



+ NEWS

+ APPS

+ EDUCATION

+ BLOGS



VIDEOS +

HEALTH +

E COMM +

MUSIC +

India now has the 2nd largest internet user base after China
India also the fastest growing in the world

Conquered peaks



Mt 300 mn



Mt 200 mn



Mt 100 mn



Mt 10 mn

To be scaled



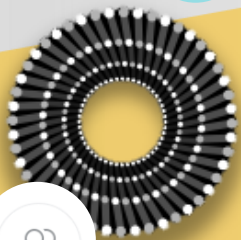
China Peak
640 mn

500 mn 
Expected by 2017

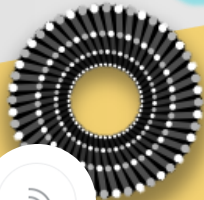




319 mn
Internet subscribers



109 mn
Broadband subscribers



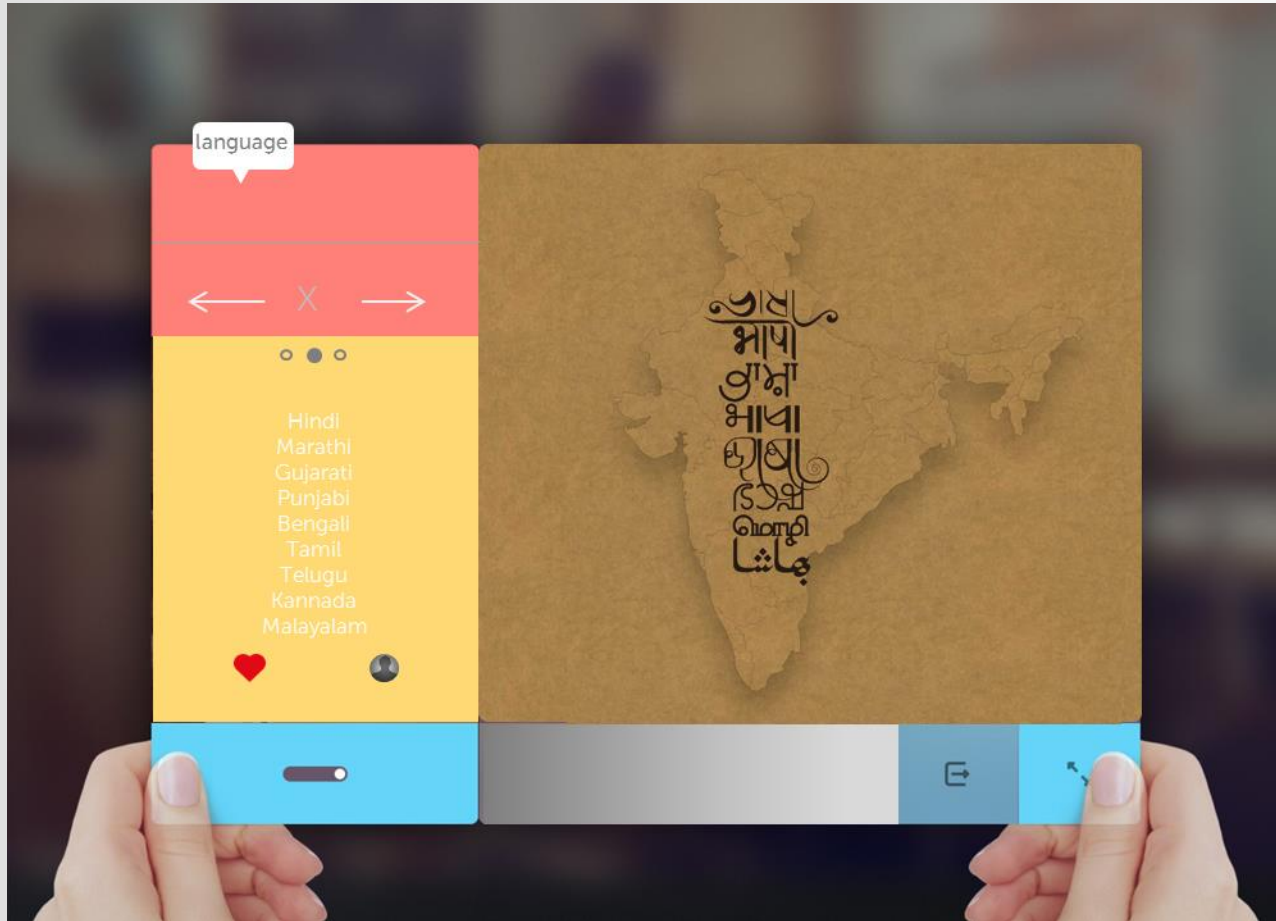
37%
annual growth



25.4 Internet users/100 population
Spending 201 min/day



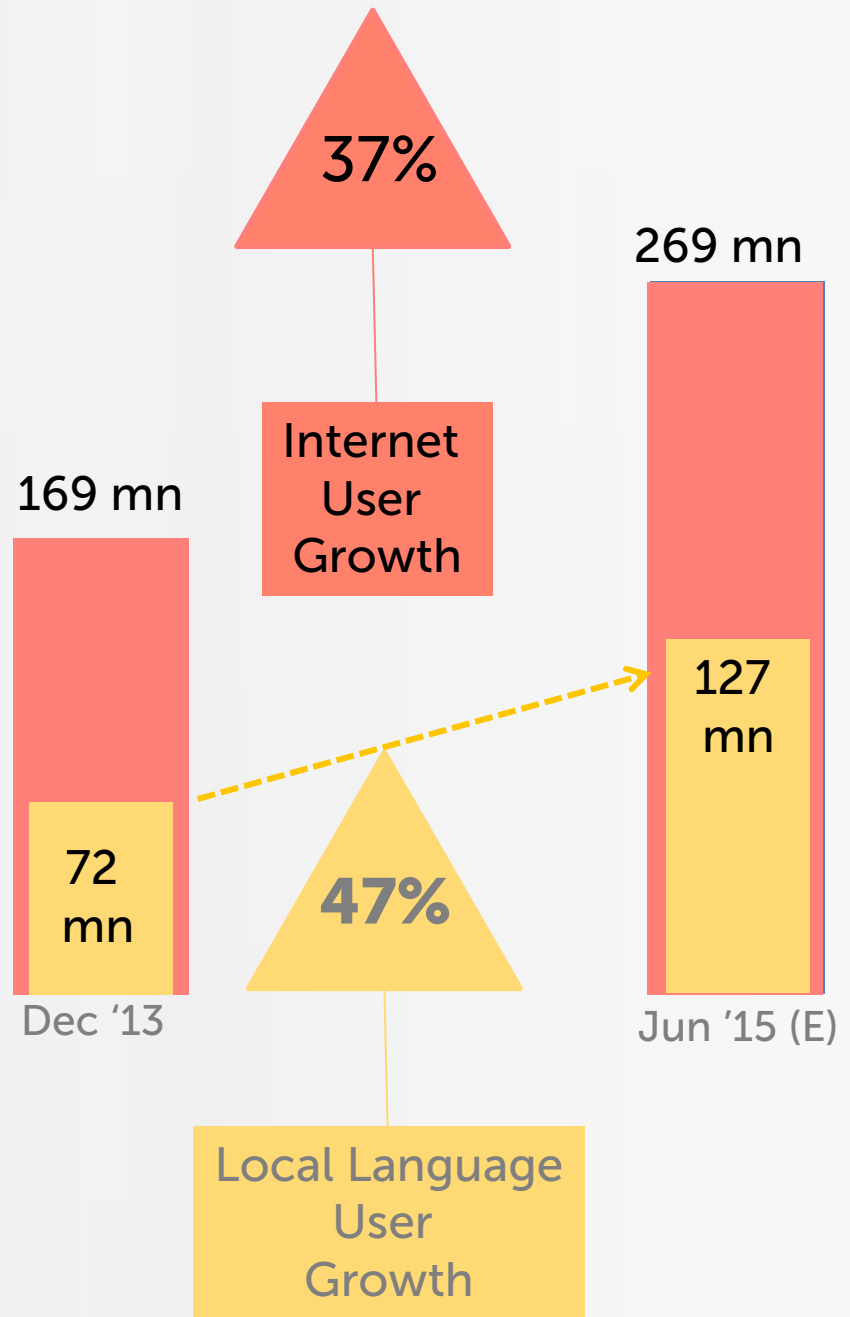
India internet story will be driven by languages



