



Department of Commerce
Ministry of Commerce & Industry
Government of India

SEPC
SERVICES EXPORT PROMOTION COUNCIL



**INDIA
SERVICES**
MEDIA & ENTERTAINMENT

A REPORT | INDIA @ MIPCOM 2018



For the first time, Services Exports Promotion Council (SEPC), set up by the Ministry of Commerce, Government of India, organised India Pavilion at MIPCOM after recognising the Indian Media and Entertainment vertical as one of the champion sectors for economic growth.

mipcom.

India Pavilion,
Service Exports Promotion Council
Exhibition Stand P-1 B-2

October-15-18, 2018
Cannes, France
www.servicsepc.org
www.indiaservices.in

Block your Dates



**THE ENTERTAINMENT
TECHNOLOGY SHOW 2019**

3-5 March 2019, Mumbai

INDIA @ MIPCOM 2018



Benefitting a large number of M&E companies engaged in co-production, VFX, production and animation content creation services, the India Pavilion at MIPCOM 2018 served well in helping participants engage with the best of the global M&E business leaders at the world's largest audiovisual market



India, a Window of Opportunity

India has truly emerged as a window of opportunity to position itself as a hub for audiovisual services for the rest of the world. This was clearly visible at MIPCOM with Indian M&E companies expanding their global footprint to serve the world. India is one of the most liberal investment destinations in the media and entertainment, information and communication sector amongst the emerging economies with a conducive foreign direct investment (FDI) environment and ease of doing business.

Vivek Nair

Chairman, Services Export Promotion Council



Welcome to enTTech 2019, Mumbai

At MIPCOM, SEPC launched the second edition of enTTech 2019 (The Entertainment Technology Show). Slated to take place March 5-8 in Mumbai, enTTech will bring together the entire spectrum of Indian M&E services under one umbrella for overseas production studios and offshore companies to explore service offerings from India. In addition to the exhibition, the three-day mega event covers workshops, master classes, B2B meetings and field visits, among other activities.

Maneck Davar

Vice Chairman, Services Export Promotion Council



Scaling Up India's Presence

SEPC's focus at MIPCOM was to give Indian M&E companies better access to buyers and distributors and help them grow in the new global markets. Our major focus was to hand-hold independent creative producers, small and medium audiovisual and media services companies to enhance their business as well as boost India's service potential in M&E sector. The feedback from India pavilion delegates was encouraging. We look forward to scale India's presence at MIPCOM in 2019.

Sangeeta Godbole

Director General, Services Export Promotion Council

INDIA PAVILION @ MIPCOM



- A packed MIPCOM 2018, which saw 13,800 delegates, including over 4,800 buyers from over 110 countries in Cannes, reflected significant developments within the content creation industry.
- Forty Indian delegates (from 29 Indian companies) engaged in co-production, VFX, production and animation content creation services were part of the India Pavilion at the market. Majority of the India Pavilion delegates were first time participants at MIPCOM
- India Pavilion delegates participated at MIPCOM for the first time.
- Over 200 B2B meetings were conducted at India Pavilion during MIPCOM
- Overall, 90 companies with over 250 delegates participated at MIPCOM 2018.
- SEPC offered Indian delegates at MIPCOM registration badges at 45% discount price compared to the official registration cost.
- The participants were also offered spaces to hold meetings, display brochures, and do branding activities at the India Pavilion.
- Recognising the huge business potential of MIPCOM in furthering the growth of the Indian media sector, SEPC brought out India @ MIPCOM Directory and India Services Guide (M&E) during the event.

ENTTECH SPOTLIGHT AT MIPCOM



**MARCH
3 TO 5
MUMBAI**

01

SEPC's enTtech 2019 curtain raiser was the India spotlight at MIPCOM.

In an attempt to celebrate India's strengths in the creative and technology services arena and to partner with the rest of the world, SEPC will organise the second edition of the Technology in Entertainment Show enTtech, in Mumbai (March 3-5, 2019).

02

03

enTtech will bring together the entire spectrum of Indian M&E services under one umbrella for overseas production studios and offshore companies to explore service offerings from India.

enTtech's objective is to exhibit an array of services offered by the Indian M&E companies and match make needs of the overseas production houses.

