

LATEST CVOTER MEDIA CONSUMPTION SURVEY 2020: PRINT REMAINS MOST CREDIBLE SOURCE OF INFORMATION

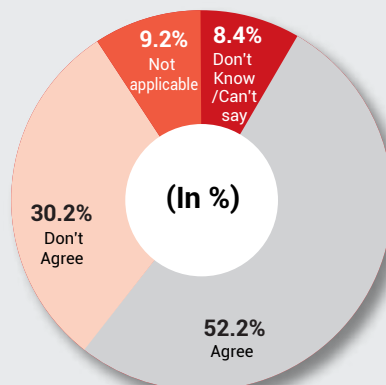
Contrary to the buzz around the high-pitched news debates on televisions, the latest CVoter Media Consumption Survey 2020 has unraveled some interesting view points of over 5,000 survey respondents across India, covering all the districts in every state, representing the demographic profile according to the latest census figures.

As India continues to experience the unprecedented health and financial micro- and macro-effects of the COVID-19 outbreak, CVoter, a premier Indian international polling agency headquartered in Delhi, has recently been working hard at assessing media consumption trends given the rapid shift in media landscape due to the pandemic.

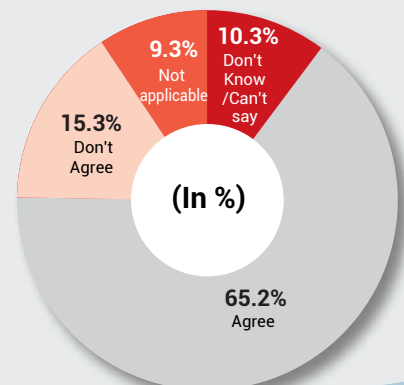
Read on as we unpack some interesting highlights of the CVoter Media Consumption Survey 2020.

CONSUMERS LOVE TO READ ABOUT IPL IN NEWSPAPERS, EVEN AFTER HAVING SEEN IT LIVE. THEY FIND ADS DURING LIVE MATCHES AN IRRITANT.

Even after watching any Match live, I still like to read about it in Newspaper



Given a chance, I would like to watch Cricket matches without Ad breaks



PRINT CONTENT IS PERCEIVED AS THE MOST CREDIBLE MEDIUM

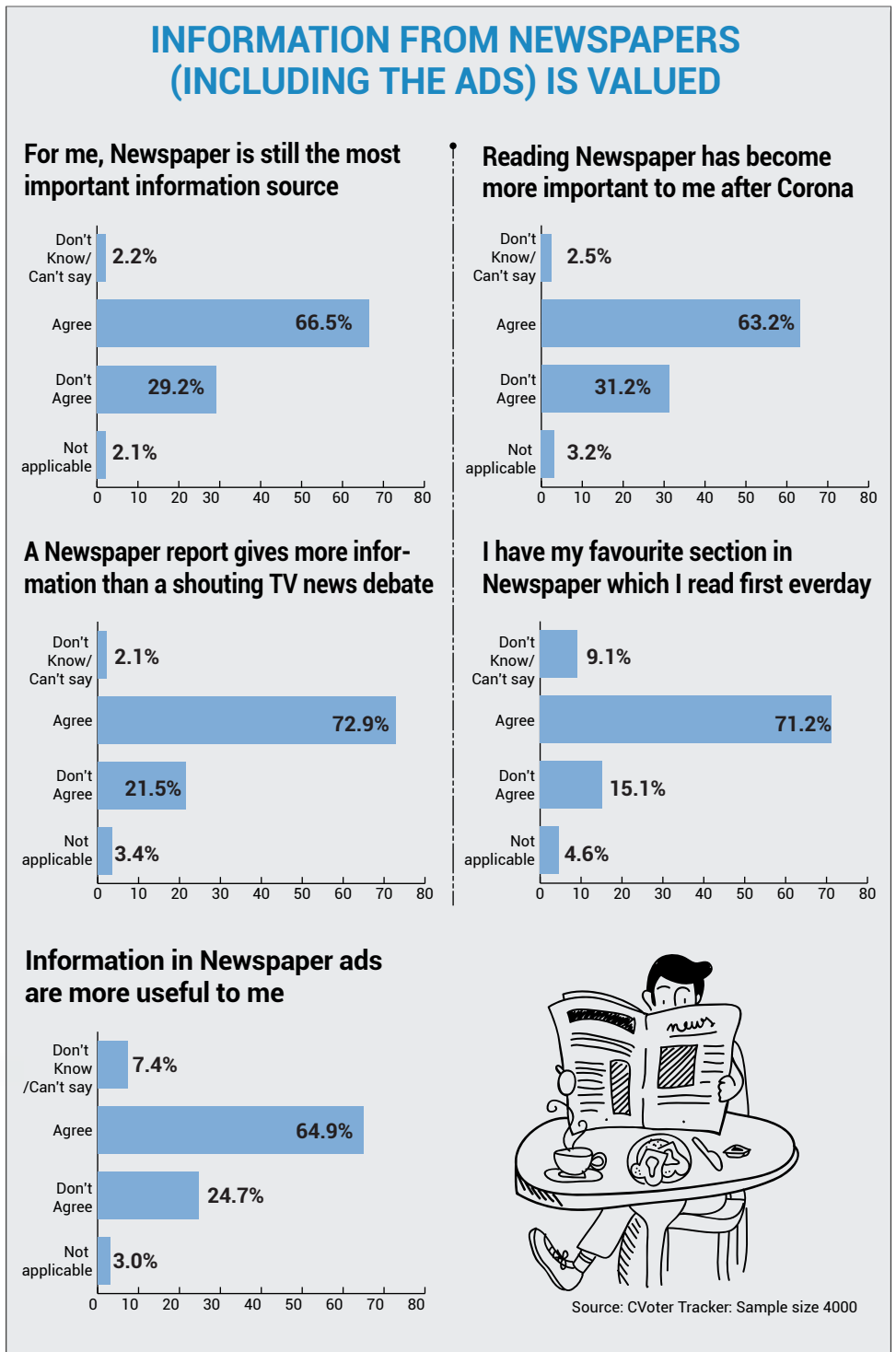
In times when human attention is scarce, Indian audiences have voted largely for Print media. A resounding majority of Indians surveyed for the CVoter Media Consumption Survey 2020 have attached higher credibility to stories published in Print media, in contrast to the great buzz created around high-pitch debates on television.

