	<p>Moderator: Vishnu Som, Associate Editor, NDTV</p> <ul style="list-style-type: none"> • G Krishnan, CEO, TV Today Network Ltd • Sanjay Ahirwal, Executive Editor, NDTV India • Satinder Bindra, Sr Correspondent, CBS USA & Former Bureau Chief, CNN India • Rajeev K Bajaj, Vice President, Sahara Samay • Jill Grinda, Director, Worldwide Distribution, Euronews
	Q & A
Ball Room 3	
2.15 – 3.30 pm	Resurgence of Language Media
	<p>This session will explore the dynamics, current growth and future potential of language media channels in India.</p>
	<p>Moderator: Sanjay Pugalia, Editor, CNBC Awaz</p> <ul style="list-style-type: none"> • Girish Agarwal, Director, Dainik Bhaskar Group • Sanjay Gupta, CEO & Editor, Dainik Jagran • MP Virendra Kumar, Chairman & MD, Mathrubhoomi • Nitin Vaidya, Director, Zee Regional Network • Kumar Ketkar, Editor, <i>Loksatta</i>
	Q & A
Powai Room	
2.15-3.30 pm	Developing Animation Content: lessons learnt from around the world
	<p>After the success of <i>Hanuman</i>, we see many more Indian animated films based on original Indian content like <i>Krishna</i>, <i>Vikram Betal</i>, <i>Geet Mahabharata</i> etc. India has a rich mythological content, but do we keep relying solely on mythological content? How can we think of creating new content beyond mythology that will be successful with Indian and global appeal?</p>

	<p>Moderator: Munjal Shroff, COO, Graphiti Multimedia</p> <ul style="list-style-type: none"> • Jean Thoren, President & CEO, Animation Magazine, USA • Joanna Ferrone, Creator of Fido, USA • Ram Mohan, Chairman, Graphiti & Father of Indian Animation • Nandish Domlur, CEO, Paprikaas • Sidhartha M Jain, CEO, Founder & CEO, iRock Media Pvt Ltd • Sharad Devarajan, Co-founder, CEO & Publisher, Virgin Comics LLC and Virgin Animation Pvt Ltd
	Q & A
Ball Rooms I & 2	
3.30 – 4.45 p.m.	Redefining Television Content: shifting patterns
	<p>Indian television is going through major changes in content. From “<i>Kyunki...</i>” to “<i>Indian Idol</i>”, from “<i>KBC</i>” to “<i>The Great Indian Laughter Challenge</i>” and “<i>Big Brother</i>”, content is constantly redefining itself. Do we see TV channels falling into niche segments and breaking down into sub-genres in the coming year? What would be future trends for Indian television content?</p>
	<p>Moderator: LV Krishnan, CEO, TAM Media</p> <ul style="list-style-type: none"> • Peter Mukherjea, Chairman, INX Group • Paul Gertz, Executive VP, <i>Rainmaker</i>, Canada • Sunil Lulla, Director, Alva Brothers • Anurradha Prasad, Chairperson & MD, BAG Films & Media Ltd • Monica Tata, VP, Advertising Sales and Networks, India & South Asia, Turner International
	Q & A
Ball Room 3	
3.30 – 4.45 p.m.	The Opening Weekend: How to get the audiences in?
	<p>The era of a film being a Golden Jubilee or a Silver Jubilee success has become very rare. With multiple distribution channels, marketing tie-ups with print, radio, television, internet etc. available, a good opening weekend becomes critical for the success of the movie. How does one ensure that a film opens to a houseful audience the first day at the first show?</p>
	<ul style="list-style-type: none"> • Moderator: Rajeev Masand, Entertainment Editor, CNN-IBN • Colin Burrows, CEO, Specialtreats, UK • Jyoti Deshpande, COO, Eros Multimedia • Komal Nahata, Editor, Trade Analyst & Film Critic, Film Information • Navin Shah, CEO, P 9 Integrated • Kunal Kohli, Film Director
	Q & A
Powai Room	
3.30 – 4.45 p.m.	New Age Technology & Emerging Production Pipelines in Animation
	<p>Using new-age technology and then integrating it to ensure a smooth workflow in animation studios have always been a challenge. There are various ways in which latest technology in the graphic industry is integrated in studios for efficient and higher productivity. This session will focus on emerging new-age technologies used in animation studios in India.</p>