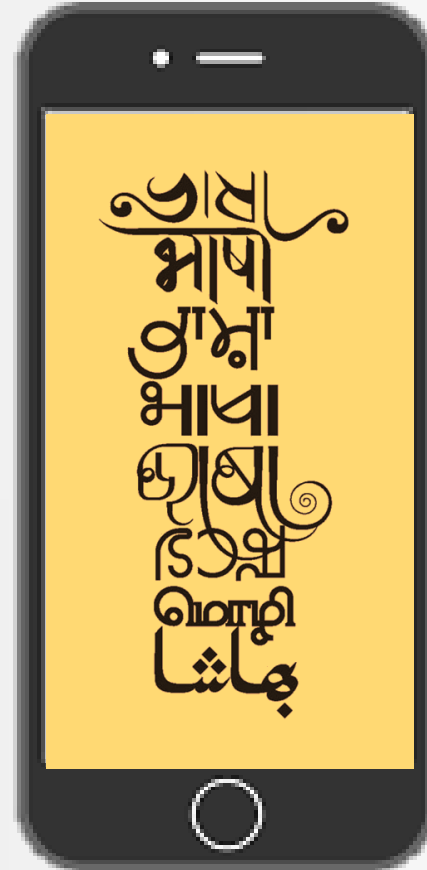
88%

Indians are
non English
Speakers

Local Language Users growing At a faster rate than Overall Internet Users

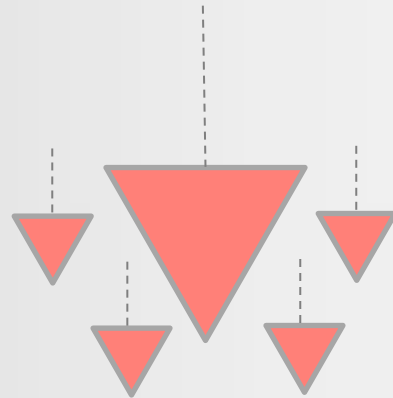


Increase in local language content on Internet will result a growth of 39% in the current Internet user base



