

Digital Transformation of Media and Entertainment

On 2nd August 2024

Speakers:

Sudhir T S; Journalist, Columnist, Political commentator, and an Educator

Parinita Jain: Global Lead for the GMP (Google Market Place) team at Google

Venue- Big Conference Hall, IBS Hyderabad Campus

No. of Participants: 75

LinkedIn Post:

We extend our heartfelt gratitude to [Sudhir T S](#), seasoned journalist and political commentator and [Parinita Jain](#), Global Lead for GMP at Google, for their enriching participation in our panel discussion on the digital transformation of the information, media, and entertainment sector organised by [Centre of Excellence for Digital Transformation](#).

Sudhir's extensive experience in print, television, and digital journalism illuminated the evolving landscape of media and the importance of adaptability and innovation.

Parinita's deep dive into digital advertising strategies and consumer engagement provided invaluable insights into driving growth in the digital era.

Thank you both for sharing your knowledge and inspiring our students and faculty at [ICFAI Foundation for Higher Education, Hyderabad](#). Your perspectives on content creation, distribution, monetization, and the protection of intellectual property in the digital age were truly enlightening.

Thanks to [Priyanshi Gupta](#) and [Rishabh Rawat](#) for their opening remarks.

Thank you [Dr. Venu Gopal Rao K.S](#), Director, and [Dr. Sindhuja Menon](#), Dean academics at [IBS Hyderabad Official](#) for their presence and support.

Event Report:

A panel discussion on *Digital Transformation of the Information, Media, and Entertainment Sector*, was organized by the Centre of Excellence for Digital Transformation at ICFAI Foundation for Higher Education, Hyderabad. The discussion featured two distinguished speakers: Sudhir T S, a seasoned journalist and political commentator, and Parinita Jain, Global Lead for GMP at Google. Their valuable insights shaped the key findings and learnings of the event.

Sudhir T S highlighted the significance of adaptability and innovation in media, drawing from his extensive experience across print, television, and digital platforms. Parinita Jain delved into advanced digital advertising strategies and consumer engagement techniques, offering actionable perspectives on driving growth in the digital era.

Key findings of the discussion include the rapid shift from traditional media to digital-first platforms, driven by technological advancements in IT infrastructure and automation. Challenges such as misinformation, declining trust, operational inefficiencies, and dependence on third-party platforms were emphasized. The event underscored the importance of audience-centric strategies, robust fact-checking mechanisms, proprietary digital platforms, and leveraging innovative technologies like AI for personalized content delivery.

The event also highlighted emerging revenue streams, including digital subscriptions, sponsored content, multimedia offerings, and educational initiatives, as critical for sustaining growth. These insights reaffirm the importance of embracing a strategic approach to digital transformation for staying competitive and meeting evolving audience expectations.

