

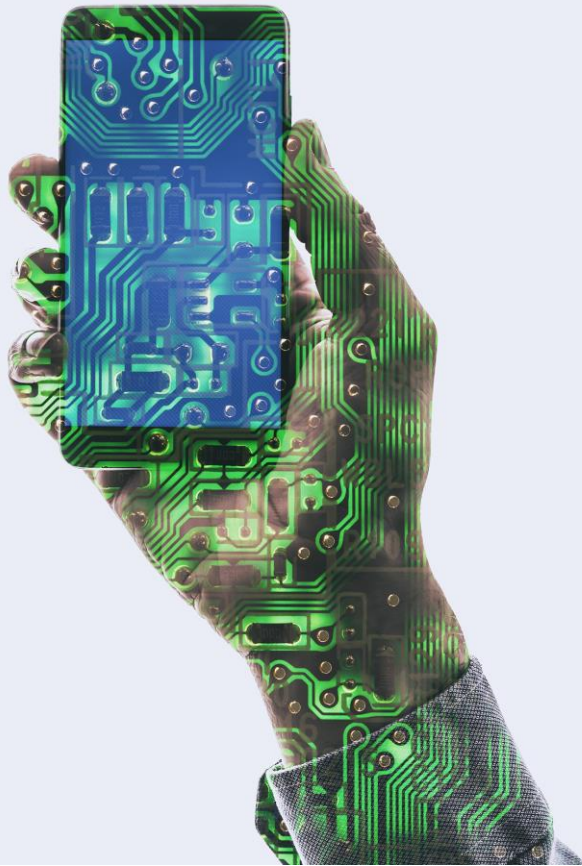


KANTAR

Indian Languages – Understanding India's Digital News Consumer

A study by Kantar India, supported by Google

2023



Background

There are **752 million active internet users and Indian language only users are a big chunk within that**. One of the key drivers for this Indian language internet user growth is **Indian language enablement** of online ecosystem.

This shift in ecosystem is also experienced in news and media industry. In past few years, there is a significant increase in number of local language news publishers.

In this context, **local language online news consumers** emerge as a natural cohort to focus on.

The purpose of this study is to **decode** their **behavior**, understanding their **preferences**, especially from a **digital-first perspective**

Methodology

Multiple methods deployed
ICUBE* + Qualitative + Quantitative

ICUBE (Sizing and Profiling): Defining the Indian online news consumer landscape via Kantar's syndicated study among internet users in India (n=86,000+)

Qualitative (The exploration): We conducted **32 MGDs & 32 DIs** across 8 Indian languages

Quantitative (The validation): We interviewed **4,622 Indian local language news consumers** across 8 languages of interest via a face-to-face structured survey.

In this report

01

News landscape

Size of Indian language online news consumers, the shift in consumer behaviour and drivers for online news consumption

02

Pillars for Indian language online news consumption

Decoding the fundamental pillars of choice making when consuming news online: Content | Platform | Format

03

Monetising news

Understanding intention to pay for consuming news online among Indian language news users

04

Advertisements during online news consumption

Exploring format of advertisements which interest Indian language online news consumers

05

Misinformation when consuming online news

Frequency of encountering misinformation and confidence of handling misinformation

06

Future content cues

Learning from early and emerging themes

Executive Summary

Go to platforms

1 No singular source of truth: Engagement across multiple platforms
An Indian language consumer uses as many as **5.05** platforms on an average to access news online with 93% using YouTube, 88% Social Media and 82% consuming news from Chat apps

2 Publisher websites and mobile apps are important pathways to news
45% online news users in Indian languages discover news via news publishers' websites or apps

Genres that grab eyeballs

3 Entertainment, Crime, and Headlines pique users' interest the most in the core news segment. **Health, Tech, and Fashion** categories capture the most attention in the non-core news segment

Engagement levers

4 Trust, simple language articulation and credible news sources are the top three levers driving online news consumption in Indian languages

5 Indian language publishers can focus on **hyperlocal news / products** as **7 out of 10** online news users claim to be consuming locality, neighbourhood news. This is most predominant in Hindi and Gujarati

6 Small form and long form content works in tandem for instant updates and detailed analysis with 25% claim watching video of 60 sec or less always and 70% reading summaries (60 words or less)

