



## About **IMC Fusion** :

Indian Merchants' Chamber (IMC), as the pioneering trade body of the country since 1907, has been actively involved in promotion of the business interests of its various constituents. In this process, IMC's endeavour has been to reach out to different industry groups, understand their views and perspectives and present them to the policy makers and other decision makers to facilitate growth of that sector, in particular, and industry in general.

With this objective, IMC recently constituted an Expert Committee to nurture relationship with the fast growing industry segment of Sports, Media and Entertainment. The mandate of the core committee is to strengthen the relationship of IMC with this sector and work along with the industry leaders to explore ways by which IMC can be of service to this sector more effectively.

One of the initial actions planned by the Expert Committee is to hold a day long business conference for the industry where the veterans and the new generation can come together and exchange thoughts and ideas on recent developments in the sector and how it can forge forward. The Conference – **"FUSION 2012"** is scheduled on 1st Feb, 2012 at J.W. Marriott Hotel in Mumbai. The theme of the conference is "C3i:Content-Creation to Consumption & Audience Involvement". We expect good number of delegates from the various sectors of Sports, Media and Entertainment industry to be part of this conference. Some of the leading lights of Bollywood would also be participating actively in the conference.

## Conference **Agenda** :

The Planned conference will be held over a day – format will be 7 sessions of Expert talk followed by interactive discussion.

The speakers will be industry leaders from the fields of telecom, media, entertainment, sports marketing, content and film industry. Some of the leading personalities from Bollywood will also be part of the discussions.

## Event – **Date & Venue** :

1st Feb., 2012 at J.W. Marriott, Juhu, Mumbai.

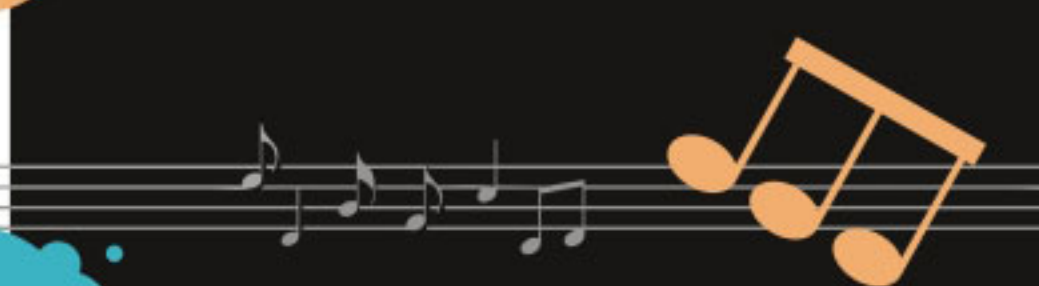
## Delegate **Participation** :

All those industries who are involved in production, dissemination, monetization of content – be in entertainment, news, sports, brand marketing companies, advertising & communication planning agencies, software & application developers are the potential companies who will be sending their executives to attend the conference.

The conference will have an eclectic mix of Senior Management team of the companies (those involved in decision making) as well as the young managers that lead the innovations & are the potential change agents in new tech era.



**IMC** Presents  
**FUSION**  **N**  
2012  
Sports, Media & Entertainment



## Preliminary Programme :

### **The battle for the Living Room: Redefining real-time engagement while watching TV – is it social TV?**

There is no separating it – TV viewing and social media seems to have joined hands. TV shows are posting tweets and encouraging an immediate social relationship among viewers. TV celebrities are reaching out to their fan base and viewers are creating a host of social media-TV relationships. In our always –on, always –connected, socially enabled world, the merger of content, social integration and the video platforms have created a new media – “Social TV.” Social TV has moved hard from single screen TV widget experiences to 'companion' TV on a second device and statistics show that more and more viewers are media stacking – using second device while watching TV. Who will win the great battle of the social second screen? Facebook? Twitter? Broadcasters? Production Companies? Or a fresh new startup that has yet to be discovered?

### **Print Media: Will “mPublishing” be redefining newer ways of user engagement ?**

Devices like iPad and Tablets are bringing a new focus to the digital publishing and a growing segment referred to as “mPublishing.” 24 X 7 access is redefining the value of context, immediacy, relevancy, and location. eReader devices like the Kindle, the Kobo, the Nook, and the Sony eReader have enabled a digital publishing revolution. eBooks are now outselling traditional paperback books. The newspapers like TOI have started e-paper with exactly the same look of printed version for delivering content digitally. The session will discuss how technological changes will impact the future of content creation, management and delivery of the written content.

