



WATBlog, India's leading Digital Media Blog & winner of E4M's 'Best Blog of 2009', announced its flagship event WATSummit 2011 which is slated to take place in Mumbai at Mirador Hotel on 14th January 2011. WATSummit 2011 will have Mr. Ajit Balakrishnan, Founder and CEO, Rediff.com as the keynote speaker to precede the event.

The summit will primarily focus on outlining the way ahead for Web, Advertising & Technology industry & how this medium has evolved over the years. WATSummit 2011 aims to bring together top industry thought leaders to discuss the probable pathway for the digital media industry by shedding light on interesting opportunities for the industry players.

With an interesting list of speakers lined up for the summit, WATBlog's Chief Blogger Rajiv Dingra emphasizes on "the Inflection Point Of Digital Media" as the talking point of the summit. He further instates, "With the convergence of devices, smartphones, 3G and broadband in India things are poised in an interesting way. We at WATMedia believe that the inflection point of Digital media in India is nearer than we all believe and 2011 may finally mark the beginning of the rise of digital media in the country. WATSummit is our way to dig deeper and discuss this impending inflection point."

WATSummit 2011 includes four interactive panels which have topics revolving around Social Media, Digital Media, Startup vs VC as well as Mobile Monetisation. These panels will embark upon exchanging ideas on industry trends, newer opportunities for marketers & technological developments with thought leaders. Since the last four years, WATBlog's contribution to the digital media ecosystem has been commendable & has constantly evolved itself in lending insights & opinions on every development in this sector.