

# THE CHANGING FACE OF MEDIA LANDSCAPE IN INDIA

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Orient Electric is part of the growing USD 16 billion Indian conglomerate CK Birla group. It offers a diverse selection of consumer electrical solutions including fans, home appliances, lighting and switchgear. An MBA in Marketing and a post graduate in Journalism and Mass-Com, Anshuman Chakravarty has over eighteen years' experience in branding and corporate communication and has led the communications functions of various national and international brands. He currently heads the communication function at Orient Electric.



**W**e are today knee deep in the era of digitisation and the way information and content is being consumed has changed profoundly. Getting the right message delivered to the right person

is in the right place at the right time is nothing less than the Holy Grail in this information age. Media is an imperative element of any communication strategy which helps brands communicate convincingly with their target audience which includes but is not limited to media analysts, policymakers and policy influencers and customers. With businesses becoming more complex with each passing day, organisations of all sizes are seeking media & allied services to take a holistic media approach, gain control of their public image, connect better with the target audiences, build a strong brand reputation, and improve RoIs in communication costs.

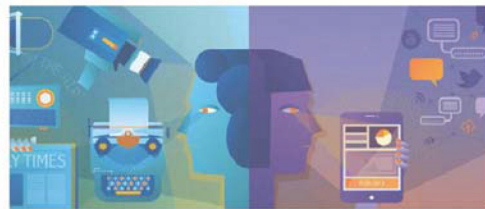
The Indian media industry has evolved drastically in the last decade with the arrival of new mediums and formats for content dissemination and consumption. The advances in technology, sweeping digital transformation and shifting demographics to millennials who are responsible for high level of media consumption has made media more complex and the task of media planning more challenging than ever before. This in turn is driving more and more brands to seek services from various agencies including advertising, media, PR, digital etc. which have comprehensive cross-sector expertise to capitalise on this disruption. Furthermore, one size doesn't fit all and in many cases, brands today have multiple agencies on-board to dedicatedly work on different areas such as digital communication, print media, TV advertising, mobile media, ORM, PR, online media buying, big data and advanced analytics. While the media landscape today offers great prospects to foster enduring connection with the audience, marketers must stay cautious of its complexity in order to reap the best benefits. On the receiving end, it is the Indian audience who has benefited largely due to this drastic media

transformation, as proliferation of choices has enabled them to access and consume information of their interests in the easiest way.

The increasing internet penetration and rise of social media has entirely redefined the role of media wherein they are embracing the power of digitisation and exploiting online mediums to develop successful communication plans for a brand. The emergence of new media vehicles like social media platforms and blogs have made it easier for the brands to reach out to the potential customers. Moreover, digital mediums offer significant insights into consumer behaviour and content consumption which further helps brands create better and effective communication plans using the right medium. Rapid digitisation, increasing penetration of broadband, affordable smartphones, and the ability to deliver content in regional languages will play a key role.

Having said so, I would strongly like to point out that this new digital shift doesn't mean a death sentence for the print media. Majority of Indian population still relies on newspapers and magazines for information. Moreover, India is a vast country with massive cultural and linguistic variations, regional media therefore has its own importance. Indian media has been experiencing continuous fragmentation for quite some time now as we can see new TV channels, print publications, radio channels and other mediums cropping up which cater to niche topics and audience. When it comes to advertising spends in India, TV advertising still leads the game followed by print and digital which is indicative of the fact that the traditional media is still delivering the results for the advertisers and it is here to stay.

Building a positive brand reputation in this ever-changing



The media spending in 2015 was estimated at Rs. 48,976 crores with TV having 45 percent of spending followed by print at 38 percent and digital at 9.5 percent. While TV ad spending has increased by 16 percent, digital clocked an impressive 37 percent growth and cinema was at 20 percent. Many traditional media outlets have also started to include the digital in their portfolio in order to keep up with the market trends and offer all-inclusive services to the clients. The explosive growth of m-commerce aided by increasing use of tablets and smartphones has led long-established media houses to launch their mobile apps to deliver content to the customers.

business landscape is no cakewalk. To make it happen, it is important for a brand to ensure that all critical touch points & media interfaces are identified, and the information is created and curated in the most efficient manner with the adapted media. This is why most Indian companies are hiring media consultants to put in place

the right communication plan in line with their respective business objectives. Whether its competition analysis, reputation management or engagement with stakeholders, an effective media consulting agency looks after each aspect of a brand's communication strategy. Every organization is vulnerable to unanticipated risks and difficulties which could cause serious damage to its reputation, therefore, it makes good sense to have a specialist media agency which can strategically manage your communications and help you get over the crisis while managing reputational challenges.

Indian media is going through an exciting phase wherein the industry professionals and leaders are using traditional media and digital media hand in hand to achieve their goals in a better and faster way. However, going forward, we will see the maximum growth in digital consumption thus adding to the overall media consumption. ■

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