



# AGENDA

BUSINESS TRACK	CREATORS TRACK & WORKSHOP	TECH TRACK & WORKSHOP
<p><b>9:00 - 10:30 Registration &amp; networking</b></p>		
<p><b>10 30:am-11:00 am: Fireside chat- Hulu japan CCO Kazufumi Nagasawa with Anil Wanvari</b></p>		
<p><b>11:00 - 11:30: Fireside Chat - Verizon MD Taylor Riese with MTM</b></p>		
<p><b>11:30 - 12:00: OTT platforms and self-censorship Abhishekh Malhotra - Barucha &amp; Partners, Nidhish Mehrotra - Founder &amp; Managing Partner ANM Global &amp; Anil Wanvari</b></p>		
<p><b>12:00 - 12: 40: Lessons from the battlefield SVoD or SVoD and AVoD or purely AVoD or TVoD? What's working in the Indian market? What does the Indian consumer really want? How do we deal with the cost conscious Indian customer? What does that do to business plans? Is there downward pressure on subscription pricing towards sachet pricing? How do you retain the customer? What about advertising support- is the trend on the way up now that huge investments are being poured into originals? Have the partnerships with mobile manufacturers, smart TVs, telcos, DTH, cable TV borne fruit? What's subscriber churn looking like? What next? Can OTT partnerships be forged? Finding a hyper niche or go mass? The regional language story. Is local a limitation in terms of audience or a global opportunity? What about the growing cost of customer acquisition.</b>  <b>Panel discussion: Tarun Katial - CEO ZEE5 India, Gaurav Gandhi - Director &amp; Head Business Amazon Prime Video, India, Satya Raghavan - Director YouTube, Uday Sodhi - EVP &amp; Head Digital Business SPN, Akash Banerjee -SVP &amp; Head Marketing, Partnership Voot, Prabh Singh Consumer &amp; Revenue Lead Hotstar Moderated by - Alex &amp; Anil Wanvari</b></p>	<p><b>12:00 - 12:40: State of content on OTT</b>            We get an update on what OTT creators think and what various platforms have achieved in terms of the content that is currently available. From high cost shows to medium and low cost, there have been plenty of digital series. Where do we see it going from here? What do the CCOs and content creators have to say? Will the content boundaries be pushed further? Can new genres emerge? Is live the way to go?</p> <p><b>Panel Discussion: Tanya Bami - Head, Voot Originals &amp; VP Viacom, Piyush Bhatia - VP Editorial and Content Strategy Eros Now, Ravi Luthria - CEO Monozygotic, Sharan Budraja (Arre)</b></p> <p><b>Moderator - Rajiv Laxman (Founder Monozygotic)</b></p>	<p><b>12:00 - 12:30: Presentation by Ankit Pandey (Head, Business Development - Muvi)</b></p>
<p><b>12:40 - 13:00: Fireside Chat Nykaa.com CCO Madhavi Irani with Anil Wanvari</b>            The brand perspective on content and online viewing and what association with content helps them get a better connect with their audience</p>		
<p><b>1:00 - 2:00 Lunch Break</b></p>	<p><b>1:00 - 2:00 Lunch Break</b></p>	
<p><b>14:00 -14:45 pm The Power of local Storytelling</b>            How different are the OTT originals from what's airing on television – especially in the area of non-fiction, reality and talent hunts? How does one build a continuous local content slate? Is that what the consumer wants?</p>	<p><b>14:00 - 14:30 Presentation by Voot</b></p>	<p><b>14:00 - 14:40: Tech challenges on managing an OTT in India</b>            What are the major technological challenges that companies face while managing an OTT in a diverse nation such as India? Especially considering the scale? What are the solutions?  <b>Baskar Subramanian Co-founder Amagi, Firstpost, Sunil Nair (COO - Alt Balaji)</b></p>

