

829+

TOTAL INTERNET
SUBSCRIBERS IN INDIA

503 MN
SMARTPHONE
USERS IN 2021

MOBILE USAGE
4.7 HRS
PER DAY

AVERAGE MOBILE DATA
CONSUMPTION
INCREASED BY#15%

AVG DATA USAGE
18.6 GB
PER MONTH[^]



Source- TRAI & FICCI M & E Reporting Mar'22. *Aggregating 700 billion hours of consumption (second highest in the world) #Which was driven by rapid adoption of 4G and people working from home during COVID-19 ^Which is set to continue to increase at a CAGR of 18% to 50GB by 2027



In 2021, 467mn Indians consumed news online

80% time spent on Media & Entertainment apps




**TIMES
NETWORK**
NOW OR NOTHING

THE NATION'S MOST
INFLUENTIAL
MEDIA &
ENTERTAINMENT
NETWORK

TIMES NETWORK

NOW OR NOTHING

NEWS

TIMES
NOW

TIMES
NOW
WORLD

TIMES
NOW
नवभारत

ET
NOW

ET
NOW
स्वदेश

MIRROR
NOW

TN+

TIMES NOW मराठी

ENTERTAINMENT & LIFESTYLE

the
FOODIE

ZOOM

THE
ZOOM
STUDIOS

MOVIES
NOW

MNX

MN+
HD

Romedy
NOW

GADGETTIMES

TIMES DRIVE

A photograph of three women in traditional Indian attire. The woman in the center wears a red sari with a yellow headscarf and is holding a smartphone. The woman on the left wears a blue sari with a patterned headscarf and is also holding a smartphone. The woman on the right wears a teal sari with a patterned headscarf and is holding a smartphone. The background is a solid teal color.

TIMESNOWNEWS.COM

INDIAS MOST
COMPREHENSIVE
VIDEO NEWS
PLATFORM



WE ARE A
VIDEO
FIRST
NETWORK
**200+HRS
OF FRESH
CONTENT
EVERY DAY**

(INCLUDES LIVESTREAMS)

WE ARE YOUR EVERYDAY GUIDE.

ONE NETWORK FOR EVERYTHING YOU NEED IN A DAY.

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 NAVBHARAT	From the heart, for the heartland, the Hindi news destination
TN MARATHI	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 Bollywood, 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

A DAY IN THE LIFE OF THE CONSUMER

08-09

timesnownews.com

Timesnownavbharat

Zoom	Health
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09-10

timesnownews.com

etnownews.com

mirrornownews.com

timesnownavbharat

Health	Zoom
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15-17

etnownews.com	Zoom
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Lifestyle	Education
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12-15

etnownews.com

mirrornownews.com

Foodie	Zoom
--------	------

Times Drive	Lifestyle
-------------	-----------

10-12

etnownews.com

timesnownavbharat

Technology	Foodie
------------	--------

17-19

mirrornownews.com

Foodie	TN+
--------	-----

Lifestyle	Education
-----------	-----------

19-20

mirrornownews.com

timesnownavbharat

Times Drive

Foodie	Technology
--------	------------

Lifestyle	Education
-----------	-----------

21-22

timesnownews.com

tietnownews.com

timesnownavbharat

Zoom	TN+
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Lifestyle	Education
-----------	-----------

Technology	Health
------------	--------

20-21

mirrornownews.com

timesnownavbharat

Times Drive

Foodie	Technology
--------	------------

Lifestyle	Education
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INDIA'S FASTEST GROWING NEWS PLATFORM

5 years to reach where others took 20 years

Richer audience – Quality of content, Higher Time Spent per page, In-depth study on every topic, Opinion pieces, Insightful content.

Social Media – people's choice

Highest in category social following (25+ Mn) on Zoom TV.

Preferred news and entertainment brands on Snapchat appealing to younger audiences and early adopters.



TIMES NETWORK
DIGITAL
STATS
AT A
GLANCE

#4

ENGLISH NEWS &
ENTERTAINMENT PUBLISHER

450+

VIDEOS
PRODUCED DAILY

UNIQUE
USERS

80+

MN

PAGE
VIEWS

250+MN

VIDEO
VIEWS

2.3+

BN

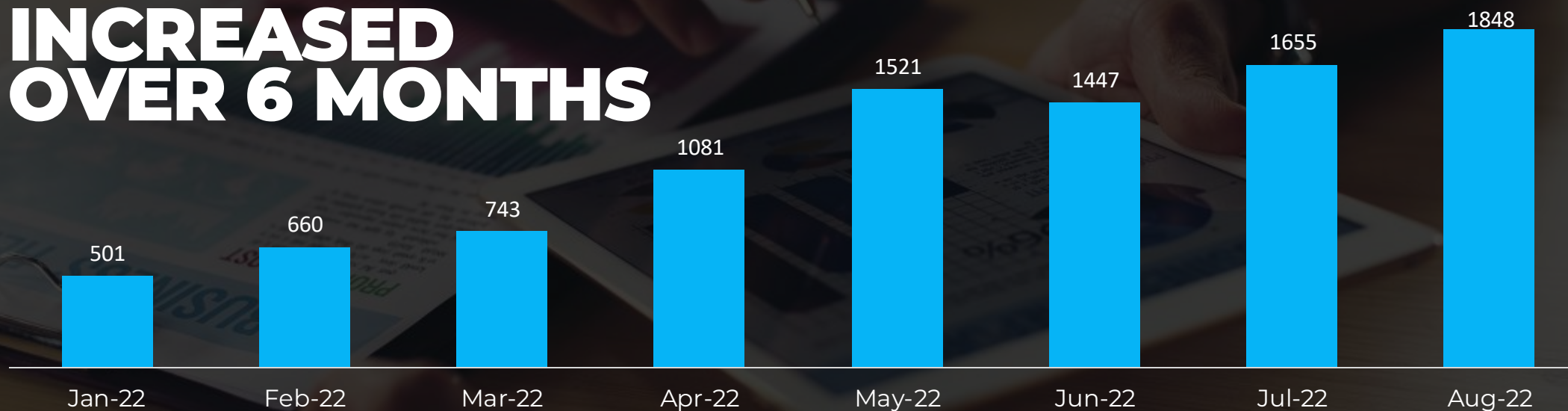
SOCIAL
REACH

59

MN



VVs HAVE INCREASED OVER 6 MONTHS



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



HIGHEST VIDEO VIEWS IN THE CATEGORY



Video Views (Mn) | TN + MRN

Source : Crowdtangle (FB+IG) & Vidooly (YT) (Video Views (mn) Avg May'22 to July'22)

*Note: Figures in bracket are Average of FB Creator Studio, Crowdtangle & YT Analytics (Video Views (mn) Avg May'22 to July'22)



TIMES NETWORK AFFINITY MAP

wellness

insurance

media

shoppers

beauty

culture

news

gaming

art

food

premium

technology

personal finance

dining

travel

lifestyle

sports

automobiles

investments

fitness

politics

technophiles

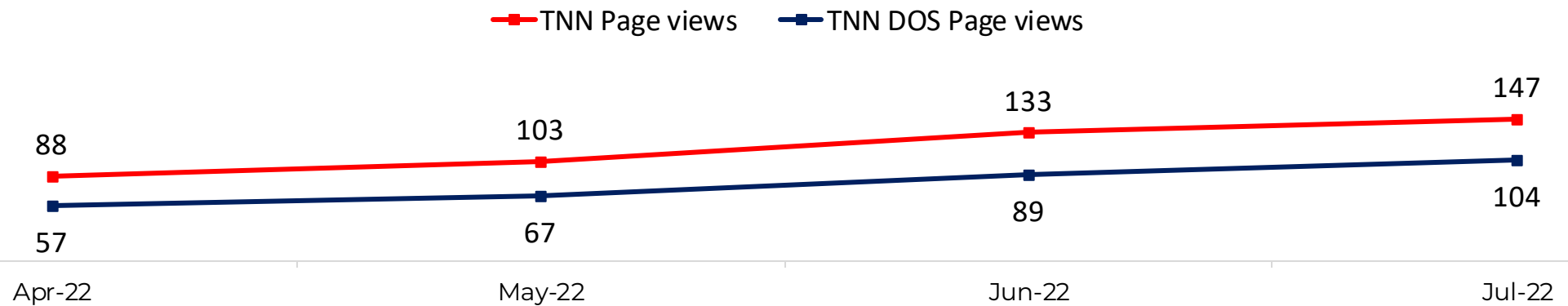
shopping

entertainment

A blurred background image of a business meeting. In the foreground, a person's hand is pointing at a tablet displaying a colorful bar chart. Other people are visible in the background, some holding papers or pens, suggesting a collaborative work environment. The overall tone is professional and modern.

TIMES NOW

TIMESNOWNEWS.COM



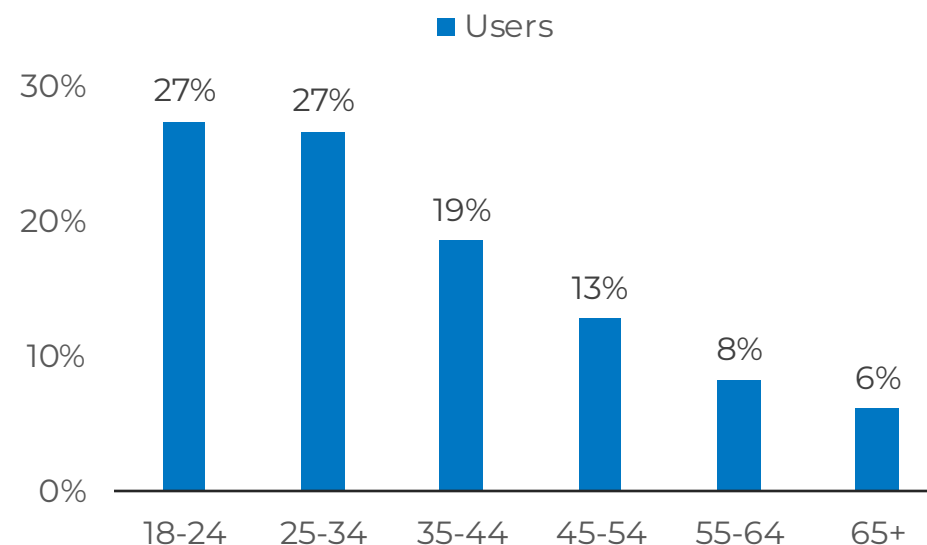
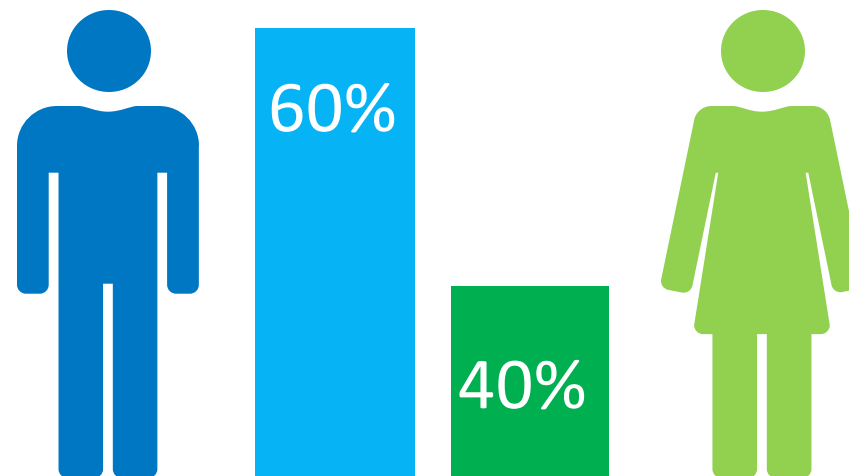


