



SAKSHI.COM

**#1 TELUGU NEWS MEDIA
ON DIGITAL PLATFORM**



Sakshi Media Group



Sakshi Media Group is One of the Biggest Media Group in Telugu Region–



Daily
Newspaper



Sakshi
Television
Channel



Sakshi.com
Digital
Platform



Sakshi
ePaper



Sakshi Social
Media Channels

Sakshi On Digital



Sakshi.com

Providing
latest news in
Telugu and English
languages on
Mobile Web, Web & App



SAKSHI EDUCATION

Providing education
related news
covering academics,
competitive exams,
notifications, etc.



SAKSHI EPAPER

Digital replica of
Telugu News paper

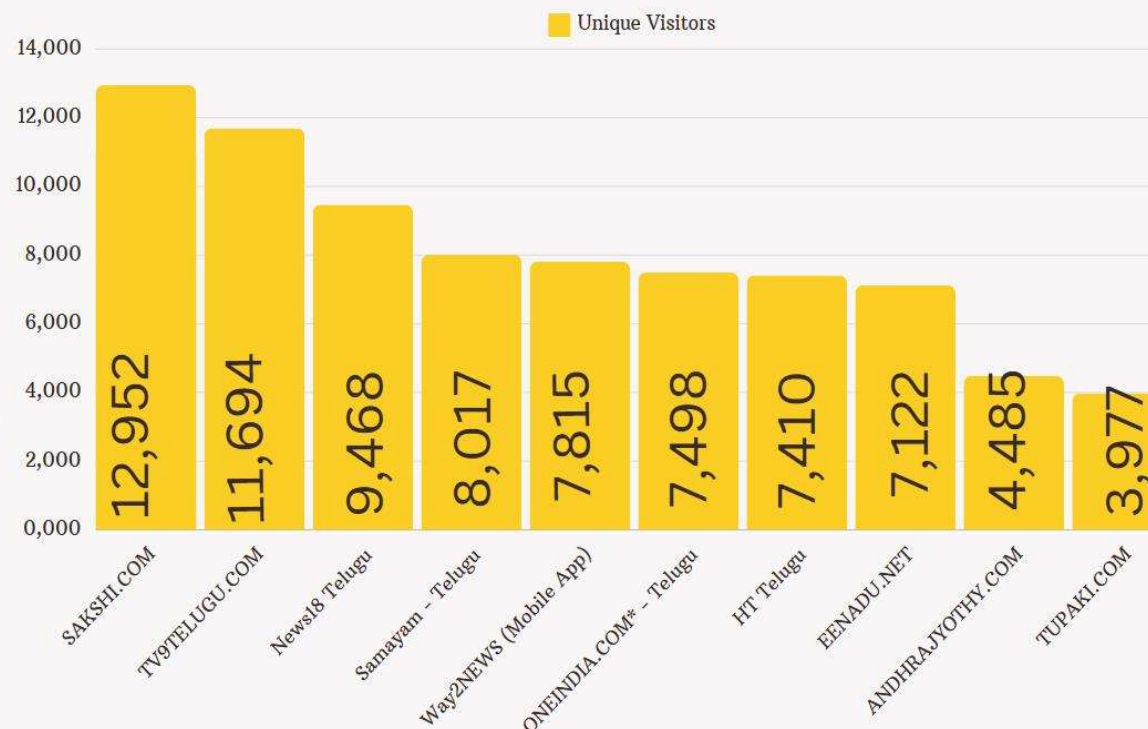


SAKSHI POST

Providing
latest news in
English language

Sakshi.com: #1 Telugu News Media on Digital Platform

Unique Users on Telugu News
Media (Digital Platform)



In Thousands (000)

Source: Comscore MMX Multi-platform, Unique
Visitors among Custom list of Telugu News
Publishers, Mar'24, India



comscore

Key Measures

Telugu News [Custom]

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Data Source : Multi-Platform

Geography : India

Time Period : March 2024

Universe Type : Desktop 6+ and Total Mobile 18+

Target : Total Audience

Media : Telugu News [Custom]

