

## BLURRING LINES

## AGENDA

8:30 AM – 10:00 AM

REGISTRATION

10:00 AM – 10:10 AM

WELCOME NOTE :

**Anil NM Wanvari** | Founder, CEO & Editor in Chief, Indian Television Dot Com

10:10 AM – 10:30 AM

Partners AV &amp; Felicitation

10:30 AM – 11:20 AM

**PANEL-1 : Leader Speak: Industry Update on the Current Trends, Challenges & Opportunities for OTT**

Session Chair

**Ajit Thakur** | Co-Founder and Director, Arha Media & Broadcasting Pvt. Ltd.**Samar Khan** | Chief Executive Officer, Juggernaut Productions**Abhimanyu Singh** | Founder & CEO, Contiloe Pictures**Goldie Behl** | Producer, Director & Showrunner, Rose Audio Visuals**Mayank Shekhar** | Film Critic, Journalist and Author

11:20 AM – 12:10 PM

**PANEL-2 : Demystifying The OTT Content Landscape**

Session Chair

**Saugata Mukherjee** | Head of Content, Sony LIV**Devendra Deshpande** | Chief Executive Officer, Friday Filmworks Pvt Ltd**Tejkarran Singh Bajaj** | Head- Originals, Jio Studios**Sameer Gogate** | General Manager, BBC Studios India**Vidyuth Bhandary** | Studio Head-DICE Media, Pocket Aces**Mitesh Kothari** | Co-Founder and Chief Creative Officer, White Rivers Media

12:10 PM – 1:00 PM

**Panel- 3 : Is Connected TV Driving The Next Phase of Advertising Growth on OTT?**

Session Chair

**Sonam Pradhan** | Head – Integrated Media & Agency Relations, Mahindra & Mahindra (Automotive)**Abraham Alapatt** | President & Group Head – Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook (India) Ltd.**Krishnarao Buddha** | Senior Category Head, Parle Products Pvt Ltd**Avtej Sawhney** | Head of Marketing, SUGAR Cosmetics**Jaikishin Chhaproo** | Head Media & Brand PR, ITC Ltd**Vishal Shah** | Managing Partner, EssenceMediacom India

01:00 PM – 2:00 PM – LUNCH

2:00 PM – 2:45 PM

## Panel- 4 : The Role of Subscription in an Increasing AVOD/FAST World

**Abhishek Joshi** | Head – OTT, ShemarooME

**Nitin Burman** | VP & Head – Non-Subscription Revenue, Arha Media & Broadcasting Pvt. Ltd.

**Abhirup Datta** | Head AVOD Marketing, Zee5

**Aamir Mulani** | Founder & CEO, PlayboxTV

Session Chair

**Uday Sodhi** | Founding Partner, Kurate Digital Consulting

2:45 PM – 3:30 PM

## Panel- 5 : Understanding Diverse India: The Real Bharat

**Vaasudev Koppineni** | Head of Content and Non-Subscription Revenue Business, Arha Media & Broadcasting Pvt. Ltd

**Litisha Panda** | Head of Business – Digital, Odisha Television Network

**Amit Desai** | Co-Founder, Oho Gujarati

Session Chair

**Naveen Chandra** | Founder and CEO, 91 Film Studios

3:30 PM – 3:45 PM

## Special Presentation: EXTREME: Bring Content Closest to User

**Raunak Maheshwari** | ED & CEO, Extreme

3:45 PM – 4:30 PM

## Panel- 6 : Accelerating Consumer Demand and OTT Uptake Through Experiences

**Vinit Mehta** | Sales Director, India & ME, Endeavor Streaming

**Sourjya Mohanty** | Chief Operating Officer, EPIC ON

**Manish Verma** | Head of Technology, Sony LIV

**NK Rouse** | COO, NXTDIGITAL

Session Chair

**Anil NM Wanvari** | Founder, CEO & Editor in Chief, Indian Television Dot Com

4:30 PM – 5:20 PM

## Panel- 7 : Creating A World In 6-10 Episodes

**Nimisha Pandey** | Chief Content Officer, Zee5

**Alankrita Shrivastava** | Film Director & Screenwriter

**Karan Anshuman** | Writer, Director and Producer, Atomic Films

**Sidharth Jain** | Founder & Producer, House of Talkies

**Kartik Krishnan** | Head of Development-Dice Media & Writer, Actor & Creative Director, Pocket Aces

**Sandeep Modi** | Creator & Director, The Night Manager

Session Chair

**Anil NM Wanvari** | Founder, CEO & Editor in Chief, Indian Television Dot Com

5:20 PM – 6:00 PM

## Masterclass: Decoding: City of Dreams With Cast & Crew

**Nagesh Kukunoor** | **Deepak Segal** | **Elahe Hiptoola** | **Atul Kulkarni**

**Priya Bapat** | **Sachin Pilgaonkar** | **Eijaz Khan**

Session Chair

**Namitaa Sachdeva** | TV Presenter & Entertainment Journalist