



DNPA CONCLAVE & AWARDS 2024

SHAPING INDIA'S MEDIA NARRATIVE
IN THE DIGITAL AGE

The Edit.

We are deeply grateful to all those who contributed to the resounding success of the DNPA Conclave & Awards 2024, an event that celebrated excellence and innovation in shaping India's narrative in the digital age.

We extend our sincere appreciation to the distinguished guests, speakers, and attendees whose participation enriched the conclave with insightful discussions and valuable perspectives. Your contributions have significantly contributed to the advancement of digital media practices in our country.

Our heartfelt thanks go out to the organizing committee for their tireless dedication and meticulous planning, ensuring that the conclave ran smoothly and efficiently. Your commitment to excellence has set a high standard for future events in our industry.

We also extend our gratitude to the sponsors and partners whose generous support made this event possible. Your investment in the DNPA Conclave & Awards underscores the importance of promoting journalistic integrity and professional development within our community.

Additionally, we want to express our appreciation to the media outlets, both traditional and digital, for their extensive coverage of the conclave. Your efforts in disseminating information about the event have helped amplify its impact and reach a broader audience.

Lastly, we thank all the journalists, reporters, and media professionals who tirelessly pursue truth and transparency in their work.

Your dedication to upholding the principles of journalism is truly commendable and serves as an inspiration to us all.

The DNPA Conclave & Awards 2024 stands as a testament to the collective achievements and aspirations of the media industry. We hope that this event will continue to serve as a catalyst for positive change and innovation in the years to come.

Thank you to everyone who played a part in making this event a memorable and meaningful experience. Your contributions are deeply appreciated and will be remembered for years to come.

Warm regards,

Sujata Gupta
Secretary General



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ABOUT DNPA

DNPA stands as a cohesive apex industry body comprising digital platforms of traditional news publishers. In just three years since its inception, DNPA has emerged as a proactive force, engaging with a diverse array of stakeholders to foster a fair, inclusive, and thriving digital news ecosystem. Our mission extends to promoting the growth of digital media in India while ensuring digital inclusion across all segments of society.

At the forefront of our efforts is the promotion of verified news access and the fight against misinformation, addressing concerns that resonate with citizens across the nation. DNPA's membership includes esteemed publishers such as Dainik Jagran, Dainik Bhaskar, The Indian Express, and many others, collectively

As the apex body of digital news publishers in India, DNPA is playing a frontal role in bringing all stakeholders together for promoting growth of digital media in India

driving initiatives to elevate the standards of digital journalism.

DNPA actively engages with government ministries such as MEITY, I&B, and TRAI to address policy challenges faced by traditional publishers in the digital news media landscape. Moreover, we are currently focusing on navigating the evolving news industry amidst rapid digital transformations and disruptive AI



technologies. Through deep discussions and collaboration with global leaders and innovators, we aim to chart a course that ensures the growth and sustainability of digital media organizations.

As India prepares to enact forward-looking legislation such as the Digital India Act and Digital Competition Act, DNPA stands poised to contribute insights and best practices, advocating for a level playing field that benefits all stakeholders, from tech titans to smaller competitors and netizens. Our role as policy-shapers and makers underscores our commitment to shaping a future where digital news media flourishes, delivering trustworthy and factual news to the new generation.

DNPA endeavors to share global best practices and experiences, fostering collaboration and learning among stakeholders. Through strategic partnerships with global news bodies and publishers, we aim to collectively navigate the challenges of the digital news media landscape, ensuring a vibrant and resilient future for the industry.

With the guidance of esteemed experts such as Elena Perotti, Executive Director of Media Policy and Public Affairs at WAN-IFRA; Florian Nehm, Senior Advisor at Axel Springer Germany; Paul Deegan, President and CEO of News Media Canada; Clement Birdsall, Senior Publisher and Platform Director, APAC at Publica; Matthew Stoller, Director of Research at American Economic Liberties Project; and Dr. Courtney C. Radsch, Director of the Centre for Journalism and Liberty at UCLA Institute for Technology, Law, and Policy, DNPA remains dedicated to driving positive change and innovation in the digital news media ecosystem.

Together, let us forge a path towards a future where digital journalism thrives, empowering citizens with reliable and impactful news experiences.



OBJECTIVES

- To promote, aid, help, encourage, develop, protect and secure the interests of the Digital News Publishers in the Digital Industry.
- To promote the interests of digital news publishers to Government, regulatory authorities, industry bodies and other organisations whose work affects the digital news industry.
- Serve the shared interests of its Digital News Publishers and protect the general interests of its members across political, legal and regulatory matters. It will also serve as a self-regulatory body for entities that are recognised and verified as news publishers.
- To promote awareness about the latest developments in the digital industry, relating to news and content and to disseminate knowledge amongst its members and the general public regarding such developments.
- To promote the growth of friendly relations amongst the members and amongst persons engaged in the creation and distribution of the digital news content, and especially to encourage co-operation among the members so as to maximize mutual benefits.
- To protect all its members from persons or entities who carry on unfair and/or unethical practices or who discredit the digital news industry.
- Work towards solutions that help the overall industry: like working together to control dissemination of fake news, try and ensure the industry work out standards around viewability and brand safety.

DNPA Members



Bharat Gupta

Chief Executive Officer
Jagran New Media



Pawan Agarwal

Deputy Managing Director
Dainik Bhaskar



Anant Goenka

Executive Director
The Indian Express



Mariam Mammen Mathew

Chief Executive Officer
Manorama Online
Malayalam Manorama



Venkat I

Director
Eenadu Television



Kalli Purie

Group Editorial Director
(Broadcast & New Media)
India Today



Tanmay Maheshwari

Managing Director
Amar Ujala



Puneet Jain

Chief Executive Officer
HT Digital



Avinash Pandey

Chief Executive Officer
ABP Network

DNPA Members



Rishi Darda

Joint Managing Director
& Editorial Director
Lokmat



Puneet Gupta

Chief Executive Officer
Times Internet



Sidharth Sonthalia

Executive Director
The New Indian Express



Senthil

Director
NDTV



M . S. Mayura

Director
Mathrubhumi



Navaneeth LV

Chief Executive Officer
The Hindu



Rajat Sharma

Chairman &
Edito-in-Chief
India TV



Anil Malhotra

Head Public &
Regulatory Affairs
Zee Media



Puneet Singhvi

President
Digital Business
Network18

SHAPING INDIA'S MEDIA NARRATIVE IN THE DIGITAL AGE

The 2nd edition of the DNPA Conclave & Digital Impact Awards 2024, was hosted by the Digital News Publishers Association (DNPA) at Hotel Shangri-La in New Delhi.

The conclave served as a platform for policymakers, stakeholders, and industry insiders to engage in insightful conversations surrounding the evolving landscape of digital media, particularly in the context of AI-led

DNPA Conclave and Awards saw enthusiastic participation from all stakeholders to deliberate, debate and forge a path of mutual trust, collaboration and understanding.

transformations. One of the key highlights of the event was the powerful keynote address delivered by Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology (MeitY), who emphasized the need to address the asymmetry between digital news publishers and Big Tech



platforms in revenue-sharing models. Minister Chandrasekhar's remarks underscored the significance of the forthcoming Digital India Act in rectifying this imbalance and fostering a more equitable digital ecosystem.

The conclave brought together international speakers, from around the globe, who shared valuable insights and perspectives on democratizing the publisher-platform relationship and navigating the challenges posed by Big Tech monopolies. The launch of the Ernst & Young (EY) report, titled 'State of Digital Media in India,' provided industry stakeholders with a comprehensive overview of the digital news media landscape and highlighted the importance of credibility in news consumption among Indian audiences.

In addition to the thought-provoking discussions, the event also featured fireside chats, panel discussions, and a gala awards night celebrating Indian digital innovators who have made significant contributions to the lives of netizens and stakeholders. Prominent corporate leaders and veteran journalists enriched the conclave with their invaluable insights, further enriching the dialogue on the future of digital media in India.

The DNPA Conclave & Digital Impact Awards 2024 exemplified the spirit of collaboration and innovation within the digital media industry. As we continue to navigate the evolving digital landscape, we remain committed to fostering a dynamic and inclusive ecosystem that empowers content creators and promotes journalistic integrity.



" Our opinions may differ, but our minds should not. The feeling of Indianness should always be paramount."

