

FICCI FRAMES 2014, to discuss reforms regulatory mechanisms & implementation of policies

FICCI FRAMES 2014 to be kicked off from 12th March in Mumbai

New Delhi, March 4, 2014: FICCI FRAMES 2014, happening on 12-14 March 2014 at Mumbai would be a landmark edition of the convention, marking fifteen years of its inception with Australia as the partner country. The Chairman of the Asian Animation Summit Mr Kim Dalton, celebrated film producer and academic Anthony Waddington and H.E. Patrick Suckling, Australian High Commissioner to India are eminent representatives of the large Australian delegation. Karnataka, the state with one of the most advanced AVGC policies in India, is the partner state.

The conference theme **‘Media and Entertainment: Transforming Lives’** places much-needed focus on the role of media and entertainment as a vehicle for social and economic change, especially as stakeholders meet just months before the country goes into elections. In view of media and entertainment sector being increasingly leveraged as a vehicle for enhancing public awareness on issues that impact the country, FRAMES 2014 will deliberate and discuss issues from reforms and regulatory mechanisms to implementation of policies for social impact with requisite standards.

Prominent members of global media and entertainment industry participating in the convention, include, for the first time, Ajit Pai, Commissioner FCC, USA, the BBC Global CEO Jim Egan, Jon Sopel, Senior Anchor, BBC Global News (UK) and Justin Osofsky, VP – Media Partnerships and Global Operations Facebook (USA). Among noticeable members are also Roger Fisk, PR Expert, President Obama’s Campaign (USA); Andrew Lack, Chairman, Bloomberg Media Group (USA), Andy Paterson, Producer (UK), Annie Luo, Director – Media, Entertainment and Information Industries, World Economic Forum (USA), Benoit Ginisty, Director General, FIAPF (France), Nancy Silberkleit, Co-CEO, Archie Comics Publications (USA); Todd Miller, CEO, Celestial Tiger Entertainment (A Lionsgate JV), Mathieu Bejot, Executive Director, TV France International (France) as well as William Wang, CEO and Founder of Vizio USA.

FRAMES 2014 is unique in recognizing media and entertainment industry’s economic contribution and deep engagement with the policy domain. Policy-makers and regulators participating and addressing the convention include Dr Rahul Khullar, Chairman TRAI, Mr Bimal Julka, Secretary, Ministry of Information and Broadcasting, Mr GR Raghavender, Registrar of Copyrights and Director and Mr Rakesh Sharma, CEO, CBFC. Hon’ble Members of Parliament such as Mr Derek O’Brien and Mr Baijayant Panda are expected to address the valedictory session along with other thought leaders. Discussion would cover topics from integrity and quality of content to regulatory hurdles and de-bottlenecking them.

Steered by FICCI Media and Entertainment Committee office bearers Mr Uday Shankar, Chairman, Mr Ramesh Sippy, Co-chair and Mr Karan Johar, Chair- Frames, the effort is to bring together all key stakeholders in media and entertainment to take forward the agenda of a vibrant and dynamic M&E industry. Mr Raghav Bhal, Mr Aroon Purie, Mr Sudhanshu Vats, Mr Punit Goenka, Mr Vikram Chandra, Mr Siddharth Roy Kapur and Mr Ajay Bijli are among the experts who will enrich the convention with their perspectives.

Dedicated sessions to expand and monetize the sector would also explore the role of private equity in the sector, role of the internet, community building for growth of sports sector as well as alternate and sustainable business models for sub-sectors. Off-the-cuff sessions like The Film That Changed My Life and Media as an Opinion-Maker

have been introduced for new ideation.

FRAMES 2014 would also showcase creative and informative master classes and workshops for both professionals and enthusiasts. Oscar-winner George Murphy will conduct a VFX masterclass; the Berkman Center for Internet & Society, Harvard University (USA) will host a workshop on creating socially relevant and meaningful cinema along with Oscar-nominated film-maker Stuart Sender and Nigerian film-maker Tunde Kelani. Animation masterclasses by Mark Eysers, Chief Content Officer of Turner and keynotes from Japan (Hiromichi Masuda, Chairman, Association of Japanese Animations; Kazutaka Akimoto, Director, Shochiku Company) are other important highlights. Innovations in animation track would be presented by Eric Fournier, Partner and Executive Producer, Moment Factory and Suzanne Guevremont, Director General, École des arts numériques, de l'animation et du design.

The Convention also has participation of leading film personalities- Ms Priyanka Chopra, Ms Shabana Azmi, Mr Abhay Deol, Mr Abhishek Bachchan, Mr Rakeysh Om Prakash Mehra, Mr Anupam and Ms Kirron Kher, Mr Sudhir Mishra, Mr Ritesh Batra, Mr Mukesh Bhatt & Ms Guneet Monga.

The FICCI INK Salon expands the conventional boundaries of the Summit and celebrates the journey of social entrepreneurs with inspiring discussion on how M&E sector can impact lives, for the better. BAF awards and networking evenings and cultural programmes will continue this year and provide opportunities for exchange of experiences and peer interaction.

FICCI Media Division