	<ul style="list-style-type: none"> • Jon Labrie, Founder, Blister Wireless, USA • Joan Vogelsang, President & CEO, Toon Boom, Canada • Sebastian Sylwan, Senior Film and Television Industry Manager, Autodesk Media & Entertainment, USA • Chandra Kopparapu, VP, Asia Pacific, Foundry Networks • Amir Shahinsha, Head, Pipeline, Duxsoft • Marge Dean, Animation Producer
	Q & A
4:45 – 5:00 p.m.	Tea Break
Ball Rooms 1, 2 & 3	
5:00 – 6:15 p.m.	Raising Capital: Showbiz attracts the moolah
	This session will bring together CEOs, financiers, and filmmakers to discuss the current state of entertainment financing. The high-powered panel will discuss emerging trends and financing options.
	<ul style="list-style-type: none"> • Moderator: Shardul Shroff, Managing Partner, Amarchand Mangaldas • Akhil Gupta, Chairman, Blackstone • Karan Ahluwalia, VP, Business Development & Corporate Affairs, YES Bank • Ravi Sardana, Senior Vice President, ICICI Securities Ltd • Mahesh Chhabria, Partner, 3-i India Pvt Ltd • John Mathew, Chief General Manager, EXIM Bank
	Q & A
Powai Room	
5:00 – 6:15 p.m.	Gaming: A status report
	A complete review of the gaming sector including key growth factors, valuation, mergers and acquisitions, fundraising, future trends, and opportunities. The review will include PC and console gaming, mobile gaming, online gaming, in-game advertising and aggregators/distributors.
	<ul style="list-style-type: none"> • Moderator: Mohit Anand, Country Manager, India, Microsoft • Vishal Gondal, CEO, Indiagames.com • Ajay Khanna, General Manager, Electronic Arts, India • Salil Bhargava, CEO, Jump Games, India • Quentin Staes-Polet, CEO, Kreedra • Christopher Erhardt, Division President, Gameshashtra, India • Harminder Sahni, Managing Director, Technopak Advisors
	Q & A
6.45 onwards	Fashion Show by Sabyasachi Cocktails & Dinner

Day II, 26th March, 2008	
Ball Rooms 1, 2	
9:30 – 10:45 a.m.	What, Where & How: media choices in the expanding universe
	<p>This panel will discuss the various challenges and opportunities in the broadcast sector due to the exit of analog and entry of digital TV options like, IPTV, HDTV, set-top boxes, DTH, digital video recorders (DVRs), video on demand (VOD), wireless devices, broadband video and Internet TV on the future horizon of television. How are consumers, broadcasters and cable companies responding to the introduction of these new technologies? Which technologies and services will have the greatest impact on the future of television? Let us discuss...</p>
	<ul style="list-style-type: none"> • Moderator: Paritosh Joshi, President, Advertising Sales & Distribution, STAR • Prakash Bajpai, President, Reliance Infocomm Ltd. • Sujata Dev, MD & CEO, Time Broadband Services Pvt Ltd • Thierry Pasquet, Vice President, Thomson, India • Pat McDougal, Senior VP, Inmarsat, Europe • Dr. Veena Rawat, President, Communications Research Centre, Canada • Marcel Fenez, Global Managing Partner, Entertainment & Media Practice, PwC, Hong Kong
	Q & A
Ball Room 3	
9:30 – 10:45 a.m.	Linguistic Diversity in Indian Cinema
	<p>There never was a dearth of talent or lack of content in Indian regional cinema. The only problem was language, but now, that too has been solved by skilful dubbing. But regional cinema still continues to trail behind Hindi films, largely due to of lack of finance, marketing and distribution. What is the way forward? Let's discuss.</p>
	<ul style="list-style-type: none"> • Moderator: Arijit Dutta, Priya Entertainment • Mahesh Kothare, Marathi Film Industry • L Suresh, Tamil Film Industry • Manoj Tiwari, Bhojpuri Film Industry • Arvind Trivedi, Gujarati Film Industry
	Q & A

