

An initiative of



International  
**ACADEMY**  
of Media and Arts Halle

## INTERNATIONAL CONTENT SUMMIT (ICS) 2013 FOCUS INDIA

February 11th, 2013 – Babylon Berlin-Mitte  
Rosa-Luxemburg-Str. 30, 10178 Berlin, Germany  
(The International Content Summit will be held in English)

### AGENDA

**Monday, February 11th, 2013**

- 10:30 \_\_\_\_\_ **Accreditation of participants**
- 11:00 \_\_\_\_\_ **Welcome & Keynote on IndoGerman Collaboration**  
Alexander Thies, Chairman of the German Producers Alliance  
Stephan Ottenbruch, CEO/Managing Partner Life Entertainment GmbH
- 11:15 \_\_\_\_\_ **India Entertainment and Media Outlook 2012 - Taking the Industry to USD 100bn**  
Mrs. Smitha Jha, PWC India will present the India Entertainment and Media Outlook 2012-2016  
Dr. Werner Ballhaus, PWC Germany will give an outlook on the figures for Germany  
- The presentation will be followed by a short discussion on business opportunities for German Companies in India and Indian Companies in Germany -
- 11:45 \_\_\_\_\_ **The Effect of Digitalization for the Media Industry in India & Europe**  
Panel-Discussion with leading companies from the Indian & German Industry  
Jyothi Das, Development & Production Viacom18, Priya Sreedharan, Dibakar Banerjee Productions, Avtar Panesar, VP International Operations Yash Raj (t.b.c.), Prof. Lothar Mikos, director Erich Pommer Institute, and Bea Knecht, Chairman of the board, Zattoo on their business strategies, business models and expectations in how to benefit from the fundamental changes through digitalization.
- 12:30 \_\_\_\_\_ **Lunch Break & Luncheon with Guest Speaker**  
*Luncheon by invitation only*
- 13:30 \_\_\_\_\_ **How about the International Appeal of the "New" Indian Cinema?**  
Indian Filmmakers Gauri Shinde and Sudhir Mishra, screenwriter Munir Kauser, producer Priya Sreedharan and Stephan Holl, MD Rapid Eye Movies, in a talk with Dorothee Wenner (Berlinale) and Jyothi Das, Creative Head, Viacom 18 about the chance of the modern ("new wave") Indian Cinema to go global.
- 14:15 \_\_\_\_\_ **IndoGerman Coproductions & the Coproduction Treaty: Development, Financing, & Production - Case Studies: Ghosts of India, Quissa, DON2, Once Again**  
Filmmakers and/or producers of the above films give insights in the development, financing, production and distribution of their IndoGerman Co-Productions.  
Mathias Schwerbrock, Filmbase Berlin, Ulrich Michel, Noerr LLP, Lena Vurma, dragonfly films, Johannes Rexin, Heimatfilm (t.b.c.), Vikramjit Roy, NFDC, Holm Taddicken, neufilm in a talk with N.N.
- 15:00 \_\_\_\_\_ **Coffee Break**
- 15:15 \_\_\_\_\_ **Story-Pitch: Best of IndoGerman Screenplays**
- 15:45 \_\_\_\_\_ **End**

*Program subject to change!*

supported by:

