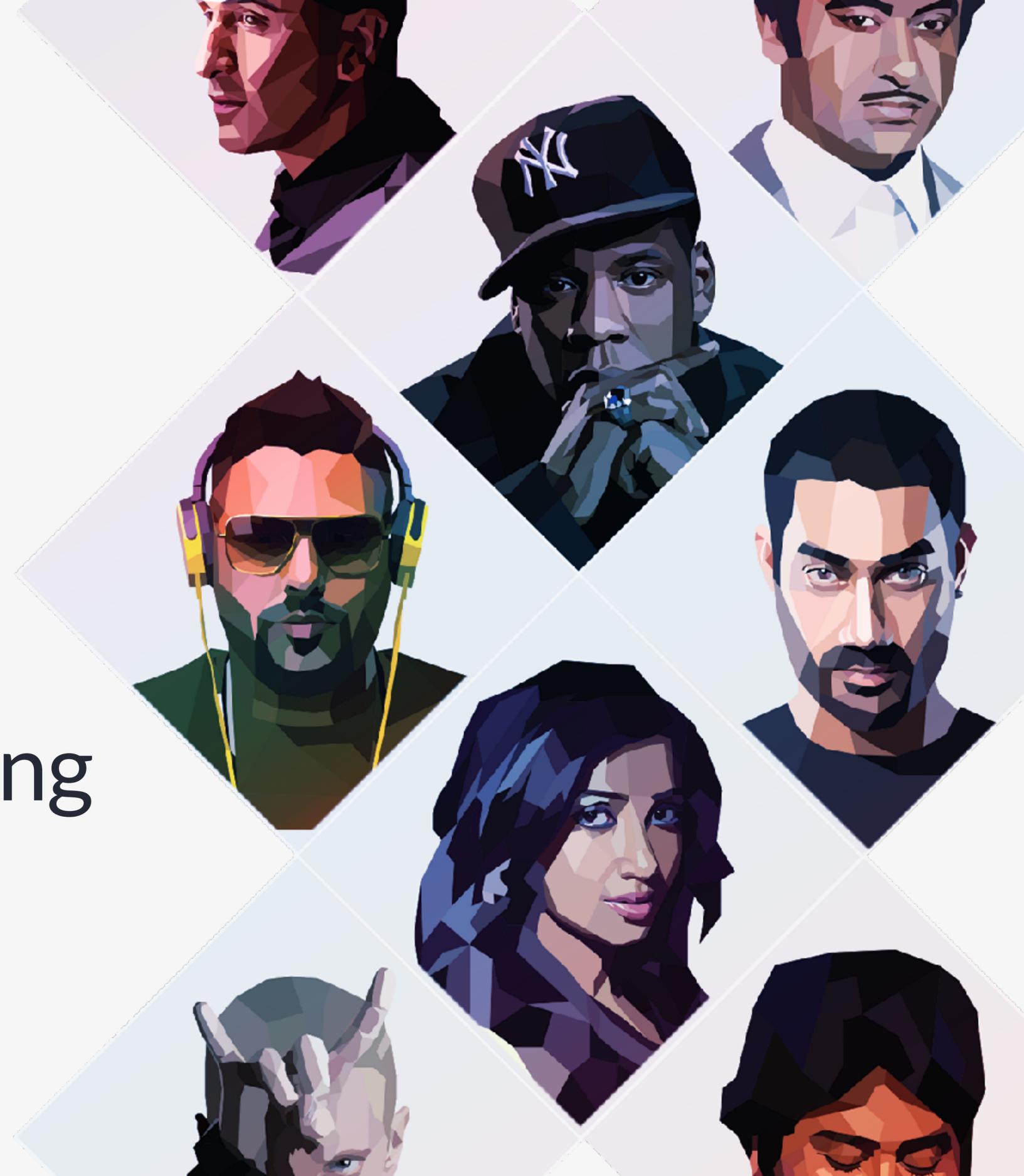




# Effective Native Advertising that Engages Audiences

Mobile Marketing Association India Forum

*September 28, 2018 – Vinodh Bhat*





# India's Mobile Entertainment Platform

Home | Elections 2018 | Companies | Industry | Politics | Money | Opinion | Lounge | Science

live **mint**

## Reliance signs deal to merge JioMusic with Saavn

Reliance Industries and Saavn have signed a deal for the combination of Saavn with JioMusic to create a global online music streaming platform

Last Published: Sat, Mar 24 2018, 12:01 AM IST

Lata Jha  [Sign Up](#)

**LATEST NEWS**

- Vivo V9 Review: The notch is here to stay
- IPL 2018: Rahane rues lack of partnership after Rajasthan Royal's loss to Sunrisers Hyderabad
- Intrastate e-way bill rollout in 5 states from 15 April

## Reliance JioMusic to combine Saavn with itself in \$1 billion-plus deal

The combined entity will seek to entertain a billion users in India and around the world, tapping Jio's strengths in connectivity and Saavn's streaming expertise

BY HARICHANDAN ARAKALI | Forbes India Staff | FOLLOW ON: [Twitter](#) [Email](#) [Full Bio](#)

PUBLISHED: Mar 23, 2018

[f](#) [t](#) [in](#) [RSS](#) [G+1](#)



billboard

## Leading Indian Streaming Services Saavn and JioMusic to Form Country's Biggest Music Platform

3/27/2018 by Richard Smitke

[f](#) [t](#) [e](#)

VARIETY | FILM TV MUSIC TECH POLITICS THEATER

HOME > DIGITAL > ASIA | MARCH 25, 2018 8:00PM PT

## India's Jio to Absorb Music Streamer Saavn

By Naman Ramachandran

[f](#) [t](#) [r](#) [e](#) [+](#)

live **mint**

05 April 2018 | E-Paper

30 YEARS AGO, NO ONE SAW THAT REAL ESTATE WAS UNDERGOING A PARADIGM SHIFT. WE DID. [KNOW MORE](#)

Home | Elections 2018 | Companies | Industry | Politics | Money | Opinion | Lounge | Sci

live **mint**

## Reliance signs deal to merge JioMusic with Saavn

Reliance Industries and Saavn have signed a deal for the combination of Saavn with JioMusic to create a global online music streaming platform

Last Published: Sat, Mar 24 2018, 12:08 AM IST

Lata Jha  [Sign Up](#)

Home | Industry | Auto | Banking/Finance | Cons. Products | Energy | Ind'l Goods/Svs | Healthcare/Biotech

Entertainment | Media

Reliance Jio, Saavn to create \$1 billion digital music platform

THE HINDU

Come on India  
Jio Life

File photo: Shivani Singh, first customer to receive the exclusive Jio Welcome offer with the latest Apple iPhone 7, with Akash Ambani (centre) and Manoj Modi at Reliance Digital Store in Mumbai on October 07, 2016. | Photo Credit: Shashi Ashwal

As part of the deal, additionally, Reliance will be acquiring a partial stake from the existing shareholders of Saavn for \$104 million.

In a deal led by Reliance Jio Director Akash Ambani, Reliance Industries today signed an agreement for merging the digital music service Saavn with JioMusic to create a digital media platform with global reach having total value of over \$1 billion.

TECHNOLOGY

## Saavn to merge with RIL's JioMusic

Combined entity will have a valuation of over \$1 billion with JioMusic's implied valuation at \$670 million.

