

FICCI to host Hollywood, Indian film industry icons in Los Angeles for discussion on future of entertainment

New Delhi, September 27, 2014 – The Federation of Indian Chambers of Commerce and Industry (FICCI), on its platform, FICCI FRAMES, is organising a special session to discuss the future of entertainment amidst the 360-degrees “disruption” by the digital world on 30th September 2014 at University of South California (USC). This one-day event “The Future of Media and Entertainment: Building a New Age Global Ecosystem, Challenges and Opportunities” is being organized under the mentorship of internationally renowned film-maker and director Mr Shekhar Kapur and in association with well-known law firm Nisith Desai Associates.

This FICCI FRAMES programme will be held at a time when Prime Minister Narendra Modi will be in the US and promoting people to people contact will be an important agenda in his talks with President Obama. The Media and Entertainment industry is perhaps the best vehicle to attain this objective. The initiative is also an opportunity for FICCI to strengthen India-US engagement and facilitate the exploration of future dynamics and synergies between the world's two most vibrant entertainment economies – India and USA.

Mr Sidharth Birla, President, FICCI said “I believe the media and entertainment sector can make a significant contribution to the Indian economy and serve as a harbinger of social change. India is more relevant today in the global M&E ecosystem than perhaps any other country but will require new thinking to make better bets and realize that potential”.

This US chapter will bring together business and thought leaders from the American and Indian M&E industries to discuss, ideate, innovate and find synergies between the Indian and US media and entertainment markets. The discussions will feature substantive topics ranging from business to talent to tax and regulation that will factor in both the Indian and American perspective.

There will be prominent speakers from Indian and American conglomerates such as Warner Bros, Disney, Prime Focus, Dolby, Microsoft as well as important Hollywood producers such as Barry Levine. Renowned creative leaders from the Indian film industry such as Shekhar Kapur, director Rakeysh Om Prakash Mehra, Oscar winner Resul Pookutty, as well as the deans of UCLA and USC are expected to speak at this convention.

The sessions have been innovatively designed with themes like "The Future Disrupted: Fall of the Gatekeepers and Rise of the Platformers", "A Land of Storytelling: Tapping Stories and Global Talent", "Global Support Services: Challenges and Opportunities", "Television: Searching for what it Means" and "Deals and Financing: Models, Media Funds, JVs, and M&E".

Mr Uday Shankar, Chairman, FICCI Media & Entertainment Committee and Star India CEO stated, "It is FICCI's core objective to expand Indian M & E's global footprints and with this event in US, FICCI Frames will lodge India firmly on the radar of all key US investors and we look forward to many more such international platforms for the entertainment community ."

On its part FICCI has been reaching out to global institutions to boost the growth of Indian media and entertainment industry and provide crucial platforms for the exchange of ideas and knowledge between individuals, conglomerates and countries. The sector offers endless untapped possibilities with India's large young consumer base, 800 million mobile phone users, explosion of the smart phone market buoyed by 4G, a fast proliferating social media environment, a more open and progressive investment climate, a vibrant broadcast industry on the brink of full digitization and a film industry which is the largest producer of films.