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CURRICULUM VITAE

Personal Information

Age	March 8 th 1970
Nationality	Indian
Language Known	English, Hindi, Punjabi.
Marital Status	Married.

Awards Earned

Awarded 'Best Distribution Head of the year' by Indian Telly awards 2002.

Nominated 'Best Distribution Head Award' by Indian Telly awards 2003.

Awarded BCS Ratna Award for Contribution for Indian Cable Industry 2012

Education

- Graduate from Delhi University - 1993
- Certificate in Indian Art from the National Museum , Govt. of India
- Certificate ' d' Elementaire from Alliance' de Francaise' , New Delhi
- Post-graduate diploma holder in Media & Public Relations and Effective Communication in Tourism Marketing from the IITM of the Ministry of Tourism, Govt. of India.

Aptitude

Having been closely associated with the electronic media almost from the time India first experienced the cable and satellite boom, I have acquired an encyclopedic knowledge and deep understanding of the ground distribution system over a period of 17 years, with all India exposure of heading channels for over a decade, This insight is a very rare attribute that I possess and it is crucial for the commercial exploitation of any channel. Also have been writing articles on distribution for media sites.

I possess a pleasing personality with plenty of motivation and drive. A resourceful person, known for my contacts. I have a knack for getting the most impossible job done with a flourish and élan. My attainments and attributes can prove to be an asset for any organization in the electronic world.

Lately, since the time I have started on my own, my focus has been new media initiatives and content aggregation. With the explosion of technology and deployment of new applications, new modes of distributions are emerging providing hitherto uncharted revenue generation opportunities.

Apart from the professional growth I have successfully registered numerous presence in prestigious educational institutions such as IIT and various other organizations to lecture on the emerging trends.

Lately I have been appointed member of core media committee of ASSOCHAM – Leading chamber of Commerce from India for contributing my expertise in Media and Entertainment domain.

My company had been bagged with prestigious assignments from Republic of China initiatives and also has been linked MOU Dutch broadcaster which is a winsome testimony of my attributes and enterprise.

Presently I am associated with Radio Netherland Worldwide (state funded radio and multimedia broadcasting company) as their Country Head (media consultant) for South Asia region.

Professional Experience

I Media International (Media Solution Company) – India (April 2006 till date) Director (Country Head- Radio Netherlands Worldwide, South Asia)

Launched strategic consultancy firm, I Media International to help out foreign broadcasters to set up their base in South Asia, particularly in India. More precisely, the work relates to guiding in regulatory issues, corporate framework, business plans, sales and marketing strategy and providing them overall representation on retainership to get desired results. The company, which is legally registered, provides comprehensive services with regard to media planning and execution for targeted audience. The company is having tie –up with Media Gateways to obtain content aggregation for distribution via mobile telephony, triple play services, IPTV, broadband and cable on a global basis. In a brief span of a few months, the company has entered into strategic collaboration with COSMEDIA GROUP, from Hong Kong , Music Choice from UK and Media Gateways from Sweden and strategic tie up with Globe cast for affiliate relations . I have been appointed Country Head- South Asia for the Dutch international radio service , RNW (Radio Netherlands Worldwide) with a mandate to plant its footprint in radio and multimedia domain in this part of the world. Besides, the company is helping some domestic media outfits on a regular basis.

- In 5 years of my association with this Dutch International State Broadcaster, I have successfully helped the organization in planting their footprint in this part of the world, not only in the field of Radio but also in all the futuristic and new media platforms. Major achievements in the last 4 years include inking co-production deal with world's biggest radio broadcaster, All India Radio. This is precisely first time AIR has signed any co-production deal with any international broadcaster.
- Made forays in educational field by signing a deal with India's University radio being run by IGNOU's Gyanvani giving pan-Indian reach.
- Got RNW's news and WAP content being used by India's premier telecom company , Reliance Mobile
- Signed collaboration deal with two of India's web portal, in.com and rediff.com . Content made available to them ranges from music to news.
- Also successfully planted RNW's round the clock radio stream in India's premier DTH service, thereby expanding its reach to satellite TV. Started live radio stream in India's leading cable network, InCable Net.
- Also got RNW's music segment available to some leading FM stations across India. This has elicited warm response from listeners.
- I have initiated the adoption of Hindi programming capsule for broadcasters by one of the leading FM player, DHAMAAL. It is for the very first time the Dutch broadcaster has ventured into Hindi programming.
- Very closing working on the upcoming website (www.lovematters.info) on sex education with relatively very conducive approach to educate sex (distinct in its domain). Making arrangements for the website launch in India with loads of marketing campaigns and various tie ups with Telco Operators and Service providers to ensure pan-India reach.

