




**TIMES
NETWORK**
NOW OR NOTHING

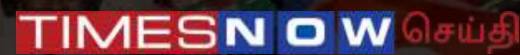
THE NATION'S MOST
INFLUENTIAL MEDIA
& ENTERTAINMENT
NETWORK

TIMES NETWORK
NOW OR NOTHING

NEWS



REGIONAL NEWS



ENTERTAINMENT & LIFESTYLE



WE, TIMES NETWORK DIGITAL

- 20+ ASSETS – News and Non-News
- BRAND SAFETY – Compliant with Moat, IAS and DV
- EDGE on TECHNOLOGY – Compliant with Amazon Ads / TradeDesk / DV360 / PubMatic / IX / Magnite / Xandr / OpenX
- LIVE TV – Video Views across 4 Assets
- VOD – 30,000+ Videos Per Month & Rising
- Content – Building Brand Stories across Network



WE ARE YOUR EVERYDAY GUIDE

ONE NETWORK FOR EVERYTHING
YOU NEED IN A DAY

WE ARE A
VIDEO
FIRST
NETWORK
200+HRS
OF FRESH
CONTENT
EVERY DAY
(INCLUDES LIVESTREAMS)

**TIMES
NOW**

HEADLINES AND
CURRENT AFFAIRS
– THE
DAY'S 'ACTION
BEGINS HERE'

**ET
NOW**

'RISE WITH INDIA'
WITH ALL YOU
NEED TO KNOW
ABOUT MARKETS &
BUSINESS,
THROUGH THE DAY

**MIRROR
NOW**

EVERY NEWS THAT
KEEPS 'YOU. FIRST.'

**TIMES NOW
नवभारत**

FROM THE HEART,
FOR THE
HEARTLAND, THE
HINDI NEWS
DESTINATION

TIMES NOW मराठी

KEEPING THE HUB
OF BUSINESS AND
ENTERTAINMENT
CONNECTED

SPORTS

HEADLINES AND
STORIES, FROM
GROUNDS TO
LOCKERS

EDUCATION

ALL THE
EDUCATION ABOUT
EDUCATION

ZOOM TV

MUSIC, FASHION,
ENTERTAINMENT,
EVERYTHING ON B
OLLYWOOD, EVERY
DAY

THE FOODIE

FROM GOURMET
AFFAIRS TO STREET
SIDE SURPRISES

HEALTH

FOR THOSE WHO
BELIEVE IN FIT
BODY = FINE LIFE

TIMES DRIVE

FOR THE FAST,
FURIOUS & EVERY
OTHER
AUTOMOBILE
ENTHUSIAST

TN+

THE R&R
DESTINATION FOR
TIME WELL SPENT

TELLY TALK

VIBING TO EVERY
BEAT OF THE TELLY
WORLD AND ITS
HEARTTHROBS

OUR NETWORK REACH

WEBSITE

112 Mn
Users Per Month

335 Mn
Total Page Views

SOCIAL (Subscribers | Views)

30 Mn | 233 Mn

Facebook

30 Mn | 1.04 Bn

YouTube

5 Mn | 387 Mn

Instagram

18 Mn

Twitter

LIVE TV



Times Now' online Live TV ensures that viewers stay up-to-date with 24x7 uninterrupted coverage on exclusives and breaking news across genres including politics, sports, business and entertainment.



No TV Ads



Only Digital Ads

Advertising Opportunities – Video Instream : Pre – Roll & Mid - Roll

Latest News Business India Entertainment Education Video

Section 144 Imposed In Roorkee: Stones Pelted, Vehicles Torched | What Led To Clashes?

