



MEDIA & ENTERTAINMENT BUSINESS CONCLAVE
MEBC SOUTH CONNECT

REGIONAL TO GLOBAL: SHAPING INDIA'S CREATIVE NARRATIVE

21 JANUARY | CHENNAI, INDIA



India produces 200,000 hours of content annually, including 1,700 films, 3,000 hours of OTT content, and 20,000 songs. Indian content has crossed borders, captivating audiences in over 160 countries and topping global streaming charts.

The lines between regional and national content are blurring, signaling a new era where local stories showcase the universal appeal of Indian storytelling..

▶ KEVIN VAZ

Chair, FICCI M&E Committee and Chief Executive Officer - **JioStar** - Entertainment Business TV & Digital





AI, short video, business messaging and immersive tech have fundamentally transformed the future of how studio led movies, OTT content and linear TV are marketed and consumed in India. The power of these tech solutions can make a material contribution to the industry's growth..

▶ **SANDHYA DEVANATHAN**

Co-Chair, FICCI M&E Committee and VP and Country Head India, Meta

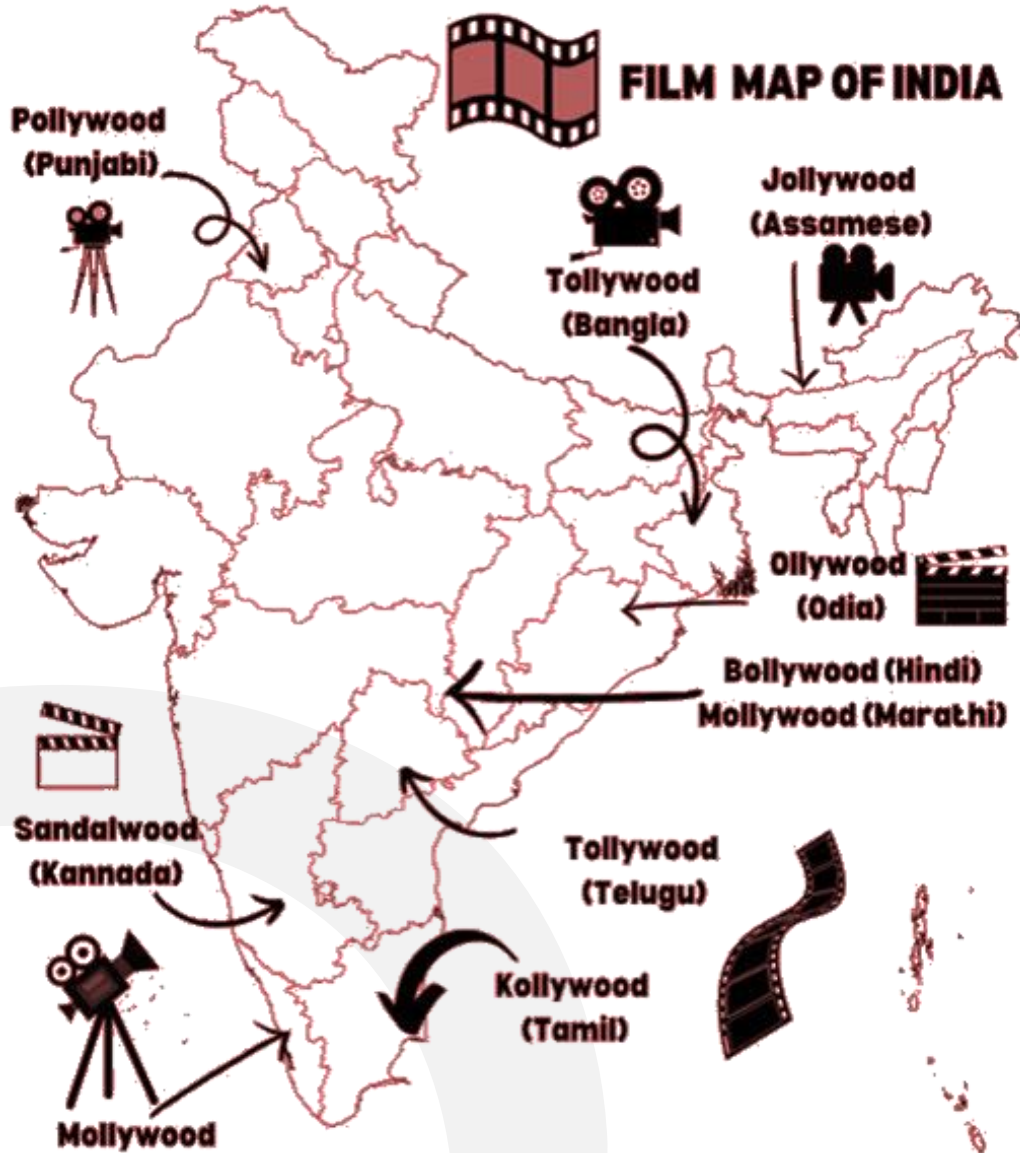


The surging ascent of Connected TVs marks a pivotal shift in media consumption, providing unparalleled engagement for audiences and a wealth of opportunities for Advertisers. This trajectory sets the stage for an era characterized by innovation and seamless connectivity..

