



## Conference on “Vision 2025 - A Road Map for the Future of Media, Entertainment, and Broadcasting”

Broadcast & Mediatainment Expo, a dedicated trade fair and conference for the broadcast, media and entertainment sector is organised by PDA Ventures from 13 – 15 December 2023 at the Hitex Convention Centre, Hyderabad. While the expo will focus on products, technologies and services for the broadcast, media and entertainment sector, the conference on “**Vision 2025 - A Road Map for the Future of Media, Entertainment, and Broadcasting**” will have keynote speeches, tech presentations and panel discussions to enable stakeholders in the broadcast, media and entertainment sector to come together, explore, understand and deliberate on innovative & future-focused technologies.

The Indian media and entertainment industry is on the cusp of a transformative era, driven by technological innovations, changing consumer behaviour, and a dynamic global landscape. The conferences revolve around trend topics, such as key drivers of next-generation broadcasting, the untapped potential of media monetization, the role of artificial intelligence (AI) in media production, the evolution of cinema production, the integration of colour enhancement and VFX, and the analysis of the right digital radio technology for India.

### Day 1, Wednesday 13-December 2023

Schedule	Session / Topics	Speaker / s
1000 – 1115 hrs	<b>Inaugural Session</b>	
	Welcome Address & Context Setting	Mr. C. K Jain Former Deputy Director General Prasar Bharati (Advisory Committee, Member of Broadcast and Mediatainment Expo)
	Lamp Lighting and Ribbon cutting	
	Guest of Honour	Mr. Madhu Ambat, ISC Cinematographer
	Keynote Address on “Preparing the Indian Creative Talent for the Global Market”	Mr. Ravi Kottarakara President Film Federation of India & President, South Indian Film Chamber of Commerce
	Special Address on “The Evolving Landscape of Broadcasting: Challenges and Innovations”	Mr. Sunil President, Broadcast Engineering Society, Vice President, Asia Broadcasting Union, and Addl. Director General (E), Prasar Bharati
1115 - 1130 hrs	Refreshment Break	
1130 – 1215 hrs	<b>Session 1– Key Drivers of Next-Gen Broadcasting</b> This panel discussion delves into the pivotal forces shaping the future of broadcasting in India. It explores vital aspects, such as convergence with new media, ATSC 3.0, 5G and edge computing, regulatory dynamics, and global expansion, and provides insights into how these drivers will reshape the	

	broadcasting landscape, enabling industry stakeholders to navigate and thrive in the next-generation media and entertainment era.
<b>Moderator</b>	Mr. Sunil, President Addl. Director General (E), Prasar Bharati
<b>Panellists</b>	Mr. NV Ramana, Dy. Director General, Doordarshan, Prasar Bharati Mr Stefan Meltzer, Business Development Manager, Audio & Media Technologies, Fraunhofer IIS, Germany Prof. M. Kasim, Director, MCRC, Jamia Millia Islamia Mr. Ifthekar Ahmed, Ex Dean, TV Wing, Film and Television Institute of India Mr. Venugopal Iyengar, COO, Planetcast Media Services Limited
1215 – 1330 hrs	<b>Session 2- Untapped Potential of Media Monetization</b> This panel discussion explores untapped avenues for monetizing media content beyond traditional models. Key aspects include diversifying revenue streams and harnessing the power of personalized content and advertising. This discussion also aims to shed light on innovative monetization strategies, providing industry professionals with insights into maximizing revenue while offering tailored content experiences to consumers.
<b>Moderator</b>	Mr. Shankar Bala, CEO, Fourth Dimension Media Solutions
<b>Panellists</b>	Mr. Parthasarathi Daas, HOD of Screenwriting, Ramesh Sippy Academy, Mumbai University Mr. Shashi Prakash Singh, Chief Manager - Operations & Content Acquisition, ETV Bal Bharat Mr. Nitin Burman, Vice President & Head- Non subscription, aha Media & Broadcasting Private Limited Ms. Pratibha Pulijala, Founder & Director MEESCHOOL & Advisor Media & Entertainment Skill Council Mr. Anil Pallala, Director & CEO, Silly Monks
1330 – 1415 hrs	Lunch and Exhibition Tour
1415 – 1515 hrs	<b>Session 3 – Movie Making in the Digital Age: Bridging Art and Technology</b> The entertainment industry has undergone a significant transformation in recent years, with technology playing a pivotal role in reshaping the way movies are created, distributed, and consumed. This panel discussion will bring together experts from various facets of the entertainment sector to discuss the dynamic intersection of art and technology in movie-making.
<b>Moderator</b>	Mr. K. Basi Reddy, Chairman & Managing Director, Digiquess India Limited & President, Telugu Film Chamber of Commerce
	Ms. Marianne Borgo, International Advisor, Worldwide International Film Festivals & Actor Mr. Ujwal Nirgudkar, Chairman, Society of Motion Picture and Television Engineers (SMPTE) Mr. Aseem Sinha, Editor, Film and Television Institute of India Mr. C.V. Rao, CTO, Annapurna Studios Mr. G.V. Babu, Chief Technology Officer – Cube Dots
1515 – 1530 hrs	<b>Presentation on How AI Elevates Media Production?</b>
Presenter	Dr P Chandra Shekar, Technical Director & Management Consultant, 7S Technologies & Technical Advisor, Ramoji Film City
1530 – 1600 hrs	<b>Refreshment Break</b>
1600 -1620 hrs	Special Address on Broadcast, Media and Entertainment Landscape in Telangana Mr. Jayesh Ranjan, IAS Principal Secretary, Department of Information Technology, Electronics and Communication (ITE&C) & Department of Industries & Commerce, Govt of Telangana
1620 – 1700hrs	Technology Presentations on “Intelligent LED Lights for Filmmaking”

