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a Percept publication for our media fraternity





Percept Picture Company (PPC) launches PPC HORROTAINMENT

Percept Picture Company launched PPC HORROTAINMENT - a dedicated division to cater to the horror film genre in India. PPC HORROTAINMENT will make small to medium budget films and will embrace PPC HORROTAINMENT's theme, which is youth oriented, feature length motion pictures that are edgy, sensuous, scary and entertaining. The new banner will also acquire and distribute films based on supernatural, folk tales, witchcraft, fables, myths, ghost stories and other popular horror sub-genres.



All the films will have strong commercial and franchise potential in the highly lucrative "Horror-Entertainment" genre. PPC HORROTAINMENT's first film, 'Grrr...', is with ace film-maker, director, Priyadarshan.

PPC & Nandita Das' 'Firaq' wins 'Best Film Award' at Pakistan's Kara Film Fest

Actor Nandita Das' directorial debut, 'Firaq', produced by Percept Picture Company, has won the Best Feature Film award at Pakistan's Kara Film Festival.

The Kara Film Festival was held from 4-15 February, 2009. Films from approximately 44 countries participated in Pakistan's international film festival. The film got the honor of the Closing Gala Film of the Festival and was warmly received by everyone present there.



P9 Integrated initiates association of Century Plyboards & Tupperware with 'Billu'



P9 Integrated brought together Century Plyboards and Tupperware for Priyadarshan-directed film 'Billu'. For the plywood industry, this association helps them transform the way the industry would want to talk to its audience.



This association will help the brands talk directly to their Target Audiences. With the slowdown doing the rounds, such an association helps a brand get better returns, and also gives it star leverage. Bollywood has the power to touch billions across the nation, and this maiden venture from Centuryply breaks new grounds in marketing in the plywood industry. A 30-second TVC had also been created, titled - 'Sab sahe, mast rahe', referring to the plywood, thus promoting the film and the brand.

Percept Teams up for Force India & MTV in its hunt for the hottest Speed Divas

Force India Formula One Team announced its partnership with MTV for 'MTV Force India... The Fast and the Gorgeous!' the first ever hunt for the hottest speed divas for India's F1 team, at a Press Conference handled by PDM India. MTV, together with Force India is shifting gears to take the Formula One sport to a higher and even more exciting level. Dr Vijay Mallya, Chairman, Force India Formula One Team and the stunning Deepika Padukone along with MTV's hottest VJ, Rannvijay, flagged off the hunt and unveiled the website www.mtvindia.com/fastandgorgeous where one can register and get selected. The final 4 chosen ones will travel with the Force India team to the Formula One Grand Prix's around the world. They will also feature on the Force India Calendar to be shot by Atul Kasbekar and the final winner will get a plum role in the next film by Percept Picture Company.





AMO bags creative duties of Wella Hair Cosmetics.



AMO Communications, a Percept-Hakuhodo Company, has bagged the creative duties for international hair care brand - Wella. The agency won the account following a multi-agency pitch. The main focus of AMO Communications will be to build and strengthen further awareness and increase footfalls to the specialty Hair & beauty salons of Wella.

Wella India Haircosmetics Pvt Ltd, now a part of P&G, is a German professional hair cosmetics brand specializing in hair care, hair coloring, hair styling, hair straightening and hair perming. It currently operates through more than 4,000 specialty beauty salons in 30 cities across India.



PDM to organize Sunburn Tour 2009

Asia's first electronic music festival – 'Sunburn', that was introduced in Dec 2007 by PDM will now tour India across cities.

The Music Festival will feature John 00 Fleming, Alex Miles, Nawed Khan, DJ Dale, Sanjay Dutta, Rohit Barker, amongst others and will be hosted by MTV VJ and DJ Nikhil Chinnapa.



Sunburn is a Music Festival initiated in India for the Indians; wherein Indian and international musicians of the same genre of music congregate global sounds to Indian shores. The festival consolidates the best global talent in India to celebrate music and foster a sense of community and harmony.