04

Over 150 MIPCOM delegates walked in to the enTtech networking evening.

05

06

Sangeeta Godbole, Director General, SEPC invited MIPCOM delegates to enTtech 2019.

Sarjeet Soodan, chief of economic and commercial wing, Indian Embassy, Paris extended Indian Embassy's support for enTtech foreign delegates

07

08

Networking at enTtech evening enabled delegates across cultures come together and forge business partnerships.

INDIAN DELEGATES @ MIPCOM



It was a great India@MIPCOM 2018. We applaud SEPC and Ministry of Commerce, Government of India. This sector has a huge potential for export at a time when India's soft power is on the rise

Ketan Mehta
Renowned filmmaker and MD, Cosmos Maya



For a beginning as also for the first time, it was very well executed. We will continue to participate in future markets set up by SEPC

Dinesh Gupta
Sacom



The India Pavilion at MIPCOM is beginning of a new era. We need to position India's might in M&E services space in all major markets. This is a great beginning. I am glad the Ministry of Commerce supported the cause of bringing India spotlight at MIPCOM

Madhava Reddy Yatham
CEO, Rotomaker VFX

TAKEAWAYS INDIA @ MIPCOM



- MIPCOM, the annual future gazing of entertainment industry at Cannes, is the finest in the global media markets when it comes to empowering delegates to network with the best business minds, capture emerging trends, listen to masterminds, create business for products and services and think innovation.
- For many years, it is a must attend event for top decision makers to grasp the new ecosystems in the M&E business.
- With demand for fresh content growing at a phenomenal pace, the power-packed MIPCOM 2018 witnessed opening of new possibilities for Media and Entertainment sector, as new synergies promise to continue the growth momentum.
- First time, SEPC organised India pavilion at MIPCOM. Over 40 delegates from 29 Indian companies were part of the India delegation at MIPCOM. India's stand was at a prominent position at Palais.
- India Pavilion attracted a large number of foreign delegates keen to co-produce, shoot in Indian locales and getting served from India for animation, VFX, AR/VR services.
- There is a huge opportunity for services in Virtual Reality, Augmented Reality, Software Programming in AI (machine learning).

- Ease of doing business and facilitation by SEPC was emphasized in meetings and interactions. Delegates were receptive of the changes on ground in doing business with India.
- China was the Country of Honour at MIPCOM 2018. China clearly indicated its new strategic ambitions to export more programming to the worldwide market and to enter into co-productions with international partners. Indian companies forged partnership to work with Chinese companies.
- Personality of the Year, Issa Rae, inspired MIPCOM delegates by sharing her passion, commitment and encouragement to foster opportunities for up and coming content creators.
- India should explore the possibility of becoming a spotlight country at MIPCOM-2020 and make preparations for positioning itself as a major global M&E hub. Many Indian M&E companies are eager to come together to celebrate India's might in the media and entertainment space.
- Here are big takeaways from MIPCOM: Traditional broadcast companies are moving into SVOD; Online platforms are committing to production; AI is being used to deliver dedicated content to viewers; Everyone is trying to create great stories and attract top stars.

INDIA PAVILION COMPANIES FROM INDIA AT MIPCOM

Setup by

 Department of Commerce
 Ministry of Commerce & Industry
 Government of India

One-stop place to meet content creators, audio visual service providers in animation, VFX, AR/VR, gaming, new media services, film production services and much more

Organised by

 SERVICES EXPORT PROMOTION COUNCIL



ENTTECH 2018 RETROSPECT

enTTech brings together the entire technology in media and entertainment ecosystem and is represented by professionals in advertising, app development, artificial intelligence, augmented reality/virtual, cloud solutions, 5G, film, game development, IoT, mobile, post-production and more will converge in Mumbai for three days to engage with business and offer cutting-edge 'served from India' solutions

Shri Suresh Prabhu

Union Minister for Commerce & Industry,
Government of India

Technology is driving all activities and young minds are incubators of new ideas. enTTech would enable youngsters to drive entertainment business through technology. It will also be a great job creator and very good for economic activity, and we would give full support to this initiative



Shri Sudhanshu Pandey

Additional Secretary, Ministry of Commerce,
Government of India

Audio Visual Services is one of the champion sectors identified by the Government of India to realise its export potential. The power of entertainment is immense. Our effort to create this forum is to forge partnerships.

