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LA INDIA FILM COUNCIL EMPHASISES THE NEED FOR CONTENT PROTECTION AMIDST NEW MEDIA PLATFORMS

~ Launches Ernst & Young report on 'Monetizing Your Content In A Digital World' ~

CHENNAI: The LA India Film Council in association with the Center for Content Protection (CCP) hosted a panel discussion on "The Long Tail Of Film Distribution and The Role Of Technological Protection Measures (TPMS)" in conjunction with FICCI's 4th MEBC held at the Sheraton Park Hotel and Towers, Chennai, India.

Speaking on the occasion, before an audience of senior officials from the Indian and international film industry, Government of India and experts from industries of technology and VFX **Uday Singh, Managing Director, Motion Picture Dist. Association (MPDA) India** said "The long tail is really happening. It's facilitated and enabled by digital technology. However it's essential that policy makers understand the need to create a proper infrastructure, which includes protection and security, transparent market access, and weeding out content theft."

Films make their most financial returns during the initial months of their release. However, theatrical is not the only return-on-investment for movies given the emergence of Pay TV and other business models on platforms such as IPTV, mobile, packaged media, Internet and others. India's National Telecom Policy 2011 envisions providing high speed and high quality broadband access to all village panchayats through optical fiber by the year 2014. The government intends to provide affordable and reliable broadband on demand by the year 2015 and to achieve 175 million broadband connections by the year 2017 and 600 million by the year 2020 at minimum 2 Mbps download speed¹. This paves the way for emerging business models and the need for content protection measures that are critical for the feasibility of these new delivery channels.

A special Council publication commissioned from Ernst & Young titled "Monetizing Your Content In A Digital World" was unveiled on this occasion. The report focuses on the changing nature of media and entertainment consumption and the impact that these trends are having on Media & Entertainment companies' digital strategies and how these companies are tailoring their products and service strategies to meet the increasing consumer demands for content anywhere, anytime and in any form.

"As distribution gets digitized, content choice for the consumer increases manifold leading to fragmented media landscape. Successful digital monetization in a fragmented landscape depends on sharp customer targeting, providing enhanced value in entertainment

experiences and seamless integration of targeted advertising micropayment mechanisms. Media owners who rework their business models based on these parameters will be valued in the future.” said, **Raghav Anand, Segment Champion Digital Media, Ernst & Young**

The panel further discussed the role of TPMS in the above scenario and went on to chart the road ahead for India. "There is so much potential for Indian films worldwide. With technologies many more communities worldwide can enjoy Indian movies after their theatrical release. We explored the most current aspects of digital distribution and technologies in our panel.” said **Isa Seow, Managing Director, CCP.**

Technology and accompanying digital rights are central in enabling new business models that meet consumer needs. Joining the panel were industry experts such as Krishnan Rajagopalan, Head of Technology, Group Digital Life, Singtel, Ankan Biswas, Chairman, Digital Broadcast Council, Consumer Electronics Appliances Manufacturers Association, Paul Jackson, Chief Engineer, NDS, Dr. Nagendra .S, Head -Sales and Strategy, Ignis Technology Solutions.

About the LA India Film Council:

Established in November of 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Los Angeles India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities. The current Governing council members are: Film Federation Of India, Film and Television Producers Guild of India, National Film Development Corporation, Federation of Indian Chambers of Commerce and Industry, AP Film Chambers, California Film Commission, Office of the Mayor of the City of Los Angeles , MovieLabs, Technicolor India, DQ Entertainment, Reliance MediaWorks, Prime Focus, Peter Law Group, Whistling Woods International, Film and Television Institute of India, University of Southern California- School of Cinematic Arts, UCLA School of Theater, Film and Television and Motion Picture Dist. Association (India) Pvt. Ltd. For more information, visit: www.laindiafilmcouncil.org

About The Center for Content Protection (CCP):

The Centre for Content Promotion (CCP) is a consortium of industry stakeholders dedicated to digital and analogue content creation, technological standards and innovation, legitimate business models, and secure delivery. As the primary service to all its members the CCP works to generate awareness and education to the government, industry and public. We organize training seminars, public relations campaigns, and cross-industry cooperation that engender respect for content creation and secure delivery.

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[http://deity.gov.in/sites/upload_files/dit/files/National%20Telecom%20Policy%20\(2012\)%20\(480%20KB\).pdf](http://deity.gov.in/sites/upload_files/dit/files/National%20Telecom%20Policy%20(2012)%20(480%20KB).pdf)

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