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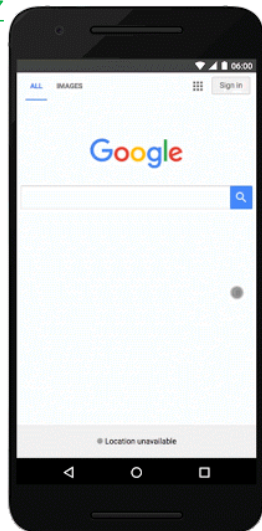
NEWS OF THE MONTH – AMP CONTENT COMING SOON TO ORGANIC MOBILE SEARCH RESULTS INDIA / August 2016

Despite faster loading and better performance, Google says there won't be a ranking boost.

It's a big deal: Google will start showing indexed Accelerated Mobile Pages (AMP) content in mobile search results. The company has released a developer preview (g.co/ampdemo) and will roll out indexed AMP content in Google.com soon.

Previously only news content featured in the Top Stories carousel was AMP-enabled. Now any AMP page/content will appear in organic search results. Google emphasized, however, that (at least for now) there isn't going to be a rankings boost given to AMP content.

<http://marketingland.com/google-amp-content-coming-soon-organic-mobile-search-results-186847>



In the past, Google has said that page speed/load time are potential ranking signals. AMP dramatically reduces load time, so one would have to assume that over time, AMP content will benefit, much in the way that mobile-friendly sites benefited from improved visibility after Mobilegeddon.us implement SDGs with respect to refugees and immigration.”

Google said that it has 150 million AMP documents in the Google index, with more than four million being added weekly. Though initially adopted by news publishers, Google pointed out that a [wide range of non-news publishers](#) have now embraced AMP, including [eBay](#), Fandango, Reddit, Flipkart, TripAdvisor, Disney, Food Network and many others.

On average, AMP pages load in less than one second and consume 10X less data than conventional pages. Google also said that where identical AMP and mobile-friendly pages exist, it will favor/show the AMP content.

Twitter will hand out awards to spark advertiser interest, investment

The first-ever Twitter Awards will showcase the service's best ads of the past year at a time when it needs to reignite advertisers' interest and investment.

Twitter has organized an awards program to highlight the top ads that have run on its service in the past year, the company announced recently.

To boost its ad business, Twitter has recognized that it needs to reignite brand advertisers' interest in its ads by showcasing its creative canvas and attract direct-response advertisers' interest by proving its ads drive results. The Twitter Awards seek to satisfy both ends.



<http://marketingland.com/twitter-will-hand-awards-spark-advertiser-interest-investment-186758>

VIEW FROM THE TOP – EMERGING DIGITAL & ADVERTISING

Facebook tests monetizing live video with mid roll ads

Facebook live is taking a step into monetization territory, AdAge reports. The company has confirmed that it has begun testing mid-roll ads into live broadcasts from a handful of top publishers, with a company statement confirming, “We are running a small test where a group of publishers have the option to insert a short ad break in their Facebook live videos.”

<http://marketingland.com/facebook-live-mid-roll-186843>

Facebook launches new layout for Pages

Facebook's new layout for pages has rolled out, giving brands a lot more credit where it's due on the social network. The brand pages focus on the brand and put ads on the sidelines. The new layout is crisp, clean and gives the brand a little more prominence.



<http://marketingland.com/official-facebook-layout-pages-187046>

Facebook in talks with ISPs to provide affordable internet in Rural India

According to a report by the Economic Times, Facebook is in talks with internet service providers (ISPs) to commercially launch its Express Wi-Fi program in rural India. Express Wi-Fi is the company's initiative to bring affordable broadband access to rural areas. The report notes that the program has completed a pilot roll out of 125 rural public Wi-Fi hotspots in partnership with Bharat Sanchar Nigam Ltd. (BSNL).

