

voot

Presents

**INDIA
WEB
FEST**
SEASON 3

THE BIGGEST

WEB ENTERTAINMENT CONCLAVE

15, 16 DECEMBER 2021

10am to 6pm

Co-Powered by
APPLAUSE

**ROCKET
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ShareChat
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AGENDA

15 DEC' 21

It's a new economy, content creation and consumption patterns are evolving at breakneck pace, which means challenges and opportunities both.

At season 3 of India Web Fest, we bring the best from the Media and Entertainment space to debate, discuss, deliberate over the rise and rise of web entertainment business in India.

10:00AM	ANCHOR INTRODUCTION	Sonup Sahadevan aka Bollywoodwallah, Film Reviewer & Digital Content Creator
10:15AM - 10:25AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
10:30AM - 11:05AM	KEYNOTE ADDRESS Franchise Building With Content	<u>IN CONVERSATION WITH:</u> ADITI SRIVASTAVA Co-Founder & CEO, Pocket Aces
11:10AM - 11:40AM	FIRESIDE CHAT Movies on OTT: Hits & Pits and What Next?	<u>IN CONVERSATION WITH:</u> PRIYANKA SINHA JHA Media Strategist & Consultant <u>Joined by</u> SHIBASISH SARKAR Chairman & CEO, IMAC
11:45AM - 12:15PM	FIRESIDE CHAT Let's Stream: The Apt Business Model	<u>IN CONVERSATION WITH:</u> PRADYUMAN MAHESHWARI Founder MXM, India <u>Joined by</u> MEGHA TATA Managing Director South Asia, Discovery Inc



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12:20PM - 1:00PM

PANEL DISCUSSION

Everyone's An Influencer:
How To Break The Clutter?

IN CONVERSATION WITH:

VIRAJ SHETH

Co- Founder & CEO, Monk Entertainment

Joined by

CHEF SANJYOT KEER

Digital Content Creator & Founder of Your Food Lab

AANCHAL AGRAWAL

Digital Content Creator & Stand Up Comedian

ABHIRAJ RAJADHYAKSHA AKA ABHI

Digital Content Creator

NIYATI MAVINKURVE AKA NIYU

Digital Content Creator

RADHIKA BANGIA

Digital Content Creator, Actress & Model

1:00PM - 1:30PM

LUNCH BREAK 🍴🕒

1:30PM - 2:25PM

PANEL DISCUSSION

Brands, Content, OTT:
The Evolving Trends

IN CONVERSATION WITH:

RON CRASTO

Senior Media Consultant

Joined by

PUNIT DHARAMSI

Vice President, Marketing & Investor Education-
Association Of Mutual Funds In India

SASHA CHHETRI

Head Of Digital Strategy, Good Glamm Group

KRISHNARAO S BUDDHA

Senior Category Head, Parle Products

AMIT SETHIYA

CMO, Syska Group

ABHISHEK JOSHI

Business Head, SVOD, MX Player

2:30PM - 3:00PM

FIRESIDE CHAT

Creating Content For New Age Audience:
Let's Discuss

IN CONVERSATION WITH:

SRIVIDYA RAJESH

Co-Founder and Associate Editor, IWMBuzz Media

Joined by

APARNA ACHAREKAR

Co-Founder, Eve World Platform



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3:05PM - 3:35PM

FIRESIDE CHAT

Make The Right Pitch: The Secret Sauce

IN CONVERSATION WITH:

DEEPAK SEGAL

Head Of Content, Applause Entertainment

Joined by

NIKHIL MADHOK

EVP & Head of Hotstar Specials

3:35PM - 3:50PM

TEA BREAK 

3:55PM - 4:35PM

PANEL DISCUSSION

Impact And Importance Of Live Audio Chatrooms In Digital Entertainment

IN CONVERSATION WITH:

MANISH BATAVIA

Anchor

Joined by

SHASHANK SHEKHAR

Sr Director of Content Strategy & Operations for Moj & Sharechat

SUBHA SREENIVASAN IYER

Vice-President/Head – Media Services, Godrej Consumer Products

SHRENIK GANDHI

Co-Founder and CEO, White Rivers Media

SSUMIER PASRICHAA

Indian Actor, Singer & Businessman

4:35PM - 5:05PM

FIRESIDE CHAT

OTT and Future: A Bird's Eye View

IN CONVERSATION WITH:

SIDDHARTHA LAIK

Founder & Editor-in-Chief IWMBuzz.com

Joined by

NIKHIL GANDHI

COO, MX Media

5:10PM - 5:55PM

PANEL DISCUSSION

The Short Story Of New-Age Music

IN CONVERSATION WITH:

