



# 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%
<b>Total print market</b>	<b>193</b>	<b>209</b>	<b>224</b>	<b>243</b>	<b>263</b>	<b>8.3%</b>	<b>284</b>	<b>307</b>	<b>332</b>	<b>358</b>	<b>387</b>	<b>8.0%</b>

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...

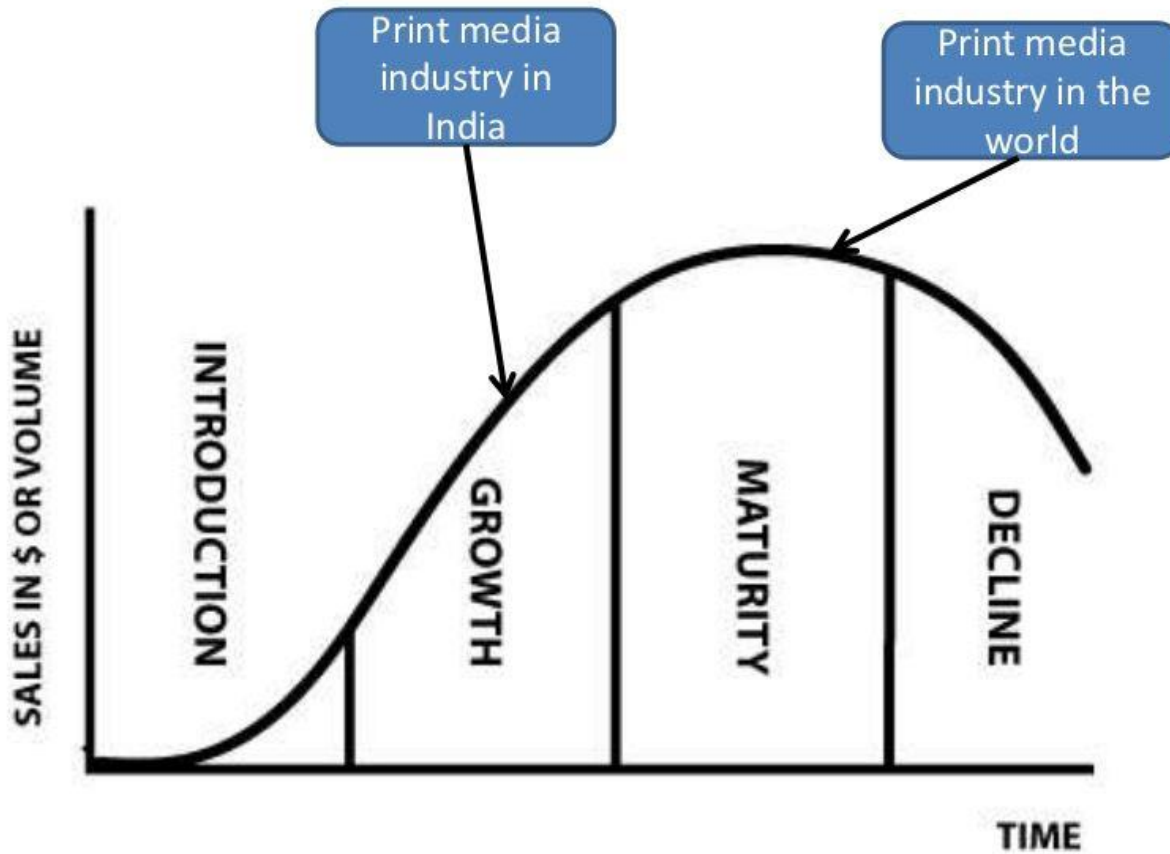
“Going forward, as internet penetration increases across India, print companies could tap into the opportunity to distribute content to a wider audience group and generate higher revenue through additional ad inventory. Based on the logic that users follow news headlines via digital apps but turn to 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**