

MEDIA REVIEW

REWIND

Call it the meeting of the spirits or the minds. The media review 2008 had it all. For the first time, the Advertising Club Bombay changed its format in presenting the annual Media Review, by bringing-in 4 specialists in their profession, to present a perspective of the year gone by and a view of the future. Solus takes you through the highlights of these presentations, to share insights from Lynn DeSouze, Vikram Sakhuj, Shashi Sinha and Sam Balsara. The highlight of the evening was the brilliant moderating by Sanjay Behl, whose analysis and observations made for a great evening...

Lynn D'Souza, TV & Radio

- TV has grown in viewership, new eyeballs, channels & advertising secondage.
- Fragmentation huge in Television.
- Time is critical to us today. Lots to do and very little time to do it. Short formats will, therefore, rule.
- We want to be entertained all the time in everything that we do.
- We are no longer truly and only Indian. We are global and appreciate global.

- Universal appeal. There is universality of Indian viewing that is happening.
- IPL has been the tiger last year.
- Radio is the other cub, which is growing alarmingly.

Vikram Sakhuj, Ambient & Sponsorship.

- Premium properties to get more premium.
- Sponsorship and premium ambient only to break clutter will become an increasingly expensive proposition.



The Media Review this year was indeed remarkable. It was wonderful to hear 5 media stalwarts - Lynn de Souza, Vikram Sakhuj, Shashi Sinha, Ravi Kiran and Sam Balsara each one a league of their own, present their view on the future of the Industry.

While Lynn spoke about the changing scenario in television viewing and radio, Vikram delved deeper on the significance of ambient media. As Shashi Sinha diligently explained that the opportunity areas for print lie in smaller towns and in embracing digital media, Ravi Kiran too emphasized on Digital media being 'The Thing'. Lastly, Sam Balsara

elaborated on the pressing issues that needed to be tackled for the industry to reach new heights.

This issue of Solus encapsulates all the knowledge shared by these experts along with a photo gallery of the evening. The audience too came out enlightened on future trends as is evident from their comments which

are also covered in this issue.

Happy Reading!

BHASKAR DAS
Editor
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- ⊙ Focus on key values that need to be built and take long-term positions in sponsorships and exploit those values.
- ⊙ Activation of properties will be the key. If you spend Rs. 100 in acquiring a property, be prepared to spend Rs. 70 activating it. Activation is now scalable since the value chain is now consolidated.
- ⊙ Huge opportunity in out-of-home screens and the specific requirement is of less than 10 seconds TVCM's.
- ⊙ Media agencies can open up 1500 crore of new revenues if they focus on ground sponsorships or activation.
- ⊙ There is a pressing need for more measurement.

Shashi Sinha, Print

- ⊙ Small town youth is the new face of the print consumer. Marketers can leverage print uniquely to forge a connect. Young people and small towns will be the focus. With the emergence of Hindi and other languages, better realization will create the need to develop better products.
- ⊙ Embrace digital revolution to forge stronger points for the medium and, thus, advertisers as well. Digital will, however, not replace print in any manner. It will just aid and abet growth of print. Micro marketing, micro targeting and engagement will be buzz words for the future.
- ⊙ Need for publishers to grow and drive subscription revenues across the board.

Ravi Kiran, Digital

- ⊙ Digital is not one of the things that we do. It is THE THING.

