

India Satellite Industry Forum 2010
On the Digital Edge - *Where Broadband HITS the Streets*
<http://satelliteindustryforum.casbaa.com>

09.30 Registration & Welcome Coffee

10.00 **Welcome Remarks**

Simon Twiston Davies, CEO, **CASBAA**

David Ball, Chairman, **CASBAA Satellite Industry Committee** and
Regional VP, Asia Pacific, **Intelsat**

10.10 **Opening Keynote**

R K Arnold, Secretary, **TRAI**

10.30 **Uniquely India: New Directions and Dangers for Satcoms**

The demand curve for satellite communications is ever changing. The panel will examine and deliberate on bandwidth demand for telecoms, broadcast services and new media in 2010.

Srini Prasanna, VP, Business Development & Regulatory Affairs, **ABS**
T R Dua, Acting Director-General, **Cellular Operators Association of India**
Jawahar Goel, Managing Director, **Dish TV** and President, **IBF**
Pranav Roach, President, **Hughes Network Systems India**
Shyamal Ghosh, Chairman, **IPTV Forum India**

Moderated by: **Smita Jha**, Associate Director, **PricewaterhouseCoopers**



11.20 Coffee Break

11.35 **International Keynote Address**

India as an international leader: the global context of DTH broadcasting.

An international perspective on DTH businesses. How they have evolved and the regulatory regimes that have enabled their growth. What are the growth trends and the potential for the Indian DTH industry?

Andrea Appella, Director of Legal, Competition and Regulatory Affairs, **News Corp, Europe & Asia**



scrippsnetworks
the leader in lifestyle media



12.00 **Rocketing DTH: The Digital Model for India**

In addition to HITS, DTH is proving one of the quickest ways to reach a digital El Dorado in India, with subscriber growth far outstripping digital cable. As state governments rush to levy new taxes on DTH services, are they missing the big digital picture?

Sugato Banerji, Chief Marketing Officer – DTH, **Bharti Airtel**
Salil Kapoor, COO, **Dish TV**
Warren Pearsall, Director, Key Accounts, **NDS India**
Ashutosh Srivastava, Head of Field Operations, **Reliance BIG TV**
Deepak Mathur, VP - Sales (South Asia and the Middle East), **SES WORLD SKIES**
Amit Thukral, Senior Corporate Counsel, **Tata Sky**

Moderated by: **Pranjal Sharma**, Executive Editor, **Bloomberg UTV**



13.00 Networking Lunch



14:00 **Keynote Address**

Uday K Varma, Special Secretary, **Ministry of Information & Broadcasting, Government of India**

14.20 **Content Creation in Times of Regulatory Uncertainty and Challenges of Distribution**

Probing the regulatory landscape for broadcast services and the complexity that is often subject to unheralded change for content owners, technology suppliers and backhaul providers.

Rahul Johri, Senior Vice President & GM, India, **Discovery Networks Asia Pacific**
Rajesh Sawhney, President, **Reliance BIG Entertainment**
Greg Moyer, President, **Scripps Networks International**
Deepak Jacob, Senior Vice President, Legal & Regulatory, **STAR India**

Moderated by: **Himanshu Narayan**, Partner (Media Services), **Amarchand & Mangaldas**



15.10 Coffee Break

15:30 **Keynote Address**

Are the new digital platforms meeting the needs of the consumer? Is digital TV the answer to the content business plan?

Sandeep Goyal, Group Chairman, **Dentsu India**

15.50 **HDTV: Will HD be an Indian Driver and will Sports TV be at the Wheel?**

A worldwide driver for the deployment of new broadcast services while HD penetration remains low in India. Consumer price-sensitivity and an industry reluctance to invest in high cost HD hardware are key issues.



Sabrina Cubbon, General Manager, Marketing, **AsiaSat**
Tryggve Arveschoug, Head of Product Marketing, **Conax AS**
RR Prasad, Engineer-in-Chief, **Doordarshan**
Sanjay Munshi, Product Management Head-Home Entertainment, **LG Electronics India**
Terry Bleakley, Vice President, Commercial Operations, **Measat**
Prasana Krishnan, Chief Operating Officer, **Neo Sports Broadcast**

Moderated by: **Simon Twiston Davies**, CEO, **CASBAA**

16.40 **Special Address**

P J Thomas, Secretary, Department of Telecommunications, **Government of India**

16.55 **The Last Word: New Technologies vs Traditional Services - Living in Harmony**

Can new technologies such as Wi-Max, DTH, IPTV, Mobile TV and Digital cable co-exist in India instead of creating unsustainable commercial conflict? Is the Indian communications market big enough to accommodate so many high-value technologies?



C S Sunder Raju, Managing Director, **Atria Convergence Technologies**
S N Sharma, President, **Digital Entertainment Networks**
Nicholas Daly, Regional Director, UK, Ireland and South Asia, **Eutelsat**
C S Rao, MD, WiMAX Program, **Intel India & South Asia & Middle East** and Chairman, **WiMAX Forum**
Dinesh Jain, CEO, **Zee Turner**
John Medeiros, Deputy CEO, **CASBAA**

Moderated by: **Venkat Reddy**, Senior Director, **Oracle Communications**

17.55 **Vote of Thanks**

David Ball, Chairman, **CASBAA Satellite Industry Committee** and
Regional VP, Asia Pacific, **Intelsat**

Simon Twiston Davies, CEO, **CASBAA**

18.00 -
20.00 **Cocktail at Terrace Garden, Shangri-La**



Official Partner:



HD Partner:



Sponsors:



Media Partners:



Supporting Organisations:



Organised by:



In association with:



Telecast Partner:



Official PR Partner:

