

IndianTelevision.com's

SPORT LIGHT

THE INDIAN SPORTS TELEVISION SUMMIT



03-04 FEB 2015
Palladium Hotel, Mumbai

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09:00am - 10:00am

REGISTRATION

10:00am - 10:10am

WELCOME ADDRESS

Anil Wanvari

10:10am - 10:30am

OPENING KEYNOTE

10:30am - 11:15am

CRICKET: THE NEXT BIG LEAP

The sport has stable properties in Test cricket, ODIs, the IPL, World Cup, Championship Leagues, local cricket, and regional cricket. It is still the leading sport on television, which gets the maximum eyeballs. In recent times it has been transformed through entertainment on the ground, in studio guests and commentary. However, the television component needs a refresh regularly. What is the next big idea to polevault it further into the stratosphere? What new format can emerge to make it a more exciting proposition for TV?

11:15am - 11:45am

The BIG THREE

A report card from Group M ESP/MADISON on test cricket, ODIs, the World Cup, the IPL and the Championship League over the past three seasons or editions. This is from the media planning / buying / delivery / reach / Rol perspective.

11:45am - 12:00

TEA BREAK

**DAY
ONE**

03 February, Tuesday



12:00 - 12:45pm

MEDIA INSIGHTS: IS CRICKET GETTING OVERPRICED?

Media Panel on the expectation from cricket this year: in terms of pricing and innovation. And what the broadcasters have to offer? And how will they match the individual expectations?

12:45pm - 01:15pm

THE NEWBIES: MAKING A MARK?

How the new leagues are faring. A status report card on the Indian Super League, International Premier Tennis League, Pro Kabaddi League, World Kabaddi League, Champions Tennis League, Hockey India league and two basketball leagues.

01:15pm - 02:00pm

LUNCH

02:00pm - 02:30pm

INDUSTRY KEYNOTE: THE DREAM MAKERS

Anand Mahindra, Building a new property from the sports TV perspective - The Pro Kabaddi League.

02:30pm - 03:30pm

THE LESSER KNOWNNS

There are many sports events which find niche television audiences in India: like the Bundesliga, the EPL, the Masters Golf, WWE. What role have broadcasters and the agencies which represent these televisable properties played in building them up? How have these properties fared so far? Can they grow further? Can new properties develop?? And which new ones can have a market here? Can international case studies be used to develop local televisable properties -wrestling, boxing, chess, golf, basketball, swimming, and say college sport in India?

**DAY
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03 February, Tuesday

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03:30pm - 04:15pm

BUILDING BETTER SPORTS PROGRAMMING

What sports TV programming formats are working in India? What are the new best formats in sports television programming that can be brought into Indian sports television? Can indigenous ones be developed? Are they important to connect with sports television viewers? Can they be made profitable? Do advertisers bite into this offering?

04:15pm - 04:30pm

TEA BREAK

04:30pm - 05:30pm

ENGAGING BRANDS BETTER

Sports television is dependent on advertising dollars to sustain itself. Are advertisers happy with the ROI they have got? What can be done to give a better return to advertisers? What innovations can come in? Is in-programme integration the way forward? Can sports television offer something more? Can new metrics develop to measure TV viewer satisfaction/engagement with brands who get onto sports television?

05:30pm - 06:15pm

THE 4K THRUST

Sports is watched best on 4K television. The experience is like no other. India is on the cusp of 4K telecasts. Is it a mirage or is it real? Is the industry geared up for this in terms of broadcast, production capabilities? Will the extra investment be worth it? Will it work? What is in store for Indian brands and viewers?

**DAY
ONE**

03 February, Tuesday



Day TWO - 04 February, Wednesday

09:00am - 10:00am

REGISTRATION

10:00am - 10:30am

INDUSTRY KEYNOTE

10:30am - 11:30am

BUILDING A ROBUST ECONOMIC SPORTS TV MODEL

A panel Discussion with broadcasters, rights owners, brands, cable TV operators, DTH players, on the possibilities of pay per view/VOD etc, advertising, sponsorship, merchandising licensing and sports syndication, team owners.

11:30am - 11:45am

TEA BREAK

11:45am - 01:15pm

IS DIGITAL THE NEW FRONTIER?

Will India's sports viewing public take to watching their sport on phones/tablets/OTT services? What initiatives are the broadcasters/streaming services providers making to deliver on this nascent need? What are the ways of monetizing this mode of delivery? Are advertisers buying into the promise? What is the role of social media in enhancing the sports TV experience? How can social media be monetized by rights owners? What are the best practices to build the connect between sports TV and social media?

01:15pm - 01:30pm

WRAP UP

01:30pm - 02:30pm

LUNCH

**DAY
TWO**

04 February, Wednesday