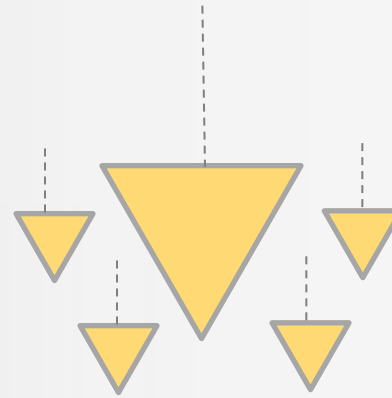
Local Language Internet Users

80 mn
urban



Growing at
51%
yoy

47 mn
rural

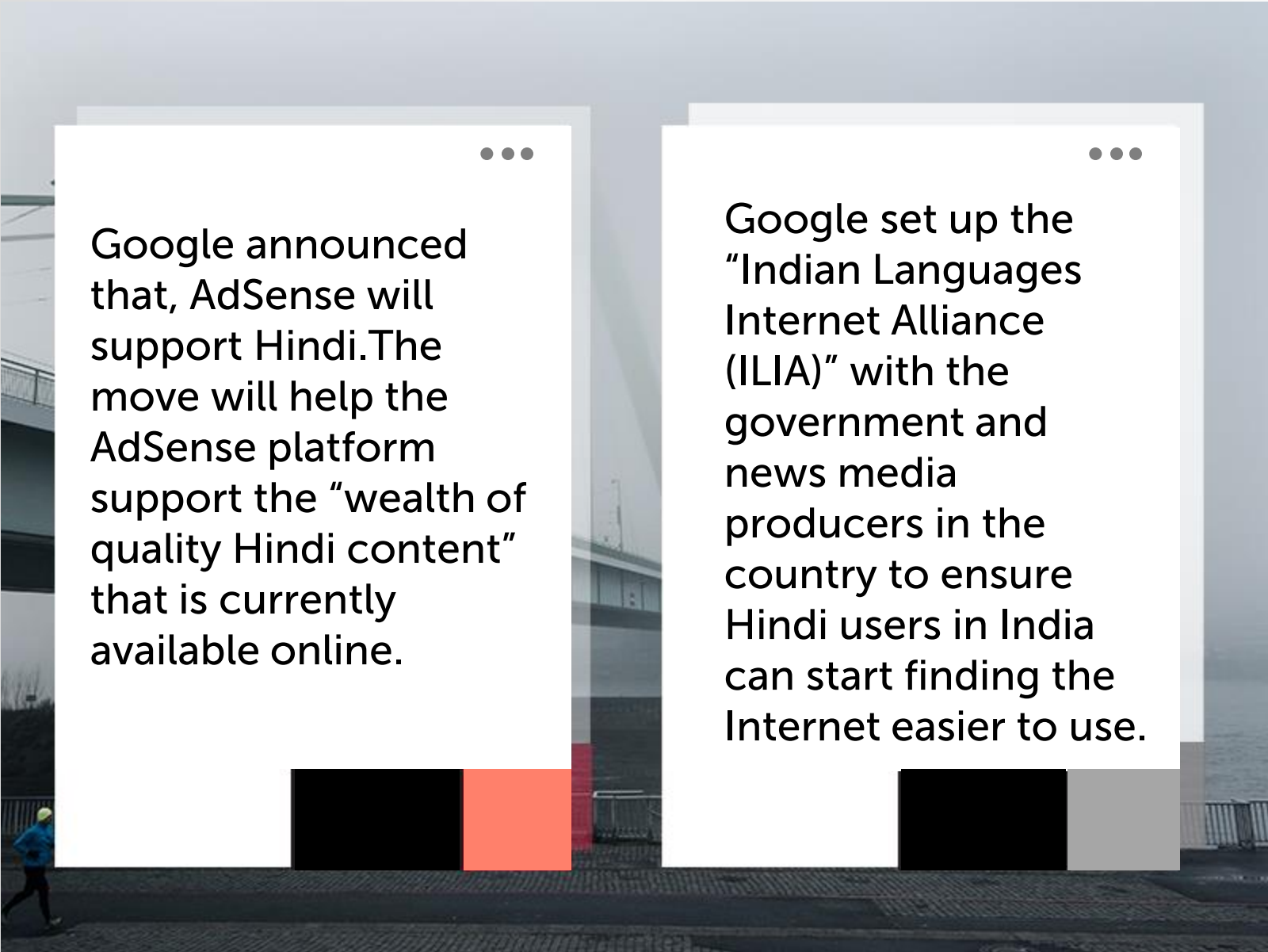


Growing at
41%
yoy



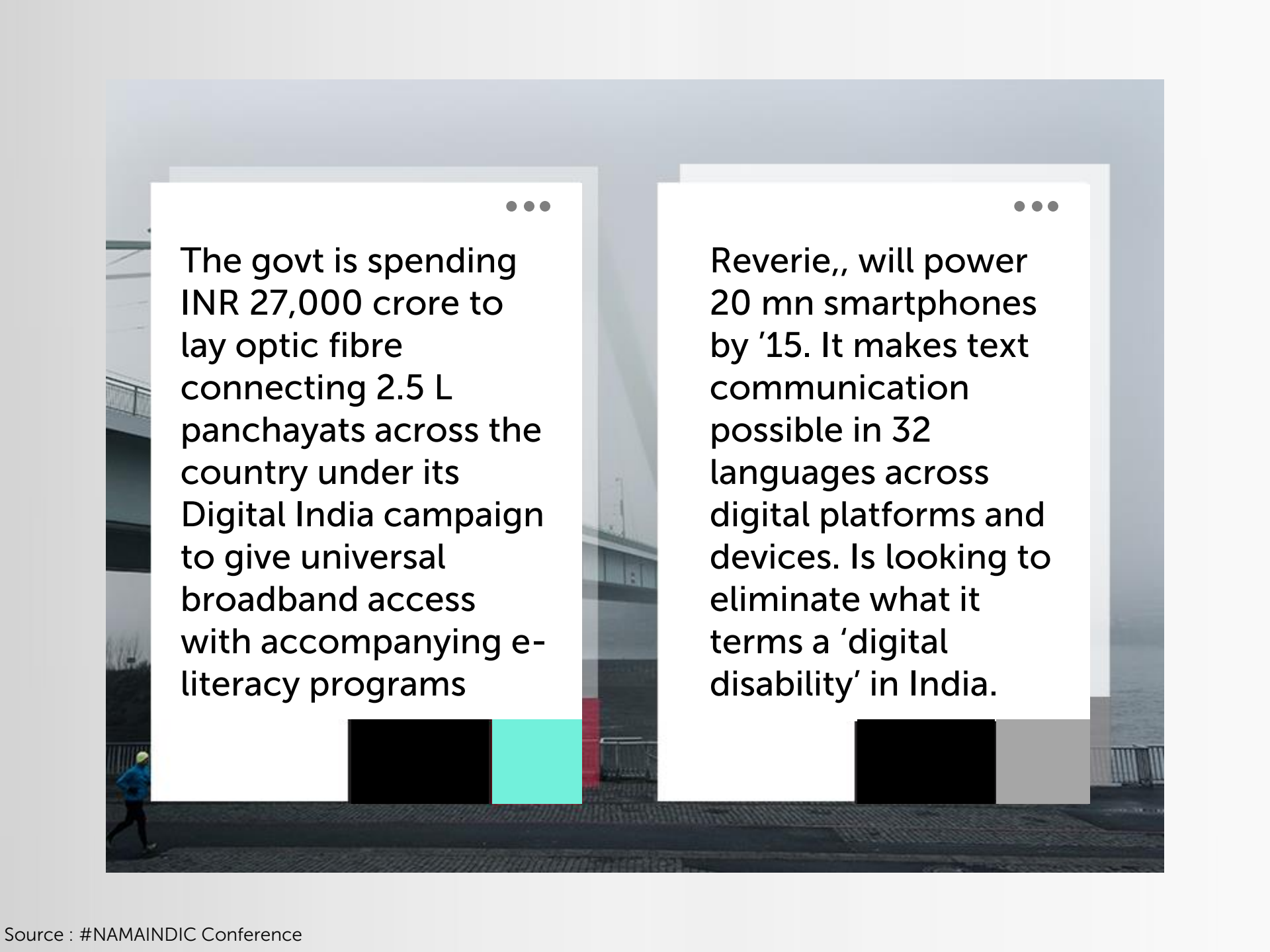
Hindi is driving regional content consumption in India. Google India states that Hindi content consumption on Internet is growing at 94%, re-emphasizing the importance of focusing on local language content

Vuclip, the leading premium mobile video on demand (VOD) service for emerging markets stated that 78% of Vuclip viewers in India have shown preference to watching content in their native language




Google announced that, AdSense will support Hindi. The move will help the AdSense platform support the “wealth of quality Hindi content” that is currently available online.

Google set up the “Indian Languages Internet Alliance (ILIA)” with the government and news media producers in the country to ensure Hindi users in India can start finding the Internet easier to use.



•••

The govt is spending INR 27,000 crore to lay optic fibre connecting 2.5 L panchayats across the country under its Digital India campaign to give universal broadband access with accompanying e-literacy programs

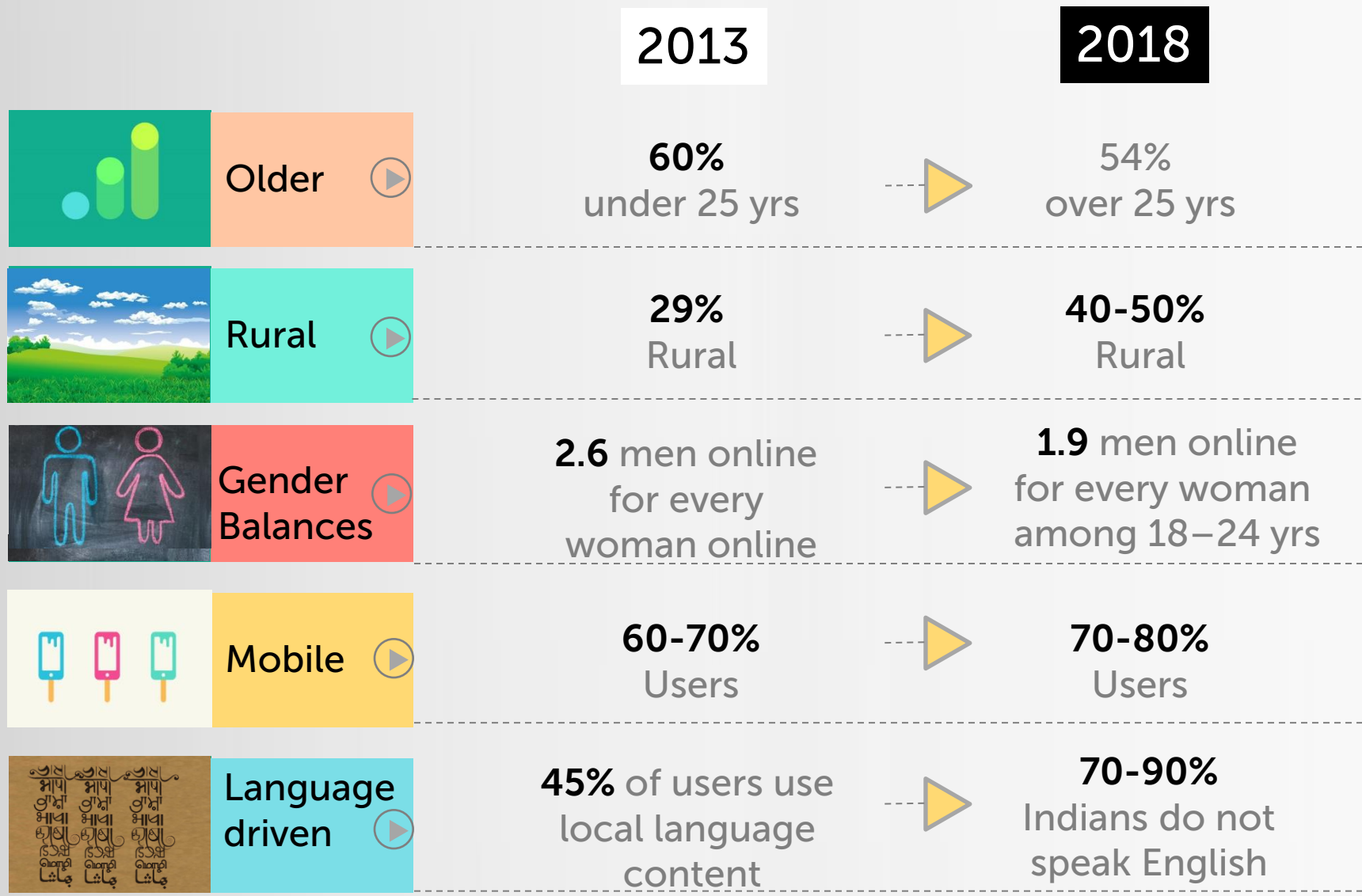


•••

Reverie,, will power 20 mn smartphones by '15. It makes text communication possible in 32 languages across digital platforms and devices. Is looking to eliminate what it terms a 'digital disability' in India.



