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India's TV viewers' club swells, time spent jumps too

Average time spent per user has gone up 21% to 3 hours and 46 mins, while impressions increased 24% to 25.2 b in last one year, shows BARC data

Data from the television viewership measurement agency Broadcast Audience Research Council (BARC) shows a significant jump in the overall viewership, as well as time spent by viewers in the last one year.

Comparison of the two datasets -week 41 of 2015 and week 41of 2016 -shows a stark upswing in the viewership trends. In one year, the average time spent per user has gone up 21% to 3 hours and 46 minutes, from 3 hours and 7 minutes.

More importantly, time spent in the rural India (areas with the population of less than 1 lakh), has seen a 26% jump, to 3 hours and 40 minutes.

The highest jump in the time spent was seen spent was seen in the Southern region, where time spent per viewer spiked to 4 hours and 32 minutes, or 33% in one year.

Average Time Spent (ATS) per week

Region	Wk 41: 2015	Wk 41: 2016	Change	Wk 41: 2015*	Wk 41: 2016*	Change
India	3:07:09	3:46:39	21%	20.4	25.2	24%
India Urban	3:20:36	3:53:50	17%	10.5	12.4	18%
India Rural	2:54:38	3:40:06	26%	9.8	12.8	30%
HSM	2:57:14	3:20:02	13%	12.5	14.1	13%
East	2:52:06	3:10:48	11%	2.9	3.1	8%
North	2:47:35	3:09:10	13%	5	5.7	13%
West	3:13:12	3:40:05	14%	4.5	5.2	15%
South	3:25:31	4:32:59	33%	7.8	11.1	41%

Impressions (Number of individuals who viewed a particular show/ event, averaged across minutes)   *(In billion)

Meanwhile, when it comes to impressions (number of individuals who viewed a particular show event, averaged across minutes) also, BARC data has shown a 24% increase to 25.2 billion (from 20.4 billion impressions in week 41, 2015.) Not surprisingly, rural India saw a higher growth of 30%, compared to urban Indian cities that saw an 18% jump. Among the four geographies, South Indian market witnessed the highest change at 41%.

VIEW FROM THE TOP – EMERGING MACRO TRENDS

INDUSTRY

India has over 616M unique mobile users, 1B mobile connections in 2016: GSMA

There were 616 million unique mobile users in India, by the end of June 2016 with at least 1 billion mobile connections (SIM cards) at the same time, according The Mobile Economy Report 2016 compiled by Global System Mobile Association (GSMA). The 616 million users translates to a mobile network penetration of 47% as of 2015. This makes India the second largest mobile market in the world, while GSMA estimates that the number of unique users will touch 951 million with around 1.4 billion mobile connections by 2020.

In addition, only 15% of the 616 million mobile users are on mobile broadband as of 2015.This is expected to touch 48% by 2020 in the country, signalling that close to half of mobile users will be connected to the internet via cellular networks.

Improving affordability, falling device prices and better network coverage aided by operator investments, together with positive policy support and healthy macro-economic conditions, will help deliver over 330 million new unique subscribers by 2020, added the report.

DIGITAL

Google search to prioritize ranking based on mobile website

Google recently announced that it's changing its search algorithm and it has major implications for businesses of all sizes. As more than half of Google searches now come from mobile devices, ranking mobile content has become increasingly important in the search engine world. In an effort to more accurately rank web pages, Google's algorithm will start prioritizing mobile content in its search results

The search index will eventually be migrated to primarily use the mobile version for all websites, for ranking pages, indexing sites and showing snippets in the results. .

Google has been focused on improving its mobile search for a while. In September 2015, Google and Twitter started working on an open source project (then also called AMP) which would show their users cached copies of their publishers' websites. The company had rolled out this feature for mobile search results in India just last month, after having extended AMP to all its search results, including the Top stories section, in August this year.

