

**TIMES
INTERNET**

VIJAY KARNATAKA

TIMES
INTERNET

ನಮಸ್ಕಾರಂ



In a country of 1.21 billion people, ~4 crore* people speak Kannada.



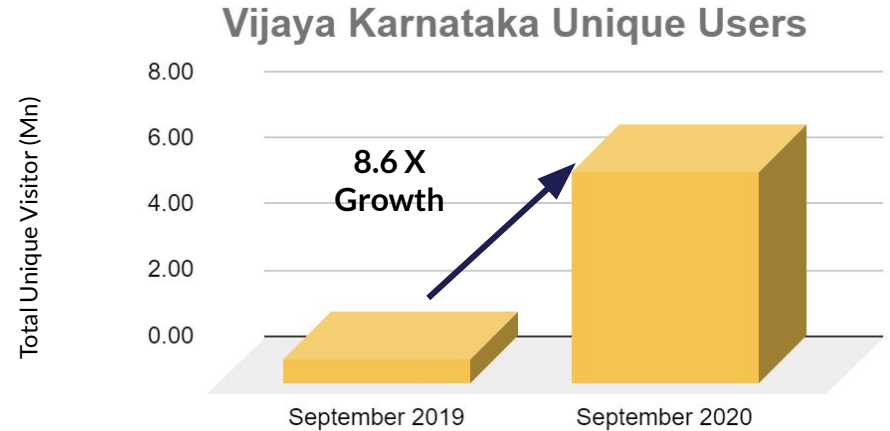
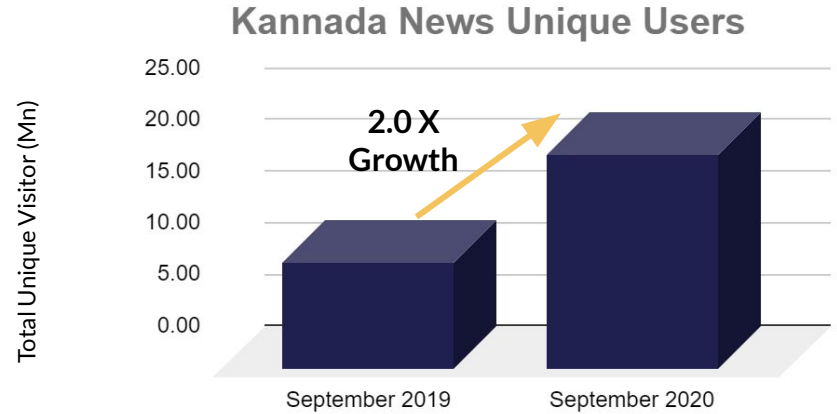
Census, 2011

Kannada language
news readership is
~20.8 million*

*Comscore, Top Kannada news publishers, September
2020



While Kannada News category grows at 2.0X rate,
Vijaya Karnataka has been growing at 8.6X



Top Kannada news sites on Comscore Multiplatform Data, Sep 2019 vs Sep 2020

A snapshot of Vijay Karnataka's Digital Footprint



6.3
Million
Monthly UVs



123
Million
Monthly
Page Views



54.0
Million
Minutes in
Engagement

Platform	Users
App	1.4 Lac+
Desktop	1.6 Lac+
WAP	5.1 Mn+



719 K+
Followers



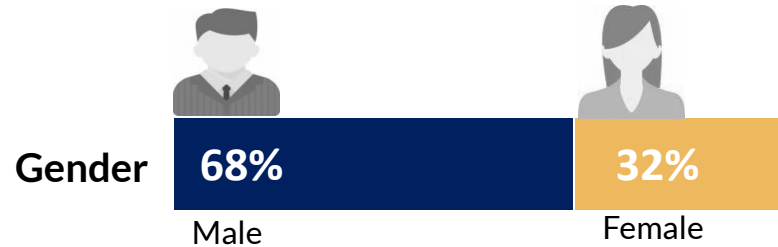
61 K+
Followers

Understanding the Vijay Karnataka User



At 32%, Vijay Karnataka is read widely by women.

And a fair representation of both **Tier 1** and **Tier 2** cities audiences...

