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NEWS OF THE MONTH

INDIA / FEB 2017

DEMOTIZATION EFFECT

Muted outlook for Advertising Expenditures in 2017



groupm

India's biggest media-buying agency GroupM expects 2017 advertising spend to expand 10% — the slowest pace in three years — as the impact of demonetisation extends from the last quarter to the present, marking a tepid start to the business in the new year.

"Demonetisation shaved off about 2% from advertising expenditure last year. If not, growth could have been 13-13.5%," said CVL Srinivas, CEO, GroupM South Asia. "This year, we are expecting a negative impact of about 1.5% on overall growth. The first quarter will give a slow start to the year, with the market picking up from March-April, fueled by a stable recovery process post demonetization."

Advertising expenditure (Adex) will likely expand at the slowest pace since 2014 to about Rs 61,204 crore from Rs 55,671 crore in 2016, GroupM said. Its assessment follows the acknowledgement by a raft global CEOs at companies as diverse as Unilever and Coca-Cola that the government's move to overnight restrict the use of Rs 500 and Rs 1,000 bills had temporarily affected sales in the quarter ending December.

UNFOLDING INDIA OTT UNIVERSE

Amazon Prime Video India to spend INR 500cr for original content in 2017



Close on the heels of its launch, Amazon Prime Video has fired its first salvo by allocating INR 500cr to produce original content in India.



This allocation is slated to go towards creating original content for genres across drama, comedy, Psychological thriller, biopic, mythological, sports, drama and political satire.

This amount constitutes one-fourth of INR 2000cr India budget and will be directed to local production houses.

The first output is expected to hit audiences in March or early April. With IPL around the corner, Amazon will go media happy.

VIEW FROM THE TOP – EMERGING MACRO TRENDS

DIGITAL & ADVERTISING

Facebook unveils Bandstand, a space to shoot live videos



Tech giant Facebook continues its push towards video in India, this time by providing a dedicated space for celebrities to shoot live videos. Facebook has unveiled a space called 'Bandstand' in its Mumbai office that can be used- for free, by anyone with a Facebook page. A team will coordinate with the 'personalities' on the time slots for the usage of the room, and also assist them if required.

Saurabh Doshi, head - media partnerships at Facebook explained that the space was primarily created to help artists be at ease and be themselves, thus enabling a sense of authenticity. "Artists and celebrities from across the spectrum, whether big or small, can come to this room and shoot for free," explained Doshi.

As far as monetization is concerned, Doshi said the company has had some trials in the US where they've allowed people to take '10 second' ad breaks while shooting live



SOCIAL MEDIA

Arnab Goswami’s ‘RepublicTV’ goes social for recruitment

In the wake of its impending launch, Arnab Goswami’s ‘RepublicTV’ had deployed a twin-fold social media strategy ; recruiting talent and amassing a loyal fan base all the same.

The new channel’s Twitter and Facebook posts have been offering job openings, which have received immense traction and are being shared widely across all social media channels.

Across social media platforms #RepublicTV, #Republic, @republic, and #workwithArnab have spurred close to 24,000 social media conversations since January 1 according to findings from [Meltwater](#). The conversations around #RepublicTV and #workwithArnab were 41.2 per cent positive in sentiment and only 13 per cent negative, with many people seeking to join the team and registering their support for the channel.

Republic has advertised for various positions from editorial staff to HR across social media platforms including the conventional LinkedIn and social media platforms like Facebook and Twitter.

On January 12 Republic announced on its social media platforms that it was looking to build its news desk. ‘Can you grab a chair on the Republic desk?’ the graphic read. It was the first of the channel’s many posts calling for suitable candidates to join the team.



DIGITAL – Rationalizing Controversies

Should Indian brands re-look the way they buy digital media?

P&G’s chief brand officer Marc Pritchard called the digital media buying process “murky” and “fraudulent” in a recent speech. What repercussions will this have, if any, in the way digital media is bought in India?

Mayank Shah, Category Head, Parle - Take

“I don’t think the digital media buying and planning system in India is ‘murky’ or ‘fraudulent’. In India digital is a medium to ensure incremental reach whereas in the US it is the primary medium to reach out to the mass.

There is no one to validate the data that the platform is sharing, so a third party measurement body is a necessary in India too. I don’t say this because I think the platform is sharing incorrect data, but a third party measurement body will make the system more transparent.”

Partho Dasgupta, CEO, BARC India responds

“India too, faces issues of transparency and standardisation of data and metrics, when it comes to digital advertising. In fact, we are further behind from our global counterparts when it comes to digital measurement. What is encouraging is that the industry has come together to help BARC India set up systems focussing on digital measurement.

This would mean that going forward, India will have standardised independent third party data with a focus on viewability, which is not an add-on or after thought like is the case in most markets. Within the next year, India will be able to take a giant leap and move ahead of many geographical markets on digital measurement.”