SHRI ANURAG THAKUR
MINISTER INFORMATION &
BROADCASTING, GOVERNMENT OF INDIA

Shri Anurag Thakur, Minister of Information and Broadcasting, delivered the keynote address at the DNPA Conclave and Awards 2024. The Minister acknowledged the transformative impact of technology and digital media on society. Thakur lauded the efforts of the organizers in convening the gathering and recognizing excellence in the field. He said, "I extend my heartfelt congratulations to the organizers for their commendable efforts in bringing together this distinguished gathering, especially for recognizing and honoring excellence."

His Keynote address highlighted the transformative impact of technology on the media landscape & emphasized the need for responsible journalism and digital literacy. Thakur's remarks highlighted the government's commitment in using technology for inclusive development while advocating for media autonomy and freedom of speech.

Thakur emphasized the monumental technological advancements witnessed in recent decades, from the advent of the World Wide Web to the proliferation of mobile phones and digital platforms. He noted, "The past decade has seen an unparalleled surge in technology and digital media profoundly impacting every facet of our lives."

He highlighted the pivotal role of technology in Prime Minister Narendra Modi's vision of Viksit Bharat by 2047, particularly through initiatives like Digital India and the JAM Trinity. He emphasized, "Today, we can proudly say that our Prime Minister Narendra Modi, champions the potential of technology to empower citizens and propel the nation forward."

Addressing the challenges facing the media landscape, Thakur called for responsible journalism and cautioned against the spread of

disinformation and fake news. He stressed, "But self-regulation does not mean the license to err and err intentionally, that would erode the media credibility."

Thakur also expressed concern over biased reporting by certain media organizations and said,

"These media organizations in India, which are working with anti-India bias, you could see that through the reporting."

Thakur urged media stakeholders to collaborate with journalism schools and develop the next generation of reporters.

He said, "I request all the big media houses present here to join the journalism schools and engage more in the help and hand-holding of the budding journalism students."

Thakur reiterated the government's vision of a dynamic and responsible digital media ecosystem and called upon the media fraternity to partner in shaping a brighter future for India.



Our government has already spoken that we are concerned that there is a deep asymmetry between those who create content & those who help the content creators monetize that content.



SHRI RAJEEV CHANDRASEKHAR,
MINISTER OF STATE FOR ELECTRONICS &
INFORMATION TECHNOLOGY

In an enlightening discussion on India's digital prowess, Shri Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology, spoke to Shivani Gupta, Journalist & TV Presenter. The candid conversation delved into the nation's evolving role in the global tech landscape highlighting India's remarkable transformation from a mere IT outsourcing destination to a thriving hub of innovation and talent across various digital domains.

IN CONVERSATION WITH SHRI RAJEEV CHANDRASEKHAR

Chandrasekhar commenced the dialogue by highlighting India's significant strides in the past decade within the digital and tech sphere. He mentioned the country's transition from being primarily known for IT and IT-enabled services to emerging as a pivotal player in cutting-edge technologies like AI, semiconductors, and web3. This evolution, according to Chandrasekhar, reflects India's shift from being a cost-effective outsourcing hub to a strategic partner in shaping the future of technology globally.

"In the last ten years, what we have seen in this country is that we have gone from being a nation that was predominantly IT/ITES nation with being the back office as the phrase used to be used, to the world's enterprises and governments, to now an ecosystem and an innovation economy that basically spans the entire digital ecosystem, current and emerging".



The minister attributed this transformation to the government's proactive policies aimed at encouraging innovation and empowering young entrepreneurs. He emphasized Prime Minister Narendra Modi's vision of nurturing and safeguarding India's tech ecosystem, positioning the nation as a formidable force in the digital arena. Chandrasekhar also acknowledged the challenges posed by geopolitical dynamics but expressed confidence in India's ability to sustain its growth trajectory.

"In terms of protecting our interests, the rocket that is the Indian tech and innovation ecosystem is certainly now in orbit and it is an unstoppable force driven by hundreds and thousands of innovative minds and startups all around the country," he added.

Shivani further probed into the factors driving India's tech success, prompting Chandrasekhar to

share an anecdote from his experience leading a startup delegation to the UK. He recounted how the UK ministers were intrigued by the confidence and talent exhibited by Indian startups, prompting even Prime Minister Boris Johnson to inquire about India's secret sauce for nurturing such innovation. Chandrasekhar credited the shift to a supportive policy environment that empowers and incentivises young talent, contrasting it with the regulatory hurdles prevalent in the pre-Modi era.

"So essentially, what has happened in the last ten years is that the policies of our Prime Minister is all about enabling talent and success. That talent and the initiative and the effort was always there."

Amid discussions on challenges in the tech space, Chandrasekhar highlighted the imperative of developing a globally competitive talent pool. He mentioned the need for India to excel in areas like semiconductors and AI, stressing the importance of research and innovation in academic and industrial settings. Chandrasekhar lauded the government's allocation of substantial funds for research and innovation, signalling a concerted effort to elevate Indian talent to global standards.

"I think the biggest challenge... is that we have to make our talent pool really global standard. The real challenge for the world today is not GPU's or AI computer infrastructure or data centers or the Internet infrastructure. It is about where you get these smart young minds from that will shape, innovate and create solutions in the coming decade." Responding to concerns about the ethical implications of emerging technologies like AI, Chandrasekhar adopted an optimistic stance, asserting that the focus should be on harnessing technology rather than fearing it. He acknowledged AI's transformative potential while advocating for robust regulatory frameworks to ensure accountability and consumer trust. Chandrasekhar emphasized the government's commitment to legislating measures that hold tech platforms accountable for the safety and integrity of their offerings.

"I do not think we should fear technology. I think it is like fearing what is inevitable. You know that AI is the greatest invention in our lifetime."

Shivani steered the conversation towards the digital media landscape, prompting Chandrasekhar to address concerns specific to the industry. The minister reiterated the government's commitment to ensuring the safety and trustworthiness of digital platforms, highlighting the need for stringent legal frameworks to prevent misuse and safeguard consumer rights.

"Whether you are a social media platform or you are shopping e-commerce platform or you are a ChatGPT like generative platform, we will insist on the safety and trust of the platform before the platform is made publicly accessible to the consumers."

Concerns & Solutions in the Digital Media Publishing Industry

Responding to questions about the perception of arbitrariness in the IT rules and the potential impact on content providers. Chandrasekhar vehemently defended the IT rules, asserting that they are not arbitrary but rather aimed at protecting consumers from harmful content. He clarified that the rules outline specific categories of unlawful content, such as child sexual abuse material (CSAM) and misinformation, which are prohibited under criminal law. Chandrasekhar emphasized the government's duty to uphold the law and ensure that illegal content is not tolerated on digital platforms.

"At the risk of sounding a little rude. I think anybody who characterizes the IT rules as being arbitrary or far-reaching or censorship, I will submit to you for your consideration, has not read the rules."

The discussion then shifted to concerns about censorship and government oversight in determining what constitutes false or fake content, particularly related to government affairs. Chandrasekhar refuted the notion of subjectivity in identifying false information, asserting that patently false content, such as misinformation and deepfakes, is prosecutable under criminal law. He clarified that the government's role is to provide guidelines and enforcement mechanisms to ensure platform accountability, rather than imposing censorship.

"Again, it is the misreading and misunderstanding of it. What we are saying is today every one of those 11 pieces of unlawful prohibited content is unlawful under the criminal law."

As the conversation delved deeper into the challenges of combating fake news and misinformation, Chandrasekhar expressed concern over India's vulnerability to online manipulation and propaganda. He highlighted the government's proactive approach in addressing these issues through legislative measures and enforcement mechanisms. Chandrasekhar emphasized the importance of safeguarding citizens' fundamental rights while combating digital threats to India's democracy.

"We are surrounded by people who are deeply desiring of slowing down India's rise. They see clearly an option to use the Internet, use misinformation to cause law and order and chaos and disturbances in India as a very, very soft, vulnerable underbelly of Indian democracy."

Revenue Sharing and Monopolistic Tendencies

The discussion then turned to concerns about revenue sharing and the monopolistic tendencies of big tech platforms in the digital media landscape. Chandrasekhar acknowledged the deep asymmetry between content creators and tech giants, highlighting the government's commitment to promoting a more open and equitable internet ecosystem. He highlighted ongoing efforts to address ad tech monopolies and duopolies through legislative measures, including the proposed Digital India Act.

"India has already spoken. Our government has already spoken that we are concerned that there is a deep asymmetry between those who create content and those who help the content creators monetize that content."

