



Day I: 16th March, 2010

0830 – 0930 hrs	<i>Registration</i>
1000 – 1130 hrs	<i>Inaugural Session</i>
	<i>Lighting of the lamp by</i> Katrina Kaif , Indian Actor and Victoria Koblenko , Dutch actor, along with other dignitaries on the dais
	<i>Welcome Address</i> Harsh C. Mariwala , Senior Vice President, FICCI & Chairman & Managing Director, Marico Ltd.
	<i>Special Addresses</i> Yash Chopra , Chairman, FICCI Entertainment Committee & Yashraj Films Pvt. Ltd. Louise Sams , Executive V.P and General Counsel, Turner Broadcasting System Inc. & President, Turner Broadcasting System International
	Release of FICCI – KPMG Report on Indian Entertainment Industry & FICCI Amarchand & Mangaldas Law Book Presentation of report by Rajesh Jain , Executive Director, Corporate Finance division & Head of Information Communication & Entertainment (ICE), KPMG
	<i>Inaugural Address</i> Shri. Ashok Shankarrao Chavan , Hon’ble Chief Minister of Maharashtra, Govt. Of India
	<i>Moderated by</i> Dr Amit Mitra , Secretary General, FICCI
	<i>Introduction by</i> Karan Johar , Co- Chairman, FICCI Entertainment Committee & Director, Dharma Productions <i>Keynote Address</i> Shah Rukh Khan , Eminent Film Personality <i>Special Keynote address</i> James Nicholas Gianopoulos , Chairman & CEO, Fox Filmed Entertainment, Inc.



	<p><i>Vote of Thanks</i></p> <p>Karan Johar, Co-Chairman, FICCI Entertainment Committee & Director, Dharma Productions</p>
1130 – 1200 hrs	Tea Break
BALL ROOMS 1, 2 & 3	
FRAMES THOUGHT LEADERS SERIES	
1200–1230 hrs	<p><i>Standalone Keynote</i></p> <p style="text-align: center;">Sir Martin Sorrell, Chief Executive, WPP Group on “Why I'm bullish on the advertising industry?”</p>
1230 – 1315 hrs	<p><i>Standalone Keynote</i></p> <p style="text-align: center;">Nikesh Arora, President, Global Sales Operations and Business Development, Google Inc., USA</p> <p>Q & A</p> <p><i>Moderated by</i> Raaja Kanwar, Chairman, FICCI Digital Forum & Director, UFO Moviez India Ltd.</p>
1315 – 1415 hrs	Lunch
BALL ROOMS I & 2	
1415 – 1530 hrs	<p>How Real is Reality TV? How can One Create Winning Content?</p> <p>Is Reality TV the future of our TV content? How are advertisers and viewers responding to 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><i>Moderator</i> Siddhartha Basu, CMD, Big Synergy Media Ltd</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Patrick Schult, CEO Asia Pacific, Fremantle Media Ltd. • Nitin Vaidya, COO, ZEEL & Business Head, Zee TV • Sanjay Reddy, Senior VP, Sun TV Network • Caryn Mandabach, CEO, Caryn Mandabach Productions • Andre Freyssen, Managing Director, CCCP, The Netherlands • Ashvini Yardi, Programming Head, Colors <p><i>Q&A</i></p>
BALL ROOM 3	
<p>1415 – 1530 hrs</p>	<p>Indian Films Going Global: Can Our Films Really Crossover?</p> <p>Why are we not able to make films which appeal to an international audience and go beyond the diaspora? Much as we may want to, we cannot take credit for the success of a Slumdog Millionaire or a Monsoon Wedding which were all international productions, albeit with Indian settings. Let us talk to directors and actors from India and abroad to find out how we can reach the next level and more importantly, do we even want to?</p> <p><i>Moderator</i> Karan Johar, Director, Dharma Productions</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Shabana Azmi, Actor • Nandita Das, Actor & Film-maker • Irrfan Khan, Actor • Rahul Bose, Actor & Film-maker • Vijay Singh, CEO, Fox Star Studios India Pvt Ltd • Franck Priot, Deputy Director, Film France, The French Film Commission <p><i>Q&A</i></p>
POWAI ROOM	
<p>1415 – 1530 hrs</p>	<p>Fueling Immersive Entertainment</p> <p>Innovative technologies are revolutionizing the creation, production and distribution of digital content. Creation of amazing visual effects in an immersive way has immensely enhanced the viewing experience, driving audiences to a new high in entertainment. Creative use of traditional methods and merging latest technologies has made a unique blend of futuristic imagery and live (real life) action. This session takes you through the real creation environment & development of futuristic experiential entertainment by world's best technology creators responsible for fueling the future.</p>