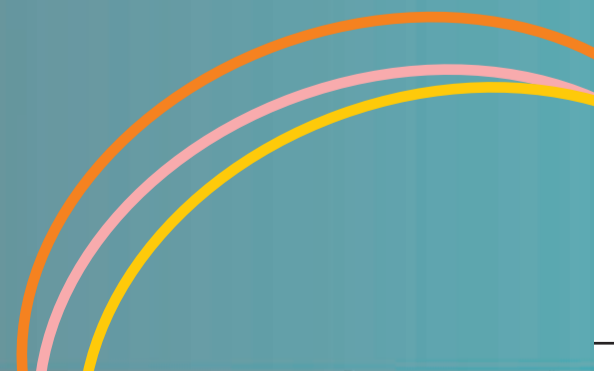
- ⊙ Things are happening every day in digital.
- ⊙ 20% more advertisers have started using this medium.
- ⊙ Market size, pegged at 500 crore this year, to increase to 1000 crore by 2009.
- ⊙ Digital beers, winks, handshakes, cakes and balloons the order with people.
- ⊙ More example of mobile advertising being used last year than collectively in the last 3 years.
- ⊙ Marketers and advertisers are learning to integrate digital with non digital rather than treat it as a separate entity.
- ⊙ Either people don't know what to expect with the medium or they expect too much.
- ⊙ A digital medium should not be converted into a direct sales medium. Expectations should be realistic.
- ⊙ Use the medium for its best utility. Do not kill the medium by over demanding. Don't try to measure everything.

Sam Balsara, Industry issues

- ⊙ Rating System - Adoption of a client credit and process rating system that allows to access the clients records and ability to adhere to payment deadlines either due to cash flow or process issues. This job can be outsourced to an external ratings agency which can provide two sets of data based on the advertiser's ability to pay and the other based on the advertiser's track record on their payments to agencies and media owners.
- ⊙ Insurance - Group insurance on bad

debts and late payments. Identify an insurance company, who for a 20 crore premium would insure the 20,000 crore industry.

- ⊙ Monitoring - AAAI should take the initiative of monitoring and recording a client's track record with respect to payments to agencies and agencies to media owners.
- ⊙ Digitization - Virtual absence of digitization of commercial processes with media owners and advertisers. All RO's issued to channels should only be in the digital format. Bills received from media owners should be accepted only in the digital format and bills to advertisers in the digital format.
- ⊙ Talent - Agencies should take a closer look at managing human skill sets and traits to a defined set of skills for each job at each level in the media agency. Hiring mass produced MBA's for all departments in the agency cannot be a sustainable solution. Talent should be brought across industries. Agencies should also recognize that a certain amount of experience is necessary before a professional can offer meaningful advice to a client.
- ⊙ Media Owners - While it is tempting to imagine that life would be easier without the media agency, it is the media agency that evangelizes their ventures, new titles, channels projects and shows to the advertiser. The agency provides thorough analysis, data and confidence to the advertiser that the project is worthwhile to invest in. Media agencies also offer a wide reach of advertisers across the country to the media houses. Media agency has also become a convenient collection agency and a favorite whipping boy of the media owners.





Feedback

Monica Tata, Vice President, Advertising Sales & Networks, India & South Asia, Turner International India Pvt. Ltd.



I think the media review this time was fantastic! Not only was there an impressive list of panelists but what each of them spoke was very insightful. Media scenario is getting so exciting and challenging that when you hear media gurus talk about their perspective on the winds of change, it sure adds value! From Lynn's tiger trail to Vikram's analytical perspective on ambient space to Shashi's undying belief that print still rocks to Ravi's take on the "netgen" and how people today are sending winks to beers on mail to Sam's to the point and straight from the heart view on some of the industry issues gnawing him... made the whole session very worth the time I spent there!

Anurag Batra, Editor-in-Chief and Publisher Exchange4media Group



Media Review has evolved like the Indian Media sector. Like the Indian Media sector which has multiplicity of media, Media Review had multiple thought leaders engaging a different sector. It was very enjoyable for a student of media like me. The speakers were top notch. To take it to the next level, Media Review needs to do two things - call younger leaders and also more clients.

Sujoy Ghosh, Dy. Director - The Times Group



I thought the Media Review was a coup of sorts getting 5 master practitioner to share the same platform and indulge in some crystal ball gazing of the future trends in every medium whether emergent, emerging or mature . Very well moderated by Sanjay, I must say. Lynn in search of the endangered species, while Vikram, Shashi, Ravi and inimitable Sam all willing to catch the tiger by the tail.

Raj Nayak, CEO, NDTV Media Limited



Without any prejudice, I must admit that the Media Review this year, in my opinion, was one of the best... Each speaker had their own style & presented really interesting insights from TV to print , OOH & Digital Media... Sanjay Behl did a great job of moderating the event & playing the devils advocate from the clients point of view...