As questions from the audience poured in, Chandrasekhar addressed various concerns, ranging from AI safety and data privacy to the role of government in regulating news and digital platforms. He focused on the need for collaborative efforts between government, industry stakeholders, and the public to address the complex challenges facing

India's digital future

Minister Rajeev Chandrasekhar's insights provided a comprehensive overview of India's digital landscape and the government's proactive approach to navigating the complexities of the digital age. From pushing innovation and talent to addressing regulatory challenges and ensuring consumer trust, Chandrasekhar outlined a vision for India's digital future anchored in transparency, accountability, and inclusivity.

"As a society, we
really need to
value the role of
the press"



POONAWALLA
FINCORP
PRESENTS

STORYBOARD 18



SHRI S. KRISHNAN
SECRETARY,
MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY

KEYNOTE

Shri S. Krishnan, Secretary, Ministry of Electronics and Information Technology, started his address by acknowledging the timeliness of the event and expressing his commitment to engaging with the pressing issues at hand.

"In a sense, what digital news publishers do is a very important element of which way the law is playing out, on how we need to look at digital content that we consume on an ongoing basis," Krishnan stated, highlighting the role of digital news in shaping regulatory frameworks.

Krishnan explained the evolving regulatory landscape shaped by rapid technological advancements, particularly artificial intelligence (AI), which has catalyzed a shift in content dissemination. He highlighted the inadequacies of existing laws, notably the Information Technology Act of 2000, in addressing contemporary challenges posed by AI-driven content platforms. "Our laws currently do not actually deal with the whole set of issues that we need them to deal with," Krishnan said, pointing to the framework that fails to encompass the diverse array of internet intermediaries in the digital ecosystem.

Krishnan emphasized the need for legislative agility to accommodate the dynamic nature of technological innovation, citing the necessity for revisiting and amending existing laws to address emergent challenges effectively.

"A law which is less than 25 years old and rules which in some cases are less than two years old, we have to keep revisiting," he asserted, highlighting the need for continuous regulatory evolution.

Speaking on the transformative impact of AI on information dissemination, Krishnan mentioned the need for regulatory interventions to combat misinformation and uphold democratic values. He cited instances of AI-generated fake news and deepfakes, emphasizing the need for robust regulatory mechanisms to safeguard electoral integrity and public discourse.

"In terms of your members, in terms of having the curated news content, need to stand forth a little differently," Krishnan remarked, urging recognition of the distinct social value of curated news content vis-a-vis unregulated user-generated content.

Krishnan invoked the constitutional ethos underpinning the role of the press as the "fourth estate" and a pillar of democracy, highlighting the need for preserving press freedom and facilitating the dissemination of factual, rigorously vetted information.

Acknowledging the evolving dynamics of media consumption in the digital age, Krishnan called for collaborative engagement between industry stakeholders and policymakers to formulate equitable regulatory frameworks that balance commercial needs with public interest considerations.

"I think it's important that a public service that gets preserved for the health of our democracy, for the health of our own society," Krishnan stated, highlighting once again, the importance of multifaceted challenges in digital news regulation.



Almost half of the
Internet's
information is
actually not true
and verified

”

KEYNOTE

TANMAY MAHESHWARI,
CHAIRMAN DNPA & MANAGING DIRECTOR,
AMAR UJALA

Tanmay Maheshwari, Chairman of the Digital News Publishers Association (DNPA) and Managing Director of Amar Ujala, took the stage to share his insights and thoughts behind the DNPA Conclave and Awards 2024.

In his address, Mr. Maheshwari reflected on the significance of the event, and welcomed the Hon'ble Minister, Rajeev Chandrasekhar, while expressing gratitude to the audience.

Providing the context to DNPA's mission, Mr. Maheshwari said that DNPA is not merely an association but rather a collective endeavour to uphold the spirit of journalism and combat misinformation in the digital ecosystem. He focused on the need for verified information in an age where misinformation proliferates online, highlighting the alarming prevalence of unverified news.

Quoting recent research, Mr. Maheshwari revealed that over 50% of internet information is unverified, with staggering figures of fake news engagements and COVID-19 misinformation.

He highlighted the concerning trend where publishers of misinformation garner more engagement collective strength of leading news media companies committed to truth and knowledge dissemination. Amidst the exciting AI transformation in digital media, he expressed optimism about the future and the role of the forthcoming Digital Act in finding a more equitable digital ecosystem. Speaking about the members of DNPA, Mr. Maheshwari the collective strength of leading news media companies committed to truth and knowledge dissemination. Amidst the exciting AI transformation in digital media, he expressed



optimism about the future and the role of the forthcoming Digital India Act in finding a more equitable digital ecosystem.

Acknowledging the presence of Ministers of Central Government, Mr. Maheshwari spoke about the importance of collaboration between policymakers, tech giants, and publishers. He envisioned a sustainable ecosystem where truth prevails, urging stakeholders to work hand in hand towards this goal.

Mr. Maheshwari invited the audience to imagine a world without the news ecosystem, touching upon the indispensable role of media in society. He rallied the attendees to collectively strive for a world guided by truth, ensuring that reputable news sources remain a cornerstone of information dissemination.

"Imagine a day where you open a Times of India, Indian Express, Amar Ujala, Hindu, or NDTV and it says 404 the URL does not exist," he said, evoking a sense of urgency in safeguarding the truth.

In closing comments, Mr. Maheshwari thanked the audience for their attention and participation, urging upon the collective responsibility to uphold journalistic integrity and combat misinformation



MS. MARIAM MAMMEN MATHEW, CHIEF EXECUTIVE OFFICER, MANORAMA ONLINE

Ms. Mariam Mammen Mathew, the Chief Executive Officer of Manorama Online, took the podium to extend a warm welcome to Union Minister of State for Electronics and Information Technology, Shri Rajeev Chandrasekhar, at the DNPA Conclave.

In her address, Mariam acknowledged the multifaceted role that Shri Rajeev Chandrasekhar, acknowledging his multifaceted role as Union Minister of State for Electronics and Information Technology and Union Minister of State for Skills Development and Entrepreneurship. She mentioned the important role of the DNPA in the growth of digital news publishers amidst the rapidly evolving media landscape of the country.

"Digital news is at the crossroads," Mariam remarked, echoing earlier sentiments expressed by Tanmay Maheshwari, Chairman, DNPA. She outlined the various challenges facing the digital news industry, including misinformation, dependence on big tech, the complexities of AI, and the absence of a sustainable business model. Mathew spoke about the DNPA's appeal to the government to formulate policies that ensure a level playing field for digital news publishers.

In praising Shri Rajeev Chandrasekhar as a visionary and public leader, Mariam highlighted his profound understanding of technology and policy, positioning him as a driving force behind the government's efforts to revolutionize India's digital landscape. She lauded his leadership in spearheading initiatives such as the Digital India Act, which aims to establish an equitable framework conducive to innovation while safeguarding the interests of consumers and businesses alike. Reflecting on Shri Rajeev Chandrasekhar's past contributions to DNPA, Mathew recalled his participation as a speaker at the inaugural conclave, where he offered candid insights into the Indian digital landscape.

Through her address, Mariam spoke about the collaborative relationship between the government and digital news publishers in shaping a sustainable and inclusive digital ecosystem. She articulated the DNPA's commitment to advancing the interests of both citizens and stakeholders while developing a culture of innovation and credibility in digital journalism.





JOURNALISM IN THIS AGE

The post-lunch session of the DNPA Conclave and Awards 2024 commenced with a panel discussion with the theme of "Editor's Opinion: Journalism In this age", chaired by Mrs. Delshad Irani, Editor of Storyboard18. The esteemed panelists included Mr. Jaideep Karnik, Head Of Content & Editor at Amar Ujala; Mr. Prasad Sanyal, Business Head at Times Internet; Mr. Nalin Mehta, Managing Editor at Moneycontrol; Mr. Vijay Jung Thapa, Chief Digital Officer at ABP; & Mr. Vikram Chandra, Founder Editorji.

Irani started the discussion by reflecting on the changing world of journalism, focusing on the pivotal role of digital transformation. She directed the first question to Vikram Chandra, prompting him to contemplate whether he would still choose journalism, given the current scenario.

Vikram Chandra expressed his anticipation of the paradigm shift in journalism, highlighting the imminent dominance of AI in content creation & emphasising the future significance of curation over creation. He envisioned a journalistic landscape where professionals navigate the deluge of information to curate meaningful narratives, stating, "Everything that we know about journalism is going to change... Content creation is going to be meaningless..."

The job of the journalist is going to be to curate information in a waterfall of information & stories."

Nalin Mehta echoed Chandra's sentiments, advocating for the reinvention of journalism to maintain relevance in the face of automation. He stressed the importance of specialisation & adapting to the demands of a rapidly evolving media landscape, stating, "Journalism needs to be reinvented completely... Most of our newsrooms are not geared for this kind of content production."