By 2018 Internet Population Will be Older, More Rural, More Gender Balanced , More Mobile, and More Language oriented



Source : IAMAI-BCG Report, Nov '14



Fast digitization, social websites and modern devices have created opportunities for new generations to explore the huge "Bazaar" (Market) available for the nation's language -Hindi

Narendra Modi at 10th World Hindi Conference, Sep'15



“

To help make web content more useful for Indians, many of whom don't speak English, we launched the Indian Language Internet Alliance last year to foster more local language content, and have built greater local language support into our products—including Hindi Voice Search, an improved Hindi keyboard and support for seven Indian languages with the latest versions of Android.....

Sundar Pichai, Googleblogs

”

“

“...many of the next 100 to 200 million Indians who come online won't speak English. So, we have been working with 30 partners on the Indian Language Internet Alliance to make the web more useful to Indian language speakers

Rajan Anandan, Google

”

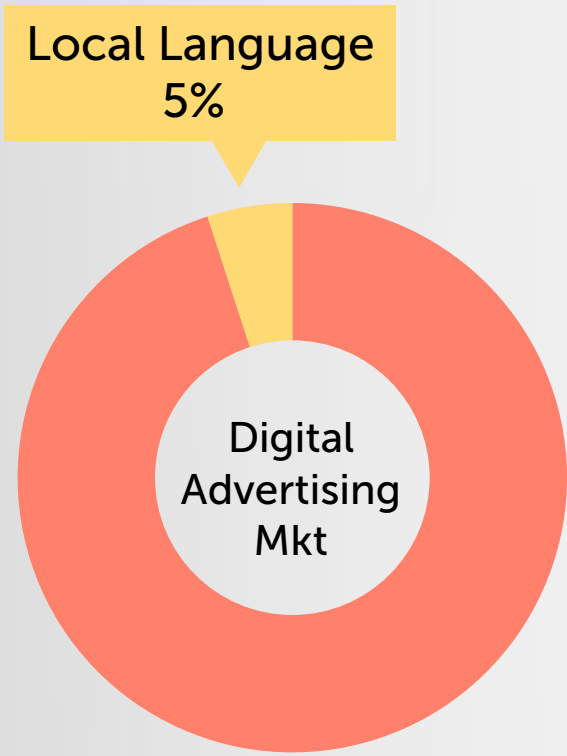
“

For any app that introduces a vernacular language version, the local language user base becomes 25-30 per cent of the total users. The engagement duration time goes up by 40 per cent. One of our customers even witnessed two million additional downloads in a month after introducing a local language interface

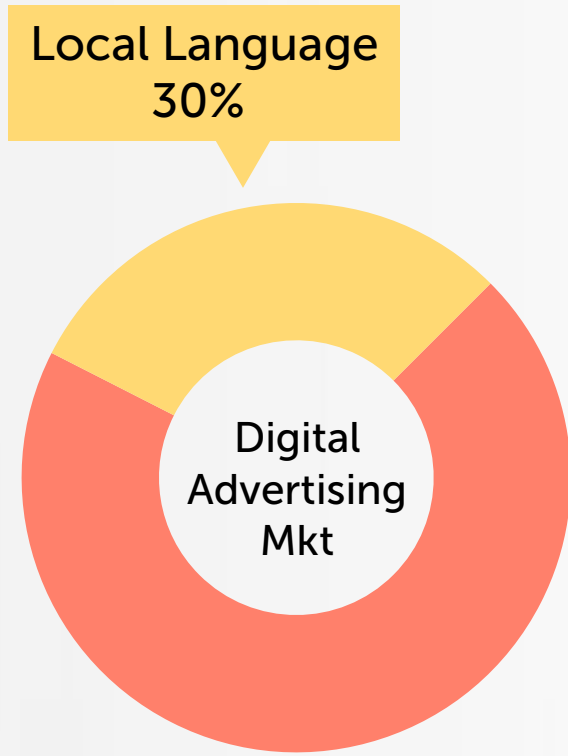
Arvind Pani, co-founder and CEO,
Reverie Language Technologies

”