HAS A SKEW
TOWARDS
**YOUNGER MALE
AUDIENCE**

54%

OF THE **USERS ARE
BELOW 35 YEARS OF AGE
AND 60% ARE MALES**

Source: GA data for the month of Jul'22



TOP 25 CITIES CONTRIBUTE **78%** OF THE OVERALL USERS ON
TIMESNOWNEWS.COM

MUMBAI CHANDIGARH KOCHI INDORE
VISAKHAPATNAM *bengaluru* PUNE GUWAHATI
PANIPAT AHMEDABAD COIMBATORE AGRA DELHI
PATNA KOLKATA NAGPUR *BHUBANESWAR*
HYDERABAD *chennai* JAIPUR LUCKNOW LUDHIANA
MYSURU *झोझपुर*

MOST CONSUMED CATEGORY

Top 10 Categories basis PVs
TIMES NOW NEWS

EDUCATION

**ENTERTAINMENT
NEWS**

SPORTS

india HEALTH

**BUSINESS-
ECONOMY**

WORLD JOBS

TECHNOLOGY-SCIENCE

Source: GA (Apr – July 2022) – Average Monthly PVs

LEADING SOCIAL CONVERSATIONS



facebook	twitter	YouTube	Instagram	TOTAL
6.8 mn	10.2 mn	2.5 mn	800k	20.4 mn

Source: FB/IG-Crowdtangle; Twitter/YT- respective handles and channels| Latest (Aug'22) Followers/Subscribers

A close-up photograph of a person's hand touching a tablet screen. The tablet displays a colorful bar chart with multiple bars of varying heights. The background is slightly blurred, showing a wooden desk, a spiral notebook, and a pen. A large, white, bold 'zoom' text is superimposed over the center of the image. The overall lighting is warm and natural, suggesting an indoor setting with sunlight.

zoom

zoom USERS
INCREASED BY

97%

SINCE **APRIL 21,**

**WHILE DOS USERS
INCREASED BY 109%**

Source: GA data for the month of Jul'22

zoom PVS
INCREASED BY

173%

SINCE
APRIL 21,

**WHILE DOS PVS
OBSERVED AN
UPSIDE AT 189%**

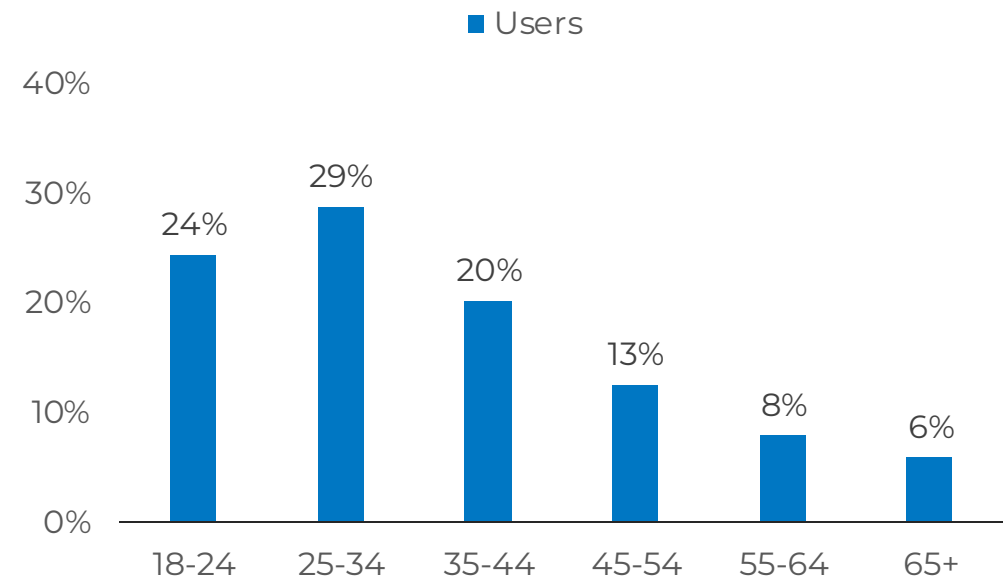
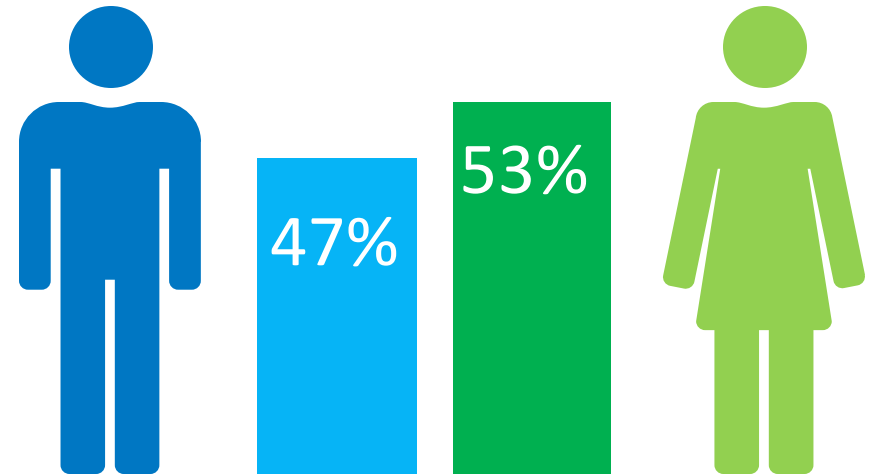
zoom

