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NEWS OF THE MONTH

INDIA / May 2017

## Republic TV makes a Blockbuster Debut on Hotstar

One of the most anticipated channel launches in India, Arnab Goswami's Republic TV announced that it has made a stunning debut on Hotstar breaking several viewership records in its very first day on the platform.

Republic TV crossed a million viewers on Hotstar within a day of its launch, marking a spectacular debut for a new service that made digital central to the introduction of its service. Hotstar, India's leading streaming platform and Republic, the nation's most awaited news venture had announced a strategic partnership to shape the future of news online. In a first, Hotstar opened up its platform for a third party content provider and introduced News as a distinct category on the platform.



Republic TV announced that it has created leadership in the most coveted news audience in the country, the urban viewers. Republic's reach, on Hotstar alone, exceeded that of the top English news channels on television, including Times Now, India Today TV, CNN News18 and NDTV 24\*7, amongst both, the Urban M15+ audience as well as viewers in the top 60 cities in India. It is a dramatic announcement, given these viewership benchmarks are from a single digital platform.

To make the comparison stark, the viewership exceeded that of traditional news channels significantly:

- 208% of Times Now
- 229% of India Today
- 311% of CNN News18
- 254% of NDTV 24X7

\*comparison with TV BARC data within All India 1 Mn+ towns including mega cities for Sat, Apr 22 2017

[http://www.exchange4media.com/industrybriefing/republic-tv-makes-a-blockbuster-debut-on-hotstar\\_68747.html](http://www.exchange4media.com/industrybriefing/republic-tv-makes-a-blockbuster-debut-on-hotstar_68747.html)

## VIEW FROM THE TOP – EMERGING MACROTRENDS

### How GST Will Impact the Indian Advertising Industry

The Indian Government is all set to bring in Goods and Services Tax (GST) in a few months from now. It is being deemed as the biggest tax reform in the country till now. GST will be levied at multiple rates ranging from 0 per cent to 28 per cent. GST Council has finalized a four-tier GST tax structure of 5%, 12%, 18% and 28%, with lower rates for essential items and the highest for luxury and de-merits goods that would also attract an additional cess.

Though the common sentiment in the market is to wait and watch, some stakeholders across different industries are busy evaluating on how much they will gain or lose from it. It is expected that the advertising industry will be subjected to a higher service tax which will move up from 15% to 18%. This means that the brands might end up paying a little more as part of the service tax.

The industry opinion is divided on how advertising will be hit with GST. One of the published reports pointed that GST will lead to an additional volume of media spends as it will reduce the cost of creating an ad. The report released by Kotak Mutual Fund points that the companies which gain from the lower cost of creating a creative will likely plough back it in advertising, increasing their ad spending by about 10%, or more than Rs 5,000 crore, over the previously projected 10-12% growth for this fiscal year.



<http://www.adageindia.in/advertising/how-gst-will-impact-the-indian-advertising-industry/articleshow/58673466.cms>

### Film-based content is favorite among Indian males: BARC Study

BARC India's study 'A Day In the Life of an Indian Male' says the 5-6 pm slot is a sweet spot for broadcasters to offer content that can engage males in the 15-40 year category

The Indian male is glued to film-based content the most followed by serials that gain a lot of viewership from the segment after 7 pm. While film-based content attracts a lot of male viewers from 7 am to 4 pm, the serials take over from there on across weekends and weekdays. The affinity to serials can be attributed to the single TV households of the country, as per the BARC India study.



The second big story that has emerged from this study is about the 5pm to 6pm slot, which can become the second prime time for the 15-40 years target group (TG) since the reach is very high at this time while the Impressions generated are not at par.

Calling it as the sweet spot for the broadcasters, the study mentioned, "The reach to Impressions conversion is one of the lowest from 5 pm to 6 pm. This could be due to the fact that these time bands either have repeat content or lack contemporary engaging content for the audiences. We can conclude that there is potential for broadcasters, with contemporary or any engaging content based on qualitative findings, to strike at this hour and take away the potential core audience pie."

<http://bestmediainfo.com/2017/05/film-based-content-is-favourite-among-indian-males-barc-study/>

### India's mythological TV dramas are a roaring hit in China

India-China relations may have been bogged down by political differences but the Indian mythological TV dramas like 'Mahabharat', 'Devon ke Dev Mahadev' and 'Nagin' are turning out to be a big hit with Chinese audience, an article in a state-run daily said today.

"Indian mythology itself is just fascinating. Its philosophy and worldview, which are very exotic, have been a wonderful new world to me," Yang Buhui 29, who works in the gaming industry, was quoted as saying by the state-run Global Times.

Yang has been running a volunteer group that provides Chinese subtitles for Indian TV dramas. She started the group because of her favourite Indian TV series of all time, 'Devon Ke Dev Mahadev' (DKDM), which premiered in 2011 and ran a total of 820 episodes. It tells the stories of Lord Shiva, also known as Mahadev. "I love the drama because it's a key to the world of Indian mythology," she said. "Besides, the actors and actresses are not only gorgeous, but their acting skills are good."