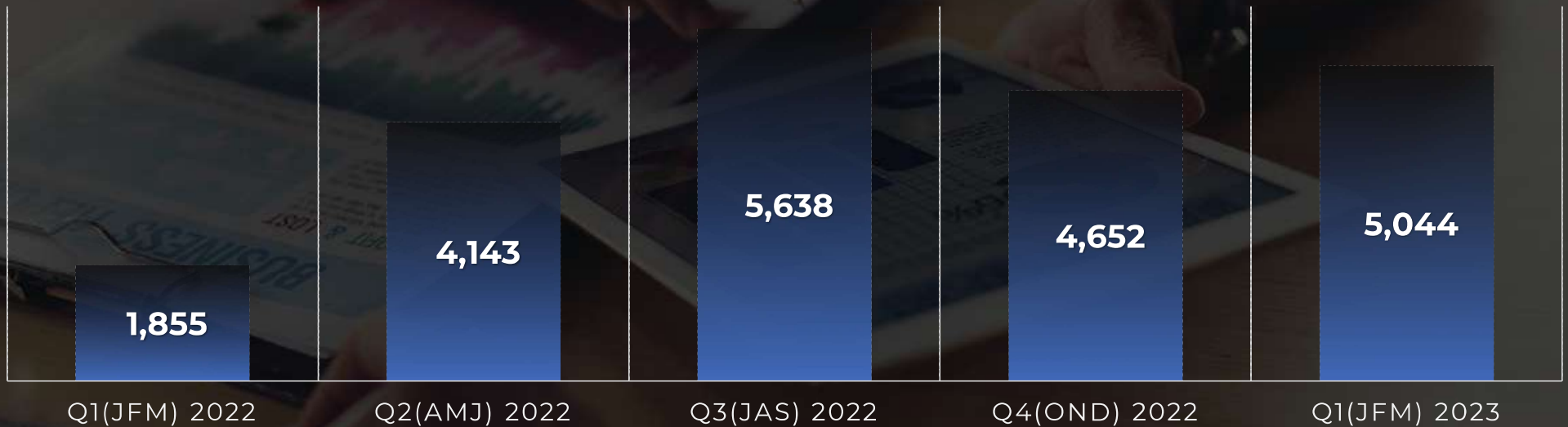
After SC Upholds Bike Taxi Ban In Delhi, Bikers Plan Shifting To Other Cities - Latest...

Zara Hatke Zara Bachke Box Office Collection Day 11: Vicky, Sara's Rom...

man's Tour Of West

VVS ON A STEADY RISE

VIDEO VIEWS



Overall Video Views in Mn

Source: Slike, FB, YT, IG, Snapchat, Sharechat & Inshorts | Brands: TN, Zoom, TNB, Telly Talk, TN+, Mirror Now, ET Now Swadesh, The Foodie, ET Now, Zoom Studios, Times Drive, Gadget Times

Times Network' VOD ensures that viewers stay up-to-date with all the news updates and don't miss out on any news.

No. of Videos Per Month

30,000

Domain

Social platforms of Times Network across platforms

Elements

- Aston Band
- Stitched Ad
- Logo Presence

Estimated Total Reach Per Month

1.3 Bn

OUR ADVERTISING SOLUTIONS

INVENTORY
(Display
Banners,
Live TV)

ADVERTORIAL
(Native, Video
Led, Listicles,
Reviews, Q&A)

SOCIAL
MEDIA
(VOD –
Stitched Ads,
YT Inventory,
Live Coverage,
Sponsorship)

BRANDED
CONTENT
(White Label
Content,
Intellectual
Properties , Brand
Led Initiatives,
Influencer
Marketing)

TIMES NETWORK
NOW OR NOTHING

MATTE VS DEWY MAKEUP LOOK

Dewy Vs Matte Makeup:
Which Look Would Suit Your Skin Better?

Touching Lives. Transforming Dreams.

LIVE TV Shows

DISPLAY CASE STUDIES

After SC Upholds Bike Taxi Ban in Delhi, Bikers Plan Shifting to Other Cities - Latest...