For once we did not have anyone plugging their own organization. I personally feel such high quality content should not be restricted to just a few people & the club needs to organize it on a larger scale. If the entry price had been kept at say 200 rupees as against 1200 rupees, I felt it would have attracted a lot more youngsters who would have benefited big time from such an exposure. Also, I would like to see the Media Review move to other markets as well, so that people in other cities too have an opportunity to watch & listen to the Media Gurus.

Sundeep Nagpal, Director, Strategem Media



The Media Review event is fast becoming a matter of tradition with the Ad club, and why not? In fact, the idea of multiple speakers (which was tried for the first time) was welcomed. But, on the flip side, and as a natural consequence, the difference in the presentation styles of the speakers seemed to leave a sort of a void, about what the future holds in store for the media industry. One would have welcomed deeper insights and predictions. Nevertheless, one hopes that the re-iteration of some industry related issues (such as the need for better measurement), will perhaps be the catalyst in translating this to reality.

Devendra Deshpande, VP-MediaE2E





Excellent forum and it was exciting to witness the thought leaders of the media industry coming together and exchanging thoughts and ideas on the future. Thoroughly enjoyed Vikram Sukhuja and Ravi Kiran speaking on ambient media and the digital revolution. Shashi Sinha's insights on print media and its continued dominance were thought provoking.

V C Kumar, AVP - Mktg., The New Indian Express Group



It was a much better affair over the previous year's Review. The perspectives presented did justice to huge reputations of the distinguished panel. Ms. Lynn's safari to locate the biggest of all Media Cats was hilarious & told us that how good she is in creativity & in putting across communications. Mr. Shashi Sinha's viewpoints was apt enough - for an eagerly awaiting all media in general & print medium in particular. Very insightful was the analysis by Mr. Vikram Sakhuja on OOH (& BTL) - it would remove AAH & OUCH, for media planners doing a Media Mix. A momentary debate between Mr. Sam Balsara and Mr. Sanjay really ignited every mind present there. That was the time I felt that a dignitary from MEDIA side would have made "the end" even better.

Kalpana Rao, Consultant



It was a great experience listening to the senior media professionals give their analysis on the current media scene. It was also heartening to hear them air their views frankly! Thrilled to see the large audience, but was disappointed to see that senior people from the creative agencies were missing.

Laxmi Shetty, Senior Vice President, Zee Entertainment Enterprise Ltd.



We all know about the dynamism in the media land-scape... But, amidst all this chaos and disruption in the environment, the media review helped identify the key insights & trends across the entire media spectrum that have the potential to determine the future course of media, thereby stimulating us into focusing our efforts on leveraging the opportunities they present.

Mayank Agarwal, Vice President, MediaE2E



Excellent choice of speakers. The theme was well chosen. The format where each speaker took up a medium was effective. Found Vikram Sakhuja's presentation on Ambient Media and Ravi Kiran's presentation on Digital Media to be very insightful and, importantly, actionable. I feel the Media Review should be held more often, say

every three or six months instead of one year.

Suchitra Sengupta, Asst Vice President, Times of India



Media Review this time around was refreshingly different, both in terms of format & theme. Lynn had a very impressive presentation & was bang on when she concluded that 'short formats will rule television & that sheer entertainment works'. Vikram's presentation on Ambient Media was enlightening & extremely comprehensive. Shashi was magical [and I am being partial since he spoke in favour of print] when he spoke of the five trends in print & the emerging segments & how niche publications will deliver a more targeted audience. Truly, 'Long live print'. Ravi was highly entertaining in his inimitable style & did a brilliant job of analyzing what's going right & what's not going right in the Digital Industry. Last, but, not the least, Sam was like Nostradamus... He couldn't have been more sincere when he spoke of the issues faced by the Industry especially the ones faced by Media Agencies. Overall Media Review this year was truly unstoppable in terms of putting things in perspective. Hope we manage to sustain the excitement this one has created in future as well.