



Presents

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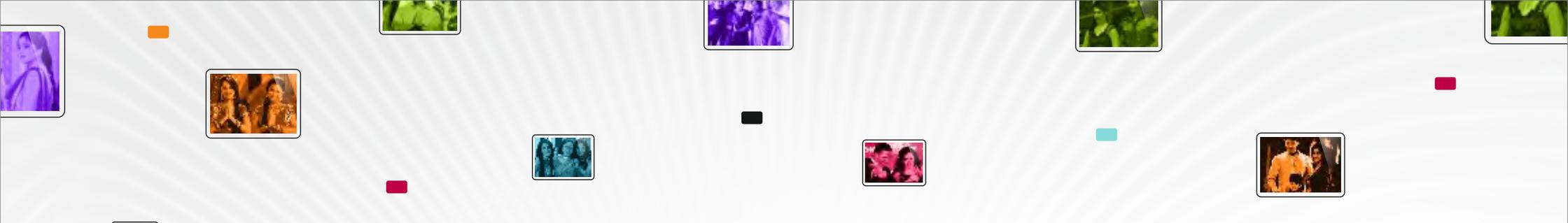
The
Content
HUB

TV, DIGITAL VIDEO & BEYOND



POST EVENT SUMMARY

11 February 2016 | The Westin, Mumbai



ABOUT THE EVENT

EVENT SUMMARY

As the creative space becomes more and more dynamic, be it on television or digital platforms, the hunt for the right content becomes increasingly popular. Gone are the days when stable stereotypes and run of the mill scripts would generate crores of revenue. Today's audience is aware, and so are the advertisers, armed with data and analytics.

Keeping that in mind Indiantelevision.com brought creators, broadcasters, producers, and experts from media agencies under one roof with The Content Hub 2016 where they brought up and discussed the current scenario of creative content and the factors that affect it. With thought provoking sessions that tickled the creative's' grey matter, The Content Hub

received overwhelming success with over 300 writers, creators, producers, artistes and broadcast executives that came together to forge the content ecosystem in a new direction.



CONFERENCE PROGRAMME

RE-RUNS RULING TRP CHARTS: WHY INNOVATE?

To give a detail insight on the road ahead for creators in such a scenario where reruns are ruling the TRP charts, the session raised a crucial question -- should broadcasters continue to create new content or stick to the tried and tested? Havas Media Group India and South Asia CEO Anita

Nayyar, The Story Lab country head Sunil Kumaran, Contiloe Entertainment co-founder & CEO Abhimanyu Singh, Maxus South Asia MD Kartik Sharma and Indiantelevison.com founder, CEO and editor-in-chief Anil Wanvari were the panelists on board. The session was moderated

by Purple Canvas Creations co-founder and partner Gaurav Seth.

Re-runs have started rating very high but are being watched by a new market who have never seen these shows before.

SESSION PHOTO



CONFERENCE PROGRAMME

REDEFINING PRIME TIME

Whether there is a need to redefine what we call 'prime time' on television was the question of the hour and who better to answer it than those who dabble in the GEC prime time of Indian television i.e, Doordarshan ADG Mukesh Sharma, Viacom 18-Colors, CEO Raj Nayak, Balaji

Telefilms CEO Sameer Nair, Reliance Broadcast Network Limited, CEO Tarun Katial and Havas Media Group, India and South Asia, CEO Anita Nayyar.

Moderator for the session
indiantelevision.com founder,
CEO and editor in chief Anil

Wanvari struck at the nerve of the issue with the question -- what defines the prime time of a Hindi GEC channel?

SESSION PHOTO



CONFERENCE PROGRAMME

MIP KEYNOTE BY TED BARACOS FOLLOWED BY A CONVERSATION

The session opened with a Keynote from Ted Baracos , global director of market development – TV division – Reed Midem, where he highlighted the New TV Trends in the current global content ecosystem. It was followed by a conversation with MIP Market veterans, Vivek Bhutyani - head of content sales/syndication – Star India , Debkumar Dasgupta - vice president for international business and head of content sales at Indiacast Media Distribution Pvt. Ltd. , Rajjat Barjatya- managing director & CEO at Rajshri Entertainment Private Limited and Ted Baracos , global director of

market development – TV division – Reed Midem. The session was moderated by Anil Wanvari – representative for India, Sri Lanka, Pakistan and Bangladesh – Reed Midem. They chatted about how the MIP Markets - MIPTV & MIPCOM have helped them grow in the global market and how attending these has been a very rich learning opportunity and boost for them. The key highlight of the session was the interest in India being the “Country of Honour at MIPCOM” and the fact that stats reveal that TV shows from Turkey, Mexico, South Asian nations have tasted

success globally.

