



During a panel discussion titled
**“BEYOND DIGITAL : GLOBAL ENTERTAINMENT AND
MEDIA OUTLOOK”** at the **DUBAI FILM FESTIVAL 2015**



I had the pleasure to join Mr.Jayant Bhargava,
Mrs.Medea Nocentini, Mr.Dimitri Metaxas and Mr.
Philip Shepherd to discuss the media and
entertainment industry performance and the strong
shift to OTT in the Middle East.

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BEYOND DIGITAL: GLOBAL ENTERTAINMENT & MEDIA OUTLOOK 2015 – 2019

Duration : 90 mins

PwC's 16th annual edition of the Global Entertainment & Media Outlook presents industry insights and forecasts for 13 entertainment and media segments across 54 countries.

PwC will provide an overview of entertainment and media industry performance in the Middle East, within the context of larger global trends. Come and hear the latest developments in 'Mature', 'Next Wave', and 'Up & Comer' markets, and find out the growth prospects of specific Middle East countries. Additionally, we will be hosting a panel of industry experts, who will discuss the strong shift to OTT video services, trends in advertising and how to unlock the value of locally generated IPs in the Middle East.

Presented by PwC

Access by invitation or Festival accreditation only

DIFF Forum Room

Thu 10 Dec 11:00

SPEAKERS

Jayant Bhargava | Partner and Head of Digital Media & Entertainment Middle East | Strategy&

Medea Nocentini | Vice President, Corporate Development | OSN

Mohamad Yehya | Majid Entertainment, Director of TV Projects | Abu Dhabi Media

Dimitri Metaxas | Managing Director MENA | Resolution Media

Philip Shepherd | Partner and Entertainment & Media Middle East Leader | PwC



