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#Happenings @Media



NEWS OF THE MONTH -

DECEMBER 2016

Demonetization drive comes as windfall for e-wallets

On November 9 morning, a leading English daily hit the newsstands with three full page ads, one after the other, on e-wallet services.

FreeCharge, Paytm and Ola Money capitalised on the demonetisation bomb the PM had dropped on unsuspecting citizens. Modi's move came as a shot in the arm of e-wallet players. There was no way to turn but go digital.

Not only have these platforms seen an unprecedented increase in number of users, they are also reaching out to consumers in every way possible. Be it newspapers, billboards or the internet, e-wallets are everywhere.

"We have definitely increased our ad spends to reach out to our markets. The increase is almost four to five times of what we used to spend earlier.



VIEW FROM THE TOP

This year India was quite vocal on Twitter

2016 was a special year for Indians to join the global conversations on Twitter as well as for India to start global conversations on the world's largest live communications platform. This year, Twitter reflected and influenced Indian society that was united together in celebration, victory, protests, revolutionary reforms, crises, and significant cultural moments. The country's trending moments became worldwide conversations on Twitter, be it PM Modi's revolutionary demonetization reform (most influential moment of the year), Delhi's rising pollution problem, the debut of Global Citizen Festival in India, and the Bollywood glam at the Filmfare Awards.



#ThisHappened @TwitterIndia

Demonetisation: Print media is hit and some scars might remain

Did you notice the double jacket ads in leading English newspaper on Sunday? Both ads were from players of an emerging category – online wallets. Looks like a good news, right? But did you also notice mere eight pages in Delhi Times and six in HT City in last Sunday's edition? That too is a rare sight, isn't it?

So, is it actually good or bad news? Well, the popular sentiment is that it is bad news. Demonetisation has jeopardised quite a lot part of the economy and so is the effect on advertising. Print has had its share of losses in the course of action.



Kabali to Kapil: What ruled on YouTube this year

As 2016 comes to an end, it's time to take a look at what all was most watched, shared and created with #YouTubeRewind.

Top trending videos:

1. The Kapil Sharma Show: Sultan
2. The Voice India Kids: Ayat Shaikh
3. Crime Patrol Dial 100: Andhkaar
4. Complete truth of Rs 2000 notes with a chip embedded TVF: Truth or Dare with Dad
5. TVF's Permanent Roommates: The Parents
6. AIB: Honest Bars and Restaurants
7. Life Sahi Hai: The Maid
8. How Shah Rukh Khan became the Fan – Gaurav
9. AIB Diwas: Zakir Khan

YouTube REWIND

Most viewed ads:

1. Dettol Sheron ke Panje – #MaaMaane
2. Dettol Ka DhulaRanveer Ching Returns
3. Amazon #ApniDukaan
4. Doublemint #StartSomethingFresh
5. Ola Micro Stories
6. Bajaj V – The Invincible
7. Makemytrip #BefikarBookKar – Taxi
8. #NothingDirty Anthem ft. Badshah
9. Amazon#MomBeAGirlAgain
10. Samsung Galaxy S7 and S7 Edge

Consumption, Content & Challenges: 3 Cs that will decide the fate of India OTT Video services

Aimed at boosting India's start-up community and supporting the government's 'Start-up India initiative', Amazon has rolled out its global program called Launchpad, a platform for Indian start-ups to launch, market and distribute their products to the e-commerce major's 300 million users.

India happens to be the seventh country to be introduced to this initiative which is available to the start-ups for Rs 5,000 per month. It is already available in the US, UK, China, Germany, France and Mexico.



Amit Agarwal, VP and Country Head, Amazon India said, "By bringing Amazon Launchpad to India, we are excited to support the government's 'Start-up India' initiative and encourage innovation from the Indian start-up community "Amazon Launchpad is an exceptional opportunity for Indian start-ups to get access to big consumer markets nationally and internationally. Through this program small entrepreneurs and innovators can leverage the Amazon platform to increase the scale of their businesses and even get easy access to global markets.

GroupM This Year, Next Year: 2017 – Global Advertising to Reach \$547Bn; India growth @12.5%

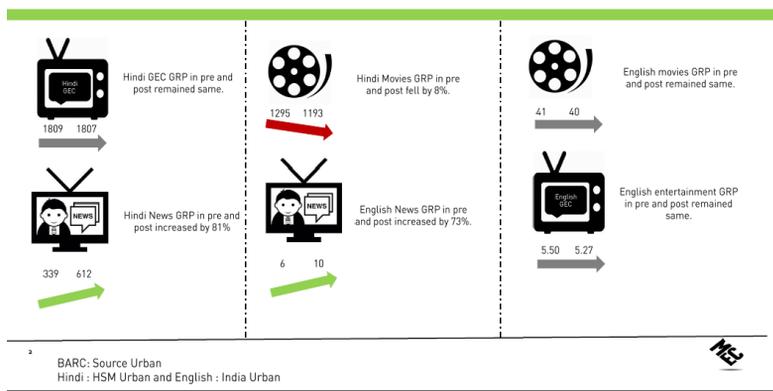
GroupM, the world's leading media investment group, today affirmed its 2016 global ad expenditure forecast and shared its revised outlook for 2017. A variety of economic factors across the globe see another year of modest growth in advertising as brands continue to be pressured for performance in low-growth environments. Despite the overhang of uncertainty tied to outcomes of the U.S. Presidential election and the U.K. referendum on departing the European Union, advertising budgets have not yet been impacted. China and other "new world" countries continue to over-contribute to global growth, but a new normal more modest level of growth has settled in.