	<p><i>Moderator</i></p> <p>Ashish S Kulkarni, CEO, Big Animation</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Ujesh Desai, Vice President - Marketing , NVIDIA • Bruno Sargeant, Film & Television Industry Manager, Media & Entertainment, Autodesk Inc. <p><i>Q&A</i></p>
BALL ROOMS I & 2	
1530 – 1645 hrs	<p>Innovations & Growth in M&E Sector : Digital and Others</p> <p>Global leaders come together to discuss technology, content, monetisation and reach of the Digital media. Has the Digital media become an all pervasive phenomenon?</p> <hr/> <p><i>Chairman</i></p> <p>Marco Vernocchi, Global Managing Director, Media & Entertainment Practice, Accenture</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Rajesh Sawhney, President, Reliance Entertainment • Ameya Hete, Executive Director, UFO Moviez India Ltd. • Manish Agarwal, CEO, UTV New Media • Arvind Ranganathan, CEO, Real Image • Kosaku Hatanaka , Media and Standards Strategist, Intel Corporation, Japan • Mahesh Sundaram, VP-Asia Pacific, Dolby Laboratories <p><i>Q&A</i></p>
BALL ROOM 3	
1530 – 1645 hrs	<p>Big Budgets & Bigger Flops: What Ails Our Movies?</p> <p>We have the budgets, the stars, the hype and the music and yet many of our recent releases have been box office misses. Let us talk to contemporary film-makers and analyse the reasoning behind a flop. Is it high production costs or certain concepts or is it film content, some of which works and some that doesn't?</p>



	<p><i>Moderator</i> Kaveree Bamzai, Executive Editor, India Today</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Dr. S Raghunath, Professor, IIM Bangalore• Ramesh Sippy, Film-maker• Kabir Khan, Film-maker• Amole Gupte, Writer, Producer & Director• Sanjay Gupta, Writer, Director & Producer <p><i>Q&A</i></p>
POWAI ROOM	
1530 – 1645 hrs	<p>The Co-relation Between Sports & Entertainment</p> <p>We are a nation full of sports lovers & obsessed with Bollywood's glamour. Whilst sports like cricket command a huge fan following, others have lagged behind. In today's scenario, when IPL has caught the fancy of many, does it owe its success to Bollywood's glamour?</p> <p><i>Moderator</i> Sonali Chander, Sports Editor & Anchor, NDTV</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Kunal Dasgupta, Chairman and CEO, Triplecom Media• Ajay Jadeja, Former Cricketer & TV Anchor, NDTV• Anuja Chauhan, Vice President & Executive Creative Director, JWT• Rahul Bose, Filmmaker & Actor• Viren Rasquinha, COO, Olympic Gold Quest & Former Indian Hockey Captain <p><i>Q&A</i></p>
1645 – 1700 hrs	Tea Break