HAS A SKEW
TOWARDS
**YOUNGER FEMALE
AUDIENCE**

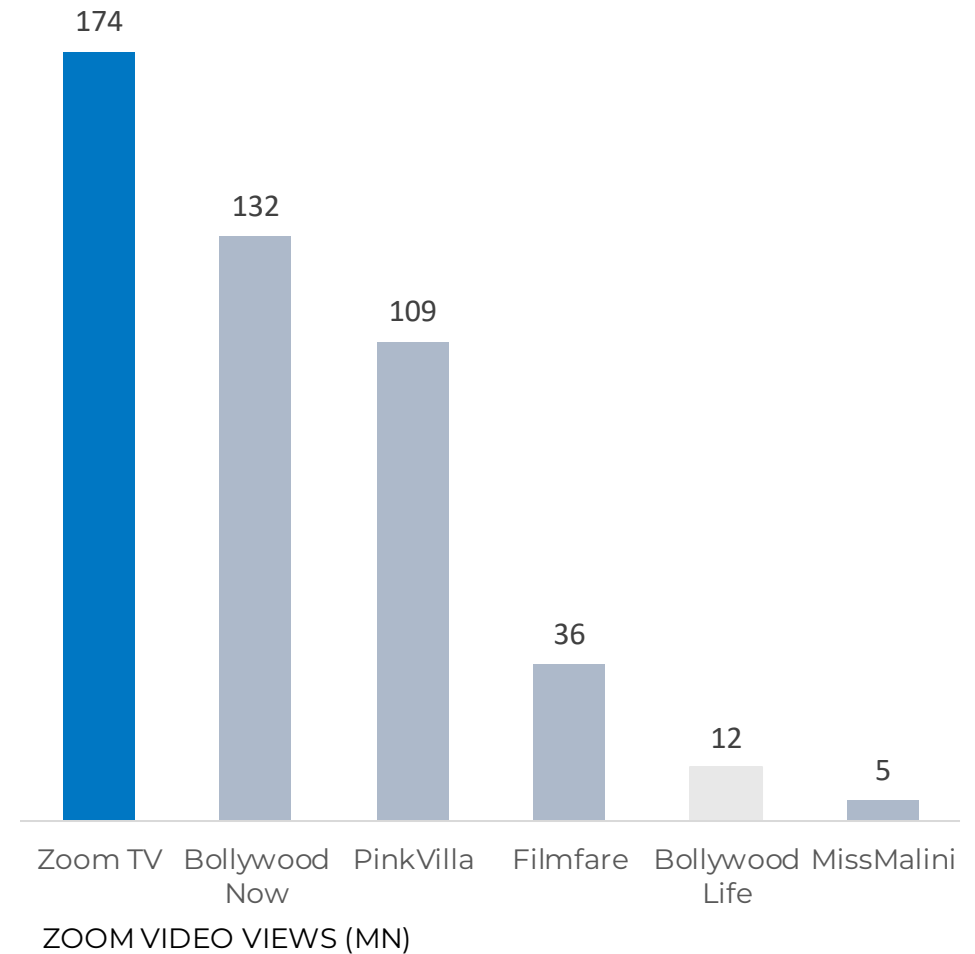
53%

OF THE **USERS ARE
BELOW 35 YEARS OF AGE
AND 53% ARE FEMALES**

Source: GA data for the month of Jul'22



ZOOM LEADS THE ENTERTAINMENT CATEGORY



Source : Crowdtangle (FB+IG) & Vidooly (YT) (Video Views (mn) Avg May'22 to July'22)
*Note: Figures in bracket are Average of FB Creator Studio, Crowdtangle (IG) & YT Analytics (Video Views (mn) Avg May'22 to July'22)

TOP 25 CITIES CONTRIBUTE **76%** OF THE OVERALL USERS ON

ZOOMENTERTAINMENT.COM AFFINITY CATEGORY (REACH)

MUMBAI CHANDIGARH KOCHI INDORE
VISAKHAPATNAM *bengaluru* PUNE GUWAHATI
PANIPAT AHMEDABAD COIMBATORE AGRA DELHI
PATNA KOLKATA NAGPUR *BHUBANESWAR*
HYDERABAD CHENNAI JAIPUR LUCKNOW LUDHIANA
MYSURU *झोझपुर*

