



# Connected TV Asia Symposium

Instigating meaningful & deeper CTV discussions

NEW DELHI | BENGALURU | MUMBAI | JAKARTA

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# **CONNECTED TV IS NOT JUST A TREND; IT'S A REVOLUTION**

In the fast-paced world of digital media, Connected TV is not just a trend; it's a revolution. This dynamic medium is fundamentally changing how audiences consume content and interact with brands, paving the way for richer and more immersive viewing experiences.

According to the 'Changing Landscape of Indian Television' report by GroupM's Finecast and Kantar, Connected TVs are projected to reach over 45 million households by the end of 2024. The report's second edition also reveals that Connected TV advertising spending in India is set to soar at an astonishing CAGR of 47%, reaching an impressive \$395 million by 2027. This explosive growth signifies a goldmine of opportunities for advertisers and content creators eager to tap into this thriving market.

Building on the incredible success of our first two seasons, which brought together visionary thought leaders and industry pioneers across Mumbai, Delhi, Bengaluru, and Jakarta, we are thrilled to announce the third season of the Connected TV Asia Symposium. This year's event will dive deep into the dynamic shifts within the CTV ecosystem, exploring the latest trends, groundbreaking innovations, and the challenges that will shape the future of advertising in Asia.

As competition heats up in the CTV advertising arena, it's crucial for advertisers to adopt cutting-edge strategies that resonate with audiences. By leveraging personalized messaging, integrating interactive features, employing contextual targeting, and optimizing ad placements, brands can significantly enhance the effectiveness of their CTV campaigns and drive a higher return on investment.

As brands and marketers strive to captivate an increasingly digital-savvy audience, this symposium stands out as a crucial platform for exchanging insights, fostering collaboration, and uncovering innovative strategies. Join us as we embark on this exciting journey into the future of Connected TV!

## **ABOUT CONNECTED TV ASIA SYMPOSIUM - MALAYSIA**

The evolution of Connected TV (CTV) is reshaping the way audiences engage with content – transforming it from a passive viewing experience into a dynamic, interactive platform where people watch, participate, shop, and connect. In Malaysia, this transformation is gaining momentum, with CTV emerging not just as a source of entertainment, but as a medium that redefines how brands and audiences interact.

Interactive CTV is moving beyond traditional awareness metrics to deliver tangible business impact. This year, we'll explore how CTV has evolved from being just another advertising channel into a powerful strategic platform – one that drives measurable results while amplifying brand presence.

Join us in Malaysia for a truly transformative experience – where industry leaders, marketers, and technology experts come together to share insights on how engagement, creativity, and performance are converging to shape the future of Connected TV in the region.

# Past editions



## Mumbai 2022

- 28 speakers across Pernod Ricard, Parle, TATA Consumer Products, HDFC Bank, among others.
- 100+ attendees



## Mumbai 2023

- 32 speakers across Kellanova, Pidilite, Mastercard, Kotak Life, Tata Capital, among others.
- 90 attendees



## Mumbai 2025

- 20 speakers across Cipla, Thomas Cook, Piramal, Godrej Consumer, Tata Motors, among others.
- 108 attendees



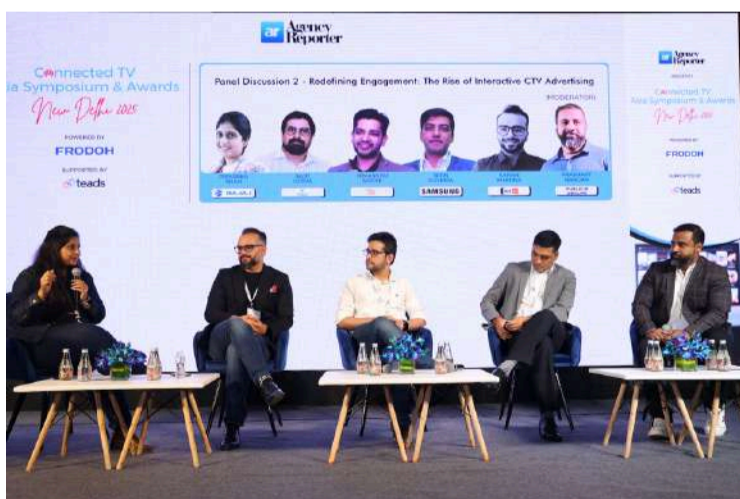
## Delhi 2022

- 24 speakers across Dabur, Samsung, DS Group, Dominos, Nestle, among others.
- 110+ attendees



## Delhi 2024

- 32 speakers across Dabur, Lenskart, Revolt, Xiaomi, Kohler among others.
- 120 attendees



## Delhi 2025

- 22 speakers across Perfetti, Fujifilm, Bajaj, Philips, Motorola among others.
- 150+ attendees



## Bengaluru 2023

- 18 speakers across Amazon, ITC, Himalaya, TVS Motor Company among others.
- 100 attendees