Walt Disney Television International - India (January 2005 – April 2006)
Director Affiliate Relations

Reporting to the Managing Director.

Job Profile

- The single point contact for affiliate agreement with STAR India Pvt Ltd and manage all the aspects of cable & satellite distribution.
- With the focus on subscribers acquisition through affiliate relations.
- Responsible for subscription revenue achievement and ensuring last mile connectivity for Disney.
- Responsible for hotel and institutional sales with defined revenue objectives.
- Overall responsible for distribution of WDTV in South Asian markets
- Responsible for meeting revenue targets as per business model agreed upon with STAR India.
- Identifying opportunities to explore distribution stream for WDTV with Cable, DTH, Broadband and IPTV.
- Cultivating and sustaining affiliates CRM with all the MSO's and cable operators.
- Implementing distribution agreement of Disney India feed to augment revenue streams in Pakistan, Bangladesh, Nepal, Sri Lanka, Maldives, Mauritius and Middle East region.
- Post signing STAR~Disney commercial agreement, conclude placement deals with high negotiation skills to have wider reach for channel.
- Responsible for WDTV trade marketing initiatives in the region.
- Executing various trade-marketing events with the affiliates with program property focus.
- Managing affiliate management system for activation, deactivation, revenue billing and revenue collection through in-house team.
- Graduating to SAP module for all official processes.

Achievements

- In just nine months of its launch in India, the twin Disney channels are made available in over 26 million C&S households with overall connectivity of nearly 60%, as per latest TAM data.
- Strategically placed both the channels in all 80 TAM metered cities to get over 60% PCS penetration.
- Despite severe resistance from the MSO and cable operators we have managed to sign and place both are channels on desirable band to get maximum exposure.
- In nine months of our operations in India we have given tough competition to ten year old leading Toon brand.
- Organized 360* marketing tool for couple of leading properties of Disney channels in recent past.
- Shepherding a small hand – picked team of Affiliate Relations, Affiliate management system and Trade Marketing.

TV Today Network Limited (July 2000 – Jan 2005)
General Manager – Network Development and Marketing

Reporting to the CEO and Chairman of India Today Group.

Job Profile

- Joined TV Today 6 Months prior to launch of AajTak and recruited all India team.
- Set up base with battery of dealer network all over India.
- To promote distribution in conjunction with marketing, in the region.
- Managing outdoor advertising campaigns, publicity, merchandise and budgeting for the region.
- To represent TV Today in all the Government forum and IBF since last 4 years.
- Responsible for hotels and institutional sales all over region.
- To develop International marketing in UAE / Europe / US / Japan and Australia.
- Set up base for English Channel 'Headlines Today' in India and expand globally.
- Identify target market segment for DTH / MMDS / IPTV customers and formulate policies to achieve pre-defined objective for the company.
- Have in-depth knowledge on CAS / DTH and represented company on many national and international forums.
- Organize team-building exercises for better orientation for team members.
- Responsible for MIS analysis related to distribution and sales.
- Develop customer service cell for viewer grievances.
- Responsible for presentation, internal as well as external to represent company interests.

- Competitive analysis related to cable and satellite proliferation in the region.

Achievements

- Appointed team of 15 professionals evenly placed all over region to take care of company interests.
- Lowest ever attrition rate in my team since inception of channel (4 Years)
- Got whooping penetration to Aajtak from 0 to 35 Million homes in just about a year time.
- Sustaining being no 1 news channel since last 5 years despite of tough competition in news segment. Achieved prime band exposure all across region through innovative means.
- Was 1st channel to appoint dealer network in FTA channel mode to promote channel in the region.
- Handled marketing single handedly and executed the campaigns all over India without external agency support and won best media campaign awards.
- Part of IBF sub committee on CAS and other broadcasting related matters since last 3 years.
- Got all the hotels hooked on to Aajtak and Headlines Today with a whooping figure of 45000 hotels rooms tuned to both the channels, Did exclusive tie ups with TAJ and ITC Hotels.
- Got Aajtak placed in UAE's only cable company E Vision on pay mode and earned revenue.
- Did tie up with TV Masala Japan to place Aajtak and earned revenue in present transmission mode.
- Did MOU with B Sky B in UK to be part of DTH in that market and set up base on cable services in NTL and Telewest for UK Asian Diaspora.
- Got Awarded Best TV executive of the year in 2002 and got nominated in 2003 by Indian Telly Awards.

