

DOWNLOADED

#Happenings @Media



NEWS OF THE MONTH

INDIA / JUN 2017

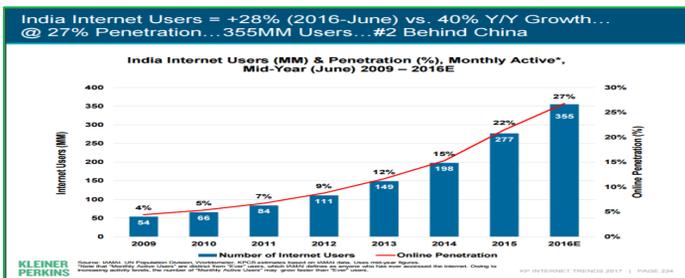
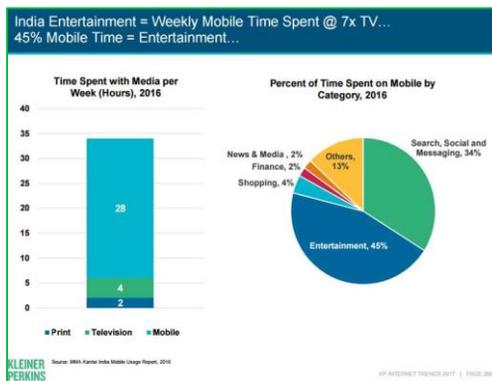
Mary Meeker Report 2017: Data costs fall in India, and demonetization leads increase in digital spending



Mary Meeker Internet trends 2017 report is out, and this year's report has a lot of focus on India. The report points out India's Internet users continue to grow, and it now stands at 355 million internet users, which puts India number two in the market. This is just behind China, which is the leader.

According to the Mary Meeker Internet Trends 2017 report, Indian's Internet popular grew 28 per cent in mid-June 2016, with 40 per cent year-on-year growth. However as the report notes, India's internet penetration is still at 27 per cent, which means there is a long way to go before we even cross the 50 per cent mark in internet penetration.

The report shows, Indians spend 45 per cent of their time on mobile phones, and weekly time spent on a mobile is 7X spent of the time spent on a television set. The top activities for Indians on mobiles: Entertainment, which stands at 45 per cent, followed by Search, Social and Messaging that stands at 34 per cent, with news and media occupying just over 2 per cent.



However as the report notes, India's internet penetration is still at 27 per cent, which means there is a long way to go before we even cross the 50 per cent mark in internet penetration.

According to the Mary Meeker's report, India's internet usage is seeing strong growth thanks to low data costs, intense competition as well as government policies. However as the report notes, data is still expensive for majority of people in the country, and so are the devices, despite falling prices.

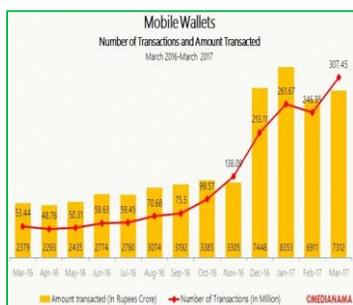
VIEW FROM THE TOP – EMERGING MACRO TRENDS

INDUSTRY

Mobile Wallet transactions grew 575.3% year on year in March 2017



For the month ending March 2017, number of transactions using Prepaid Payment Instruments – essentially Mobile Wallets and PPI Cards grew by 22% as compared to February 2017, and 375% compared to March 2016, according to data from the Reserve Bank of India. The amount transacted grew 11% month on month and 78% year on year.



Much of the growth was pushed by mobile wallets, which grew 24.5% month on month and 575.31% year on year in terms of number of transactions and 5.8% month on month and 307% year on year in terms of amount transacted.



Number of transactions for mobile wallets grew by 60.5 million in March 2017 while the total amount transacted was up by Rs 401 crore. In the previous month (February 2017), number of transactions had declined by 14.7 million, and the amount transacted had reduced by Rs 1442 crore.

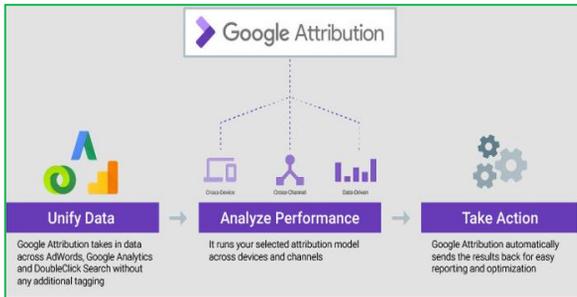
TECHNOLOGY

Google, as it launches Google Attribution- a free tool for marketers



Google announces products aimed to help advertisers track the full journey of a sales conversion- from digital media to offline store visits.

Tech giant Google has just made some key announcements at Marketing Next - its annual event where the company unveils its latest innovations for ads and analytics with insights and trends across mobile, analytics, video and platforms.



With machine learning as the underlying theme, the highlight this time is 'Google Attribution' - a powered-up version of an existing product that will help advertisers measure the impact of marketing across devices and channels all in one place- for free. An attribution model helps determine how credit for sales and conversions is assigned to the various touch-points in a customer's purchase journey.

So, as Google Analytics, AdWords and DoubleClick Search get united into a single platform, advertisers - in select markets initially, will be able to incorporate Google Attribution data into their automated bidding plans.

A paid version-'Attribution 360' which can also provide minute-by-minute analysis of TV campaigns, among other things will be available at the enterprise level for sophisticated requirements.

