

**ANNOUNCING DIGITAL REINVENT 2021 – CONFERENCE AND AWARDS,
INNOVATE – CONNECT - CELEBRATE
Friday, October 8, 2021**

Mumbai, 1st September 2021- In 2020, Promax India embarked on the first Digital Reinvent show - 'OTT & Digital Marketing Innovation Conference & Awards'. From then on to 2021 the growth of OTT in the country has been phenomenal and the growth seems un-precedented.

With just a little over a month to go, true to tradition, DIGITAL REINVENT announces yet another spectacular line up of speakers. The headliners include leaders, content and business heads from MX Player, Sony Liv, Discovery +, VOOT, YouTube, Amazon Prime, Netflix, Hotstar, Hoichoi, Eros Now amongst others.

“The OTT platforms have triggered perhaps the greatest transformation in the Indian media industry. The 500 million plus smartphone penetration across urban and rural landscapes along with the rapidly growing broadband access will continue to boost OTT growth, thereby will attract billions of dollars of investments from both Indian and global media giants. While the initial phase of this OTT revolution focused on differentiated and massive content creation and customer acquisition; the upcoming phase will strengthen the monetisation models for the entire ecosystem. I am a firm believer of collaboration-for-growth and therefore have chaired and co-created the industry’s foremost OTT conference for incisive discussions with content, tech and business leaders.” stated **Conference Chair of the event Rajiv Bakshi, COO, Revenue, Zee Entertainment Enterprises Ltd.**

Rajika Mitra, Country Head & Strategic Partnerships (India, Hong Kong and Philippines) Promax Asia Pte Ltd, commented saying, “These are exciting times - with the rise in demand for new content and investments in technology, it is the best time for the OTT platforms to shine. We are privileged to host one of the most spectacular virtual conference and awards bringing together the best minds in the business of OTT and storytelling. At Promax, our endeavour is to create and build a highly engaging community that believes in collaborative partnerships, growth and new opportunities. This year's gathering is going to be an absolutely insightful and informative experience and I urge everyone to block Friday, 8th October for an experience like no other”

The OTT & Digital Marketing Innovation Awards aim to support and recognise quality digital entertainment in India. These Awards celebrate and honour outstanding achievement in talent, promotion, marketing and design. Building on the overwhelming response to the first OTT & Digital Marketing Innovation Awards in 2020, this year there are 39 categories in Gold & Silver to be won.

Digital Reinvent 2021 is generously supported by Platinum Sponsor MX Player; Powered By SonyLIV; Gold Sponsors -Discovery + & VOOT; Official Music Sponsor BMG Production Music.

Visit www.ottdigitalawards.com to learn more about the event.

For any queries regarding registrations, please contact eriqah@promaxasia.tv

