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NEWS OF THE MONTH

INDIA / MAR 2017

DIGITAL

India Ranks 36 In Internet Inclusiveness: Facebook Report

India ranked 36th among 75 nations in Internet inclusiveness based on factors like availability, affordability and policies for access, a Facebook-Economist Intelligence Unit (EIU) report.



Internet access drives economic opportunity and enables the free exchange of data and information... A truly inclusive Internet must be widely available, affordable and allow usage that promotes positive social and economic outcomes," Facebook said in a post.

Among Asian countries, India ranked 12th out of 22 countries.

Highlights

- **WhatsApp co-founder hopes to contribute more to India's digital commerce play**

Highlighting the country's importance, Acton said WhatsApp hopes to contribute more to "India's vision for digital commerce in future".

- **Omni-channel marketing**

62% of companies have, or plan to have, an omni-channel marketing strategy. Additionally, 70% of businesses say that omni-channel strategies are important, very important, or critical to their success content as an important platform going ahead.

- **Google might soon let you live stream with your hat**

Google was granted a patent for the headwear on February 28. According to the patent, Google's removable hat-mounted camera would be used for capturing photos and videos, which you can upload and stream directly to social media platforms. To do so, the camera will connect to a wearer's mobile device via an app.

VIEW FROM THE TOP – EMERGING MACRO TRENDS

DATA

How your personal data sells cheaper than chewing gum

How India's fast-growing data brokerage industry is selling personal information cheaply to anyone who asks, and why that's dangerous.

If data is the new oil, then there is a gigantic oil spill all around you. Your personal data -- be it your residential address, your phone number, email id, details of what you bought online, email ids, age, marital status, age, income and profession -- is all up for sale. Most of this personal data is sold for less than a rupee per person -- the cost of a chewing gum.



Over one month, ET approached companies called 'data brokers' -- who hawk their services on online listings and sell personal information -- posing as a prospective buyer. For anywhere between Rs 10,000-15,000, we were offered personal data of upto 1 lakh people in Bangalore, Hyderabad and Delhi.

<http://tech.economictimes.indiatimes.com/news/internet/how-your-personal-data-sells-cheaper-than-chewing-gum/57380518>.

The lists up for sale are creative and granular. One data broker we contacted said he could get lists of high net worth individuals, salaried people, credit card holders, car owners, retired women in any given vicinity. Some brokers sent us free samples: excel sheets with personal data of people in Bangalore, split by address and income profiles. ET called a dozen people from these lists to verify their details.

It's scary, to say the least," said Hyderabad based Rajashekar, whose data like name, address and credit card ownership was procured from a Gurgaon-based data broker who sold ET a sample database of nearly 3,000 people who have [Axis](#) and [HDFC](#) credit cards. The price tag: Rs. 1,000.

The database had details like name, address, phone number and the classification of the card (debit, credit or a premium card). The broker also said that a database of 1.7 lakh people from Delhi, NCR and Bangalore can be made available for Rs 7,000.

DIGITAL & ADVERTISING

Facebook Launches 'Disputed' Tag To Crack Down On Fake News



Social media giant Facebook has launched its much hyped "fake news" crackdown initiative in the US, tagging as "disputed" the stories that are deemed false by fact checking organisations.

The new feature uses non-partisan third-party organisations like Snopes and Politifact to assess the factual accuracy of stories reported as fake by users.

On its help centre page, Facebook has added a question "How is news marked as disputed on Facebook?" However, the section noted that this feature is not yet available to everyone.

It is unclear how many people currently have access to the "fake news" debunking feature, rt.com reported.

The new tool was first revealed by users on Twitter, who shared screenshots which identified links to sites known to produce misinformation.

DIGITAL & ADVERTISING

Netflix CEO predicts mobile operators will soon offer unlimited video



Netflix head Reed Hastings predicted Monday that mobile carriers will soon offer data plans that give users unlimited [video streaming](#) to meet the rising popularity of watching TV and movies on mobile devices

The report, put out by GroupM on its website early 2017, says the TV and movie streaming landscape is currently dominated by paid subscriptions, which promise users a high-quality, ad-free viewing experience. The TV and movie streamers make up about 40 per cent of the streaming realm.