## Bengaluru 2024

- 23 speakers across Wipro, Flipkart, Diageo, MTR, among others.
- 90 attendees



## Bengaluru 2025

- 21 speakers across Lenovo, Versuni, Ajo, NoBroker, among others.
- 70+ attendees

Connected TV  
a Symposium

AT

# ANNEXURE

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# Connected TV Asia Symposium

Instigating meaningful & deeper  
CTV discussions

MUMBAI | NEW DELHI | JAKARTA | BENGALURU

## Season 1- A glimpse at our journey

Season I of Connected TV Asia Symposium hosted by Agency Reporter quickly became the premier platform for exchanging ideas, strategies, and innovations in the connected TV advertising space. In our previous editions across [Mumbai](#), [Delhi](#), [Bengaluru](#) and [Jakarta](#), we brought together over 80 digital leaders from around the world who engaged in insightful discussions and shared groundbreaking ideas that have shaped the industry further and led it into a new era of innovation and excellence.

Our inaugural season set new industry standards and garnered unparalleled acclaim, drawing participation from industry leaders, experts, and enthusiasts across the Asia-Pacific region. The resounding feedback from our esteemed participants, sponsors, and partners solidified our reputation as the preeminent platform for exploring cutting-edge trends, addressing challenges, and championing innovation within the Connected TV landscape.

Season I of Connected TV Asia Symposium covered a diverse range of themes, including:

- Navigating the journey from linear TV to connected TV
- Discovering the CTV Cosmos: Measurement, Targeting, and Safety
- Content, Context, and CTV: Crafting Targeting with First-Party Data
- Power of Programmatic in the CTV Ecosystem

..among other key topics.

Each edition contributed to a comprehensive understanding of the Connected TV landscape, its challenges, and opportunities, thereby shaping the agenda for future innovations and advancements in the industry.

# Connected TV Asia Symposium Season 1: A Resounding Success

Season 1 of the Connected TV Asia Symposium was a resounding success, boasting record attendance and garnering overwhelmingly positive feedback from participants. This inaugural season set a strong foundation for future editions, reaffirming the symposium's commitment to delivering high-quality content, fostering collaboration, and driving innovation in the connected TV industry.

**Dynamic Discussions:** Season 1 featured dynamic discussions on a range of critical topics, including:

- Experiencing CTV from Marketers' Lens
- Leveraging the Power of Programmatic Advertising in the CTV Ecosystem
- Challenges in CTV
- Brand Safety in the CTV Ecosystem

**Strategic Partnerships:** We forged strategic partnerships with leading organizations and industry bodies, further enhancing the reach and impact of the events and fostering collaboration within the CTV ecosystem.

- With these successes, Season 1 has firmly established the Connected TV Asia Symposium as a pivotal platform for industry leaders to exchange ideas, share experiences, and drive the future of connected TV.

To ensure a multifaceted exchange of ideas, experiences, and strategies, Season 1 hosted a diverse and influential gathering of participants, representing key players across the Connected TV ecosystem, including:

- Demand-Side Platforms (DSPs) / Supply-Side Platforms (SSPs)
- Advertisers / Agencies
- Publishers / Over-The-Top (OTT) Platforms