The entire idea is to identify partners, talent, and work together to do business.



Over 150 delegates from 42 countries participated in enTTech -- India's biggest media and entertainment services market -- and benefitted from the B2B matchmaking with Indian counterparts at the show enTTech provided a platform for engagement of B2B across countries, not just between Indian service providers and invited overseas delegates

Value Proposition at enTTech

SERVICE PROVIDERS ● B2B MEETINGS ● KNOWLEDGE SESSIONS
NETWORKING ● EXHIBITION

Voices...

enTTech is a great platform for India to collaborate with rest of the world in M&E services. We need to build a market where the world can conveniently come in and invest. The future is really bright.
Manoj Mishra
COO,
DQ Entertainment

The two-day enTTech was amazing. I have come with a specific purpose to find Artificial Intelligence software programming companies and got connected.
Chairman, Cubix Group
Benjamin Toh
Chairman, Cubix Group

enTTech is a fantastic platform. There is ample growth opportunities in this space. We serve a global entertainment clientele specialising in VFX, animation and VR and now have expanded to other industry verticals.
Shambo Phalke
VP - Business Development
Anibrain Digital Solutions

FOR INTERNATIONAL AND DOMESTIC DELEGATES PARTICIPATION

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Animation

AR/VR

Gaming

VFX

Post-
Production

New
Media

Location
Services

Financial
& Legal
Services



SERVICES EXPORT PROMOTION COUNCIL

SERVICE EXPORTS PROMOTION COUNCIL

SEPC is an Export Promotion Council set by Ministry of Commerce & Industry, Government of India. It is an apex trade body which facilitates service exporters of India. As an advisory body it actively contributes to the formulation of policies of Government of India and acts as an interface between the Services Industry and the Government.

SEPC has been instrumental in promoting the efforts of Indian service exporting community, and in projecting India's image abroad as a reliable supplier of high quality services. It organizes a large number of promotional activities such as buyer-seller meets (BSM) – both in India and abroad, overseas trade fairs/exhibitions, and India pavilion/information booths in selected overseas exhibitions to demonstrate the capabilities of Indian Services Industry.

The Council encourages and monitors the observance of international standards and specifications by exporters and keeps abreast of the trends and opportunities in international markets for services and assist members in taking advantage of such opportunities in order to expand and diversify exports.

Set up in 2006, SEPC now has a strong membership base of more than 3000 members from the 14 service sectors which come under its purview. Members of SEPC can avail of benefits of the SEIS and other Schemes of Ministry of Commerce and Industry, Government of India.

An Interface between the World & Indian service providers:

SEPC is the nodal point for Indian Service exports as well as for foreign corporates who are looking for business opportunities in India under Mode -1, Mode -2, Mode -3 & Mode-4 of services trade. It is also the nodal point for individuals who want to avail benefits of better quality services at competitive rates in comparison with other countries. Foreign clients can contact SEPC for details of services providers in India.



INDIA SERVICES

MEDIA & ENTERTAINMENT

TAKING SHAPE AS A CHAMPION

For More Details:

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India's Biggest Collaborating Ground
for Media & Entertainment Service
Providers and Buyers is here again.

THE ENTERTAINMENT TECHNOLOGY SHOW 2019

3-5 March, Mumbai, India

Who should participate?



- A true market place in India that enables delegates across cultures to come together, network and forge business partnerships.
- Over 150 delegates from 42 countries participated in the 1st edition of enTTech from across M&E sectors including animation, gaming, VFX, AR/VR, new media, dubbing, subtitling, cloud computing among others.

- Advertising • Animation • Artificial Intelligence & Virtual Reality • Broadcasting • Gaming • Legal and Financial Services for Entertainment Technology Companies • Location Services • Music & Sub titling • VFX

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