Rajjat Barjatya said, “Look at MIP as an investment and not a cost. It is wonderful to be a part of that ecosystem. MIP is an amazing market and opportunity. It is a wonderful experience & platform to showcase content”.

Anil Wanvari quoted, “India is the rising star. As a community, we need to collectively have India as the “Country of Honour” at MIPCOM.

SESSION PHOTO



CONFERENCE PROGRAMME

IS REALITY TV DYING?

The session started with a question 'Is Reality TV Dying?' which was moderated by Monozygotic managing Zygote Rajiv Lakshman.

Panelists on board were Endemol COO- TV business Abhishek Rege, Saibaba Telefilms founder Gajendra Singh, Purple Canvas

Creations co-founder and partner Gaurav Seth, Big Synergy COO Indranil Chakraborty and Reed Midem TV Division director of global market development Ted Baracos.

Non-fiction reality TV entails a major chunk of Indian TV pro-

gramming. But it costs a lot to produce and audience interest seems to be waning. No non-fiction entity managed to create the desirable impact last year.

SESSION PHOTO



CONFERENCE PROGRAMME

ENGLISH VINGLISH: WHAT'S BEYOND HINDI GECS?

With so many English entertainment channels, the emergence and the demand of English content is rising at a fast pace in India. Though Hindi GECS continue to play a vital role in the majority of our houses, we have seen one player going out of the way by curating original Indian content. The session was moderated by

Indiantelevision.com founder, CEO and editor in chief Anil Wanvari, discussed in detail the possibility of producing such shows with original localised content in India and the challenges that came along with it.

The panelists on board for the session were Only Much Louder

(OML) Entertainment Private Limited director Ajay Nair, Big Synergy Co-founder & Director Anita Kaul Basu, Discovery Programming Head Arun Thapar, SOL Productions Managing Director Fazila Allana, Monica Tata, Times Network Sr. VP & Head English Entertainment Cluster Vivek Srivastava.

SESSION PHOTO



CONFERENCE PROGRAMME

THE AGE OF THE CREATIVE PRODUCER

Bodhi Tree Multimedia Co-owner Suresh Motwani was chairperson for this session and the panelists were Neela Telefilms owner Asit Modi, The House of Originals director Nivedita Basu, Sony SAB programming head Saeed Akhtar, Swastik Productions founder and Creative Director Siddharth Tewary.

The session covered topics pertaining to the existing ecosystem of producers. On one hand panelists were of the view that the creative producer should be the one who has knowledge about all aspects of creation rather than just writing, while others were of the view that at times writers have no other option

but to become a producer to see their creative ideas on air eventually. Production houses don't agree to launch several writers, so at the end of it, writers have to manage their funds and produce it on their own.

SESSION PHOTO



CONFERENCE PROGRAMME

OTT: THE NEW EL DORADO

With the industry buzz word for 2016 being 'digital content,' much has been spoken about the vista of prospects that the medium poses for content creators with figures and studies on rapidly growing digital apex often thrown around in the air. But how much of that talk is really translating into reality for those working in the 'OTT' or alternate video content

business, was the question raised in this session.

Panelists on board the discussion were Alt Digital CEO Nachiket Pantvaidya, Isobar India MD Shamsuddin Jasani, The Viral Fever founder and CEO Arunabh Kumar, Big Synergy director Anita Kaul Basu, and Arré CEO Ajay Chacko.

While most viewers are oblivious to it, there is a whole science -- or as panelist Chacko points out during the discussion -- 'pure economics' to it. The session was anchored by Indiantelevision.com founder, editor-in-chief and CEO Anil Wanvari.

SESSION PHOTO



FEEDBACK

WHO SAID WHAT ABOUT THE EVENT

“Topics that have been raised are extremely beneficial to the entire community.”

.....
- Gaurav Seth
Purple Canvas Creations

“Very well organized, lot of involvement from the participants, would like to be a part of it every year.”

.....
- Raj Nayak
Colors - Viacom 18

“Openly talking about things that are not generally discussed.”

.....
- Siddharth Kumar Tewary
Swastik Productions

“An opportunity to meet and interact with eminent persons in the Indian Television & Digital Media Industry.”

.....
- Bibhu Behera
Essel Shyam Communications

FEEDBACK

WHO SAID WHAT ABOUT THE EVENT

“Excellent forum to share ideas, divergent views, makes us wonder if we are doing the right things for the industry or not.”

- Tarun Katial
RBNL

“Content Hub is a celebration of Indian content.”

- Paul Barbaro
Reed Midem

“Covers the entire gamut of television production.”

- Vivek Srivastava
Times Network

“A good sharing platform and relevant to the present times, the speakers and the panel discussions imparted great knowledge.”

- Pankaj Oza
Writer

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