MOST CONSUMED CATEGORY

Top 10 Categories basis PVs
ZOOM ENTERTAINMENT

Source: GA (Apr – July 2022) – Average Monthly PVs

CELEBRITY

TELLYTALK *Lifestyle*

KOREAN

HOLLYWOOD

ஹிந்தி சினிமா



BEAUTY

BOLLYWOOD

தெலுగు சினிமா

CAPTIVATING HEARTS ON FACEBOOK AND YOUTUBE



facebook	twitter	 YouTube	 Instagram	TOTAL
13.4 mn	4.5 mn	4.7 mn	2.4 mn	25 mn

Source: FB/IG-Crowdtangle; Twitter/YT- respective handles and channels| Latest (Aug'22) Followers/Subscribers

TIMES NOW NAVABHARAT

LEADING SOCIAL CONVERSATIONS

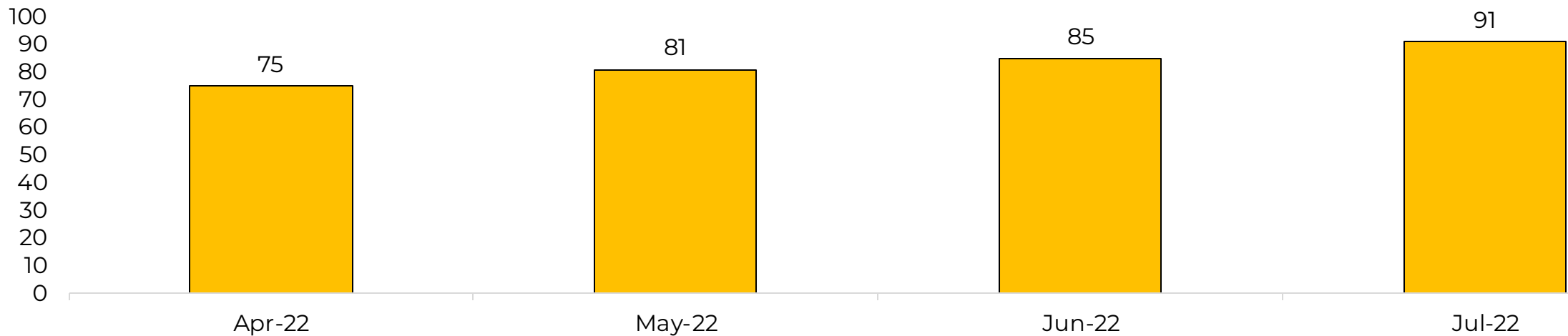


facebook	twitter	YouTube	Instagram	TOTAL
2.2 mn	0.07 mn	1.11 mn	0.05 mn	3.44 mn

Source: FB/IG-Crowdtangle; Twitter/YT- respective handles and channels| Latest (Aug'22) Followers/Subscribers