India remains, by far, the fastest growing market in the world's ten, \$10B plus ad markets. Growth is forecast at 13.8% in 2016 and 12.5% in 2017, with an economy fuelled by low interest rates, sustained urban demand and the impact of key reforms.

TV INDUSTRY

Impact on channel genres pre (week 43-44) and post (week 45-46) demonetization



Categories and Advertisers showing decrease post demonetizations

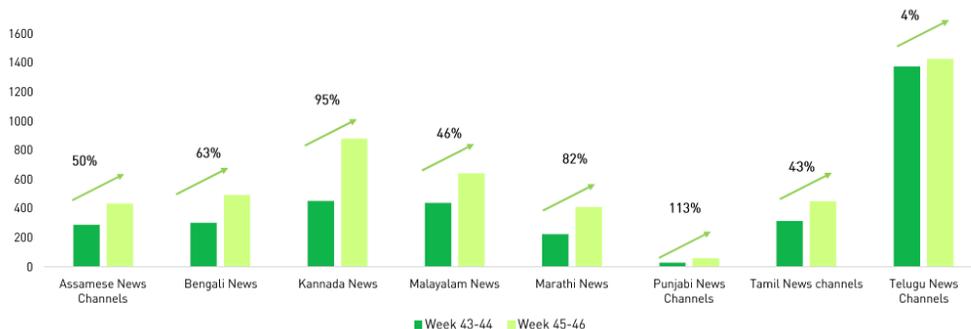
DECREASE IN TV, PRINT AND RADIO

Category	Decrease% in spends
Personal Care/Personal Hygiene	-31%
Electronic durables	-40%
Food and Beverages	-23%
Telecom/Internet services	-21%
Fuel	-21%
Auto	-17%
Banking/Finance	+4%
Telecom products	+69%

** This data is comparison of week Of 1st to 8th November to 18th to 24th November
Source : MAP data, Reported spends

Impact on news channels pre (week 43-44) and post (week 45-46) demonetization

The impact was seen across Hindi, English and all regional news channels as well.



GroupM unveils [m]Platform with Brian Gleason as global CEO

GroupM, the media investment management group of WPP, today announced the global launch of [m]PLATFORM, an advanced technology suite of flexible media planning applications, data analytics and digital services. The platform will improve advertisers' ability to use audience defining insights from hundreds of data sources to find and communicate with their consumers across all media.

[m]PLATFORM unifies data analytics and digital services including search, social, mobile, digital ad operations and programmatic into one team delivering a completely open and fully transparent data and technology architecture.

Google to phase out Map Maker by March 2017

Google is retiring its Map Maker offering in March 2017, instead integrating the feature to contribute changes to Google Maps directly within the desktops and mobile version of Maps. This will include the ability to add a place, edit info about the place, share more details about the place, moderate edits and view status of edits.

Additionally, the company has launched a Local Guides program, where users can earn points, unlock rewards for submitting edits and other information, and get early access to new Google Map features. Combined, both these features replace pretty much all of Map Maker's functionality, while getting rid of the standalone product. However, certain functionality, like the ability to add roads, was unique to Map Maker, and it's not clear if the company plans to integrate it again.

How 'Amazon Go' works: The technology behind the online retailer's ground-breaking new grocery store

Amazon this morning unveiled its first convenience store, a high-tech retail location called "Amazon Go," currently in a private beta testing in Seattle and scheduled to open to the public early next year.

The big selling point: no check-out lines.

At the new Amazon Go store in Seattle, coming early 2017, shoppers use their smartphone to buzz in and out of the store.

Here's the video and a partial transcript describing how the system works.



<https://youtu.be/NrmMk1Myrxc>

CAMPAIGN OF THE MONTH

Snapdeal rides cash crunch with #UnboxCashFreeSale

Snapdeal has rolled out two films for its '#UnboxCashFreeSale' that was held on 5 and 6 December. The films have been conceptualized by Famous Innovations. One film shows a child play with a robot. The voice over reveals that is his tenth robot. As he looks to shake hands with it, he breaks it. He calls upon his dad, who reacts angrily. The mother comes in and takes the son's side. The next shot shows the trio together unboxing a Snapdeal parcel, which contains his 11th robot. The film ends with a voice over that says 'Cash ho na ho, life ke transactions kabhi rukne nahin chahiye.' (Whether there's cash available or not, transactions shouldn't stop). Another film is set at a wedding reception.

The promotion has been perfectly time and should be a boost to those held back due to the current cash crunch"



<http://www.campaignindia.in/video/snapdeal-rides-cash-crunch-with-unboxcashfreesale/432204>

DO YOU KNOW?



- E-Commerce in India will reach INR 2 Lakh Crores in 2016 and is expected to cross 5 lakh Crores by the year, 2017.
- Week 48, 2016: Star Plus Back to #1 with HFF The Jungle Book delivering 3.3 TVR; TEFF Kabali @ Maa TV delivered 14.5 TVR; Paytm 2016 IND vs ENG Test 3 Avg. TVR 0.9
- Top 5 apps in India that use the most data avg. monthly: Xender(2.75GB), Share it(2.5GB), YouTube(1 GB), UC Browser (1 GB), and Facebook App (1 GB)