By DEEPTI CHAUDHARY | Mar 23, 2018 | 2 min read

FORTUNE

[f](#) [t](#) [in](#) [RSS](#) [G+1](#)



# Pressing Problems in Marketing



# Challenges of Modern Marketing



## Paradox of Power & Choice

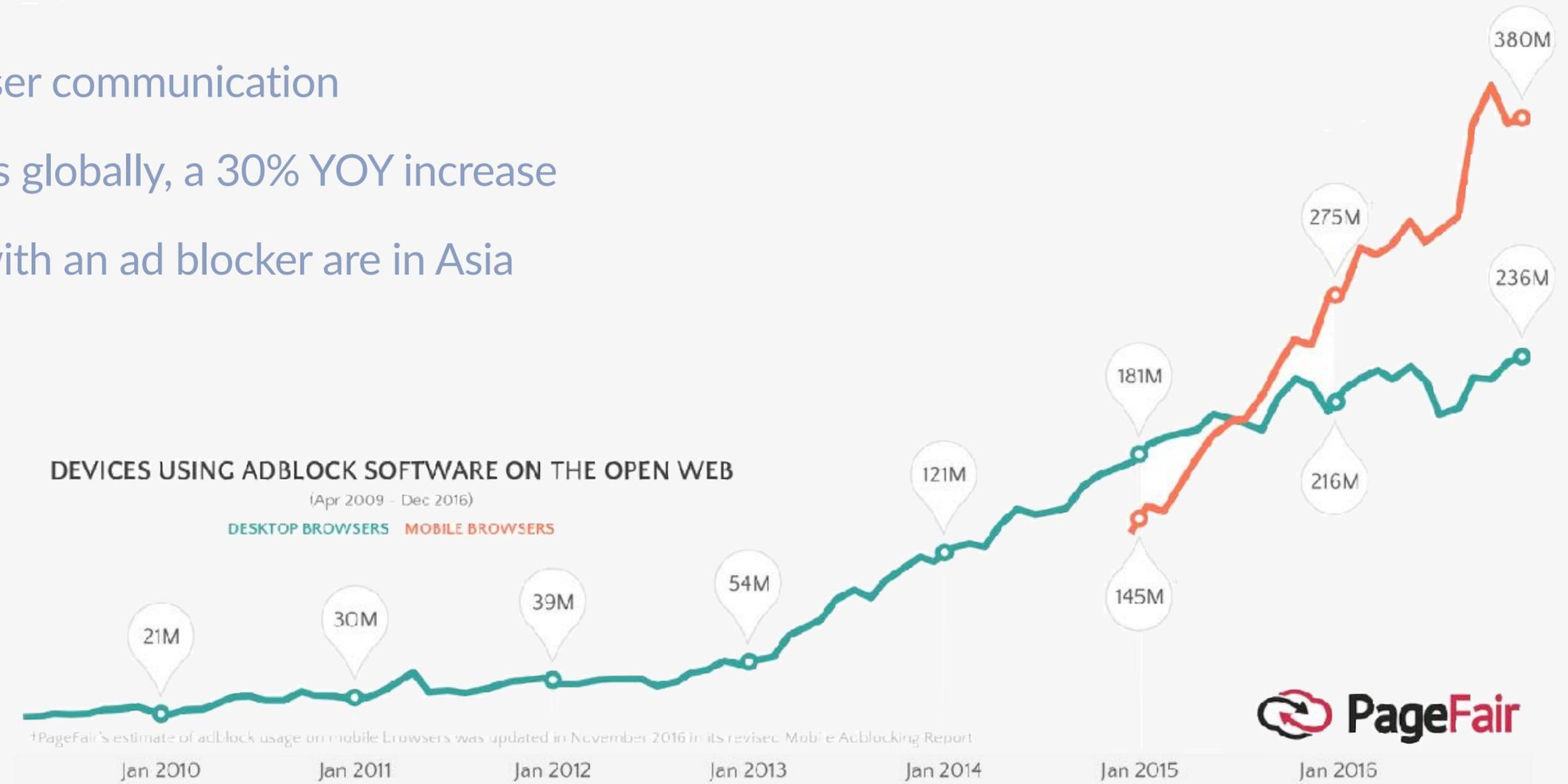
- We are hit with 3,000+ messages daily
- We check our phones 77x per day
- More options lead to fewer actions



# Challenges of Modern Marketing

## Millennials are Rejecting Advertising

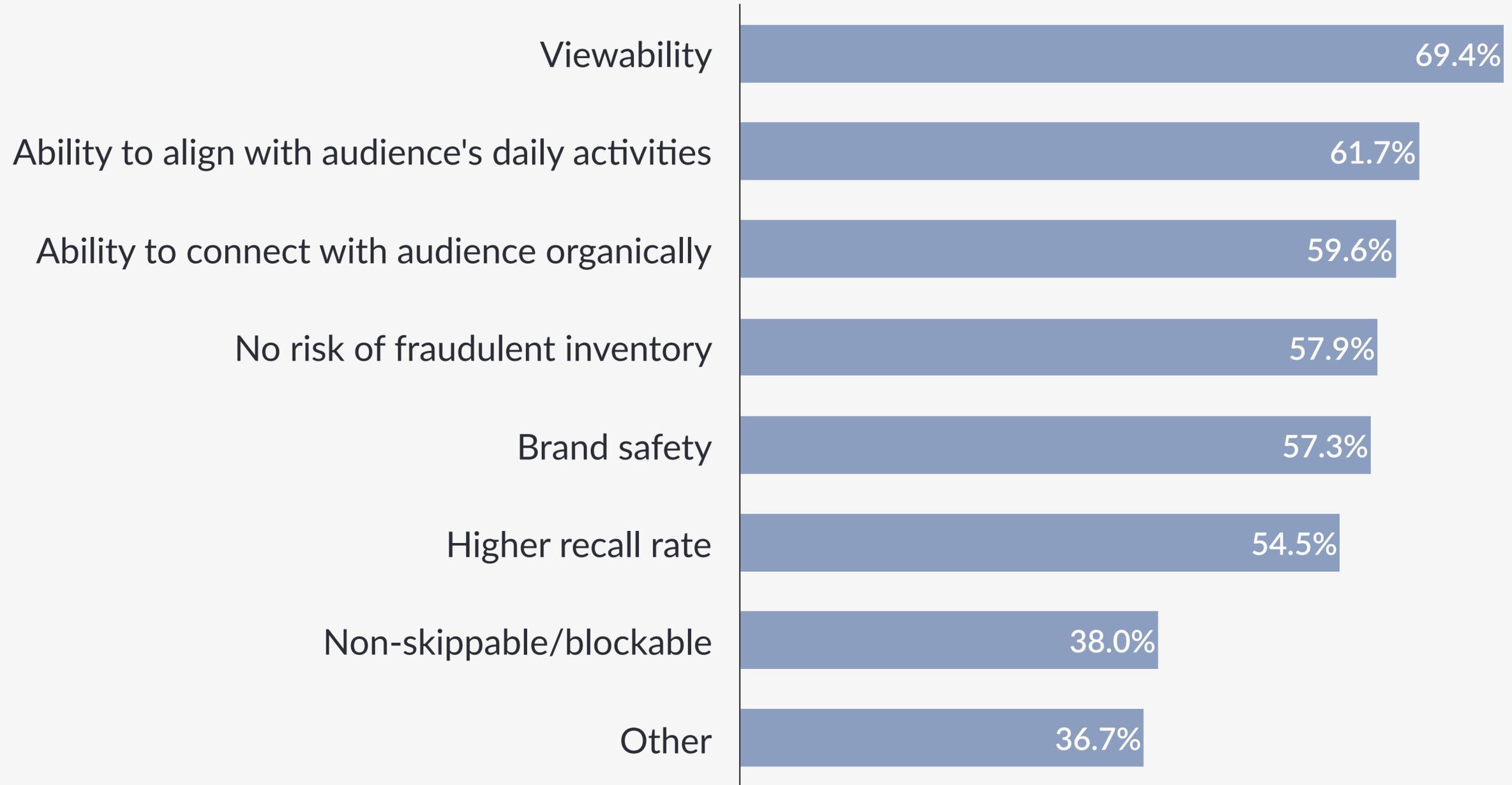
- 84% of millennials distrust advertiser communication
- 380 million devices use ad blockers globally, a 30% YOY increase
- 90% of mobile devices equipped with an ad blocker are in Asia