Powai Room	
9:30 – 10:45 a.m.	Revenue Streams in Animation
	The Indian animation industry has grown over the years. Animation companies say growth in the outsourcing model has begun to plateau; hence many companies today are working on creating their own intellectual property.
	<ul style="list-style-type: none"> • Moderator: Jiggy George, Executive Director, Cartoon Network Enterprises, India and South Asia • Munjal Shroff, COO, Graphiti Multimedia • Nagarajan, Enthoes Consulting • Dean Koocher, MD, Honest Entertainment, USA • Uday Mathur, CEO, Eurokids/Egmont • Derek Reeves, Asia Pacific Representative, Corus – Nelvana, Canada
	Q & A
10:45 – 11:00 a.m.	Tea Break
Ball Rooms 1, 2 & 3	
11:00 a.m. – 12:15 p.m	What Kind of Films Works for Today’s Audiences?
	Eminent Bollywood personalities in a stimulating panel discussion.
	<p>Panel: Moderator: Ramesh Sippy, Film-maker Vidhu Vinod Chopra, Film-Maker Sudhir Mishra, Film-maker Shimit Amin, Director, <i>Chak De</i> David Martin, CEO, Film Producers Guild, UK</p>
Ball Room 1 & 2	
12.15 – 1.30 p.m	Radio Rocks
	With a large percentage of the rural and urban population unable to read and write, it is impossible for them to read newspapers. Likewise, most people who are unable to buy TV sets, cannot be reached through the medium. In addition, electrical connections are limited to either urban areas or to sections of the population that can afford to pay for electricity. Thus for the poor and underprivileged, the only available medium of news and entertainment is radio. Let’s discuss.
	<ul style="list-style-type: none"> • Moderator: Anil Wanwari, CEO, Indiantelevision.com • David Astley, Secretary General, Asia Pacific Broadcasting Union • Anil Srivatsa, COO, Radio Today Broadcasting Ltd. • Prashant Panday, CEO, Radio Mirchi • Ashit Kukian, National Head, Sales, Radio City 91.1 FM • Pradeep Hejmadi, Head, RAM (Radio Audience Measurement), TAM Media • Pankaj Sethi, President, VAS and Enterprise Market, Tata Teleservices Ltd.
	Q & A

Ball Room 3	
12.15 – 1.30 p.m	Scope of International Co-Productions
	<p>Film Commissioners and representatives from around the world discuss incentives available in their countries for film-makers looking out for co-productions.</p> <ul style="list-style-type: none"> • Moderator: Patrick Frater, Asia Editor, Variety Magazine • Sangeeta Singh, Director, Ministry of Information & Broadcasting, Govt of India • Namrata Singh Gujral, President, American Pride Films Group, USA • Raana Sheikh, Pakistani Film-maker • Gordon Platt, Director, International Policy, Planning, Programs and Outreach, Department of Canadian Heritage, Canada • Carlo Donzella, Consultant, EU and Int'l affairs, FILAS SpA, Italy • Norbert Sauer, Executive Film Producer, Germany • Oliver Paulus, Film-Maker, Switzerland
	Q & A

Powai Room	
12.15 – 1.30 p.m	Online Media Platforms: Creating an audience of one and a billion
	<p>What's the real future of entertainment, user generated media or traditional media? Blogging and social networking worlds have become the new "major media networks." Are these fads or the future of our collective lives? In this session we will explore the power of online media platforms.</p> <ul style="list-style-type: none"> • Moderator: Stefan Rust, Chairman, Mobile Entertainment Forum, Asia • Vikram Chandra, CEO, NDTV Networks • Sanjeev Bikchandani, Founder & CEO, Info Edge India Ltd • Sushmita Vij, Product Director, Microsoft, USA • Kamal Gianchandani, COO, BigFlicks.com, Reliance Home Entertainment • Ringo Chan, VP, Wireless & Interactive Content, Development & Distribution, Asia Pacific, Turner • Leonard Brody, VC, Entrepreneur, Co-Founder & CEO, Now Public, Canada
	Q & A
1:30 – 2:30 p.m.	Lunch
Ball Rooms 1 & 2	
2:30 – 3:45 p.m.	Talent Crunch in the Media & Entertainment Industry
	<p>Despite being one of the fastest going growing nations of the world and possessing a Media & Entertainment industry which is also one of the fastest-growing amongst its industries, India still feels the pinch and lack of trained & skilled human resources and talent. Where are we going wrong and what is the way out?</p> <ul style="list-style-type: none"> • Moderator: K Pandyan, Director, Graphiti • Lachlan MacKinnon, Professor, Information and Knowledge Engineering & Head, School of Computing and Creative Technologies, University of Abertay Dundee, Scotland, UK • Meghna Ghai-Puri, President, Whistlingwoods International • Raj Shekhar, VP, Crest Animation • Amit Sharma, JNU
	Q & A