Share of digital advertising in local language to go up from 5% to 30% by 2020

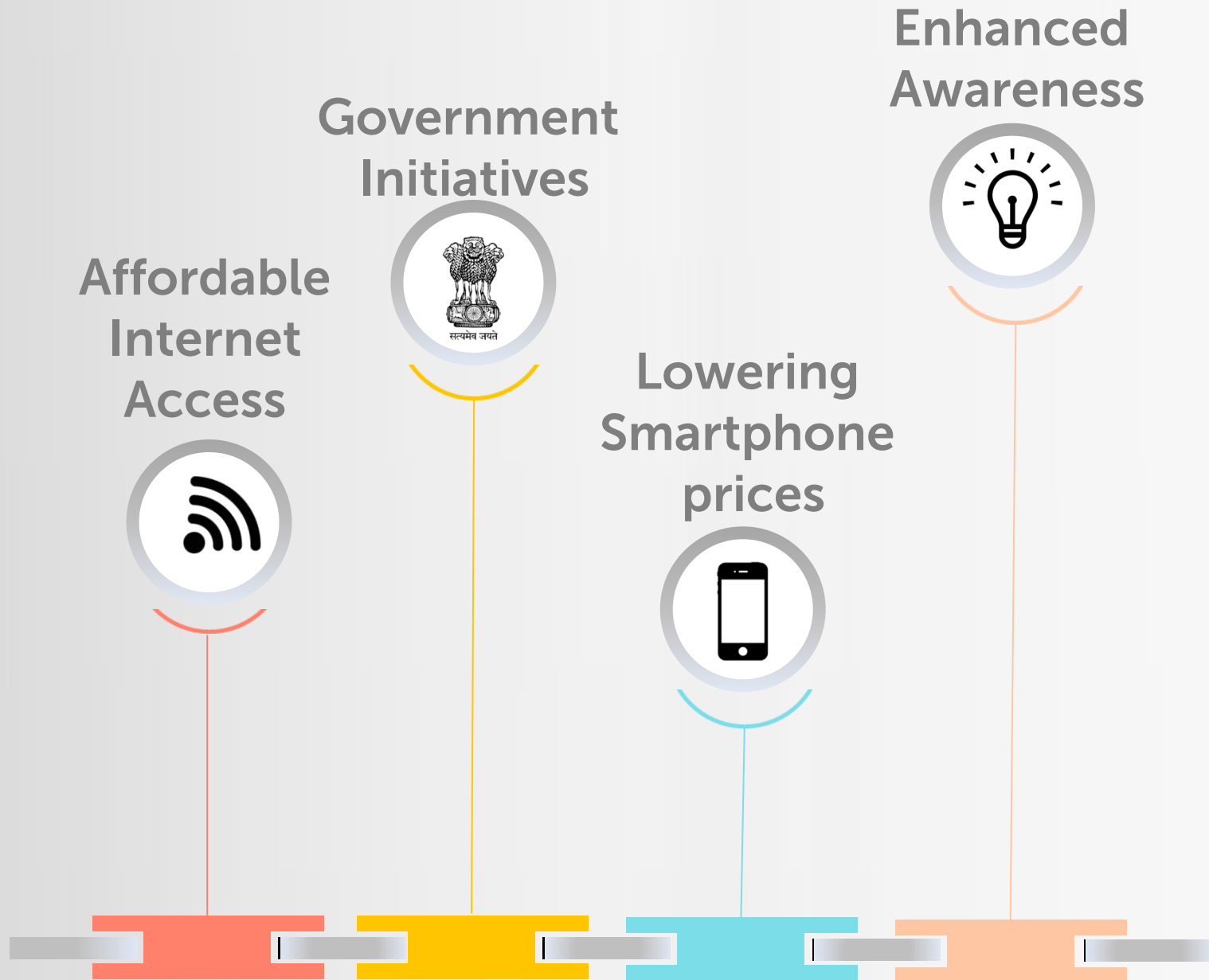


June 2015



2020 Est

Key drivers of local language content in India



CONTENT



COMMERCE





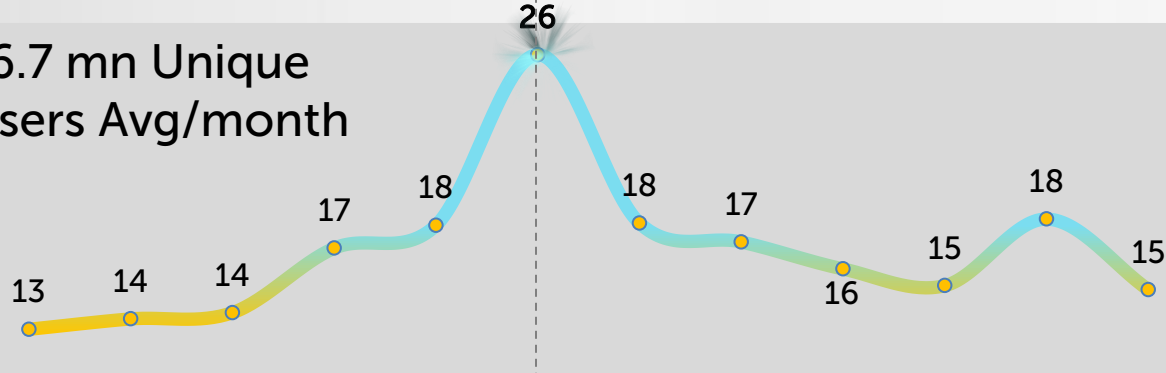
30%
70%

78% in
15-34 yrs



Dec 14 Jan 15 Feb 15 Mar 15 Apr 15 **May 15** Jun 15 Jul 15 Aug 15 Sep 15 Oct 15 Nov 15

16.7 mn Unique Users Avg/month



Rank

5

news

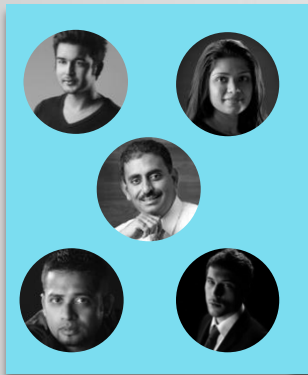
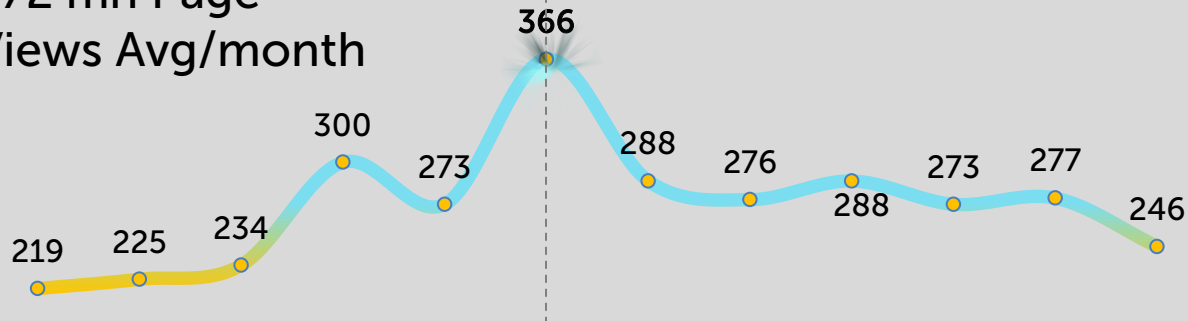
1