# Industry Expectations

AdAge Survey





# A Potential Framework



# Winning Back Attention



## Divya

- 26 years old
- Tier II Indian city
- College educated
- Gainfully employed



# Winning Back Attention



**Emotional  
Engagement**

Be human to build a bond



**The User is  
in Control**

Make their experience better



**Stories Exist  
Around Us**

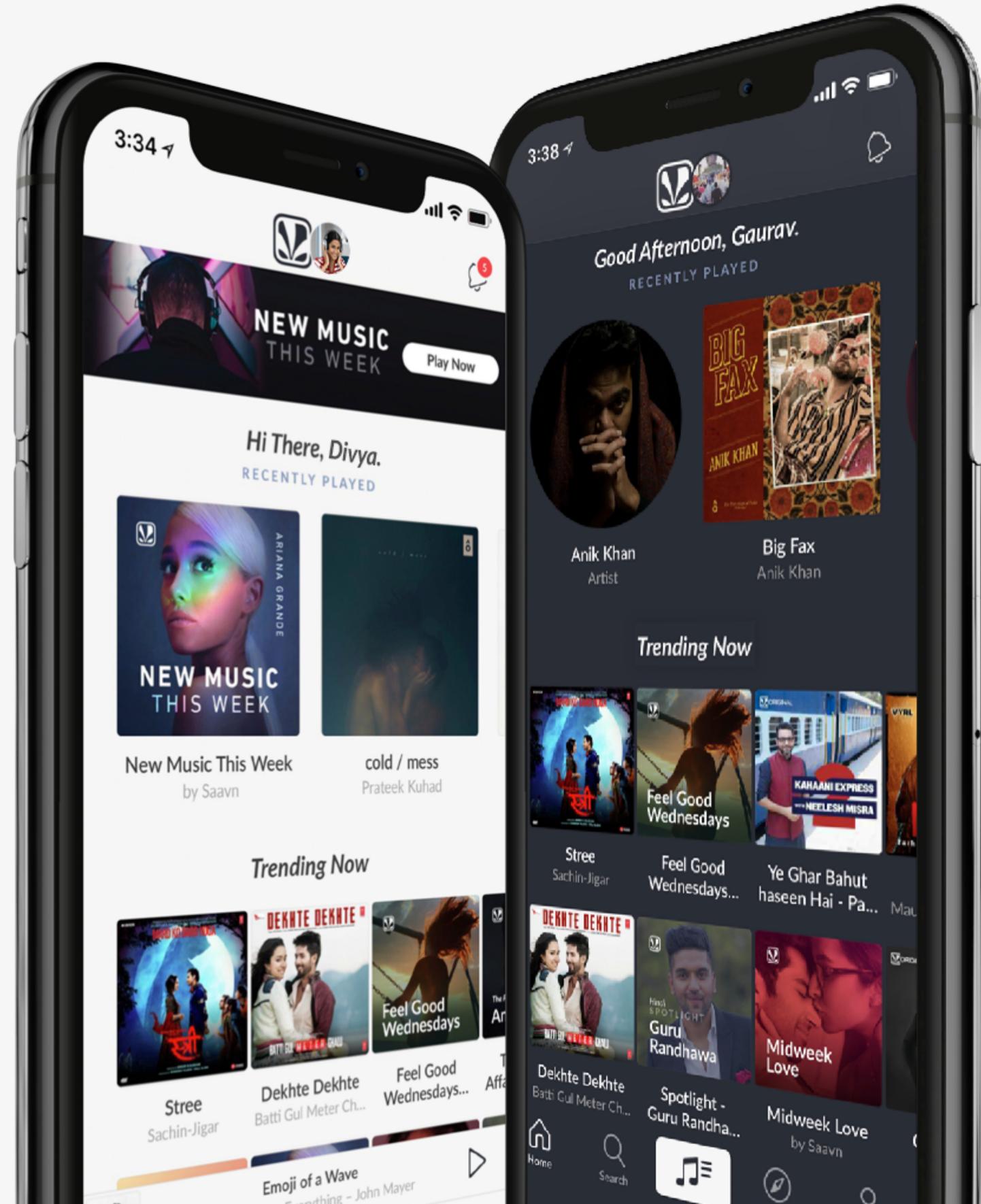
Layer into existing artists' stories



# Data Driven

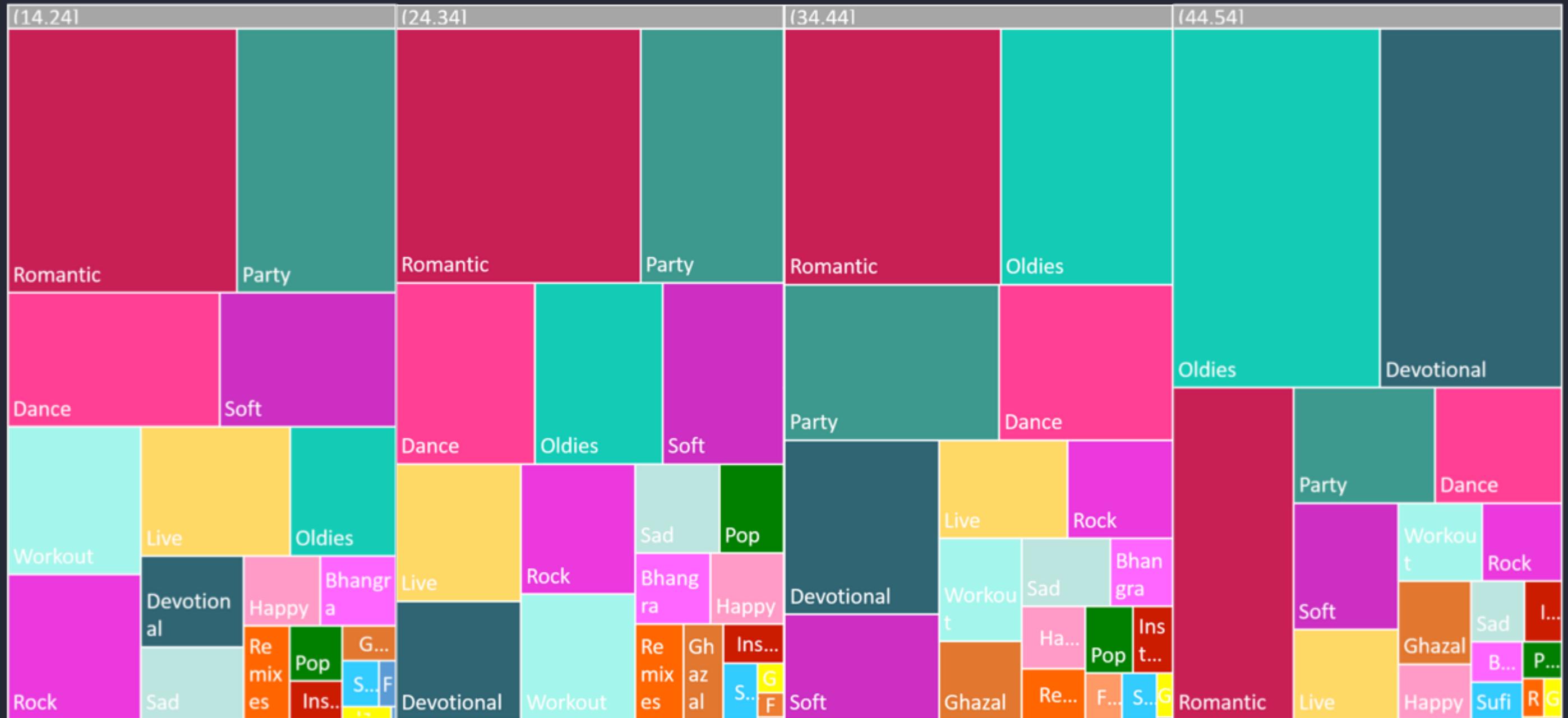
## All About Experience...