Presenter	Mr. Vasanth Saravanan, Director of Cinematography
1700 hrs onwards	<b>Exhibition Tour</b>

### Day-2, Thursday 14 December 2023

1015 – 1030 hrs	<b>Significance of Film Education through the Lens of a Director-</b> Mr. M.V Raghu Cinematographer, Director, Screenwriter and Producer Dean, Film and Television Institute Hyderabad (FTIH)
1030 – 1045 hrs	<b>Keynote Address on Impact of OTT Platforms from the perspective of a big screen producer</b> Mr. Suneel Kumar Reddy Palicherla Indian Director, Screenwriter, and Film Producer
1045 – 1130 hrs	<b>Session 6- VFX Integration for Cinematic Excellence</b> From creating awe-inspiring landscapes to breathing life into fantastical creatures, VFX has become a cornerstone of cinematic storytelling. The panellists will delve into the artistry and technology behind VFX integration, discussing its transformative impact on narrative, cinematography, and the overall cinematic experience. Gain insights into cutting-edge techniques, collaborative workflows, and the future of VFX as we embark on a journey to unlock new dimensions of storytelling and visual spectacle
<b>Moderator</b>	Mr. Bejoy Arputharaj, Founder & CEO, VFX Supervisor, Phantom Digital Effects Ltd
<b>Panellists</b>	Mr. Rajesh M Selva, Indian Film Director & Screenwriter HMR Studios Pvt Ltd. Mr. Biren Ghose, Country Head, Technicolor Creative Studios Mr. Prabhakar Balli, VFX Head MergeXR Mr. Junaid Ullah, VFX Supervisor & Co-Founder Haika Studios Mr. Mohit Soni-, Chief Executive Officer ,Media & Entertainment Skills Council
1130 – 1200 hrs	Refreshment Break
1200 – 1245 hrs	<b>Session 7 - Analysing Right Digital Radio Technology for India</b> Digital radio technology has gained immense significance in India, providing an avenue for innovative broadcasting, improved audio quality, and enhanced listener experiences. This chat aims to analyze and understand the best-suited digital radio technology for India, considering its diverse landscape and the evolving expectations of listeners.
<b>Moderator</b>	Mr. I.I George, Former Additional DG of Engineering, AIR
<b>Panellists</b>	Mr Sharad Sadhu, Technology Consultant, Fraunhofer IIS, Germany Mr. Sumanaspathi Reddy, Former Assistant Director & Programme Head-AIR Mr. T Gaurav, CEO & Co-Founder, Pay Tunes Digital Audio Ms. Vani Madhavi, Andhra Production Head, Radio Mirchi
1245 – 1315 hrs	Technology Presentation on Creative Lighting Design for Croma and Virtual Studio
Presenter	Mr. Manoj Lobo, Country Head, Canara Lighting
1315 – 1400 hrs	Lunch and Exhibition Tour
1400 – 1515 hrs	<b>Session 8 - 5G Multicast and Broadcast: Opportunities for Mobile Operators and Broadcasters</b> The introduction of 5G technology and delivery of multimedia content has created a transformative paradigm in broadcasting. This platform enables both mobile operators and broadcasters to use it for innovative delivery of content using the multicast and broadcast modes, respectively, to mobile devices and even TVs. This panel discussion delves into the opportunities and challenges this wireless technology presents for the mobile and broadcasting industries, with enhanced content delivery and immersive viewer experiences.
<b>Moderator</b>	Mr. Sharad Sadhu, Technology Consultant and Former Director -Technology, Asia Pacific Broadcasting Union
<b>Panellists</b>	Mr. Jai Krishna, CEO & Secretary General, News Broadcasters Federation Mr. Raghu Ravindran, Director Broadcast Systems, Saankhya Labs

	Mr. R K Singh, ICT and Broadcast Media Consultant & Former Engineer in Chief, Doordarshan Prof. E Sathya Prakash, SN School of Art & Comm., University of Hyderabad, Mass Media
1530 to 1630 hrs	<b>Session 9 – Streaming and OTT: Multi-Platform Content Delivery</b> The world of content delivery has evolved, and multi-platform streaming, and Over-The-Top (OTT) services have emerged as game-changers in the media and entertainment industry. This panel discussion aims to explore the opportunities, trends, and challenges associated with multi-platform content delivery via streaming and OTT services, Content Aggregation and Curation, Original Content Production and Investment and challenges in Licensing and Copyright
<b>Moderator</b>	Mr. Chilkuri Sushil Rao, Editor-Special Reports, Times of India
Panellists	Mr. Sanjay Reddy, MD, Silly Monks Mr. Thota Srikanth, Film Director Mr. Saikrishna Koinni, Head – OTT, ETV Mr. Ram Ravi Palli, Actor, Writer, Director & Producer Mr. Rizwan Ahamd, Director, Media professional, Film programmer & Director – Instructional Media Centre, Maulana Azad National Urdu University
1630 – 1645 hrs	<b>Closing Remarks</b>