HIGHLIGHTS SEASON 1 MUMBAI

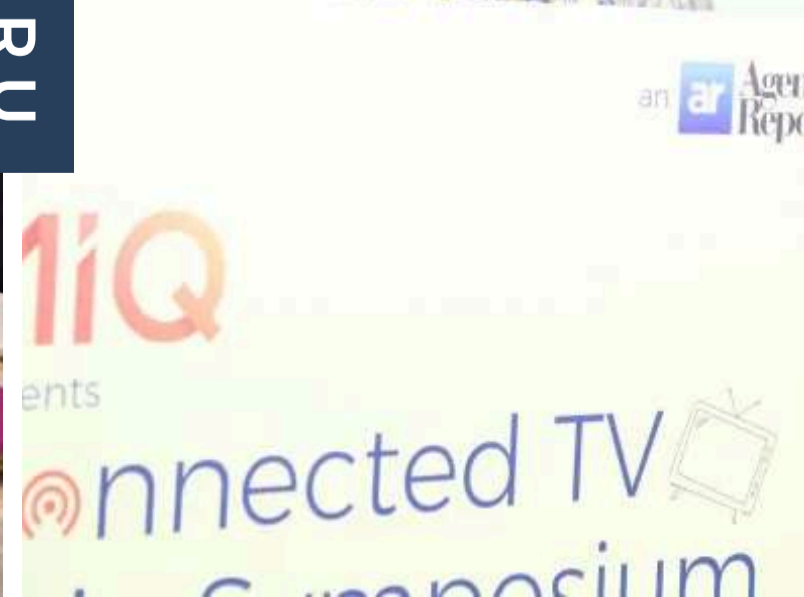


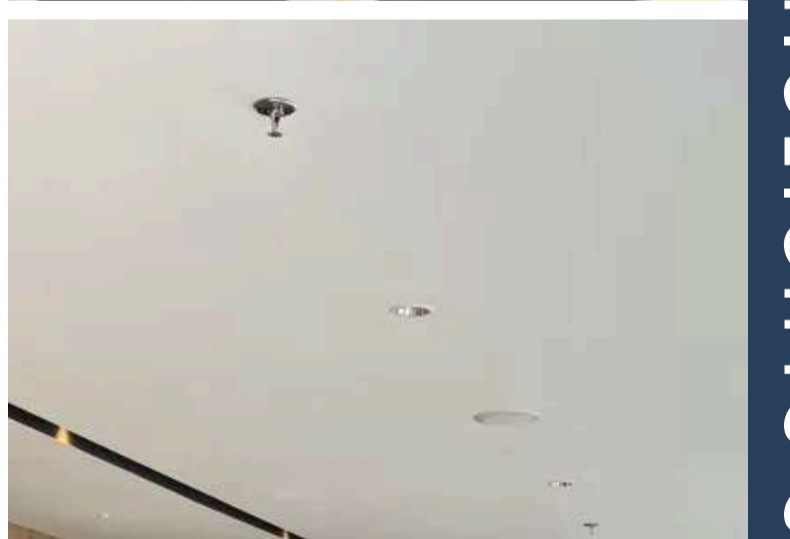


HIGHLIGHTS SEASON 1 NEW DELHI



HIGHLIGHTS SEASON 1 BENGALURU





HIGHLIGHTS SEASON 1 JAKARTA



## Season 2- Rewinding to success

Season 2 of the Connected TV Asia Symposium, hosted by Agency Reporter, has proven to be an unparalleled platform for the exchange of ideas, strategies, and innovations within the realm of connected TV advertising. Spanning across Mumbai, Delhi, Bengaluru, our symposium has united over 80 digital leaders worldwide.

Building upon the success of our inaugural season, Season II has set new industry standards and received widespread acclaim. The participation of esteemed industry leaders, experts, and enthusiasts from the Asia-Pacific region has reaffirmed our reputation as the primary hub for exploring cutting-edge trends, addressing challenges, and championing innovation within the Connected TV landscape.

Season II of Connected TV Asia Symposium delved into a myriad of themes, including:

Exploring the Art of Viewer Acquisition in the Connected TV Ecosystem

Unveiling CTV's Potential for Marketers

From Stadium to Screen: Navigating Sports Marketing Across CTV

CTV Rollercoaster: A Ride Through the Past Year

Decoding the Surge: Escalating Numbers of Connected TV Users in India

These topics, among others, fostered a deep understanding of the intricacies of the Connected TV landscape, addressing its challenges and opportunities. Each edition contributed significantly to shaping the agenda for future innovations and advancements in the industry.

## Connected TV Asia Symposium Season 2: Shaping the Future

Season 2 of the Connected TV Asia Symposium is well underway, having wrapped up successful events in Delhi, Bengaluru, and Bombay. This ongoing season builds upon the achievements of its predecessor, solidifying the symposium's role as a premier platform for industry leaders to converge, innovate, and drive the connected TV landscape forward.

CTV Advertising Awards: This season also witnessed the prestigious CTV Advertising Awards at the Delhi edition, recognizing excellence and innovation in connected TV advertising.

Season 2 continues to foster collaboration, showcase cutting-edge insights, and pave the way for the future of connected TV. With each event, the symposium strengthens its position as a catalyst for industry growth and innovation. Reflecting on our ongoing journey, we are proud to have established a platform that not only fosters collaboration and idea exchange but also shapes the future of connected TV advertising. As we continue to unfold Season II, we look forward to further advancements and achievements in the dynamic world of connected TV.

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# Connected TV Asia Symposium Mumbai 2023