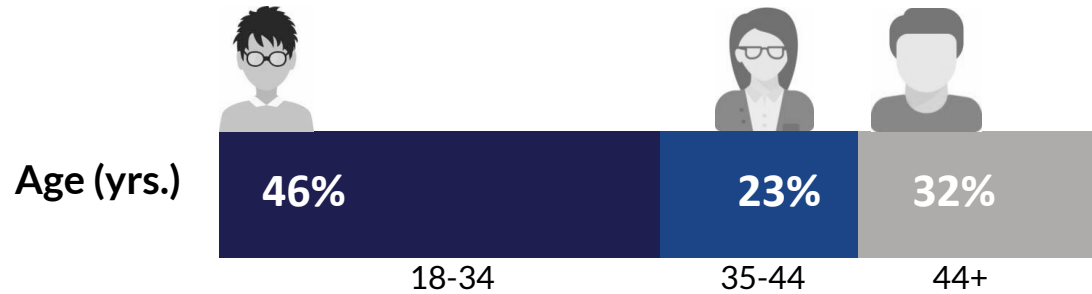


32% of our brand audience is female



61% of our brand is from Tier 1 cities

...61% of the users are in the high-spenders 18-34 age category.



A good representation of diverse states & cities in the readership roster.

Top 5 States	Users (in MN)	Pages/Session
Karnataka	6.5	3.81
Maharashtra	0.4	3.49
Tamil Nadu	0.20	3.79
Kerala	0.11	4.33
Delhi	0.07	2.50

Top 5 Cities	Users (in MN)	Pages/Session
Bengaluru	3.8	6.0
Mysure	0.7	5.60
Mumbai	0.3	2.77
Davanagere	0.2	5.65
Mangalore	0.2	5.24

Source : Languages GA, Sep'20 Data

Vijaya Karnataka Users are passionate* about

*Affinity Audience,
GA, Sep'20



Lifestyle & Hobbies
22.84%



Media & Entertainment
17.31%



Food & Dining
14.96%

Vijay Karnataka Users have purchase intent* for



Autos & Vehicles
30.37%



Financial Services
15.68%



Employment
11.02%

*In-market Audience
GA, Sep'20

Vijay Karnataka visitors consume lifestyle brands & services across categories

amazon

98.1%



72.7%



60.1%

Flipkart



98.1%



60.6%



State Bank of India

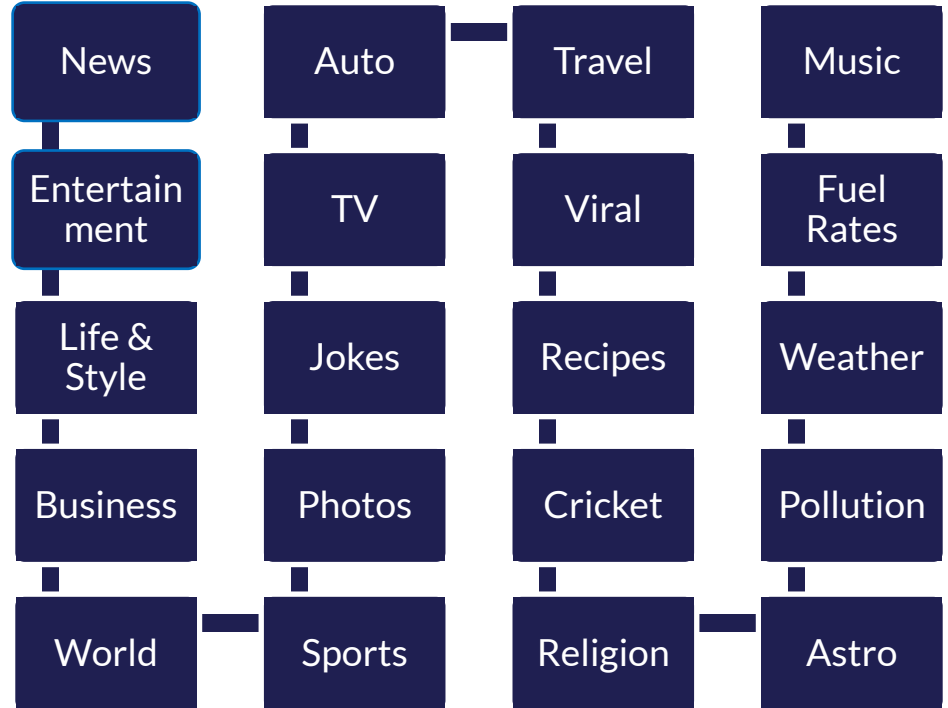
34.6%

Vertical cross visiting %
Comscore Multiplatform Data, September 2020,

... and many more

Find immersive advertising & content opportunities

across Vijay Karnataka's mix of Cross Category Content & Services



**Let's engage with your
brand's audience in their
language**

TIMES INTERNET
EVERYDAY. EVERYTHING