

The Indian television industry has seen a massive change in the last few years in terms of content play. While the fiction space has attempted to experiment, old cookies have, time and again, tasted delicious. News as a segment is still popular, yet facing a challenge from social media, pertaining to immediacy of information. The web entertainment mushrooming has also impacted content consumption patterns. Sports, of course, has dominated viewership across.

The Indian TV industry is at the threshold of a paradigm shift in the way content is being disseminated and consumed in India. In such a scenario, how will the medium evolve? How well will it straddle the imminent changes and face up to challenges, to stride into a future where it is still the de facto leader in the realm of Indian entertainment? What content will work in the future? The best in the TV business come together to discuss and debate.



THE BEST IN TV THE BEST IN TV NOW OR NOTIONS NOW OR NOTIONS Presents SUMMICS S		
FIRESIDE CHAT Advertising Trends To Look Out For In TV Business	In conversation with SIDDHARTHA LAIK Founder, IWMBuzz Media Joined by HARSHA RAZDAN CEO, South Asia, dentsu	
PANEL DISCUSSION Branded Content and Prime Time Shows: Innovation 2.0	In conversation with NEETA THAKARE Senior Vice President, QYou Media India Joined by SACHIN RUPAREL CMO, KDM India, TEDx Speaker NILESH MALANI CMO, KDM India, TEDx Speaker NILESH MALANI A MARKETING, Capital Foods Pvt Ltd GAURAY BALANI Deputy General Manager, Marketing Infiniti Mall NIVEK MOHAN SHARMA Head, Branded Content, Viacom 18	
FIRESIDE CHAT	In conversation with RON CRASTO	
Decoding Cricket Economy in India	Founder, RedFox Mediacorp Joined by KINGSHUK MITRA Head, Ad Sales, Sports Vertical, Disney Star	
PANEL DISCUSSION Linear TV and Impact Advertising: Best Bet for Brands?	In conversation with TARANDEEP SINGH SEKHON Chief Business Officer, BOUNCE Inc India Joined by LALITA NAYAK In Charge-Marketing, NPCI RABINDRA NARAYAN MD & President, PTC Network SANDEEP GUPTA COO, Broadcasting Business, Shemaroo Entertainment Ltd. PUNIT DHARAMSI Senior Vice President, Marketing & Investor Education, AMFI Bang Alage	
	FIRESIDE CHAT Advertising Trends To Look Out For In TV Business PANEL DISCUSSION Branded Content and Prime Time Shows: Innovation 2.0 FIRESIDE CHAT Decoding Cricket Economy in India PANEL DISCUSSION Linear TV and Impact Advertising:	

1:00PM - 2:00PM	LUNCH BREAK 🖗	BON APPÉTIT
2:00PM-2:20PM	KEYNOTE ADDRESS TV Business in India: Bird's Eye View	SHASHI SINHA CEO India, IPG Mediabrands
2:25PM-3:05PM	PANEL DISCUSSION Storytelling On TV: Genres To Look Out For	In conversation with MANSI DARBAR Media & Entertainment Advisor Joined by AJAY BHALWANKAR Business Head, Sony Marathi, Sony Pictures Networks India ZAMA HABIB Writer & Founder, Qissago Telefilms LLP CAUTAM HEGDE Script Writer FAZILA ALLANA Founder & Managing Director, Sol Production Pvt Ltd SUDHIR SHARMA Creator, Director and Founder Sunshine Productions.
3:10PM- 3:30PM	FIRESIDE CHAT The Power of Taarak Mehta Ka Ooltah Chashmah: The Iconic IP	In conversation with SUBHOJIT GHOSH Anchor/Emcee & YouTube Content Creator Joined by HARJEET CHHABRA CEO, Neela Film Productions Pvt Ltd
3:40PM- 4:10PM	PANEL DISCUSSION The Rise of Connected TV: Challenges & Opportunities for Marketers	In conversation with RON CRASTO Founder, Redfox Media Corp Joined by SUBHAMAY MUKHOPADHYAY Managing Partner, mSix&Partners, India SUBHAMAY MUKHOPADHYAY Managing Partner, mSix&Partners, India COO, Madison Media Ultra COO, Madison Media Ultra GEET LULLA COO, Madison Media Ultra GEET LULLA COO, Madison Media Ultra GEET LULLA Nce President, Sales & Head, Asia Pacific-Comscore VEDANG JAIN Director Digital Media, Prachar Communications Pvt Ltd AKSHAT SINGHAL Digital Head, Dangal TV
4:15PM-4:35PM	FIRESIDE CHAT Evolution Of An Actor In Changing Times	In conversation with SIDDHARTHA LAIK Founder, IWMBuzz Media Joined by MANAV GOHIL Actor
4:40PM	Closing Note	

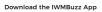
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