

### PRELIMINARY PROGRAMME

Time in IST	
08:30	<b>Delegates and Speakers Registration</b> <i>Venue: Family Lounge, Lower Lobby Level, JW Marriott Mumbai Juhu</i>
09:30	<b>Welcome Remarks</b>
09:35	<b>Opening Remarks</b>
09:40	<b>Inaugural Conversation: A New Framework to Create a Global Entertainment Hub</b> Building a new framework for the future of India's video eco-system from FTA to pay TV and streaming.
10:05	<b>State of Video in India</b> The India video industry continues to go through a period of rapid change and development. Mergers and acquisitions of all sizes, new regulatory policies, evolving consumer habits and increasing discretionary income are all informing new services and monetisation models. As India takes the global spotlight with significant investment shifting out of China into the sub-continent, what does the future hold for India's ever-growing video ecosystem?
10:25	<b>The Growth Story - In Conversation with....</b> Netflix India's FY23 revenue grew 24% while profit was up 75% compared to last year. While preventing password sharing and mobile-only subscription plans have helped drive the revenue growth, will the next phase of growth be driven by advertising? How is this growth shaping it's local Indian content plans, what is the focus of it's content offerings. How important is it and what role does it play in the wider international content offerings for the service globally?
10:50	<b>Does Regional Content Make Better Business Sense?</b> With lower ARPUs than traditional pay TV, is scale even more critical for streaming success? And is there still an opportunity to succeed and thrive if you are not the biggest or don't have seemingly unlimited resources? With an ability to attract and retain regional audiences and attract greater regional advertisers, does investing in regional content today make better business sense than ever?
11:25	<b>Coffee Break</b>
11:35am	<b>Doubling Down in India - In Conversation with...</b> Streaming is not for the faint hearted. It requires deep pockets and is all about the topline and bottom line. Prime Video is ideally position for growth, leveraging on Amazon's extensive resources and consumer experience. Following the restructure in early 2024, what is the strategy moving forward? How important is Asia and India in particular, amongst the global scheme of things? With its announcement of 69 new Indian productions over the next 2 years, what is the ambition? When will it roll out premium video advertising in this region and how will it leverage their e-commerce business?
12:00	<b>Monetizing the Stream: How Can More Revenue Be Generated, is Aggregation the Answer and will FAST Take Off in India?</b> With most major streaming services yet to turn a profit, the future of streaming clearly lies on its ability to crack this nut. What needs to be done and how? Are there new revenue streams that can be better leveraged? Will aggregation be the answer or will FAST be the way forward? Is the market big enough to support even greater fragmentation of both audiences and advertising share?
12:35	<b>Navigating the Convergence of Cloud Technologies and Innovations in Content Delivery for OTT</b> Winning in streaming is not just about the content and often just as much about the consumer experience. What some of the latest transformative cloud technologies and edge computing, and how are they being harness to enhance OTT experiences including enabling scalable, efficient, and personalized streaming experiences. What are the pratical challenges in integrating cloud infrastructure with media platforms to

	achieve high-quality streaming, dynamic scaling, and enhanced content delivery networks (CDNs). And how can one set up an effectively to protect valuable content assets and data from piracy?
13:00	<b>Lunch Break</b>
14:00	<b>Making of a Juggernaut - In Conversation with...</b> 2023 may well be remember as the year of cricket content disruption in India. However, 2024 will undoubtedly be remember for the birth of a streaming behemoth. What is the way forward and what does this all mean for the consumer, content producers and the competition?
14:25	<b>FTA and Linear Pay TV Thriving in the Age of Streaming</b> The traditional FTA and linear pay TV industry may have been hit but they are certainly not out and India continues to be one of the markets when linear pay TV continues to thrive. How long can this continue and is this just simply like an iceberg melting on is the industry adopting and changing to meet the challenge of streaming?
15:00	<b>Shifting Gears and Accelerating Growth - In Conversation with...</b> In 2023 Disney+ Hotstar India saw advertising grow 17.25%, subscription revenue increases 49.32% and content licensing grow 93.83%, while it still commands the top spot with almost a quarter of the total streaming market shar – impressive growth in the new reality of streaming profitability. How did it achieve this, what are the next steps moving forward in 2024 and what are its content plans as India continues to grow as the world's third largest SVOD market?
15:25	<b>Inspiring and Empowering the Next Generation of Women Leaders</b> A celebration of women leaders who have contributed to our industry and the successful companies that recognize and are striving for greater inclusion and equity in their corporate culture and leadership teams. How are they achieving it, attracting top talent and better meeting their different consumer bases, grooming the next generation of women leaders, what are the challenges and how they are overcoming them?
16:00	<b>Coffee Break</b>
16:10	<b>Connected TV – Programmatic Opportunities, Better Targeting and Moving Down the Marketing Funnel</b> With limits on how much a service can charge a subscriber in India, every streaming service is either built from start with a free advertising tier or has or will be adding an advertising tier if they are a subscription service. What are the challenges in getting more marketers into the stream and how can we overcome them as well as maximizing the revenue potential from increasing number of eyeballs that streaming now attracts?
16:45	<b>Sports and the Stream – What's Appealing beyond Cricket?</b> Yes everyone knows the power and appeal of cricket but India has made its mark globally in many other sports from hockey to tennis and badminton to formula one, and football is fast gaining strong popularity as well. But are the audiences big enough to make up a significant enough subscriber base and if cricket is free, would they even consider paying for any other sport? And even if they are millions of fans, is that still big and appealing enough for the all-important advertisers to invest their marketing dollars which often opt for the can't fail cricket option?
17:35	<b>Making a Mark Globally</b> With Oscar winning <i>The Elephant Whisperers</i> , India has deservedly reaped global recognition for its prowess in factual content production. So what next? Is this the peak or does this herald the start of a golden era for this genre in India? And with no shortage of talent and production expertise, what does it take for India to produce scripted TV entertainment of global appeal beyond the Indian diaspora and is this even a goal?
18:05	<b>Closing Remarks Followed by Cocktail Networking</b>

## Gold Sponsor



## Media Partners

**BROADCAST & CABLESAT**

**c**ONTENTasia

**C21Media**

**JUMPSTART**

**media partners asia**



**televisionAsia**  
*plus*

## Supporting Events and Organisations

**APSCC**

**SI**INDIA  
An association for space industry

**GSOA**  
GLOBAL SATELLITE OPERATORS ASSOCIATION

**WTA**