DIGITAL & ADVERTISING

33 apps per handset, among Indian survey respondents: Google report

Google has released a "Mobile App Marketing Insights: Asia report", surveying smartphone users and their app behaviour across 10 Asian countries including India, Philippines, Thailand, Malaysia, Vietnam, Singapore, Indonesia, Korea, Japan and China. The release claims that the study surveyed 10,000 users.

Insights for India from the report

- 38% of Indian respondents found their apps through search in India.
- 33 apps are installed per Indian respondent surveyed.
- On an average 5 apps are installed per month by every user while 3 apps are uninstalled per month by every user
- The top 3 categories of apps that are installed every month as games (73%), education (68%) and books, magazines and comic (66%) while the top 3 categories of apps that are uninstalled include games (76%), books, magazines, comics (70%) and education apps (60%).
- Only 20% of the apps have their notification turned off while the cumulative average for all surveyed countries was at 50%.
- **Time spent:** On an average, Indians spend 62 minutes a day on mobile web and 44 minutes a day on mobile apps.
- **Buying patterns:** 86% of Indian respondents have bought a product or service within an app at least once
- **Revisiting old apps:** 61% of the Indian respondents are likely to revisit old apps than other markets.

DIGITAL & ADVERTISING

Facebook launches Linkedin competitor 'Workplace'

The enterprise version of Facebook dubbed as 'Facebook at Work, which has been in beta mode for over a year, is now launching worldwide. The enterprise version allows businesses to build their own secure social network, and is now renamed as "**Workplace by Facebook**."

The company claims to have already onboarded more than 1000 organisations worldwide who collectively have created 100,000 groups on the service. Top 5 countries using Workplace includes India, Norway, US, UK and France. The service is available on both desktop and PCs. In India, companies like YES Bank, Vision India Foundation, UST Global, Larsen & Turbo among others have joined the service.

To register, an organization will have to apply via the Workplace website and pay a nominal fee for usage. Note that the service claimed to have over 60,000 companies on wait-list during beta stage. Norway-based Telenor was the biggest customer under the service during beta stage. Facebook's enterprise social network will now largely aim to compete with Microsoft-owned Linkedin, which currently claims to have over 450 million registered users.

Among the generic Facebook features like News Feed, Groups, Chat, Live Video, Auto-translate, Work Chat, Trending posts, Search filters, the company has added some more enhancements to the service.

DIGITAL & SOCIAL MEDIA

Twitter to discontinue Vine mobile app

Twitter Inc announced Thursday that it would discontinue the video-sharing mobile app Vine, as it moves to cut 9 percent of its workforce worldwide to keep costs down after beating Wall Street quarterly earnings expectations.

The decision comes on the heels of a failed attempt to sell Twitter as it fights against stagnant user growth and mounting competition from other social media platforms.

In a post published jointly by Twitter and Vine to the blog platform Medium, the social media services said that the Vine website would stay live even after the mobile app is discontinued, giving users the chance to download and save any videos.

The microblogging platform acquired Vine 4 years ago for a reported $30 million. Twitter introduced Vine as a way for users to share small snippets of video that were six seconds or less. The service was popular with members of the microblogging site and spawned several so-called "Vine stars," attracting millions of followers.

TELECOM & MOBILE

Charting the decline in SMS usage in India

SMS usage in India has declined by around 37% from its peak of 46 SMS per subscriber per month in September 2013, to 29 per month per subscriber in March 2016, according to data made available by the TRAI. While growth in online messaging services has impacted SMS, it hasn't killed it, that is clear. Also, this is unlikely to mean a decline in messaging by itself: IP based messaging has, in all probability, led to people sending more messages, because of lower costs for text messages.

