

"Where Creativity Thrives"

limitless

CREATIVE ECONOMY | DIGITAL TRANSFORMATION | IPR

MEET 2019

RAMADA PLAZA PALM GROVE
JUHU, MUMBAI

27
APRIL
2019



WHO SHOULD ATTEND

Content Acquirers

- OTT Platforms
- VoD Platforms
- Media /Production Houses
- Content/Talent Acquisition Heads
- Head of Content
- Creative Heads
- Content Licensing & Partnerships

Content Creators

- Web Series Makers
- Short Film Makers
- Script Writers
- Lyricist
- YouTuber's
- Instagramer's
- Documentary Makers

Protectors

- Law Firms
- Legal Heads
- Copyrights Heads
- IP Attorneys
- Licencing Heads



LIMITLESS works with a vision to create a one-off engagement platform that would promote, build awareness about and empower the concept of 'Creative Economy' in India in an era of Digital Transformation that is seeing a steady job displacement due to automation & technology to drive the next level of growth and job creation.



LIMITLESS would deal about the 'Future of Digital Content Consumption' in the Media & Entertainment Industry where every leading media house is launching its own OTT Platform as well as YouTube Channels & YouTubers are dishing out customized hyper-local content.

OUR PARTNERS

Associate Partner

believe.[®]
Distribution services

Association Partner



10:00 AM
WELCOME NOTE

10:15 AM
KEYNOTE SPEECH

10:30 AM

STAKEHOLDER PANEL

CONVERGING WORLD AND THE FUTURE OF
CREATIVE ECONOMY – WHAT EXACTLY ARE
STAKEHOLDERS LOOKING AT?

- Content Consumption – What really matters?
- Is it the Publishing Platform Brand (OTT Platforms) or the Creativity of the Artist that matters?
- Distribution Challenges of Online Content
- Rewards and Recognition – Establishing a Fair-Play Mechanism in the Digital Content Consumption Space



Priyanka Sehgal
VP Content & Strategy
Network 18
(Moderator)



Monika Shergill
EVP & Head – Content
Viacom 18



Prathamesh Mestry
Legal Advisor/Head
Reliance Entertainment Big Synergy
Media Limited



Kanika Mohan Saxena
Vice President Digital Content Services-
Vodafone (TBC)

11:00 AM

PRIME PANEL

GOVERNING AND REGULATING THE DIGITAL CREATIVE SPACE IN INDIA FOR MEDIA, ENTERTAINMENT AND GAMING

- Dealing with multiplicity of Regulatory bodies & Jurisdictions
- Copyrights, Trademarks and Patents in the Digitally enabled world
- Regulating the Independent Internet enabled Digital Content Consumption Platforms – Do they really need to be Governed and Regulated?
- Dealing with Piracy, Copyright Infringement and Trademark violations – What is missing on the Regulatory front and what needs to be done?



Adv. Prashant Mali

International Cyber Law and Cyber Policy Leader, Bombay High Court Lawyer



Ayan Roy Chowdhury

Director Legal
Sony Pictures Entertainment



Aamod Gupte

Group General Counsel
Eros International



Vaibhav Mehta

Senior Director
Viacom18



Sankalp Dalal

Head of Legal
Zee Music Company

11:30 AM

NETWORKING COFFEE BREAK

12:00 PM

CONTENT CONSUMPTION DISCUSSION

OTT PLATFORMS AND YOUTUBE CHANNELS – THE STRUGGLE FOR CUSTOMER ATTENTION

- Customizing Content – Setting the benchmarks, standards and boundaries
- Finding Talent for exclusivity of Content – Challenges involved
- Original Content – Dealing with Copyright Issues, Piracy and Infringements and the Monetization / Commercialization Challenges
- Content Licensing and Distribution Agreements



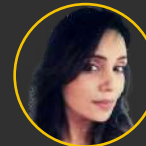
Hemant Jain

Sr.EVP & Head of Digital Business
Lokmat Media Pvt. Ltd
(MODERATOR)



Shirang Nargund

Founder-Director
Shubha Media



Divya Dixit

Sr. Vice President & Head Marketing
ALT Balaji



Namit Sharma

Partner Producer
Big Synergy Media Ltd

12:45 PM

YOUTUBERS & INSTAGRAMERS PANEL

STRUGGLING FOR 'LIKES', FOLLOWERS' AND 'SUBSCRIBERS' - MASTERING THIS SOCIAL CURRENCY

- Creating 'Sellable' and 'Likeable' Content
- Understanding the Social Currency of Likes, Followers and Subscribers and how it works
- Partnerships and Collaborations - What to keep in mind and how to do it?
- Protecting/Copyrighting your Original Content, Ideas and Concepts - How essential is it in a world with cut throat competition



Paula McGlynn

CEO
BhaDiPa



Anmol Sachar

Content Creator & YouTuber



Himanshu Ashok Malhotra

Founder
Share and Grow (TBC)



Diwakar Chandani

Facebook

Q & A

1:45 PM

LUNCH BREAK

3:00 PM

SEG PANEL

**SPORTS, ENTERTAINMENT AND GAMING SECTOR –
HOW DO WE LEVERAGE IT THROUGH
TECHNOLOGY LICENSING, COMMERCIAL
CONTRACTING AND IP**

- Gaming and Gambling Regulatory Framework- Should it change with the Digital Transformation?
- Digital Media Rights, Contracting and Distribution Agreements - Challenges Involved
- Licensing, Merchandising and Governance of SEG Sector in the Digital Age - Setting the Priorities Right
- IP Protection and Monetization Strategies for the SEG Sector



Roland Landers

CEO
All India Gaming Federation



Harjass Singh

Sports, Media and Commercial Lawyer
Star TV Network



Rafael Pereira

IP Strategist & Co-
Founder & Director
Nothing Regular Media &
Entertainment Pvt. Ltd.



Rishikesh Joshi

Founder
Sports for All (TBC)

Q & A

3:45 PM

CONTENT & TALENT ACQUISITION PANEL

**FINDING UNIQUE TALENT AND ORIGINAL CONTENT
-THE QUEST FOR OTT PLATFORMS, MEDIA
HOUSES AND YOUTUBE CHANNELS**

- Finding the right mix of Talent and Skills for Content Creation
- Maintaining the factor of exclusivity with Content and Artists
- Finding Common Grounds - Meeting the Demand-Supply of the Media, Entertainment and Digital Platforms sectors in terms of Talent & Content
- Dealing with Contracting and Copyright Issues in Content



Payal Shah Karwa

Author, Content Director
The Word Jockey Content Studio



Abhishek Gautam

Associate Producer
Humaramovie



Tarun Kulshrestha

Studio Head
Hungama



Shikha Singhi

Head Film Music Content Acquisition
(Times Music) - Bennett Coleman and
Co. Ltd. (Times Group) (TBC)

4:30

RECOMMENDATIONS & CONCLUSIONS

4:45 PM

CLOSING REMARKS

END OF CONFERENCE

limitless

info@limitlessmeet.com

Phone: +91 7888022841 / 42 / 43

www.limitlessmeet.com