User pain points

7 Low quality copy editing, bombarding users with **excessive ads** and **poor UX designs** emerge as the top three pain areas for online news experience on Indian language websites and apps

Monetisation opportunity

8 1 in every 7 news users, is **ready to pay** for news online; the figure is **1.5 times** among users who access publisher website / app users. Payment cycles that appeal most are monthly fixed payments and quarterly fixed payments

9 Relevant bundles, offers that provide **coverage to friends & family**, and **personalization** are features that entice online users to pay for news (in Indian languages)



1. News landscape: Size and drivers

Size of prize: 1 in 2 Indian languages internet user are consumers of news

37% of such online news consumers *reside in Urban areas*

All India Numbers, 2022

(% Numbers are penetration on Total Addressable Market)

729 M

Total addressable market

Total Number of Indian languages Internet Users

Urban: 47% (345 M)

Rural: 53% (384 M)

379 M

(52%)

Total serviceable market: Online news consumers in Indian languages

Total number of Indian languages Internet Users who are **accessing news online** through various news apps/websites, social media posts, message forwards, YouTube etc.

Urban: 37% (141 M)

Rural: 63% (238 M)

153 M

(21%)

Active online news consumers in Indian languages

These are the **pull users** who are consciously **accessing news online** through various sources like news apps/websites, YouTube, etc.

Urban: 41% (62 M)

Rural: 59% (91 M)

Appetite for online news in Indian languages is majorly driven by affluent, digitally evolved, males, residing in Top 9 metros*

	Indian languages Internet Users	Online news consumers in Indian languages	Active Online news consumers in Indian languages
Urban India User Size	345 M	141 M	62 M
Male	55%	58%	60%
44+ years	16%	18%	18%
A	36%	43%	43%
Metro Cities (40L+ population)	31%	35%	38%
Incidence of UPI App Users <i>Universal Targetable Group of Users who use UPI apps to make payments</i>	59%	67%	64%
Incidence of Evolved Shoppers <i>Group of Users who are not restricted to the common online shopping categories (like Fashion) and shop multiple categories online (like Grocery, Furniture, Medicines, etc.). They are more frequent shoppers and spend 6X more, than that done by the overall online shoppers</i>	33%	37%	38%
Incidence of Paid OTT Users <i>Set of premium users who have paid OTT subscriptions (such as Netflix, Hotstar, Amazon Prime Video, etc.)</i>	21%	26%	26%

Active online news consumers in Indian languages have higher proportion of users who are **Male** and reside in **Metro cities**, as compared to the overall online news consumers in Indian languages

Online news consumers in Indian languages are more **evolved and affluent**, as compared to the superset of Indian languages internet users

News assists in taking control of the narrative...ability to understand and respond

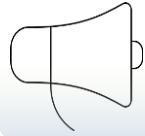
Necessity



Knowledge



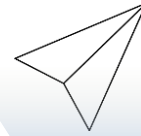
Awareness



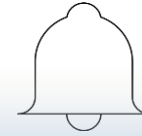
Anytime - on the go



Enabler



Alert system



Guiding light



Point of view



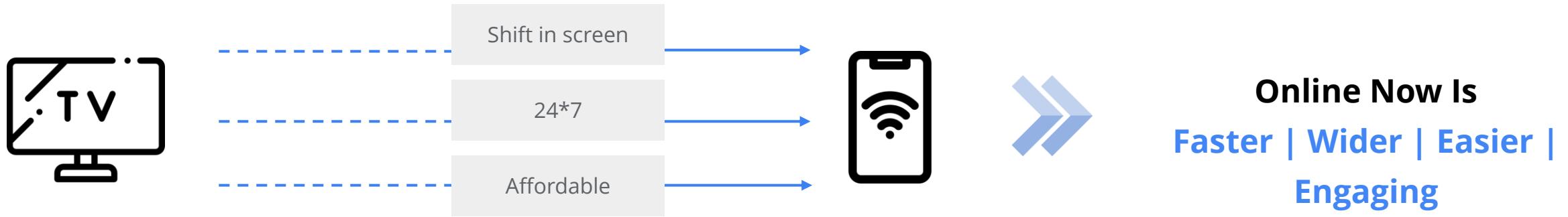
"News keeps us informed of changing events, issues, scenarios in the world. One can take decide, act, make choices based on News, Do not feel left behind"

Female, 36 years, Tamil

Enables to:

Make informed decisions,
Helps in forming educated opinions &
Engage in meaningful conversations

Progressive shift in news consumption behaviour from offline to online



"Earlier news was mainly seen in the morning, and we had to wait for it (Newspaper/ TV) but now it is accessible anytime on mobile."