Date : 4/30/2024

Row	Entity Type	Tagging Status	Social Media Measurement	Media	Total Unique Visitors/Viewers (000)			
					Total Digital Population	Social	Desktop and Mobile	Mobile
				Total Internet : Total Audience	524,122	407,771	524,122	505,188
				Telugu News(Custom)				
1	[P]	1	0	SAKSHI.COM	12,952		12,952	12,628
2	[M]	2	0	TV9TELUGU.COM	11,694		11,694	11,593
3	[G]	2	0	News18 Telugu	9,468		9,468	9,359
4	[SG]	1	0	Samayam - Telugu	8,017		8,017	7,870
5	[M]	0	0	Way2NEWS (Mobile App)	7,815		7,815	7,815
6	[G]	1	0	ONEINDIA.COM* - Telugu	7,498		7,498	7,407
7	[S]	1	0	HT Telugu	7,410		7,410	7,315
8	[M]	0	0	EENADU.NET	7,122		7,122	6,803
9	[P]	0	0	ANDHRAJYOTHY.COM	4,485		4,485	4,416
10	[P]	0	0	TUPAKI.COM	3,977		3,977	3,940
11	[C]	1	0	ABP Desam (ABP Live Telugu)	3,659		3,659	3,630
12	[S]	0	0	BBC Telugu	1,149		1,149	1,141
13	[C]	0	0	Zeenews Telugu	508		508	493

**#1 TELUGU NEWS MEDIA
ON DIGITAL PLATFORM**

Source: Comscore MMX Multi-platform, Unique Visitors among Custom list of Telugu News Publishers, Mar'24, India