BALL ROOMS 1 & 2	
1700 – 1730 hrs	<p><i>Keynote</i></p> <p>Tim Love, Chief Executive Officer, Asia Pacific India Middle East Africa (APIMA) region, Omnicom group</p> <p>On</p> <p>“The Lesson of Cricket: What an American Advertising Guy has to say about the revered sport?”</p> <p><i>Q & A</i></p>
1730 – 1830 hrs	<p>Catch 'em Young: Predicting Changing Consumer Patterns in a Young India</p> <p>In a country with a huge young demographic profile, what is it that determines key trends in television content and shapes advertisers’ mindsets. Let us research on the success mantras which have hit bull’s eye with young Indian consumers, also how urban and rural tastes affect these trends</p> <p><i>Moderator</i></p> <p>Prahlad Kakar, Ad Film Director & Founder, Genesis Film Production Pvt. Ltd.</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • R Gowthaman, Leader, South Asia, Mindshare • Monica Tata, Vice President and Deputy General Manager – Entertainment Networks, South Asia, Turner International India • Laura Kruger, Consultant & Project Manager New Media, Netwerk.cc, The Netherlands • Jasmeet Gandhi, Head Services, Nokia • Zarina Mehta, Chief Creative Officer, UTV Global Broadcasting Ltd. <p><i>Q & A</i></p>
BALL ROOM 3	
1730 – 1830hrs	<p>The Animation Industry : Evolving Markets Worldwide</p> <p>The animation industry has witnessed a transition from adolescence to a mature market worldwide. Industry experts discuss the changing landscape of animation consumption on a global scale and what meditates the development of animation industry in their respective countries? Is there something we can emulate?</p>



	<p><i>Moderator</i></p> <p>A K Madhavan, CEO, Crest Animation Studios Ltd.</p> <p><i>Keynote</i></p> <p>Masao Maruyama, Co-founder & Producer, Studio Madhouse, Japan</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Shelley Page, Head of International Outreach, DreamWorks• Erica Reijmerink , CCO & CO-Founder, KidsPlant BV, The Netherlands• Krishna Desai, Director, Programming, South Asia, Turner International (I) Ltd. <p><i>Q & A</i></p>
POWAI ROOM	
1700 – 1900hrs	Masterclass in Scriptwriting by Steven de Souza Renowned Hollywood Scriptwriter
1830 hrs onwards	Entertainment evening followed by Networking Cocktails & Dinner



Day II: 17 March, 2010

BALLROOMS 1, 2 & 3	
0930 – 1000 hrs	<p>Frames Thought Leader Series</p> <p><i>Keynote</i></p> <p>Ronnie Screwvala, CEO & Founder Chairman, UTV Group</p> <p><i>Q & A</i></p> <p><i>Moderated by</i> A P Parigi, Advisor, FICCI Entertainment committee</p>
1000 – 1100 hrs	<p>Entertainment Industry Honchos Speak!</p> <p>The movers and shakers and the power centers across the M & E industry tell us how they view the market from the top and lay out some clear roadmaps.</p> <hr/> <p><i>Keynote</i></p> <p>Lawrence Bender, Renowned Hollywood Producer</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Shailesh Rao, Managing Director, Google India• Prashant Panday, CEO, Radio Mirchi (ENIL)• Ajit Balakrishnan, Chairman & Founder, Vubites; Founder & CEO, Rediff.com• Hemant Sachdev, Joint MD, Consumer & Online, Microsoft India Pvt. Ltd. <p><i>Q & A</i></p>