Zara Hype Zara Back to Box Office Section Day II

NET US Result 2023

Zara's Tour Of West

HDFC HOME LOAN CAMPAIGN

THE OBJECTIVE

Quick home loan awareness campaign

RESULT

HDFC Home Loan campaign has delivered its goal 5 Mn goal with 0.89% CTR which shows that campaign has received good audience engage

The campaign has performed good on mobile with 4Mn impressions as compared to Desktop 2 lac impressions.

Maharashtra has received maximum engagement with 1 Mn impression & 1.57% CTR as compared to other cities.



PULSAR 2023 200NS CAMPAIGN

THE OBJECTIVE

The build awareness for the newly launch Pulsar 2023

RESULT

The campaign's committed CTR was 0.15% against a delivered CTR of 0.82%, which goes to show that ET Now is a great fitment for the brand to advertise.

Audiences that engaged with this campaign the most, consumed news & information around Stocks, Personal Finance & Investments.

This tells us that the consumers interested in Chivas, are mature, well-read individuals who are interested in investing and growing their financial portfolio. These are the kind of users that can appreciate and savour a product like Chivas.

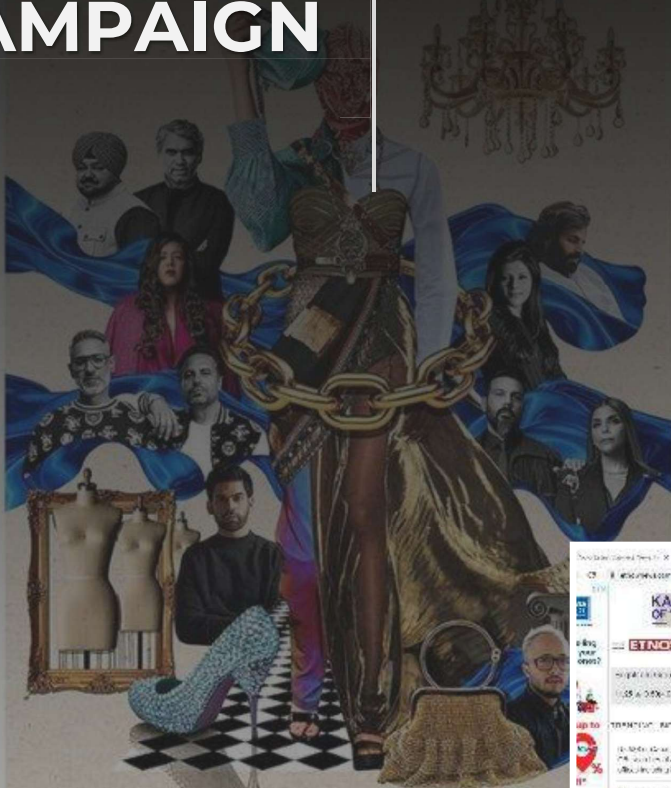


CHIVAS DISPLAY CAMPAIGN

THE OBJECTIVE

Brand building of Dalda Ghee post its relaunch

ALC
EMMY



KALEIDOSCOPE
OF TIME

AUTEURS OF FASHION
RAJESH PRATAP SINGH
FALGUNI & SHANE PEARCE
HUEMN, SHANTANU &

RESULT

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DALDA POST LAUNCH ROADBLOCK

THE OBJECTIVE

Awareness and engagement campaign

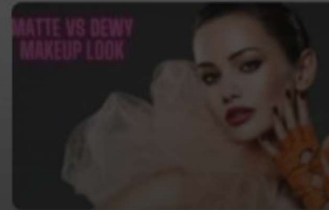
RESULT

We have delivered 13.9 mn impressions with 0.61% CTR. Which indicates that we serve a lot of different audiences.



TIMES NETWORK
NOW OR NOTHING

Section 144 imposed in Ferozjee. Stones Tossed, Vehicles Torched | What Led To Crashes?



Dewy Vs Matte Makeup:
Which Look Would Suit Your
Skin Better?