Thapa highlighted the challenge of preserving credibility in an era of AI-driven content creation & emphasized the enduring relevance of journalistic integrity amidst the proliferation of echo chambers in social media, stating, "AI is going to do a better job in content creation... But credibility... is the big crux for journalism today."

Transitioning to the intersection of journalism & technology, Irani engaged Prasad Sanyal in a discussion about leveraging technology to enhance journalistic endeavors. Sanyal emphasized the symbiotic relationship between technology & journalism, envisioning AI as a tool to augment, rather than replace, traditional journalistic functions, stating, "Can an AI tool write better than a journalist? Sure it can... but your basic function... is going to remain pretty much augmented by AI wherever you can."

The conversation veered towards the ethical implications of journalistic practices in the digital age, with Irani asking Karnik on the responsibility of journalists in using AI. Karnik stressed on the

need for journalistic integrity & accountability in using AI tools, advocating for a return to the core principles of journalism amidst technological advancements, stating, "We are actually returning to what journalism originally started as... to dissect & bring the correct information... to people."

Chandra elaborated on the evolution of journalism, emphasizing the transition from content creation to curation in response to technological advancements, stating, "What hopefully journalism will become now... is a return to curation... to present it to you to see... I have billions of stories & information... & I can get that information to people."

digital age, emphasizing the challenges of maintaining editorial quality amidst financial constraints, stating, "It is a struggle to keep the quality... & that scares you, doesn't it?"

Sanyal highlighted the potential of technology in streamlining journalistic processes, enabling journalists to focus on in-depth reporting while leveraging AI for content discovery & personalization, stating, "I can invest more time in finding the right story to report... because the act of writing takes a lot less time... you're significantly faster."

As the discussion drew to a close, Chandra pointed



Mehta reflected on the changing skill set requirements for journalists in the digital age, commenting on the need for adaptability & specialized expertise, stating, "The skill set required for journalists... has changed significantly. You have to be really good of what you were looking for even two years ago."

Thapa raised concerns about the viability of the traditional business model for journalism in the

to the democratizing effect of technology on journalism, facilitating the democratization of content creation & dissemination, stating, "The costs of doing it are not that much... You don't need a giant studio with all the expenses attached to it."

In a final reflection, Jaideep mentioned the need for readers to recognize the value of quality journalism & support sustainable revenue models to ensure its continued existence.

**PRESENTATION BY
ELENA PEROTTI ON
REGULATIONS ON PUBLISHERS
AND BIG TECH**



REGULATIONS

A GLO

Executive Direct

Elena Perotti, the Executive Director of Media Policy at WAN-IFRA, took to the stage to provide a detailed examination of the evolving regulatory landscape governing the relationship between news publishers and tech behemoths like Google and Meta. Perotti's presentation detailed key developments in Europe, Australia, and Canada, focusing on the various dynamics and the urgent need for regulatory interventions to address the power differentials between publishers and tech platforms.

Perotti started her presentation by acknowledging the paradigm shift in news consumption towards digital platforms, elucidating the complex and sometimes contentious relationship between news publishers and big tech companies.

She highlighted the challenges stemming from opaque ad revenue sharing mechanisms and the dominance of tech platforms in directing traffic to news websites while reaping significant profits.

REGULATIONS ON PUBLISHERS AND BIG TECH A GLOBAL OVERVIEW

Elena Perotti

Executive Director Public Affairs and Media Policy
WAN-IFRA

"In the past six years, there has been a significant evolution in the perception regarding the regulation of revenue sharing between publishers and big tech," Perotti remarked, noting the shifting attitudes towards regulatory interventions.

The discussion then transitioned to Europe's regulatory landscape, where Perotti highlighted the European Union's Copyright Directive of 2019 as a seminal regulatory milestone. She spoke about

its provisions granting press publishers exclusive rights over online content dissemination.

"The Copyright directive introduced a novel right for press publishers, empowering them to control the reproduction and dissemination of their content online," she explained.

Moving on to Australia's regulatory framework, Perotti took the audience through the enactment of the News Media Bargaining Code, explaining its framework mandating negotiation, mediation, and arbitration between news outlets and tech platforms.

"The News Media Bargaining Code aims to address the bargaining power imbalance between news publishers and tech platforms by establishing a standardized negotiation and arbitration process," she clarified, outlining the important aspects of the regulatory framework.

Perotti then delved into Canada's legislative landscape with Bill C-18, drawing parallels with Australia's regulatory framework and underlining the importance of agile regulatory frameworks adaptable to linguistic and cultural diversity.

"Canada's Online News Act, akin to Australia's News Media Bargaining Code, seeks to foster fair negotiations between news outlets and tech platforms while ensuring transparency and accountability," she remarked.

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"Canada's Online News Act, akin to Australia's News Media Bargaining Code, seeks to foster fair negotiations between news outlets and tech platforms while ensuring transparency and accountability," she remarked.

DISCUSSION WITH ELENA PEROTTI MODERATED BY PRANJAL SHARMA

In the ensuing discussion moderated by economic analyst Pranjal Sharma, Perotti engaged in a nuanced dialogue addressing the evolving contours of content regulation in the era of generative AI. "The emergence of generative AI poses new challenges for content regulation, particularly in terms of accountability and ethical integrity," she observed, expressing concerns about the implications of AI-generated content for journalistic integrity.

Perotti highlighted the necessity for collective action among publishers and industry associations to navigate regulatory complexities and amplify their bargaining power vis-a-vis tech platforms. "Collaborative approaches and industry solidarity are essential in strengthening publishers' negotiating position and ensuring equitable partnerships with tech platforms," she asserted, advocating for a unified industry stance in navigating regulatory challenges.

Perotti's presentation focused on the imperative for concerted regulatory action to safeguard journalistic integrity and develop symbiotic relationships between publishers and tech platforms. "Adaptive regulatory frameworks and collaborative industry approaches are crucial to address the evolving challenges of the digital news landscape," she concluded, urging stakeholders to prioritize accountability, transparency, and revenue sharing in shaping the future of digital news regulation.



STATE OF MEDIA, THE BIG PICTURE



In a panel discussion, titled State of Media, The Big Picture, the conversation delved into the evolving landscape of the Indian media over the past two decades. Esteemed panellists Mr. Anant Goenka, Mr. Senthil Chengalvarayan, and Mr. Shekhar Gupta shared their perspectives.

Mr. Chengalvarayan initiated the discussion by questioning the potential ramifications of a scenario where new media ceased to exist, emphasizing the significance of embracing change.

He remarked, "So let's keep the conversation to feel free to see the big picture. Tanmay gave us a possible bleak scenario where he said, "imagine a world where new media does not exist."

Mr. Gupta echoed a sentiment of resilience, acknowledging the dynamic nature of the media industry over the years. He emphasized the inevitability of change and cautioned against extrapolating fears of decline to the entire industry.

He stated firmly, "I do not think so. I think sometimes you can paint the devil on the wall and get scared by what you see."

Mr. Goenka stressed the importance of investing in both content and technology for survival in the media landscape. He highlighted the challenges faced by organizations solely focused on either aspect, citing examples of digital-first companies that faltered due to lack of balance. He expressed concerns about the sustainability of many news organizations in the face of these challenges, asserting, "I think the survivors are going to be those who are continuously investing in both content and technology at the same time."

The discussion shifted to the relationship between traditional media and big tech platforms. Mr. Goenka acknowledged efforts by platforms like Google to engage with news organizations but expressed apprehensions regarding Facebook's policies toward news content.



He emphasized the symbiotic relationship between tech platforms and journalism, highlighting the importance of credible news for their sustainability.

He stated, "I, for instance, see Google making genuine efforts for the last five or six years to actually reach out."

Mr. Gupta elaborated on the credibility that news brings to tech platforms, asserting that good journalism cannot be replaced by monetary investments alone. He advocated for better negotiation between news creators and tech platforms to ensure the value of journalism is recognized.

The conversation then touched upon the rise of influencer-driven content and its impact on traditional journalism. Mr. Gupta criticized the trend of influencers masquerading as journalists, highlighting the importance of professional

training in journalism. He cautioned against relying solely on platforms like YouTube for news dissemination.

He asserted, "The power of news, the power of good journalism is credibility."

Addressing concerns about the younger audience's engagement with traditional media, Mr. Goenka and Mr. Gupta emphasized the intelligence and potential of young audiences. They rejected notions of youth disinterest, attributing any shifts in consumption patterns to evolving preferences rather than a lack of interest.