- The New Trust
- Design
- Technology
- Personalization + Data Science



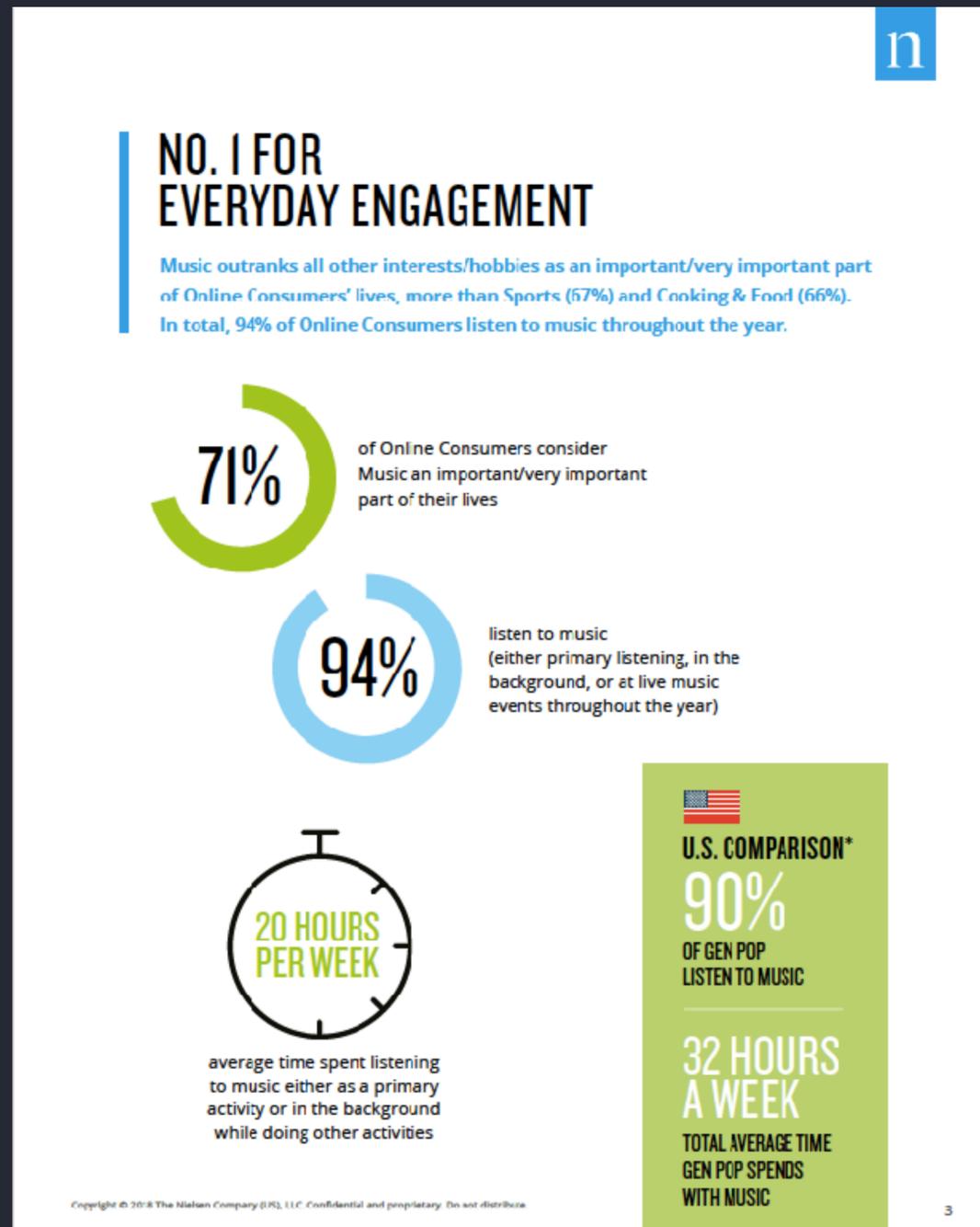


# Mood Chart by Age





# Rise of On-Demand Music & Audio

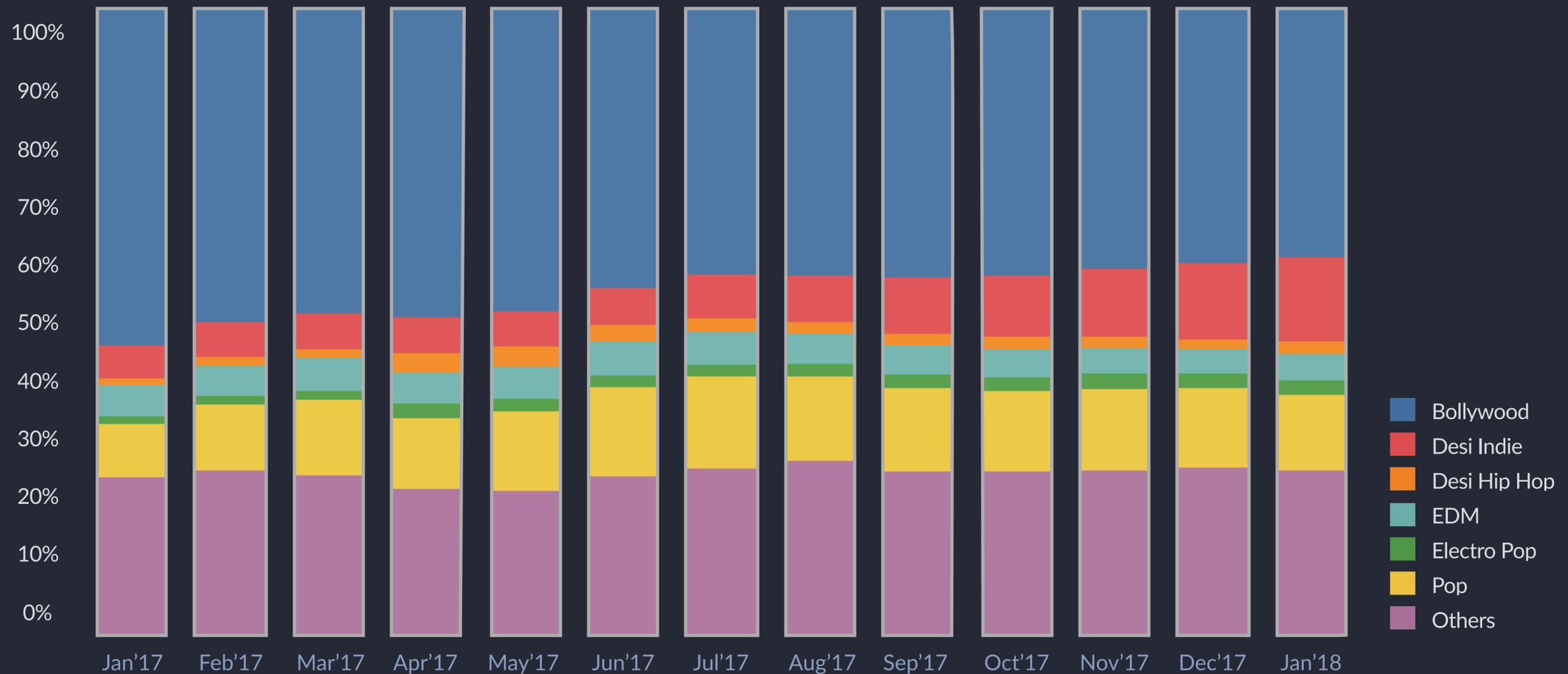


- Outranks all other interests/hobbies, more than Sports (67%), Cooking (66%), Movies (64%) and Travel (63%)
- Music = 20 hours per week
- Audio Streams > Video Streams for Music and had 59% YoY growth



# Genres Rising

15% increase in non-Bollywood music share of streams over the last year