Sunburn Festival is a unique entertainment property that elevates the Indian Entertainment Industry to a Global Platform. Over the past 2 years, the festival has featured high profile musicians from across the globe including Gareth Emery, trance gurus GMS (live), death defying John "00" Fleming & Digital Blonde (live), Richard Durand, Pearl, Roger Shah a.k.a. Sunlounger, Midival Punditz, Jalabee Cartel (live), Norman Doray, DJ Ivan, Shiva Sound System and ATFC.



Allied Media bags Rs. 20 Crores NoMarks Account



Allied Media has bagged the media duties of 'NoMarks', an Ayurvedic skin care range of products from Ozone Ayurvedics. The account is worth Rs. 20 crores.

A pioneer in Ayurvedic medicines, the Ozone Group has consolidated its position in the \$180 million market with its popular and innovative brand - Nomarks. The NoMarks skin care range includes creams, face pack, face wash, soaps, lotions, scrubs and lip balms. 'Nomarks' has won the "Mera Brand" of the year Award in 2008 and has been awarded the "The Most Preferred Brand" Award four times in a row from 2003 to 2006.





FICCI – Media & Entertainment – Special Report



Indian entertainment and media industry is estimated to touch Rs.1.05 trillion by 2013 with a compounded annual growth rate of 12.5% from 2009-2013.

- Size of the industry – Rs 584 bn in 2008
- Rs 513 bn in 2007
- Rs 438 bn in 2006



The Indian media and entertainment business that grew 15 % annually since 2006 into a Rs.584 billion industry in 2008 is seen to top \$21 billion over the next five years. But the growth projection for the industry for 2009-13 has been lowered to 12.5 % per annum from 18 % predicted earlier for 2008-12, due to the current economic meltdown.

Industry	Industry Size (In Rs. Billion)	Growth	Projected Growth by 2013 (In Rs. Billion)
	2008		
Advertising	202	17%	--
Out Of Home (OOH)	16	14%	29.3
Television	241	14.2 %	473
Print	172.6	7.6 %	266
Filmed Entertainment	109.3	13.4 %	168.6
Radio	8.4	13.5 %	16.3
Music	7.3	-4.8%	10.7
Gaming	4.1		9.4
Animation	17.4		39

Advertising

The advertising industry grew 17% in 2008 and is estimated to have reached Rs 202 billion, however during November-December 2008; the ad pie dropped 20-30%. It dropped a further 30-40% during January 2009. Over the next five years, however, ad spends could grow by 7.1% in 2008-09.

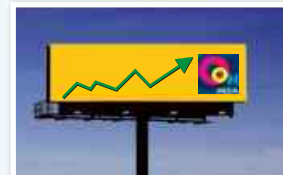
With a low advertising spend-to-GDP (gross domestic product) ratio of 0.47%, a growing consumer class and middle class, young population, low media penetration and increasing discretionary spending, India continues to be an attractive market for media and entertainment.



Out of Home (OOH)

OOH media has grown at a CAGR of 17.3% over the past three years, and is estimated to have reached Rs 16 billion in size in 2008, a growth of 14% over 2007. It is projected to grow at a compounded rate of 12.8% over the next five years and reach a size of around Rs 29.3 billion by 2013.

Currently, the growth is centered largely in Tier 1 towns, with metros accounting for more than half of the total OOH market. One of the biggest challenges for the sector is the lack of a central regulator governing OOH media. Rules and regulations vary from state to state, which inhibits standardization across locations and leads to unregulated growth. Further, the ongoing liquidity crunch has forced many real estate developers to go slow on construction activities, thus affecting the supply of retail space. This is likely to affect the spread of ambient media.



Television Industry

The television industry is on an unprecedented high due to launch of DTH and IPTV platforms. The television industry is estimated to have reached a size of Rs 241 billion, a growth of 14.2% over 2007. The industry is projected to grow at the rate of 14.5% over 2009-13 and reach a size of Rs 473 billion.

Some of the growth drivers for the sector will include rapid growth in the number of digitized households, steady increase in average revenue per user (ARPU) realized through digital distribution platforms, growth in the number of channels, especially in niche and regional categories and growth in the number of TV and C&S households.



