



Serious attempts are being made to shift video consumption from traditional linear distribution via cable, DTH, and terrestrial towards delivery by broadband. Telcos, platforms, OTT/SVOD/AVOD players, content creators are all putting their might behind this initiative. Amongst the big drivers of this shift is the big money war chest that the big global duo of Netflix and Amazon are putting behind building Indian audiences. Telcos like Reliance Jio, Idea and Airtel are also integrating video and other apps as part of their consumer retention strategies.

Advertisers have tiptoed into the AVOD game even as YouTube continues to corner a bulk of digital ad spends. This is despite a leveling off of CPMs post the demonetization meltdown. Will the flood gates open up now that the hangover has worn off? Thanks to demonetization last year, digital payment options have proliferated and an increased Indian consumer base is using them. Will this aid the OTT players in their subscription drives? Or will the low credit card penetration continue to prove as a brake? Other challenges remain: recommendation, personalization, monetization, discovery, content creation for different multi screen environments, technology, inflection points.

Will Indian OTT/SVOD live up to its promise? Does it have some distance to go before it does so. Vidnet 2017 takes adekko.

AGENDA

8:30AM - Registration

9:30AM - 9:35AM - Opening Remarks

Anil Wanvari, Founder, CEO & Editor in Chief, Indian Television Dot Com Group

9:35AM - 10:00AM - Presentation followed by one on one Discussion

Consumption trends on TV and measuring OTT consumption

Jamie Kenney, Business Head - Digital, BARC India

10:00AM - 10:20AM - One-on-One discussion

Vishal Maheshwari, Country Head - India, Viu

10:20AM - 10:40AM - One-on-One discussion

Uday Reddy, Founder & CEO, YuppTV

10:40AM - 11:25AM - Panel Discussion

Of MAUS, DAUS, Downloads. Who is the real user? What are the metrics?

Moderator: Rajiv Dingra, *Founder & CEO, WATConsult*

Panelists: Ajay Chacko, *Co-Founder & CEO, Arre*
Dilip Venkatraman, *Founder & CEO, VideoTap*
Neel Sapre, *Director of Brand Solutions - India, Cheetah Mobile*
Srinivasan KA, *Co-Founder, Amagi Media Labs*
Vishal Maheshwari, *Country Head - India, Viu*

11:25AM – 11:40AM – Tea Break 

11:40AM – 12:05PM – One-on-One discussion
Sameer Nair, *Group CEO, Balaji Telefilms Ltd*

12:05PM – 12:35PM – One-on-One discussion
Arnab Goswami, *Founder, Republic TV*

12:35PM – 12:50PM – Keynote
Sandeep Reddy, *Country Sales Manager – India Media, Akamai Technologies*

12:50PM – 13:10PM – One-on-One discussion
Uday Sodhi, *EVP & Head - Digital Sony Pictures Networks India Pvt. Ltd*

13:10PM – 13:30PM – Presentation by ATF
Monetizing India – The Content Connection across Asia

Panelists: Anil Wanvari, *Representative India, Sri Lanka, Pakistan, Bangladesh, Asia TV Forum & Market- Reed Exhibitions*
Lunita Mendoza, *Executive Producer / Editorial Director, Asia TV Forum & Market - Reed Exhibitions*
Meen Yi Phua, *Business Development Manager, Asia TV Forum & Market - Reed Exhibitions*

13:30PM – 14:05PM – Lunch 

14:05PM – 14:35PM – One on One Discussion
Online Video Power Houses

Moderator: Sorabh Pant

14:05PM – 14:20PM – Satya Raghavan, *Head - Entertainment Partnerships, YouTube*

14:20PM – 14:35PM – Saurabh Doshi, *Head - Media Partnerships, Facebook India*

14:35PM – 14:50PM – One-on-One discussion
Gaurav Gandhi, COO, Viacom18 Digital Ventures

14:50PM – 15:05PM – One-on-One discussion
Archana Anand, EVP & Head of Digital - India, Z5 Business

15:05PM – 15:45PM – Presentation followed by Panel Discussion
OTT/SVOD as an investment proposition

Presentation: Mihir Shah, VP, Media Partners Asia

Moderator: Paritosh Joshi, Principal, Provocateur Advisory

Panelists: Anirudh Pandita, Founder, Pocket Aces
Mihir Shah, VP, Media Partners Asia
Siddharth Kumar Tewary, Founder & Creative Director, Swastik Productions Pvt. Ltd
Vivek Raicha, Executive Director & Investment Head, Emerald Media

15:45PM – 16:25PM – Panel Discussion
Expanding the content creator value chain

Moderator: Sidharth Jain, Producer

Panelists: Amritpal Singh Bindra, Founder, Still and Still Media Collective
Monika Shergill, Head – Content, Viacom18 Digital Ventures
Raghu Ram, Monozygotic Solutions Pvt. Ltd
Subhayu Roy, Director, Content Sales – India, Perform Group,
Tarun Katial, CEO, Reliance Broadcast Network Limited

16:25PM – 16:40PM – Tea Break 

16:40PM – 17:00PM – Panel Discussion
Building distribution

Moderator: Anil Wanvari, Founder, CEO & Editor in Chief, Indiantelevision Dot Com Group

Panelists: Himanshu Patil, COO, Videocon D2H
Jai Maroo, Director, Shemaroo Entertainment Ltd
SN Sharma, CEO, DEN Networks Limited

17:00PM – 17:15PM – One-on-One discussion
Ramki Sankaranarayanan, Founder & CEO, Prime Focus Technologies

17:15PM – 17:30PM – One-on-One discussion & Closing remarks
Ajit Mohan, CEO, Hotstar