### **Bollywood, Television and the Digital Consumer: How Technology, Content and Services establish the next level of Consumer Entertainment Experience**

The next generation of technology within the digital home will bring with it not only more content to the consumer but it will bring with it greater choice and more individual personalization. Bollywood, the provider of the content will not only flourish in this environment, it will probably enter a new golden age of production as it discovers how best to relate to its consumer base. How Bollywood will respond to a fully realized On Demand Television, DTH, Mobile TV, Streaming Video, Mobile ring tones, Radio on mobile,

## Sessions & Programme

**Chief Guest**  
**SHRI AJAY MAKEN**  
Hon. Union Minister of  
Youth Affairs and Sports



Hosted & Moderated  
by **KABIR BEDI**

song downloads, film and gaming universe is the latest challenge to be faced.

### **Sports Viewership: Does the audience have passion beyond cricket?**

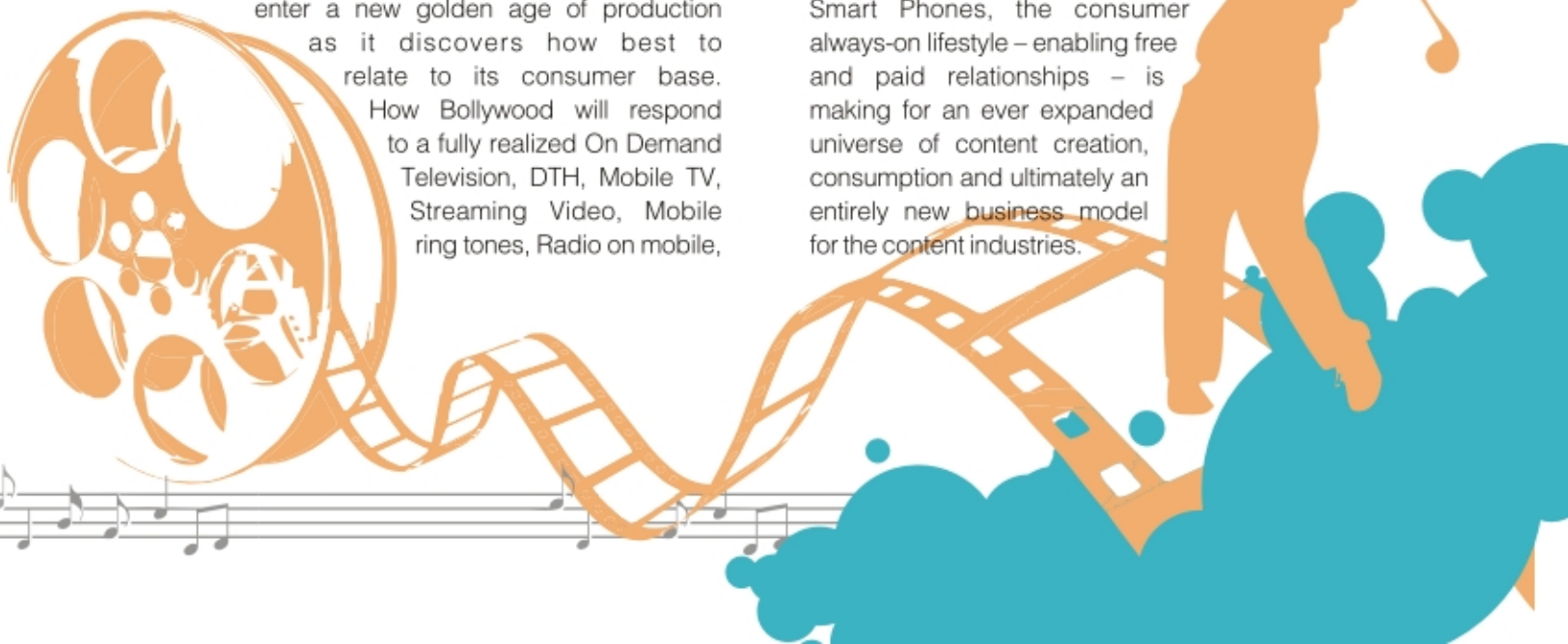
Is there a ray of hope for other sports? Of late, India's first individual Gold in Olympics in 2008, to successfully hosting an international elitist event like Moto GP seems to be creating quite a ripple. Have the audience finally started to connect with other sports? What's the audience reach and passion index? How is the new sports content engaging the audience?

