

The Global Digital Content Market: Focus on Asia-Pacific

Speaker Profiles

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#digicontent2018



Government of India



Speaker Profiles

Opening Ceremony



Shri Suresh Prabhu

Mr. Suresh Prabhu is the current Minister of Commerce and Industry and Civil Aviation in the Government of India.

He is also a member of the upper house of parliament in Rajya Sabha from Andhra Pradesh. Mr. Prabhu rose from being a practicing Chartered Accountant to hold many coveted and challenging positions as huge as the Union Cabinet Minister.

He has also served as the Union Minister for Railways, Minister for Power, Minister for Chemical and Fertilizers, Minister for Environment and Forest and Minister for Industry.



Francis Gurry

Francis Gurry is an Australian lawyer who has served as Director General of the World Intellectual Property Organization (WIPO) since October 1, 2008.

He holds law degrees from the University of Melbourne, a Ph.D. from the University of Cambridge and is an honorary professor of, and holds honorary doctorates from, universities in a wide range of countries.

He is the author of a number of publications, one of which has become a standard legal text in the UK and is published by Oxford University Press as *Gurry on Breach of Confidence*.

Mr. Gurry speaks English and French.



Ramesh Abhishek

Ramesh Abhishek is the current Secretary in the Department of Industrial Policy and Promotion under the Ministry of Commerce. He has worked in the Supreme Court of India as a key Member of the e-Committee that is entrusted with the task of bringing e-Governance in Judiciary.

Mr. Abhishek has also been at the helm of key Government initiatives such as Make in India, Start-up India, Ease of Doing Business and Industrial Corridors in the country and has held distinguished positions in the Ministry of Food Processing Industries, Ministry of Home Affairs and Ministry of Law and Justice. Extremely dexterous and devoted, Mr. Abhishek has created a niche for himself in every position he has held.



Naresh Prasad

Naresh Prasad has had extensive management and administrative experience at senior levels both with the United Nations in WIPO and at state and national levels in India. Since 2009, Mr. Prasad has served as Executive Director and Chief of Staff to the Director General of the World Intellectual Property Organization (WIPO) and then Assistant Director General. He also served with the United Nations Industrial Development Organization (UNIDO) for three years during the 1990s.

As a member of the Indian civil service, Mr. Prasad has close to 36 years' experience with the Government of India in various assignments including with the United Nations. He served for 15 years in the field of Industry and Commerce and was India's focal point for intellectual property issues. Mr. Prasad holds a double Master's degree in Arts and Economics and was educated at St. Stephen's College in Delhi University.

Asia's Challenges and Opportunities in the Global Digital Content Market

Moderator



Supriya Shrinate

Supriya Shrinate has postgraduate studies, specializing in history of the world. She has 10 years' experience as a journalist, breaking some of the biggest stories and covering global events. Formerly with The India Today Group and NDTV, Ms Shrinate is currently with The Times of India Group, where she is Senior Editor and Prime Time Anchor, ET Now, The Economic Times Channel. As anchor of the channel's flagship shows, she interviews the biggest names in business, including policy-makers and corporates. Her interests include reading, writing and travelling.

Speaker



Sangeet Paul Choudary

Sangeet Paul Choudary is the best-selling author of the books *Platform Revolution* and *Platform Scale*. His work on platforms has been selected by the *Harvard Business Review* as one of the top 10 management ideas for 2017. He has been honored by the World Economic Forum as a Young Global Leader and is appointed as a working chair on the WEF's global council for platforms and systems.

Mr. Choudary speaks regularly at leading world events including the WEF events, the World50 Summit, Mobile World Congress, the United Nations, and the G20 Summit 2014 events. He is ranked among the top 30 emerging thinkers globally by Thinkers50. He leads thinking on platform strategy at organizations including the MIT Media Labs and INSEAD Business School.

Music – New channels and new models

Moderator



Patchari Raksawong

Ms. Patchari Raksawong Kinsperger has been a radio and television news presenter for Japan's NHK World, the Bangkok Post's news program, and several radio shows in her native Thailand for the last 10 years. She also hosts edutainment and travel programs on Thai television.

She is a lecturer at various leading universities in Bangkok covering courses such as Speech Communication and Cultural Diversity.