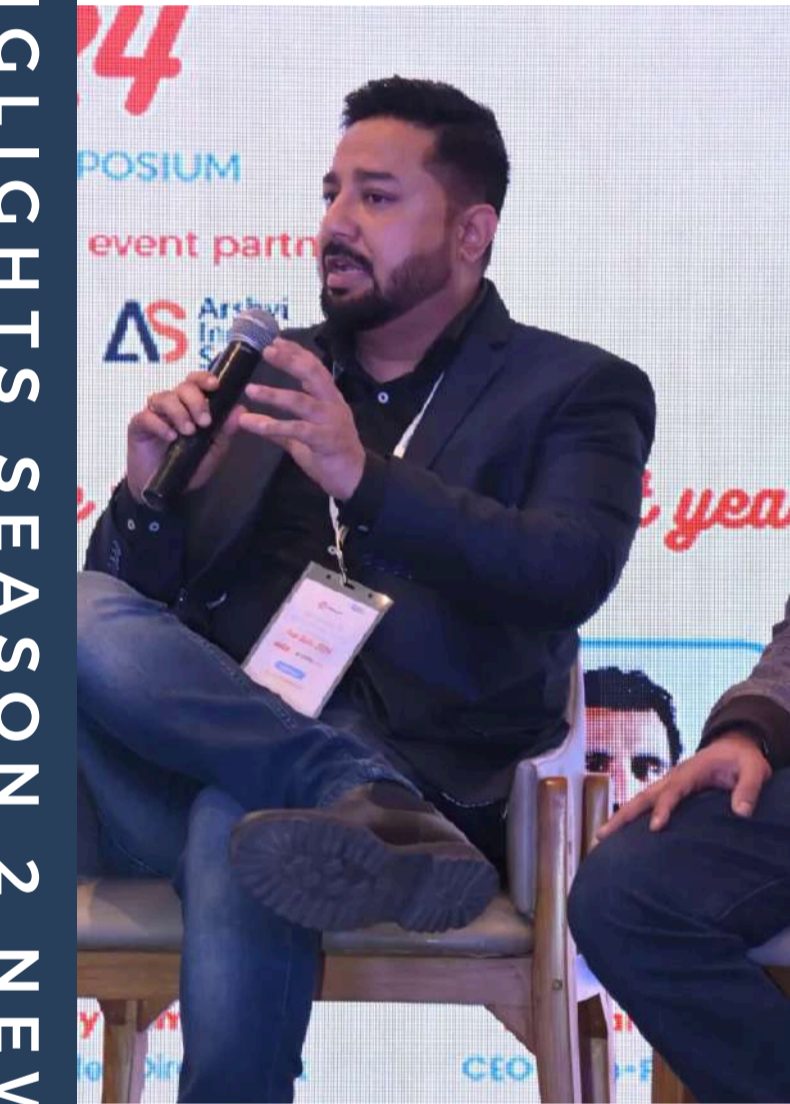
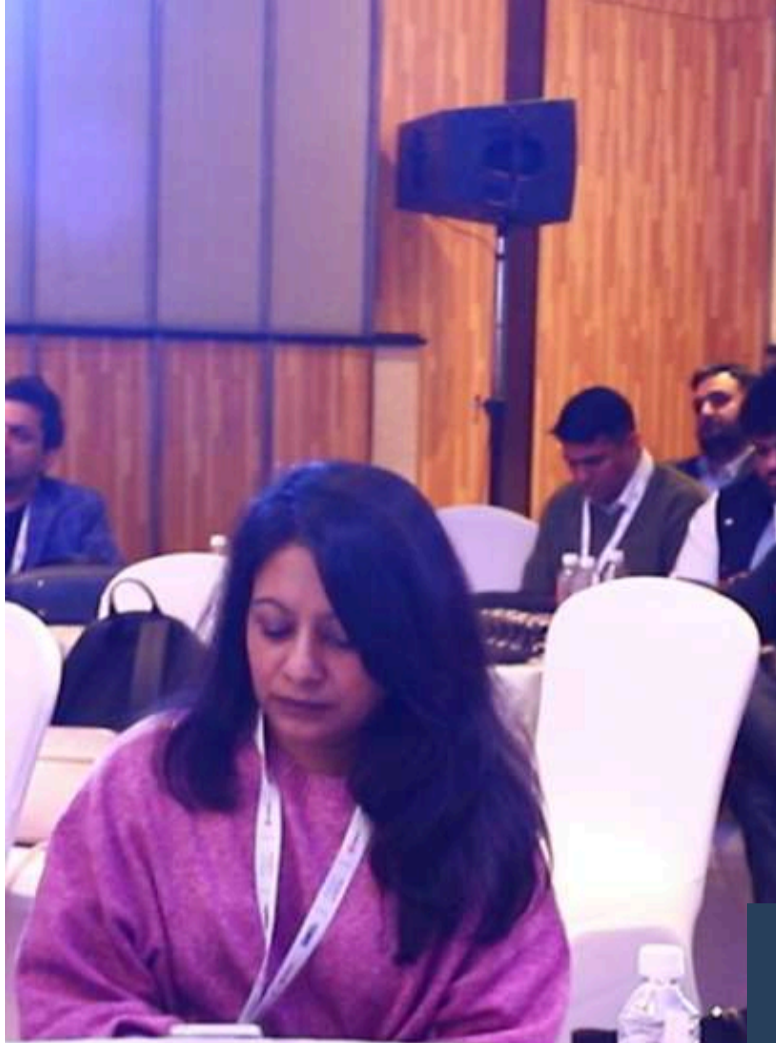
THE NEXT CHAPTER: SEASON 2 OF CTV ASIA SYMPOSIUM

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The Power of Viewer Acquisition in the Connected TV Landscape

## HIGHLIGHTS SEASON 2 MUMBAI





HIGHLIGHTS SEASON 2 NEW DELHI

# GLIMPSE OF INDIA'S FIRST AND ONLY CONNECTED TV AWARDS 2024





HIGHLIGHTS SEASON 2 BENGALURU



# Season 3- The Interactive Revolution

The evolution of Connected TV is transforming it from a passive viewing experience into an interactive, engaging platform where audiences actively participate, shop, and socialize. As technology continues to advance, CTV is no longer just about entertainment but is emerging as a dynamic, participatory medium that redefines viewer interaction.