The panelists discussed the need for traditional media to adapt to changing audience preferences while upholding journalistic integrity. They acknowledged the challenges posed by technological advancements and influencer-driven content but remained optimistic about the enduring value of quality journalism.





TRANSFORMATIVE FORCES, RESHAPING THE NEWS & MEDIA INDUSTRY

Mr. Anil Malhotra, Head, Public and Regulatory Affairs, Zee Entertainment Enterprises Ltd, and President, DNPA, engaged in a dialog with Mr. Florian Nehm, Senior Advisor Public Affairs at Axel Springer, shedding light on the transformative forces reshaping the news and media industry. He started by contextualizing the shared concerns faced by digital news and press publishers worldwide, highlighting the challenges posed by digitalization, particularly the disparity of bargaining power prevalent in media.

Nehm elaborated on the evolution of regulatory conditions, drawing parallels between Europe, Canada, the US, and Latin America. He outlined the genesis of the issue, tracing it back to the rise of digital aggregation platforms like Google News, which capitalized on snippets of news content without directing adequate traffic to publishers' sites. Reflecting on Germany's early attempts to address this, Nehm discussed the subsequent legislative efforts in Spain and the European Commission's involvement.

He then pivoted to the Australian case, emphasizing the efficacy of their approach in addressing the bargaining power imbalance through mandatory collective management. Drawing on his extensive experience,

Nehm underscored the need for global collaboration and knowledge exchange, stating, "So India is a tremendous hope. You are one country, one society very diverse. But the discussion I was listening to was precisely the same questions, arguments and needs and hopes for a better regulation."

Anil Malhotra, steered the conversation towards the practical implications of collective bargaining. Expressing concerns about potential violations of antitrust laws, Malhotra sought to contextualize the discussion within the framework of Indian regulations. He proposed simplified solutions, tailored to the Indian context, such as mandating platforms to provide access to news channels and ensuring transparent revenue-sharing arrangements.

Yes, you are right that every country has a different viewpoint, a different way of doing business and different laws, and you have to be subjected to those laws first before you come to any conclusion," Malhotra added.

In response, Nehm acknowledged the familiarity of the challenges raised by Malhotra, particularly regarding cartelization and legislative gridlock.



He reiterated the critical role of diverse and economically viable press in upholding democratic values, emphasizing the need for concerted public affairs efforts.

Nehm highlighted two key game changers: advancements in global communication among industry stakeholders and translation technologies easing language barriers. He encouraged cross-continental dialogue and knowledge sharing to expedite regulatory reforms, leveraging lessons from Australia, Canada, and Europe.

In the end, Malhotra echoed Nehm's sentiments, emphasizing the importance of learning from diverse global experiences while acknowledging the unique nuances of each country's regulatory landscape..

The exchange discussed the complex interplay between technological advancements, regulatory frameworks, and industry dynamics, highlighting the imperative of collaborative action in going through the evolving media landscape.



DIGITAL FIRST WORLD NAVIGATING THE TECH PLUS AI JUGGERNAUT

In the panel discussion titled 'digital first world navigating the tech plus AI juggernaut', the conversation revolved around the profound impact of technology and artificial intelligence (AI) on various sectors, particularly news broadcasting and journalism. Moderated by Mr. Shaveen Garg, MD, and partner at Boston Consulting Group, the panel included esteemed guests Mr. Pawan Agarwal, Managing Director of Dainik Bhaskar Group; Mr. Puneet Jain, CEO of HT Digital; and Ms. Durga Raghunath, Head of News Partnerships at India Google.

Mr. Garg initiated the conversation by talking about the inevitability of the digital age and the profound implications of technology and AI on news broadcasting. He highlighted the blurred lines between cause and effect in the shift towards digital platforms and raised questions about the evolving role of technology beyond merely reaching customers. Mr. Agarwal delved into the historical collaboration between publishers and tech companies, emphasizing the initial challenges and subsequent adaptations in reaching digital audiences. He expressed hope for a new, mutually beneficial relationship facilitated by AI and urged for proactive collaboration.

Mr. Garg further explored the potential of AI beyond traffic generation, focusing on personalization and collaboration between big tech and news publishers.

Ms. Raghunath from Google emphasized the importance of access to diverse news content and highlighted collaborative efforts to address language disparities in news consumption. She discussed Google's initiatives to augment journalism with AI tools while maintaining a focus on credibility and responsible reporting.

She remarked, "Google's approach to journalism in AI has been much ahead of the process. We've always thought about how we can augment journalism, not to replace it in any way."

Mr. Jain provided insights into the evolving landscape of digital media, stressing the need for proactive collaboration between publishers and big tech. He highlighted the importance of credible content generation and called for incentivizing publishers to participate in product development. The panelists engaged in a discussion on the balance between personalization and journalistic integrity, highlighting the importance of

maintaining trust and credibility in the face of AI-driven news delivery.

Mr. Agarwal raised concerns about the potential misuse of AI in newsrooms and emphasized the need to preserve journalistic integrity amidst technological advancements. Mrs. Raghunath echoed his sentiments, emphasizing Google's commitment to responsible AI implementation in journalism. Mr. Garg highlighted the importance of transparent collaboration between publishers and big tech, stressing the need for collective efforts to address complex challenges.

Agarwal and Raghunath expressed concerns about maintaining credibility and trust in journalism amidst the rise of AI-generated content.

Agarwal emphasized, "The biggest battle would be to make sure that we don't play with that credibility ever." In response to a question about ideal partnerships, Mr. Jain outlined three key areas: active participation of publishers in product development, incentivizing credible content generation, and leveraging big tech expertise in product and tech transformation.

Jain stated, "How can you include us over there? Second, incentivize credible content generation. Third is to help us in product and tech transformation."

The panelists concluded by emphasizing the shared intent to provide credible information and the need for collaborative solutions to navigate the evolving digital landscape.



CRACKING EQUITABLE MODELS IN DIGITAL MEDIA



The panel discussion titled 'Cracking Equitable Models in Digital Media' commenced with a warm introduction from the presenter, setting the stage for a comprehensive exploration of revenue generation in the digital media landscape.

The session was chaired by Avinash Pandey, CEO of ABP Network. The other panellists included Mr. Florian Nehm – Senior Advisor Public Affairs at Axel Springer who joined the panel virtually; Mr. Dhanendra Kumar, Chairman, Competition Advisory Services; Elena Perotti, Executive Director Media Policy and Public Affairs at WAN-IFRA; Mr. Arun Anand, the founder Inc Value Advisors; Mr. Senthil Chengalvarayan, Executive Director at NDTV.

Avinash Pandey, CEO of ABP Network, initiated the conversation by highlighting the challenge faced by publishers in accessing data comparable to that of big tech giants. He emphasized the need for collaboration and government intervention to bridge this gap.

"I am thankful that I am in the esteemed panel which most of you are experts in regulatory, the world view and also about media and tech industry," expressed Avinash Pandey. "We as publishers are left at what I call the law of diminishing return every time that we invest in the algorithm of this big tech."

Elena Perotti emphasized the role of governments in ensuring data transparency from tech platforms, citing it as a crucial step toward leveling the playing field for publishers. "We need the government's help to ensure that we are handed out the data about our own readers by the platforms," she stated.

Arun Anand echoed the sentiment, advocating for collaborative efforts and better utilization of existing data by publishers. "I think there is a lot of collaboration and some of it is group-based collaboration with intermediaries," he noted. "But the third thing is I think publishers themselves, as it is, have a lot of data."

Avinash Pandey raised concerns about the dominance of big tech companies in controlling both the supply and demand sides, leading to challenges in adapting to algorithmic changes. "My large question is that the big tech companies are owning both the supply and the demand side," he remarked. "You are investing according to the new algo, and by the time you design your newsroom to suit those values, the algo changes."

Arun Anand highlighted the adverse effects of algorithmic manipulation, especially in creating echo chambers and spreading misinformation. "News publishers have always liked to bundle their stories, whereas the intermediaries act against it because it has a higher probability of creating an echo chamber," he pointed out.

Senthil Chengalvarayan emphasized the importance of leveraging available data effectively instead of overly investing in data collection. "I do not think we should be even bothering to invest too much in collecting that data because that is going to get too expensive," he suggested. "We should be really investing in how we can do with the available data."



Dhanendra Kumar shed light on the ongoing investigations by the Competition Commission of India (CCI) into the power imbalance between tech platforms and Indian publishers, hinting at the possibility of regulatory interventions. "In the preliminary order, it was acknowledged that there is an imbalance of power between the two sides," he revealed.