Despite her many roles, Ms. Raksawong is a hands-on mother of two.

Panelists



Sheila Majid

Sheila Majid is from Malaysia and has been well-known in the regional music scene for the last thirty years with her trademark contemporary pop music tastefully blended with a jazz and R&B flavor.

With the 1985 release of her debut album, *Dimensi Baru* (translation: *New Dimension*), Ms. Majid brought a new dimension to the local music industry, building a phenomenal following manifested by sold-out concerts in various cities.

With *Emosi* (translation: *Emotion*), released a year later, Ms. Majid broke into the Indonesian market. She went on to win the prestigious BASF Award for Best Female Artist in R&B category in 1987, never before by a non-Indonesian.

Ms. Majid next spread her wings to Japan where she performed at the Tokyo Music Festival in 1989. With two well-received albums and singles respectively she remains the first and only Malaysian artist to succeed in the Japanese market.

Other international appearances include London's West End Royalty Theatre, a meet-the-fans session at the world's biggest music store, Tower Records at Piccadilly Circus, London, Ronnie Scotts', London, the jazz mecca of the music world, and The Crowne Plaza Hotel and Casino, Los Angeles.

Her many awards include 'Best Pop Album' at the Anugerah Industri Muzik (AIM) 2000, Malaysia's equivalent of the Grammy, for her sixth album, *Ku Mohon* (translation: *I Pray*).

In 2010, Ms. Majid was invited by Dewan Filharmonik PETRONAS to perform with the Malaysian Philharmonic Orchestra (MPO) in conjunction with her 25th Anniversary in the music industry. The Album *Sheila Majid Live with MPO* was awarded AIM Best Album of the Year in 2011.



Devraj Sanyal

Devraj Sanyal has been running the Universal Music Group (UMG) businesses for India and South Asia since 2011. In the past seven years he has groomed it into one of the most successful music business models in the region. UMG is now a 360-degree festival business, music business including the label, live and artist promotions, merchandising and a creator of platforms for music and brands. It is also the leading label for Indie and non-film music, carving a niche amongst Bollywood-driven labels.

Mr. Sanyal also runs the publishing business for the region and is regarded as the top A&R man, now compounded by his role as a judge on network TV’s largest all English reality show called “The Stage” for the fourth season.

He was the co-founder of Sunburn, Asia’s no. 1 EDM festival and is now deeply integrated in the music intellectual property business and is currently the Director and Chief Executive Officer of India’s largest multi-genre music and camping festival “Enchanted Valley Carnival.”

Mr. Sanyal was awarded the IES’s prestigious “Udyog Rattan Award” and also made the “Top 25 Executives Under 40 running India Inc.” by Business Today for 2013-2014. In 2015, he also made it to the Hindustan Times “Top 50 young Stars under 40.”

He is also a founding member of Brahma, India’s premier metal band making him the only artist and music executive in the region.



Vikram Mehra

Vikram Mehra joined Saregama India Limited Mumbai office as Managing Director on October 2014. Mr. Mehra holds a B.Tech Degree in Computer Science & Technology from IIT Roorkee and also is an MBA from IIM Lucknow.

Prior to joining Saregama, he held the position of Chief Commercial Officer at Tata Sky Ltd from April 2004. During his long tenure of 10 years, he was responsible for multiple roles which included Subscription Revenue Management, Churn Management, Brand Marketing, New Product Development, Customer Analytics, Interactive Service Operations, Consumer Research and PR.

Mr. Mehra had also worked with Star TV as Vice President for four years from 2000-2004. He was part of the Digital Platforms Group, to spearhead its foray into DTH and cable services in India. This Group did the homework for the service launch, including market segmentation, demand estimation, business modeling, product planning, vendor selection, processes finalization etc. for the impending DTH business.

Mr. Mehra is a TAS (Tata Administrative Services) officer and has done stints with various Tata Group of Companies. He worked there from May 1997 to July 2000. One of the stints was the Product Manager for Tata Motors for two years from 1998 to 2000, where he was responsible for Brand Management (Advertising, Media Buying, PR) for Tata Indica, Tata Estate and Product Planning for Tata Indigo.

Mr. Mehra brings with him a wealth of experience to handle the ever-developing digital platforms. His deep understanding of various aspects and facets of digital media will spearhead growth momentum at Saregama.