Ball Room 3	
2:30 – 3:45 p.m.	Rethinking Film Marketing & Distribution: Beyond the Box Office
	Nowadays the success of a film is not defined just through box office collections in theatres & multiplexes. There are many more and varied avenues like merchandising, internet, ring tones & wallpaper downloads, streaming videos, mobile downloads etc. In this era of digitalization, film marketing & distribution is getting re-defined. Let's discuss.
	<ul style="list-style-type: none"> • Moderator: Harish Dayani, CEO, Entertainment Business, Moser Baer • Darshana Bhalla, CEO, MATES • Cameron Bailey, Co-Director, Toronto International Film Festival, Canada • Gaurav Dhillon, CEO, Jaman.com • Rajjat A. Barjatya, Director, Rajshri Productions • Uday Singh, Executive VP, Columbia TriStar Motion Picture Group • Saurabh Varma, CMO, Filmed Entertainment, Reliance Big Entertainment
	Q & A
Powai Room	
2:30 – 3:00 p.m.	Rhythm & Hues: An Oscar Success Story
	<ul style="list-style-type: none"> • Prashant Buyyala, Managing Director, Rhythm and Hues, India
3:45 - 4.00 p.m.	Tea Break
Ball Rooms I & 2	
4.00 - 5:30 p.m.	Is Media & Entertainment Socially Responsible: where does freedom of speech & expression end and social responsibility begin?
	<ul style="list-style-type: none"> • Moderator: Pritish Nandy, Founder, PNC Ltd. • Zohra Chatterji, Add Secretary, Ministry of I& B, Govt of India • Sharmila Tagore, Chairperson, CBFC • Shyam Benegal, Filmmaker • Mahesh Bhatt, Film-maker
	Q & A
Ball Room 3	
4.00 - 5:30 p.m.	Importance of Digital Cinema in India
	Digital cinemas in India are expected to change the face of the century-old cinema business just as internet (e-mail) and mobile phones changed the face of communication. Not only are computer graphics imaging or 3D animation picking up, film content itself is going digital with more graphics and visual effects. Digital cinema envisages providing a high definition cinematic experience using computer servers, telecom and satellite technology. Digital cinema will help curb piracy as digital prints are less prone to illegal duplication and are also cheaper. Lets look closely at the dynamics of this medium.
	<ul style="list-style-type: none"> • Moderator: Raaja Kanwar, Chairman, FICCI Digital Entertainment Forum & Vice Chairman, UFO Moviez • Don Savant, GM, Asia Pacific, IMAX Corporation, Asia Pacific Headquarters • Senthil Kumar, Director, Real Image • Patrick vons Sychowski, COO, Adlabs Digital Cinema • Tony Adamson, Worldwide Marketing Manager, DLP Cinema Products, USA • Makarand Karanjkar, CTO, UFO Moviez • Tan Ngaronga, COO, Sathyam Cinemas
	Q & A

Powai Room	
4.00 - 5:30 p.m.	Animation IP Creation, Protection and Life Cycle
	<p>India is seeing an emerging trend of original content creation in animation and gaming in the last few years. Intellectual Property Rights (IPR) protection is an imperative for all original content as new avenues of exploitation get defined everyday. Understanding international copyright, trademarks, patents, and registration issues is a need of the present hour. International case studies of parking IP in tax havens for financial efficiencies, protecting & exploitation has emerged as an essential format globally. Let us discuss the dynamics of IP creation and protection within its life cycle.</p>
	<ul style="list-style-type: none"> • Moderator: Ashish Kulkarni, CEO, Anirights Infomedia Pvt Ltd • Pankaj Kumar, Chairman, Geodesic • Gowree Gokhale, Nishit Desai & Co • Smita Maroo, VP, Animation, Shemaroo • Sunil Thankamushy, Spark Unlimited Inc, USA • Dr Ajay Batra • Biren Ghose, CEO, Kahani World
	Q & A
6:00 - 7:00 p.m.	Cocktails
7.00 – 8.00p.m	FICCI BAF Awards 2008 & Entertainment Evening
	<p>Keynote Address at FICCI BAF Awards: Stig Gruman, VP, Media & Entertainment Division, Autodesk, USA</p>
8.00 p.m. onwards	Dinner