POWAI ROOM	
0930 – 1100 hrs	<p>Licensing & Merchandising: Ancillary Revenue Streams in the Animation Sector</p> <p>Licensing & Merchandising of products based on animated characters is now big business. The panel would comprise of industry leaders who will give insights into the economics of the business.</p> <hr/> <p><i>Moderator</i> Tapaas Chakravarti, Chairman & CEO, DQ Entertainment (International) Ltd</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Nick Underwood, Commercial Director, Open Mind Production Ltd. • Dulce Lim Chen, VP – Asia Pacific, Cartoon Network Enterprise (CNE) • Rajiv Sangari, MD & CEO, Spacetoons • Amit Chhabra, VP (Sales & Marketing), Bioworld Merchandising (I) Pvt Ltd • Sandeep Dahiya, VP, Consumer Products and Communications, Viacom 18 <p><i>Q & A</i></p>
BALL ROOMS 1 & 2	
1100 – 1215 hrs	<p>The War for TV News : Defining No. 1 in The Dizzying Newscape</p> <p>Are there any winners in the plethora of news channels, despite the weekly TAM figures? Is it all the same content packaged in different formats which finally just confuses the viewer? What are our news channels aiming for - Ratings or Pure Journalism? Can we learn anything from the international newsgathering model in content and standards?</p> <hr/> <p><i>Moderator</i> Mini Menon, Senior Editor & Head of News Features, Bloomberg UTV</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Ellana Lee, Managing Editor, CNN International Asia Pacific • G Krishnan, Executive Director & CEO, TV Today Network • L. V Krishnan, CEO, TAM Media Research Pvt Ltd • Barun Das, CEO, ZEE News Ltd. • Arnab Goswami, Editor-in-chief, Times Now <p><i>Q & A</i></p>



BALL ROOM 3	
1100 – 1215 hrs	<p>The Screenplay: Indian Cinema's Missing Link</p> <p>A discussion on the screenplay industry in India and the impact of quality story-telling in films. What's the secret behind Hollywood's high success rate of top quality screenplays? Is scriptwriting the future of the Indian film industry?</p> <p><i>Moderator</i> Ben Rekhi, Writer, Director & Producer</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Steven de Souza, Renowned Hollywood Scriptwriter• Javed Akhtar, Noted lyricist, Poet & Scriptwriter• Kamlesh Pandey, Screenwriter• Siddharth Roy Kapur, CEO, UTV Motion pictures• Vijay Krishna Acharya, Screenwriter <p><i>Q & A</i></p>
POWAI ROOM	
1100 – 1215 hrs	<p>Visual Effects : A Global Perspective</p> <p>Visual effects practitioners talk about the changes in the industry & the role of technology in bringing about the changes, making a few fanciful predictions extrapolated from current trends.</p> <p><i>Moderator</i> Charles Darby, Creative Director & CEO, EyeQube</p> <p><i>Keynote by</i> Tim McGovern, Co-Chairman, Visual Effects Society, USA</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Bruno Sargeant, Film & Television Industry Manager, Media & Entertainment, Autodesk Inc.• Eric Edmeades, CEO, Kerner <p><i>Q & A</i></p>



BALL ROOM 1 & 2	
1215 – 1330 hrs	<p>Mobile & Digital Entertainment – Alternative Revenue Models in a Converged World</p> <p>With falling ARPU's and low balances hampering growth in consumption of mobile services, could ad funded models subsidise the set of new services, that will be brought about by converged devices and faster data access through 3G wireless, ultimately leading to greater growth & better innovation in the VAS segment ?</p> <p><i>Moderator</i> Neeraj Roy, MD & CEO, Hungama Digital Media Entertainment Pvt. Ltd.</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Vineet Taneja, Director Marketing, Nokia India • Gary Mittelstaedt, Global Content & Policy Manager, Intel corporation • Troy Lobo, Director - Wireless & Interactive Content, Development & Distribution, South Asia, Turner International India Pvt. Ltd. • Rolf Schmitz, Marketing Director, Mobile, Dolby Laboratories • Milind Pathak, VP Mobile Content Solutions, Comviva • Pankaj Sethi, President-Corporate Services, Tata Teleservices Ltd. <p><i>Q & A</i></p>
BALL ROOM 3	
1215 – 1330 hrs	<p>Legal & Financial Framework to Boost the Entertainment Industry: A Discussion</p> <p>A discussion on the legal & financial framework required to boost the entertainment industry and the issue of remake rights and the cautionary steps through the entire process of re-making an existing film.</p> <p><i>Moderator</i> Jehil Thakkar, Executive Director- M&E, KPMG</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Karan Ahluwalia, Executive Vice President & Country Head, Media & Entertainment, Fine Arts & Luxury & Sports Banking, YES Bank • Dina Dattani, Consultant • Ashni Parekh, Legal Consultant • Mukesh Bhatt, Film Producer <p><i>Q & A</i></p>
1330 – 1430 hrs	Lunch