Florian Nehm, joining virtually, emphasized the need for specific regulations to address the arbitrary downgrading of news offerings by search engines, citing the European Union's Digital Markets Act as a potential model. "Search engines have a monopoly in the market of being found," he stated. "And it is now the implementation that is lacking or the specific regulation for these cases."

The conversation delved into the implications of publishers seeking equitable revenue shares from big tech platforms. Dhanendra Kumar expressed confidence in the legal process, citing precedents from other countries and stressing the importance of unified action by publishers.

"No, I do not think there could be a pushback from the big tech or anybody else," he reassured. "It is your right to go to CCI that is the right platform for you to go."

Arun Anand cautioned against expecting a one-size-fits-all solution, citing the complexities of revenue-sharing models implemented in different countries. "Even in the last few years, several experiments have been done," he observed. "So our approach has to be necessarily different."

Elena Perotti underscored the importance of publishers uniting to negotiate fair compensation for their content, urging them to avoid accepting inadequate offers from tech companies. "The only solution is don't allow anybody among you to go out, rush off and accept \$100 for each old article from OpenAI," she urged passionately.

The discussion concluded with a call to action for publishers to prioritize their bargaining power through collaboration and technological investments. "We are in the business of content, and we create good content," noted Senthil Chengalvarayan. "So I think in any business, intermediaries need to be regulated."





DIGITAL INDIA ACT: WHAT TO EXPECT?

In a panel discussion moderated by Tanmay Maheshwari, Managing Director of Amar Ujala & Chairman of DNPA, distinguished guests took the stage, including Shri S. Krishnan, Mr. Pawan Agarwal, Managing Director of Dainik Bhaskar. The conversation revolved around the Digital India Act (DIA), regulations in the digital landscape, and the role of AI in content creation and journalism.

As the discussion unfolded, S. Krishnan addressed the questions of regulating content created by AI. He highlighted the challenge of determining the rights of synthetically generated content, emphasizing the importance of intent in regulation.

Krishnan stated, "It is artificially created. It's synthetically created. So does it then carry or will it have the same set of rights of free speech and free expression which any other kind of speech or expression would carry?" He advocated for clear labeling or watermarking of artificially generated content to distinguish it from natural expression. Additionally, he stressed the need for swift technological measures to counteract the spread of fake or malicious content.

Pawan Agarwal echoed concerns about the survival of journalism in the digital age, emphasizing the need for legislation that acknowledges the value of traditional media. He stated, "We are passionate about it. We are committed to it, and we feel that this needs to go on for several decades and not just for my lifetime." Agarwal highlighted the importance of accountability and expressed hope for a

regulatory framework that supports the longevity of journalistic integrity.

Tanmay Maheshwari raised questions about revenue distribution within the digital ecosystem, highlighting the disparity between publishers and tech giants. He urged for a fairer distribution model under the DIA, stating, "Should we say that, is it fair to expect that after the DIA comes into play, this ratio will move towards a better mix for us?"

In response, S. Krishnan acknowledged the complexity of revenue models in the digital sphere, emphasizing the societal cost associated with journalism. He states, "There is a societal value which is being conveyed by organized news media and that needs to be preserved in some form."

Addressing concerns about legislative progress, S. Krishnan assured the audience of ongoing efforts to draft comprehensive legislation. He highlighted the importance of thorough deliberation and public consultation in shaping effective regulatory frameworks. Krishnan stated, "As I said, we are in the process of drafting a bill and hopefully we should be able to draft the bill."

Throughout the discussion, S. Krishnan reiterated the role of AI as a tool for enhancing productivity rather than replacing human judgment. He stated, "I don't think it's going to get replaced entirely by artificially or some particularly generated content." Krishnan spoke about the complementary relationship between AI and journalism, highlighting the continued importance of human insight in news reporting.



In a panel discussion focused on media trust in the digital age, chaired by Mr. Nalin Mehta, managing editor of Money Control, various perspectives were shared by esteemed guests including Mr. Apar Gupta, a distinguished lawyer, Mrs. Meghna Bal, head of research at Esya Center, Mr. Vinit Goenka, author & former BJP spokesperson, Mr. Sanjay Goel, member Grievance Appellate Committee at Government of India, Mr. Arvind Arora, a YouTuber, & Mr. Akash Banerjee, a leading Indian YouTuber, author, & comedian.

The conversation began with Mr. Mehta addressing Mr. Banerjee, known for his political satire, highlighting the delicate balance between humor & integrity in content creation. Mr. Banerjee affirmed his commitment to both satire & factual accuracy, stating, "We have been caustic, we've been sarcastic, we have been factual, & we have been financially solvent." He emphasized the importance of credibility in a fragmented media landscape, envisioning a future of segmented information dissemination, heralding the democratization of information.

Mr. Mehta inquired further about the significance of trust in satire, to which Mr. Banerjee stressed on its heightened importance, stating, "Hundred & 50% more important." He drew parallels with late-night American television anchors' rapport with their audience, remarking, "Do not confuse that somebody sitting with a tie & a suit with a multimillion-dollar studio will have more trust than somebody talking on a mobile phone, standing on the road."

Mr. Goenka offered a perspective on media trust from his multifaceted experience, noting the paradigm shift from traditional media gatekeeping to a democratized information space. He urged

discernment in distinguishing between truth & manipulated narratives, cautioning against misleading presentations akin to the story of Ashwatthama's demise. He remarked, "The challenge is how you see between the lines, the ones who tell you the truth, & the ones who create truth?"

Turning to Mrs. Bal, Mr. Mehta explored research insights into declining media trust globally & in India. Mrs. Bal echoed the trend of diminishing trust, stating, "Trust in media is going down." She cited studies by Pew & the Reuters Institute, highlighting the universal desire for fair, impartial, & accurate news. She advocated for transparency, stating, "What people want is they want more transparency." Mr. Mehta pivoted the discussion to regulatory challenges, particularly the Digital Data Protection Act (DDPA), prompting Mr. Gupta to highlight its potential ramifications on journalistic freedom and the right to information. He pointed towards the role of transparency in countering power imbalances, stating, "Do we know how much money Youtube spends on trust and safety?"

Addressing concerns about content moderation on tech platforms, Mr. Banerjee emphasized the unpredictability faced by independent creators amidst evolving regulations. He advocated for a more inclusive approach to building trust, stating, "If you are able to surmount that problem, then today an independent creator does not have the surety of existence."

Overall, the panel discussion delved into various challenges surrounding media trust in the digital age, from doing satire with integrity to addressing regulatory gaps and developing transparency in media ownership and content moderation.

ADAPTING MEDIA BUSINESS STRATEGIES TO THE DIGITAL TSUNAMI

In a panel discussion focused on adapting media business strategies to the digital landscape, chaired by Prasad Sanyal, Business Head of Times Internet, several key figures from the media industry engaged in a discourse about the challenges and opportunities presented by the digital tsunami. The panelists included Sunny Sain, Founder and CEO of Cosent.ai; Clement Birdsall, senior publisher and platform Director at Publica by IAS; Sunil Sharma, CPO and CTO of Network18 Media Investment Limited; and Hemant Jain, President and Business Head of Digital at Lokmat Media.

Hemant Jain started the discussion by addressing the pressing issue of revenue models in newsrooms, speaking about the need for innovation in revenue streams. He highlighted the diversification of revenue channels, stating, "While some of you are experimenting with subscription-based models, many of you have got into the space of branded content, influencer marketing is another area where there is great traction with the advertisers."

Sunil Sharma elaborated on the impact of evolving technologies, particularly the decline of third-party cookies, on advertising revenue. He stressed the significance of first-party data, stating, "I don't think we are going to lose traffic because of the removal of creepy cookies... What we are going to lose out is essentially on advertising revenue because we are not able to justify where that advertiser's money is going."

Sunny Sain echoed the sentiments of his fellow panelists, highlighting the centrality of the relationship between content and users in media business strategies. He stated, "Everything revolves around this relationship that we establish between content and the end user."



Clement Birdsall highlighted the role of data in enhancing media quality and driving superior results in advertising. He emphasized the importance of actionable data, stating, "Having good data, actionable data that drives superior results is the key."

The discussion shifted to the future of content creation and monetization, with Sunil Sharma highlighting the potential of non-fungible tokens (NFTs) in providing proof of intellectual property rights and enabling content monetization. He expressed confidence, stating, "I think in the next five years NFTs will come back as a proof of your IP on the content and you can monetize your content even if it changes hands."

Sunny Sain stressed on the importance of understanding user behavior and curating personalized experiences to drive revenue. He stated, "It is all about how do you build a user journey so that the user comes back to you again and again."