Male, 45+ years, Gujarati

"Offline is expensive as compared to online news. We have to pay Rs.150 minimum per month for subscribing to a newspaper."

Male, 19-24 years, Malayalam

Today, online news provides a much more flexible and dynamic experience compared to offline news

Faster

- Better internet connectivity

Wider

- More content
- More platforms

Easier

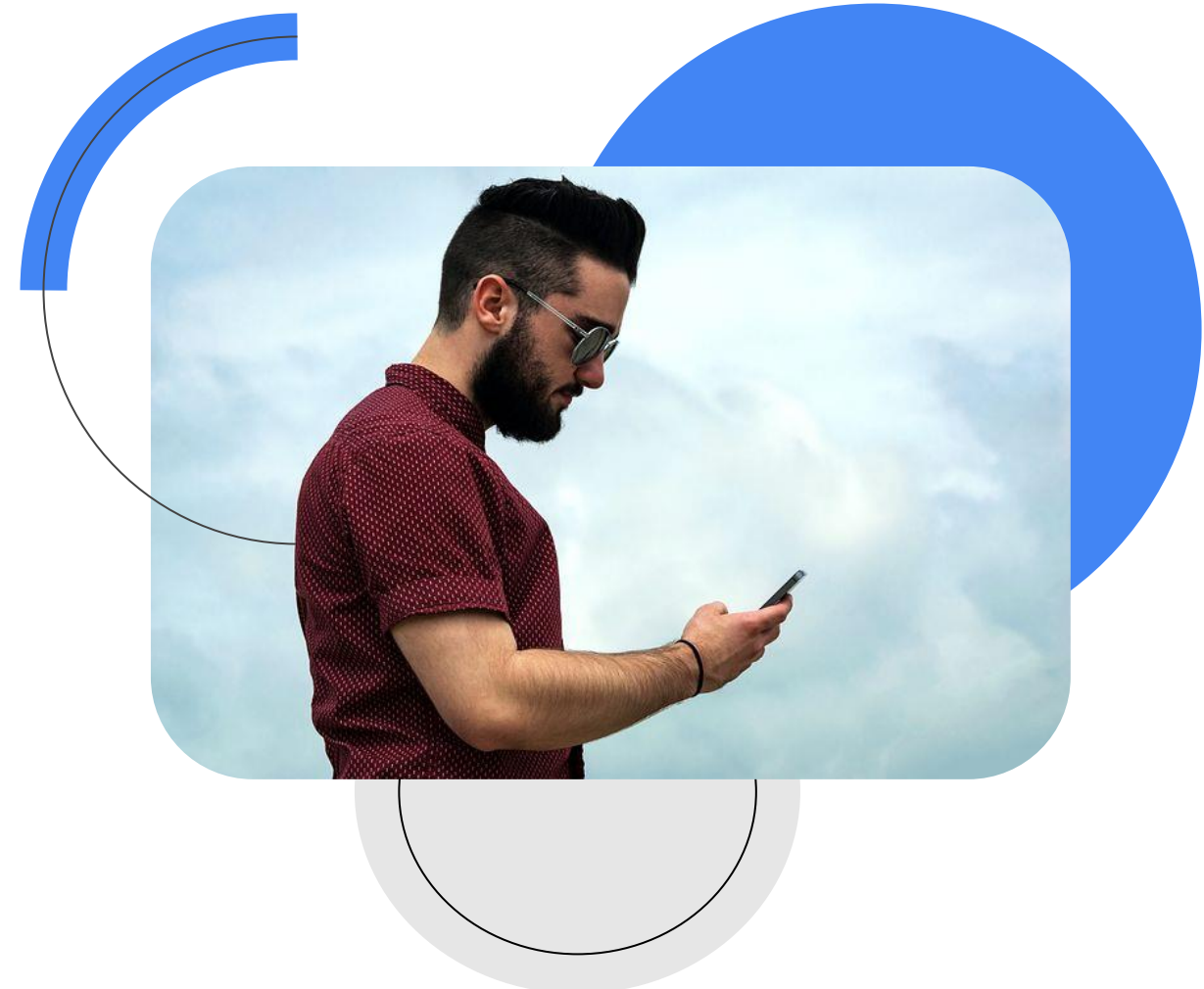
- Reach and Accessibility - TV before, Mobile now
- Available in Indian language