# Evolution of our Country's Top Song

2014



**Baby Doll**

Upbeat/dance Bollywood



2015



**Chittiyaan Kalaiyaan**

Upbeat/dance Bollywood



2016



**Ae Dil Hai Mushkil**

Sad/slow Bollywood track



2017



**Shape of You**

American/English Dance/pop



2018



**Bom Diggy**

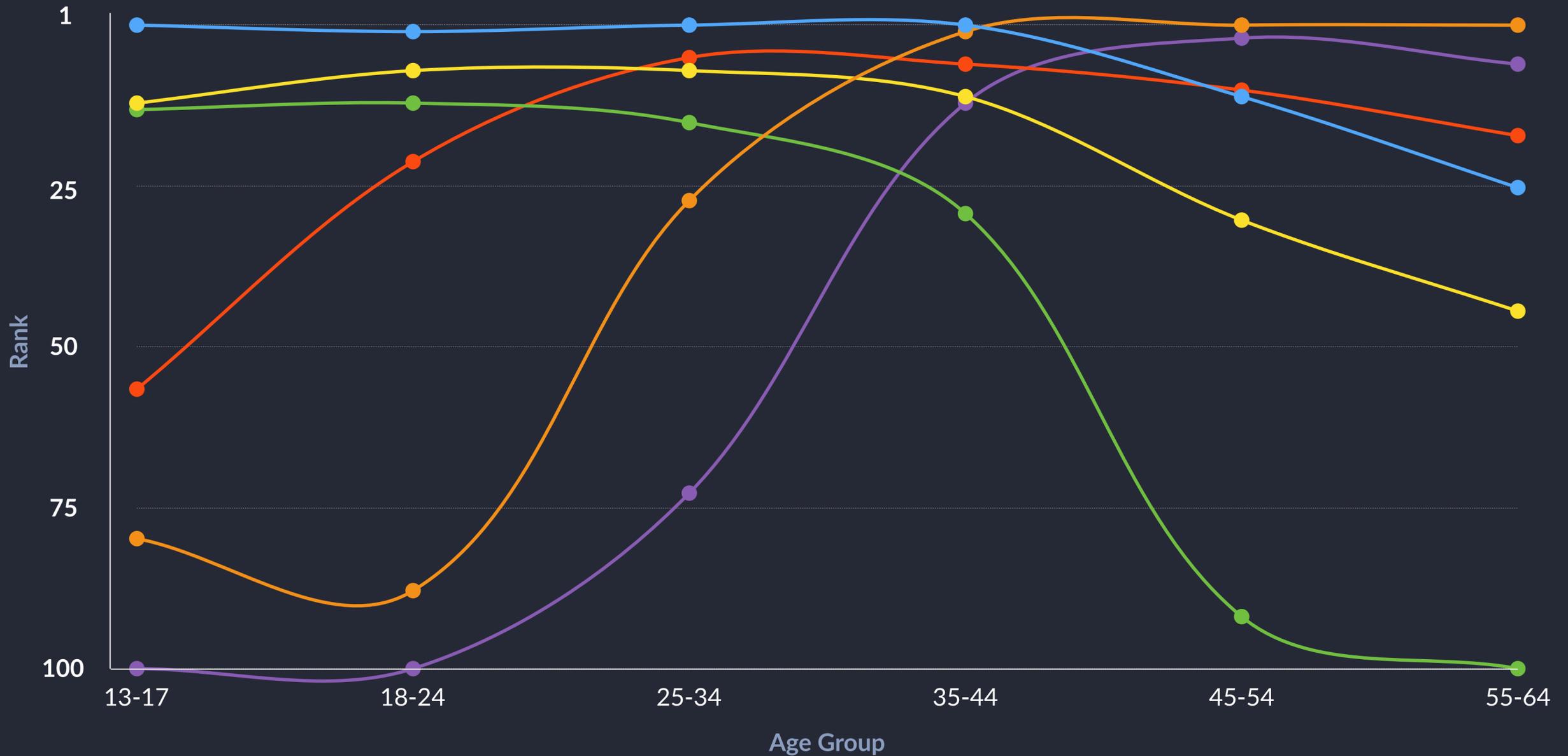
Indie-pop (Non-Bollywood)





# Listener-Artist Alignment by Age

- Arijit Singh
- Sunidhi Chauhan
- Aastha Gill
- Alka Yagnik
- Lata Mangeshkar
- R.D. Burman