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<p>How much to spend on originals? How much to acquire? How many shows to launch? Will higher investment see a RoI? What are the new genres and formats, which can be developed? Where will the producers come from? What are the trends in Indian content? And is international content finding traction? How to build originals and shows that win viewers every time? Is that important? Or is the LTV of a show more important? Besides shows and films what other assets can OTT platforms and content creators carve out to create value for the consumer and for themselves?</p> <p><b>Panel discussion: Rajiv Chilaka - Green Gold Animation, Ashwin Suresh (Dice Media), Monika shergill - Voot, Abhimanyu Singh (Contiloe) Goldie Behl - Film Maker Moderator - MTM (Alex Rukshan)</b></p>		
<p><b>14:45 - 15:00: Fireside Chat - CCO Eros Now Ridhima Lulla</b></p>	<p><b>14:30 - 15:00 Presentation by Bodhitree</b></p>	
<p><b>15:00 - 15:15: Fireside chat - Applause Entertainment CEO Sameer Nair</b></p>	<p><b>15:00 - 15:30 Screening by ZOOM</b></p>	<p><b>14:40 - 15:15: Presentation by Amagi</b></p>
<p><b>15:15 - 16:00: Customer outreach and building customer delight</b></p> <p>Cost of customer outreach is going up with huge marketing campaigns being drawn up for new content. What does this mean for platforms and creators in terms of RoI? And how are customers reacting to the campaigns? Are they working? Are there any other cost effective ways that platforms can make customers discover, snack and then binge on the new originals? Are customers reacting positively to improvements in user interface, recommendation, AI and machine learning, driven video data analytics to increase consumption and stickiness? What innovative experiences can the platforms provide to consumers? Is immersive video the way forward for the well-heeled and young? Have the experiments worked? What about social media – is that becoming more important to build a tribe for creators and platforms? What does a rights holder/platform owner learn about potential customers when using social media to engage audiences? How will it work when social media starts delivering video via OTT?</p> <p><b>Speakers - Varun Mathur Vertice, Saket Jha Facebook, Ajay Chacko Arre, Manish Agarwal - Zee5, Ravi Sharma Hoichoi, Moderator - MTM</b></p>	<p><b>15:30 - 16:00: Presentation by StudioMojo</b></p>	<p><b>15:15 - 15:45: Presentation by Verizon</b></p>
<p><b>16:00 to 16:10: Tea Break</b></p>	<p><b>16:00 - 16:30: Fireside Chat - Punit &amp; Vinit Krishna (Writers of Mirzapur)</b></p>	
<p><b>16:10 - 16:40: The big data puzzle</b></p> <p>Designing an industry respected metric and getting a buy in from the stakeholders. Will ad- supported video survive without measurement? What will the metric be for advertisers and agencies in a non-measured OTT universe?</p> <p><b>Panel Discussion: Romil Ramgaria COO BARC, Karan Bedi - CEO MX Player, Ali Hussein - COO Eros Digital, Sidharth Shakhder CMO &amp; EVP Hotstar Moderator - MTM</b></p>	<p><b>16:30 - 17:00: Presentation by Grey Matter</b></p>	
<p><b>16:40 - 17:10: Fireside Chat with Shashi Sinha (CEO IPG MediaBrands)</b></p>	<p><b>7:00 - 10:00 Networking followed by Cocktails &amp; Dinner</b></p>	
<p><b>17:10 - 18:00: The importance of distribution</b></p> <p>Even as the Amazon Firestick is getting traction, smart TVs are seeing an off take, and mobile apps are integrating OTTs as well as telcos. What strategies can OTTs draw up for easy discoverability by the customers? What innovations will we see in distribution?</p> <p><b>Panel Discussion: Sameer Gogate (Head Monetization &amp; Distribution VIU), Zulifqar Khan (MD Hooq), Sunil Nair (AltBalaji COO) Moderator - MTM</b></p>	<div data-bbox="764 1868 1414 2252"> <p>ASSOCIATE PARTNERS</p>  <p>INDUSTRY PARTNERS</p>  <p>SUPPORT PARTNERS</p>  <p>EVENT ORGANISED BY</p>  <p>ONLINE PARTNERS</p>  </div>	
<p><b>18:00 - 18:30: The creator's choice</b></p> <p><b>Panel Discussion moderator by Nivedita Basu</b></p>		