Interactive Connected TV is advancing beyond mere awareness metrics to achieve tangible business results. This year, the focus will be on exploring how CTV has transformed from just another advertising medium into a strategic platform that not only enhances brand impact but also delivers quantifiable outcomes.

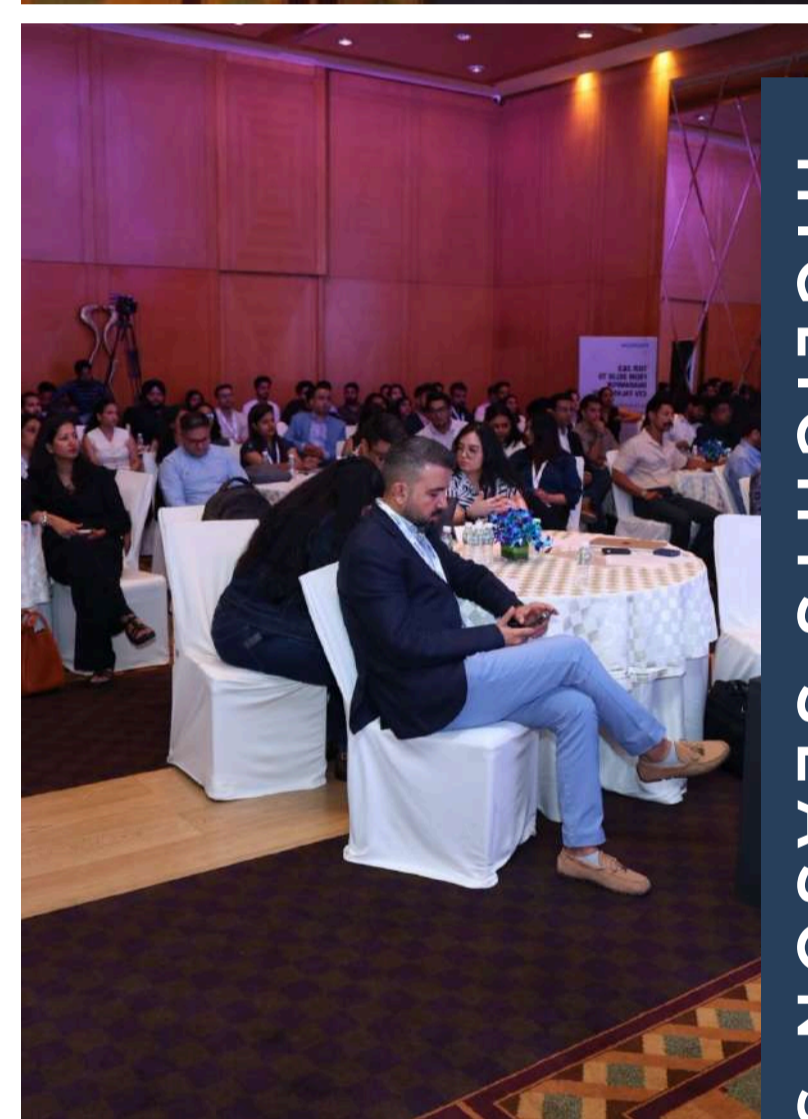
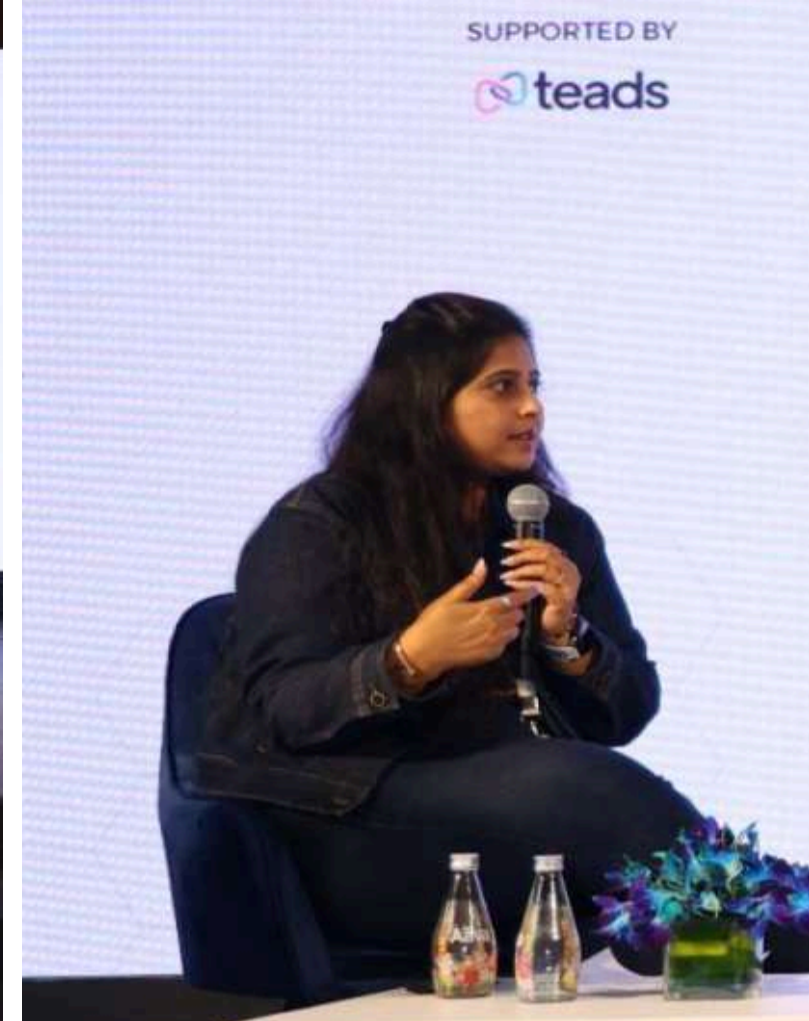
New Delhi edition kicked off Season III coupled with the second edition of the CTV Awards, celebrating the most innovative campaigns and breakthroughs in this space.