Ten to twenty years from now all the [video](#) you view is going to be on the [Internet](#)," he said at the Mobile World Congress, the phone industry's largest annual trade fair. "I think screens today are really stunning, you can see all the depth right in front of you. The beautiful thing is you can watch it on the move."

While watching video on mobile devices via Netflix and other streaming sites is growing, data caps imposed on plans by mobile operators act as a barrier to users wanting to watch a video on the go.

Carriers offer unlimited data caps but they are usually very expensive. But Hastings said he believed mobile carriers will eventually create a two-tier system where video data is unlimited to meet the growing demand for watching TV series and movies on mobile devices.

DIGITAL & ADVERTISING

Facebook's Rolling Out a New Page Inbox to Manage Page, Messenger and Instagram Comments in One Place



One of the biggest challenges for established and new brands alike is keeping up with notifications across many different social media apps and platforms. In an age where engagement is critical to keep your customers happy, falling behind becomes a serious problem

To solve these problems, Facebook's rolling out [an update for Pages](#) that changes the standard "Messages" tab into a redesigned "Inbox". This Inbox will enable brands to manage their Messenger messages, Facebook posts, and Instagram comments in one centralized hub, reducing the need to log in on different platforms to manage communications

The update, to be made available on desktop, will have an interface with a sidebar that will separate into 3 distinctly colored tabs for Messenger, Facebook, and Instagram respectively. Brands will be able to carry on with normal tasks such as replying to messages, interacting on posts, and replying to comments.

New features have been introduced into the Inbox as well - posts can be marked as "Done" or "Follow Up" and they'll automatically be sorted into separate folders of the same name. Social media managers will find this update especially helpful when dealing with multiple tasks and posts a day by keeping track of their progress..

DIGITAL & OTT Platforms

Amazon Prime Video signs exclusive deal to offer ad-free ChuChu TV content



Over the past few months, Amazon India has signed several content partnerships to increase the catalogue of kids content on Prime Video service.

Amazon India has signed a long term deal with Chennai-based ChuChu TV Studios to make Amazon Prime Video as the only destination to offer all of ChuChu TV's existing and future videos on an ad-free basis.

"ChuChu TV is one of India's top animators and their series of upbeat songs and colorful animations is much-loved by kids worldwide." said Nitesh Kripalani, Director and Country Head, Amazon Prime Video India. "We are very happy to partner with ChuChu TV to add to our existing bouquet of kids' content for ad-free entertainment."

ChuChu TV manages a collection of YouTube channels that focuses on kids content like nursery rhymes and other kids' songs. Its flagship YouTube channel 'ChuChu TV' is the third largest YouTube channel with 8.1 million subscribers at the time of writing this story.

"We are delighted to partner with Amazon Prime Video to showcase our content as we understand the need for quality storytelling and safe viewing especially for children. We hope that children and their parents alike, enjoy and appreciate the content line-up that we have to offer especially since it is an ad-free environment." said Vinoth Chandar, CEO & Creative Director, ChuChu TV Studios.

TV

BARC India updates TV Universe

Broadcast Audience Research Council India released its weekly viewership data basis a revised Universe Estimate (UE), which is based on the results of Broadcast India Survey. With this, BARC India has updated and aligned its TV Universe in line with ground level changes in demographics, TV ownership and connection type, language preference, changes in NCCS profiles etc.

Fieldwork for the Broadcast India Survey was carried out over Nov 2015 to Feb 2016, and covered 3,00,000 homes across 590 Districts comprising of about 4300 Towns/Villages. All 1 Lakh+ towns were covered, while towns below 1 Lakh were selected by a Probability Proportional to Size (PPS) method.



BROADCAST
AUDIENCE
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INDIA

Overall India's average internet speed grew by 14% QoQ and With the new UE, Week 8 has seen a 18 per cent increase in Total TV viewership in the country. Total TV impressions have grown from 22.7 billion in week 7 to 26.7 billion impressions in week 8.

