Media as an internet business

Bennett, Coleman & Co. Ltd. (BCCL)
India’s Largest Media Conglomerate
- Business diversity

eCommerce, Content, Entertainment

<table>
<thead>
<tr>
<th>BCCL Brands</th>
<th>TIL Brands</th>
<th>Partner Brands</th>
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<tbody>
<tr>
<td>THE TIMES OF INDIA</td>
<td>itimes, com</td>
<td>FILMFARE</td>
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<td>THE ECONOMIC TIMES</td>
<td>SPENDING TREE</td>
<td>lifehacker</td>
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<td>ZIGWHEELS</td>
<td>GIZMODO</td>
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Transactional / Marketplace

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<thead>
<tr>
<th>Classifieds</th>
<th>Marketplaces</th>
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<tbody>
<tr>
<td>TIMESJOBS.COM</td>
<td>magicbricks.com</td>
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<td>Because you are worth more</td>
<td>Do More. Do It.</td>
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Entertainment Platforms

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<tr>
<th>MVAS / Mobile</th>
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<tr>
<td>indiatimes.com</td>
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<td>TIMES CREDIT CARD</td>
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<td>ALIVE</td>
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<tr>
<td>GREETZAP</td>
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<td>follo</td>
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Content

Transactional / Marketplace

<table>
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Entertainment Platforms

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</tr>
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<td>follo</td>
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</table>
We are the pioneers of managed marketplace

- Over 6.3 million unique visitors per month
- Listing of over 12 million items
- Over 1500 SME suppliers across categories
- Integrated Workflow, Storefront, Supply Chain and Vendor Panels, CRM, Warehouse, Logistics
- Over 12 years of experience in Indian online ecommerce
- Multi media presence: Also, advertise through Print (Readers Offers)
Audience First
Content consumption
Human decisions

Biased
Person-dependent
Inconsistent
## Top Articles - Last 60 Mins

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Articles</th>
<th>Category</th>
<th>Comments</th>
<th>Shares</th>
<th>Trend</th>
<th>Pageview</th>
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<tr>
<td>1</td>
<td>Kingfisher Airlines debacle: Mallya abroad so...</td>
<td>TOI/Business</td>
<td>493</td>
<td>736</td>
<td></td>
<td>7923</td>
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<td>2</td>
<td>Congress will not use evidence of corruption...</td>
<td>TOI/India</td>
<td>286</td>
<td>146</td>
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<td>3084</td>
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<td>3</td>
<td>Kejriwal dares Sonia PM for public debate on...</td>
<td>TOI/India</td>
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<td>2723</td>
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<td>4</td>
<td>Gulbarga train was burned to kill lovers; Rail...</td>
<td>TOI/City</td>
<td>79</td>
<td>29</td>
<td>↑</td>
<td>2135</td>
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<tr>
<td>5</td>
<td>Saina Nehwal breaks Wang Yihan barrier at De...</td>
<td>TOI/Sports</td>
<td>94</td>
<td>325</td>
<td></td>
<td>1309</td>
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<td>6</td>
<td>Armita Arora Shakedi Ladak welcome a baby boy...</td>
<td>TOI/Entertainment</td>
<td>5</td>
<td>13</td>
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<td>7</td>
<td>Mumbai couple granted divorce after 23 years</td>
<td>TOI/City</td>
<td>209</td>
<td>69</td>
<td>←</td>
<td>1173</td>
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<td>8</td>
<td>Sonias land acquisition views raise worries ...</td>
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<td>121</td>
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<td>9</td>
<td>Bengali women are sweetly dominating Kajol</td>
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<td>10</td>
<td>Eight days with Microsoft Windows 8</td>
<td>TOI/Toch</td>
<td>98</td>
<td>88</td>
<td>←</td>
<td>1084</td>
</tr>
</tbody>
</table>
Realtime Unique visitors

7121

Top Articles - Last 60 Mins

1. Kingfisher Airlines debacle: Mallya abroad soon
2. Congress will not use evidence of corruption...
3. Kejriwal derides Sonia PM for public debate on...
4. Gulbarga train was burned to kill lovers Ra...
Segment by category
Week-wise comparison
Heat maps

