



Indian Languages. Are There For All All The Time

English is a good foot note

CARAVAN *Alive* Womanisera **CHAMPAK**
 सरिता गृहशोभा चंपक मुक्ता सरस
 सुमन सौख्य कार्तिक सत्यकथा मनोहर कहानियाँ
 गृहशोभा चंपक सरस सरस गृहशोभा चंपक
 सरस गृहशोभा चंपक सरस सरस
 गृहशोभा चंपक सरस सरस सरस सरस
 सरस चंपक सरस सरस सरस सरस
 Highlights **CHAMPS** Highlights **Genies** **MOTORING**

ENTERTAINMENT AND
INFORMATION ARE
MOSTLY CONSUMED
IN INDIAN LANGUAGES ONLY

**COMMERCIAL CINEMA IS EXCLUSIVELY
IN INDIAN
LANGUAGES**

**AND POPULAR MUSIC AND RADIO ARE ALSO
PREDOMINANTLY
IN INDIAN LANGUAGES**

**TELEVISION
TOO IS
PRE-DOMINANTLY IN
INDIAN LANGUAGES**

KPMG DATA

Viewership

Hindi News :	33 %
Regional News :	3.6 %
English Entertainment :	1.19 %
English News :	0.1 %
Hindi Entertainment :	30 %
Region Entertainment :	18 %
Hindi Movies :	15 %
Regional Movies :	3.4 %

On TV, 98% of information and news is consumed
in Indian Languages

**AS PER IRS-2013
OUT OF 10 TOP
NEWSPAPERS**

**ENGLISH NEWSPAPER IS ONLY ON 7TH
PLACE**

SMALL TOWNS NOW
HAVE VIABLE
INDEPENDENT LANGUAGE DAILIES
OR
EDITIONS OF
MULTI STATE
MULTI LANGUAGE
MULTI CITY
NEWSPAPERS

IN 2012-13 HIGHEST NUMBER OF NEWSPAPERS AND PERIODICALS WERE REGISTERED AS COMPARED TO THE LAST DECADE.

AS OF MARCH 31,2013 THE FIGURES ARE:

NEWSPAPERS AND PERIODICALS REGISTERED

ENGLISH : 12,634

HINDI : 37891

GROWTH :8.4%

Source : INS

**THE LITERACY RATE IS GOING UP AND
MILLIONS ARE BEING ADDED TO THE NUMBER OF
LITERATES EVERY YEAR.**

**AFTER SCHOOLING AND HIGHER EDUCATION THEY
NEED GOOD STIMULATING MATERIAL TO READ AND
DEVELOP THEIR KNOWLEDGE.**

**MAGAZINES OF ALL KINDS AND ALL TYPES ARE
NEEDED AND THERE IS NO DEARTH OF READERS**

***PLEASE NOTE THAT MILLIONS WHO ARE
GETTING EDUCATED EVERY YEAR
MAY KNOW ENGLISH BUT
THEY ENJOY THEIR
MOTHER TONGUE***

***they converse and listen in mother tongue more than in
English***

HERE ARE SOME EXAMPLES OF NUMBERS IN UNDER GRADUATE AND PG DIPLOMAS STUDENTS ENROLLED CURRENTLY

State	UG	PG
Andhra Pradesh	2157338	4538
Chhatisgarh	257865	6194
Madhya Pradesh	1131787	70950
Punjab	491109	6216
Tamil Nadu	2011407	12540
Total	22554842	174445

Myth busters

Myth 1:

People are spending lesser time
reading magazines

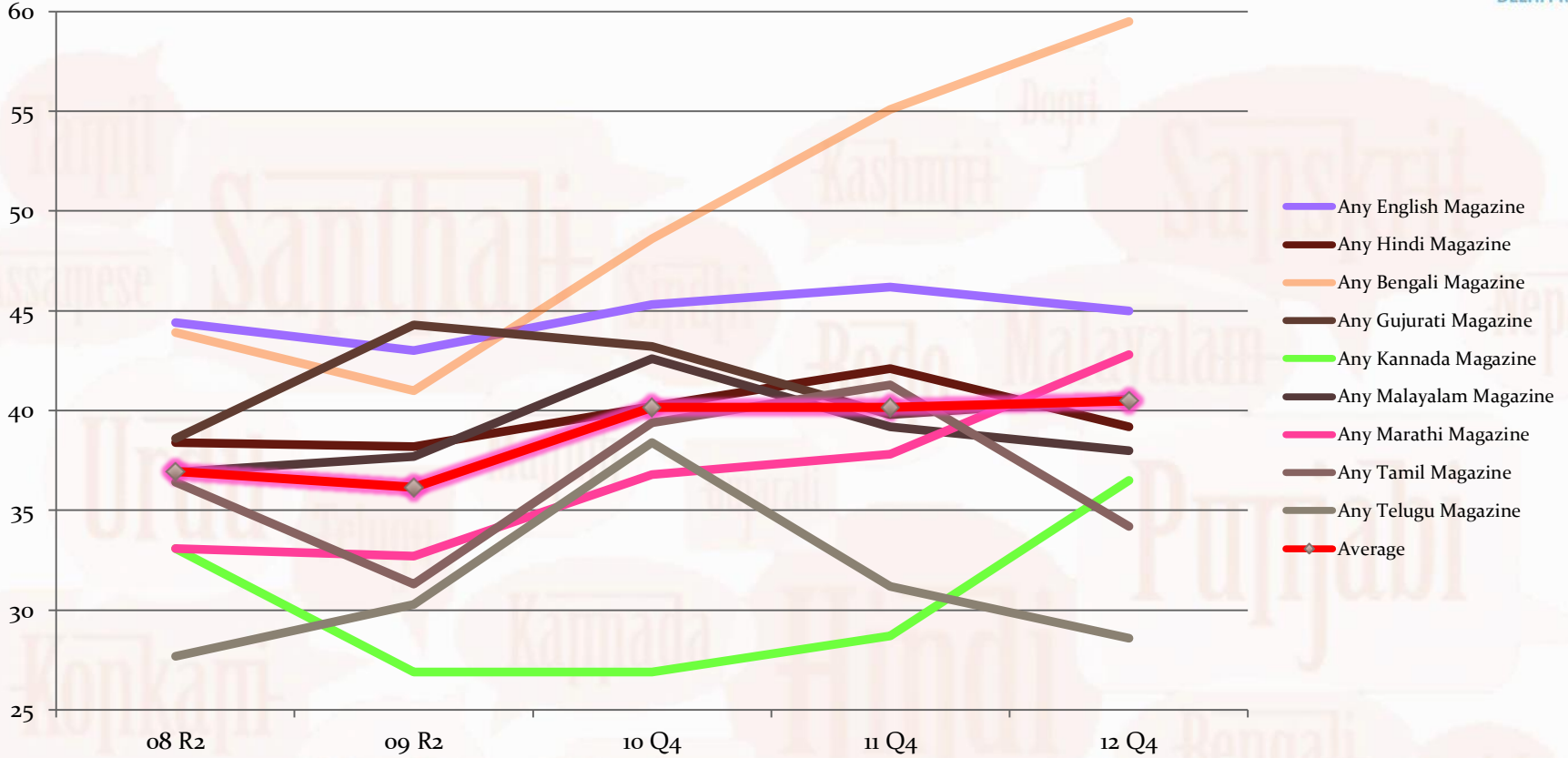
TRUTH: Time spent has increased

	12 Q4	11 Q4	10 Q4	09 R2	08 R2
Est. Individuals (000s)	913487	897151	881185	861922	842905
Any English Magazine	45.0	46.2	45.3	43.0	44.4
Any Hindi Magazine	39.2	42.1	40.2	38.2	38.4
Any Bengali Magazine	59.5	55.1	48.6	41.0	43.9
Any Gujurati Magazine	40.6	39.8	43.2	44.3	38.6
Any Kannada Magazine	36.5	28.7	26.9	26.9	33.1
Any Malayalam Magazine	38.0	39.2	42.6	37.7	36.9
Any Marathi Magazine	42.8	37.8	36.8	32.7	33.1
Any Tamil Magazine	34.2	41.3	39.4	31.3	36.4
Any Telugu Magazine	28.6	31.2	38.4	30.3	27.7
Average	36.9	36.2	40.2	40.2	40.5