No. of Outgoing SMS per Subscriber per Month
Total
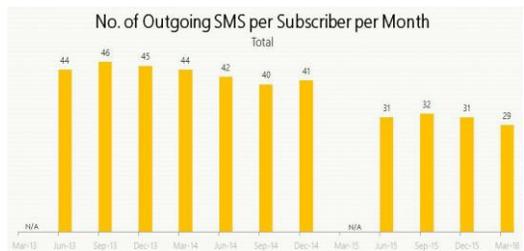
A large part of the decline in SMS came between December 2014 (41 per subscriber per month) and June 2015, where 31 SMS per subscriber per month were reported, where there was a 24% decline in usage reported over a six month period. Much of this decline is owed to CDMA services, where usage of SMS more than halved over a two month period, although it's worth remembering that most of India's users are on GSM services, and according to the data from TRAI, the usage of SMS by CDMA customers was still substantially lower than that by GSM customers.

TV MEDIA

Amagi partners with BARC India for monitoring of geo-targeted TV ad-campaigns

Targeted-TV advertisement solutions firm, Amagi Media Labs has entered into a partnership agreement with India's apex television viewership monitoring body, BARC India. The move will, for the first time in India, help advertisers monitor geo-targeted ad-campaigns of brands across TV channels. With this partnership, TV networks offering geo-targeted split of its national channels, including their national and regional feeds will be monitored on a separate basis and will be listed across BARC India's interfaces. This will help Amagi's advertisers evaluate their national geo-targeted ad-campaigns on BARC India's software and as a result will increase the credibility of the concept of geo-targeting advertising.

BARC India's association with Amagi will provide transparent and quality data on geo-targeted advertising, thus enhancing its offering to its own clients, and providing unprecedented insights into the viewership patterns of the diverse and heterogeneous Indian market.

Twitter curates first-ever special emoji for a TV series in India for #BiggBoss10

Popular reality TV show **#BiggBoss10** recently went on air and Twitter has curated a specially designed emoji for the show. Millions of avid TV viewers in India can engage, interact and join the conversation around the show by Tweeting the specially designed emoji curated by Twitter. Viewers can simply Tweet using **#BB10**, **#BiggBoss** and **#BiggBoss10** to use the emoji. The special emoji appears next to the hashtag in the Tweet, and is designed based on the classic Bigg Boss '**eye**' logo.

Use #BB10, #BiggBoss10 & #BiggBoss to get an exclusive custom emoji in your Tweets

Over the last few months, a tremendous buzz has been created over the show, and the emoji allows Bigg Boss fans to connect and engage in a delightful and innovative way.

The mood on Twitter was in sync with the show's entertainment quotient, and conversations around Bigg Boss 10 reached more than 1,11,000 Tweets on the day of the premiere episode. The Twitter conversation is up by 44 per cent this year, compared to last year's premiere episode day.

CAMPAIGN OF THE MONTH

Virat Kohli, MS Dhoni & Ajinkya Rahane Stand For Star Plus' 'Nayi Soch'

One of the leading Hindi general entertainment channels, has further strengthened its positioning with the help of a new brand initiative – #NayiSoch – along with BCCI, as the sponsor of Indian Cricket Team.
As part of the initiative, Star Plus unveiled a TV campaign during the India- New Zealand ODI series where the cricketing heroes play messengers of 'Nayi Soch'.

In the campaign, India's cricket icons, MS Dhoni, Virat Kohli and Ajinkya Rahane proudly wear their mothers' names on their jersey instead of their own names or father's surnames, acknowledging the fact that one derives one's identity as much from one's mother as one's father.

Sanjay Gupta, Managing Director Star India, while commenting on the campaign, says "We at Star India are very happy to partner with BCCI for an iconic brand initiative of "Nayi Soch". Star Plus has been a lighthouse brand for women. We have always put women first, told their stories, and are now set to take it to the next level – by challenging orthodoxy and stereotypes that come in the way of progress for women."

In a series of three videos, the campaign garnered over 11 million views on YouTube on the day it was launched.

Click to watch Video

DO YOU KNOW?

➢ In 2015, 30% of smartphones sales were from Rural India. The category will grow 30% in 2016 with Rural market growing by 50%
➢ Regional language powered Indus OS has 5.6% market share in smartphones in the Q1 2016, more than double of Apple's iOS of 2.5%
➢ 52% retail marketers in India say that they have a mobile app in place to reach out to the Indian audiences

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