▶ **ARJUN NOHWAR**

Co-Chair, FICCI M&E Committee and Senior Vice President, and GM - India & South Asia, Warner Bros. Discovery

INDIAN MEDIA & ENTERTAINMENT MARKET: A REGIONAL POWERHOUSE



Indian M&E Market Snapshot:

- **Market Contribution:** 1.7% of India's GDP.
- **Cultural Diversity:** Content in over 20 Indian languages.
- **Growth Drivers:**
 - Rapid expansion of OTT platforms
 - Rich regional content and talented workforce
 - Robust digital infrastructure enabling global reach
- **Key Statistics:**
 - 1,700+ films produced annually
 - 700+ million internet users
 - 538 million+ smartphone users
- **Multilingual Impact:** 50% of domestic theatrical revenue from regional films.
- **Global Appeal:** Regional storytelling resonates both nationally and internationally.
- **Technological Prowess:** Leading in world-class post-production and VFX capabilities.

SOUTH INDIA: A MEDIA & ENTERTAINMENT POWERHOUSE

- South Indian cinema led Indian box office: Telugu (20%), Tamil (14%), Kannada (5%), Malayalam (8%) in 2022.
- Blockbusters: "Baahubali," "KGF," "Ponniyin Selvan-I"; Oscar success with RRR.
- South India contributes 35% to India's M&E market.
- Strong infrastructure and tech hubs: Hyderabad, Bangalore, Chennai.
- South Indian M&E industry growing at 15% CAGR.
- South India has the highest number of cinema screens.



Fostering the Positive momentum

- **Building a platform** for knowledge exchange and networking to boost the M&E industry, emphasizing the global impact of regional content.
- **MEBC South Connect 2025** will bring together India's unparalleled media & entertainment industry and global innovators for a celebration of culture and storytelling.





WHAT AWAITS YOU AT MEBC SOUTH CONNECT

Media & Entertainment Business Conclave (MEBC) will be a pivotal platform for collaboration among key stakeholders in Films, media, broadcasting, content and technology sectors. The event will explore synergies to drive growth, expand market reach, and nurture innovation within India's M&E ecosystem, both locally and globally.

Through focused discussions on content consumption, production innovation, and emerging business models, MEBC will address policy challenges and advocate for industry-friendly regulations. FICCI's

Insights on Trends & innovations

Join thought leaders as they unveil trends and technological advancements shaping the future of M&E.

Dialogues on Policy reforms

Engage in conversations with visionaries about regulatory concerns and industry successes and groundbreaking content.

