

Session Name	<b>India's Entertainment Industry - A Global Powerhouse</b> <b>17<sup>th</sup> May 2018 – 1045-1130hrs</b>
Speaker / Panelist	Inaugural: India's Entertainment Industry - A Global Powerhouse  <b>Mr Sudhanshu Vats Chairman</b> CII National Committee on Media & Entertainment and Group CEO, Viacom 18 Media Pvt. Ltd  <b>Shri Sudhanshu Pandey</b> Joint Secretary Ministry of Commerce and Industry  <b>Mr Girish Chandra Aron Director</b> Films Minister of Information & Broadcasting  <b>Mr Karan Bajaj</b> Senior Vice President & General Manager, South Asia Discovery Communications  <b>Mr Sabbas Joseph</b> Founder & Director, Wizcraft
Key data shared	<ul style="list-style-type: none"> <li>• 31 projects from 14 countries permitted to shoot in India.</li> <li>• Indian M&amp;E Industry contributes to just 0.03% of the GDP whereas in over developed economies it is 0.7% and in the US and some European countries it is 1.1%</li> <li>• india's services M&amp;E exports were ~163Bn USD in fiscal 2017</li> <li>• India's total workforce today is around 460Mn-480Mn with 10-15 Mn Indians being added each year to the workforce</li> <li>• M&amp;E sector provides direct employment to 1.1-1.2 Mn Indians.</li> </ul>
Topics covered	<ul style="list-style-type: none"> <li>• Potential of Indian M&amp;E sector</li> <li>• From \$20Billion to USD100 Billion</li> <li>• Ease of Doing business</li> <li>• Opening up of FFO's for obtaining single window clearances</li> <li>• One of the major employment generation sector steady increase in the number of projects permitted</li> <li>• Film visa, film promotion fund, film festivals being organized abroad.</li> <li>• Audio visual co-production treaties</li> <li>• Soft power – M&amp;E has a huge multiplier effect on other service industries such as tourism, travel, healthcare and so on.</li> </ul>
Issues highlighted Including during Q&A	<ul style="list-style-type: none"> <li>• Low Screen Density</li> <li>• Piracy</li> <li>• GST</li> <li>• Need to niche audience segments to be targeted</li> <li>• Negligible marginal cost for exports</li> <li>• domestic policies are more critical to us than specific 'export promotion' measures.</li> </ul>

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Solutions suggested	<ul style="list-style-type: none"> <li>• Central government taking a series of steps further support the industry</li> <li>• Niche audience to be targeted with projects like discovery Channels “Veer” project which targets the niche audience segment who like watching about Indian armed forces</li> <li>• Aiming for USD100 Billion in next five years by doubling the exports.</li> </ul>
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<ul style="list-style-type: none"> <li>• Session Name</li> </ul>	<b>Challenges &amp; opportunities for the Indian M&amp;E Industry - wish list and road map 17<sup>th</sup> May 2018 – 1130 to 1215hrs.</b>
<ul style="list-style-type: none"> <li>• Speaker / Panelist</li> </ul>	<p><b>Mr Ramesh Sippy</b> Indian film director and producer</p> <p><b>Ms Kranti Gada</b> COO, Shemaroo Entertainment Limited</p> <p><b>Mr Tarun Katial</b> CEO, BIG FM</p> <p><b>Ms Ambika Khurana</b> Director, Public Policy, Netflix</p> <p><b>Mr Lohita Sujith</b> Director, Corporate Communications Motion Picture Association, India</p> <p><b>Mr Arjun Pandey</b> Award winning Documentary film maker, Founder Delhipedia, Investor in Digital Platforms &amp; content and Media Advisor</p>
Key data shared	<ul style="list-style-type: none"> <li>• China has opened around 50,000 theatres in such a short span just because of easy regulations and progressive framework.</li> <li>• 70 permissions required to open a movie theatre in India</li> </ul>
Topics covered	<ul style="list-style-type: none"> <li>• Need for education at two levels, on is for the need for better skill set training for individuals who can they be hired by the growing industry this would help grow the Indian M&amp;E sector to 100 Billion dollar</li> <li>• Educating the society of the impact of Piracy, and how it leads to job loss and that this problem means that India losses out in Tax</li> </ul>

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	<p>collection, in revenues, in higher incomes, in newer and bigger projects.</p> <ul style="list-style-type: none"> <li>• The Industry should self- regulate. The permissions for opening up movie halls should become very easy.</li> <li>• Land use cannot be changed.</li> <li>• There is a need to encourage and grow domestic brands not only to compete within the local market and how the industry can expand internationally.</li> <li>• How the issue of piracy should be tackled</li> <li>• People moving more towards Netflix and other OTT platforms and watching TV becoming a more orthodox style.</li> </ul>
Issues highlighted Including during Q&A	<ul style="list-style-type: none"> <li>• Problem of piracy</li> <li>• Piracy by educated and by uneducated – at all levels</li> </ul>
Solutions suggested	<ul style="list-style-type: none"> <li>• People should be educated about not using the pirated products</li> <li>• Government and police and the industry to come on a platform to stop piracy.</li> <li>• People to stop buying pirated products.</li> <li>• Government to become an enabler of growth by drastically reducing the number of permissions required and easy and quick clearances for the same</li> <li>• By devising a progressive framework for the M&amp;E industry’s growth.</li> </ul>

Session Name	<b>Thought Leadership: Global Media &amp; Digital Success Stories (Success Stories) 17<sup>th</sup> May 2018 – 1215-1300hrs</b>
Speaker / Panelist	<p><b>Akshai Sarin</b> Entrepreneur and Managing Director of ttogether.in</p> <p><b>Mo Dhaliwal</b> Founder, Skyrocket</p> <p><b>Jay Winship</b> COO, GoDigital inc</p> <p><b>Robbie Dunn</b> Managing Director, Miloco Studios</p> <p><b>John Hernandez Delgado</b> Director, Founder, Art Director, ZincoTools</p>

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Topics covered	<ul style="list-style-type: none"><li>• Mo –Dhaliwal – His story of success in promoting man behind Jagmeet Singh’s and his stunning jolt into Canada’s political landscape,sheds light on the power of media and digital. Shared key insights on how a dedicated strategy and ground-game drove home Singh’s key identity marker, “With Love and Courage” and how their unique approach can drive exponential growth in India.</li><li>• Robbie Dunn, Managing Director of Miloco Studios talked about their 30 year journey starting as a single London studio to the worlds greatest directory of quality recording studios - including some in Bollywood. He shared their story of growth into a 360-degree company offering many other services, all aligned to the core studio business and insights for Indian audio-visual services players.</li><li>• Jay Winship, shared valuable insights on the power of digital content. Also, how at AdShare they envision the India story by addressing primary problems in the media industry: Sales, Distribution, Marketing and Engagement.</li><li>• John Hernandez Delgado shared how he has been working in different organizations from small business, animation studios to reach a level where he is now. He is also very keen to work with the Indians on any of his upcoming projects.</li></ul>
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