Measurement extended to YouTube video ads

In select markets, Google will expand its 'Store Visits' technology to video and enable customers to find local stores directly via YouTube video ads that have location extensions (TrueView), with advertisers subsequently being able to note how video ads are driving foot traffic into their stores.

DIGITAL & SOCIAL MEDIA

Facebook ad growth will take a hit in 2017 as it approaches peak ad limits



Facebook reported \$8 billion in revenue and a lion share of came from mobile advertising for the quarter ended March 2017. Mobile ad revenue stood at \$6.7 billion, growing 58% and represented 85% of the ad revenue. But this will change in mid-2017 as CFO David Wehner said that Facebook has maxed out how many ads in can squeeze into people's news feeds.

Advertising revenue is expected to take a further beating as Facebook continues to fight ad blockers on desktops. Which is why Facebook is now looking aggressively looking to push ads on its other properties and monetize them instead.

- Opened its **Augmented Reality** platform to developers. Developers can now employ image recognition technology to create camera effects, designs, code-driven animations, etc.
- Looking for opportunities on **monetizing Messenger and WhatsApp**
- Looking at building an ecosystem for **long-form video** and will be looking to partner with content providers
- Facebook has started to **inject ad breaks in Instagram Stories** as well. Instagram Stories now has more than 200 million daily active users

MOBILE & INTERNET



Indians top users of WhatsApp video calls daily

Indians make 50 million minutes of video calls daily via WhatsApp, the highest compared to users in any other part of the globe

Whatsapp users in India use the video calling feature for a total of 50 million minutes per day, the highest aggregate usage in the world, according to the company. Globally Whatsapp has recorded over 340 million video calling minutes per day, spread across 55 million video calls made each day. Whatsapp had launched video calling feature in November last year. The Facebook-owned messaging app competes with Google's Duo, Apple's FaceTime, Microsoft's Skype, Facebook's Messenger, and messaging app Hike.

One of the driving factors has been falling data prices and free promotional data by new comer, Reliance Jio.

Incidentally, Whatsapp users maker over 55 million video calls per day across the world on Android, iOS and Windows devices. WhatsApp's success in a market like India can be attributed to the fact that it does not prejudice the quality of the network from which the call is being made. Hence the video call quality improves as WhatsApp's systems recognize the actual network quality. This means that the call will invariably connect as it is expecting the worst.

TV MEDIA



Doordarshan's show Main Kuch Bhi Kar Sakti Hoon becomes world's most watched TV show, say makers

Indian television show *Main Kuch Bhi Kar Sakti Hoon*, which airs on Doordarshan has become one of the most watched TV shows in the world, with a viewership of over 400 million across 50 countries, the producer of the show claims.

The show, launched in 2014, has already had a run for two seasons, completing over 170 episodes. It has been translated into 14 languages and is broadcast on 240 radio channels as well as over the Internet.



This television show is aimed at targeting social issues like gender discrimination, child marriage, domestic violence, and extends to protecting women's rights and understanding issues pertaining to them in a patriarchal society.

The show has been partly funded by UK foreign aid (Department for International Development) and conceptualized by the Population Foundation of India, an NGO that works towards promoting gender-sensitive population policies and programmes, as stated on the NGO's website.

With circulation up, newspapers mull new editions



Having gained confidence following the unexpected growth in circulation numbers, the print industry is buzzing with rumours concerning the launch of new editions. There is speculation that Dainik Bhaskar will soon expand its presence in the National Capital Region (NCR) through an enhanced Delhi edition.

After having increased its circulation from 38,12,599 (Jan-June 2016) to 38,13,271 copies (July-Dec 2016), Bhaskar is expected to dramatically scale up its presence in New Delhi.



On the other hand, far away from the heat of the national capital, Divya Himachal is planning to bring out an edition from the industrial town of Baddi in Himachal Pradesh. The town serves as the home of numerous manufacturing units of pharmaceutical companies. If the word of media watchers is to be believed, Divya Himachal's Baddi edition will hit the newsstands before the election season. High-octane coverage of the same can enable it to gain traction during its initial days.

Even Hindustan Times was initiating multiple new editions with Pune being one of the markets.

CAMPAIGN OF THE MONTH

Leo Burnett India innovative campaign for HP Lubricants 'roads that honk' wins Silver at Cannes Lions



SmartLife poles developed by HP Lubricant and Leo Burnett India will blow horn to notify vehicles on either side of sharp turns

HP Lubricants and Leo Burnett India have recently implemented a new innovation in the form of an anti-collision vehicle management system.

Featured anti-collision system for India's National Highways; as part of the **#RoadsThatHonk** campaign aimed at making highways across India safer, special poles have been installed that communicate with one another and alert oncoming drivers of vehicles that they might not be able to spot otherwise.

Conceptualized, designed and executed by Leo Burnett India, this system is already in place on NH1 in North India, along the Jammu-Srinagar Highway.

To amplify this initiative, a film showcasing the system in action has been launched.



[Click to watch Video](#)

According to the local police operating on the Jammu-Srinagar highway, the number of accidents has significantly reduced with the installation of the SmartLife poles. The HP Lubricants-Leo Burnett India duo now aim to go wide scale with their intelligent road system and install it at other locations across the country.

DO YOU KNOW?



- Mobile gets 46% of the total video viewership across the world and it will rise to 66% in 2019
- Whatsapp & Facebook Messenger both had 1.2 billion monthly active users; Snapchat had 158 million daily active users as of April 2017
- The total viewership of IPL 10 stood at 1.24 billion Impressions, against 1.02 billion Impressions garnered by IPL 9