education

2

health

272 mn Page Views Avg/month

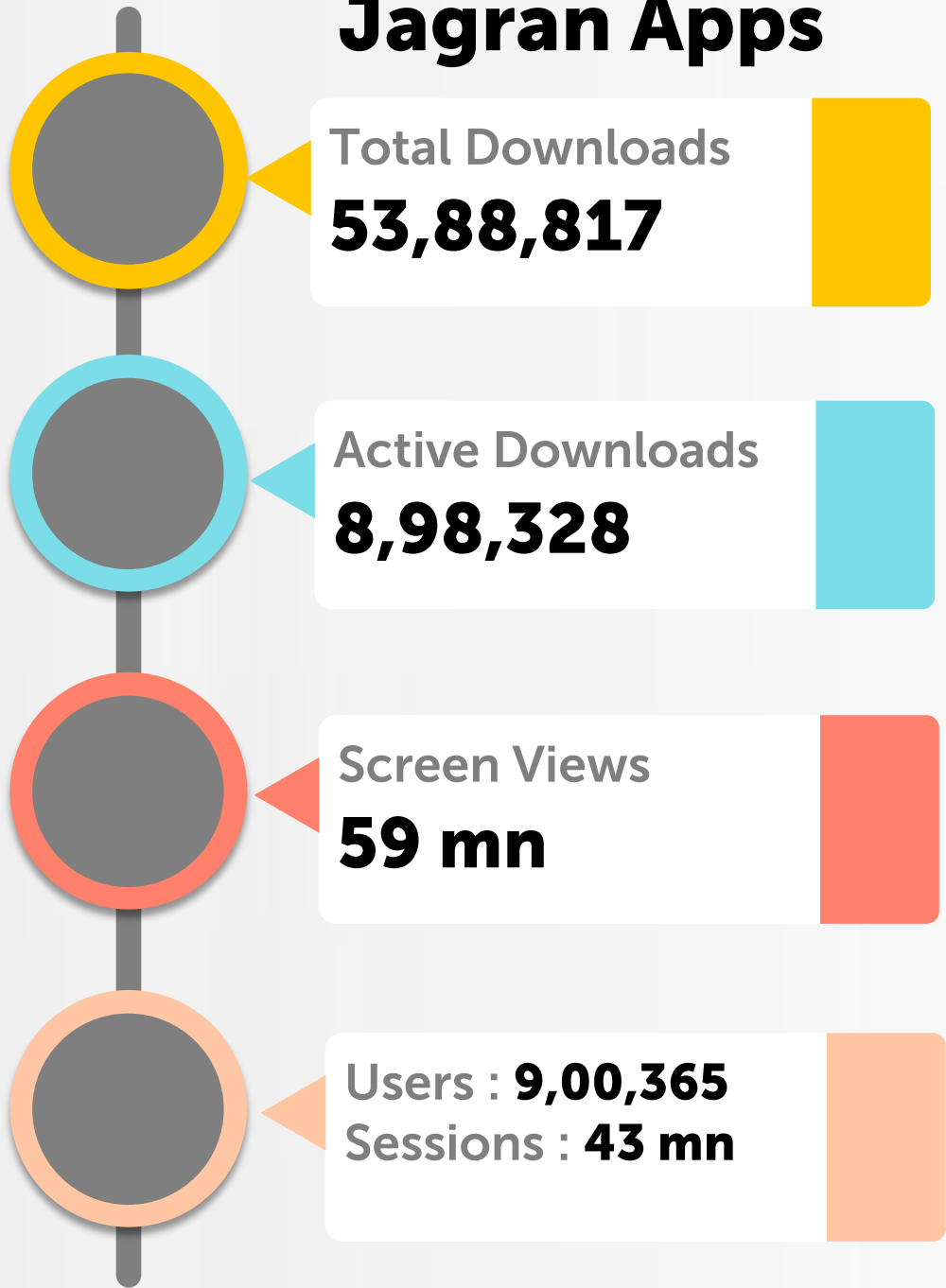


980 mn: Mobile Subscribers

170 mn : Smartphones



Jagran Apps



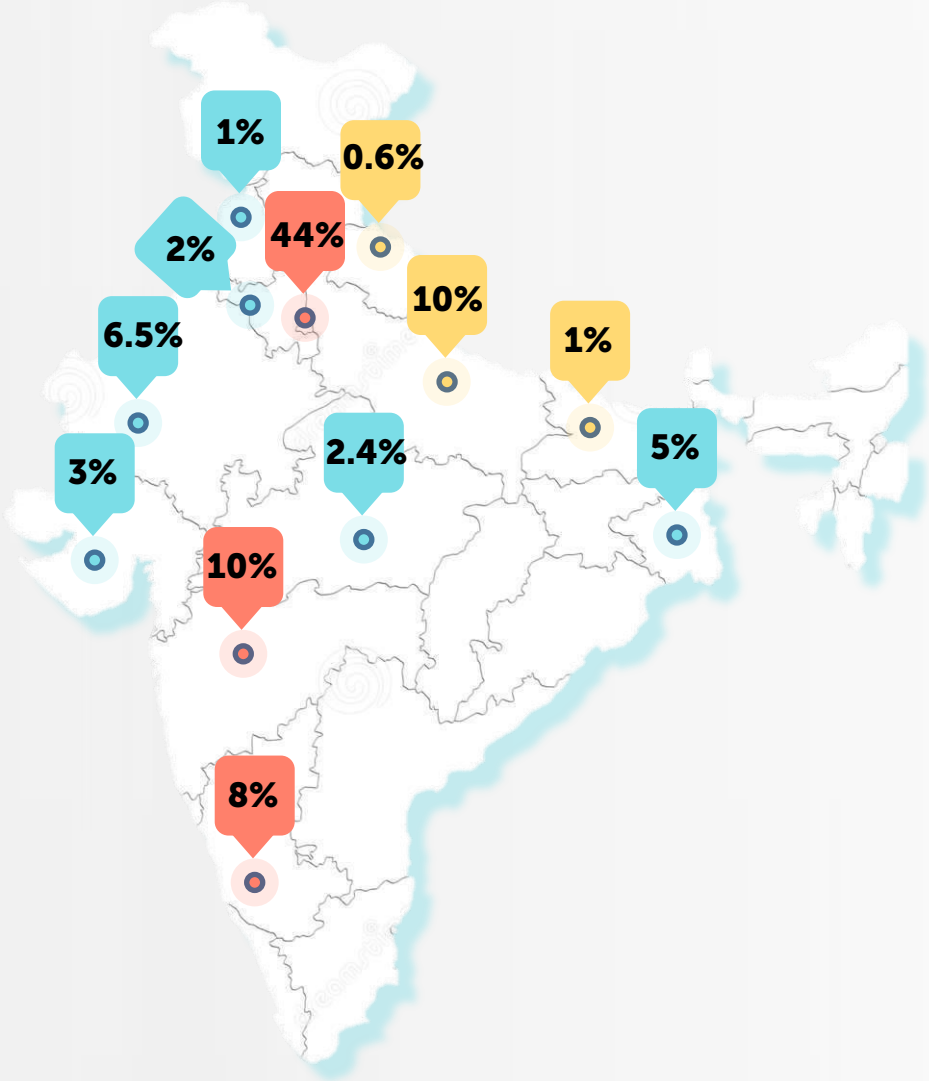
Source : TRAI Indicator Report Jun '15, Informa, Internet Trends 2014 – Code Conference – KPCB, Google Analytics Nov '15,

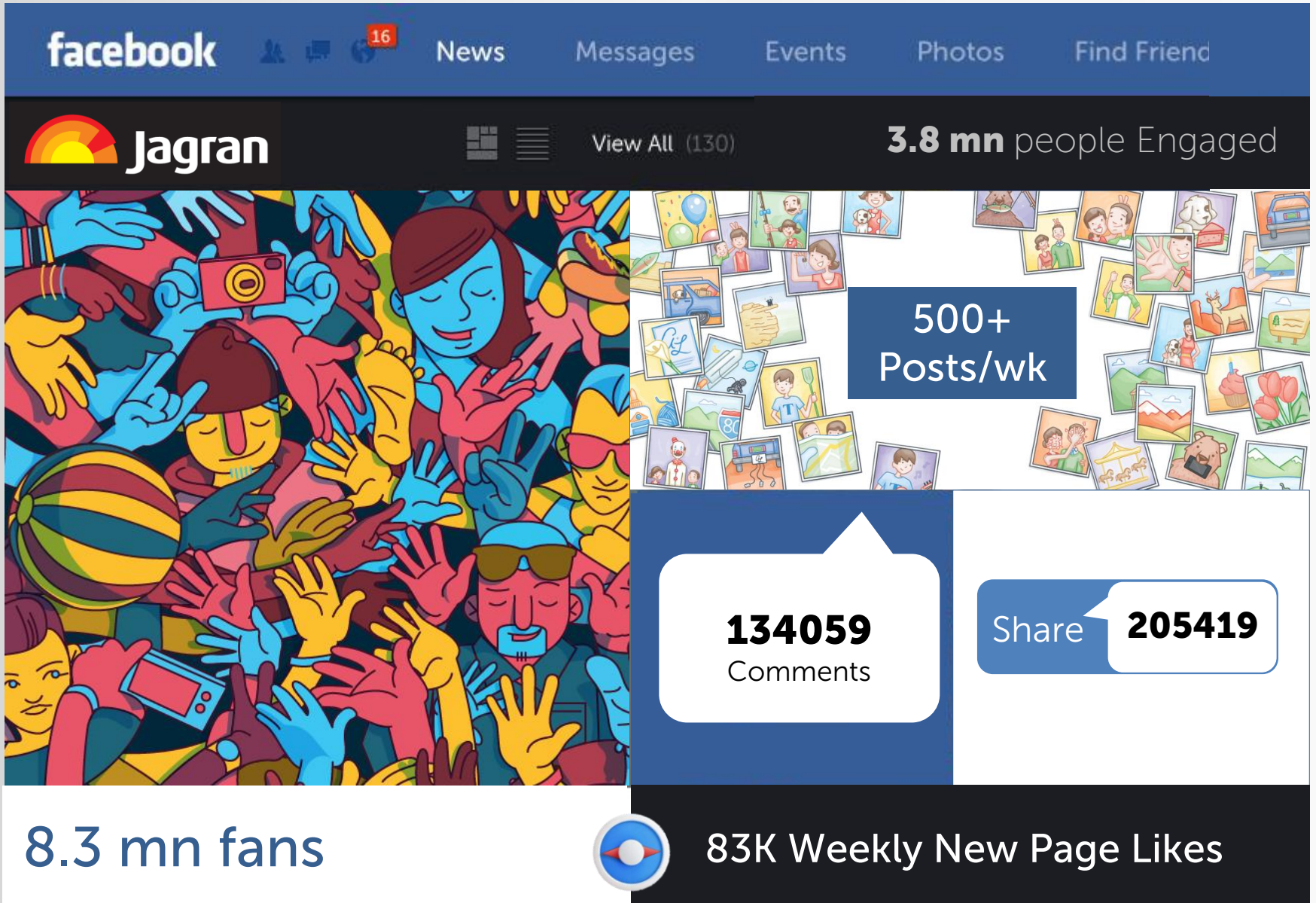
Currently our top 3 Markets UP, Bihar and UKD forms only 11.8% of our total sessions

Our Primary Traffic is from Delhi, Maharashtra and Karnataka where the internet penetration has already peaked and reaching to a saturation level.

