The first international conference of Xavier School of Communications was held on November 7, 2015 at Xavier Institute of Management (XIMB) auditorium, Bhubaneswar on the theme 'Mass Mediated Culture and Trend Today: Challenges and Opportunities'. A good number of Media educators, professionals, scholars, researchers and students from various media institutions in Bhubaneswar and other places took part in the event. Research papers from the area of Newspaper, Film, Television and new media were presented by delegates from different parts of India and abroad. The conference also had two sessions of panel discussion. Mr.Krishna Prasad (Editor-in-Chief Outlook), Ms. Liza Roy, (Zee T V Mumbai) and Mr. Sandeep Sahu (BBC Odisha) constituted the panel at the opening session with Mr. Pradhyuman Maheswary (MxM Mumbai) as the moderator. The Film directors Mr. Nila Madhab Panda, Basant Sahu, and the renowned Odia film actor Mr. Anubhav Mohanty participated in the panel discussion on the topic "Odia Film Industry today'.OTV, the conference partner of XCOMM, telecast the programme.