Mandar Thakur

Mandar Thakur is the Chief Operating Officer of Times Music, one of India’s leading record labels and music publishers (and a division of India’s largest media conglomerate – The Times of India group).

Mr. Thakur began his career in Hong Kong with The Entertainment Co. Group working for their Asian concert promotion business in the early ’90s, a post in which he helped set up the pathbreaking 24-hour music television station Channel [V] in India.

Exploitation and Commercialization of Digital Content by Copyright Societies

Subsequently, Mr. Thakur pioneered the digital music landscape in Asia, as part of the founding team at Soundbuzz, then Asia/India's largest digital music distribution company (acquired by Motorola in early 2008). Mr. Thakur is also on the board of Directors of copyright societies IPRs and is also the Chairman of the PPL India board, besides being actively involved in the affairs of the IMI (Indian Music Industry).



Ang Kwee Tiang

Mr. Ang Kwee Tiang (aka KT Ang) is IFPI's Regional Director for Asia. He coordinates the activities of IFPI's affiliated industry associations across Asia, working to expand performance rights and help develop the digital marketplace in the region. Ang joined IFPI in 2012 from global authors and composers' body CISAC, where he served as Regional Director, Asia-Pacific.



Mr. Javed Akhtar

Mr. Javed Akhtar is son of well-known Urdu poet and film lyricist Jan Nisar Akhtar and Safia Akhtar, teacher and writer; Javed Akhtar belongs to a family lineage that can be traced back to seven generations of writers. The highly respected Urdu poet, Majaz was his mother's brother and the work of Muzter Khairabadi, his grandfather, is looked upon as a milestone in Urdu Poetry.

Javed Akhtar's body of work can be categorized under three distinct categories: script writer, lyricist and poet.

He is recipient of several awards like National Award for Best Lyricist five times. Of these, three were in an unprecedented row; Film Fare Award for Best Script / Best Lyricist sixteen times; Screen Award for Best Lyricist four times. Zee Award for Best Lyricist five times; IIFA Award for Best Lyricist three times. Sansui Viewers Choice Award four times and countless others. Javed Akhtar was nominated to Rajya Sabha as Member of Parliament by President of India 2010. He was the leading force behind the amendment to the Copyright (Amendment) Act, 2012.

Education Publishing – Curated content and education outputs in the digital era

Panelists



Jiyoung Kim

Jiyoung Kim started her career in 1996 as an account executive for a Los Angeles, California based advertising agency. In 2002, she moved to Seoul, Republic of Korea, and joined the college textbook publishing company, Freedom Academy, which specialized in STEM subjects.

In 2009, Ms. Kim successfully launched a sister company to publish high school textbooks. Two years later, she founded another publishing company for a general audience, focused on the subjects of education, science, liberal arts and sociology.



Ratnesh Jha

Ratnesh Jha is Managing Director at Cambridge University Press, India. He comes with experience in setting up and managing large-scale businesses in a number of industries: Education, Telecoms, Technology and Banking with varied industry experience across Vodafone, GE Capital and Citibank.

At Educomp Solutions in Asia-Pacific, Mr. Jha has been Managing Director since 2012, focusing on building partnerships, creating licensing strategies and developing online education solutions. Prior to this role, he joined Educomp India in 2008 as Chief Operating Officer for the Smart Class business.

He is an alumnus of Kellogg School of Management and Jawaharlal Nehru University.



Monica Malhotra Kandhari

Monica Malhotra Kandhari is the Managing Director of the MBD Group. Carrying forward her father’s legacy, she has taken the publishing business of MBD to newer heights. She is the driving force behind MBD Alchemie – India’s frontrunner in the knowledge portal.

For her exceptional work, she has been honoured with the ‘Global Punjabi Society Award in the Field of Publishing’ in 2013 and the ‘Naari Shakti Sammaan’ award by the Adhaar Foundation in 2011. She has also earned recognition for her accomplishments and received many other accolades and awards, including the prestigious ‘Indira Gandhi Priyadarshini Award’ in 2007.

Ms. Kandhari was also conferred the prestigious ‘18th Talented Ladies Award’ by Bharat Nirman in 2006, the ‘IMM Top Women Entrepreneur Award’ by the Institute of Marketing Management, and the ‘Young Achiever Award’ in 2006.