# A Creator's Audience has Real Attention





# Daily Story of a Listener



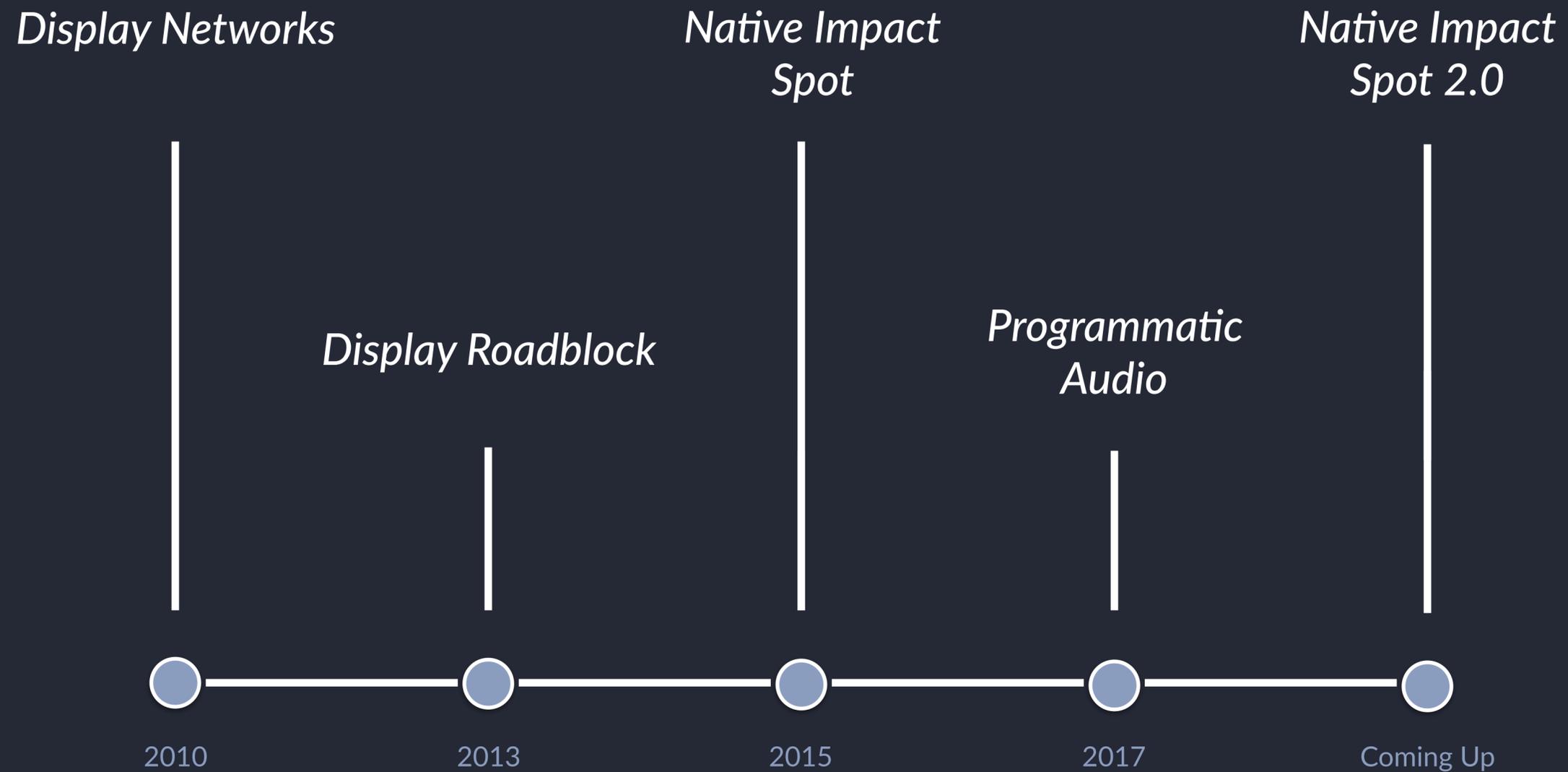
79% of audio consumption happens when people are engaged in activities that make it impossible for them to engage with visual media.