A Facebook spokesperson said, "We are testing Express Wi-Fi program in India currently that allows customers to purchase fast, reliable and affordable data packages from their local ISP (internet service providers) to access the Internet via local hotspots."

Google to provide wi-fi at 400 Indian railway stations

Google has announced plans to make Internet accessible to one crore passengers at 100 busiest railway stations in India by the end of next year and will later expand it to 300 other stations, making it one of the largest public Wi-Fi projects in the world.

This means there are now more Internet users in India than in every country in the world aside from China. But what's really astounding is the fact that there are still nearly one billion people in India who aren't online, he noted. Pichai said Google would like to help get these next billion Indians online so they can access the entire web and all of its information and opportunity.

"That's why, today, on the occasion of Indian Prime Minister Narendra Modi's visit to our US headquarters, and in line with his Digital India initiative, we announced a new project to provide high-speed public Wi-Fi in 400 train stations across India," he said.

This will rank it as the largest public Wi-Fi project in India, and among the largest in the world, by number of potential users,"

http://articles.economictimes.indiatimes.com/2015-09-28/news/66958179_1_digital-india-indian-railways-google-ceo

TV INDUSTRY

'The Voice India Kids' performed better than Colors 24 season 2 & Life OK - Mazak Mazak mein .



&TV brought the kids version of its popular singing reality show 'The Voice India Kids'. 'The Voice India Kids' garnered an average of 3.375 million impressions while '24 Season 2' fetched 1.3 million impressions..

The launch episode on Saturday, takes slot up by nearly 6 times Timeband: 2100-2200 hrs.

Channel V turns 'pure music channel' again



Star India's Channel V has made the transition into a 24x7 music channel yet again this August after a four-year run as a youth GEC. Earlier in May this year, the channel had announced its revamp from July 1. With the change in genre, the channel has also introduced a new look, logo and channel packaging created by the in-house design team.

Hemal Jhaveri, GM and Exe VP – said, "Channel V has been a strong brand synonymous with music in India. With the revamp of Channel V, we aim to redefine the music video experience by delivering an uncluttered, high-quality experience with curated content for a visual delight."

Hotstar offers a plethora of choices for Rio Olympics



The 'Life gives you tough choices' campaign, designed by the in-house creative team, will be supported by a marketing initiative to engage users across TV, social and digital platforms. It includes three ad films that will talk about the extensive coverage Hotstar has planned for the Rio 2016 Olympic Games.

Hotstar will cover all 42 sports with over 3,000 hours of live coverage and video-on-demand. The coverage will be accompanied by a day-wise calendar of events with exact timings, quick links to live/recap, highlights and event statistics, as well as sport and country-wise medals tally. The app will also allow viewers to personalize their viewing experience by allowing them to sort by the country/sport of their choice.

Luxury auto brands hit the road in India

Luxury auto brands in India are experimenting with mobile showrooms and pop-up stores as they seek to reach potential buyers in cities where they don't have a physical showroom.

Audi, intends to repeat 2015's foray into this area, which saw it take its "mobile terminal" – essentially a mobile showroom designed to provide a full Audi experience – to a number of lower tier cities, including Kota, Ambala, Hisar, Muzaffarnagar, Saharanpur, Meerut, Aligarh, Agra and Amritsar.

In addition to displaying the cars and accessories, customers can book test drives and connect with Audi dealers for enquiries, new bookings and after-sales support.

Mercedes-Benz, another German marque and the leading player in the luxury market, is taking this idea a stage further, with a pop-up store that is to all intents and purposes a complete showroom. "We want to reach out in a serious way," said Roland Folger, managing director at Mercedes-Benz India.