Day – III, 27th March 2008	
Ball Rooms 2 & 3	
10:00 – 11:15 a.m.	Global Entertainment Industry Thought Leader Keynote followed by panel on “post-production going global”
	<p>Keynote Address: Peter Oberdorfer, VFX Supervisor, Bollywood</p> <p>Theme: “Post-production going global”</p> <p>Panel: Moderator: Bobby Bedi, MD, Kaleidoscope Peter Oberdorfer, VFX Supervisor, Bollywood Namit Malhotra, CEO, Prime Focus</p>
Powai Room	
10.00 am – 11.15 am	The Business of Animation: A global team effort
	<p>From 'concept to creation' and 'creation to commercial exploitation', animation has evolved into a 'global team effort'. No longer does any single corporate or entity undertake the whole gamut of creation and commercial exploitation of animated IP alone. The whole animation macro scenario is broken down into sub activities of specialization and taken care of by specialized organizations across continents.</p> <ul style="list-style-type: none"> • Moderator: Tapaas Chakravarti, Chairman of FICCI Forum for Animation & Gaming and Head of DQ Entertainment (Global) • Theresa Plummer, Managing Director, Plum Trees TV, UK • Dominique Poussier, Head, Global acquisition and Co-funding, TF1, France • Pritish Nandy, Founder, PNC Ltd • AK Madhavan, CEO, Crest Animation Studios
	Q & A
11.15 – 11.30 a.m.	Tea Break
Ball Room 1 & 2	
11.30 a.m. – 1.15 p.m.	Listeners Choice: Changing trends in music
	<p>Music in India not only plays an important role in cinema but also plays a very significant role in our day-to-day lives. Listening to music helps people de-stress and entertain themselves. Listeners’ choice is fast changing as people now have a wide range of choices. Let’s discuss through this panel discussion the changing trends in music.</p> <ul style="list-style-type: none"> • Moderator: Anurag Batra, MD, Exchange4media.com • Ralph Simon, Chairman Emeritus & Founder, Mobile Entertainment Forum - Americas • Kulmeet Makkar, CEO, Big Music & Home Entertainment • Salim Merchant, Music Director, Bollywood • Sulaiman Merchant, Music Director, Bollywood • Prashant Panday, CEO, Radio Mirchi
	Q & A
Ball Room 3	

11.30 - 1.15 p.m.	Script-writing for Today's Audiences
	It's a killer script but will the film be marketable? Leading scriptwriters discuss how marketing and distribution trends affect (or don't) the topics they choose and the way their ideas are expressed.
	<ul style="list-style-type: none"> • Moderator: Nina Lath Gupta, MD, NFDC • Rex Weiner, Scriptwriter & Member, Writers Guild of America, USA • Vinay Shukla, Writer & Director • Jaideep Sahni, Scriptwriter • Anjum Rajabali, Scriptwriter • Rensil D'Silva, Scriptwriter & Ad film-maker
	Q & A
Powai Room	
11.30 - 1.15 p.m.	Its Drive Time for OOH
	Out-of-home continues to be the second fastest growing media sector after digital/interactive. The category's continued strength owes to the explosive technological advancement, digital outdoor media proliferation & fragmentation of other mass media. From pasteless posters, energy-saving bulbs, digital billboards to the fast-improving audience measurement techniques, out-of-home industry is poised to be the most vibrant industry in the next decade. This forum looks at the present and future potential of OOH in India and some impeding concerns it faces.
	<ul style="list-style-type: none"> • Moderator: A P Parigi, Chairman, FICCI Radio Forum, Managing Director, ENIL & Director, Bennett & Coleman Group • Dennis Sullivan, Outdoor Advertising Industry Advisor, UK • David Dorfman, Sr Vice President, Lehman Brothers, New York • Partho Dasgupta, CEO, Future Media
	Q & A
1.15 - 2.15 p.m.	Lunch
Ball Rooms 1, 2 & 3	
2.15 - 3.30 p.m	VFX: Making possible, the impossible
	Visual effects technology has made virtually everything possible. Today it has become an integral part of any Hollywood project and is also catching up fast with the Indian Film Industry. The film industry is breaking barriers and no longer producing merely conventional drama & love-story based movies and but adding VFX as an important component of every project. Films like <i>Krrish</i> , <i>Dboom2</i> , <i>Om Shanti Om</i> have had great success by using large doses of VFX. What is the future of VFX in India? Shall we see a lot more of it in Film & Television? Does India have a proper talent pool and infrastructure to match up with Hollywood? Join this session on a journey through the digital frontier with a variety of opinion and debate with some very eminent VFX experts.