BALL ROOMS 1 & 2	
1430 - 1545 hrs	<p>Transforming Television: From HDTV, Interactive TV, PVRs, VOD And Beyond</p> <p>Television technologies are changing beyond recognition; How is technology unlocking new business models for TV? What lies beyond the current horizon and how are we to reach there?</p> <p><i>Keynote</i> Nigel Smith, VP & Chief Marketing Officer, NDS</p> <p><i>Moderator</i> Paritosh Joshi, CEO, STAR CJ</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Aline Rutilly, Founder & CEO, A Bridge Consulting • Ajai Puri, Director & CEO, Bharti Telemedia Ltd. • Siddharth Jain, Vice President and Deputy GM(Distribution & Business Operations, South Asia, Turner International India Pvt. Ltd. • Richard Craig- Mc Feely, Director of Sales - Northern Europe, Eastern Europe, Southern Africa and India, Quantel Ltd • Pankaj Kedia, Country Head, Dolby Laboratories • Ravi V. Velhal, Global Media & Standards Strategist, Intel Corporation <p><i>Q & A</i></p>
BALL ROOM 3	
1430 - 1545 hrs	<p>Content is King But Who Dictates It---- Advertising, Consumer Taste or Editorial Policy?</p> <p>Should newspapers, the stronghold of idealistic and intellectual writing let their content be dictated wholly by popular tastes and advertising diktats or should editorial policies be determined by what the Editor truly wants? A tricky question and we have an industry stalwart answering it.</p>
	<p><i>Standalone Keynote by:</i></p> <p>MJ Akbar, Leading Indian Journalist & Author</p> <p><i>Q & A</i></p>



POWAI ROOM	
1430 - 1545 hrs	<p>Movie Making in The Netherlands</p> <p><i>Moderator</i> Narsingh Balwantsingh, Dutch Actor & Presenter</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Helene Zeller, International Relations Advisor, City of Rotterdam, The Netherlands• Monique Badloe, Founder, Taj Events, The Netherlands• Annemiek Groven, Ignition Marketing, The Netherlands• Victoria Koblenko, Dutch actress, The Netherlands• Ravi Gupta, CEO, Mukta Arts & Executive Director, Whistling Woods International• Mukesh Bhatt, Film Producer <p><i>Q & A</i></p>
BALL ROOMS 1 & 2	
1545 - 1700 hrs	<p>Through The Looking Glass: Has Indian Television Matured?</p> <p>Changing viewership patterns, mushrooming of niche channels, availability of newer technologies has changed the face of Indian TV industry. Can we say that Indian television has matured? Distinguished speakers from the media industry to share their perspective on the Indian TV industry and how this compares with other TV markets, as viewed from the West</p> <p><i>Moderator</i> Anil Wanvari, Founder, CEO & Editor in chief, IndianTelevision.com Group</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Darren Childs, MD, BBC Channels Worldwide• Louise Sams, Executive V.P and General Counsel, Turner Broadcasting System Inc. & President, Turner Broadcasting System International• Patty Geneste, CEO, Absolutely Independent, The Netherlands• M K Anand, CEO, UTV Global Broadcasting Ltd. <p><i>Q & A</i></p>



