



digital@vikatan

- *Ananda Vikatan* is the flagship brand of the 90 year old Vikatan Group.
- 13 magazine titles in print today, publishing 28 days of the month
- Selling overall, over 1.5 million copies every publishing day
- Produce TV shows since 1998
- Over 600 titles of Books in print

Days Gone By

- Had over 10,000 subscribers outside India
- Postal delivery problems
- December 27, 1997 – Vikatan.com went live with all our magazine content simultaneously uploaded, for all users for free

Troubleshooter

- Over 50,000 unique monthly users in Dec, 2004
- We were still bleeding
- Went pay as 'Plan B' instead of closing down in Jan, 2005

Die Another Day

- Launched iOS app in Feb, 2009
- Started first FB 'page' in 2011
- mSite launched in April, 2014
- Responsive site launched just this month
- 2.5 million likes on FB today across 13 pages
- Over 500,000 followers across twitter handles
- Over 350,000 subscribers on youtube pages
- And we are still WIP

The Social (Mobile) Network

- Constant disruptions are the order of the day
- Ever growing social media like whatsapp, pintrest, snapchat...
- No single traditional publisher has broken even with digital
- Supply side economics vs demand side logic

Day After Tomorrow

- Speed vs Accuracy
- Digital Team or Digital Organisation
- $>$ Page views = $<$ Monetisation
- What do we ask our data teams? What needles are we looking for?
- Data Deluge vs Information Paucity

How to train your dragon

- Publishers no longer in denial
- West has faced the Tsunami first – we can learn from them.
 - ✓ Incorporate e-commerce (F&W)
 - ✓ Innovations (2015 FIPP Report)
 - ✓ Native Advertising (Simply Advertorial)
 - ✓ Publishers finally going pay

Tequila Sunrise



“After all, the greatest risk is not taking one at all”

Feedback

Thank You.