To increase addressability and reduce leakages, the report recommends pushing for government regulations for mandatory digitization of all TV distribution; development of alternate audience / viewership measurement systems; and rationalization of content production costs through discussions with stakeholders at all levels -- actors/technical staff, production houses and broadcasters.

Print Media

The print media will continue to have the largest share of advertising for the next five years. The Indian print media industry is estimated to have grown by 7.6% in 2008, reaching around Rs 172.6 billion in size. The industry is projected to grow at a CAGR of 9% over the next five years and reach around Rs 266 billion in size by 2013.

Growth in this industry is achievable through sustained growth in advertisement revenues, due to increased advertising spends from emerging sectors, such as education, organized retail and telecom; improving literacy levels in the country; optimization of cover prices, leading to improved penetration and growth in sales volume; and more launches in the niche segment, such as newspaper supplements and specialty magazines.





INDUSTRY BITES



Filmed Entertainment

The filmed entertainment sector is estimated to have grown at a CAGR of 17.7% in the past three years. The industry has clocked revenues of around Rs 109.3 billion in 2008, a growth of 13.4% over 2007. Over the next five years, the industry is projected to grow at a CAGR of 9.1% and reach Rs 168.6 billion by 2013.

Growth drivers for the sector will include expansion of multiplex screens, resulting in better realizations; increase in the number of digital screens, facilitating wider film prints releases; enhanced penetration of home video segment, primarily in the sell through segment; increase in the number of TV channels fueling the demand for film content, and hence, resulting in higher C&S acquisition costs; and improving collections from the overseas markets.



Animation industry

The Indian animation industry, worth an estimated Rs 17.4 billion in 2008 is miniscule, as compared to the global animation industry, which is estimated to have revenues in excess of Rs 1,530 billion by 2010. The Indian animation industry however is growing rapidly; it had an estimated CAGR of 20.1% during 2006-08. The industry is estimated to touch Rs 39 billion by 2013.

Among different segments of the industry, animation production services are projected to grow the fastest at a CAGR of 17.8% during 2009-13.



Radio talk

Radio ad spends account for about 4 % of the total advertising spends in India, having grown from 2% in 2004. It is estimated to have reached a size of Rs 8.4 billion by the end of 2008, a growth rate of 13.5% over the previous year. It is expected to grow at a CAGR of 14.2% over the next five years and reach a size of Rs 16.3 billion by 2013.

Increase in the number of radio stations (around 700 new licenses are expected to be issued to private FM stations in Phase 3); expected regulatory reforms that are likely to improve profitability and stimulate foreign investments; the emergence of robust audience measurement tools that could further catalyze growth in radio ad spends; and growth in locally targeted advertising on radio are some of the growth drivers for the industry.



Gaming

In 2008, the Indian console gaming segment registered total revenues of Rs 4.1 billion, which is expected to go up to Rs 9.4 billion in 2013. Plagued by a number of issues, such as content discovery and revenue leakages, the Indian mobile gaming segment has not lived up to the potential. It is estimated at Rs 1.4 billion in 2008 in terms of end user revenues.

The PC gaming market has, however, grown to Rs 978.6 million and is expected to grow at a CAGR of over 36% through 2013. The primary growth drivers for PC games in India are the growing broadband subscriber base; multifunctional nature of PCs; and the availability and price points of PC game titles. Overall, the gaming industry is expected to grow at a CAGR of 33% over 2009-13 to reach Rs 27.4 billion.



Music

The size of the Indian music industry was estimated at around Rs 7.3 billion in 2008, down from Rs 8.3 billion in 2005, implying a reverse growth of 4.8% during the period. Overall, the music industry is expected to grow at a CAGR of 8% over 2009-13 to reach Rs 10.7 billion.

One of the primary reasons for this has been the erosion of sales of physical formats, a trend which is expected to continue well into the future. Physical formats, such as audio cassettes and compact discs, which accounted for approximately 87% of industry revenues in 2005, accounted for less than 60% in 2008. Going forward, physical revenues are expected to decline at a CAGR of 9% between 2008 and 2013.



