

**FICCI FRAMES 2011 TO BE OPENED BY SACHIN PILOT ON
MARCH 23 IN MUMBAI**

***3-DAY MEGA EVENT TO SEEK CREDIBLE WAYS FOR UNLOCKING
THE PROFITABILITY OF MEDIA AND ENTERTAINMENT INDUSTRY***

Hollywood Actor Hugh Jackman & James Murdoch, Chairman and Chief Executive, News Corporation, Europe and Asia, are Star Attractions

New Delhi, March 17, 2011. FICCI FRAMES 2011, the annual convention of the media and entertainment industry, will be inaugurated by **Mr. Sachin Pilot, Union Minister of State for Communications & IT**, in Mumbai on March 23, 2011.

The three-day extravaganza will be adorned by international celebrities such as **James Murdoch, Chairman and Chief Executive, News Corporation, Europe and Asia**, who will deliver the keynote address at the inaugural session. The valedictory session on Day 3 will witness an animated conversation between **Hollywood star Hugh Jackman and Bollywood film icon Aishwarya Rai**.

FICCI FRAMES 2011 will outline a vision for the next decade and seek credible solutions for unlocking the profitability of the media and entertainment industry. **The mega event is being partnered by Canada and will have EROS International as the convention partner and STAR as the co-partner.**

As part of **FICCI FRAMES 2011 Specials**, structured one-to-one pre-fixed business meetings are planned between Indian and foreign delegates. The European Film Financing Roundtable will feature a two-hour in-depth presentation, consultancy and analysis by Finance Consultant Juliane Schulze of Peacefulish, Germany. The session will have a detailed presentation on European film financing covering the core European markets on topics such as treaties, EU funding, national and regional funding, specialized funds and cash rebate.

Of special interest will be **workshops by David Freeman who will lay bare the 11 techniques that make Pixar films so successful**. Mr. Freeman's specialty is bringing emotion into games, which includes, but goes far beyond, superb writing.

Mr. Freeman heads The Freeman Group, the most active game writing/design consultancy in the business. All the members of The Freeman Group are WGA members (Writers Guild of America), and all have sold scripts to studios or TV series. He is slated to hold a screenwriting workshop presenting precise techniques to make characters unforgettable, realistic and emotionally layered.

FICCI FRAMES 2011 will also present the **first-ever FICCI-NASSCOM Game Developers' Conference on game development**. It will include power-packed CEOs' panel discussions, keynotes and tracks on game programming, design and art.

The inaugural session of the event will also be addressed by **Mr. Stewart Beck, High Commissioner of Canada to India & Bhutan; Mr Harsh Mariwala, President, FICCI;**

Mr Yash Chopra, Chairman, FICCI Entertainment Committee and Mr Karan Johar, Co-Chair, FICCI Entertainment Committee.

Keynote addresses will be delivered on day one by **Mr Uday Shankar, CEO, Star India; Mr Aroon Purie, Chairman & Editor-in-chief, India Today Group; Mr Prannoy Roy, Chairman & Wholtime Director, NDTV and Mr Raghav Bahl, Founder, Editor & MD, TV 18 Group.**

The various topics that will come up for discussion and debate on Day 1 include : Making Cinema with Global Appeal: A Session with the Stalwarts; Confronting Realities in Television: Crossing Over Regulatory Hurdles (with a **keynote by Dr J S Sarma, Chairman, Telecom Regulatory Authority of India**); Film Marketing: International Distribution & Other Innovative Trends; Challenges of Creating Animated Content from Asia Pacific for Global Distribution; Digital Cinema: The Way Ahead for the Indian Box Office?(**keynote by Mr Kent Novak , Senior VP, DLP Products, Texas Instruments**); **VFX Keynotes by Oscar winner and VFX guru, Michael Fink and Mr Charles Darby**; Global Film Making- How the VFX Industry is changing how we make films; News in the Internet Age: How to give your best shot in the world wide web and China- India: Connecting Our Creative Industries

On Day 2, the the following topics will be discussed: Innovative Ways to Fund the Entertainment Business (**keynote by Mr MV Nair, Chairman & MD, Union Bank of India**); Valuing 3D Content: Movies, Television and Games; The Business of Film-Making; TV Delivery Infrastructure for the Future: Are We Ready for It? (**keynote by Mr Arvind Kumar, Joint Secretary, Broadcast, Ministry of Information & Broadcasting, Government of India**); Beyond TV: Children's Media Consumption-Where are We Headed? ; Ultraviolet: Future of Home Entertainment for Consumers and for Businesses; Applications & the Social Media: The New Revolution Connecting Across Devices; Advertising Next Gen: Advertising, Technology & Content; Coming Soon 800 New Radio Stations in 300 Towns: Opportunities and Hurdles; Retail, Licensing & Merchandising for the Media & Entertainment Sector; Market Research for Indian Cinema: Gut Feel vs Market Realities; Changing Trends in Consumer Taste in TV: Rise of Non-fiction, Reality, New Global Formats and Beyond and Animation Co-productions with International Markets & Emerging Opportunities.

Day 2 will also witness the **FICCI BAF Awards night.**

Day 3 will focus on Resurgence of Regional Media (**keynote by Dr Kamal Haasan, Chairman, FICCI Media & Entertainment Conclave**); Art Pipeline of Bruce Lee Dragon Warrior; Successful Film Content for the Future: Rise of the Debutants; The Future of Electronic News; The Coming together of Creativity & the Gaming Industry; What the Future will Open Up: 3G and Its Business Models – A Talk with the Experts; Making of The Jim & Frank Mysteries; The Changing Face of Indian Journalism (**keynote by Mr Shekhar Gupta, Editor-in-Chief, Indian Express Group**); The Power of Social Media; Lobbying for Change: The Role of Trade Bodies; Video Games for Kids; Cinema & the Digital Consumer; Maximizing Revenue in TV: Advertiserspeak and Curriculum-based Games

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