-  Bollywood
-  Bhangra
-  Hip-Hop
-  Devotional

Mapping user listening preferences based on time, day and top genres



# Saavn's Advertising Journey





# Native Audio Ad Platform

*Mobile-focused, Data-driven Targeting, Measured Engagement*



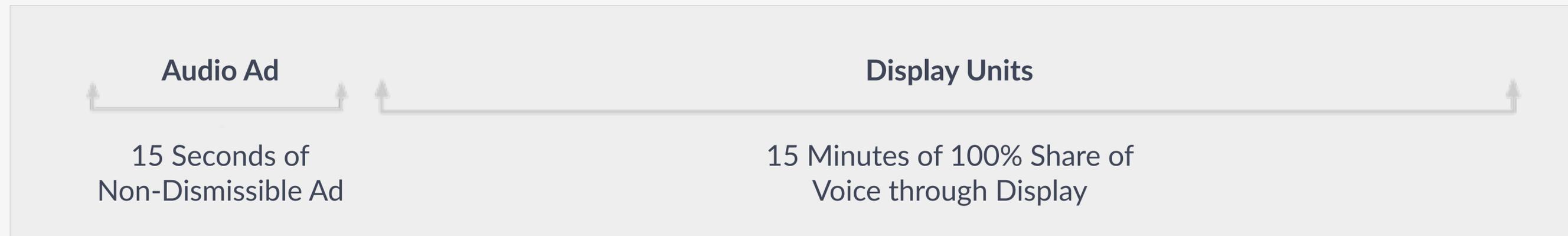
**AUDIO AD**



**COMPANION  
DISPLAY**



**CLICKTHROUGH  
ENGAGEMENT**





# Become a Part of Culture

**Curator**



**Creator**

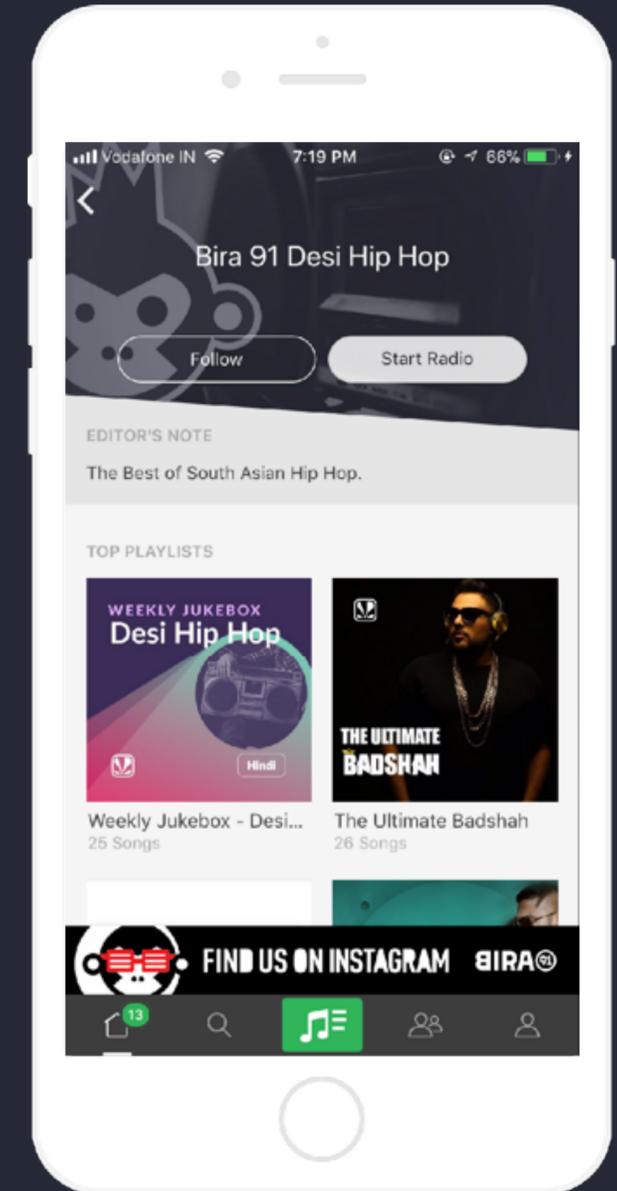
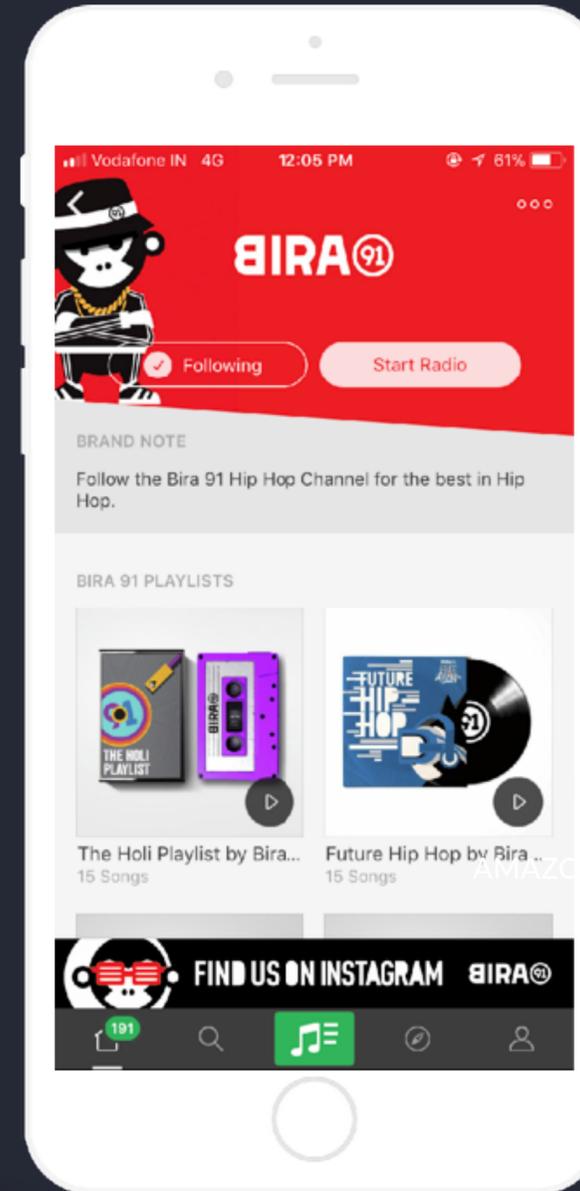
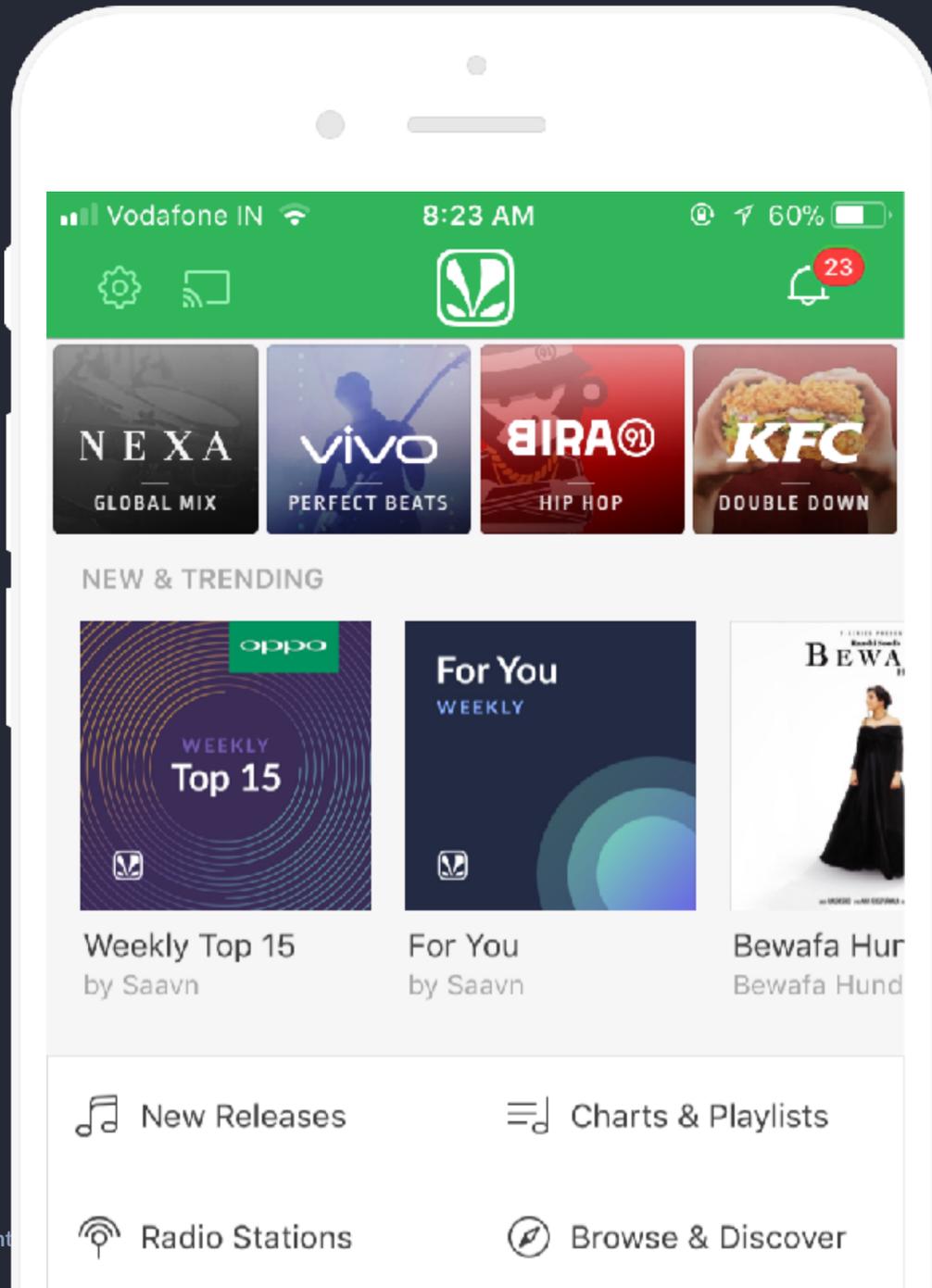


