



NEWS RELEASE

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SCREEN CONTENT FUELING INDIA'S DIGITAL ECONOMY SAY EXPERTS AT FAST TRACK INDIA

MUMBAI/SINGAPORE – On July 27, 2016, senior executives from India's motion picture and digital industries concluded that accessibility, affordability, quality content and online content protection will be the key drivers to sustain growth in the country's digital economy.

Fast Track India: Bolstering Growth in the Digital Content Economy, a Knowledge Series forum by the Federation of Indian Chambers of Commerce (FICCI) in association with the Los Angeles India Film Council (LAIFC), assessed the extent to which screen content acts as a key driver of the digital economy in India. Creative industry executives assessed the current regulatory and infrastructural challenges, reviewed future growth trends and underlined innovative ways of monetizing digital content to stimulate growth in India's digital economy.

Opening the event, noted filmmaker and co-chair, FICCI, Entertainment division, Ramesh Sippy suggested that increased connectivity, technological innovation and new content delivery platforms all combine to spur growth.

The first panel, *Making Sense of the Economics of Digital Media*, featured a keynote presentation by KPMG. Girish Menon, Director Transaction Services, KPMG India, said, "The advent of OTT services and on-the-go content aided by competitive tariffs and the falling average retail price for smartphones has helped to drive video consumption in India. However, achieving profitability, inconsistent broadband service and highly priced data tariffs remain major challenges. It is imperative for the OTT players to address these concerns through innovative means to achieve the medium's full potential."

Speaking about the future of OTT content services, Ajay Chako, Co-Founder & CEO, Arre said, "The relatively infant digital content economy is showing signs of organic growth driven by an increasingly young India. I am quite hopeful that in the next 3-5 years the digital content economy will see the exponential growth that we have witnessed in the 2000-2010 decade in TV."

Speaking about the unique nature of digital offerings, Archana Anand, Business Head, dittoTV said, "An influencer can share anything to get it promoted to a large audience. Content creators will have to fight for the use of influencers."

During the second panel on *Regulatory and Infrastructural Challenges for Digital Media*, Abhishek Joshi, Head Marketing & Analytics, Digital Business, Set India, said, "The OTT industry has graduated from the innovators' stage to the early adopters' stage. Infrastructure and regulatory policies are going to be the biggest differentiators for industry growth for the next 18 months."

Speaking about effective measures for reducing online infringement during a panel on *Building a Robust Enforcement Model to Protect Content In a Digital Economy*, Oliver Walsh, Regional Director, Online Content Protection, Motion Picture Association (MPA) said, "The future of legitimate content delivery platforms depends on effective enforcement measures supported by Indian State Governments. The Telangana Intellectual Property Crime Unit (TIPCU) is a great example of a dedicated law enforcement unit to tackle organized online film piracy and will set a gold standard approach to significantly reduce online infringement of films and television shows. TIPCU would also be an ideal candidate for overseeing an Indian Infringing Website List (IWL) which would assist the advertising industry reduce the prevalence of branded ads appearing on pirate sites."

Rajkumar Akella, Honorary Chairman, Governing Council, Anti Video Piracy Cell, Telugu Film Chamber of Commerce, said, "Formed by the Government of Telangana, the Telugu Film Industry and the Motion Picture Association, India office, TIPCU is a collaborative, dynamic model where the government works seamlessly with the industry and all stakeholders. The unit will optimize gold standard technology alongside policy, enforcement and outreach, and will make a major dent in criminally operated pirate websites."

Mike Ellis, President and Managing Director, Asia Pacific, MPA said, "Creative content is the key driver of digital economies, delivering new quality movies and TV to consumers across a wide range of digital platforms, in the home or on the go. It's encouraging to see the many stakeholders involved in India's fast growing digital sector identifying and offering solutions to the regulatory and content protection challenges, and collaborating closely with the technology industry to provide the best possible viewing experience for consumers."

Other eminent speakers at the Fast Track India forum included Biren Ghose - Country Head, Technicolor India; Vishesh Bhatt - Film Producer; Karan Bedi - CEO, Eros Digital; Samir Bangara - CEO, Qyuki Digital Media; Ameet Dutta - Partner, Sai Krishna Associates; Akash Banerji - Head, Marketing & Partnerships, VOOT; Siddharth Roy - COO, Hungama.com; Rajashree Naik - Co-Founder, Ping Networks; Uday Singh - Managing Director, Motion Picture Dist. Association India Pvt. Ltd; Sujeet Jain - General Counsel, Viacom 18; and Anupam Sharma - Director, Film & Casting Temple, Australia.

The forum and networking occasion was held at the Taj Land's End Hotel, Bandra (W), Mumbai.

Images from the event are available [here](#).

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About FICCI: Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and

concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies. FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community. For more information, please visit: <http://ficci.in/about-ficci.asp>.

About LA India Film Council: Established in November of 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Los Angeles India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities. The current Governing council members are: Film Federation Of India, Film and Television Producers Guild of India, National Film Development Corporation, Federation of Indian Chambers of Commerce and Industry, AP Film Chambers, California Film Commission, LA Mayor's Office, MovieLabs, Technicolor India, DQ Entertainment, Reliance MediaWorks, Prime Focus, Peter Law Group, Whistling Woods International, Film and Television Institute of India, University of Southern California- School of Cinematic Arts, UCLA School of Theater, Film and Television and Motion Picture Dist. Association (India) Pvt. Ltd. For more information, please visit: www.laindiafilmcouncil.org.

ABOUT THE MPA:

Promoting & Protecting Screen Communities in Asia Pacific

The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike.

The organizations act on behalf of the members of the Motion Picture Association of America, Inc (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore. For more information about the MPA and the MPA-I, please visit www.mpa-i.org.

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