

# screenmedia | india

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## Switching on the next big media market



**Place-based screens are the fastest growing new media sector since the Internet. Come to Screen Media India - Mumbai 2008 to discover how your organisation can benefit from this exciting new communications tool.**

### About screen media

Screen media is expected to be worth more than \$2bn worldwide by 2010, and every day it is being adopted by retailers and other public-facing organisations as an alternative that enhances the best features of three of the most powerful media – TV, outdoor and POS.

It is among the fastest-growing advertising sectors today because it offers brands, agencies, media owners and indeed anyone in the business of communications a way to bring together the visual power of television, the narrowcast targeting of digital, and the relevance of POS in a single powerful concept that reaches the customer out of home and at the point of sale or decision, but harnesses all the power of the digital age – with endless potential for personalised interaction as well as mass messaging.

### Screen media in India – where the market is heading

The screen-media sector in India is in its infancy. But it is a fast-growing infant that we expect to reach maturity soon – and Screens Mumbai 2008 will provide potential users and deployers of screen media with the fast-track way to learn where the sector stands now, where it's going, and what we can learn from early adopters in other territories.

As elsewhere, **traditional advertising in India is fragmenting**, with more media and more competition for the consumer's time and attention; once-mighty print and cinema have seen their reach plummet in the last two decades. At the same time, increasingly technologically and culturally sophisticated consumers are less and less likely to be stimulated by the inherently restricted creative potential of conventional outdoor advertising and point-of-sale material.

The Indian market's existing **wealth of TV programming** and its strong independent production sector will also help to drive this medium's growth, as screen media provide an additional opportunity to monetise content. For example, a full half of the rural audience is not reached by any national medium – place-based screens are one way to open up this new market.

We expect that, as in other territories, **content** for most screen-media applications in India will be a mix of short-form entertainment, commercial messaging, and information – with a strong emphasis on news, always much in demand in this market.

Driving the screen-media revolution in India will be the explosion of the economy in general – growing at eight percent a year – and **organised retail** in particular, forecast to swell eightfold by 2010 to a \$70bn sector.



With extensive retail estates coming under the control of centralised groups for the first time, and new store formats emerging, screen media will provide a way not just to generate sales and improve the in-store experience of a more demanding new generation of customers – it will also be invaluable in brand-building as the new organised chains seek to develop their identities and differentiate themselves from the competition.

But it is not just retailers that can benefit from this powerful new style of commercial messaging. The country is seeing rapid development in **shopping malls** and in branded **entertainment and catering** outlets, all of which are tried and tested locations for screen media.



We also expect the large government and public-transport sectors to become significant users. **Government** – particularly at local levels – will use screen media to communicate with citizens in outdoor settings and public buildings, and will use it to solve many of the challenges associated with communicating messages such as public-health information to low-literacy groups. Government use will be largely non-commercial.

In the **public-transport** sector, screen media will be used in two ways: to enhance the onboard experience on premium transport

services, and to keep passengers informed at termini, airports etc. Onboard screens will primarily offer information and entertainment, while those aimed at waiting passengers may mix advertising with transport information.



Other markets will include **hotels/resorts** and **education**.

As in other territories, it is likely that a number of **ownership models** will emerge, including the owner-operated screen-media

network; the network operated by a third-party screen-media specialist but for the benefit of the venue owner; and the advertiser-funded network owned and operated by a third party, spanning the estates of a number of different venue owners.

As well as the venues themselves, major **third-party advertising categories** on ad-funded networks are likely to include personal care, telecoms, and automotive, as well as corporate brand-building.

With fewer than ten major agencies controlling half of India's adspend, understanding of this new medium is also vital for **advertising agencies**, and Screens Mumbai 2008 will be a unique forum where agencies, brands, and media owners meet.

## Delegate Profile:

### Who should attend

The screen-media industry covers one of the most diverse range of supplier and user communities in the media sector – and Screens Mumbai 2008 will provide new, relevant, compelling ideas and opportunities for every stakeholder group:



- Commercial end users: Retailers, shopping mall owners, leisure and hospitality businesses, healthcare businesses.
- Public/non-profit sector: Central and local government, education, transportation bodies (air, rail, road, sea), NGOs.
- Advertising, marketing and media professionals: Agencies, brand managers, account managers, media planners, media buyers, researchers, media sales agencies, media owners.
- Technology suppliers and integrators: Screens, networks, players and playout devices, satellite, WAN, wireless, mobile-phone integration, AV, services.
- Entrepreneurs and financiers: Venture capitalists, equity firms, corporate finance houses.
- Content professionals: Creative, production, post-production.

## Why you can't afford to miss out

The high-level sessions at Screen Media India - Mumbai 2008 will demonstrate how all these skill sets come together to facilitate the ultimate purpose of any screen-media project: the effective presentation of content to the consumer.

Speakers from Asia, Europe and the Americas will share their experiences in deploying screen media, offer **practical tips for success**, and explore the ways in which the 'fourth screen' intersects with other media to support brands and messages.

Morning and afternoon sessions will include a series of **in-depth presentations** on specific aspects of screen media, followed by **panel discussions** which will give delegates an opportunity to quiz the experts.

**Networking** with screen-media professionals from every continent of the world will also be a rewarding aspect of the event. Our annual Screen Expo in London has established itself as the place to do business for both suppliers and users of screen media, and now the Mumbai event offers a chance to do the same in Asia.

### *Delegates to Screen Media India - Mumbai 2008 will find out how to...*

- Communicate timely messages to the right people, in the right place, at the right time.
- Create sales uplift by promoting products, services and special offers.
- Reduce perceived wait times and enhance the customer experience.
- Generate revenue by selling advertising airtime on your network.
- Enhance your brand image.
- Overcome infrastructural challenges.

- Leverage existing content and client relationships into a new medium.
- Pick the right content and reject the wrong content – so it truly is king.
- Integrate audio with video (and when to go silent).
- Operate in a multilingual environment.
- Produce an effective campaign on a budget.
- Schedule a loop to maximise its impact on your audience.
- Brand, sell, inform and entertain via screen media.
- Integrate screen-media campaigns with other media.
- Find your way through the licensing minefield.
- Attribute screen-media costs and benefits to the right parts of your business.
- Recruit, train, and keep an effective screen-media team.

## Sponsorship & Exhibiting Opportunities at Screen Media India

If you are interested in marketing activity at this high profile conference then please contact:

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