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The
**Content
HUB**

TV, DIGITAL VIDEO & BEYOND

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03-05 DECEMBER 2014 Mumbai

**POST EVENT
SUMMARY**



EXECUTIVE SUMMARY

The growth of the visual medium (from traditional television to online short format content to mobile TV content) has changed the way it is created and especially how it is consumed. Now, more than ever before, there is a constant need for new and exciting content, and as a result, a requirement for dynamic creators and scriptwriters.

Keeping this in mind, Indiantelevision.com organised a three day get together for the industry to discuss, understand, educate and engage those involved in the content creation process – both for TV and digital. The idea behind this initiative is to spark off changes in the thought and creation processes in the content pipeline in order to come up with best practices and also initiate paradigm shifts in programming in India.

Indiantelevision.com's The Content Hub was a resounding success and saw about 200 writers, creators, producers, artistes and broadcast executives come together to forge the content ecosystem in a new direction.

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PROGRAMME HIGHLIGHTS





DAY ONE THE CONFERENCE

Day One was a full day conference and a platform for the industry to discuss pertinent topics relating to the content business and how it affects the entire ecosystem. It was held at The Westin Mumbai Garden City, Goregaon (E), Mumbai.

THE RISK TAKERS

This session dealt with the risk taking broadcasters of the industry in which Madison World chairman Sam Balsara spoke to Epic Television Networks founder and MD, Mahesh Samat and Reliance Broadcast Network CEO Tarun Katial. The dialogue highlighted whether the gamble with differentiated content was paying off. The common consensus was that there is little space for niche and segmented content as it involves a lot of investment and distribution costs. If original content needs to be created, high investment is required. Apart from that, there was also a discussion on adapting international formats for Indian television. The experts stated that there have been shows that have been adapted legally and have proven to be successful. Additionally, adapting a format lies totally on the economics of the channel.



CHANGING THE DYNAMICS OF TV CONTENT

"Changing the dynamics of TV content" was a panel moderated by television content producer and broadcast consultant Sukesh Motwani and consisted of Doordarshan ADG West Mukesh Sharma, Zee TV business head Pradeep Hejmadi, Cinevistaas director, producer & creative head Siddharth Malhotra, Shashi Sumeet Productions co-founder/ director Sumeet H Mittal, Satyamev Jayate director Satyajit Bhatkal, Viacom 18 head of content-regional network Sanjay Upadhyay and writer Purnendu Shekhar. The session addressed how television content is evolving and daily soaps are driving the channels financially. Efforts have been made to break away and the panelists agreed that there is a need for change. Though the broadcasters make an effort, they are afraid to lose loyal audiences through vast experimentation. However, fresh content can only be created if the television community looks at other metrics, beyond the traditional TVTs and TRPs.



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This was followed by Prime Focus Technologies VP and head of sales, India & South Asia, Ankur Jain talking about **VIRTUALIZING THE CONTENT SUPPLY CHAIN** using Clear.

THE FICTION FRICTION

The fiction show space in India is undergoing change. While there is experimentation, several shows address similar themes. Discussing this were Hats Off Productions founder JD Majethia, Balaji Telefilms creative director Nivedita Basu, Epic Television Networks creative head Ravina Kohli, MTV programming head Vikas Gupta, writer and producer Ila Bedi Dutta and author and scriptwriter Gajra Kottary. The session was moderated by Monisha Singh Katial, head of content and operation, IPR, Times Group. The speakers agreed that the fiction space in television is experiencing a lull as all the content on television looks the same. Writers on the panel said that most of them have had unusual stories to tell, but broadcasters pick up shows based on their research which is not always accurate. Current shows are squeezing writers to the extent that they lose the creativity and passion with which they started. The panel agreed that writers, producers and channels are not doing enough to push the envelope in order to take fictional content on Indian television to a whole new level.





KEYNOTE: JUSTIN SCROGGIE THE GLOBAL FORMAT LANDSCAPE

During his keynote, The Format People CCO & partner Justin Scroggie said that talent shows and drama series drive the global format business. Television formats have become essential components in the international television market and investors around the world are now looking at television as an attractive business. He stated that countries are making their own versions of talent shows so that they don't need to buy international formats while scripted formats, which also include drama series, can be adapted and remade in other countries. He reiterated the fact that the best formats are those that travel and can be adapted into the story and emotions of any country.

COMEDY FIX!

With soaps and dramas ruling Indian television screens, comedy to some extent has taken a backseat. A session on 'Comedy Fix' sought to find out if comedy as a genre is beginning to wane on television, what's ailing it and the solutions needed to hoick it. Moderated by Indiantelevision.com's founder, CEO and editor-in-chief Anil Wanvari, the speakers included Neela Telefilms director Asit Modi, Optimystix Entertainment writer and producer Vipul Shah and All India Bakchod (AIB) co-founder and member Tanmay Bhat. All the panelists stated that comedy shows can stay fresh as "Comedy Circus ran for seven and a half years," said Vipul. "Tarak Mehta has stayed fresh for 1,500 plus episodes," added Asit. "Now Comedy Nights with Kapil has been running successfully for a few seasons," said Anil. The panelists agreed that comedy is a specialized genre and the only outlet available for comedy is Sab TV and Tanmay wished an Indian Comedy Central which encouraged stand up and other comedy, would emerge. The biggest problem is the dearth of television comedy writing talent, which could be addressed by youngsters from college being groomed in writers' rooms headed by experienced writers. As television in India catered to families, most of the comedies tend to be written with them in mind. But new genres and sub genres could emerge which catered to other sensibilities of demographics like youth. Digital outlets like YouTube have given a window to comedy talent to get adventurous with scripts and language, which is not possible with television, was Tanmay's view.



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THINKING DIGITAL

Digital has become the core of any strategy today. For this panel, the key players in the digital space shared valuable insights on their success stories and how they manage to make money in this competitive market. The dialogue was moderated by CNBC-TV18 editor of Storyboard Anant Rangaswami. The speakers included The Viral Fever and TVF Media Labs founder and CEO Arunabh Kumar, Rajshri Entertainment MD and CEO Rajjat Barjatya, Viacom 18 Media EVP and MTV and MTV Indies business head Aditya Swamy, Qyuki Digital Media co-founder and MD Samir Bangara, Zenga Group MD and CTO Shabir Momin, YouTube head of content operations India Satya Raghavan and Multi Screen Media Pvt. Ltd. (Sony Entertainment) EVP and head - Digital Business Uday Sodhi. The panelists expressed that content can make big money on digital. The advantage of digital is that advertisers and brands let creators do what they need to with very few restrictions. While traditional media players believe that production value equals quality, in the online space, concept is what drives engagement. Branded content will always be there because brands are the ones that pump in a lot of money into creating digital video content.



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DAY TWO AND THREE THE MASTER CLASS ON MAKING INDIA A FORCE IN FORMATS

The two day Master Class conducted by Justin Scroggie, Format Doctor, format creator, and Chief Creative Officer & Partner of The Format People Group was held at The Classique Club, Oshiwara, Andheri (W), Mumbai.

Justin has worked as an expert consultant with both broadcasters and production companies around the world to diagnose and solve issues with their formats, from development to pilot to post-production. Shows that he has consulted on include Sing My Song (China), Jamie's Dream School, One Day Leader, Total Blackout, Canada's Greatest Know It All and Crystal Maze, to name a few.

The Master Class focused on how to generate good format ideas, how to turn good ideas into great formats, examined the DNA of a format that makes it sellable, the creation of the format bible and how to protect your format.



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