BBC WORLD (September 1997 – June 2000)

National Manager: India and South Asia- Network Development

Reporting to the Head of Network Development in India and London.

Job Profile

- Planning and working out strategies for the development of a niche news channel in India and SAARC countries.
- Maximizing distribution and reach of channel affiliates in target TAM and In-TAM cities.
- Maximizing prime band carriage of channel in all major areas.
- Promoting BBC brand equity.
- Managing marketing, distribution and technical issues with my principals in London.
- Responsible for hotel connectivity across India and South Asia
- Organizing extensive road shows in India and Nepal, Bangladesh and other SAARC countries.
- Promote BBC World Service Radio through PAS 4 satellite in cable homes in India.
- Developing strategy and planning for the launch of international pay channel.
- Participate in all cable trade shows in entire South Asian region.

Achievements

- Achieved over 20 million C & S household penetration in India
- Prime band penetration of 68% achieved in all TAM cities.
- Organized road shows in 25 TAM cities to widen our viewership base.
- Got an astounding 40,000 rooms hooked to BBC World with my contacts in hotels and corporate offices all over South Asian Region.
- With my cordial relations with Incable Net, Siti Cable, RPG, Asia net, Sumangali, Bhaskar Group and Hathways chiefs succeeded in promoting BBC in a big way.
- Got 2.5 millions listener base for BBC World Service Radio through Cable Network in just six months.
- Developed a strategy to switch over to digital transmission in South Asia.

MTV (May 1995 – September 1997)

As Account Manager – Distribution and Marketing (North India)

Reporting to Director, Network Development and GM in Mumbai and Singapore

Job Profile

- Interface and liaison with cable operators to promote the channel in Northern India in a big way since it was inception of MTV Asia in India.
- Responsible for outdoor advertising, publicity, budgeting and all related matters concerning the company's interest in North India.
- Event Management involving road shows and gigs in collaboration with blue chip companies.

- Responsible for organizing company's expo in all major national and international cable conferences.
- Interaction with major hotel chains to ensure MTV connectivity.
- Providing inputs for in-house newsletter and merchandise selection.

Achievements

- Held the fort as MTV's one-man army in North India for year and a half.
- My efforts and exertions helped in promoting MTV connectivity in close to six million C & S households in a bare space of one year.
- Succeeded in getting 15,000 hotel rooms hooked onto MTV in my constituency.
- Organized a string of cable trade shows single-handedly in my domain.
- Won an award and out-of-turn promotion for conceptualizing and successfully implementing a novel exposition o MTV in an international trade show in New Delhi.

Times of India (Times TV- March 1994 to April 1995)

As Senior Officer, Times Corporate Office

Reporting to the Vice President & MD of the Company.

Job Profile

- Carried out research on Cable penetration all over India.
- Co-coordinated with cable operators and major head ends in different cities.
- Organizing road shows to popularize Times TV joint venture French major Canal Plus
- Responsible for corporate presentation both internal and external.
- Competitive analysis related to cable and satellite explosion.
- Responsible for MIS Analysis of advertising, research and sales.

Achievements

- Prepared elaborate city profile delineating the extent of cable penetration.
- Travelled over 50 cities all India and collected vital information relating to satellite boom.
- Building up of brand equity of Times TV as a leading software manufacturer.
- Interface with Doordarshan - DART and IMRB research.
- My findings formed the nucleus for the growth and development of Times TV.

My first job with Taj Group of Hotels (1989–94)

I took up a regular job with the reputed Taj Mahal Hotel, Delhi at age of 19 and in span of five years made it to the front office as Assistant Duty Manager through sheer dint of hard work and perseverance.