US nuclear warship bears down on defiant Iran
Chidanand Prakash, 57 min ago
The nuclear-powered USS Abraham Lincoln sailed within sniffing distance of Iran, inviting an Iranian patrol boat to tail it within two miles.
- 'Go build' 4 nuclear reactors, Ahmadinejad orders Iran
- Blog: Israel, Iran, true lies and conspiracies

Israel's external security agency Mossad did not anticipate Delhi strike
A high-level team which discussed threat of revenge strikes against Israeli targets did not anticipate that Iran's alleged sympathizers could strike in Delhi.
- India refuses to blame Iran for Monday's blast

No ego clashes between IPL franchisees, says Shah Rukh Khan
K Shriram Ravi, 1 hr ago
"It's sad that every time IPL is about to start, some controversy or the other takes precedence," said Bollywood actor Shah Rukh Khan.
- Pune can play five foreigners if all teams agree: BCCI

Woman raped in car at gunpoint in Kolkata, cops jere
India rushes foreign secretary to Maldives
Iran crisis makes fuel price hike inevitable after polls
Public sector banks overstate profits, says govt

OTHER STORIES
- 16 finalists of Miss India announced!
  - Deepika has to do my film at any cost: Taurani
  - That's my dress, Bipasha: Ramona
  - Imran denies saying he has an edge over Ranbir
  - The Bourne Legacy: Trailer
  - Poignant dialogues cherished at Devdas book launch
  - PIA flight full; so two get seats in loo instead
  - iPhone market share to slip from Q1: Gartner
  - ET: 'Fast-food version' of India cuisine in US
  - Divorce is bad for health
  - 78% off at VLCC Pan India
consumption analysis

<table>
<thead>
<tr>
<th>Frequency of Visit with number of days visited in a calendar month</th>
<th>Flybys</th>
<th>Occasionals</th>
<th>Regulars</th>
<th>Fans</th>
<th>Loyals</th>
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<tr>
<td>2-3 times a month</td>
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<td>1-2 times a week</td>
<td><img src="image11" alt="Graph" /></td>
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<td>3-5 times a week</td>
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<td>More than 5 times a week</td>
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| Pageviews per user | 2.2 | 8.0 | 20.1 | 52.6 | 158.8 |
| Pageviews per visit | 2.2 | 3.5 | 3.8 | 4.1 | 4.8 |
Audience and Engagement: How big?

1,000,000,000 page views

350,000,000 clicks

45,000,000 unique visitors
How much?

- Web Data
  - Custom segments
  - Metrics
  - Dimensions
  - Google Analytics

- Offline Data
  - Data warehouse
  - Business Intelligence

- Social Engagement
  - Social reach
  - Profile data
  - Medium Analysis

- Visitor Behavior
  - Page navigations
  - Content navigations
  - In-page analysis
  - Mouse flow

- Consumption
  - e-Commerce
  - Local
  - News
  - Entertainment

- Market Research
  - Comscore
  - Effective Measures

- big
data
How fast?

Predictive abilities
## Smarter content

### Decision Support Platform for the Editorial team at Times of India

**Recommend**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>EXCERPT TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veteran filmmaker Yash Chopra dead - The Times of India</td>
<td>1h 24m 38s</td>
</tr>
<tr>
<td>Kareena Kapoor poses with Saif’s daughter Sara Ali Khan during her wedding reception, held in Delhi</td>
<td>4h 32m 41s</td>
</tr>
<tr>
<td>Perth Scorchers (PS) vs Delhi Daredevils (DD) : Perth Scorchers set 122 for Delhi Daredevils</td>
<td>18m 55s</td>
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<tr>
<td>I want a Christian-style wedding: Sushmita Sen - The Times of India</td>
<td>4h 52m 43s</td>
</tr>
<tr>
<td>Saina Nehwal wins Denmark Open Super Series Premier title - The Times of India</td>
<td>25m 47s</td>
</tr>
<tr>
<td>Ravi Chopra in poor health - The Times of India</td>
<td>20h 20m 11s</td>
</tr>
<tr>
<td>Former IAC member confronts Kejriwal, drama at press meet - The Times of India</td>
<td>2h 18m 13s</td>
</tr>
<tr>
<td>Actress Amrita Arora delivered her second child, a baby boy on Saturday, confirms her brother-in-law, Arbaaz Khan</td>
<td>4h 39m 31s</td>
</tr>
<tr>
<td>Sultry Sunny Leone bags a three- film deal! - Video</td>
<td>80h 32m 07s</td>
</tr>
</tbody>
</table>