DATA POINTS

75MN VISITORS VISITED SAKSHI.COM IN 2023



14MN

Monthly Unique Users



150MN

Page Views per Month



6 MINS

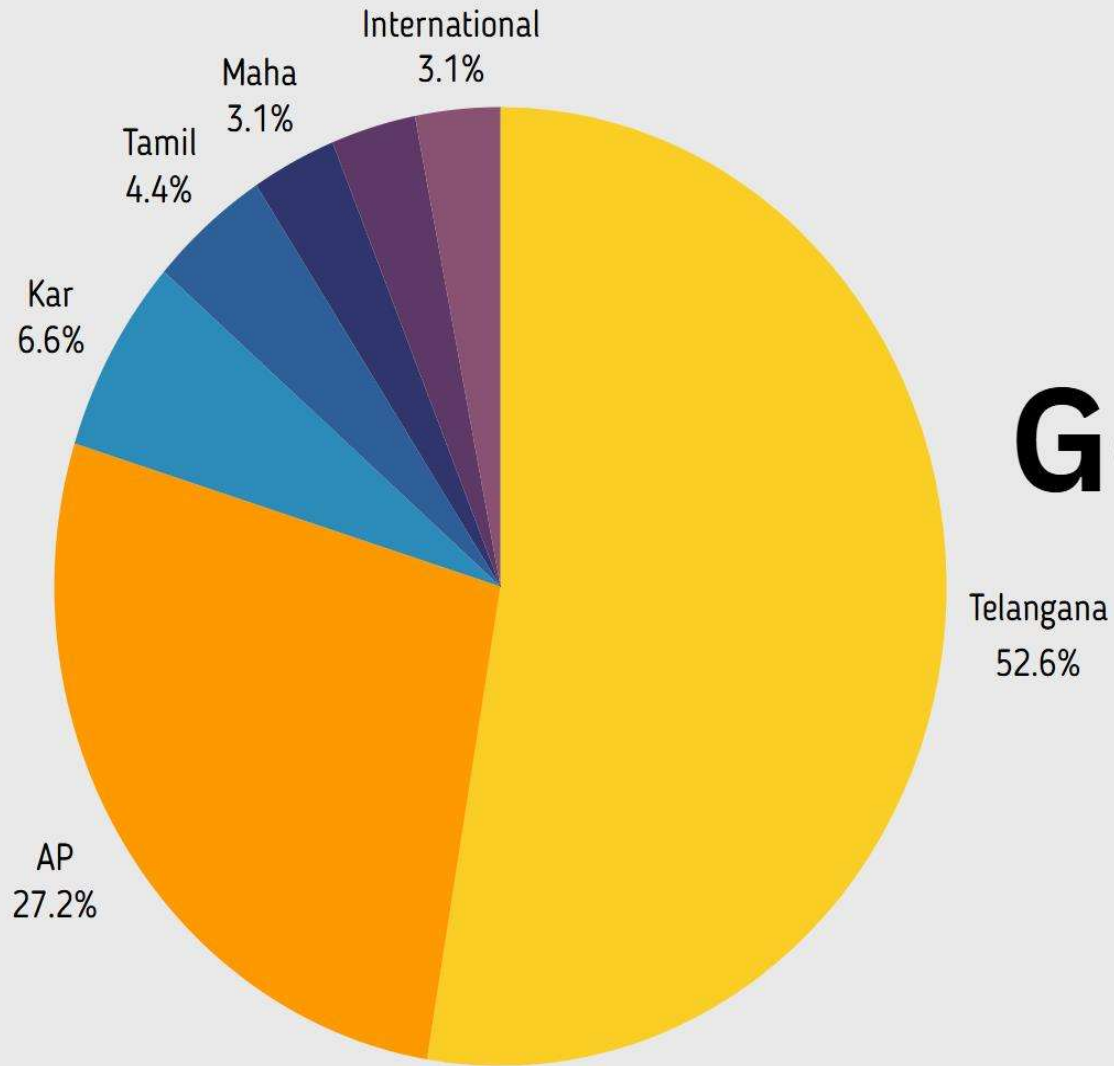
Average Time Spent

SAKSHI



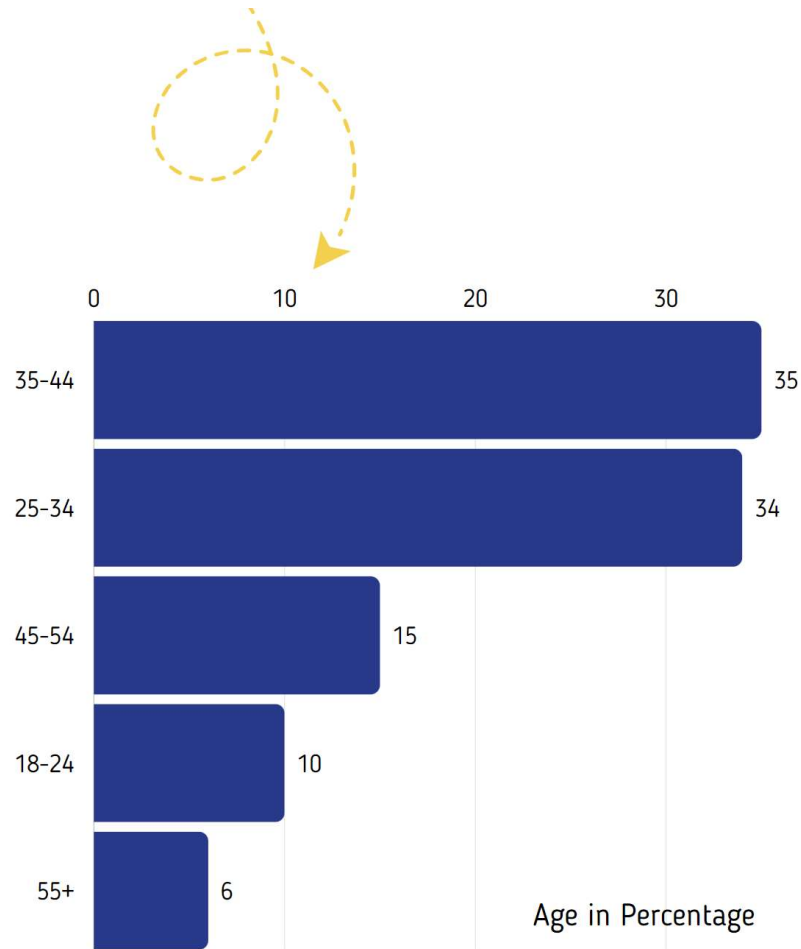
SAKSHI DIGITAL

MEDIA GROUP



Geographical Data

Age



Gender



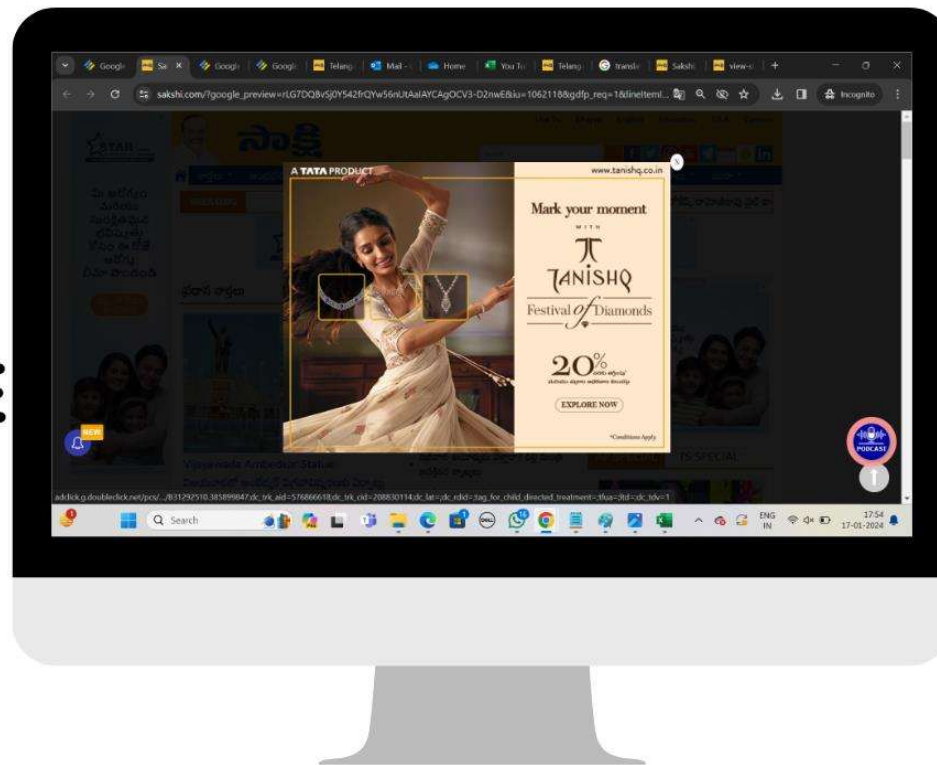
69%

Male Vs Female

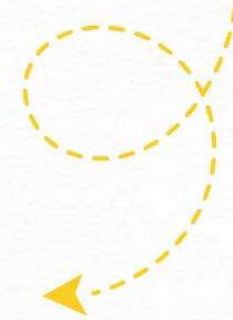
31%



ADVERTISEMENTS ON DESKTOP & MOBILE



We Work As Per Brand Objective



Brand Impact – Through Roadblocks



Brand Awareness – Through Video Ads, Rich Media Ads, Display Ads



Brand Solutions – Various option can be discussed as per Brief



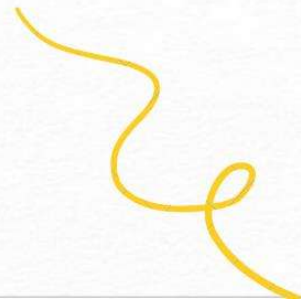
Brand Sustenance – ROS display properties