	<ul style="list-style-type: none"> • Moderator: N. Madhusudhanan, Chairman, FICCI Visual Effects Committee • Christian Rivers, Academy and BAFTA winning Art Director, New Zealand • Peter Oberdorfer, VFX Supervisor, Hollywood, USA • Manu Ittina, Founder/Director, Ittina Animation Studios Pvt Ltd, USA • Sebastian Sylwan, Senior Film and Television Industry Manager for Autodesk Media & Entertainment, USA
	Q & A
Powai Room	
2.15 - 3.30 p.m	Mobile Entertainment: Opportunities in emerging business models
	<p>The emergent trends of Mobile Advertising, OEM-managed services, bundled content on devices and open DRM, will drive new Business Models and opportunities for all stakeholders. What are the early models that are developing and what new thought processes are required by content owners, operators and service providers, to leverage the new opportunities? Let us discuss...</p>
	<p>Keynote:</p> <ul style="list-style-type: none"> • Ralph Simon, Chairman Emeritus & Founder, Mobile Entertainment Forum - Americas • Moderator: Pankaj Sethi, President, VAS and Enterprise Market, Tata Teleservices Ltd • Ferhan Cook, President, Any Screen Productions, UK & Head of Jury, Mobile TV Awards, MIPCOM, France • Tim Green, Editor, Mobile Entertainment • Mazen Chmaytelli, Senior Director, Global Technical Marketing and Business Development, Qualcomm MediaFLO Technologies, USA • Troy Lobo, Associate Director, Wireless, India & South Asia, Turner • Sudhanshu Sarronwala, CEO, Soundbuzz, Motorola
	Q & A
3.30 - 3.45 p.m.	Tea Break
Ball Rooms 1 & 2	
3.45 – 5.00 p.m	Sports: The big entertainment options
	<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>Keynote:</p> <p>Lalit Modi, Vice President, BCCI & Chairman, Indian Premier League</p> <ul style="list-style-type: none"> • Moderator: Sonali Chander, Sports Editor, NDTV • Ajay Jadeja, Cricketer & Sports Analyst • Ayaz Memon, Editor at Large, <i>DNA</i> • Peter Hutton, Senior Vice President, Programming and Production,

	<p>Ten Sports</p> <ul style="list-style-type: none"> • Thomas Hoehn, Economics Partner, PwC, UK <p>Q & A</p>
Ball Room 3	
3.45 – 5.00 p.m	Multiplexes: Multi-revenue streams
	<p>This is a panel discussion on the state of the Indian exhibition industry, growth and economics of multiplexes with emerging multi-revenue streams.</p> <ul style="list-style-type: none"> • Moderator: Shravan Shroff, MD, FAME INDIA LIMITED (formerly Shringar Films Ltd) • Kamal Karamchandani, MD, Dimple Cine Advertising • P. S. Saminathan, MD, Pyramid Saimira • Alok Tandon, COO, INOX Leisure Ltd • Soumo Ganguly, CEO, Chivach Media • Ajay Mehra, CEO, Fun Multiplex
	Q & A
Ball Rooms 1, 2 & 3	
5.00 - 6.45 p.m.	Valedictory Session
	<ul style="list-style-type: none"> • Session moderated by Dr Amit Mitra, Secretary General, FICCI • Presentation by Ron Somers, President, US-India Business Council (UISIBC) on Anti-Piracy • Presentation by Bobby Bedi, MD, Kaleidoscope • Address by Ranbir Kapoor, Actor, Bollywood • Vote of Thanks by Sushil Jiwarajka, Chairman, FICCI-WRC
6.45 p.m. onwards	FICCI Living Legend in Entertainment Industry Award 2008 to Rishi Kapoor & Sridevi, followed by Entertainment Night and Dinner