- **51,470 Incremental Content Views/hr**
- **254,043 Total Content Views/hr**
- **10 Recommendations Now**
- **41 Executed Today**
<table>
<thead>
<tr>
<th>S.No.</th>
<th>Article</th>
<th>Host</th>
<th>Category</th>
<th>Agency</th>
<th>PublishTime</th>
<th>Pageviews</th>
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<tr>
<td>1</td>
<td>Red meat to eat or not to eat</td>
<td>TOI</td>
<td>Life &amp; Style</td>
<td>TNN</td>
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<td>30445</td>
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<td>6 Habits that give you a paunch</td>
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<td>Life &amp; Style</td>
<td>TNN</td>
<td>2012/10/15 00:00</td>
<td>37212</td>
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<td>Life &amp; Style</td>
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<td>TNN</td>
<td>2012/10/17 00:00</td>
<td>1036</td>
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<td>7</td>
<td>The beauty secrets of beverages</td>
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<td>Life &amp; Style</td>
<td>TNN</td>
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<td>8</td>
<td>Vastu check list for your home</td>
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<td>Life &amp; Style</td>
<td>TNN</td>
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<td>You can style your wet hair</td>
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<td>Life &amp; Style</td>
<td>TNN</td>
<td>2012/10/20 00:00</td>
<td>2996</td>
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</tbody>
</table>
recommendations

64-Timberal Segmentation
Collaborative Filtering
Attribute Analysis
recommendations

JUST ADDED
The Night We Called It A Day
English | Comedy, Musical
1:31:26

The Messenger
English | War
1:48:04

Popular
Last Ride
English | Drama
1:38:41

Open Range
English | Action, Romance
2:13:05

For You
The Crow
Fantasy, Action
1:38:13

BMX Bandits
Adventure
1:30:29

Invite Your Friends
Love BoxTV? Share with your friends
Name
Email
Invite
Invitations Remaining (10)

Friends Activity
Sunil R Nair watched
Ragini MMS
Hindi | Honor
4 days ago
4 days ago

Chitrakar Prabhakar watched
Social graphs

My Wall

Notifications

My Network Activity

People I am following
People following me

My Activity

Comments
Read/Viewed
Shared
Saved Pages

Topics I Follow

Miss India

Add / Manage Topics

SEE WHAT OTHERS ARE DOING

SHOWING 1 - 7 of 79

Vinita
Gagan
Puneet
Arvind
Gautam
Kevin
Vineet

Share a link or an update

Share on:

Post

Vinita Nangia Read an article

Yash Chopra: King of romance leaves a void in Bollywood

A legendary filmmaker, Yash Chopra changed the face of romance in Hindi cinema to become a brand in Bollywood with numerous hits under his belt in his five-decade long illustrious career.

Times of India

6 minutes ago
Like
Comment

Gagan Bajpai Read an article

Veteran filmmaker Yash Chopra dead

Yash Chopra, who celebrated his 80th birthday on Sept 27, had been admitted to the Lilavati hospital last week on account of dengue infection, sources said.

Times of India

11 minutes ago
Like
Comment
rewards

Sites visited
Articles read
Photos viewed
Videos watched
Comments made
Recommendations given
Opinions aired
Machines alone won’t cut it
Give advertisers usable data
Give advertisers usable data
Make data more accessible
Thank you!

Gautam Sinha
COO & CTO, Times Internet

Email: gautam.sinha@indiatimes.co.in