Engaging

- Interactive/ Shareability
- Multimedia led
- Customized


“Now we get news on apps, WhatsApp groups, and on Google search. There are many ways to get news”

Male, 19-24 years, Hindi




Trust, simpler articulation, popularity amongst peers – key drivers of online news consumption in Indian languages


Top reasons for 'ONLINE NEWS CONSUMPTION'
(All India%)



48% believe **trust** to be the key propeller for driving news consumption



48% feel online sources use **simple and easy** to understand language



45% say online is more **popular in peer circles** over traditional TV channels



"I feel online news is more reliable; it gives more details on different aspects of any incident."

Female, 25-34 years, Kannada

"We all want to know news immediately. Online news helps in that and is thus more popular over newspapers, TV, etc."

Male, 45+ years, Telugu

Source's credibility, depth of analysis, and simplified content enable trust



89%

Credible source

Source itself is considered trustworthy when it:

- Is **popular**/ well-known
- Has **trustworthy anchors**/journalists
- News content is same as that on **traditional/ mainstream** platforms
- Is a **dedicated platform** for news
- Is considered **unbiased**



84%

Research backed

News which is supported by details:

- News **gathering** and **reporting** explained
- **Evidence-backed**; contains **hyperlinks** for further information
- Is **up-to-date** with all necessary, encompassing information
- **Disclosure** of conflict of interest ahead of time



73%

Presentation

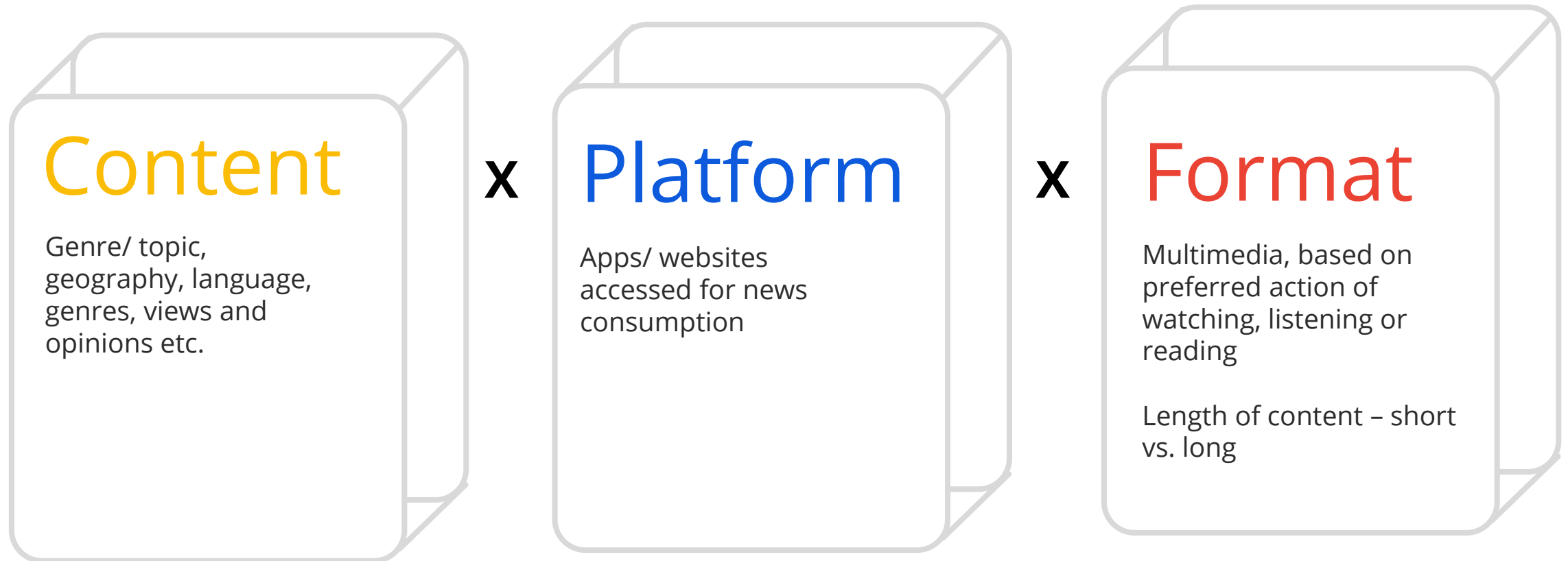
Factors leading to better understanding:

