



Confederation of Indian Industry

# 7th Edition BIG PICTURE SUMMIT 2018



## CHANGING MEDIA & ENTERTAINMENT LANDSCAPE – FROM CONVERGENCE TO TRANSFORMATION

6 - 7 December | Hotel Leela Palace, Chanakyapuri New Delhi.

### PROGRAMME

#### Day 1: 6 December 2018

1000 - 1120 hrs

#### Inaugural Session

##### Session I: Transformative Policies in Action – A Way Forward

Aligning policies and regulatory frameworks with the broader objectives of growth of the M&E sector will unlock its potential and enable the sector to embrace new technologies and business models. A fireside chat with decision makers on transformative policies to boost media & entertainment sector to new heights.

##### Special Session: The Journey of Storytelling through Indian Cinema: Soft Power of India

#### Networking Lunch

##### Session II: Leaders/CEOs Talk: Game Changers in the Media & Entertainment landscape

The M&E landscape is in transition from convergence to transformation. The M&E growth is predominantly being fuelled by the digital segment with increasing consumption of content over the mobile Internet. The mobile Internet, Artificial Intelligence and Machine Learning are creating a new wave of smart business strategies and modules for the Indian Media & Entertainment sector. The 5G powered AI and Block chain will have a major impact in the changing M&E landscape. The M&E industry is moving from an anxiety of disruption to the hopefulness of transformation with convergence in full swing.

This session will look at some of the game changers in the M&E landscape including:

- Demand for original content across mediums
- Ease of tapping new talent
- Changing Consumer preferences
- New Developments in post-production technology, 5G, VR and AI

Success of subscription Based OTT platforms

##### Special Session on Changing Face of News Broadcasting

Media in India has gone through a sea of change and this session features a talk on the Changing Face of News Broadcasting in the present day and age. This talk will be given by one of the key news personalities who has broken stereotypes in the news era.

##### Session III: Piracy: Concerns and Strategies to overcome piracy in Film Industry and Digital Platforms

Despite many efforts put in by the industry and policy makers, piracy has been rampant and a continuing cause of concern of doing business in M&E space. This session will delve on some of the best practices in the area of piracy and copyright and will highlight the key way forward to combat piracy.

This session will look at the existing challenges and issues faced by the industry including film, broadcasting, mobile, OTT, content, etc

##### TECH TALK: Leveraging Blockchain Technology for New Revenue Models

Visionary, investor, composer and entrepreneur Alexander Shulgin will keynote on the impact of Blockchain in media and entertainment sector. Blockchain technology is transforming industries and its impact on M&E will introduce new revenue models and innovative marketing strategies. You can learn how to leverage blockchain technology, and understand how it works and, streaming payments to right holders and new revenue streams

**Session IV: Music in the Digital Age- Opportunities and Threats in India: Fair value, value gap, piracy**

**Session V: Importance of skill-based training in M&E sector to generate Jobs in the creative economy of India**

The changing Media and Entertainment consumption pattern has positively impacted the demand for skilled labour in the Media and Entertainment sector.

The production of niche-audience content has led to more differentiated content production causing an increase in the number of jobs and job roles.

Accessible and affordable training programmes in M&E sub sectors will ensure availability of skilled resources in the M&E sector, which will play a significant role in creative economy of India

**Celebrity Talk: Meet the New Talent: Path-breaking mindset**

A new bunch of talented artistes have emerged through unconventional roles in equally unconventional movies. This star-studded session will take us through their path-breaking journey. These icons are also an ambassador of meaningful cinema which breaks all traditional clichés and stereotypes

**Country Session : India-Spain Partnership in Film Industry: A world of new opportunities**

1900 hrs onwards

**Networking Evening- Cocktails and Dinner**

**Day 2: 7 December 2018**

1000 - 1030 hrs

**Special Address: Changing Media and Entertainment landscape – From Convergence to Transformation**

A special address by the Hon'ble Minister that will look at the changing media and entertainment landscape, that is now transitioning from convergence to transformation.

This session will delve into the main theme for this year of the Big Picture Summit.

**Session VI: Doing Business with India: Building Up Global Ambitions**

A session on how Indian content is crossing borders, finding appreciation and generating revenue globally. Indian content across mediums is now a force to reckon with and we can explore more possibilities of monetization of Indian content.

**Session VII: News in the Changing Media Landscape: Challenges and Opportunities: A 360 Degree View**

In addition to traditional media, news is now being consumed through the digital media such as online platforms and apps. The news industry stalwarts will delve on how the changing traditions are impacting the business and scope in the near future. The speakers will present a roadmap for young/ upcoming professionals from the news industry on the importance of social responsibility

**Special Session: To promote export of Media & Entertainment services as a Champion Sector – A Way Forward**

This one to one session will delve into the opportunities and support available from Government as an enabler, towards export of M&E services.

**Networking Lunch**

**Session VIII: How Digital platforms are leading to growth in the Media & Entertainment Industry**

Mobile TV is at the forefront of the changing broadcast landscape. Mobile is rapidly expanding the different types of content that people can engage with; new apps and devices are adding greater capabilities in how broadcast can be accessed.

**Session IX: Medium or Content: Who is the real King?**

1500 – 1530 hrs

**Valedictory Session**

Neetu Sikka | [neetu.sikka@cii.in](mailto:neetu.sikka@cii.in) | 9910275190

Karan Solanki | [bigpicture@cii.in](mailto:bigpicture@cii.in) | 9205335473



cii-big-picture



CIIBigPicture



CII-Big-Picture

[WWW.CIIBIGPICTURE.IN](http://WWW.CIIBIGPICTURE.IN)