Pradyumna Vyas

Mr. Pradyumna Vyas is currently serving as Director, National Institute of Design since 2009 and is also holding position of Member Secretary, India Design Council and Officiating Director, NID Vijayawada and NID Kurukshetra.

Pradyumna Vyas acquired a Master’s in Industrial Design from the Indian Institute of Technology, Bombay. In June 2010, Vyas was conferred with an honorary Master of Arts degree from the University for the Creative Arts in Farnham, United Kingdom in recognition of his contributions to design education and design promotion.

In July 2011, Vyas was given the award for his outstanding contribution to design education at Asia’s Best School Award that was held at Singapore.

In July 2015, World Education Congress 2015 conferred the award for Outstanding Contribution to Education to Mr. Vyas.

In March 2016, Mr Vyas was honoured with the ‘Lifetime Achievement Award – Design, 2016’ at the first ‘India UX Design Awards’ and in August 2017, Mr Vyas was felicitated with ‘Lifetime Achievement Award’ by Times Education Icons 2017.

Film – Sustaining the film industry in the digital environment

Panelists



Brijesh Singh

Mr. Brijesh Singh (I.P.S.) is Secretary and Director General, Information and Public Relations and Special Inspector General of Police, Cyber Maharashtra, Mumbai. He is head of Maharashtra Cyber, a unit looking after Cybersecurity of Government of Maharashtra. He is leading the implementation of MH Cyber Project, CERT MH and Predictive Policing units.

He is also implementing a unique project of Automated Multi-Modal Biometric Identification System (AMBIS), which is the first initiative in India, where IRIS, face recognition, finger and palm prints will be used for identification of criminals.

Previously, he has implemented huge and successful projects like Crime and Criminal Tracking Network & System (CCTNS) project, and other IT schemes for Policing. Presently he is also heading the CCTNS Task force developing big data solutions and analytics on crime data.

He is also a published author. He has penned the thriller *Quantum Siege* for Penguin books. His recent book, *Dangerous Minds of India*, is out on the stands now.



Blaise J Fernandes

Mr. Blaise J Fernandes has spent 32 years in the media and entertainment industry, 23 years as head of Warner Bros South Asia. He was part of the WB global leadership team from 2007 to 2013. CEO of GATEWAYHOUSE HOUSE, a Mumbai based foreign policy think tank for 4 years, he spent a year as SVP Corporate Affairs at EDELWEISS FINANCE and is now President and CEO of Indian Music Industry and continues as an independent board member of GATEWAYHOUSE. Mr. Fernandes is a graduate in Economics and Sociology from St. Xavier's College and a PGD in Mass Communications.



Uday Singh

Uday Singh is the Managing Director of the Motion Picture Association's India office, responsible for promoting and protecting the commercial and creative interests of the Hollywood studios in India as well as those of the local screen communities. In this capacity, he oversees all operations including: strategic partnerships, government advocacy, public relations, content protection, and technology.

Earlier, Uday was Executive Vice President for the Columbia TriStar Motion Picture Group, responsible for managing and growing Sony's portfolio of local Indian language films and was MD of Sony Pictures India.

Under his leadership, Sony Pictures India emerged as the most successful Hollywood studio in India. It was the #1 Studio for nine years and has the unique distinction of crossing the Rupees one billion mark in ticket sales four times in a span of six years. Under Uday's watch, Sony Pictures India won the prestigious first Sony United Award from Sir Howard Stringer, Chairman and CEO of Sony Corporation for the film *Saawariya* in 2008.

Broadcasting and Media Convergence – From paper to screen

Panelists



Amit Khare

Amit Khare is a 1985 batch IAS officer of Jharkhand cadre. He is widely regarded as one of the most honest officers of the contemporary times. He has impeccable track records. He is noted for his role in bringing to light the Fodder scam, in which Rs. 940 crores were embezzled in Bihar over many years.

As Development Commissioner & ACS Finance-cum-Planning, he took many initiatives for introducing wide spread pre-budget consultations, performance budgeting, gender budgeting & sectoral budgeting, financial inclusion, DBT and in implementation of various Central and State sector schemes.

He took over as Secretary, I&B, Government of India on 31st May 2018.