AMAN SHARMA

VP, Talent Network Qyuki Digital Media

Joined by

SAMEEKSHA SUD

Influencer

ADNAAN

Influencer

ANTARA NANDY

Singer

BHAVIN BHANUSALI

Influencer

6PM: Closing Remarks

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10:15AM - 10:25AM	INTRODUCTION TO SUMMIT	SIDDHARTHA LAIK Founder & Editor-in-Chief: IWMBuzz.com
10:25AM - 11:15AM	PANEL DISCUSSION Netflix driving storytelling beyond genres and formats	IN CONVERSATION WITH: RAM KAMAL MUKHERJEE Filmmaker, Author and Biographer Joined by MONIKA SHERGILL Vice President, Content, Netflix India TAHIR RAJ BHASIN Actor SIDDHARTH SENGUPTA Director
11:15AM - 11:45AM	FIRESIDE CHAT OTT 2.0: The Next Big Boom In India	IN CONVERSATION WITH: GOLDIE BEHL Filmmaker, Rose Audiovisuals Joined by SAMEER NAIR CEO, Applause Entertainment



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11:50AM - 12:50PM

PANEL DISCUSSION

Content and Monetization: Challenges and Opportunities

IN CONVERSATION WITH:

PINAKIN THAKKAR

CEO, Nirvana Digital

Joined by

SAKET JHA SAURABH

Director Entertainment and Music Partnerships, Facebook India

PRASOON GARG

General Manager & Business Controller, Applause Entertainment

DIVYA DIXIT

SVP –Revenue & Marketing, ALTBalaji

SUJATA DWIBEDY

Group Trading Director, Amplifi India, Dentsu

SAI NARAYAN

Chief Marketing Officer, Paisabazaar.com

1:00PM - 1:30PM

LUNCH BREAK ☕🍴

1:35PM - 2:20PM

PANEL DISCUSSION

Go Premium: The Era of Great Stories

IN CONVERSATION WITH:

NAMIT SHARMA

Partner Producer- Reliance Big Synergy

Joined by

FERZAD PALIA

Head, SVOD & International Business Viacom18 Digital Ventures

ABHISHEK REGE

Chief Executive Officer (CEO) Endemol Shine India

ATIT MEHTA

Marketing Head, Think & Learn Pvt. Ltd. (BYJU'S)

MANISH MENGHANI

Head Of Acquisition, Amazon Prime India

2:25PM - 3:10PM

PANEL DISCUSSION

Regional Content and OTT: The Bharat Story

IN CONVERSATION WITH:

SUSHANT YATTAM

VP- Video Network, Qyuki

Joined by

MADHURA BACHAL

Influencer

AKASH JADHAV

Influencer

SANTOSH JADHAV

Singer

RUNA SINHA

VP, Nukkad By Stage



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3:15PM - 3:40PM

KNOWLEDGE SESSION

Consumers And Content: An Era Of Evolution

IN CONVERSATION WITH:

RAM KAMAL MUKHERJEE

Filmmaker, Author and Biographer

Joined by

JAY PANDYA

CEO, Legend Studios

3:40PM - 4:00PM

TEA BREAK

4:00PM - 4:30PM

KNOWLEDGE SESSION

Decoding: The Science Of Creatonomics

IN CONVERSATION WITH:

SIDDHARTHA LAIK

Founder & Editor-in-Chief IWMBuzz.com

Joined by

SAGAR GOKHALE

Co Founder, Qyuki

ABHIMANYU RADHAKRISHNAN

MD, Qyuki Digital Media

4:30PM - 5:00PM

FIRESIDE CHAT

Lights, Camera, Action: The OTT Edge

IN CONVERSATION WITH:

RAM KAMAL MUKHERJEE

Filmmaker, Author and Biographer

Joined by

VIVEK OBEROI

Actor

5:00PM - 5:40PM

PANEL DISCUSSION

A Creator's Journey - Bisected

IN CONVERSATION WITH:

VINAY PILLAI

Vice President-Clout, Pocket Aces

Joined by

AHSAAS CHANNA

Actor

ISHITA MANGAL

Fashion Designer & Creative Designer QUO

JUST NEEL THINGS

Content Creator & Filmmaker

MAC MACHA

New Age Content Creator

5:45PM - 6:15PM

FIRESIDE CHAT

OTT In India:
The Biggest Trends To Watch Out For

IN CONVERSATION WITH:

PRADYUMAN MAHESHWARI

Founder MXM, India

Joined by

MANISH KALRA

Chief Business Officer, Zee5 India

6:20PM: CLOSING REMARKS