Touching Lives. Transforming Dreams.

Around 20 million accounts, 1000 branches, more than 1400 ATMs in 18 states & 4 UTs

J&K Bank

LIVE TV Shows

RICH MEDIA INNOVATIONS

YUN HI NAHIN MAIN BAN JAATA HUN

Rajnigandha

RAJNIGANDHA

Know More

Expand

Times Now TN Navbharat Zoom ET Now Times Drive ET Now Swadesh Marathi Telugu Tamil Bengali Kannada Theme 🔍 📺

TIMES NOW

Latest News Entertainment Education Elections 2024 Business World Lifestyle Health Sports India Pickleball LOT

TRENDING: Maharashtra HSC Result 2024 Maharashtra 12th Result 2024 Pune Porsche Accident Mohanlal Birthday Katrina Kaif MBSE H: < > **SHORT VIDEOS** 📺

LOK SABHA ELECTION 2024 FULL COVERAGE →

INTERIOR DECOR PARTNER **Greenlam** CO-POWERED BY **Simpolo** Tiles & Bathware

'This Is Murder, We Want His Bail Revoked': Families Of Techies Killed In Porsche Crash

TIMES NOW

Entertainment & Lifestyle

IPL 2024: Shah Rukh Khan Reaches Ahmedabad With So...

ନବୀନ ଜ୍ୟାରେଣ୍ଡି ଏବେ ସହରବାସୀଙ୍କୁ ମିଳିବ **BSKY ନବୀନ କାର୍ଡ**

ଶଙ୍ଖ ଚିହ୍ନରେ ଦୁଇ ଥର ଭୋଟ୍ ଦିଅନ୍ତୁ



BHUTAN
Believe

HIGH VALUE, LOW VOLUME TOURISM

EXPAND

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[Zoom](#)

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[Times Drive](#)

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[Marathi](#)

[Telugu](#)

[Tamil](#)

[Bengali](#)

[Kannada](#)

Theme 



TIMES NOW

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TRENDING: [Maharashtra HSC Result 2024](#) [Maharashtra 12th Result 2024](#) [Pune Porsche Accident](#) [Mohanlal Birthday](#) [Katrina Kaif](#) [MBSE H:](#) 



LOK SABHA ELECTION 2024

FULL COVERAGE →

INTERIOR DECOR PARTNER



Greenlam

CO-POWERED BY



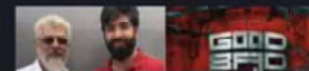
Simpolo®
Tiles & Bathware

'This Is Murder, We Want His Bail Revoked': Families Of Techies Killed In Porsche Crash



Entertainment & Lifestyle


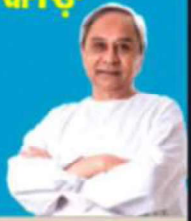
IPL 2024: Shah Rukh Khan Reaches Ahmedabad With So...



ନବୀନ ଗ୍ୟାରେଣ୍ଟି

ଏବେ ସହରବାସୀଙ୍କୁ ମିଳିବ

BSKY ନବୀନ କାର୍ଡ

ଶଙ୍ଖ ଚିହ୍ନରେ ବୁଲ ଥର ଭୋଟ୍ ଦିଅନ୍ତୁ


MARUTI SUZUKI


SWIFT

Love for Driving

TOO SAVAGE, TOO STYLISH.



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LOK SABHA ELECTION 2024

[FULL COVERAGE](#) →

INTERIOR DECOR PARTNER:  **Greenlam**


CO-POWERED BY:  **Simpolo**
 Tiles & Bathware

'This Is Murder, We Want His Bail Revoked': Families Of Techies Killed In





TIMES NOW

Entertainment & Lifestyle



IPL 2024: Shah Rukh Khan Reaches



BSKY ନବୀନ କାର୍ଡ

TIMES NETWORK

MARKETING

BRAND LED SHOWCASE

REFRAME D CITY WITH BALENO

THE OBJECTIVE

Baleno wanted to create a film which highlights the features of the car and positions itself in a space for people who look at life a little differently. Maruti wanted to create an experiential video as shoulder content for their larger ad campaign.

