

Print Media

Is It Dying in India Too?

The Indian scenario

- Print media in India recorded a 5.8 per cent growth in 2014-15
- 5,817 new publications got registered during FY 14-15, taking the total number up to 105,443
- Over 77,600 newspapers
- **Oops! It's a Growing Industry**

What Wikipedia will tell you...

India has more than 70,000 newspapers and over 690 satellite channels (more than 80 are news channels) and is the biggest newspaper market in the world - over 100 million copies sold each day. The first **Indian media** were established in the late 18th century with **print media** started in 1780.

[Media of India - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Media_of_India)

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What's WRONG with India?

- Growth in population—especially young population
- Industrial liberalisation setting the path for economic and per-capita growth
- A culture that values knowledge and education—and sees it as the best path to growth in economic and social status
- Growth in knowledge-driven industries and jobs, such as IT Software, Embedded Systems, KPOs, BPOs, etc
- Growth in demand for education and setting up of educational institutions
- High growth in literacy thanks to education drive by Central & State governments

What are the OTHER factors?

- Low cover prices
- Higher advertisement spends by clients in India
- Dependence of Indian media is much lower on classified ads—as compared to the West
- Foreign direct investments (FDI) permitted in print media except few genre

Don't believe us?

You should NOT. We are biased. But here's what PwC reported in 2013...

Growth of Indian Print Media Industry 2009-2013

In Rs. billion	2008	2009	2010	2011	2012	2013	CAGR 2009-13
Newspaper Publishing	140.7	146.4	154.8	166.5	178.1	184.8	5.6%
Magazine Publishing	21.0	22.1	23.4	24.9	27.0	28.8	6.5%
Print Industry Advertising	103.5	111.5	122.5	133.8	145.5	152.0	8.0%
Print Industry Circulation	58.3	57.0	55.7	57.6	59.6	61.6	1.1%

Source: Industry estimates and PwC analysis

But that's 2013 data...

You got us there. But, here's what the FICCI-KPMG report stated in 2015...

Market size

Print media market

INR billion	2010	2011	2012	2013	2014	Growth in 2014	2015P	2016P	2017P	2018P	2019P	CAGR (2014-2019P)
Advertising revenue	126	139	150	163	176	8.5%	193	212	233	255	280	9.7%
Circulation revenue	67	69	75	81	87	7.9%	92	95	99	103	107	4.2%
Total print market	193	209	224	243	263	8.3%	284	307	332	358	387	8.0%

Source: FICCI-KPMG Indian Media & Entertainment Industry Report 2015

But that's for news-papers...

Good point. But, growth is there for niche magazines too...

“An evident trend of niche magazines gaining traction among readers is being observed over the last few years.”

SOURCE: FICCI-KPMG Indian Media & Entertainment Industry Report 2015

What About the Future?

FICCI-KPMG 2015 report goes on to state...

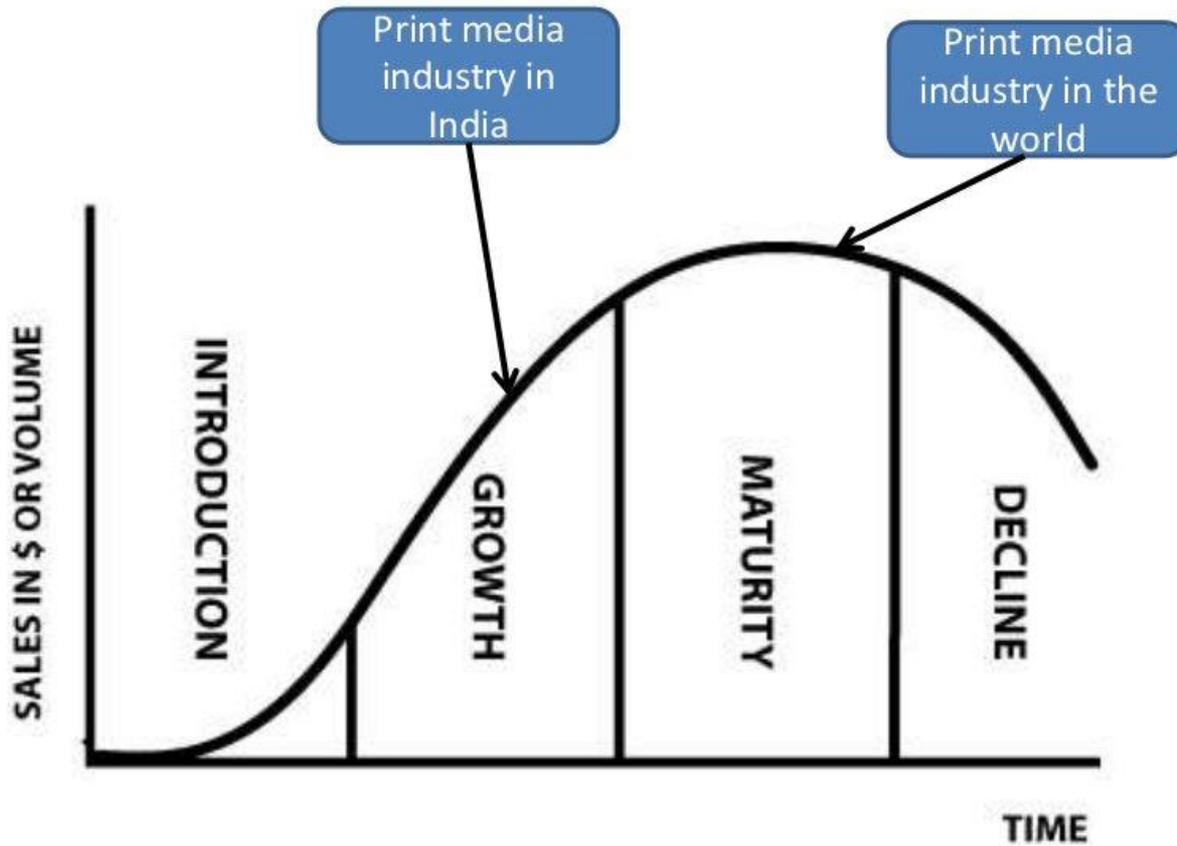
“Going forward, as internet penetration increases across India, print companies could tap into the opportunity to distribute content to a wider audience group and generate higher revenue through additional ad inventory. Based on the logic that users follow news headlines via digital apps but turn to print for an in-depth reading, there is limited potential for cannibalisation between traditional print and digital media as long as traditional media recognises this and shifts gear towards analysis and detail.”

But is EFY using Digital Tech?

Errrr.... we are all about Digital Technology.
We were the first ones amongst print publishers in India to:

- Launch a website in 1996
- Accept Online subscriptions in 2000
- Launch digital edition in 2008
- Launch social media communities in 2011
- Launch apps in 2012
- Introduce Interactive Response through tie-up with ALIVE app in 2015

Putting it 'simply'....





"Incredible India"—ain't it?

THANK YOU