## Connected TV Asia Symposium Season 3: Delivering Quantifiable Outcomes

Season 3 of the Connected TV Asia Symposium in New Delhi focused on the rapidly evolving CTV landscape, emphasizing its transformation from traditional passive viewing to an interactive, results-driven platform. The event brought together industry leaders and experts to discuss major trends, showcase creative innovations, and celebrate outstanding CTV campaigns through the CTV Awards. Here's an overview of the key topics covered:

- **The Affluent Shift: Decoding Premium Audience Migration to CTV Ecosystems** - This panel explored why affluent viewers are increasingly choosing CTV platforms, how brands are adapting to reach this high-value demographic, and the impact of this migration on premium advertising strategies.
- **Redefining Engagement: The Rise of Interactive CTV Advertising** - Experts discussed advances in interactive ad features on CTV—such as clickable overlays and real-time audience participation—and how these innovations are driving higher engagement and reshaping consumer-brand interactions.
- **Omnichannel Orchestration: CTV's Role in the Broader Media Mix** - This session examined CTV's integration with channels like digital out-of-home (DOOH), mobile, and social media. The focus was on building unified campaigns, ensuring consistent messaging, and maximizing touchpoints along the customer journey.
- **Creative Innovation Showcase: Next Generation of CTV Ad Experiences** - The fireside chat highlighted breakthroughs in ad formats, including shoppable and rich media ads. Panelists shared insights into how advertisers are leveraging CTV's creative potential to deliver standout campaign experiences and drive better brand recall.

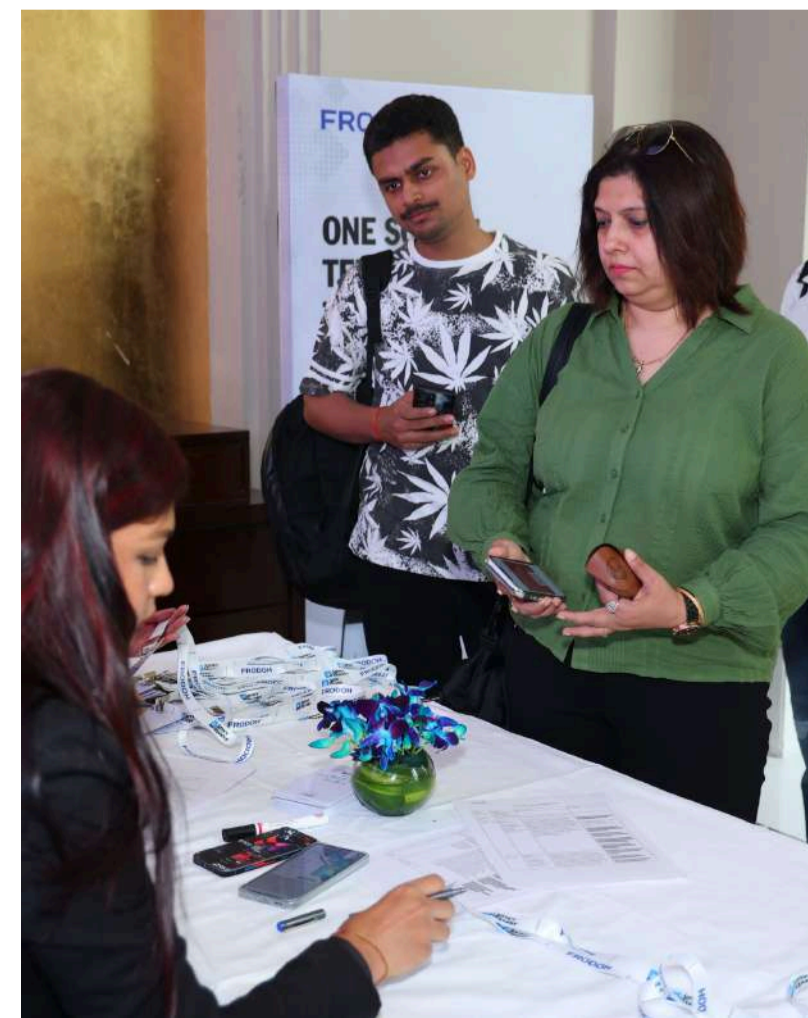
Alongside these panels, the event featured networking, the second edition of the CTV Awards, and sessions dedicated to sharing actionable insights on engagement, creativity, and measurable outcomes in the CTV ecosystem.