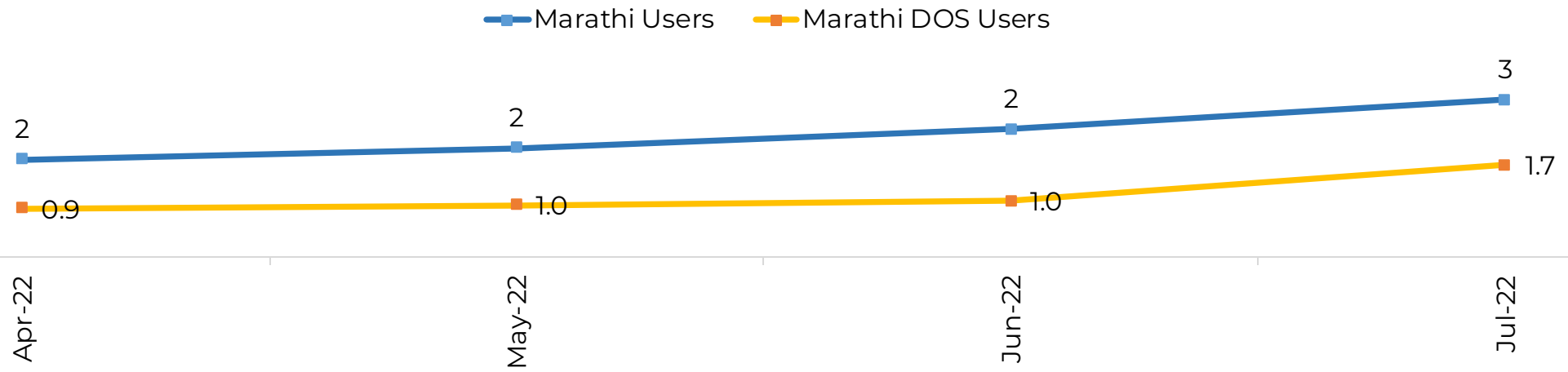
TIMES NOW MARATHI

21% GROWTH IN AVERAGE TIME SPENT



**TN MARATHI
USERS
INCREASED BY**

27%
SINCE
APRIL 21,

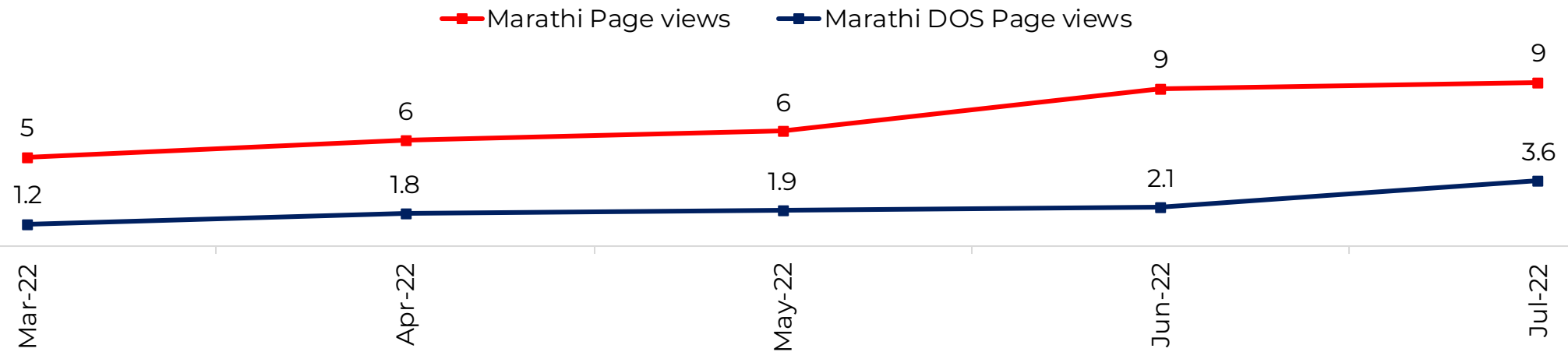


TN MARATHI
PAGE VIEWS
INCREASED BY

33%

SINCE
APRIL 21,

**WHILE DOS
PVs
INCREASED
BY 41%**





the **F**OODIE



An endless love affair with food, is at the heart of 'The Foodie'. It is the ultimate destination for all food lovers who love to eat, cook & explore all things food!

THE
BACHELORETTE'S
KITCHEN

THE
Foodie
comes to America



250,000 GASTRONOMES SALIVATE OVER THE FOODIE ON YOUTUBE

facebook	 YouTube	 Instagram	TOTAL
250k	230k	220k	700k



Source: FB/IG-Crowdtangle; Twitter/YT- respective handles and channels| Latest (Aug'22) Followers/Subscribers



TIMES **DRIVE**

Times Drive is the our one-stop destination for expert car reviews, first drive impressions, auto comparison and much more from the world of automobiles

THE PITSTOP FOR MOTORHEADS

facebook	 YouTube	 Instagram	TOTAL
223k	123k	101k	447k

Source: FB/IG-Crowdtangle; Twitter/YT- respective handles and channels| Latest (Aug'22) Followers/Subscribers



GADGETTIMES

Bringing viewers information on the latest technology to hit the market, as well as the latest developments from the world of gadgets that matters to us!



TN+ is a news-based infotainment web channel catering to the millennial audience. Home to current affairs, public voices, and opinionated stories.

AT TIMES NETWORK



We produce bespoke content for brands, high on context, driven by insights, created with a purpose to instigate thought leadership around topics that matter!

Thematic, Relevant and
people centric approach



Social media driven
audience engagement



OUR ADVERTISING SOLUTIONS

CONTENT CREATION	INVENTORY	SOCIAL MEDIA
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CONTENT CREATION

BRANDED CONTENT

CAUSE ALLIANCE CAMPAIGNS

INTELLECTUAL PROPERTIES

WHITE LABEL CONTENT

CONTENT **CREATION**

BRANDED CONTENT

With a thorough understanding of your business & communication objective, we partner to create content that brings alive impactful stories about your brand.

CONTENT **CREATION**

INTELLECTUAL PROPERTIES

With the most authoritative Editorial and Content powerhouse in the country, we build properties that become national benchmarks across Economy, Governance, Social Welfare, State Development, Digital transformation, Health, Education, Automobile sector among others.



CONTENT **CREATION**

CAUSE ALLIANCE CAMPAIGNS

BRINGING TO THE FOREFRONT ISSUES THAT NEED TO BE RAISED, VOICES THAT NEED TO BE HEARD!

SHAPING A SOCIALLY CONSCIOUS NARRATIVE.

PARTNERING WITH LIKE MINDED BRANDS
BRINGING ABOUT SOCIAL CHANGE

A dimly lit studio with silhouettes of people and equipment. The scene is filled with professional lighting gear, including large softboxes, stands, and cameras. Several people are visible in silhouette, working on the set. The overall atmosphere is professional and creative.

CONTENT **CREATION**

WHITE LABEL CONTENT

Leveraging our in-house editorial and creative expertise to produce customized content we introduce Times Network Studios.

DISPLAY INVENTORY

ROADBLOCK/INNOVATION

BANNERS

VIDEO UNITS

NATIVE ARTICLES

DISPLAY **INVENTORY**

ROADBLOCK/ **INNOVATION**

Capability of creating an impactful intrusive Innovation for the disruptive Advertising



DISPLAY **INVENTORY**

DISPLAY **BANNER**

Our range of impactful display units deliver higher than industry KPI, assuring greater reach and visibility.



DISPLAY **INVENTORY**

VIDEO UNITS

We have a gamut of video ad units. In stream video options coupled with in banner video integrations. Engaging and high visibility units.



DISPLAY **INVENTORY**

NATIVE **ARTICLE**

Non-Intrusive form of Advertising for brands to communicate the desired communicate in an editorial format.

SOCIAL MEDIA

Campaign Driven

LIVE coverage

Influencer Driven

SOCIAL **MEDIA**

CAMPAIGN DRIVEN

We immerse the communication objectives to offer solutions that leverage our network and ensure that the campaign goals are achieved.

SOCIAL MEDIA

INFLUENCER CAMPAIGN

A brand is no longer what they tell us. It is what people tell each other. With a vast influencer network, we create campaigns that resonate most with the brand's message.