Brand Engagement – Quiz, Content, Polling and many other possibilities



Traffic Generation – High visibility various size Banners



Ad Formats



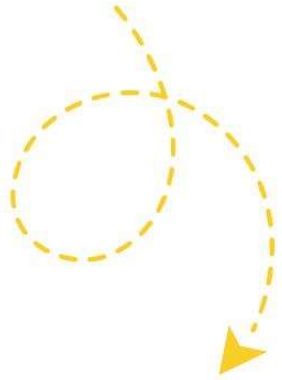
Display



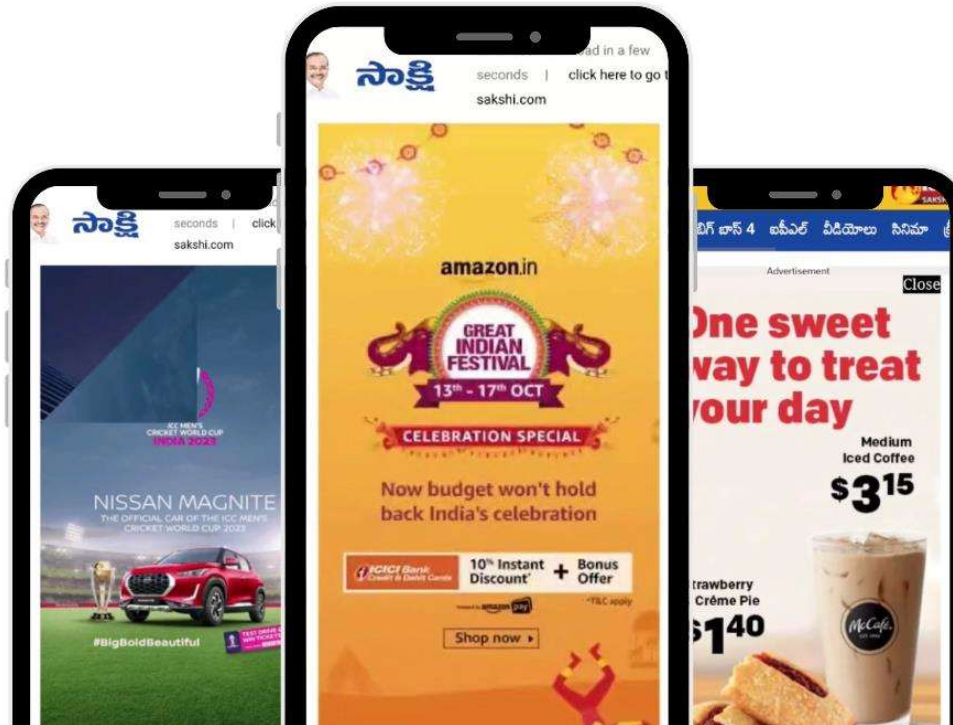
Video Ads



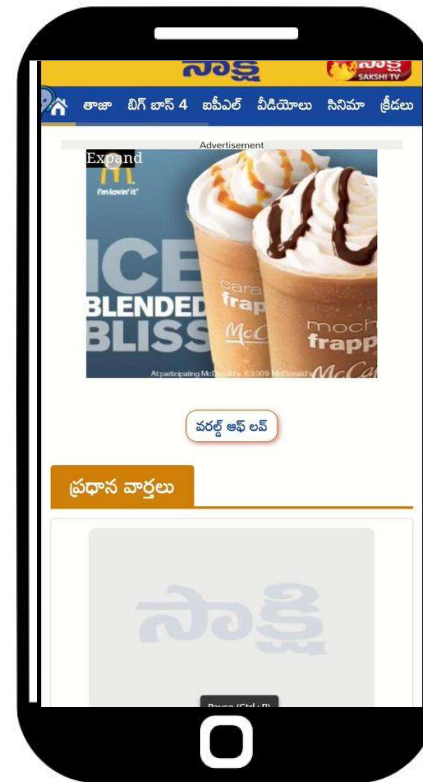
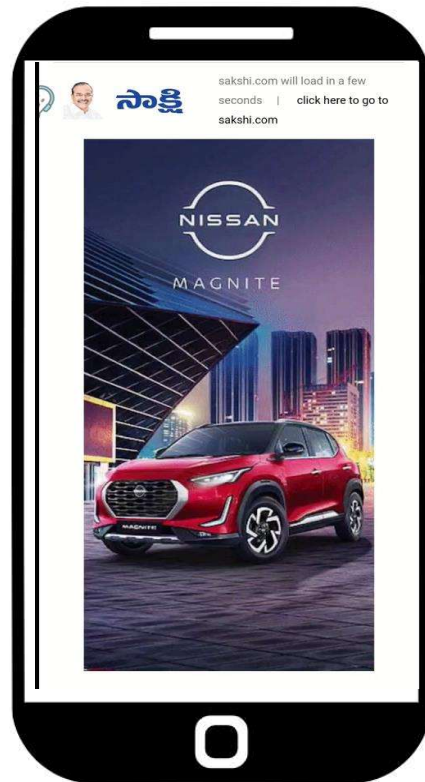
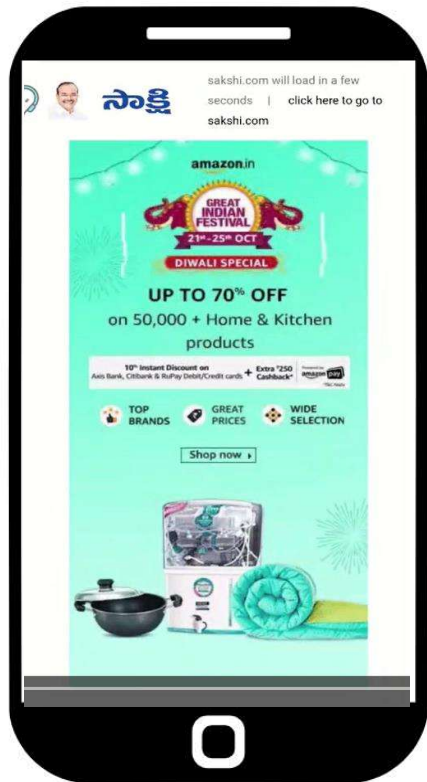
Content Ads

