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division at Group M



India

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The Current Episode

Over the next decade, India is looking at the most lucrative and influential youth market in Indian history. This is a market which is **already beginning to define and demand its own entertainment.**

Under-25 Divide

“With half the population under 24 years of age, combined with increasing levels of disposable income and rapid penetration of new technology, attitudes and behaviour are undergoing a radical change – and this will have far-reaching impact on the kind of entertainment, and also the way it is consumed,” comments Tushar Vyas, head of internet division at Group M, which handles 60% of internet advertising business in India.

“In earlier times, our social circles were limited by physical proximity. Now, attention spans are declining, as they juggle multiple tasks at the same time. The digital divide is pretty evident in India between these generations,” says Vyas.

The leading consumer is a switched-on ‘Digital-Youth’ in their teens, who hangs out in the growing number of internet cafes across Delhi and Mumbai, **sharing film, pictures and music across both the internet and their latest mobile phone.**

Parental Guidance

The under-25s are still heavily reliant on their parents until they get married however, meaning their entertainment consumption will be dictated to some degree by their parents.

Youth consumers are therefore looking for entertainment formats that allow them to be independent and free from parental guidance. One example of this is Bluetooth flirting, where young people are using Bluetooth to covertly flout strict conventions and flirt in public.

Having leapfrogged technology, India is welcoming the latest innovations in technology and entertainment.

360 Entertainment

“A 360 approach has been seen in some recent movie launches,” says Ajay Gupte, general manager of advertising agency WPP, describing India’s cross-promotion trend. “Significant ones include *Hum Tum*, which had a comic strip created in India’s most popular English newspaper, supposedly created by the movie’s main character.”

This is evidence which supports the growing global trend of advertising becoming entertainment in itself as it needs to convince consumers it is worth watching now that ad-skipping technologies such as Sky+ are available. In the future, **there might be pay-to-view adverts that consumers clamor to watch.**



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The Next Episode

Increasing access to new technologies will see India embrace our next episode of entertainment.

Content Creators

With low-cost entertainment key for consumers, **the internet is India's biggest growing entertainment network**. Networking, surfing, uploading and creating has fast become the preferred entertainment pastime of the 'Digital-Youth'; 80% of 18-24 year olds enjoy downloading media, film, music and photos from the internet as a form of entertainment.