SOCIAL **MEDIA**



LIVE COVERAGE

When capturing the event in the moment is of the essence, we cover events live across our Social network.

TIMES INFLUENCE

IP's & AWARDS



TN STUDIOS AWARDS AND ACCOLADES

We let industry accolades across genres
speak about the quality of our output...



SOME OF OUR PARTNERS

 Mercedes-Benz	 Audi	 HONDA	 MARUTI SUZUKI	 UBER
 HYUNDAI	 TATA	 CITROËN		 ŠKODA
 HERO ELECTRIC The smart move		Canon		
 TISSOT	 GOQii	 BAJAJ Allianz	hindware	amazon
 SWIGGY	 ONEPLUS	 punjab national bank ...the name you can BANK upon!	 airtel	 vodafone

SOME OF OUR PARTNERS

 We create chemistry	 Pernod Ricard			
			 جزيرة ياس VAS ISLAND ABU DHABI أبوظبي	
 HAVELLS				
			 MIRAE ASSET Global Investments	
			 CANARA ROBECO Mutual Fund	 HSBC Mutual Fund

CASE STUDIES





CASE STUDY : REFRAMED 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.

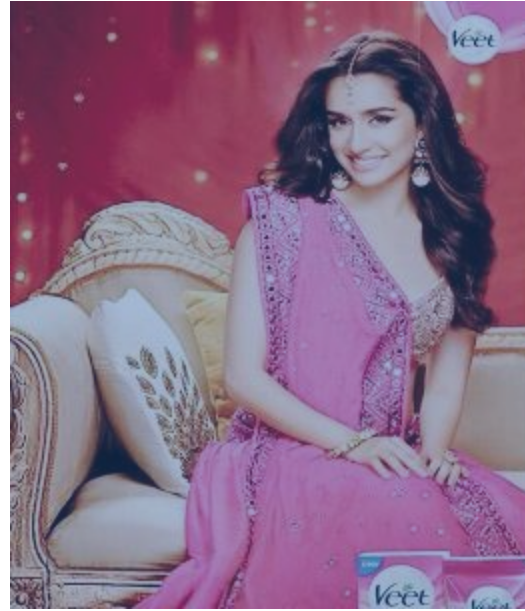
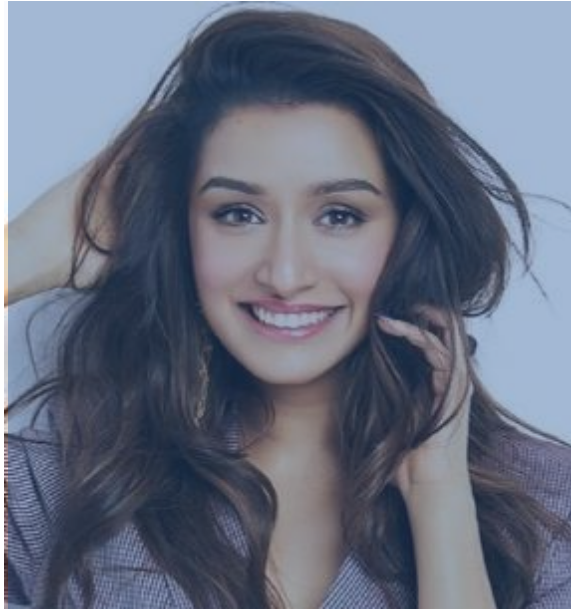
OUR SOLUTION

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





CASE STUDY : VEET – A SOCIAL EXPERIMENT

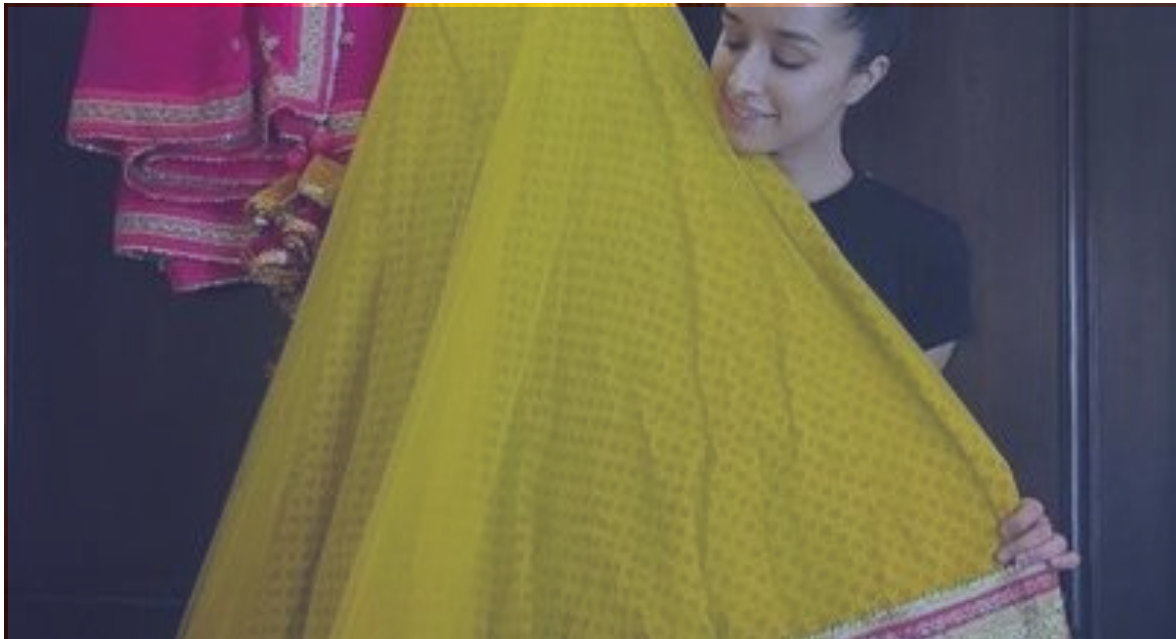
THE OBJECTIVE

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





CASE STUDY : 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!