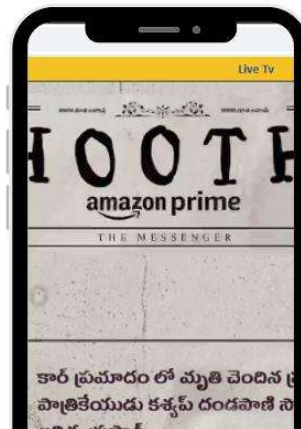
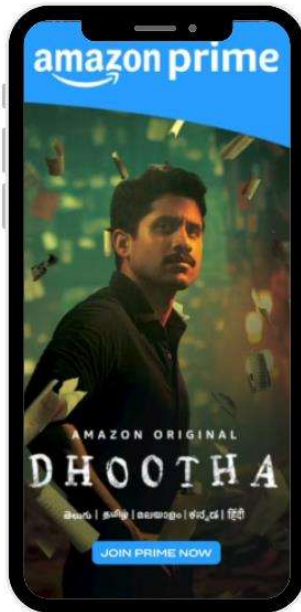
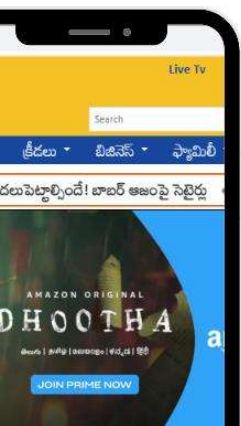