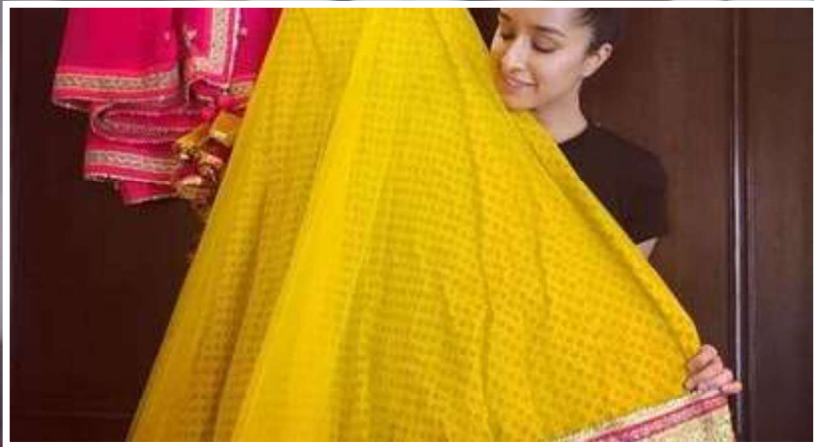
OUR SOLUTION

With Siddhartha Joshi at the helm, the Nexa Baleno became the canvas on which Delhi was showcased.

An off-beat experiential video which captured the essence of the city as well as the beautiful curves on the car.

[CLICK HERE: rb.gy/xtozdu](http://rb.gy/xtozdu)





VEET – A SOCIAL EXPERIMENT

THE OBJECTIVE

Veet had a new launch with Shraddha Kapoor as the brand ambassador. They wanted a social campaign which would highlight the product through socially driven series of content pieces.

OUR SOLUTION

Was Shraddha Kapoor getting ready for her marriage? What was the reason for her choosing a certain Lehenga? Through a carefully crafted series of social posts we piqued the interest of our regular audiences through inquisitive questions, leading up to the final reveal of Veet's new products.

CLICK HERE: rb.gy/twekwa





UNTOLD STORY OF INDIAN SPORTS WITH HYUNDAI CRETA

THE OBJECTIVE

2021 being the sports year with Olympics, IPL, World Cup, Hyundai wanted to associate with this year.

Moreover, an association of Auto with sports along with Travel is rare, Hyundai wanted to bring this connect!

OUR SOLUTION

A series of Stories from around India, all around sports, which have not been told before.

Mini Cuba of India- Bhiwani for Boxing

CLICK HERE: <https://youtu.be/e1qgs6q0MsY>

VODAFONE – AN INFLUENCER CAMPAIGN

THE OBJECTIVE

Vodafone had launched a Sakhi Service for empowering women in Tier 2 and Tier 3 cities. They wanted a social campaign which would create awareness about the product through socially driven series of content pieces and influencers.

OUR SOLUTION

Divyanka Tripathi, a household name among the Indian masses was roped in to communicate the messaging of the campaign – Sakhi #AbRukeinKyun, through a carefully crafted series of social posts and videos to boost the overall umbrella theme of Women In Progress.

CLICK HERE: rb.gy/twekwa



KIA SONET UNLOCKING BIKANER

THE OBJECTIVE

Bring out the features of Kia Sonet variants building a story around them. KIA wanted a subtle editorial integration showcasing all 3 variants.

OUR SOLUTION

Unlocking Bikaner in three variants of Kia Sonet while sharing the overview of all the features during the drive.