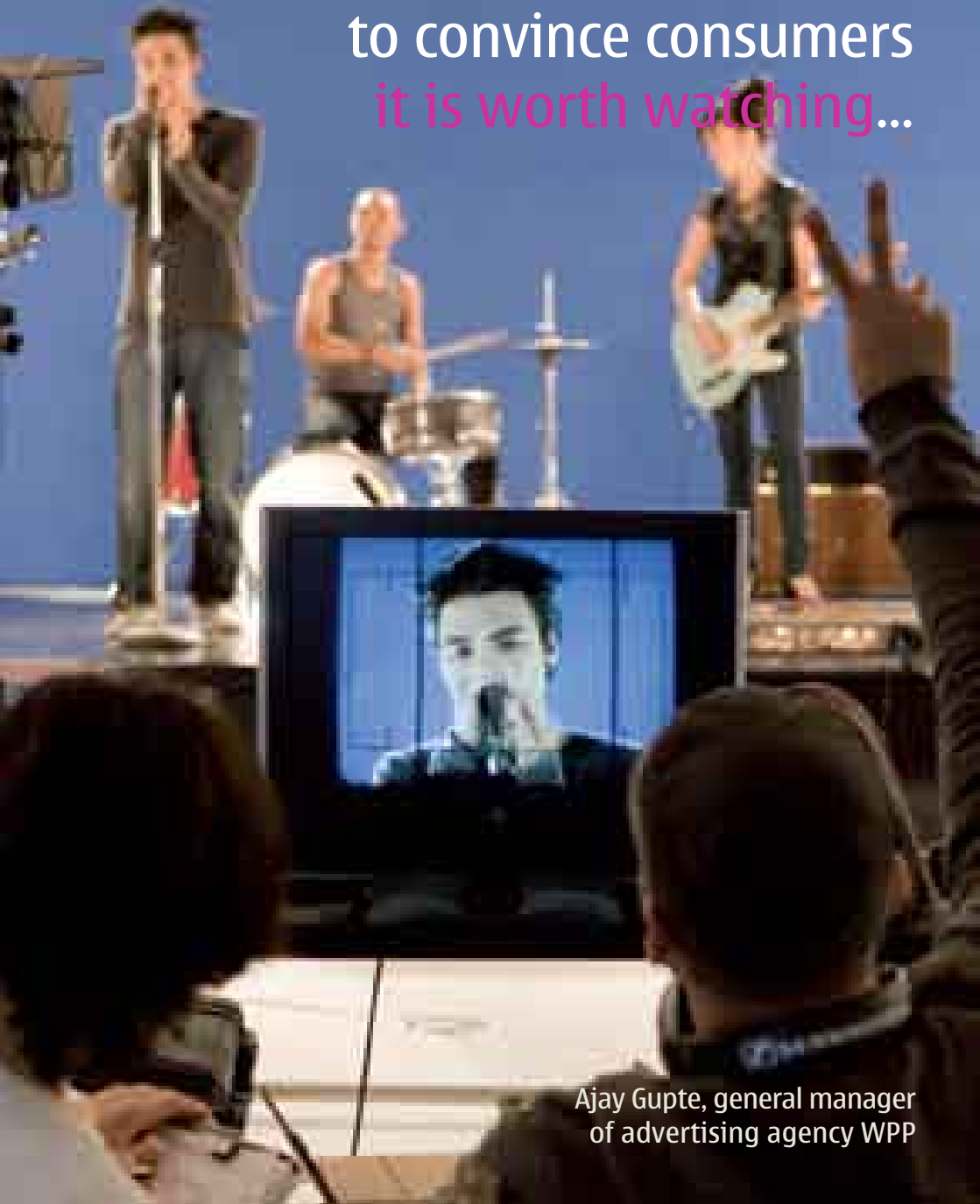
Leapfroggers

Despite only just getting FM radio, the Indian consumer is leapfrogging technology at an alarming rate; 53% regularly watch internet television, 21% regularly present their own podcasts, 27% cut and paste their own video content to make their own version and 26% said that they had visited an event or festival in a virtual world like Second Life.

Unlike their Asian counterparts who have long been surrounded with technology, the Indian consumer is excited about the entertainment network now available, and thus demonstrates a greater **connection and experimentation to learn**. There is such an uptake on new tech that 75% of consumers aged 55+ regularly watch internet television.

This leapfrogging of technology and eagerness to be immersed and involved in entertainment will lead to India following our global trend for circular entertainment. In the way it has taken on the current episode, India's digital youth will likewise adopt the next episode with enthusiasm.

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STATISTICS

Out of the Indian consumers we surveyed:

80%	aged 18 – 24 download media, film, music and photos from the internet
42%	aged 18 – 24 upload their own media to the internet
21%	aged 18 – 24 regularly create and post podcasts online
25%	of these also get paid for uploading media to the internet
63%	aged 18 – 24 regularly have IM conversations
77%	go to the cinema
45%	watch TV and film on their mobile device
85%	aged 18 – 24 own a digital camera
79%	aged 18 – 24 own a portable DVD player
89%	aged 18 – 24 own an MP3 player
23%	are regular 'Microbloggers' (they upload their every move to the internet)
26%	have visited an event in a virtual world like Second Life
77%	aged 18 – 24 regularly surf the Internet from their mobile device
15%	access XTube.com on a weekly basis
51%	download movies from online stores
49%	buy movies from high-street stores

Through our survey and correspondents, we have identified some of the exciting names in the field of entertainment and media that is inspiring Indian consumers.

Top websites
Social network site: Orkut (65%)
Video-sharing website: YouTube (62%)
VoIP & IM Services: Yahoo! Messenger (83%)
Photo-sharing website: Flickr (38%)
Aggregator websites: MyYahoo! (66%)

Top magazines
Stardust
Filmfare
T3

Websites to watch
desimartini.com
zapak.com
indiafm.com

Artist watch
Shivamani
DJ Suketu
Kailash Kher

Festival watch
Prithvi Festival, Mumbai
Delhi Haat Festival, Delhi
Banganga Festival, Mumbai