Avg Time spent/ day in mins

In spite of proliferation of digital media, mushrooming of TV channels, and increased competition from cinema and radio, the time spent on magazines has increased

Source : IRS



- Average time has increased by 4 minutes per day
- Bangla and Marathi have increased by more than 20 percent
- Hindi, Gujarati, Kannada and Telegu have increased too

Source : IRS

Myth busters

Myth 2:

Magazines are the only media that
have been shrinking

TRUTH: All media is more fragmented and so less consumption

Channels	2010	2011	2012	2013	2014	Change	%
Colors Viacom18	484	370	371	383	384	-100	-21%
SONY	270	408	289	168	129	-141	-52%
Star Plus	476	441	407	422	403	-73	-15%
Z Zee TV	334	221	258	316	332	-2	-1%
Grand Total	1563	1440	1325	1289	1248	-315	-20%

Monthly GRPs for November Months for Prime Time: 8 PM to 11 PM

- GRPs for all four leading Hindi GECs have decreased over last four years
- Media consumption is becoming more fragmented and therefore each existing media has a shrinking pie

Source : TAM

Landscape of language readership in print

347.80 Million readers of all publications

204.00 Million Hindi

16.80 M English Dailies

OUT OF WHICH

33 % women

53 % Hindi

360 million persons can read

However when we talk of print, especially magazines, we reverse our outlook and give secondary importance to the medium that 98% of population is more comfortable communicating in

MAGAZINES GIVE
A FAR MORE DEEPER
SATISFACTION TO READERS
AND ADVERTISERS

INDIAN LANGUAGES
MAGAZINES ARE
FACING CHALLENGES
BUT NOT OF
EXISTENCE OR
RELEVANCY

ADVERTISING REVENUES WERE RARELY CONSIDERED SERIOUSLY BY MAGAZINE PUBLISHERS

**INDIAN LANGUAGE
MAGAZINES COVER LARGER AREA
THAN
NEWSPAPERS**

**THESE ARE MORE
CONVINCING THAN TELEVISION**

**INDIAN LANGUAGES
MAGAZINES
OCCUPY 9 PLACES OUT OF 10
AS PER IRS-2013**

**INDIAN LANGUAGES ARE THE
MEDIUM OF COMMUNICATION**

**INDIAN LANGUAGE MAGAZINES
ARE NOW
MORE GLOSSY
MORE RELEVANT
MORE READER FRIENDLY
AND
MORE ADVERTISER FRIENDLY**

MAGAZINES VS NEWS PAPERS

“..In India, the growth trends in circulation and readership are specially strong in Indian language sectors of the press, led by Hindi. But the buoyancy and implications of this development need not be exaggerated as it comes on the back of extreme ***under pricing of cover prices*** and dumping of hundreds of thousands of copies that go straight to the raddi market...”

N.Ram_ Paper presented in *Indian History Congress*

DISTRIBUTION IS THE MAIN CHALLENGE

IN THE DAYS OF HOME DELIVERY
FROM PIZZA HUT AND
DESIGNER MADE-TO-FIT DRESSES
MAGAZINES HAVE TO BE
PICKED UP FROM STANDS

DISTRIBUTION INNOVATION IS THE NEED OF THE HOUR

DOOR TO DOOR DISTRIBUTION OF MAGAZINES

MAGAZINE VENDING MACHINES

DELHI PRESS MAGAZINES
36 TITLES
IN
10 LANGUAGES

