

SAHARA STAR

16 JANUARY 2019

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AGENDA

IWMBuzz, one of the fastest growing media companies in India, is organising a TV-Video Summit & Awards which will be held on January 16, 2019 at Sahara Star, Mumbai, in association with BARC India. BARC India is the largest measurement company of its kind in the world. The Indian television industry has grown exponentially over the years and till date, is a major source of entertainment for millions of Indians. The idea of the summit is to reach out to a larger audience. Understand content creation/consumption specifics: take feedback, involve in knowledge sharing and also via 360 degree marketing push and airing of content (real time and post) make ample impact across consumers. Television industry is seeing lot of changes on Content, Digitisation, and competition from OTT/Web etc. "Television and its evolution" is the key discussion point. It is a challenging yet interesting time for the industry. At the summit, we bring the best in business to discuss the future of TV-Video industry and the awards will recognize best efforts in programming.

1:15PM	REGISTRATION	
2:10PM to 2:20PM	ANCHOR NOTE Introduction To Summit & Awards	MANISH RAISINGHAN & VIRAF PHIROZ PATEL
2:20PM to 2:30PM	WELCOME INTERACTION	SIDDHARTHA LAIK (Founder & Editor in Chief, IWMBuzz.com)
2:30PM to 2:45PM	SPECIAL ADDRESS Content: Time To Go Premium	SIDDHARTH KUMAR TEWARY (Writer, Director, Producer, Swastik Productions)
2:45PM to 3:15PM	NEWS ON TV: SENSE AND SENSIBILITIES	<u>In Conversation With</u> PARITOSH JOSHI (Principal, Provocateur Advisory - A Media Advisory Practice) Joined By VIKAS KHANCHANDANI (CEO, Republic TV) ANURADHA PRASAD (Chairperson & MD, News 24) MEGHA TATA COO, BTVI (Business Television India) NILESH KHARE (Channel Head & Editor, Saam TV) AMIT SETHIYA (Head Marketing, Syska)

3:15PM to 3:45PM

**HINDI MOVIES ON TV:
THE RATINGS BOOSTER?**

Session Powered by



In Conversation With

AMIT TYAGI

(Executive Editor - Television, Aaj Tak)

Joined By

VIKAS VARMA

(Channel Head, Bflix Movies)

SANDEEP GUPTA

CFO & COO, B4U India (Broadcasting Division)

RUCHIR TIWARI

(Business Head, Zee Hindi Movies Cluster,
Zee Entertainment Enterprises Ltd)

SIDDHARTH BHARDWAJ

(CMO & Head of Enterprise Sales,
UFO Moviez India Ltd)

3:45PM to 4:15PM

RUPEE & RATINGS

In Conversation With

ROMIL RAMGARHIA

(COO, BARC India)

Joined By

ASHISH SEHGAL

(Chief Growth Officer, Advertisement Revenue,
Zee Entertainment Enterprises Ltd)

SAI NARAYAN

(Associate Director & Head of Marketing,
Policybazaar Group)

ATIT MEHTA

(Marketing Head, BYJU'S)

VANITA KESWANI

(CEO, Madison Media Sigma)

HIREN GADA

(CEO, Shemaroo Entertainment Ltd)

4:15PM to 4:45PM

GECs: THE BIGGER GAME

In Conversation With

ANANT RANGASWAMI

(Editor, Melt, WION)

Joined By

NINA JAIPURIA

(Head - Hindi & Kids TV Network,
Viacom18 Media Pvt. Ltd)

NANDINI DIAS

(CEO, Lodestar UM)

JISHNU SEN

(CMO, Big Bazaar - Future Retail)

JAMNADAS MAJETHIA (JD)

(Producer, Actor, Director & Writer,
Hats Off Productions)

NEERAJ VYAS

(Sr. EVP & Business Head,
Sony Pictures Networks India)

KRISHNA MENON

(Chief Revenue Officer, The Q India)

<p>4:45PM to 5:00PM</p>	<p>FIRESIDE CHAT</p>	<p>ANUJ GANDHI (Group CEO, Indiacast Media Distribution Pvt Ltd) <u>In Conversation With</u> CURT MARVIS (CEO & Co-Founder, The Q India)</p>
<p>5:00PM to 5:30PM</p>	<p>PRIDE OF REGIONAL</p>	<p><u>In Conversation With</u> MAUTIK TOLIA (CEO, Bodhitree Multimedia Pvt. Ltd) Joined By AJAY BHALWANKAR (Business Head, Sony Marathi & Sony Pictures Networks India) SHIRISH PATTANSHETTY (MD, Fakt Marathi, Enterr10) PUNIT DHARAMSI (VP, Marketing & Investor Education, AMFI) RABINDRA NARAYAN (MD & President, G Next Media Pvt. Ltd)</p>
<p>5:30PM to 5:50PM</p>	<p>FIRESIDE CHAT: TELEVISION 2.0</p>	<p>PARTHO DASGUPTA (CEO, BARC India) <u>In Conversation With</u> SHASHI SINHA (CEO, IPG Mediabrands India)</p>
<p>5:50PM to 6:00PM</p>	<p>TEA BREAK ☕</p>	
<p>6:00PM to 6:30PM</p>	<p>KIDS PROGRAMMING: REDEFINING ENTERTAINMENT</p>	<p><u>In Conversation With</u> NEETA THAKARE (Independent Media Consultant) Joined By ANU SIKKA (Head - Content, Kids Entertainment Cluster, Viacom18 Media Pvt. Ltd) UTTAM PAL SINGH (Head, Discovery Kids - Discovery Communications) MAYANK BHATNAGAR (Sr. VP, Carat India) LOKESH KATARIA (Head of Marketing, Mattel Toys India Pvt. Ltd) KAVITHA JAUBIN (Cluster Head - Content Acquisition & Kids Entertainment, Sun TV Network Ltd)</p>