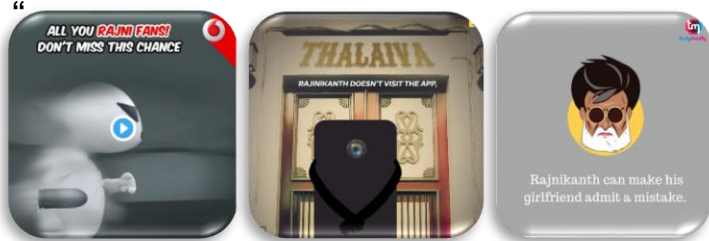
Brands bank on Rajinikanth's popularity with clever #Kabali visuals

It's been just a week after the release of Rajinikanth's Kabali and trade analysts are already predicting box office collections to go over 600 crores. So much is his charisma that when Kabali's trailer was launched on YouTube, it clocked a million views within an hour. It now holds the record of being the Most Liked and Most Viewed Indian movie teaser by garnering 1 million views and 100K likes in 2 hours.

The Kollywood superstar, fondly known as Thalaivar, is a very humble down-to-earth man but his larger-than-life screen persona, is a force to reckon with. He has sparked an entire generation's imagination to come up with the most innovative Rajini jokes. The world wide web is literally entangled in his fingers!

Playing an aged gangster trying to protect his family and business from his enemies, Rajinikanth as Kabali was exactly the movie his fans were waiting for. The Friday released on July 22 was called #KabaliDay even as the hashtag #Kabali became the talk of the town. How could brands afford to stay away from this internet phenomenon, this sureshot eyeball magnet called #Kabali

#Kabali



MEC India bags digital mandate of TimesJobs



In a recent multi-agency pitch, MEC India bagged the digital mandate of TimesJobs. As part of the job, MEC India will offer an array of digital marketing capabilities such as planning, strategy and buying for the brand. Speaking on bringing MEC India on board as a digital partner, Vikas Deep Verma, Product and Marketing Head, TimesJobs.com, said, "TimesJobs was in search of a partner who can offer innovative and media-neutral customer engagement solutions. MEC, with its successful track record, is now on board as the strategic partner for our business needs. For 2016-2017, we have devised aggressive growth plans and looking forward to do some great work in the coming months."



INNOVATION OF THE MONTH

Indian company sends Donald Trump 6,000 green tea bags to 'cleanse' him

An Indian tea company has delivered 6,000 tea bags to Donald Trump in an attempt to "purify" the Republican presidential nominee.

Tea-a-Me, an Indian company that sells flavoured teas internationally, has released a video in which a large box of Assam green tea is delivered to the Trump Tower, accompanied by the message: "It is never too late to cleanse yourself."

The video suggests green tea - a drink the company says "fights against harmful free radicals" - can help "change" Mr Trump. Set in New York, the video begins by saying: "Donald Trump has got the whole world worried" and reeling off a list of groups he has offended including "Mexicans, Muslims, Jews democrats and even Republicans".

"Dear Mr Trump. Namaste from India, we are sending you lots and lots of natural green tea," the voice says. ." It fights against harmful free radicals. It helps purify mind and body and regain a healthy balance. It has also proven to make people smarter.

"Please Mr Trump drink the tea. For your sake, for America's sake, for the world's sake.

The footage then shows the box being carted to the door of the Trump Tower, followed by applause from people in the street. The Indian tea company's "epic mission" received 1.3 million views in less than 24 hours, with people using the hashtag #TeaForTrump to share the message on social media.

Sumit Shah, the company's managing director, said: "We believe that green tea with all its goodness can help Mr Trump and in turn benefit his country and the world at large. "We therefore prescribe at least three cups a day for Mr Trump. If he needs more, we'll be happy to provide."

<https://www.youtube.com/watch?v=hYy7qy2AQeo>

DO YOU KNOW ?



- In App ads have 1.7x times higher CTRs than web ads. Music, Videos, Games and Entertainment being highest rating engagement categories
- From people who browse products on mobile - 79% prefer buying on a mobile, 9% on PC/laptop, 12% from physical store.
- Mobile data traffic in India will increase 15 times in the next 5 years , making us the fastest growing data consumption country in the world.