



## “Media and Entertainment Business Conclave”

November, 18 – 19, 2009,  
Hotel Le Royal Meridien, Chennai

Tentative Programme as on 16.11.2009

Time	Theme
<b>Day - I, 18 November 2009</b>	
0830 - 0945 hrs	<b>Registration</b>
1000 - 1130 hrs	<b>Inaugural</b>  <b>Lighting of the Lamp</b>  <b>Dr. Kalaingar M Karunanidhi</b> , Hon'ble Chief Minister of Tamil Nadu  <b>Smt Ambika Soni</b> , Hon'ble Union Minister of Information & Broadcasting, Government of India & other dignitaries on the dais
	<b>Welcome Address</b> <ul style="list-style-type: none"><li>• <b>Kamal Haasan</b>, Chairman, Media &amp; Entertainment Conclave, FICCI</li></ul>
	<b>Addresses</b> <ul style="list-style-type: none"><li>• <b>Yash Chopra</b>, Chairman, FICCI Entertainment Committee</li><li>• <b>A.P. Parigi</b>, Group Chief Executive Officer (India operations), Eros International</li><li>• <b>R Sarath Kumar</b>, President, South Indian Artists' Association</li><li>• <b>Mammooty</b>, Renowned Actor</li><li>• <b>Michael Andreen</b>, Senior Vice President, International Production, Walt Disney Studios</li></ul>
	<b>Special Address:</b> <ul style="list-style-type: none"><li>• <b>Uday Kumar Varma</b>, Additional Secretary, Ministry of Information &amp; Broadcasting, Government of India</li></ul>
	<b>Felicitations and address by</b> <ul style="list-style-type: none"><li>• <b>Thiru K S Sripathi</b> IAS, Chief Secretary to Tamil Nadu Government</li></ul>
	<b>Release of FICCI –EY Report</b>
	<b>Comments by</b> <b>Farokh Balsara</b> , Partner & Director, Advisory Services--Technology, Communications & Entertainment, Ernst & Young

	<p><b>Keynote Address</b> Smt Ambika Soni, Hon'ble Minister of Information &amp; Broadcasting , Govt. of India*</p>
	<p><b>Inaugural Address</b> Dr. Kalaighnar M Karunanidhi, Hon'ble Chief Minister of Tamil Nadu</p>
	<p><b>Vote of Thanks</b> Dr. Amit Mitra, Secretary General, FICCI</p>
	<p><b>Session moderated by</b> Dr. Amit Mitra, Secretary General, FICCI</p>
1130 - 1145 hrs	<b>Tea Break</b>
1145 – 1300 hrs	<p><b>The Story of Indian M &amp; E Industry: The journey so far</b></p> <p>A review, analysis and predictions for the future for the entire gamut of Indian media and entertainment, followed by the journey of the Indian M&amp;E industry's growth path over the last sixty years.</p> <p><b>A Presentation by</b> Ajay Vidyasagar, COO, Sun Network</p>
1300 - 1415 hrs	<b>Lunch</b>
1415 - 1515 hrs	<p><b>Generating Revenue From User-Generated Content</b></p> <p>This session will discuss the rise of UGC sites, their business models and sustainability, the potential threats of operating them and inherent risks to content owners and their mitigation.</p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• Neeraj Roy, MD &amp; CEO, Managing Director &amp; CEO, Hungama Digital Media Entertainment Pvt Ltd.</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Amit Sibal, Advocate, Supreme Court of India and Delhi High Court</li> <li>• Vijay Lazarus, President, IMI</li> <li>• Rajjat A Barjatya, MD &amp; CEO, Rajshri Media</li> <li>• Richard Cardran, Media Strategist</li> <li>• Kalyan Manyam, CEO, Indyarocks.com</li> </ul>