Reliance Entertainment forays into movie marketing business with Big Boom

Reliance BIG Entertainment has launched a movie marketing business, **Big Boom**, which will provide marketing solutions to films. Big Boom will work towards delivering evolved and effective marketing solutions for both – films and brands. The company promises to provide all kinds of services starting from designing of film posters, positioning the movie, create promos, and also help the filmmakers in tie-ups with brands, music labels and other initiatives.

OOH Media and The Nielsen Company jointly presents the residential research



Out-of-Home Media (India) Pvt Ltd and The Nielsen Company have released the findings of the residential research conducted across locations in Mumbai and Gurgaon. The research was conducted in last quarter of 2008. The findings of the research captures the major shift in lifestyle that is taking place in urban India, with people increasingly spending more time outside their homes, in places like malls, multiplexes, gyms, restaurants, etc.





Preeti Mascarenhas

CHIEF STRATEGY OFFICER, ALLIED MEDIA



P2P catches up with Ms. Preeti Mascarenhas, Chief Strategy Officer, Allied Media Integrated Communication Pvt. Ltd, as she gives us an insight into the Media business and shares her views on the economic downturn.

How did you begin your career in Media?

After completing my post graduation in Communication and Media, I started my career with Cinevista Communications as an assistant director in a show named 'Jai Mata Ki'. 2 years flew by looking at the monitor, story board and shot designs. Later, I shifted my focal point and decided to get into the second

adventure of my life - "Media Research". I worked with ORG MARG and AC Neilson on the number games, and that was the start of my career in media.

How does it feel to have Allied Media ranked 5th in the "Top 5 Media Agency List" by Brand Equity?

Brand Equity Reckoner is one of the most prestigious surveys in India. Being No. 5 in its very first year of operations will give us an edge over the other media agencies who have been trying to consolidate their media integrated services since a long time. Having achieved a milestone of US\$100 Million Media Billing in Year One, we at Allied Media can proudly state that we are the fastest growing Media Company in India.

What do you believe Allied Media's USP is?

Allied Media will redefine the science of media integration by providing "a true 360-degree media experience", thanks to the backing of the Percept Group.

Which is the media that could witness the maximum growth this year?

Ambient media and Digital media will show a decent growth of 15% as compared to last year. Television medium has reduced in terms of concentration; however it expects a growth in innovative show formats, which adhere to the eyeball thirst.

Are businesses freezing their media spending budgets due to the economic downturn?

The economic slowdown has affected everyone globally. India is not going to grow at 9-10%. At a worst case scenario it will grow 5 - 5.5% or 6-7%. But we are better off than the rest of the world. The wise companies believe that this is the opportunity to get in to the markets, as valuations will be very attractive. Eventually, I believe this downturn in India will last for a maximum of 18-24 months.

Fortunately, the economic downturn hasn't affected the pace and growth of Allied Media. We look forward to a rocking year ahead with bigger badge values, taking the business into a threefold growth spectrum.

Which form of media (personally) do you use the most?

It has to be the Digital Media! The mobile is my friend and the online medium is an organizer, informer and entertainer for me.

Can you give us an insight into your family?

My family is a small nest with two kids Dhruv and Riva, my husband Ryan, along with a super cool Mother-in-Law - Timas Fatima.



How do you spend your leisure time?

My kids are my stress buster. When we get along together, I become a kid myself - we trek, jump, roll and paint on the canvas of life. That's the most wonderful part of my life.

What is your most precious possession?

My mom - Nita Aundhe and dad Vijay Aundhe, are my life's most precious possessions, my values and ethics stay intact because of their support in every walk of my life.

A phrase that you use most often?

Lately all my phrases have been turned upside-down by one phrase which I see and experience all around me - "A stitch in time saves nine". It's better to work and deliver at an early stage, than repent later because you didn't address the issue early enough. Another phrase that comes to mind is "actions speak louder than words". It's best done than said.

Any parting lines for our readers?

I live with an attitude which I would love to share, because it's the only thing that has kept me going till date. I leave you with a few words from the theme song of the movie 'Iqbal'...

"Aashaayein khile dil ki, Umeedein hase dil ki,
Ab mushkil nahi kuch bhi, Nahi kuch bhi..."



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