BALL ROOM 3	
1545 - 1700 hrs	<p>The Great Film Debate: Do Film Reviews Matter? Film makers & critics have always been at loggerheads on the issue of Film reviews. This debate will answer the questions like do we really need reviews and who do reviews help? Are film reviews really honest or have they become too personal?</p> <p><i>Moderator</i> Julian Alcantara, Film Producer, Corona Pictures</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Lawrence Bender, Renowned Hollywood Producer• Karan Johar, Director, Dharma Productions• Anurag Kashyap, Film-maker• Rajeev Masand, Film critic• Mayank Shekhar, Film critic• Vanita Kohli Khandekar, Contributing Editor, Business Standard• Komal Nahta, Trade Analyst & Editor, Film Information <p><i>Q & A</i></p>
POWAI ROOM	
1545 - 1700 hrs	<p>Government Intervention & Initiatives for AVGC industry</p> <p>Although the AVGC (Animation, Gaming, Visual effects & Comics) as an industry is covered under ITES under the IT policy in India. AVGC requires a special attention and protection at various levels. World over this industry is protected and is directly linked to the Information and Broadcasting and Culture ministry. Several state governments recognised the power of AVGC sector in the last few years and have taken special steps in formulating the AVGC policy and have assured that the AVGC industry flourishes in their respective states.</p> <p><i>Moderator</i> Ashish S Kulkarni, CEO, Big Animation</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Dr. Debesh Das, Minister-in-Charge, Department of Information Technology, Government of West Bengal• Sanjay Sethi, Development Commissioner, Industries, Govt of Maharashtra• Balakrishna Maddur, President, Association of Bangalore Animation Industry (ABAI)• Shambhoo Phalke, VP – Feature Films, BIG Animation <p><i>Q & A</i></p>
BALL ROOMS 1 & 2	



<p>1700 – 1815 hrs</p>	<p>Evolving Role of Radio in the Media Mix</p> <p>Has the economic downturn redefined the importance of radio? While the rest of the media verticals faced steep declines, radio has made a silent march forward. Today, radio is widely accepted by almost all corporate clients, and an increasing number of retail clients as an important marketing tool. With the growing importance of radio in the media mix, are there good times ahead for radio?</p> <p><i>Moderator</i> Prashant Panday, CEO, Radio Mirchi (ENIL)</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Sunil Lulla, MD & CEO, Times TV Group• Tarun Katial, CEO, Reliance Media World• Punitha Arumugam, CEO, Madison India• Lynn de Souza, Chairman & CEO, Lintas Media group• Willem Stegeman, CEO, FunX, The Netherlands• L V Krishnan, CEO, TAM Media Research Pvt Ltd.• Paritosh Joshi, CEO, Star CJ• Tariq Ansari, MD, Mid Day Multimedia Ltd.• Pradeep Shrivastava, CMO, Idea Cellular <p><i>Q & A</i></p>
<p>BALL ROOM 3</p>	
<p>1700 - 1815 hrs</p>	<p>Session on Film Co-Productions</p> <p>Film commissioners and representatives from around the world discuss opportunities in their countries for film-makers looking out for co-productions.</p> <p><i>Moderator</i> Bobby Bedi, MD, Kaleidoscope Entertainment</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Franck Priot, Deputy Director, Film France, The French Film Commission• Kirsten Niehuus, Managing Director, Medienboard (Berlin-Brandenburg Film Fund)• Kamil Othman, Vice President, Creative Industry Policy & Strategy Multimedia Development Corporation (MDeC)• Martin Lagestee, CEO, Lagestee Film BV, The Netherlands• Steven Clark- Hall, Producer, Skyline Films <p><i>Q & A</i></p>
<p>POWAI ROOM</p>	



1700 -1815 hrs	<p>Is Gaming the Third Pillar Of Mass Entertainment?</p> <p>Internationally, gaming, movies and music are the 3 main pillars of mass entertainment for people. However, Gaming is in its infancy in India. Lets understand how Gaming is gathering momentum & helping the developer eco-system to grow?</p> <p>Are new initiatives like 3D gaming , Natal , broadband & flat panel growth in India fueling the market expansion and helping to develop the gaming culture for mass audience?</p> <p><i>Keynote</i> Ernest Adams, Game designer consultant & lecturer, Adams Consulting Services, UK</p> <p><i>Moderator</i> Jaspreet Bindra, Regional Director - Entertainment and Devices, Microsoft</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Vishal Gondal, Founder & CEO, Indiagames Limited• Arun Mehra, COO, Zapak Digital Entertainment Limited• Neeraj Bharadwaj, Managing Director, Accel India Growth• Siddhartha Roy, COO, Hungama Digital Media• Navdeep Narula, VP, Reliance Retail Ltd. <p><i>Q & A</i></p>
1830hrs onwards -	BAF AWARDS followed by Networking Cocktails & Dinner