INNOVATION



Innovation Samples

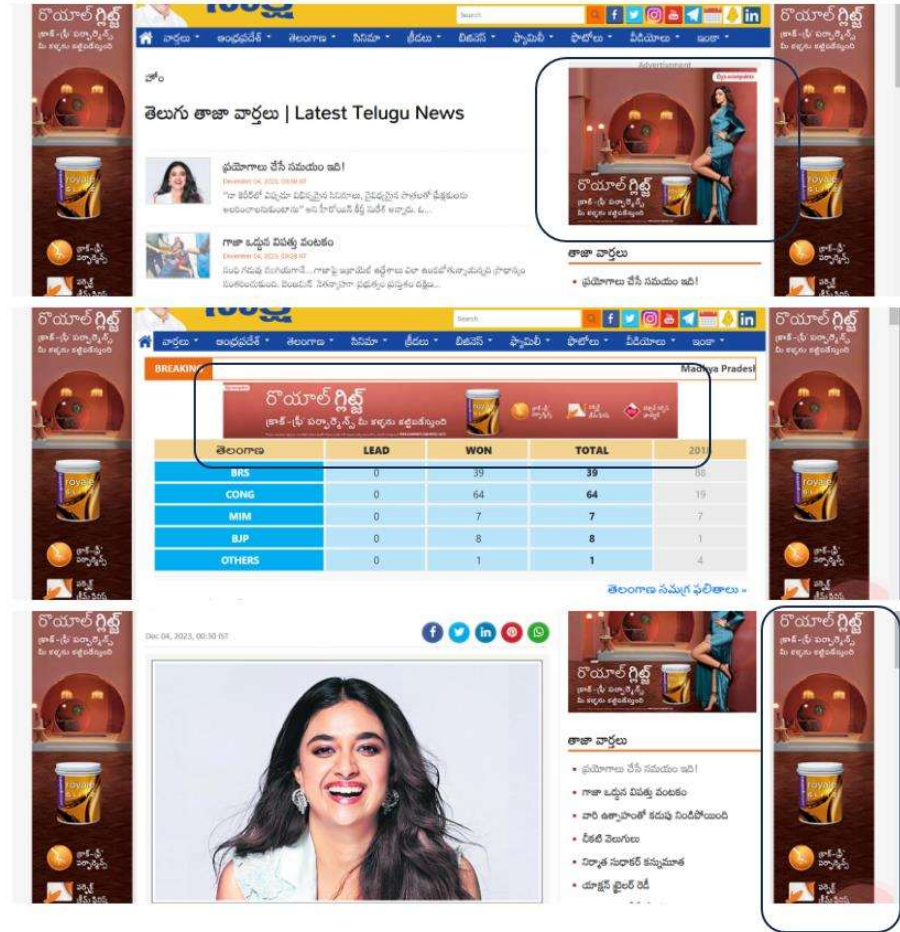




RoadBlock

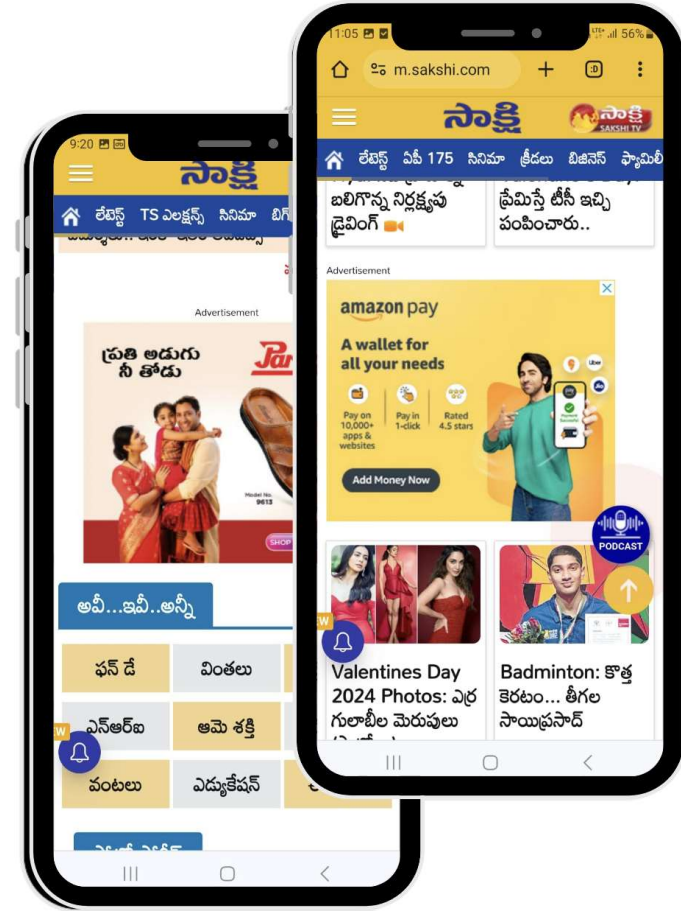
High Impact Property
More than 70 Banners across site
More than 10Mn impressions
High CTR

Banners on Desktop



Banners on Mobile

Graph



Video Ads

Instream &
OutStream



Content Ads (advertorial)