The study also highlights the fact that TV HHs have grown faster in NCCS B and C, thus increasing the share of the middle class. While NCCS A has dropped from 22 per cent to 21 per cent, NCCS B and C have gone up from 24 per cent to 27 per cent and 31 per cent to 32 per cent respectively. NCCS D/E on the other hand has de-grown from 23 per cent to 20 per cent. Q3 2013.

CAMPAIGN OF THE MONTH

Rasna launches new ad campaign

"Pyarelal ka Bachpan ka Pyar"

Also ventures into baked sweet snack category



Rasna, one of the world's largest manufacturers of instant fruit-based concentrate, today announced its new advertisement campaign 'Pyarelal Ka Bachpan Ka Pyar'. This campaign aims at celebrating the brand's journey of spreading love for decades, across generations. Rasna has also announced its entry into the baked sweet snack category with the launch of Rasna Vitos.

The campaign was first announced through a teaser on Rasna International's YouTube channel attempting to establish intrigue with the question, 'Kaun hai Pyarelal Ke Bachpan Ka Pyar?' The teaser video was unveiled on Valentine's Day, keeping in mind the theme of the campaign with an eventual release date set for ten days later on 24th February.

Racking up more than 1.3 million views, the teaser video succeeded in setting up the eventual introduction of the answer to 'Kaun hai Pyarelal Ke Bachpan Ka Pyar?'

INTERNET

India's Internet user base to cross 450 million by June 2017: IAMAI



The number of **Internet** users in the country is expected to cross the 450 million mark by June 2017.

According to a report '**Internet in India**' by the Internet and Mobile Association of India (**IAMAI**), the number of Internet users in India was estimated to be 432 million in December 2016 and the users are expected to reach between 450-465 million by June 2017.

The study which has been jointly published by the IMRB said that the while user base in urban areas has started showing signs of saturation, the growth of internet usage is mainly being fuelled by the rural areas.

"In Urban India, there were estimated 269 million internet users in December 2016, while in rural India, there were 163 million Internet users. The report finds that urban India has close to 60% internet penetration, reflecting a level of saturation. However, with rural India having only 17% penetration, there is still large scope of development," said the report.

It added that future growth policies therefore must focus on bridging the digital divide that exists between urban and rural India today.

"In terms of numbers, Urban India with an estimated population of 444 million already has 269 million using the internet. Rural India, with an estimated population of 906 million as per 2011 census, has only 163 million internet users. Thus, there are potential 750 million users still in rural India; if only they can be reached out properly," it said.

The report also finds that 51% of urban Internet users or 137.19 million use internet daily while in rural India, 48% or around 78 million are daily internet users.

The brand's focus on digital and social media avenues is a commendable move, considering the vast dominant market share that Rasna enjoys in the Indian market, their social media presence is a far cry from popular.

With more than 141k followers on Facebook, and a measly 238 followers on Twitter, Pyarelal Ke Bachpan Ka Pyar has the potential to boost the wind in Rasna's social sails. The campaign was well received as it garnered around 1.9 million views, with the audience particularly appreciating the adorable visual appeal brought to the fore by Pyarelal and Daisy Irani.

On Facebook, the video received 7.2 likes and reactions, and 1841 shares which indicate that Pyarelal Ke Bachpan Ka Pyar managed to evoke positive reactions from the social media audience.

Considered as one of the original 'Made in India' brands, Rasna is a market leader with 85 per cent share in the powdered drink segment.



<https://www.youtube.com/watch?v=whSLYo761CI>

DO YOU
KNOW?



- Mobile will account for 72% of US digital ad spend by 2019
- Number of Internet users in India could cross 450 million by June
- About 53% of emails are opened on mobile devices.
- Urban India has close to 60% Internet penetration, reflecting a level of saturation, but there are a potential 750 million users in Rural India
- In rural India, 48% (around 78 million) are daily Internet users, while about 140 million (83%) are estimated to use Internet once a month.