

 INDIANtelevision

BRANDVID

The New Video Economy

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AGENDA

9:45-10:00 Keynote- Anita Nayyar, Havas Media

10:00-10:25 am: The Story Tellers

How important is branded videos to Print / Broadcasters? How are Print and Television Media companies taking advantage of the large reach that they have through content i.e. in video format? How are they amplifying customer value by offering both Traditional plus Digital footprint?

Panelists: Rachna Kanwar- Jagran, Hemant Jain -Lokmat, Tushar Vyas Group M

Moderator: Yesudas

10:25-10:40 The New Video Economy

How much money is being kept aside for branded videos? Since consumption is Platform agnostic. How are traditional media players responding to this new surge in content consumption pattern

Presentation by Vinit Karnik - Group M

10.40-11:20am The innovators in video in the Digital Space

10:40 - 10:55 am Presentation by Twitter- Keya Madhvani Head Entertainment Partnerships-

10:55 am- 11:20 am- Panel- Facebook- Saket Jha Saurabh, Youtube-

Satya Raghavan, Ajay Mehta- President Mindshare,

Moderator: Anil Wanvari

What is the play for Branded videos with the giants?

What is each of them offering to brands? And how do brands operate in this universe.

11.20-11.40 am Fireside Chat with Ashwin Suresh Co-Founder Pocket Aces

11:40-12:00pm noon Tea break and networking

12 00-12:20 pm Fireside Chat with Chanpreet Arora - Vice

12:20-12:50pm Treating videos in regional languages

Panelists: Rajasekar Raju - GM Marketing Matrimony.com, Rajiv Dhingra - CEO WatConsult, Sameer Pitalwalla - Culture Machine, Sachin Uppal-Playgames 24x7

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12:50-1:30 pm Top 5 things to keep in mind for Branded Video – Televised and Digital

**Amit Sethiya–Overall Media at Syska,Sanchita Ganguly– UltraTech, Anirudh Lamba - Bosch Home Appliances, Atit Mehta- Byjus, Nikhil Kumar- Inmobi
Moderator: Sonya P Banerjee CMO,Ingaa Craft**

1:30-2 15 pm Lunch break

2.15-2.30pm - Report unveiling by VIDOOLY.-Nishant Radia Co-founder & CMO

2:30-3:15 pm Investing in influence and Creating the right cut

Investing in Influencers – irrespective of the medium- is it key to a brand? Is Influencer Marketing a smart coinage? How can broadcasters, publishers use the influencers they have to build their communities and marry them with brands to have that multiplier factor. How do you deliver the right video for the various platforms? Should it be a long running series? Or a short one-off film? Is it one size that fits all? The different Genres

**Panelists: Gurpreet Singh - One Digital Entertainment, Nowshad Rizwanullah - Miss Malini, Shrenik Gandhi - White Rivers Media, Gaurav Lulla- Loose Cannons Studio,
Moderator: Ambi Parmeswaram**

3:15 - 3.30 pm The role of immersive Branded Video content Fireside chat with Nikhil Gandhi

Moderator: Anil Wanvari (Indian Television Dot Com Group)

3:30-3:45pm Tea break and networking

3:45- 4.30: Role of video in overall brand strategy

With the growing media spends on video, how much importance is placed on video as part of the brand marketing strategy? How do brands stay relevant using the medium of video, which is ever-changing, evolving & growing in this digital age? Also how do they use video to communicate their message effectively?

**Panelists: Ayushman Chiranewala - Fastrack by TITAN, Ankit Desai - Marico, Sidharth Rao- Dentsu WebChutney, Pratyush Chinmoy- Onida
Moderator: Anil Nair - L&K Saatchi & Saatchi**

4.30-5:00 Monetising your assets/Can a brand become a media company

Is there a monetisation story to your branded video? Can brands, publishers, agency work to build a destination, which can become a consumer destination – a paid one at that? Is there merit in building a community, which goes beyond just video – but is glued around video and helps build a revenue stream?

**Panelists: Achint Setia - Myntra, Shamsuddin Jasani– Isobar
Moderator: Gaurav Lulla (Co-Founder & CEO Loose Cannons Content Studio)**

5:00 – 5: 50 Measuring the efficacy of video

How do you know if your video for the brand is working? What are the metrics to measure success? How do you build brand confidence? How do you measure recall – does traditional media still score high on this front?

**Panelists: Laxman Tari-Head of Marketing, Legrand, Vishal Jacob - Wavemaker, Neel Pandya - Loreal India, Vineet Kanabar - The Viral Fever, Varun Duggirala - The Glitch , Ramakrishnan Laxman- ABP News
Moderator: Pankaj Mishra- Founder, Chrome Data Analytics and Media**

6.15-8.00 - Networking over cocktails and snacks