1415 - 1515 hrs	<p><b>Film Financing: Options, avenues and challenges</b></p> <p>Leading industry experts, banks and corporate bodies would examine the intricacies involved in the complex process of financing a film, especially in the southern film industry.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• R Ravichander, Group Executive Vice President, YES Bank</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Juliane Schulze, Senior Partner, peacefulfish (Germany)</li> <li>• Sanjay Wadhwa, Partner, A P International Group</li> <li>• N Kumaraswamy, Field General Manager, UCO Bank, Chennai</li> <li>• A S Sathish Kumar, ASSK – Corporate Advisory Services</li> </ul>
1415 - 1515 hrs	<p><b>Performing Arts</b></p> <p>A status report on the often neglected but intrinsic part of entertainment: Performing Arts.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• K S Rajendran , Theatre Personality &amp; Professor, National School of Drama</li> </ul> <p><b>Keynote Address by</b></p> <ul style="list-style-type: none"> <li>• Smt. Kanimozhi, Member of Parliament</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Sriram Parasuram, Renowned Musician*</li> <li>• TM Krishna, Renowned Musician</li> <li>• PC Ramakrishna, Theatre Personality</li> <li>• Anita Ratnam, Performer/Cultural Activist</li> </ul>
1515 - 1615 hrs	<p><b>Current Trends in TV Content</b></p> <p>Is Reality TV the future of our TV content? How are advertisers and viewers responding to the deluge of reality shows? What impact will the increased prominence of non-scripted television have on business models in television networks? Is this the end of soap operas in India? Let's discuss.</p> <p><b>Moderator:</b></p> <p>Anil Wanvari, Founder &amp; CEO, Indiatelevision.com, tellychakker.com, animationxpress.com, radioandmusic.com</p> <p><b>Keynote Address by</b></p> <ul style="list-style-type: none"> <li>• Siddhartha Basu, CEO, Synergy Adlabs</li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Sanjay Reddy, Senior VP, Sun TV Network</li> <li>• Radikaa Sarath Kumar, Chairperson, Radaan Media Works (I) Ltd.</li> <li>• GK Mohan, Producer</li> </ul>
1515 - 1615 hrs	<p><b>Thought Leaders' Panel in Animation</b></p> <p>Industry leaders from the animation sector would give an overview of current trends and</p>

\* Invited

	<p>their own experiences.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Munjal Shroff, Director &amp; COO, Graphiti Multimedia</b></li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Dr Nandish Domlur, CEO, Paprikaas</b></li> <li>• <b>N Panicker, Chairman &amp; CEO, Accel Group</b></li> <li>• <b>Ashish Kulkarni, CEO, Big Animation</b></li> <li>• <b>Narendra Bhandari, Director, Intel Corporation</b></li> </ul>
1515 - 1615 hrs	<p><b>Dynamics of Digital Cinema &amp; The Evolution of Film Labs</b></p> <p>This session would examine the business and dynamics of digital cinema and film laboratories which supplement it.</p> <p><b>Moderator</b></p> <ul style="list-style-type: none"> <li>• <b>Senthil Kumar, Director, Real Image Media Technologies</b></li> </ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Arvind Ranganathan, CEO, Real Image Media Technologies</b></li> <li>• <b>Sai Prasad, Director, Prasad Group</b></li> <li>• <b>Suresh Babu, President, Suresh Productions</b></li> <li>• <b>Rajesh Mishra, CEO - India Operations, UFO Moviez</b></li> <li>• <b>Rajesh Jiandani, Vice President, Entertainment Imaging, Kodak India Private Ltd</b></li> </ul>
1615 - 1630 hrs	<i>Tea Break</i>
1630 – 1730 hrs	<p><b>Future of the Cinema Theatre</b></p> <p>Upgrading our cinema theatres; both multiplexes and single screens to world class levels is the need of the hour, in order to increase revenues and lure audiences. Let us explore the various ways and means.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Tan Ngaronga, COO, Sathyam Cinemas</b></li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Pankaj Kedia, Head, Sales &amp; Business Development, India, Dolby Laboratories</b></li> <li>• <b>Amitabh Vardhan, CEO, PVR Cinemas</b></li> <li>• <b>Suresh Shenoy, CEO, Shenoy Cinemax</b></li> <li>• <b>Raj Tadla, MD, Beyond Basiks Infotech (easymoviesindia.com)</b></li> <li>• <b>Ramesh Prasad, Group MD, Prasad Group</b></li> </ul>
	<b>Session on Co-Productions</b>