- Contains **visuals/ graphics** for better understanding
- **Concise** and to the point
- The language used is **simple and easy** to understand



2. Pillars of Indian language online news consumption

Content type, platform, and format: Fundamental pillars of choice making when consuming news online





x Platform x Format

Focusing on two broad buckets:

Core news segments

- 1 National / State / City headlines
- 2 Foreign / International news (other than those making the headlines)
- 3 Political news (other than those making the headlines)
- 4 Entertainment, celebrity news (other than those making the headlines)
- 5 Sports news (other than those making the headlines)
- 6 Business / Finance / Market news (other than those making the headlines)
- 7 Weather updates, AQI, Climate news
- 8 Education news, Exam updates
- 9 Crime, security news

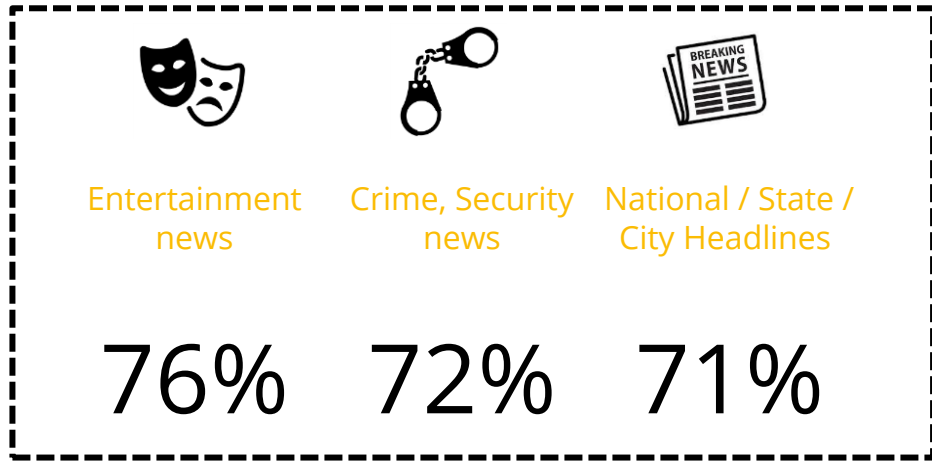
Non-core news segments

- 1 Astrology
- 2 Fashion
- 3 Health and fitness
- 4 Science
- 5 Spirituality
- 6 Technology
- 7 Travel
- 8 Arts & Culture

Starting with *core news* segments

Entertainment, Crime, and Headlines pique the most interest

Types of **CORE NEWS** content consumed
 (All India: % of Indian languages online news consumers who chose:)



1. More passive involvement
2. Short duration content
3. Reels/ Shorts

1. City and locality

1. Update of events

All India: Average number of content genres consumed: **5.55**

"I like watching celebrity news on Instagram reels - they are short and highly interesting."

Male, 16-18 years, Tamil

"I wish to know crime news in my locality. This can make me alert against any crimes."

Male, 35-44 years, Telugu

"All events that are going on in my city, such as new malls, parks, etc. I want news of that as well."

Male, 43 years, Kannada



Sports

63%



Foreign / international

60%



Education

59%



Weather, AQI Updates / Climate

59%



Political

56%



Business

38%

Top content mix remains the same across, barring Bengali and Malayalam

Sports tops the charts for **Bengali** men; **International news and Education news** find favour with **Malayalam** speakers

CORE NEWS content | Top 3 & differentiated

(By language: % of Indian language online news consumers who chose:)

