





DRAFT Programme

12th March 2018

12:45pm	Registration & Coffee <i>Venue: Konkan Pre Function Area, Mezzanine Level, Taj Lands End</i>	
1:15pm	Welcome Address Louis Boswell , CEO, casbaa	
1:25pm	Opening Keynote session Manish Maheshwari , CEO, Network18 Digital With Louis Boswell , CEO, casbaa	
1:50pm	OTT Regulatory Practices Across Asia On overview the latest CASBAA survey of policies and practices in the OTT space in Asian markets John Medeiros , Chief Policy Officer, casbaa	
2:10pm	Exploring the Concept of Self-Regulation for OTT: A Productive Way Forward The challenges and opportunities associated with online VOD as well as best practices around regulation and responsibility. Amrita Mukherjee , VP, Hotstar Sujeet Jain , Group General Counsel & Company Secretary, Viacom18 Avnindra Mohan , Group President-Legal, Zee Entertainment With John Medeiros , Chief Policy Officer, casbaa	
2:40pm	Talking Complexities and Opportunities in the Indian OTT Market Hiren Gada , Director, Shemaroo Entertainment Akash Banerji , Head, Marketing & Partnerships, Viacom18 Digital Ventures With Anil Wanvari , Founder & CEO, Indiantelevision.com	
3:05pm	How CSPs Are Monetizing OTT Communications service providers (CSPs) have experienced numerous disruptions in the 21st century, arguably none more important than the rise of over-the-top (OTT) players. Join us as we discuss monetization opportunities for CSPs, as well as subscription tools and billing solutions needed for OTT recurring revenue success. Michael Greco , VP, APAC, Vindicia	
3:20pm	Coffee Break <i>Venue: Konkan Pre Function Area, Mezzanine Level, Taj Lands End</i>	



3:35pm	<p>Talking Tech Beyond the hype of marketing and glamour, and intensity of shows on the screen, lot of backend work happens, made possible by technology. We look at some such techs that make content delivery easy, innovative and safe on digital platforms --- ensuring consumer and customer satisfaction.</p> <p>Sandeep Reddy, Country Sales Manager, Media, Akamai Technologies Amit Kharbanda, MD, MyBox Technologies</p> <p>With Raman Kalra, Partner, M&E Advisory Leader, PricewaterhouseCoopers</p>	
4:05pm	<p>Will India be a Hybrid Market? Though global and Asian trends are highlighting cord-cutting, would India, according to stakeholders, continue to be an `and` market where cable, DTH and digital all co-exist for years and generate revenues?</p> <p>Ali Hussein, COO, Eros Digital Ashok Mansukhani, MD, Hinduja Media Group Gaurav Malik, Country Director, India, Limelight Networks Archana Anand, EVP & Head of Digital, ZEE5 India Business</p> <p>With Virat Patel, MD, Pioneer Consulting Asia</p>	
4:50pm	<p>Start of A New Era: Digital Measurement</p> <p>Romil Ramgarhia, Chief Business Officer, BARC India</p> <p>With Paritosh Joshi, Principal, Provocateur Advisory</p>	
5:20pm	<p>The Indian Content Platter vs. Asian/Global Mix Often dubbed many small markets and not just one homogenous one, the Indian consumer primarily loves sports, led by cricket, Bollywood & Hollywood movies and tear-jerker soaps. True or false? Or is digital creating space for alternative and edgy content too and is regionalization of content and services a trend in India?</p> <p>Anuj Gandhi, Group CEO, IndiaCast Subhayu Roy, Head, Content Distribution, South Asia, Perform Group Gaurav Verma, Chief Revenue Officer, Red Chillies Entertainment Aneesh Madani, Head of Sports Partnerships APAC, Twitter</p> <p>With Nikhil Narendran, Partner, Trilegal</p>	
6:00pm	<p>Closing Remarks Louis Boswell, CEO, casbaa</p>	
6:10-8:00pm	<p>Cocktails <i>Venue: Konkan Pre Function Area, Mezzanine Level, Taj Lands End</i></p>	

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