The panelists also discussed the challenges associated with collecting and using first-party data effectively. Hemant Jain spoke about the difficulty of incentivizing user registration, stating, "It is one of the toughest parts of this entire project of collecting first-party data."

In response to Prasad Sanyal's query about navigating the digital tsunami, the panelists offered their perspectives on key business strategies. Clement Birdsall emphasized the role of artificial intelligence, stating, "I think artificial intelligence, particularly to scan an article... is the key."

Sunil Sharma advocated for a greenfield approach to integrating technology into newsrooms, stating, "Instead of looking at changing or bringing technology in, in the newsrooms as a brownfield operation, we should look at it as completely greenfield operations."

Throughout the discussion, the panelists offered valuable insights into the evolving media landscape and the strategies needed to thrive in an increasingly digital world.

LIVES AND LIVELIHOODS NAVIGATING JOBS TRANSFORMATION IN THE AI AGE

At the Storyboard18 DNPA Conclave and Awards 2024, Shubhramshu Singh, VP and CMO of Tata Motors CVBU, led a panel discussion on navigating jobs transformation in the AI age. The panel included Miss Sabina Dewan, President and Executive Director at Just Jobs Network, Mr. Kevin Vaz, CEO of Viacom 18, and Shri Suresh Prabhu, former Union Cabinet Minister, who joined virtually, along with Mr. Sanjay Sindhvani, CEO of Indian Express.

Shubhramshu Singh initiated the dialogue by highlighting AI's profound impact on industries and job roles, to which each panelist shared their



perspective.

Minister Suresh Prabhu acknowledged AI's inevitability, highlighting the need for a holistic understanding of its implications:

"Let us look at it from a social perspective. What impact it will have on the livelihoods and jobs is more important."

Sanjay Sindhvani of Indian Express echoed Prabhu's sentiment, balancing optimism with caution. "There are lot of opportunities that it will throw open, but it will also cause a lot of disruption."

Kevin Vaz expressed a nuanced view, acknowledging AI's disruptive potential while emphasizing human creativity:

"AI is here to stay but change is good. It's what we can make of the change going forward."

Sabina Dewan, however, expressed apprehension, particularly regarding AI's impact on media integrity and job market dynamics.

Well, if I had to pick one word, it would be highly, highly scary. It's a quantity of jobs issue. It's a quality of jobs issue. It is all of these. And that is really frightening."

The conversation transitioned to the concept of artificial superintelligence and its implications for media integrity. Kevin Vaz highlighted the role of human emotion in media content creation.

"At the end of the day, if I have to look it from the media and entertainment sector, what's at the core and at the center of everything is the human beings and human emotions."

The discussion then delved into AI's potential impact on livelihoods, with a focus on the Indian labor market. Suresh Prabhu stressed the need for comprehensive analysis and proactive regulation.

"It will certainly have an impact on all three segments of the economy. We have to be very clear about livelihood and let us come to this conclusion."

Sabina Dewan echoed Prabhu's concerns, emphasizing the need for urgent regulatory frameworks.

"We need to really move very urgently and quickly to come up with effective regulation that can help shelter and transition and help people adapt to these changes."



The dialogue concluded with Shubhramshu Singh asking Suresh Prabhu for final thoughts on AI's impact. Prabhu emphasized the complexity of regulatory challenges posed by AI.

"The human mind cannot fathom it properly. So let us look at it and look at it properly."

The panel discussion, spearheaded by D J Narain, president of the DNPA, featured a wealth of insights from key figures in the industry. The discussion revolved around the crisis gripping the news sector and the ongoing battle for rights, remuneration, and equilibrium against the backdrop of big tech dominance. The panelists included; Mr. Paul Deegan, who is the president and CEO of News Media Canada, Mr. Matthew Stoller, antitrust advocate, director of research, American Economic Liberties Project and the author of "Goliath: The 100 Year War Between Monopoly Power and Democracy", and Dr. Courtney C Radsch director at, the Center for Journalism and Liberty, UCLA Institute for Technology.

Paul Deegan, President and CEO of News Media Canada, delved into the state of reforms in Canada, particularly regarding journalist remuneration.



He elucidated the legislative maneuvers aimed at rectifying the imbalance between tech giants and news outlets, stating, "We pushed the Canadian government for legislation essentially mandatory

bargaining, collective negotiation backed up by final offer arbitration." Deegan further emphasized the significance of regulation, noting, "From our perspective, we've come up with something we think is reasonable."

Matthew Stoller, an antitrust advocate and author, provided a global perspective on the issue, noting,

"Enforcers all over the world allowed these mergers to take place; we're all facing a very similar problem." Stoller highlighted ongoing antitrust suits aimed at dismantling tech monopolies, asserting, "Things are happening. They are slow but until you build that consensus, it's not going to be able to really move things."

Dr. Courtney C Radsch, Director at the Center for Journalism and Liberty, UCLA Institute for Technology, offered insights into the role of big tech in shaping the future of journalism, particularly in the era of artificial intelligence (AI). Radsch stressed, "We are replicating the problems of the social media era in the era of artificial intelligence," advocating for news publishers to demand compensation for their contributions to AI development.

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Throughout the discussion, a consensus emerged among panelists regarding the necessity of government intervention. Deegan emphasized, "We need regulation here, and we needed a solution that worked." Stoller echoed this sentiment, stating, "I think it is an American dynamic because enforcers all over the world allowed these mergers to take place." Radsch underscored the need for legislation mandating negotiations between tech platforms and news publishers, asserting, "Mandating the negotiation table to exist...is really critical."



The panel discussion, moderated by Mr. Ashish Pherwani, Partner at E&Y, featured insightful exchanges among industry experts including Mr. Puneet Jain, CEO at HT Digital, Mr. Avinash Pandey, CEO of ABP Network, and Tanmay Maheshwari, MD Amar Ujala and Chairman DNPA, alongside Shri Anurag Thakur, Minister of Information and Broadcasting.

The session kicked in with the launch of the industry report by Ernst and Young, titled 'State of Digital Media in India,' by the Minister.

Pherwani expressed gratitude to the Minister for unveiling the report and highlighted its significance in understanding the evolving landscape of digital media.

Pherwani started the discussion by addressing the Minister's emphasis on credibility in news reporting. He referenced findings from the report, indicating that credible news remains a top priority for online news readers. The conversation shifted to the challenges faced by news organizations in balancing speed and accuracy in content production.



Tanmay Maheshwari elaborated on the rigorous editorial processes involved in ensuring the credibility of news content, emphasizing the multi-layered approach adopted by newsrooms.

Puneet Jain pointed out the dichotomy between the demand for speed in news dissemination & the need for accuracy & credibility. He highlighted the need for incentives to align business models with the production of credible news, stating, "We have to keep investing in content at the same level as we invest in technology." In response, the Minister emphasized, "Our focus should be on that. That is our prime duty."

The discussion expanded to address the challenges

beneficial partnerships, asserting, "Collectively we have to sit together with big tech."

Pherwani invited the panelists to share their wishes for the Indian online news industry in 2024. Maheshwari emphasized the importance of good regulation to support online news & promote industry growth.

"In Australia, Europe, Canada, several things have happened that make publishers & big tech companies sit together & reach to some outcome. Both big tech & publishers are important. It is time for the Indian government to show the world how to tackle this problem. It is my expectation that government is already working towards it,"



posed by digital platforms & the dominance of big tech companies in shaping content distribution. Avinash raised concerns about the unpredictable nature of algorithms & their impact on revenue generation for news publishers, saying, "By the end of the day, the things are not in our hands & somebody needs to really look into it."

Pherwani sought the panel's perspectives on the future of monetization in the digital news industry. Puneet acknowledged the complexities inherent in monetization strategies, stating, "It leads to continuous loss of revenues."

Avinash advocated for collaborative negotiations with big tech companies to establish mutually

Maheshwari said,

Puneet highlighted the opportunity for Indian media to set global standards for journalism, expressing, "We are still investing unlike someone who just opens a shop in Noida & starts streaming content live saying, this is what happened yesterday." The Minister concluded the session by stressing the need to strengthen the Indian media industry's global impact & assured support from the government, stating, "We all should work in that direction & make a mark at the global level." The session concluded with a collective commitment to advancing the Indian digital media landscape & ensuring its resilience & relevance on the global stage.