The most viewed episodes by the group on bilibili.com, one of China's largest video-sharing communities, are the first four episodes of the second season of 'Naagin,' which have gained about 180,000 views as of May 1. The series, which began airing in 2015, is a supernatural drama.



<http://brandequity.economictimes.indiatimes.com/news/media/india-as-mythological-tv-dramas-are-a-roaring-hit-in-china/58512213>

## FACEBOOK TO ROLL OUT ITS TV SHOWS BY MID-JUNE: REPORTS



Facebook is making a debut in premium television and developing around 24 shows that will be premiered in mid-June, media reports said.

There will be both long duration shows on the pattern of 'House of Cards' and also 5-10 minutes shows that will be added to Facebook app's video tab daily, Business Insider reported on Friday.

"It's part of a major initiative at the company to begin siphoning away some of the billions of dollars that are spent on television advertising ever year -- a major growth opportunity for Facebook, which is running out of room in the News Feed to show more ads," Facebook CEO Mark Zuckerberg was quoted as saying. It is believed that a virtual reality dating show from Conde Nast Entertainment is among the shows that Facebook has greenlit.

Facebook is also trying to rope in "A-list celebrities" for other shows, and it is rumored that one big (anonymous) star has already agreed to a deal. The social networking giant is looking for a film producer, which was posted to LinkedIn last week. The producer is required to "develop, script, produce and edit sharable motion picture content.

<http://brandequity.economictimes.indiatimes.com/news/media/facebook-to-roll-out-its-tv-shows-by-mid-june-reports/58568299>

## India's print medium grows amid a global slowdown as readers find it more credible

India's print medium is growing amid a global slowdown as readers in the country continue to find it more credible and aspirational. The country's print publications have risen by 23.7 million copies in average daily circulation in the 2006-2016 period, at a compounded annual growth rate (CAGR) of 4.87%, according to data released by the Audit Bureau Of Circulation

The average number of copies circulated per day grew to 62.8 million during the period from 39.1 million in 2006. Incidentally, among the four geographic zones, north India showed the highest growth at 7.83%, followed by the south, west and east zones with CAGRs of 4.95%, 2.81% and 2.63%, respectively. "The important thing to note is that print is growing in India. If you look at CAGR, it has outpaced even the population growth, which is at 1.5%. In absolute terms, it's a big number. Also, print comes with a huge credibility.



<http://brandequity.economicstimes.indiatimes.com/news/media/india-as-print-medium-grows-amid-a-global-slowdown-as-readers-find-it-more-credible/58586757>

## INNOVATION OF THE MONTH

### AliveNow, MEC create chatbot for Mercedes India

Drawing from their philosophy of being 'Driven by Performance,' Mercedes became the first ever automobile brand in India to launch a Facebook Messenger chatbot to commemorate 50 years of AMG.

AMG has had a history of many firsts and they took this one step further with the 50 years of AMGChatbot. Built by award winning digital agency, Alivenow in collaboration with media agency MEC, the chatbot was launched earlier this week with hundreds of users already interacting with it.

The chatbot unlocks the AMG journey of 50 years through a dynamic narrative, which gives fans a chance to test their AMG knowledge with a quiz and gets them to travel through time by throwing facts from different years

[http://www.exchange4media.com/industrybriefing/alivenow-mec-create-chatbot-for-mercedes\\_68729.html](http://www.exchange4media.com/industrybriefing/alivenow-mec-create-chatbot-for-mercedes_68729.html)

## English news channels pull out of BARC rating system

Reacting strongly to BARC India's "indifference" towards News Broadcasters' Association's (NBA) request to hold the viewership ratings of newly launched Republic TV, the association has advised its members to opt out from BARC's rating system.

In a letter to Partho Dasgupta, CEO, BARC India, NBA wrote, "Given your indifference to the serious situation at hand, we are left with no option but to advise some of our aggrieved members to opt out of BARC's watermarking system with immediate effect until there is appropriate redressal of our grievance."

Earlier, NBA had sent letters to the TRAI and BARC complaining about multiple LCNs being used by Republic TV. NBA had asked BARC not to release the viewership data of Republic TV stating that they are "inflated and corrupt".



<http://brandequity.economicstimes.indiatimes.com/news/media/english-news-channels-pull-out-of-barc-rating-system/58744570>

### DO YOU KNOW?



- Hotstar, has entered into a partnership with Zapr Media Labs to perform analysis on mobile audience that can be leveraged by brands to create personalized communication.
- 77% of the online users buy products via social media
- On Facebook, videos have 135% greater organic reach than photo posts.

Mukti Kumaran  
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Known for its 'One man, One engine' philosophy, the AMG chatbot creates a custom video for each fan with their name in it, drawing parallels between their pursuit of excellence and that of AMG's. Mercedes and AMG enthusiasts can interact with the bot here.



Click [here](#) to interact with the bot