स्वागत Hindi	স্বাগত Bengali	स्वागत आहे Marathi	સ્વાગત છે Gujarati	ಸ್ವಾಗತ Kannada	స్వగతం Telugu	வரவேற்பு Tamil	സ്വാഗതം Malayalam
#1. Crime, security news (84%)	#1. Sports news (79%) ☆	#1. Entertainment news (78%)	#1. Entertainment news (91%) ☆	#1. Entertainment news (86%)	#1. Entertainment news (77%)	#1. Entertainment news (85%)	#1. Foreign / international news (64%)
#2. National / State / City Headlines (77%)	#2. Weather, AQI updates/ climate news (79%) ☆	#2. Crime, security news (77%)	#2. Crime, security news (85%)	#2. National / State / City Headlines (73%)	#2. Crime, security news (73%)	#2. Crime, security news (80%)	#2. Education news (57%)
#3. Entertainment news (75%)	#3. National / State / City Headlines (78%)	#3. National / State / City Headlines (75%)	#3. National / State / City Headlines (84%)	#3. Crime, security news (63%)	#3. National / State / City Headlines (61%)	#3. National / State / City Headlines (74%)	#3. Entertainment news & Sports news (55%)
Weather, AQI updates/climate news (74%) ☆	Education news (73%) ☆		Foreign / international news (75%) ☆	Business news (57%) ☆		Foreign news (73%) ☆	
						Political news (72%) ☆	
						Business news (56%) ☆	

☆ **Differentiated:** Content type that is over indexed (equal to, greater than 120)










Index scores = (segment scores / all India scores x 100) | All India scores are treated as base (or 100)

Q. I have with me a list of common news sections available online across websites / apps. As I read out the list, please tell me the types of news you watch, listen to, or read on internet sources / online platforms.

Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Gen Z's affinity is towards Sports and Education. Millennial's interests lie in Political and Business genres

Types of **CORE NEWS** content consumed
 (All India & Age: % of Indian language online news consumers who chose:)

										Average number of content genres consumed
	Entertainment news	Crime, security news	National / State / City Headlines	Sports news	Foreign / international news	Education news	Weather, AQI Updates / climate news	Political news	Business news	
All India	76%	72%	71%	63%	60%	59%	59%	56%	38%	5.55
Gen Z	#1 78%	#2 71%	#3 70%	68% ●	59%	69% ●	58%	51% ●	36%	5.61
Millennial	#1 77%	#2 73%	#3 72%	59% ●	61%	52% ●	60%	60% ●	42% ●	5.57
Gen X & +	#3 70%	#1 75%	#2 72%	55% ●	61%	45% ●	58%	59%	34% ●	5.31

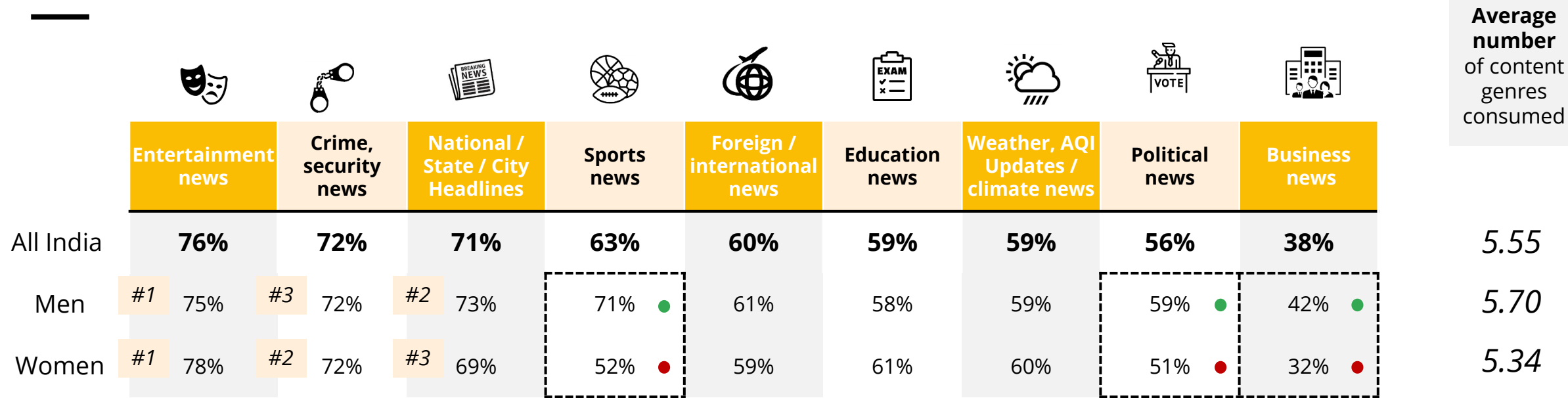
● Significantly > vs. all (95% confidence level)
 ● Significantly < vs. all (95% confidence level)

