

**YI Club of ASM Group of Institutes**  
**Event on**  
**“Changing Dynamics of Media Industry”**

Date:-12<sup>th</sup> June 2021



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The session was inaugurated by Dr. Sandeep Pancpande, Chairman ASM Group of Institutes.

Dr. Sandeep gave his insight on topic enriching the audience towards better understanding of Media Industry and its different facets.

The anchor of the session introduced Ms. Meena Chabbria to the audience. Ms. Meena is Sales and BD Leader | Passionate about Revenues, P&L. Currently Pursuing UCLA Anderson PGPM'21. She Talks about motivation, love the journey, educate yourself, and believe in yourself.

She talked about how Media consumption devices have increased from print /TV radio to electronic personal devises. Now the marketers can choose to reach the consumer in multiple touch point. So, it has become inventible & more challenging for the marketer to come up with prefer blend /mix to choose media. Analytics & legacy data have to be thoroughly use to ensure optimum results.

She said through digital advertising is fact catching up, there is a huge clutter & in order to attract eyeballs, offers gratification have to be pushed by doing this brand is slowly eroding their image & will be perceived only as a deal brand ambient media have to be used.

### \*3 BIGGER SHIFTS MEDIA EYE

1) Mobile Phone

2) Mobile data

3 )Growth on E-com/eraning

\*Consumer-

entertainment services: courting the customer with cost & content.

\*Consumers are facing growing pressure to manage & pay for so many entertainment services as they chase niche content & trending entertainment people are showing strong internet is ad-supported option that the subsidize or remove subscription costs. All of this is driving subscriber & posing challenges for media companies vying to retain audiences

. The cost of streaming video.

As providers buy up content & spend billions to produce their own. Consumers are increasingly aware of an sensitive to costs adding up.

\*Multiplex Exhibition VS OTT: comparative outlook

40 “TV with confine of the drawing room does not match state of the technology. Luxuries ambience comfort & services

emotional high with cross –section of population & laud reaction versus solitude of drawing room.

doing to Theatres is an event, not watching content alone.

breaks boredom easiest escapade increases bonding with family & friends.

\*Industry perform: cinemas is a part of our culture not just audience but even the stars are in love with their larger than life presence. OTT will be an additional business module for the producers alternate place for not small movies or talent that’s can drive their content.

Cinema is the only medium where you can see people coming in together & spending time hence advertisers can record the consumer behavior.

## INDIAN ADVERTISING MARKET OVER LAST 3 YEARS

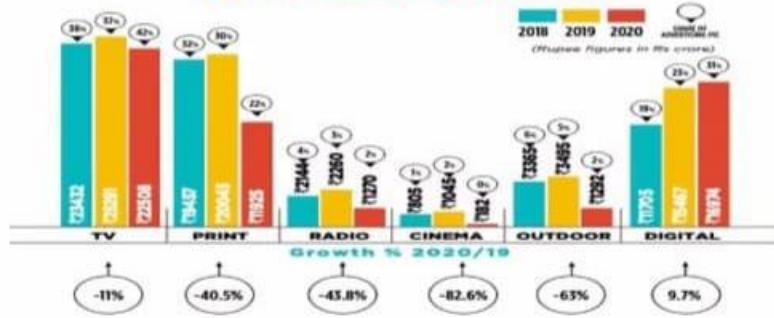


TABLE 2