Day III: 18 March, 2010

BALL ROOMS 1, 2 & 3	
1000 – 1115 hrs	<p>Frames Thought Leaders Series (Global) <i>Moderator</i> Anurag Batra, Chairman & Managing Director, exchange4media Group</p> <p><i>Keynotes</i></p> <ul style="list-style-type: none">• Adam Mirabella, Global Director, Ovi Music Services, Nokia• Jeffrey T. Lawrence, Director, Global Content Policy, Intel Corporation• Steven M. Abraham, Global Leader, Media and Entertainment, IBM Global Business Services
POWAI ROOM	
1000 - 1115 hrs	<p>User Generated Content – Seizing the Opportunity</p> <p>User-generated content is making an impact in all arenas from social networking to entertainment, news to research. This session will discuss the rise of UGC sites, new opportunities the business model of UGC sites, sustainability of these sites, the potential threats of operating these sites, risks to content owners, role of third parties such as advertisers, managing UGC content, technological advancements, and mitigation of risks.</p> <p><i>Moderator</i> Neeraj Roy, MD & CEO, Hungama Digital Media Entertainment Pvt. Ltd</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Narendra Bhandari, Director, Intel Software & Solutions Group, APAC, Intel Corporation• Jagdish Sagar, Head of Copyright & Entertainment Law, Anand & Anand• Vikram Chandra, CEO, NDTV Convergence & NDTV Networks Plc• Anuj Poddar, Senior VP – Corporate strategy & Business, Viacom 18 <p><i>Q & A</i></p>
1115 - 1130 hrs	Tea Break



BALL ROOMS 1 & 2	
1130 – 1300 hrs	<p>Where is the Profitability of TV Industry?</p> <p>A high power panel discusses the dynamics behind the revenue stream of TV industry and where does the actual profitability of TV industry lie? Is subscription the key growth driver of Broadcasting industry? Or some regulatory interventions are required to support fiscal benefits?</p> <p><i>Moderator</i></p> <p>Jagdish Kumar G, President- South India, Star India Pvt. Ltd.</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Sunil Lulla, MD & CEO, Times TV Group• Anshuman Misra, MD, Turner International India Pvt. Ltd.• KVL Narayan Rao, Group CEO & Executive Director, NDTV Group• Ajay Vidyasagar, COO, Sun Network• Rajesh Kamat, COO, Viacom18 Group & CEO, Colors• Rajesh Jain, Executive Director, Corporate Finance division & Head of Information Communication & Entertainment (ICE) , KPMG <p><i>Q & A</i></p>
BALL ROOM 3	
1130 - 1300 hrs	<p>The Future of Film Marketing : Growing Ancillary Revenues</p> <p>From Internet downloads, merchandising, social blogging, brand promotion through movies, re-make rights, mobile rights, film-marketing has now taken on a whole new dimension altogether. Let's look at these intertwined strands objectively and understand the process of marketing and ownership and rights within these multiple stakeholders.</p> <p><i>Moderator</i></p> <p>Colin Burrows, CEO, Special Treats Production Company, UK</p> <p><i>Panel</i></p> <ul style="list-style-type: none">• Kapil Agarwal, Joint Managing Director, UFO Moviez India Ltd.• Sanjeev Lamba, CEO, Reliance Big Pictures• Siddharth Roy Kapur, CEO, UTV Motion pictures• Sandeep Bhargava, CEO, Studio18• Neeraj Roy, MD & CEO, Hungama Digital Media Entertainment Pvt. Ltd• Ankush Arora, VP-Sales, Marketing, After sales, Chevrolet Motors <p><i>Q & A</i></p>