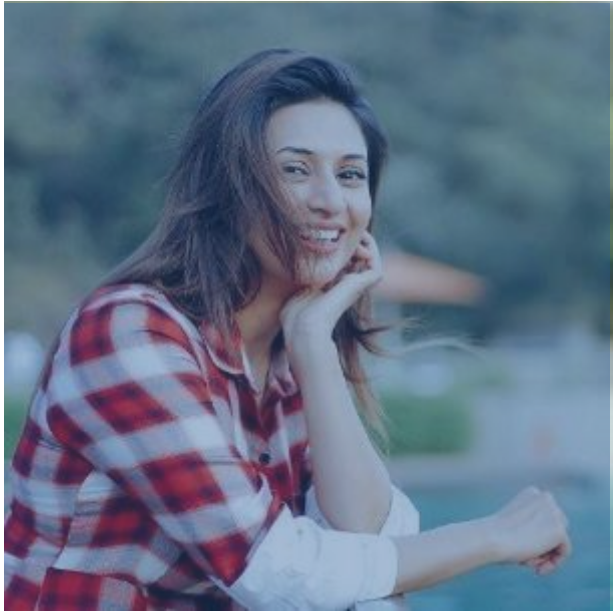
OUR SOLUTION

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>





CASE STUDY : 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.



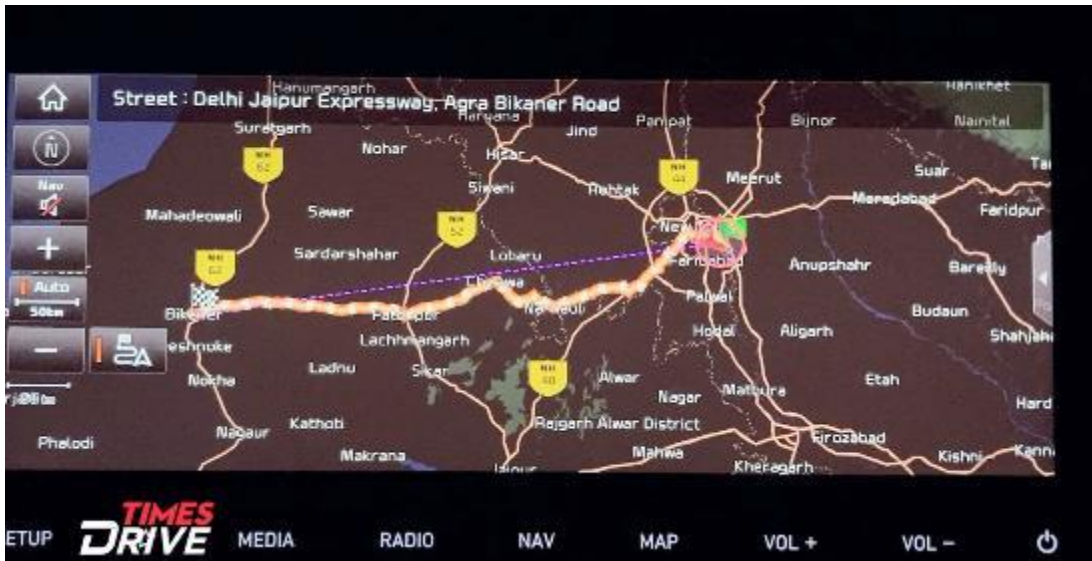
CLICK HERE: <https://www.facebook.com/watch/?v=336726030463213>



CASE STUDY : 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>



CASE STUDY : WEEKEND LIVE WITH OAKSMITH GOLD

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





CASE STUDY : #SaferForEachOther WITH UBER

THE OBJECTIVE

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

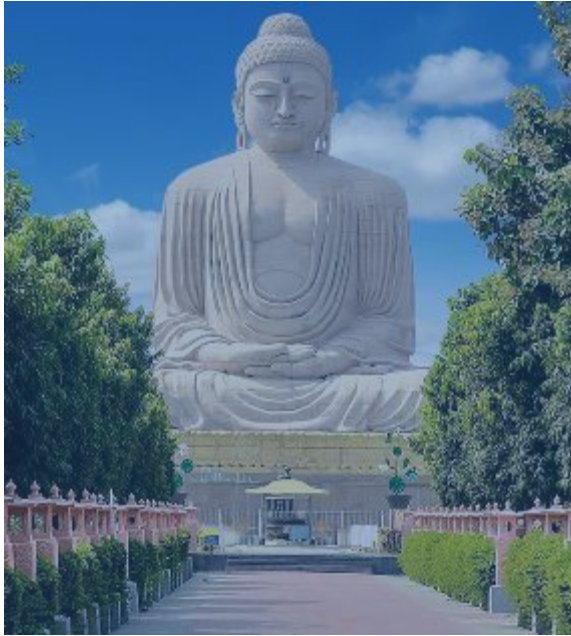
OUR SOLUTION

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](https://shorturl.at/rDNOY)



CASE STUDY : 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