CLICK HERE:

<https://youtu.be/36kAZwweWmM>



KIA SONET UNLOCKING BIKANER

THE OBJECTIVE

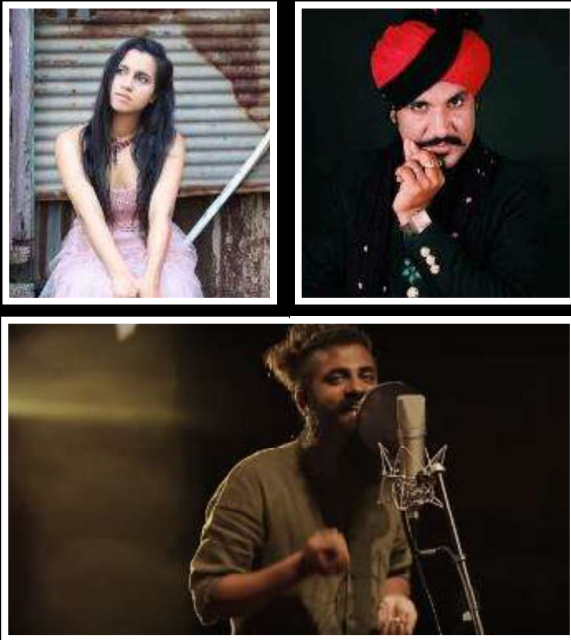
As the summer of 2020 kicked into gear, most of us sat at home and wallowed in General misery. Our objective was simple – to recreate Oaksmith's Gold's offline events ideas for a digital audience.

OUR SOLUTION

Weekend Live bought the feeling of a concert to our living rooms in a unique intimate format. Through the months of April, May and June some of India's finest independent artists performed raw, unplugged and ethereal concerts, each week a different artist, a different genre and a different story to tell.

Each Gig got over 1mn Views

CLICK HERE: rb.gy/ytdqzm



#SaferForEachOther WITH UBER

THE OBJECTIVE

Uber wanted to highlight their safety initiatives for riders and drivers alike for rides post lockdown.

OUR SOLUTION

Saferforeachother was designed as thought leadership campaign where we put the might of our editorial expertise with uber to create a campaign which aimed at highlighting collective responsibility

With news stories, testimonial videos and social experiments. The campaign was a resounding success

CLICK HERE: shorturl.at/rDNOY



GREAT INDIA DRIVE

THE OBJECTIVE

Hyundai's annual Great India Drive wanted to connect the dots on one of India's greatest stories.

OUR SOLUTION

Driving through the crowded streets of Banaras to Gaya and finally Nalanda...Kranti Sambhav was on a mission to trace the incredible journey taken by Gautam Buddha. He did so in his own inimitable way with a deep dive into each location in a 3 part series full on anecdotal and journalistic insight.

CLICK HERE: rb.gy/1hdfon



**TIMES
DRIVE**

TIMES
NETWORK

SOME OF OUR PARTNERS



Mercedes-Benz



Audi



HONDA



UBER



HYUNDAI



TATA



CITROËN



ŠKODA



HEROelectric
The smart move



Canon

Levi's



TISSOT

GOQii

BAJAJ | Allianz

hindware

amazon



SWIGGY

ONEPLUS

punjab national bank
...the name you can bank upon

airtel

vodafone

SOME OF OUR PARTNERS

 **BASF**
We create chemistry


Pernod Ricard

 **GoDaddy**


Unilever

 **IDFC FIRST Bank**


Schneider Electric

 **Lufthansa**


ITC Limited


جزيرة ياس
YAS ISLAND
ابوظبي
Abu Dhabi

 **kotak**
Kotak Mahindra Bank


HAVELLS

facebook

 **CRED**

HITACHI

 **HDFC Life**


prime video

NETFLIX

 **MXPLAYER**


MIRAE ASSET
Global Investments

 **SBI**

 **Myntra**

 **discovery+**


SONY
liv

CANARA ROBEKO
Mutual Fund

HSBC  Mutual Fund