The next Go To markets are UP and Bihar . Jagran would naturally be benefitted from the internet growth in these markets.

Jagran Audience breakup by Session







8.11.15 : Bihar Election Results Counting Day

The image shows a video player interface with a dark theme. At the top, there's a title bar that says "Play Settings". Below it, there are several icons: a list icon, a play button (highlighted with a blue circle), a keyboard icon with 'K', a camera icon, and an up arrow icon. The main content area displays two statistics in yellow text: "Page Views : 9,80,000" and "Unique Users : 4,20,000". At the bottom, there's a video control bar with a progress indicator showing "00:30:15 / 01:20:00", a play button (highlighted with a blue circle), a volume slider, and icons for full screen, camera, and share.

78000 concurrent users



May-June 2015 : Board Exam Results for 10th/12th Grade

Play Settings

- 233 mn page views
- 33 mn + users
- No.1 in Google search for all Board Result keywords
- 23 Board results declared

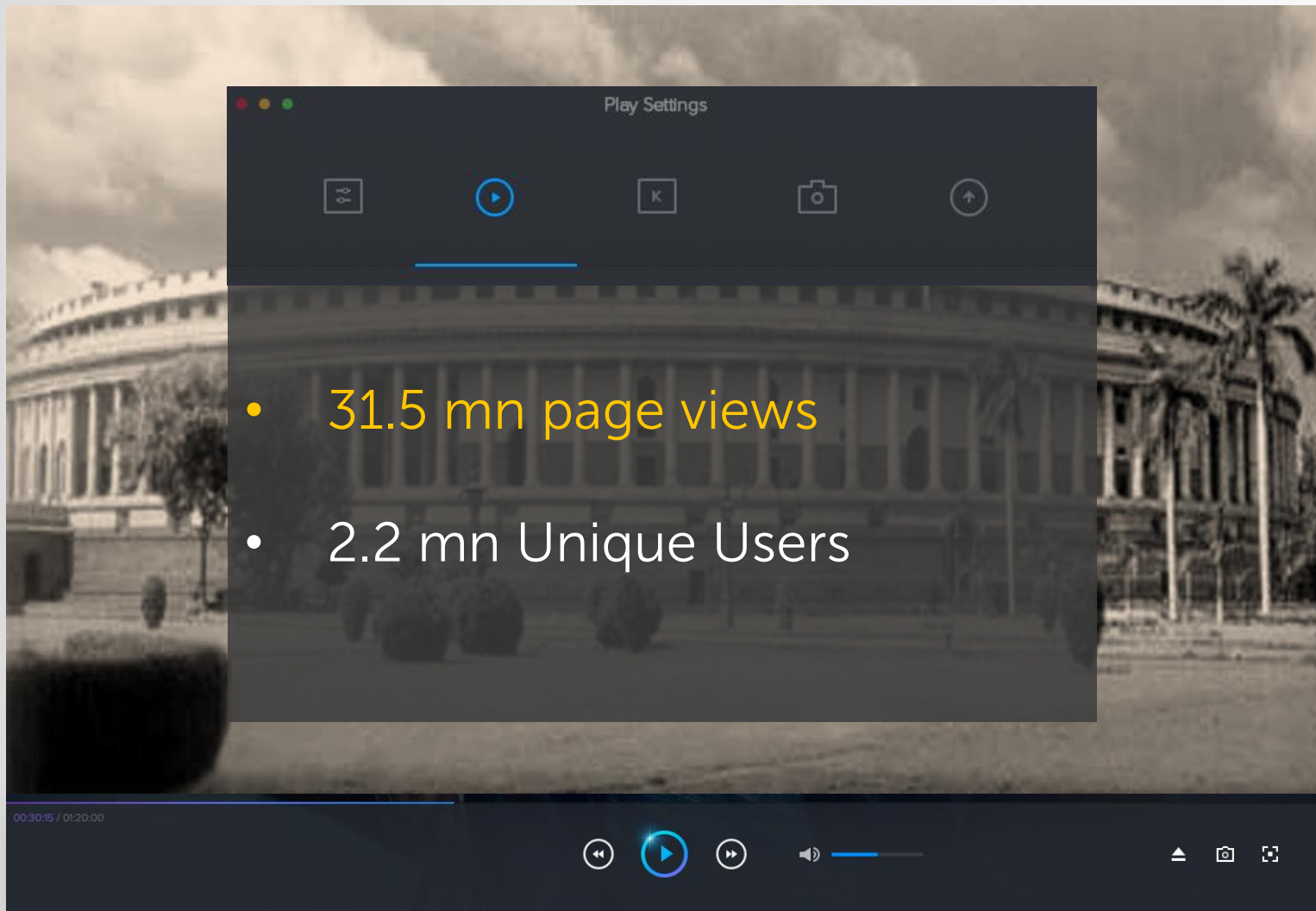
4704064087	5403010561	5503030516	5803070592	1305010176	1505010155	2005010216	3506050630	3706032234	3906010170	6107131048	6607050758	6707051239
4704072559	5403010684	5503030530	5803070569	1305010235	1505010156	2005010422	3506050630	3706032266	3906021596	6107151068	6607050858	6707051268
4704072567	5403010693	5503030539	5803070594	1305010313	1505010174	2005050487	3506050642	3706032266	3906021596	6107151068	6607050858	6707051269
4704072584	5403010802	5503030540	5803070617	1305010408	1505010209	2005050502	3506050672	3706032291	3906030320	6207010077	6607050887	6707051272
	5403010837	5503030502	5803070598	1305010442	1505010276	2005050558	3506050680	3706032339	3906030477	6207010087	6607050941	6707051282