CONCLAVE

AT A GLANCE





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पेड टेक पॉलिसीज लापगी मोदी सरकार: मंत्री चंद्रशेखर बोले- डिजिटल पब्लिशर्स और टेक कंपनियों का रेवेन्यू शेयरिंग मामला हमारी प्राथमिकता

नई दिल्ली 2 महीने पहले

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It was my pleasure to be part of the DNPA Conclave & Awards 2024, celebrating excellence in digital initiatives that have profoundly contributed to Bharat's progress.

Congratulations to all the winners, and my heartfelt gratitude to the organisers and jury members at Storyboard18 for their contribution in bringing to the fore and recognizing the pioneers in our digital journey, who have set global standards for innovation and excellence.

In an era defined by technology, digital media plays a pivotal role in nation-building: creating awareness of the Government's initiatives at the grassroots, providing credible content, and practising responsible journalism.

Under the visionary leadership of PM Shri @narendramodi ji, technology has become a tool for citizen empowerment and access to public services. The Government acknowledges the role of the media and its role in the transforming society.

Hindi News / Business / **Credibility Of News Platforms Is At The Forefront**

न्यूज प्लेटफॉर्म की विश्वसनीयता सबसे आगे: इसकी जिम्मेदारी सभी छोटे-बड़े संस्थानों की, DNPA कॉन्क्लेव में बोले अनुराग ठाकर

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Leading policymakers, foreign experts, media bigwigs to light up DNPA conclave

'Big Tech monopolies' a key concern for govt: Rameev Chandrasekhar at DNPA Conclave 2024
2 min read • 07 Feb 2024, 06:17 PM IST

Livemint

DNPA Conclave 2024: MoS for Electronics and Information Technology Rajeev Chandrasekhar highlighted the need to address the imbalances between content creators and big tech platforms in terms of monetisation, stating that the government is prioritising this issue.

India Today Business Desk
New Delhi. UPDATED: Feb 7, 2024 15:40 IST

Minister of State for Electronics and Information Technology Rajeev Chandrasekhar expressed concern over the dominance of adtech monopolies during a session at the DNPA Conclave and Awards 2024.

He highlighted that adtech monopolies have emerged as a key concern for the government, adding that addressing these imbalances remains a priority.

Chandrasekhar spoke at length about [India's progress in the digital and technology sectors](#), transforming it from being seen solely as a cost-effective back-office location to a valuable partner in shaping the future.

DNPA Conclave: केंद्रीय मंत्री अनुराग ठाकुर बोले- डिजिटल विज्ञापनों को लेकर जल्द ही नई नीति लाएंगे
Digital News Publishers Association- DNPA Anurag Singh Thakur
#DigitalNewsPublishersAssociation #DNPAConclave



डिजिटल विज्ञापनों में कुछ ही बड़ी कंपनियां आय का बड़ा हिस्सा ले जाती हैं। इसको बदलना होगा। इसे लेकर नई नीति बन रही है, जो शीघ्र ही सामने आएगी।

अनुराग ठाकुर, कैदीय मंत्री

INDIA TODAY

News / Business / DPM's Conclude 2014: Rajeev Chandrasekhar says, 'At constant innovation of our life'

DNPA Conclave 2024: Rajeev Chandrasekhar says 'AI greatest innovation of our lifetime'

Rajeev Chandrasekhar said AI "will shape, change and transform the way we live", citing the rapid adoption and development of generative AI technologies across multiple sectors.

DNPA DIGITAL IMPACT AWARDS

Alexander Aronowitz is an architect whose work can be summed up in one sentence: he turns spatial ideas into multi-sensory experiences.

DNPA Digital Impact Awards which recognise digital technology innovations that have improved citizens' lives and promoted national-building, were announced on January 14, 2023. Winners in different categories were felicitated at a grand ceremony held at Hyatt Regency, Bhikaji Cama Place, New Delhi.

The DNPA Digital Impact Awards 2023, honoured India's cutting-edge digital initiatives that deliver on-demand governance and services to citizens in various fields. Various initiatives by the

Centre, State Governments, and Local authorities, continue to achieve the goal of Digital India. Such digital initiatives, as well as the teams who worked on their creation and execution, were honoured with the awards.

Awards were given in eight categories including, Best Use of Digital Media for Health, Best Use of Digital Media for Financial Reforms, Best Use of Digital Media for Sustainability and Environment Protection, and Best Use of Digital Media for Women and Child Welfare Reforms. The awardees were selected by a jury led by Sunil Arora, former Chief Election Commissioner of India and Secretary of the Ministry of Information & Broadcasting. The jury members included:





OPENING ADDRESS OF THE AWARDS CEREMONY

**SHRI AMITABH KANT,
G20 SHERPA,
FORMER CEO, NITI AAYOG**

In the opening address of the awards ceremony, Amitabh Kant, G20 Sherpa and former CEO of NITI Aayog, took the stage to share his insights and perspectives on the digital transformation of the news industry. Following a brief introduction by Tanmay Maheshwari, Chairman of DNPA and MD Amar Ujala, Kant started his address with gratitude towards the progressive endeavours of the DNPA.

Kant began by acknowledging the inevitability of digital disruption in the news sector, mentioning the rapid shift towards digital-first news consumption. He highlighted the real-time accessibility of news through digital platforms, contrasting it with the nature of print media. Kant's words echoed the sentiments of many who have experienced the immediacy of digital news delivery firsthand.

He remarked, "By the time I get the news in the newspaper next day, it's too late," signaling the urgency for news organizations to adapt to digital realities and cater to the evolving preferences of their audience.

Drawing parallels with global tech giants, Kant focused India's unique approach to digital infrastructure development. He lauded India's emphasis on open-source, interoperable platforms, fueled by universal digital identity and mobile banking penetration. Kant painted a picture

of India's burgeoning digital landscape, poised to become a global leader in digital innovation. His words echoed a sense of pride in India's achievements and a vision for continued growth and innovation in the digital realm.

Kant predicted the advent of AI-driven disruptions in news dissemination, envisioning a future where generative AI facilitates localized news delivery in diverse languages. He urged news organizations to leverage AI technologies to cater to evolving consumer preferences and technological advancements. Kant's vision of the future highlighted the potential of AI in revolutionizing the way news is produced, distributed, and consumed.

Kant extended his best wishes to the DNPA and its members, commending their efforts in shaping the digital transformation of the news industry.





Suresh Prabhu
Former Union Minister &
senior Parliamentarian
Jury Chair

Jury Members



**Sanjeev
Bikhchandani**

Founder and Executive
Vice Chairman,
Info Edge



**Ajay Prakash
Sawhney**

Former Secretary,
Ministry, MEITY



**Shashi Sekhar
Vempati**

Former CEO,
Prasar Bharati



Dr. Aruna Sharma

Former Secretary,
Ministry, MEITY



Arvind Gupta

Co- founder,
Digital India Foundation



Robert Ravi

Chief Technology Officer,
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Prasoon Joshi

CEO & CCO,
McCann Worldgroup India



N.S. Nappinai

Founder,
Cyber Saathi Foundation



Vinit Goenka

Author &
Former BJP Spokesperson



Vivan Sharan

Founder & Partner,
Koan Advisory Group

AWARD NOMINEES

Education

- DIKSHA
- Mission KarmaYogi
- SWAYAM (Study webs of active learning for young aspiring minds)
- ePathshala

Health

- Ayushman Bharat Digital Mission
- Chikitsa Setu App
- eSanjeevani- National Telemedicine Service
- Aarogya Setu



Financial Reforms

- BHIM UPI
- Pradhan Mantri Jan Dhan Yojana
- Pradhan Mantri Mudra Yojana
- Digital Rupee or e-Rupee

Women & Child Welfare Reforms

- Poshan TrackerApp
- Himmat Plus App
- Sakhi-Dashboard
- POSCO-eBOX



Ease of Living

- Digilocker
- Parivar Pehchan Patra
- DigiYatra
- mAadhar

Sustainability & Environment protection

- CAMPA (e-Green Watch Portal)
- Atmanirbhar Krishi App
- Bhuvan- NRSC
- National Transit pass System



Governance & Administrative Reforms

- eGov Portal
- One Nation One Ration Card
- MyGov
- UMANG

Ease of Doing Business

- Goods and Services Tax (GST)
- Single Window Interface for Facilitating Trade
- Startup India
- ONDC



Category	Winner
• Education	Mission Karma Yogi
• Financial Reforms	Bhim UPI
• Sustainability & Environment Protection	Pradhan Mantri Jan Dhan Yojana
• Ease of Doing Business	Single Window Interface for Facilitating Trade
• Governance & Administrative Reforms	Umang
• Women & Child Welfare	Poshan Tracker
• Ease of Living	DigiLocker





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