



FICCI FRAMES: A Brief Introduction

The FICCI Media & Entertainment Committee, headed by the legendary Late Yash Chopra, one of the prominent film producers in India, comprising visionary thought leaders of the Indian entertainment industry, first met in 1999. An idea was born which crystallized into the first FICCI FRAMES, a platform and a voice for the entire Indian media and entertainment industry. The first ever industry report giving numbers to this industry was brought out by FICCI and is updated every year.

Over the last 19 years, FICCI FRAMES, the most definitive annual global convention on the entertainment business in Asia, has grown in strength, stature and horizon.

FRAMES not only facilitates communication and exchange between key industry figures, influencers and policy makers, it is also an unparalleled platform for the exchange of ideas and knowledge between individuals, countries and conglomerates. FRAMES has brought together more than 400,000 professionals from India and abroad representing the various sectors of the industry.

The three eventful days of FRAMES are pulsating with activity – sessions, keynotes, workshops, masterclasses, policy roundtables, B2B meetings, exhibition, cultural evening, networking events and a meeting of the best minds in the business under a single umbrella.

20th Edition of FICCI FRAMES: March 12th-14th, 2019

FRAMES 2019 will be the landmark 20th Edition of FRAMES reflecting the richness of the platform which it has acquired over the years.

Like every year, the world's media and entertainment industry will be in attendance at FRAMES 2019, with nearly 2,000 Indian and over 600 foreign delegates representing the entire gamut of the sector, including Film, Broadcast (TV & Radio), Digital Entertainment, Animation, Gaming, VFX, etc.

Stalwarts from all over the world who have graced FICCI FRAMES are Hugh Jackman, Acclaimed Hollywood Actor; James Murdoch, CEO, 21st Century Fox; Ajit Pai, the then Commissioner, Federal Communications Commission, USA; Jim Egan, CEO, BBC Global News; J B Perrette, President, Discovery Networks International; Asif Kapadia, Oscar Winner Filmmaker; Andy Bird, Chairman, Walt Disney International; Barrie Osborne, Renowned Producer-Director; John Tory, Mayor of Toronto, Canada; Ms. Deepa Mehta, Film Maker. Over the years at FRAMES, we have had the honor of being addressed by Indian Industry leaders including Mukesh Ambani,



Chairman & Managing Director, Reliance Industries Limited; Azim Premji, Chairman, Wipro Limited; Shahrukh Khan, Renowned Bollywood Actor; Aishwarya Rai Bachchan, Renowned Actress; Ms. Madhuri Dixit Nene, Renowned Bollywood Actress; Amitabh Bachchan, Renowned Bollywood Actor; among others.

FICCI FRAMES Market:

Apart from the conference, there would be a content market happening at the sidelines called FICCI FRAMES Market. It will provide an unprecedented opportunity to explore Indian Content for acquisition and collaboration in Film, TV, Digital, Documentaries and Animation Services- not only from the globally popular Bollywood industry, but also from the 29 states of India that produce content in as many languages. India has more than 800 channels broadcasting in about 20+ dialects and produces approximately 1500 feature films and an unaudited number of documentaries and short films. The recent mushrooming of domestic and international OTT platforms has made the content industry more alluring than ever, for acquisitions and sales of Global Content.

FICCI FRAMES MARKET will facilitate launching, buying and selling of latest content & services, expanding the sales of content from different genres to new platforms and regions, exploring co production opportunities, getting closer insights into the industry, discovering new business models and networking with key decision-makers of the global content industry. Important global sales agents are invited for the Market to explore the Indian market to buy Indian content.

Exhibition booth at FICCI FRAMES and FICCI FRAMES Content Market:

One can participate at FICCI FRAMES also by taking exhibition booth to exhibit their products or services, showcase technologies in Media & Entertainment sector to tap Indian market.

Best Animation Frames (BAF) Awards:

The Best Animated Frames [BAF] Awards started in 2004 to recognize and honor students and professionals not only in the field of Animation but also in the VFX and Gaming from all over the world. The contest receives top-notch entries from across the globe. The Animation, VFX, and Gaming companies could apply for this award for the 16th BAF Awards that will be given during FICCI FRAMES 2019.

“Partner Country” opportunity:

In every edition, FICCI Frames invites a specific country as the “Partner Country”. In the past, Korea, Japan, Australia, USA, Italy, Switzerland, Canada, the Netherlands, Australia etc. have taken up the coveted slot. The idea is to promote a fruitful dialogue on improving synergies



amongst the two countries that can lead to an exchange of content, talent, bi-lateral trade, Film Tourism, Co-production and much more.

FICCI FRAMES expects from the “Partner Country” for about 50 member delegation from its Media & Entertainment Sector i.e. film production, TV content production, TV Broadcast, film producers associations, animation, Gaming, Visual effects, documentary, film distributors and exhibitors, digital media professionals, etc. and FICCI will organize a dedicated B2B networking session between the visiting delegation and Indian Companies at the event. In the past, partner countries like Italy, Korea, Japan, etc. boosted their presence at FICCI FRAMES with around 60-70 strong business delegation from their Media & Entertainment sector. Canada brought 130 member delegation from Media & Entertainment Sector in Canada as Partner Country Delegation in 2017.

As partner country, there would be special booth to showcase its entertainment industry and shooting locations across attract Indian producers to shoot their films there. Industry and government officials could participate in different sessions at FRAMES and special session on the Partner Country would also be organized to create buzz around the country in the Indian market.

Also, we have added a new component at FRAMES 2018 called FICCI FRAMES Content Market and the 2nd edition of it would take place along with FICCI FRAMES 2019 in which we would be inviting content buyers from all over the world to meet Indian content and services producers to discuss business. “Buyers from Partner Country” could participate in a big way to meet the content and services providers and discuss business.

The Partner Country could host the opening night entertainment evening as partner country with “Gala dinner” and “cocktail” focusing the entertainment acts to showcase culture and dance forms.