Nedra Weerasinghe

Nedra Weerasinghe is Group Director of Electronic Media Business at The Capital Maharaja Organisation Ltd., Sri Lanka, and heads the country's largest private Electronic Media Network, which owns 3TV and 5FM Radio Channels. Ms. Weerasinghe says being involved in shaping the Media Industry in Sri Lanka with the introduction of innovative entertainment news and current affairs programs, going beyond the role of traditional media, being involved and driving positive change in communities has been an exhilarating and rewarding experience.

Ms. Weerasinghe presented papers at many ABU Forums and most recently as a speaker at Women with the Wave High Level Master Class Forum in Ashgabat. She was a keynote speaker at the Public Broadcasters International (PBI) Conference, a partner conference of the Public Media Alliance (PMA) Global Conference 2016, in Montreal Canada. As a committee member, she contributed to formulating the media quality management standard for ISAS Media 9001:2016.

Ms. Weerasinghe holds a Master of Business Administration degree from The University of Western Sydney Australia. She won the Gold Award for Media at the Top 50 Professional & Career Women Awards Sri Lanka 2017, awarded by IFC & Women in Management. Her other professional qualifications include, General Management Program – (IIMA) & Business Management with Marketing – (FCCISL).

Travel, wildlife and reading are her interests outside of work.



Rajjee Shinde

Rajjee Shinde is notable industry expert. In her latest role at EPIC, Rajjee has been entrusted with the responsibility of expanding the business and building the EPIC network. A Dada Saheb Phalke Film Foundation Awardee, Rajjee has an illustrious career and has led businesses to growth with a record of generating new revenue streams within the media landscape.

Prior to joining EPIC, Rajjee has served as CEO & Director, PTC Network and was instrumental in establishing the network, while spearheading the launch of multiple channels. Under her leadership, PTC Punjabi became the No 1 Punjabi channel driven by her content expertise and has also led the launch of PTC Motion Pictures.

A recipient of numerous awards and accolades for her contribution to the Media and Entertainment ecosystem, her notable awards include FICCI Women Entrepreneur 2018, Women of the Decade in Media and Social Change by Women Economic Forum 2017 (WEF), Punjabi Icon Award 2017 by Punjabi Cultural Heritage Board, Mumbai, Excellence in Media in the BIMSTEC - SAARC WOMEN EMPOWERMENT FORUM 2017 organized by ASSOCHAM under MEA. She has also been conferred with Punjab State Brand Leadership Award 2017, among many others.



M.K Anand

M.K Anand is the Managing Director & Chief Executive Officer of Times Television Network. He has previously worked with The Times of India group for 19 years, first with the print business for 14 years and later with the television business at zoom from 2004 to 2009.

Anand has an experience of over 25 years in Media - Broadcast, Digital and Print including 7 years in Top Management. Earlier he has been the Chief Executive Officer, UTV Broadcasting (2 years); Managing Director, Disney Media Networks India (2 years).



Ambika Khurana

Ambika Khurana is currently the Director, Public Policy at Netflix India. With almost 20 years of leadership experience in Government Affairs and Strategic Planning, her specialization includes advocacy with governments on policy and regulatory issues critical to industry's goals and to Netflix's business agenda.

She aligns with Government stakeholders for Technology, Media, Economic and Market access policies to strategize opportunities and mitigate business risks for the organization. She has extensively promoted ICT Policy agendas with World Bank, UNESCO, USAID, DFID and Ministries of IT of various international and national entities. Ambika holds an Engineering Degree from Thapar University, Patiala and a Masters Degree in Management from IIT, Delhi.

Prior to Netflix, her last held position was of Head of Public Policy, IBM.

Digital Inclusion, Rights, Access and Infrastructure – Policy and diplomacy considerations

Panelists



Rajiv Aggarwal

Mr. Rajiv Aggarwal is presently serving as Joint Secretary in charge of administering Intellectual Property Rights in the Government of India. He is thus the key person for the Government of India in dealing with WIPO, as also bilateral and multilateral negotiations in the field of Intellectual Property. In addition, he was also the Controller General of Patents, Designs and Trademarks during 2015, responsible for the IP processes at the field level. He was instrumental in finalising the National IPR Policy, 2016, and is now spearheading its effective implementation.