HIGHLIGHTS SEASON 3 NEW DELHI

# GLIMPSE OF SEA'S ONLY EXCLUSIVE CONNECTED TV AWARDS 2025

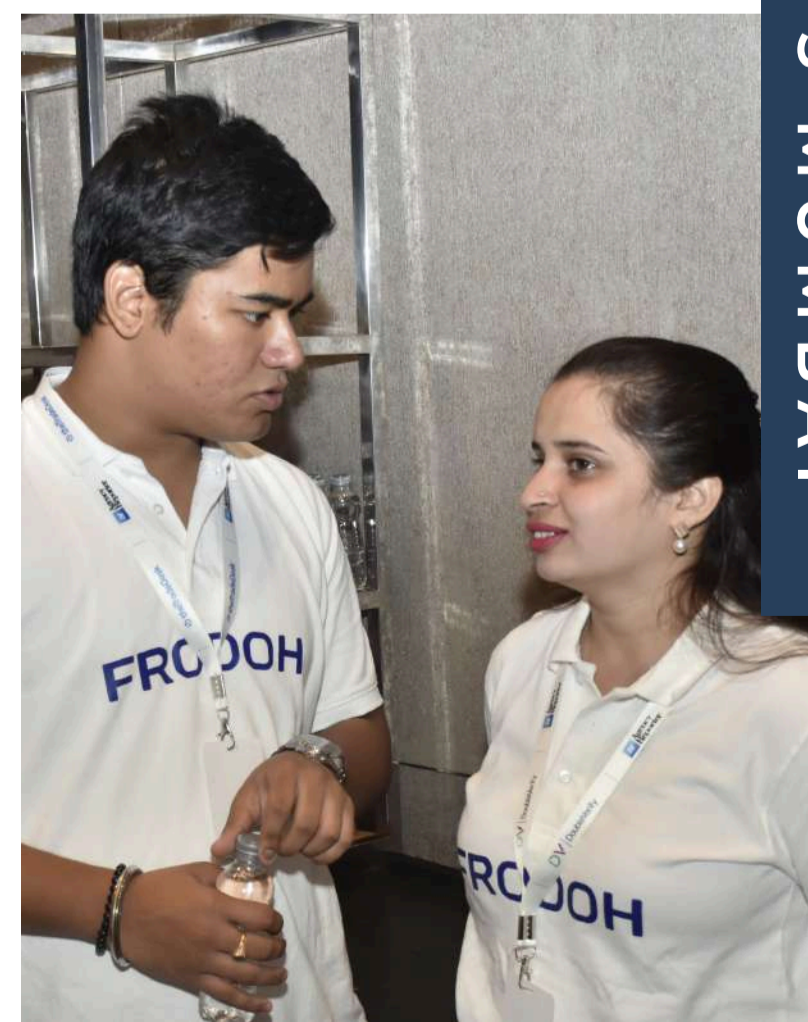




HIGHLIGHTS SEASON 3 BENGALURU



HIGHLIGHTS SEASON 3 MUMBAI



# NOTABLE SPEAKERS (PARTIAL LIST)



**APARNA TADIKONDA**  
EXECUTIVE VICE PRESIDENT - SOUTH



**VINEET NAIR**  
HEAD - MEDIA  
**amazon**



**ANUSHREE GHOSH**  
HEAD - DIGITAL STRATEGY, MEDIA, BRAND  
COMMERCE, D2C GROWTH



**LAKSHMAN VELAYUTHAM**  
CHIEF MARKETING OFFICER



**MAYANK SINGH**  
CHIEF DIGITAL OFFICER & VP - MARKETING,  
DIGITAL BUSINESS & IT



**HIMANSHU SHEKHAR**  
CEO GROUP SOUTH EAST ASIA



**DINESH RATHOD**  
CEO



**SUMAN PAL**  
HEAD - MEDIA, ANALYTICS &  
PARTNERSHIP



**SHALINI SINHA**  
GROUP SERVICE LINE LEADER, BHT & CRE



**ATIQUÉ KAZI**  
PRESIDENT - DATA, PERFORMANCE, & DIGITAL PRODUCTS



**PUNEETH BEKAL**  
EVP & CHIEF MARKETING OFFICER



**SHAWN CHANDRY**  
CHIEF MARKETING OFFICER



**ANIL GURNANI**  
CHIEF SALES & MARKETING OFFICER



**ARVIND SAINATH**  
HEAD OF MARKETING EFFECTIVENESS &  
MEDIA/DIGITAL PLANNING



**RAJAT BASRA**  
CHIEF EXECUTIVE OFFICER (PRESIDENT  
DIRECTOR)



**NACHIKET DEOLE**  
HEAD OF SALES - INDIA



**NITI KUMAR**  
COO



**LALATENDU DAS**  
CEO



**HARISH IYER**  
EXECUTIVE VICE PRESIDENT



**NIKHIL KUMAR**  
VICE PRESIDENT



# NOTABLE SPEAKERS (PARTIAL LIST)



**HECTOR ANKLESARIA**  
DEPUTY VICE PRESIDENT - MARKETING  
**TATA CAPITAL**



**SAURABH SAINI**  
HEAD - DIGITAL MARKETING & COMMUNICATIONS  
**HAVELLS**



**NITIN KHANNA**  
VICE PRESIDENT - MARKETING  
**ACKO**



**BHARAT KHATRI**  
CHIEF DIGITAL OFFICER, APAC  
**OMG Omnicom MediaGroup**



**RAMMOHAN SUNDARAM**  
PRESIDENT - INTEGRATED MEDIA  
**ODB mudra group**



**VINI SONI**  
ASSOCIATE VICE PRESIDENT  
**AVIVA**



**SHAILJA SARASWATI VARGHESE**  
CHIEF CONTENT OFFICER  
**OMG Omnicom MediaGroup**



**DR. ASHISH BAJAJ**  
CHIEF MARKETING OFFICER  