	<p><b>Presentations by</b></p> <ul style="list-style-type: none"> <li>• <b>Judy Gladstone, Executive Director, Bravo! FACT (A Foundation to Assist Canadian Talent)</b></li> <li>• <b>Sabrina Suchdev, Producer, Prodywood, France</b></li> </ul>
1730 – 1830 hrs	<p><b>Successful Film Content for the Future: A debate between leading Indian Film Personalities</b></p> <p>Doyens of Indian cinema would analyse what comprises current successful formats in film content and look at what the future holds.</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Govind Nihalani, Film-maker</b></li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Kunal Kohli, Film-maker</b></li> <li>• <b>SS Rajamouli, Film-maker</b></li> <li>• <b>Shailendra Singh, Joint MD, Percept Limited</b></li> <li>• <b>Anjum Rajabali, Scriptwriter</b></li> <li>• <b>Hansraj W Saxena, COO, Sun Pictures</b></li> </ul>
1845 hrs	Cocktails
1930 hrs	<b>Entertainment Night and Dinner</b>

<b>Day - II, 19 November 2009</b>	
1000 – 1100 hrs	<p><b>Exploring International Partnerships: An interactive session with producers from overseas</b></p> <p>Leading industry stakeholders and legal experts from Europe, UK and Canada will advise on best ways to leverage upon their markets and ways to access funding overseas.</p> <p><b>Moderator:</b> Colin Burrows, CEO, Special Treats Production Company, UK</p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• Julian Alcantara, Partner, Corona Pictures, UK</li> <li>• Judy Gladstone, Executive Director, BravoFACT (A Foundation to Assist Canadian Talent)</li> <li>• Juliane Schulze, Senior Partner, peacefulfish, Germany</li> <li>• Lee Stone, Partner, Lee and Thompson, UK</li> <li>• Barbara Breheret, Marketing Manager, AIMS, France</li> </ul>
1000 – 1100 hrs	<p><b>Mobile Entertainment: The beginning &amp; evolution</b></p> <p>Keynotes by the founders of mobile entertainment on what this unique form of entertainment is all about.</p> <p><b>Keynotes by:</b></p> <ul style="list-style-type: none"> <li>• Frank Chindamo, President &amp; Chief Creative Officer, FUN LITTLE MOVIES Followed by the showcasing of his award winning film</li> <li>• Ralph Simon, Chairman &amp; Founder, MEF, Americas</li> </ul> <p>Q &amp; A with Neeraj Roy, Managing Director &amp; CEO, Hungama Digital Media Entertainment Pvt Ltd.</p>
1100 – 1200 hrs	<p><b>MISSION POSSIBLE – Cutting Edge VFX in India</b></p> <p><b>Presentations by Indian VFX Studios to showcase the world-class excellence achieved by the industry so far.</b></p> <p><b>Moderator:</b> Rajeev Choudhary, CEO &amp; Founder, ATBM Holdings</p> <ul style="list-style-type: none"> <li>• Krishnakant Mishra, Sony Imageworks</li> <li>• Merzin Tavaría, Prime Focus</li> <li>• Speaker from EFX Studios</li> </ul>