An officer belonging to the Indian Administrative Service, Rajiv Aggarwal has more than 25 years of administrative experience, including being the District Magistrate in 9 districts of Uttar Pradesh.



Deepak Jacob

Deepak Jacob is currently the President and General Counsel of Star India, which is one of India's largest Multinational Television Broadcasting companies. Star India is a wholly owned subsidiary of 21st Century Fox and has multiple business units such as TV, Film Studio, Sports, Sports Leagues, and Digital. Star currently broadcasts over 40 channels in 8 languages across India and over 100 countries worldwide. His role at Star is unique since it encompasses not just the legal and compliance functions but also the regulatory, government affairs and public policy functions thus covering the entire gamut of the risk landscape.

An alumnus of University of Madras, he is a seasoned lawyer with rich and varied work experience of over 25 years. His areas of expertise are in the fields of IPR, competition law, commercial and contractual transactions, property laws, litigation, and regulatory matters. He has sector specific experience across media, telecom, sports and e-commerce industries.



Guanyong Wu

Guanyong Wu is Founder and CEO of Firstbrave Group Company, Vice Director of 12426 monitoring center of Copyright Society of China.

Founded in 2011, Firstbrave group is a data-driven copyright distribution and protection platform, providing services such as copyright financing and distribution, copyright protection and big-data analysis for businesses.

In 2016, Firstbrave won the WIPO-NCAC Award for copyright protection.

Firstbrave's R&D center is in Shanghai, and the marketing center is in Beijing.



Caroline Morgan

Caroline Morgan is Chief Executive of the International Federation of Reproduction Rights Organisations (IFRRO). IFRRO is the international organisation representing collective management organisations in the text and image sector. IFRRO has members in 14 countries in the Asia Pacific region, with annual collections of over 110 million euros. Prior to taking up her role at IFRRO in 2016, Ms. Morgan was the General Manager of Copyright Agency in Australia, and as part of that role managed Viscopy the Australian collective management organization for visual arts, overseeing the introduction of the artist resale royalty into Australia.

Ms. Morgan is the past president of the Copyright Society of Australia (2006 – 2014), and the former Chair of the IFRRO Asia Pacific Committee. Ms. Morgan has a deep knowledge of copyright systems in the Asian region, having also worked as a consultant to the Asia Pacific Cultural Centre for UNESCO, in Japan, on a project to build the copyright systems in several least developed countries in Asia.

Ms. Morgan has a BA /LLB from Sydney University and a MBA from the Australian Graduate School of Management (AGSM).



Sylvain Piat

Sylvain Piat joined the International Confederation of Societies of Authors and Composers (CISAC) in January 2015 as Director of Business, which includes Governance and Professional Rules implementation and monitoring aspects for the whole CISAC membership, in close co-operation with the Regional Directors. He is responsible for the organisation of the CISAC Technical Committees (Business, Media and DLV).

Mr. Piat had already worked 13 years at CISAC, initiating the Common Information System Plan, before joining the *Société des Auteurs, Compositeurs et Éditeurs de Musique* (SACEM) in 2011 as Head of International Projects, with a specific focus on the digital environment and the development of the Armonia initiative. Mr. Piat graduated from the *École Centrale de Paris*.



Ameet Datta

Ameet Datta is a Partner with Saikrishna & Associates. He is an IP litigator by background with specialization in trade mark, copyright and design litigation along with a focus on copyright, commercial litigation including civil and criminal commercial claims, white collar crimes, data theft and data protection cases. With over 18 years as an IP lawyer, Ameet has assisted multiple Indian and International clients in protecting their IP and other asset portfolios in India as well as across foreign jurisdiction in coordination with foreign law firms.

Ameet has acted in many landmark litigations including India's first 'texture trade mark' case, the first e-mail spamming case in India, the first case on online streaming of films, John Doe law suits targeting named and unidentified defendants across diverse sectors, domain name litigations including *via* the WIPO UDRP and in arbitration process.

In addition to his role as a litigator, Ameet regularly counsels Indian clients in developing and advising on business protection policies and processes, brand protection strategies as well as strategizing and completing international brand availability and registration processes. Ameet also has wide ranging experience with counterfeiting issues and has overseen anti-piracy campaigns across different sectors/Industries.

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