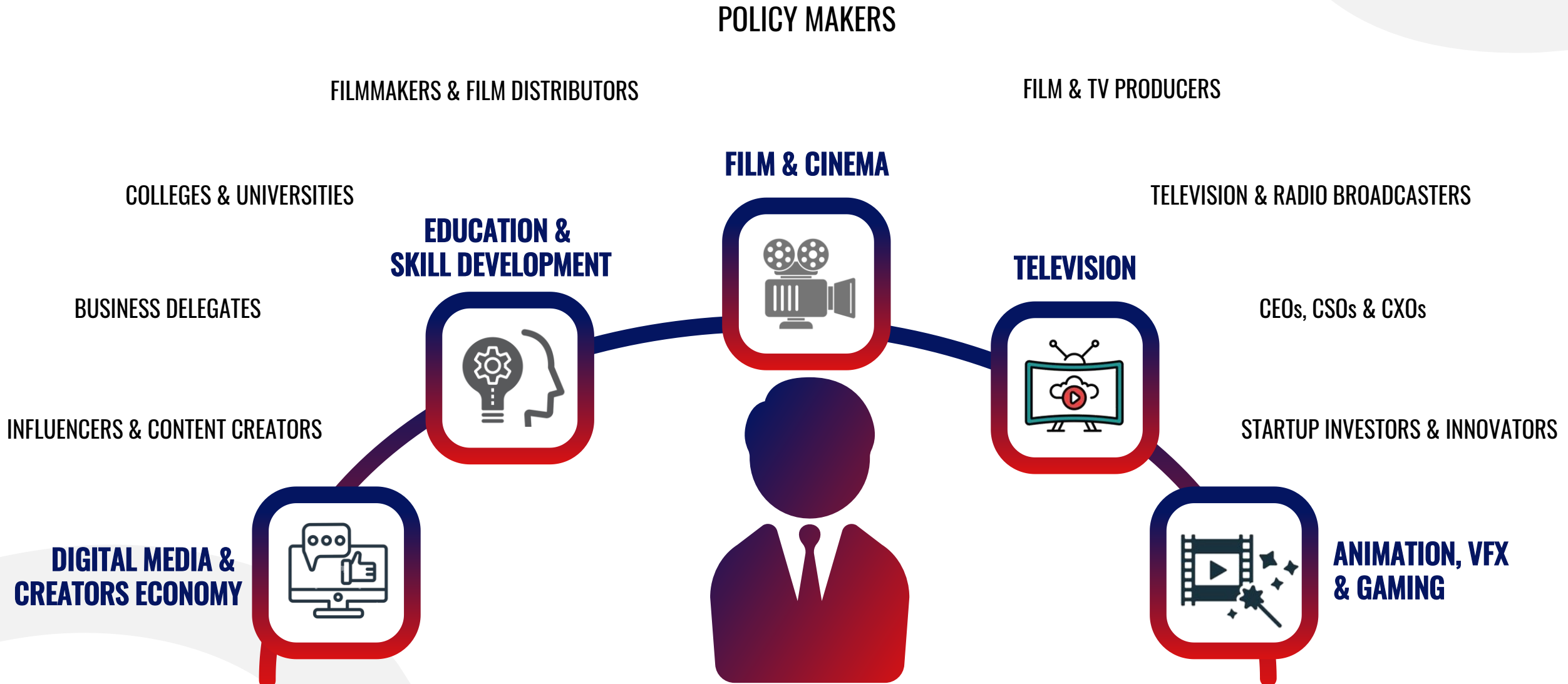
B2B & Networking Opportunities

Network with global and regional partners, explore co-production avenues, and harness cutting-edge tech in content creation.

Masterclasses & Workshops

Enhance your expertise in VFX, sound design, and the art of creating Pan-Indian and international projects.

KEY STAKEHOLDERS



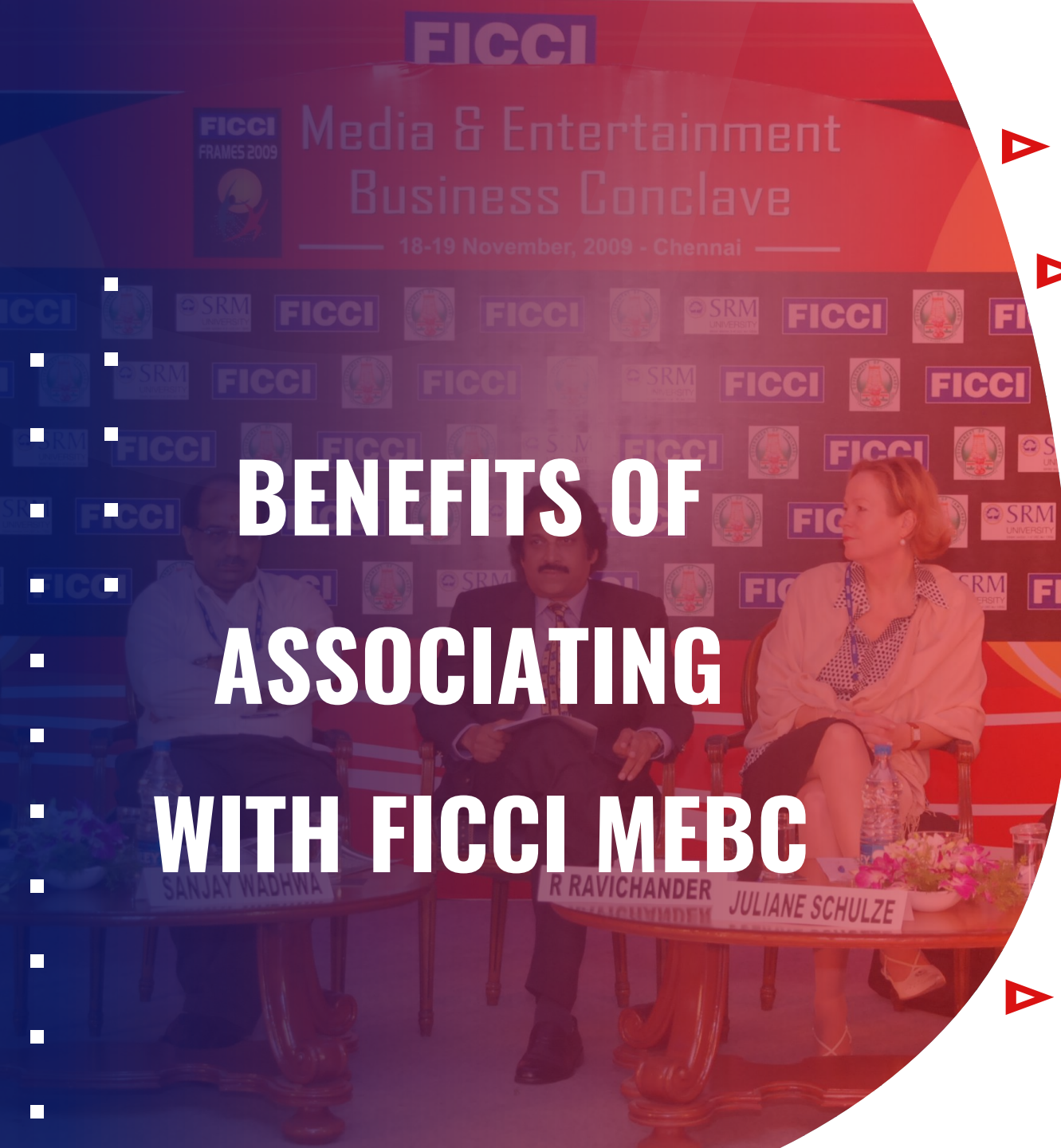
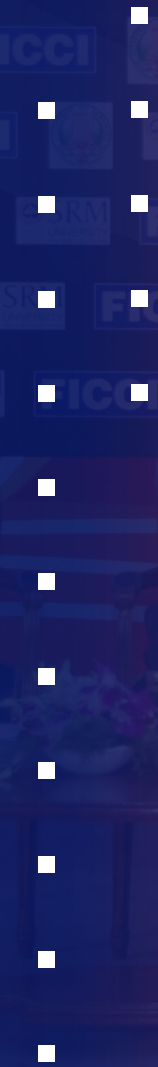