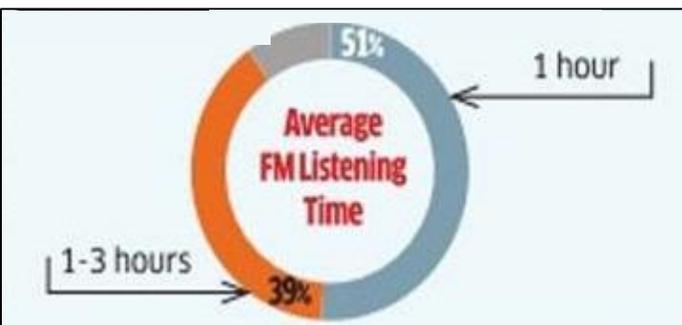
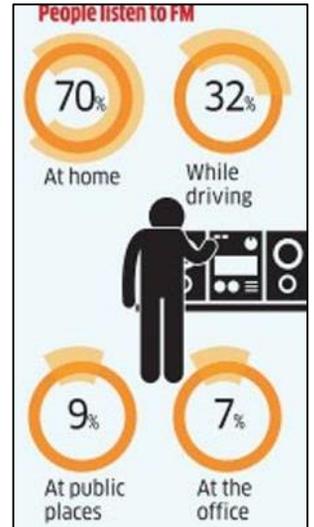
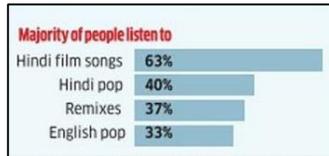
RADIO

World Radio Day: First electronic medium still holds its ground strong

While internet is gradually taking over the world, the first-ever electronic medium of communication radio still holds its ground strong.

Adapting to the 21st century’s changes, radio is still the most dynamic and engaging medium there is, offering new ways to interact.

On 13th February, 6th World Radio Day, ET took a look at hard data powering the India’s resilient radio story.



TELEVISION

Discovery launches new sports channel, DSPORT



With a commitment to deliver the biggest and best sporting moments from across the world to sports obsessed fans throughout India, Discovery Communications today announced the launch of DSPORT, an all-new premium sports channel in India. The launch marks the first time in over 10 years that a media company has introduced a new sports channel for the Indian market. It elevates Discovery's 20-year history in India, ensuring a new generation have access to the best in live sports content.



Discovery already has a strong reputation for its expertise in fueling the passion of sports fans in Europe and connecting them with the greatest sports events in the world through Eurosport, the number one sports destination in Europe.

The launch of DSPORT in India perfectly complements this wider strategy to provide fans with more live action across a plethora of sporting genres. DSPORT has a clear ambition to redefine sports engagement, by giving viewers access to unmatched 'live' sporting action from around the world. With a rich catalogue that covers 4000+ hours of 'live' content every year, DSPORT's offering is unrivalled in the Indian market.

RADIO

Zee Middle East launches 106.2 big fm in the UAE



ZEE Middle East has launched its first radio station in the UAE, 106.2 big fm. The radio station adds to the business portfolio of ATL for this region and makes it the only broadcaster in the South Asian space to have both television and FM stations. The station's interesting line-up of content includes original content produced in-house, content acquired from BIG FM in India, and cricket rights of key series for ball-by-ball commentary.

Speaking at the launch, Amit Goenka, CEO – International Broadcast Business, Zee Entertainment Enterprises Limited (ZEEL) said, "We are proud of the addition of 106.2 big fm into the ZEE and ATL family. We are sure that like all our ZEE brands, 106.2 big fm will also entertain listeners in the UAE."



From being pioneers with the launch of Zee TV in the region in 1992 to introducing the first Bollywood TV channel for the Arab audience with Zee Aflam in 2008, ZEE's advance into radio is a step up the entertainment ladder. With the launch of 106.2 big fm, ZEE claims its first international foray into the world of radio entertainment.

INNOVATION OF THE MONTH

Starbucks partners with WeChat to launch social gifting feature



Co-created by Starbucks and WeChat, the online-to-offline social gifting innovation encourages everyday acts of kindness and appreciation among family and friends, by enabling users to instantly and conveniently gift a Starbucks beverage or digital gift card.

The feature, which arrives in time for Valentine's Day, takes advantage of the growing popularity of social gifting in China, particularly during the Chinese new year, when people traditionally give red envelopes (hongbao) filled with cash.

"Our new social gifting feature aims to deepen the shared moments of connection by allowing our customers to express their love, concern and gratitude, with the gift of Starbucks, to the people most important to them," said Belinda Wong, CEO of Starbucks China.

The move is part of Starbucks' effort to expand its reach both digitally and in China, where the company already has about 2,500 stores and plans to have 5,000 by 2021.

During the initial launch period, WeChat has opened a convenient access for 'Say it with Starbucks' users in its wallet function, demonstrating the significance of the strategic partnership to both companies. The Starbucks China WeChat official account continues to provide a fast, permanent access to the social gifting feature.

Users will be able to select from a curated selection of Starbucks-branded gifts and add a personalized message in the form of text, image or video to uplift the day of a loved one. Once a gift is received, it will be saved in the recipient's app and can be redeemed at any Starbucks store in Mainland China.

DO YOU KNOW?



- The Indian E-commerce market is expected to quadruple to US\$ 70Bn by 2019.
- By 2020, the average broadband speed in India will be 12.9 MBPS.
- In 2020, 4 out of every 5 online Indians will be hooked to videos. The time to create and proliferate regional online content is now.