This survey finding has unraveled that Indian readers

“CURRENTLY, PRINT MEDIA ADVERTISING IS CLOSE TO ₹30,600 CRORE A YEAR, AS PER KPMG ESTIMATES”

derive most value out of reportage in Print media even on topics, which are conventionally considered to be the domain of electronic media.

When it comes to pure play news and current affairs, the newspapers dominate the coverage of news and current affairs with over 75% of survey respondents rooting for newspapers in “news” reporting. The



enduring nature of the printed word despite tough competition from the electronic media has important implications for advertising too. Currently, print media

advertising is close to ₹30,600 crore a year, as per KPMG estimates.

DIGITAL HAS EMERGED AS AN **IMPORTANT CONTENT CONSUMPTION PLATFORM**, BOTH FOR TV AND PRINT



Indian audiences seem to be truly enjoying the rising number of content consumption choices, in terms of numbers of outlets and media platforms. And, Digital has emerged as an important extension of conventional news vehicles.

In fact, Print and Digital offer an ideal combination of reach with credibility. We now live in a world where a wealth of information is at our fingertips, but the tactile

and sensory experience that Print media offers can't be beaten.

This combined model of conventional news vehicles and digital media must be looked at from a displacement angle rather than replacement. While Indian readers prefer to get breaking news updates and instant analysis on digital platforms, they still love Print reading for opinions, analysis, long-form narratives and infographics.

TV CONTENT IS PERCEIVED SUPERFICIAL



With news TV getting embroiled in controversies regarding manipulated viewership numbers, sensationalism, frenzied debates and biased reportage, it's increasingly being perceived as a superficial and trite medium by media watchers.

As a content medium, TV grapples to cope with the meteoric growth of digital entertainment. The 24-hour-

news cycle – that's a poor transition between the old world of periodic bulletins and the advent of digital channels – is to be partly blamed for TV not enjoying the preferred channel status of Indian audiences anymore.

In the survey 72.90% said that the newspaper report gives more information than the debate of TV news channels.

GOOD OLD MEDIA VALUES ARE GRIPPING INDIAN AUDIENCES TIGHTLY

It's a great achievement for the print media to emerge as the most preferred choice of media consumption among Indian audiences. Good old values of integrity, honesty, credibility and detailed reportage seem to be leading the way in this era of views per post or TRPs.