### **Ethics, Censorship & PR – Media on the Mat**

- Is ethics dying in the media?
- Has PR taken over?
- Is censorship of cyber media necessary?

### **The Communicator, the Entertainer, the Commerce Engine – An eco-system for consuming entertainment**

The content industry is now experiencing a dynamic expansion in its ability to reach vast numbers of consumers – across multiple platforms – in new and scalable formats and in new and innovative monetization strategies and programmes. With the new generation of eReaders, Tablets and Smart Phones, the consumer always-on lifestyle – enabling free and paid relationships – is making for an ever expanded universe of content creation, consumption and ultimately an entirely new business model for the content industries.





# FUSION 2012 C3i

Content 2 Creation 2 Consumption  
& Audience Involvement

## Conference Programme Schedule

Timing	Session Detail
09.00 am - 09.30 am	Registration
09.30 am - 09.45 am	IMC Fusion 2012 : Launch
09.45 am - 10.00 am	Inaugural
10.00 am - 10.30 am	Fusion Living Legend Award
10.30 am - 11.30 am	The battle for the Living Room : Redefining real-time engagement while watching TV
11.30 am - 11.45 am	Tea Break
11.45 am - 12.45 pm	Print Media: Will "m publishing" be redefining newer ways of user engagement?
12.45 pm - 01.45 pm	Lunch break & Networking session
01.45 pm - 02.45 pm	Bollywood, Television and the Digital Consumer: Next level of Consumer Entertainment Experience
02.45 pm - 03.30 pm	Sports Viewership: Does the audience have passion beyond cricket?
03.30 pm - 04.00 pm	Tea Break
04.00 pm - 04.45 pm	Ethics, Censorship & PR - Media on the Mat
04.45 pm - 05.45 pm	The Communicator, the Entertainer, the Commerce Engine : An eco-system for consuming entertainment
05.45 pm - 06.00 pm	Closing session

## Conference Speaker Profile

### Speakers\*

Ms Anupama Chopra, NDTV, News Editor
Mr Arnab Goswami, Times Television, Executive Editor
Dr Bhaskar Das, BCCL (TOI), Executive Director
Mr Geet Sethi, Olympic Gold Quest, World Champion Billiards
Mr Mahesh Bhatt, Bollywood Director
Mr P. Sainath, The Hindu Group, Sr. Associate Editor
Mr R. Balki, Lowe Lintas, Chairman
Mr Santosh Desai, Future Brands Ltd., CEO
Ms Shobhaa De, Author, Columnist, Novelist
Mr Srikant Sastri, Country Chair, Vivaki & Publicis Groupe
Mr Sunil Lulla, Times Television, CEO & MD
Mr Vidhu Vinod Chopra, Bollywood Director

\* tentatively confirmed

### Supporting Organizations



Exchange4Media

IAMAI

Radio Mirchi

"Olympic Gold Quest"



Sports, Media &amp; Entertainment

1 February, 2012 at J.W. Marriott Hotel in Mumbai

Content 2 Creation 2 Consumption  
& Audience Involvement

Delegate Fee: ₹ 1,500/- (inclusive of 10.30% service tax)



Special discount for student registration

Please complete this form &amp; return along with the payment details to any one of the persons below:

## Delegate Details:

Sr.No.	Delegate Name	Organization	Designation	Email & Mobile No	Delegate Fee ₹
	TOTAL				

## Payment Details: [Please tick appropriate box below]

**Please note that Bank charges, if any, are to be borne by the sender.**

Please mention "Fusion 2012 Conference" in the bank transfer form to enable us correlate payment with the delegate's name

 **By Cash/Cheque/Demand Draft** [To be drawn in favour of "INDIAN MERCHANTS' CHAMBER"]

Draft/ Cheque No : \_\_\_\_\_ Dated : \_\_\_\_\_

Drawn on Bank \_\_\_\_\_ for amount ₹ \_\_\_\_\_

 **By Bank Transfer**
**Bank** : Union Bank of India, V. N. Road Branch, Churchgate**Branch Code** : 0290195; NEFT Code: UBIN0531952**Account No.:** 319501010019046

Please complete this form &amp; return along with the payment details to any one of the persons below:

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