

INDIA DIGITAL PAY-TV SUMMIT

ITC Maratha Hotel, Mumbai
October 11, 2011

Pay-TV is in its vital decade, serving over 500 million people and ready to reinforce its leadership as the ultimate consumer-based entertainment and information proposition in an era of digitization and broadband enabled convergence. This transition is dependent on commercial realities on the ground and how key stakeholders partner and invest together for a sustainable future. Join us on October 11 at the [India Digital Pay-TV Summit](#), hosted by Indian Television and Media Partners Asia, to watch the industry move forward as market leaders come together at the ITC Grand Maratha in Mumbai.

SUMMIT AGENDA

08:00 – 09:10

Registration and Breakfast

09:10 – 09:30

Introduction & Key Themes

09:30 – 10:00

Keynote presentation and Q&A

Punit Goenka, MD & CEO, Zee Entertainment Enterprises Ltd.

10:00 – 10:50

Digitization, Ground Realities & The Way Forward

Digitalization seems to be the need of the moment. A peek at what's really happening on the ground.

(Q&A)

- » Ashok Mansukhani, President, MSO Alliance
- » Deepak Jacob, EVP (Legal & Regulatory Affairs) & General Counsel, Star India
- » Jagi Panda, MD, Ortel
- » Mahesh Kumar, CEO, Sun Direct
- » Rahul Johri, SVP, Discovery Networks Asia

10:50 – 11:10

Tea & Coffee

11:10 – 11:50

Consolidation & Levers of Future Growth

Will the Pay-TV industry see a spurt in alliances, mergers & acquisitions.

(Q&A)

- » SN Sharma, President, DEN
- » K Jayaraman, CEO, Hathway Cable & Datakom
- » Nikhil Vora, MD, IDFC Securities
- » Neeraj Bhatia, Principal, Exponentia Capital
- » Gurmeet Singh, Director, Manthan Broadband Services Pvt. Ltd.

11:50 – 12:30

DTH Dimensions: Future Value Drivers

With content differentiation limited, what are the killer apps, pricing and business models which will further drive the DTH sector?

(Q&A)

- » Shashi Arora, CEO, DTH / Media Services, Airtel
- » Deepak Mathur, VP, SES
- » RC Venkatesh, CEO, Dish TV
- » Neeraj Sanan, EVP & Head (Marketing & Distribution) MCCS
- » Gaurav Gandhi, COO & Head (Intl), Sun18 Media Services North & Viacom 18 Media

12:30 – 13:00

Interconnect and The Path to a New regulatory Regime

Q&A with Dr. JS Sarma, Chairman, TRAI

13:00 – 14:00

Lunch

14:00 – 14:50

HD Transformation: Decoding & Delivering

Indian broadcasters are upgrading their channels from SD to HD. How are the distribution outlets coping and what are the key benefits and challenges for the value chain from HDTV?

(Q&A)

- » Anil Khera, CEO, Videocon
- » Ajay Chacko, President, AETN-18
- » Yogesh Radhakrishnan, CEO & MD, Media Network & Distribution (India Ltd.)

14:50 – 15:40

VAS, Advertising and New Business Models

As networks digitize & DTH spreads, what additional services can be provided to customers? Where will the new revenue streams come from?

(Q&A)

- » Punitha Arumugam, CEO, Madison Media Group
- » Darryn Rodricks, Director, Advertising Solutions, Asia Pacific, NDS
- » KA Srinivasan, Co-founder, Amagi Media Labs
- » Kallol Borah, Director, Lukup Media

15:40 – 16:00

Tea & Coffee

16:00 – 16:50

Broadband Dimensions: Disruptors & The Next Generation

With broadband connections on the rise in India, will consumption of video online via streaming rise? How will this impact the traditional ways of TV delivery?

(Q&A)

- » Punit Garg, VP, Bharti Airtel
- » EVS Chakravarthy, CEO, YOU Broadband
- » Raman Kalra, Director & Partner, Communications Sector / Industry Leader - Media & Entertainment, IBM
- » Anuj Gandhi, Independent Consultant

16:50 – 17:00

Closing Remarks