Native Article in vernacular language

Entertainment - Case Study

Amazon Prime Video - RoadBlock

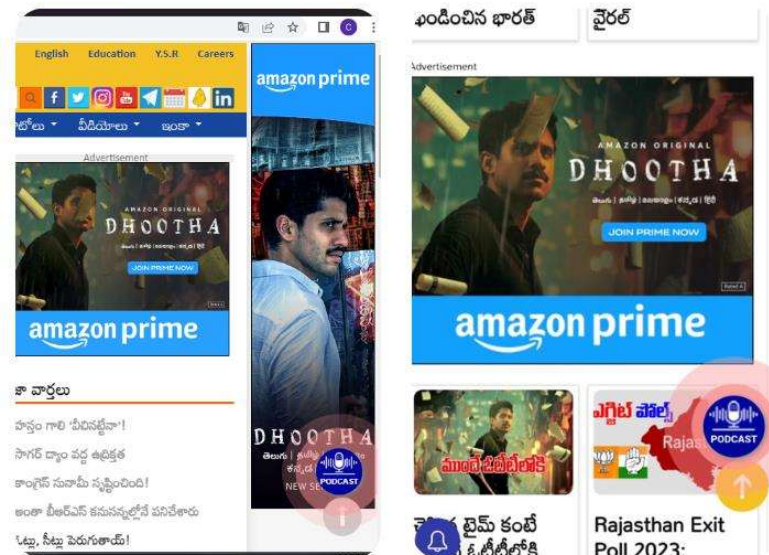
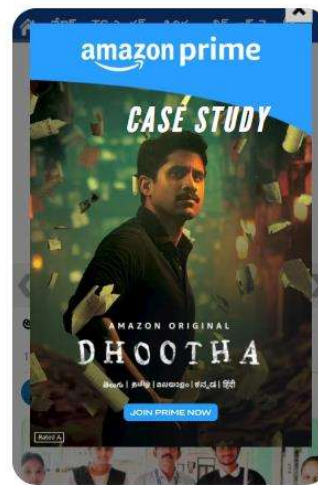
Objective: Creating High level Impact and special effects on topic for the Web Series - Dhootha

Solutions: Innovation Roadblock
Screen Takeover
Expandable Banner

Result: More than 12Mn Impressions

CTR: 6.4%

Reach: 1.4Mn



BFSI - Case Study

HDFC - RoadBlock

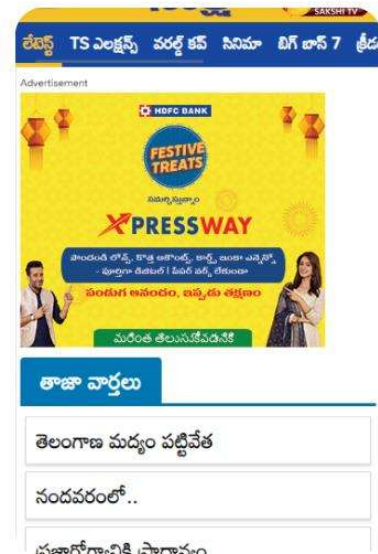
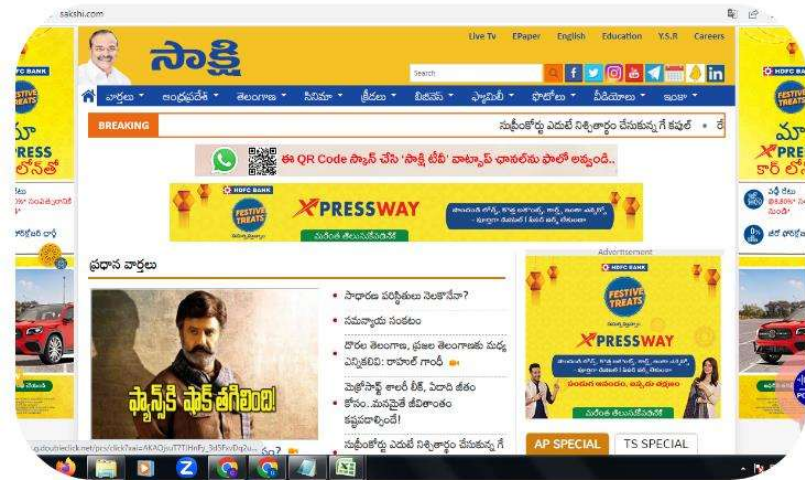
Objective: Creating Impact of the offering of HDFC during Festival season

Solutions: Roadblock

Result: More than 11Mn Impressions

CTR: 0.51%

Reach: 1.2Mn



లేట్స్ TS ఎంజక్షన్ వరల్డ్ కప్ సినిమా బిగ్ బాస్ 7 తీరు
మంగళవారం వెలువరించిన తీర్పు ఆ సంగతే తెల్పింది.
“ఈ కోర్టు చట్టం చేయలేదు. ప్రభుత్వం చేసిన చట్టాలను
విశ్లేషించి, వ్యాఖ్యానించగలదు. అది అమలయ్యేలా
చూడ గలదు” అని భారత ఛీఫ్ జస్టిస్ చంద్రచౌదరి
సారధ్యంలోని ధర్మాసనం పేర్కొంది.



Brands on Sakshi