1200- 1300 hrs	<p><b>Lobbying for Change: The role of trade bodies &amp; censorship</b></p> <p>This session would firstly define the roles played by various trade bodies and associations within the cinema business; following which a debate would discuss whether these bodies and many of their archaic rules help in streamlining commerce or do the very opposite?</p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• <b>Dr Kamal Haasan , Chairman, FICCI Media &amp; Entertainment Business Conclave</b></li> </ul> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>R Sarath Kumar, President, South Indian Artists' Association</b></li> <li>• <b>R Prasad, Member, Competition Commission of India</b></li> <li>• <b>Allu Sirish, Geetha Arts</b></li> <li>• <b>Gnana Rajasekaran, IAS, Vice-Chancellor, Rajiv Gandhi Institute of Youth Development</b></li> </ul>
1300 - 1415 hrs	<p><b>Lunch</b></p>
1415 -1515 hrs	<p><b>Films: Exploitation of overseas markets &amp; new mediums</b></p> <p>Indian films now have a big market overseas and they are promoted aggressively amidst the diasporic audiences. Film marketing has taken on a different dimension and uses many new mediums: from Internet downloads, brand tie-ups, promotion through TV interviews; mobile music downloads, film-related gaming. Let us look at this fascinating landscape of promoting our films internationally and through a plethora of new avenues along with industry experts.</p> <p><b>Moderator:</b> <b>Sudhish Kamath, Special Correspondent &amp; Film Critic, The Hindu</b></p> <p><b>Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Colin Burrows, CEO, Special Treats, UK</b></li> <li>• <b>Neeraj Roy, Managing Director &amp; CEO, Hungama Digital Media Entertainment Pvt Ltd.</b></li> <li>• <b>Sanjay Wadhwa, MD, A P International Group</b></li> <li>• <b>Rajkumar, Founding Director, KAD Entertainment &amp; Film Distributor</b></li> <li>• <b>Shailendra Singh, Joint MD, Percept Limited</b></li> </ul>
1415 -1515 hrs	<p><b>Gaming : Some Case Studies</b></p> <p>Leading game designing firms will present case studies and show us what goes into the fascinating process of making a game successful.</p> <ul style="list-style-type: none"> <li>• <b>Ghajini : Imran Khan, Vice President, Technology, FXLabs</b></li> <li>• <b>Dinoforest: Sunil Thankamushy, Founder &amp; CEO, Deep Blue Worlds</b></li> <li>• <b>Creating Winning Prototypes: V. Natarajan, Chief Academic Officer, Image Infotainment Limited</b></li> </ul>
1515 – 1530 hrs	<p>Tea Break</p>
1530 – 1630 hrs	<p><b>Radio &amp; Music Grow Cinema!</b></p> <p>A panel discussion on how radio can help promote cinema and how radio's best content is affecting its sustenance.</p> <p><b>Moderator</b></p>

	<ul style="list-style-type: none"> <li>• <b>Madhav Das, Music Consultant</b></li> </ul> <b>Speakers</b> <ul style="list-style-type: none"> <li>• <b>Prashant Panday, CEO, ENIL</b></li> <li>• <b>Tarun Katial, CEO, Big92.FM</b></li> <li>• <b>G. Dhananjayan, CEO-Films Division, Moser Baer India Ltd</b></li> <li>• <b>Nisha Narayanan, Senior VP, Programming &amp; Projects, Red FM</b></li> <li>• <b>Vineet Singh Hukmani, MD, Radio One</b></li> </ul>
1530 – 1630 hrs	<b>Redefining Film Making : Crossing new frontiers in digital</b> The session will discuss the new technologies available to the film maker today in every aspect of his craft.  <b>Moderator:</b> <ul style="list-style-type: none"> <li>• <b>Senthil Kumar, Director, Real Image Media Technologies</b></li> </ul> <b>Speakers</b> <ul style="list-style-type: none"> <li>• <b>Bill Lovell, Head, Digital Media, ARRI Media</b></li> <li>• <b>Richard Cardran, Media Strategist</b></li> <li>• <b>Rajiv Menon, Director &amp; Cinematographer</b></li> <li>• <b>Balaji Gopal, Digital Cinema Designer</b></li> <li>• <b>Ravi Velhal, Content Policy and Standards Strategist, Intel Corporation</b></li> </ul>
1530 – 1630 hrs	<b>Consumer Choices in TV</b>  A status report on current consumer trends and tastes in our leading markets.  <b>Speakers</b> <ul style="list-style-type: none"> <li>• <b>LV Krishnan, CEO, TAM</b></li> <li>• <b>Punitha Arumugam, CEO, Madison Communications</b></li> </ul>
1630 –1730 hrs	<b>In Conversation with the Next Gen</b>  Let us talk to the young and upcoming icons of Indian entertainment and find out what they feel about the future of this industry.  <b>Moderator</b> <ul style="list-style-type: none"> <li>• <b>Jennifer Arul, Managing Editor, NDTV Hindu</b></li> </ul> <b>Speakers</b> <ul style="list-style-type: none"> <li>• <b>Shruti Haasan, Actress and Singer</b></li> <li>• <b>Soundarya Rajnikanth, CEO, Ocher Studios</b></li> <li>• <b>Kiran Reddy , Chairman &amp; Managing Director, Sathyam Cinemas</b></li> <li>• <b>Rana Daggubati, Actor</b></li> <li>• <b>S Varu Laxmi</b></li> <li>• <b>Puneet Rajkumar, Actor*</b></li> </ul>
17.30 – 18.30 hrs	<b>Valedictory</b>