

YI Club of ASM Group of Institutes

Webinar on

“The OTT revolution”

22 January 2022



YI Young Indians WE CAN WE WILL

ASM

UVA Learning Beyond Education

CII Confederation of Indian Industry

YI PRESENTS

The OTT Revolution

Live on Zoom

Saturday, 22nd Jan - 03:00 pm onwards

Jimit Shah
Associate Director, PR & Communications - Rupeek

Speaker:

- Mr. Jimit Shah

Moderator:

- Ms. Subhalaxmi Nayak

Webinar coordinators:

- Dr. Diksha Tripathi
- Mr. Mayank Dhurve
- Mr. Sahil Saini

Young Indians (YI) Yuva chapter Pune and ASM Group of institutes conducted the webinar on “The OTT revolution” by the guest speaker Mr. Jimit Shah for the students and teachings faculties at ASM Group of Institutes on 22nd January ,2022.

Jimit Shah is a highly seasoned communication professional with more than 12 years of proven experience in Public Relations, Corporate Communications, Reputation Management, Brand Strategy, and Crisis Management.

Currently, he is working with Rupeek as Associate Director, PR & Communications. In his role, he heads the Integrated PR & Communications vertical and helps Rupeek scale its presence in the media by establishing the brand as India’s leading 'GoldTech' asset backed platform.

In the past, he has worked with prominent brands/agencies such as ZEE5, Star Sports, Lowe Lintas (LinOpinion), and Madison. He strongly believes that Great stories happen to those who can tell them.

Apart from work, Jimit loves unwinding by listening to music, going on a road trip, and watching/playing cricket and football. He loves browsing and exploring the world of the internet by reading diverse stories in his free time.

The course content of webinar as follows:

Mr. Jimit Shah conducted a Q and A session where many attendees sent their questions regarding the corporate world wherein, he answered all the question such as-

- How has been your journey in the corporate world?
- What technology does the OTT platform use?
- Which OTT platforms are best in India?
- What are the drawbacks OTT platforms?
- How has been his experience working in the OTT sectors?
- Covid-19 / pandemic effects on OTT world?
- Theatre vs OTT platforms?

And many such questions-

He further elaborated on how the OTT platforms are changing the scenario and bringing revolution in the world of Media, Internet, Television. By changing people’s perspective towards Theater and Cinemas.

Screenshots:



