The case for a truly representative Local Media

Finding a Business Model that works

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The Indian EXPRESS

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The need for local journalism doesn't need debate

A Local Media must represent and serve its citizens in the best possible way

- The print approach to local markets
- It is not about "participatory journalism"
- It is not about islands of coverage or small experiments

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It is about the enormous importance of product-market fit

A strategy based on how we can best add value for our buyers via each channel, while making sure that we offer consistent propositions and pricing across our channels

- It is about understanding – top-down and bottom-up – Indian cities that are growing 100% everyday
- It is about equal representation and diversity
- It is about the technology necessary for a convincing local experience
- It is about developing new ad products that solve for the local advertising challenge – scale and specificity

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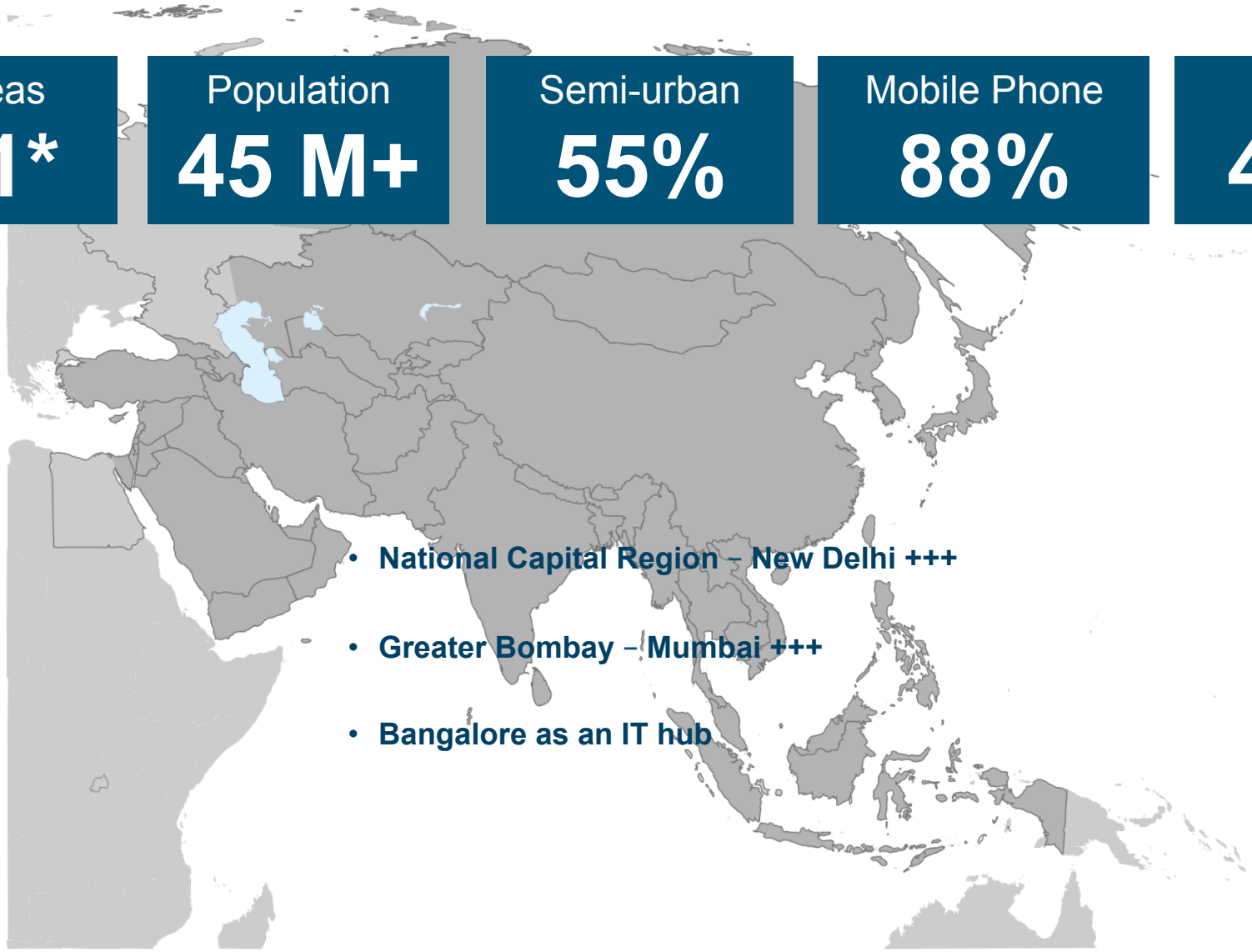
What is a Capital Region – it is bigger than most countries

- The National Capital Region – taken together, Delhi and the cities bordering it – Faridabad, Gurgaon, Ghaziabad, Noida, etc – make up the second most populated urban settlement with a national capital at its centre. Tokyo is the first.
- 45 million people and counting

What does this scale mean

Areas	Population	Semi-urban	Mobile Phone	%GDP
21*	45 M+	55%	88%	4-5%



- National Capital Region – New Delhi +++
- Greater Bombay – Mumbai +++
- Bangalore as an IT hub

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The Audience use-cases

The distinct users of NCR

Each segment is at least 5 million

- **Home-owner – 15%**
  - Deeply interested in Civic issues, local politics, Financial Services
  - 50% English-media
- **Working Professional – 20%**
  - Temporary ownership – auto, rentals, etc
  - Local markets, schools, food, entertainment, shopping, Jobs
- **Semi-urban user – 55%**
  - Basic financial services/Job-related – aadhaar, driver's license, bank account, metro/rail info
  - What's App - Hinglish
- **University Students – 10%**
  - Sports, Jobs, food, deals
- **Influencers**
  - Less than 1%, large social media following

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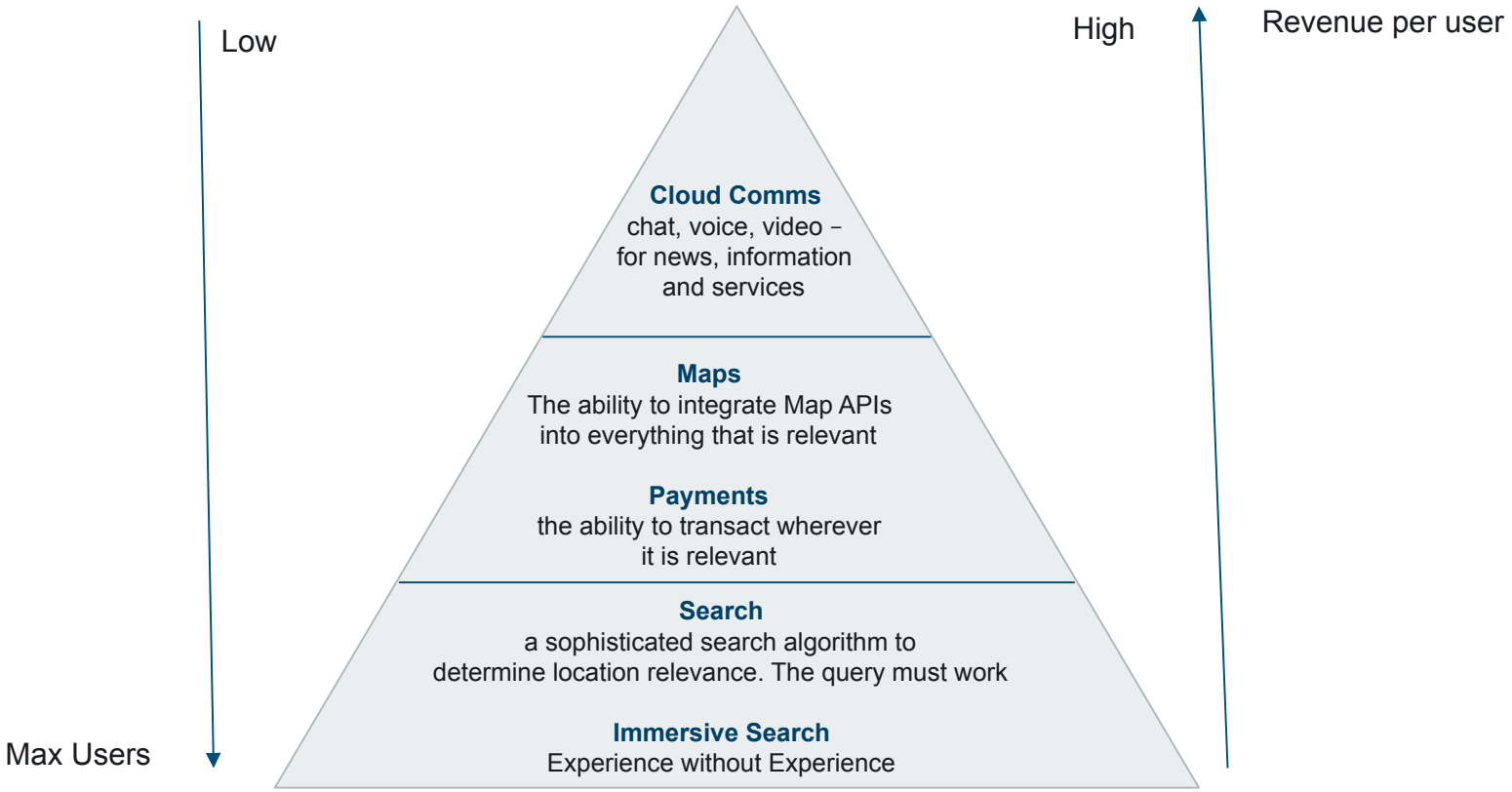
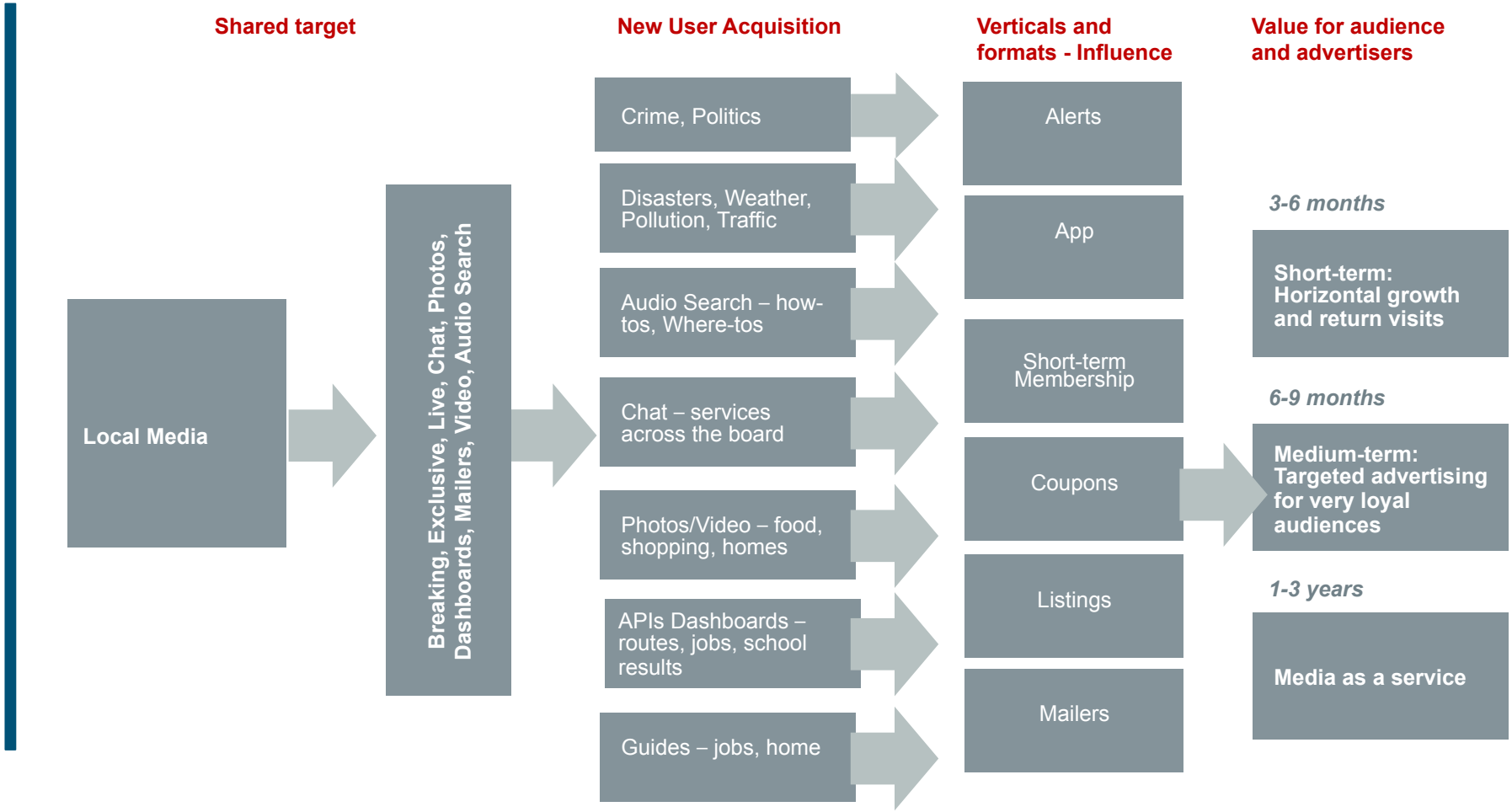
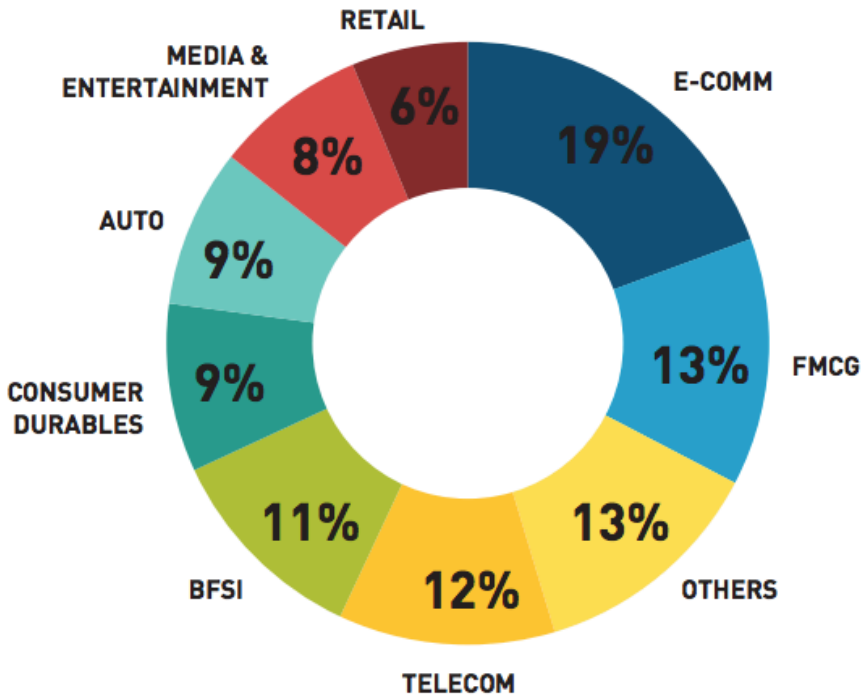
What are the key technologies that will support this experience



The technology stack as a product experience



Advertiser Pull



E-Commerce is the biggest spender on Digital media accounting for 19% (INR 1,589 CR) of all digital spends. This is followed by FMCG (13%), telecom (12%) and BFSI (11%).

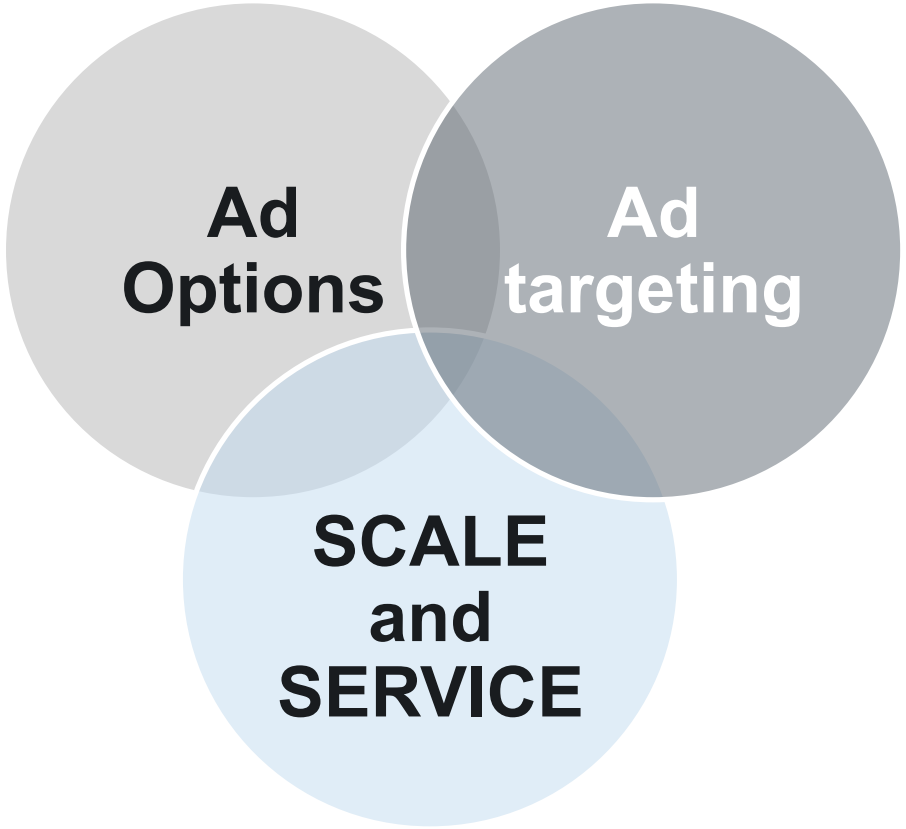
E-commerce also spends the highest (30 percent) on digital as a percentage of their overall ad spends. Telecom spends around 26 percent of their overall ad spends on digital media followed by BFSI, which spends 24 percent of their overall ad spends on digital media.

While FMCG has one of the highest contribution to the digital ad market, it spends the lowest proportion (7 percent) of its overall ad spends on digital media.

Advertiser Pull

Advertisers will want us when we can offer meaningful platform scale and smart targeting

From Branded content to custom publishing



Capturing data to ensure pincode, technology and preference targeting

Top 3 in the segment

Local Media has the scale and specificity to attract national ad budgets

	Video	Social	Display	Search
FMCG	35%	27%	24%	
Auto	25%		20%	25%
E-commerce	13%	25%	15%	42%
Retail	12%	37%	18%	27%
Consumer Durables		26%	18%	28%
Telecom	24%	34%	21%	17%
BFSI	12%	23%	26%	37%

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Custom Ad-models

- Users opting-in for three ads/coupons a week
- Targeted programamatic for specific use cases
- Custom Events in greater than 1 million neighbourhoods

The key categories that look for specific audience profiling

- Electronics and Software
- Auto
- BFSI
- Data and Telecom
- Government

Thank you. I'd love any feedback or questions.

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