**Narayana Health**



**HECTOR ANKLESARIA**  
DEPUTY VICE PRESIDENT - MARKETING  
**TATA CAPITAL**



**SAURABH SAINI**  
HEAD - DIGITAL MARKETING & COMMUNICATIONS  
**HAVELLS**



**NITIN KHANNA**  
VICE PRESIDENT - MARKETING  
**ACKO**



**BHARAT KHATRI**  
CHIEF DIGITAL OFFICER, APAC  
**OMG Omnicom MediaGroup**



**RAMMOHAN SUNDARAM**  
PRESIDENT - INTEGRATED MEDIA  
**ODB mudra group**



**VINI SONI**  
ASSOCIATE VICE PRESIDENT  
**AVIVA**



**SHAILJA SARASWATI VARGHESE**  
CHIEF CONTENT OFFICER  
**OMG Omnicom MediaGroup**



**DR. ASHISH BAJAJ**  
CHIEF MARKETING OFFICER  
**Narayana Health**



**RAMMOHAN SUNDARAM**  
PRESIDENT - INTEGRATED MEDIA  
**ODB mudra group**



**VINI SONI**  
ASSOCIATE VICE PRESIDENT  
**AVIVA**



**SHAILJA SARASWATI VARGHESE**  
CHIEF CONTENT OFFICER  
**OMG Omnicom MediaGroup**



**DR. ASHISH BAJAJ**  
CHIEF MARKETING OFFICER  
**Narayana Health**

# NOTABLE SPEAKERS (PARTIAL LIST)



**PRASAD PIMPLE**  
EXECUTIVE VICE PRESIDENT AND HEAD - DIGITAL BUSINESS UNIT



**SONALI SINGH**  
DEPUTY GENERAL MANAGER



**NITIN KHANNA**  
VP MARKETING



**VEERARAGAVAN S.**  
MEDIA LEAD - CHINGS AND S&J BRAND



**SACHIN MISHRA**  
DIGITAL MARKETING LEAD



**PRIYANKASHAH**  
HEAD OF DIGITAL MARKETING



**SAHIL RAWAL**  
VICE PRESIDENT - BRAND PRODUCT PLATFORMS MARKETING



**GAURAV SONI**  
HEAD OF MEDIA



**HARKAWAL SINGH**  
VICE PRESIDENT MARKETING - HCD-INTERNATIONAL MARKETS



**RASIKA PRASHANT**  
CHIEF MARKETING OFFICER



# BRANDS WHICH PARTICIPATED



## BRANDS WHICH PARTICIPATED



**TATA CAPITAL**



**SAMSUNG**



**TATA  
CONSUMER  
PRODUCTS**

*Godrej* **interio**



**PATANJALI**



**sleepyhead**



**Dr Agarwals  
Eye Clinic**

**HÄFELE**

**TATA MOTORS**

TATA CONSUMER PRODUCTS



# AGENCIES WHICH PARTICIPATED



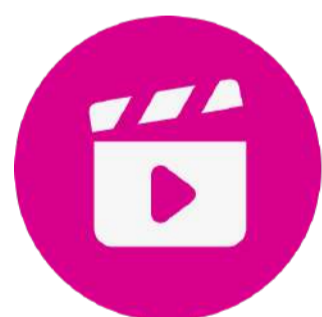
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