00:30:15 / 01:20:00

1,70,617 Highest Realtime User Traffic



May 2014 : Loksabha Results



1,38,165 concurrent users

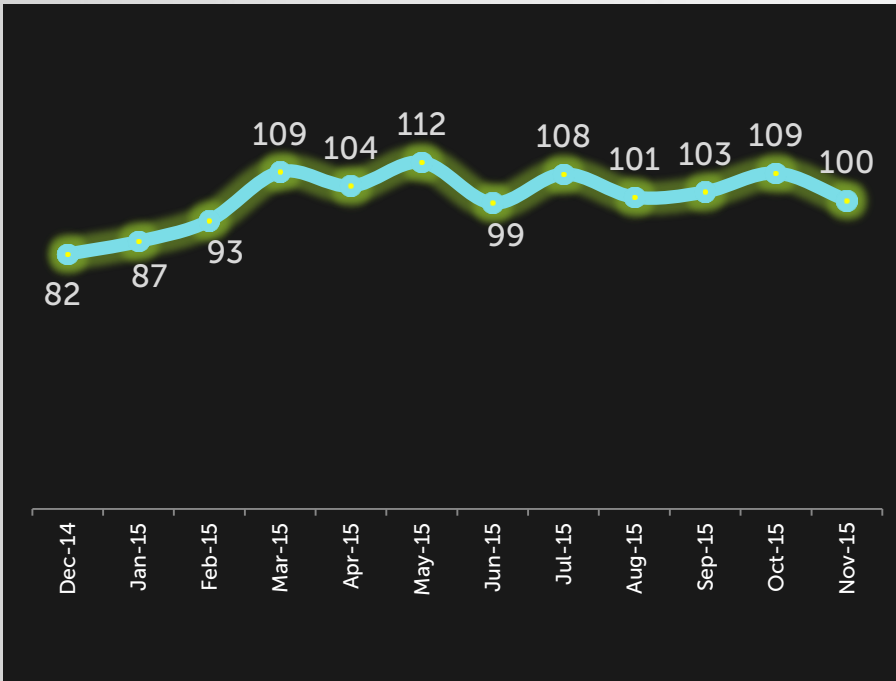
entertainment



UV
13.3 mn

Jagran

PV
15.6 mn



An average of 101 mn unique visitors on News & Information

Top sites on News/Info

UV

Nov'15



Times of India

45.3
mn



India.com

23.4
mn



NDTV

20.7
mn



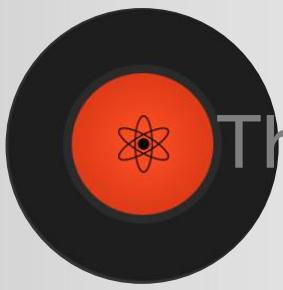
India Today

15.2
mn



Jagran

15.0
mn



The importance of Education & Health in India

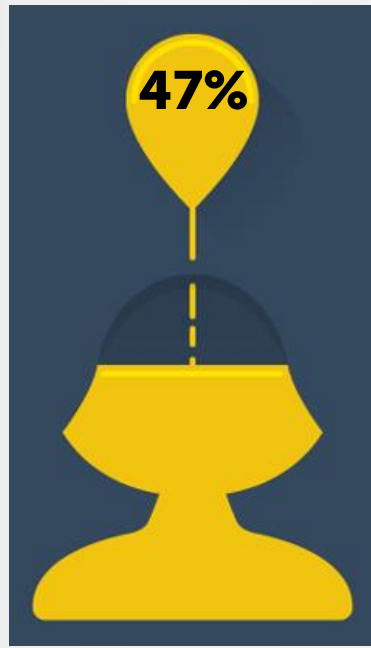
On a scale of 1 to 10, how important is _____ to you personally.
Percentage of people saying "10 – Very Important"



Good
Education for
children



Owning
a
home



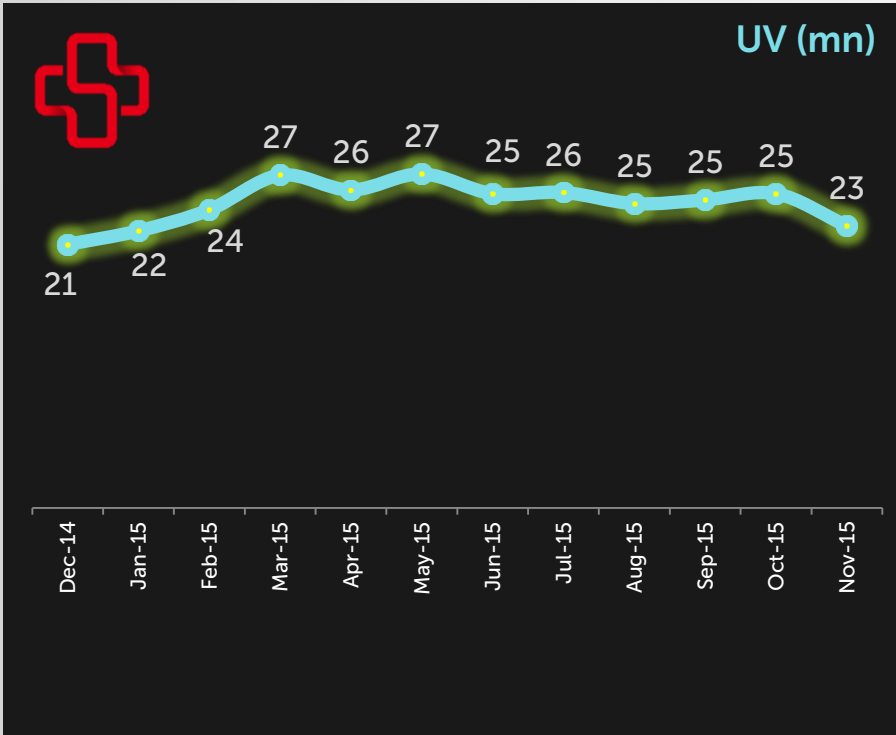
Good
Health



Safety
From
crime



A
fulfilling
job



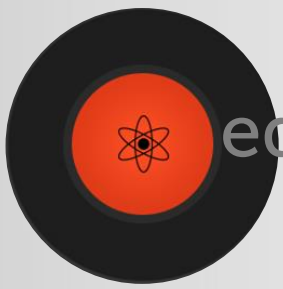
An average of 25 mn unique visitors/month on Health

Top sites on Health

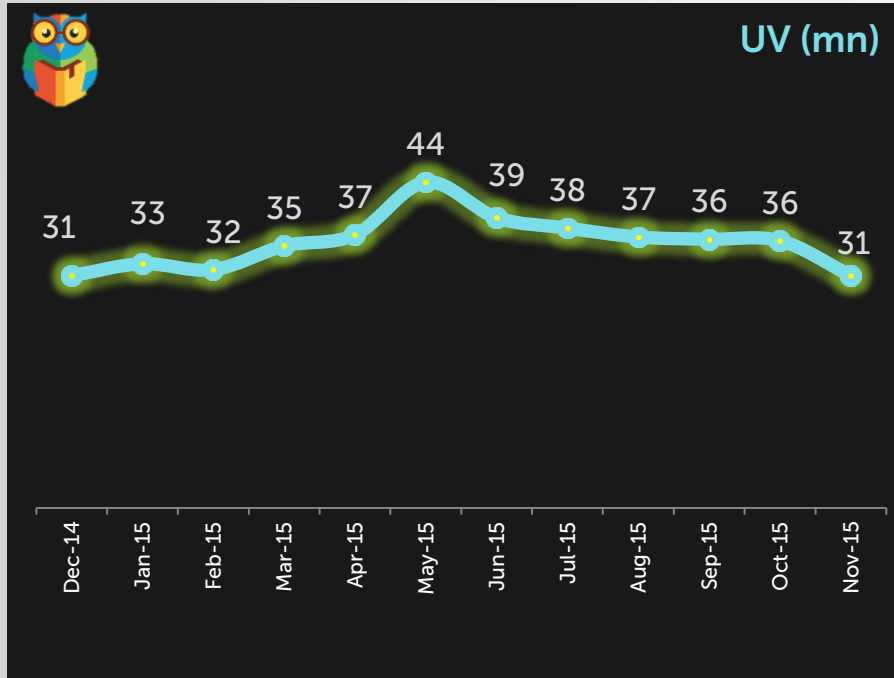
UV
Nov'15

/	WebMD	6.1 mn
//	OnlyMyHealth	3.2 mn
///	Everyday Health	3.0 mn
://	Healthline	2.6 mn
://	India.com	2.1 mn

OnlyMyHealth has maintained the No.1 Ranking amongst Indian sites consistently since May '14



education



An average of 36 mn unique visitors/month on Education

Top sites on Education

UV
Nov'15

/	Jagran Josh	3.1 mn
//	AGLASEM	1.3 mn
///	Amity	1.2 mn
///	IBPS	1.1 mn
///	TNPCSExams	0.8 mn

JagranJosh has maintained the No.1 Ranking for the last 2 years consecutively. Has a traffic greater than the No.2.& 3 combined