POWAI ROOM	
1130 – 1300 hrs	Music Industry: Remedies for Revival Denzyl Feigelson , CEO & Founder, AWAL in conversation with Ralph Simon , Founder & Chairman, MEF Americas <i>Q & A</i>
1300 – 1400 hrs	Lunch
BALL ROOMS 1, 2 & 3	
1400 - 1430 hrs	Keynote by Eminent Personality Uday Shankar , CEO, Star India Pvt. Ltd.
1430 - 1530 hrs	Film Industry Anti-piracy Coalition Launch The historical launch of an anti-piracy alliance between the Hindi film industry and the Hollywood studios <i>Keynote by</i> Dan Glickman , Chairman, Motion Pictures Association of America (MPAA) <i>Moderator</i> A P Parigi , Advisor, FICCI Entertainment Committee <i>Panel</i> <ul style="list-style-type: none">• Yash Chopra, Chairman, FICCI Entertainment Committee & Yashraj Films Pvt. Ltd• Sanjeev Lamba, CEO, Reliance Big Pictures• Harish Dayani, CEO, Moser Baer Entertainment Ltd.• Siddharth Roy Kapur, CEO, UTV Motion pictures• Sandeep Bhargava, CEO, Studio18• Atul Maroo, Joint Managing Director, Shemaroo Entertainment Pvt. Ltd.• Mukesh Bhatt, Director, Vishesh Films <i>Q & A</i>



POWAI ROOM	
1415 - 1530 hrs	<p>Animation /Gaming :The Challenge of Creating and Developing New IP In India</p> <p>This track would focus on the process of creating a new intellectual property (IP) in a world that is less interested in taking risks and more interested in the next sure and safe thing. Without the involvement of a publishing partner, this process is not only tricky to manage from the business side when it comes to securing funding, but also a difficult undertaking from the creative side.</p> <p><i>Moderator</i> Munjal Shroff, COO, Graphiti Multimedia Pvt. Ltd.</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Benjamin Grubbs, Regional Director, Turner Interactive Entertainment Network (Asia Pacific) • Michael Bas, Managing Partner, Ranj Serious Games, The Netherlands • Nishith Takia, Co-founder & CEO, Krayon Pictures • Marc Rudolf, Director India Operations, Greater Zurich Area AG • Sushovan Banerjee, Chief Executive officer, CFSI • Abhijit Jayapal, CEO, Synqua Games <p><i>Q & A</i></p>
1530 - 1545 hrs	Tea Break
BALL ROOMS 1 & 2 & 3	
1545 - 1700 hrs	<p>Entertaining India in the Next Decade</p> <p>What's entertaining Indian audience in the new decade? A sneak peek into the future from the eyes of the entertainers!</p> <p><i>Moderator</i> Vikram Chandra, CEO, NDTV Convergence & NDTV Networks Plc</p> <p><i>Panel</i></p> <ul style="list-style-type: none"> • Vidya Balan, Actor • Vishal Dadlani, Music Director • Shekhar Ravjiani, Music Director • Resul Pookutty, Sound mixer/designer • Sanjna Kapoor, Director, Prithvi Theatre <p><i>Q & A</i></p>



BALL ROOMS 1, 2 & 3	
1700 - 1830 hrs	Valedictory Session <i>Welcome Address</i> Yash Chopra , Chairman, FICCI Entertainment Committee & Yashraj Films Pvt. Ltd
	<i>Address by</i> Marijke A. Van Drunen Littel , Consul General, Consulate General of the Kingdom of The Netherlands
	<i>Address by</i> Ashok Amritraj , CEO, Hydepark Entertainment
	<i>Vision Address</i> Smt. Ambika Soni , Hon'ble Minister for Information & Broadcasting, Govt. of India
	<i>Vote of Thanks</i> Dr. Amit Mitra , Secretary General, FICCI
1830 – 1915 hrs	Networking Cocktails
1915 hrs onwards	FICCI FRAMES 2010 Excellence Awards Followed by Dinner