**Collaborator**





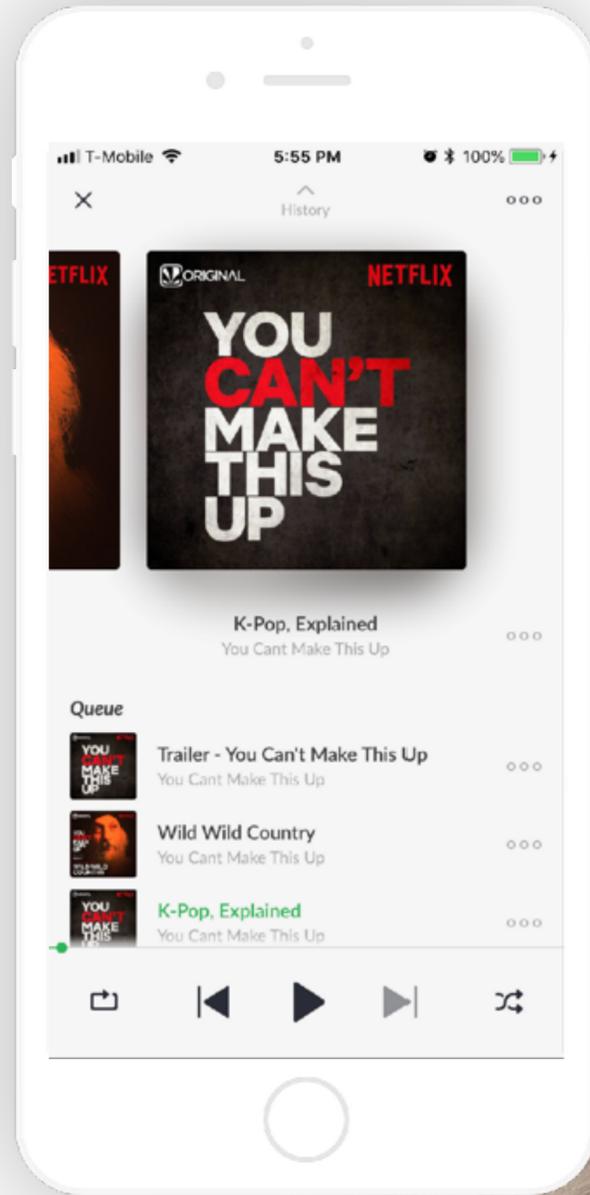
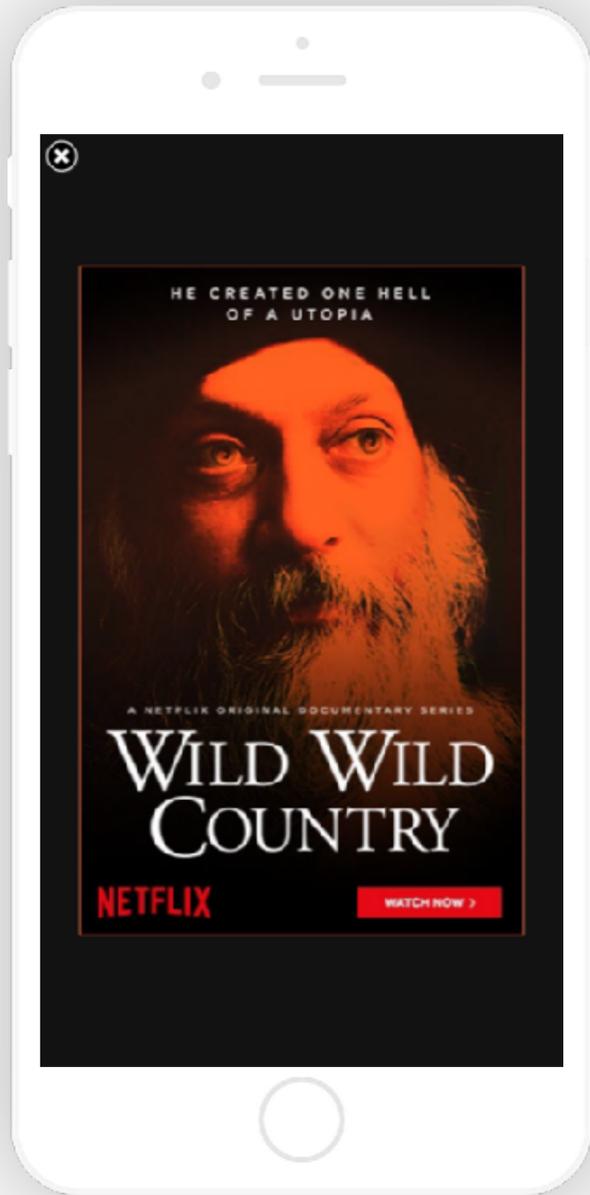
# Bira91 as a Curator



Tap to view the video



# Netflix as a Creator





# Netflix as a Creator

nielsen

AD EFFECTIVENESS

2MM

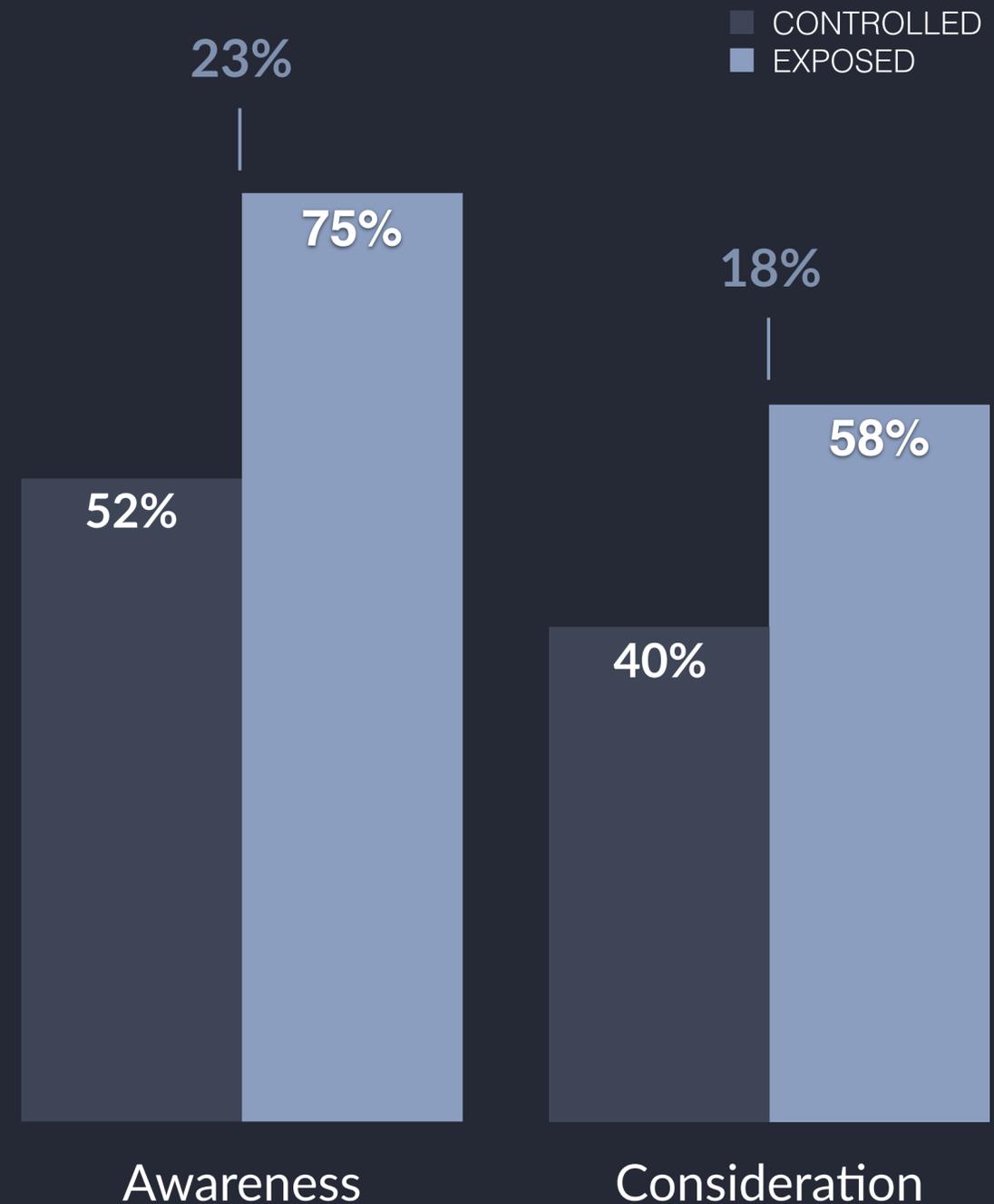
Unique Users reached

52%

Wanted to know more about the web series content

41%

Wanted to know about the real life incidents in the show





# Emirates Airline as a Collaborator





# Q&A | Anupama Chopra