SPONSORSHIP OPPORTUNITIES

- ▶ **CONVENTION PARTNER**
- ▶ **SUPPORTED BY PARTNER**
- ▶ **COUNTRY/STATE PARTNER**
- ▶ **CATEGORY PARTNER**
- ▶ **TECHNOLOGY PARTNER**
- ▶ **ASSOCIATE PARTNER**
- ▶ **EDUCATION/SKILLING PARTNER**
- ▶ **SUPPORTING PARTNER**
- ▶ **DELEGATE KIT PARTNER**

BENEFITS OF ASSOCIATING WITH FICCI MEBC

- ▶ **Brand visibility at premiere media & entertainment convention.**
- ▶ **Business outreach to the most sought-after M&E business community including Central and State Governments.**
- ▶ **A showcase of product & services, innovations, and upcoming creative concepts.**
- ▶ **Networking opportunities with key decision makers.**
- ▶ **Branding across all mass mediums including Print, Digital, Outdoor, and Social Media.**
- ▶ **Outreach to over 20,000 Media professionals through emailers and other mediums.**
- ▶ **Develop long term association with FICCI and participate in policy advocacy.**



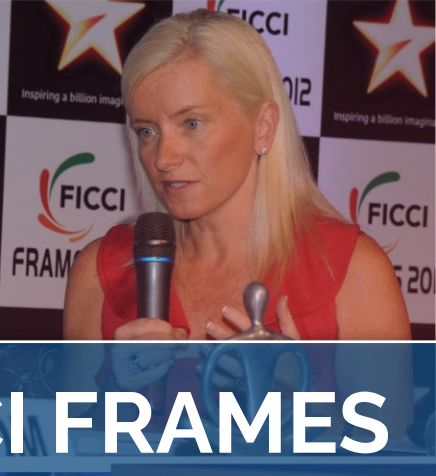
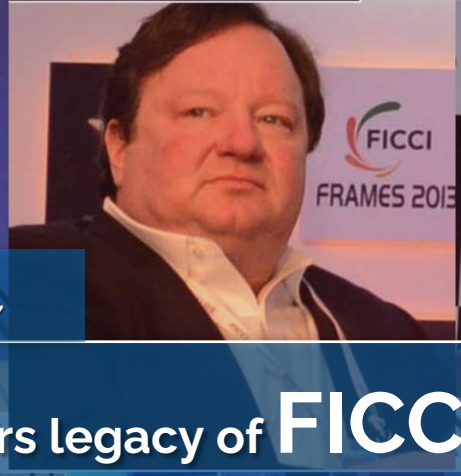


GLIMPSES OF PAST EDITION OF MEBC SOUTH CONNECT



Built on
25 Years legacy of **FICCI FRAMES**

Asia's largest convention on the business of media & entertainment





JOIN US AT MEBC SOUTH CONNECT!

21 January 2025

Secure your place at FICCI South Connect 2025 to connect, collaborate, and co-create stories that travel the world.

Contact us for Collaborations:

Mr. Pankaj Singh: pankaj.singh@ficci.com | 9868129201

Ms. Shivani: shivani@ficci.com | 8860169345

Website: www.ficci-frames.com