



# NEWS RELEASE

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## **LA INDIA FILM COUNCIL FOSTERS THE NEED FOR INNOVATION ACROSS M&E PLATFORMS AT CII BIG PICTURE SUMMIT, 2013**

*Launching New Video Promoting Single Window Clearance*

**DELHI:** The LA India Film Council is set to host a series of panel discussions led by industry thought leaders as a session co-partner at the Confederation of Indian Industry (CII) Big Picture Summit 2013 to be held from September 13- 14, 2013 at The Taj Palace, New Delhi.

Setup in 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Council continues to provide new platforms to foster knowledge exchange and partnerships between stakeholders in the U.S and India media and entertainment industries.

The Indian film industry celebrated the centennial of Indian cinema in 2012 and reached revenues of around INR 110 billion<sup>1</sup>(USD 1.8 billion) . There is an increasing need for innovation in the media and entertainment industry supported by Government policies and knowledge exchange by industry thought leaders. The LA India Film Council will support key panel discussions on multi screen migration, evolving content concepts and the much awaited final execution of the 'Single Window Clearance' system in India at the CII's annual M&E Summit.

The sessions will feature some of the best creative and business minds in the industry - Sudhanshu Vats - Group CEO, Viacom 18 Media Pvt Ltd, Isa Seow - Senior Academic, Republic Polytechnic and Founder, Centre for Content Promotion (CCP), Singapore; Ajit Andhare - COO, Viacom 18 Motion Pictures; Sanford Panitch - President, Fox International Productions; Siddharth Roy Kapur - Managing Director, Studios- Disney UTV; Shoojit Sircar, - Director; Nirupama Kotru - Director, Films, Ministry of Information & Broadcasting; and Uday Singh, Managing Director, MPDA (India).

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<sup>1</sup> E&Y Report : Roadmap For Single Window Clearance For Film Production in India – A Prelude

Isa Seow, Senior Academic, Republic Polytechnic and CCP Founder, who will be speaking in the panel discussion 'Content Everywhere: Addressing Multi – Screen Migration' said, "As content delivery systems continue to evolve in the digital world, Technological Protection Measures supported by robust legislative policies become very pertinent to weed out content theft. Monetizing digital content successfully will require business models which sustain with the changing preferences of the consumer and innovations in technology, while providing enhanced entertainment supported by new aspects of digital distribution."

In 2012, a number of films grossed more than INR 1 billion (USD 18 million) at the box office with a diverse range of films both in terms of budget and subjects achieving success at the box office.<sup>2</sup> Evolving concepts in content creation and the need for a single window clearance system in India will drive revenues in the future.

" The rising demand for professionally made films that are rich in content is leading to successful business models for a wide range of well told 'culture' stories in India. In the international market Indian films are doing well, not only in the diaspora market but also in the non - diaspora market. As Indian filmmakers graduate from telling good culture stories to good universal stories they will be on the lookout to adopt best in class technology and hiring global talent to serve the audience expectations in India and internationally. It is here that a strong collaboration with the Los Angeles India Film Council and the MPA should reap benefits for the industry", said Sudhanshu Vats, Group CEO at Viacom 18 Media Private Ltd.

Countries including Australia, New Zealand, The Maldives, Sri Lanka and Thailand offer a one-stop shop for film crews to obtain all permissions to shoot anywhere in the country. However, in India, depending upon the script of the film, the area and location of shooting, a filmmaker has to go through a time consuming process of obtaining permissions from a multitude of Government run departments at city and state levels before shooting their film. This deters film producers from choosing to film in multiple locations, leads to unnecessary delays in the film production schedule, and increases production costs. The ongoing efforts by the Ministry of Information and Broadcasting to introduce a single window clearance model will provide a perfect solution to promote India as a global filming and tourism destination.

Uday Singh - Managing Director, MPDA India who will be on the panel on 'Indian Cinema's Date with the Red Carpet' said, "The Government needs to implement a three-pronged plan – Simplify, Incentivize and Promote' to encourage film production in the country. There is a need to establish an institutional system whereby the Centre and the States can work on speedy script, visa and location clearances. This needs to be backed by attractive fiscal incentives which encourage international productions to shoot films in India which will in

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<sup>2</sup> E&Y Report : Roadmap For Single Window Clearance For Film Production in India – A Prelude

turn boost the tourism industry, generate employment and tax revenues and improve skill levels.”

The LA India Council will be launching a new video on the ‘Roadmap to implement a single window clearance mechanism in India’ at the CII Big Picture Summit. In the past, the Council has released two pertinent reports on the subject: ‘The Roadmap for Single Window Clearance for Film Production in India – A Prelude’ and ‘Film Industry in India – New Horizons’ by Ernst & Young. The reports can be downloaded here:

[http://www.laindiafilmcouncil.org/reports/eny\\_report4.pdf](http://www.laindiafilmcouncil.org/reports/eny_report4.pdf)

[http://www.laindiafilmcouncil.org/reports/film\\_industry\\_in\\_india\\_new\\_horizons.pdf](http://www.laindiafilmcouncil.org/reports/film_industry_in_india_new_horizons.pdf)

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**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, LA Mayor's Office, 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, please visit: [www.laindiafilmcouncil.org](http://www.laindiafilmcouncil.org).

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**About The MPDA:** The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of the American motion picture industry in India. MPDA works closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry. For more information, please visit: [www.mpaa-india.org](http://www.mpaa-india.org).

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**About The MPA: PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC**  
The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform

entire markets benefiting film and television industries in each country including foreign and local filmmakers alike. The organizations act on behalf of the members of the Motion Picture Association of America, Inc. (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

**For more information, contact:**

Lohita Sujith  
Director, Corporate Communications  
Motion Picture Dist. Association (India)  
Email: [lohita\\_sujith@mpaa-india.org](mailto:lohita_sujith@mpaa-india.org)