Q. I have with me a list of common news sections available online across websites / apps. As I read out the list, please tell me the types of news you watch, listen to, or read on internet sources / online platforms. (MA)
 'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Higher proportion of males than females prefer Sports, Political, and Business news

Types of CORE NEWS content consumed

(All India & Gender: % of Indian language online news consumers who chose:)

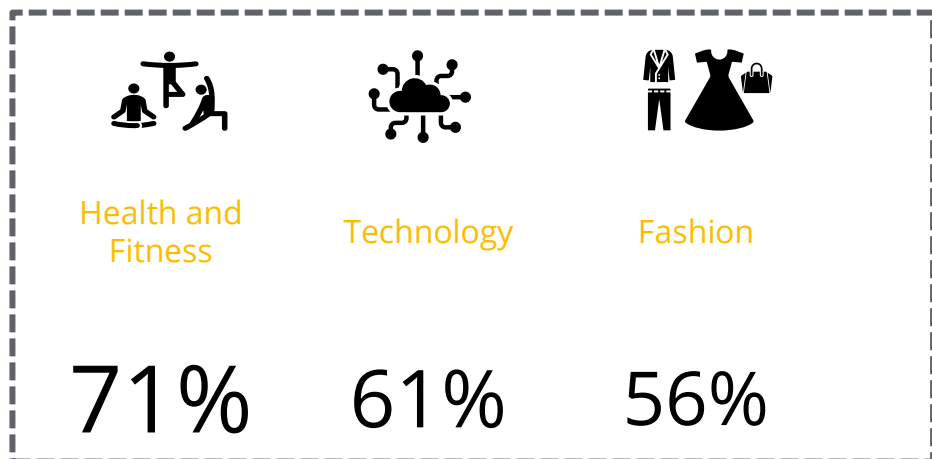


● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

...Moving to *non-core* news segments

Health, Technology, and Fashion capture most attention

Types of **NON-CORE NEWS** content consumed
 (All India: % of Indian languages online news consumers who chose:)



1. Doctor's opinions
2. Fitness tips
3. Healthcare concerns

1. Product reviews
2. New product launches

1. Latest fashion styles
2. Celebrity fashion

"I use Google Search especially for health tips. I can also search and find a home remedy, if anyone needs it."

Male, 45+ years, Tamil

"On news, I can also know about new product launches such as phones, TV etc."

Female, 16-18 years, Hindi

"The Divya Bhaskar news app – it keeps me updated with latest trends and celebrity fashion, which I really love."

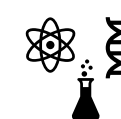
Female, 16-18 years, Gujarati

All India: Average number of content genres consumed: **4.18**



Travel

52%



Science

52%



Arts & Culture

51%



Spirituality

43%



Astrology

32%

Health as a topic strong across, however, language wise distinctions do exist

Marathi consumers are inclined towards **Arts & Culture**. *Travel* appeals to **Bengali** and *Tamil* consumers. *Spiritual* and *Astrology* genre draw in **Hindi, Kannada, and Tamil** consumers

NON-CORE NEWS content | Top 3 & differentiated

(By language: % of Indian language online news consumers who chose:)

स्वागत Hindi	স্বাগত Bengali	स्वागत आहे Marathi	સ્વાગત છે Gujarati	ಸ್ವಾಗತ Kannada	స్వాగతం Telugu	வரவேற்பு Tamil	സ്വാഗതം Malayalam
#1. Health (79%)	#1. Health (61%)	#1. Health (62%)	#1. Health (74%)	#1. Health (72%)	#1. Health (75%)	#1. Health (84%)	#1. Health (63%)
#2. Tech (64%)	#2. Travel (55%)	#2. Arts (51%)	#2. Tech (74%) ☆	#2. Fashion (68%) ☆	#2. Tech (66%)	#2. Tech (74%) ☆	#2. Tech (49%)
#3. Science (61%)	#3. Science (50%)	#3. Science Spirituality (46%)	#3. Fashion (70%) ☆	#3. Tech (67%)	#3. Fashion (61%)	#3. Travel (68%) ☆	#3. Science (48%)

Spirituality
(52%) ☆

Astrology
(39%) ☆

Spirituality
(60%) ☆

Astrology
(50%) ☆

Spirituality
(54%) ☆

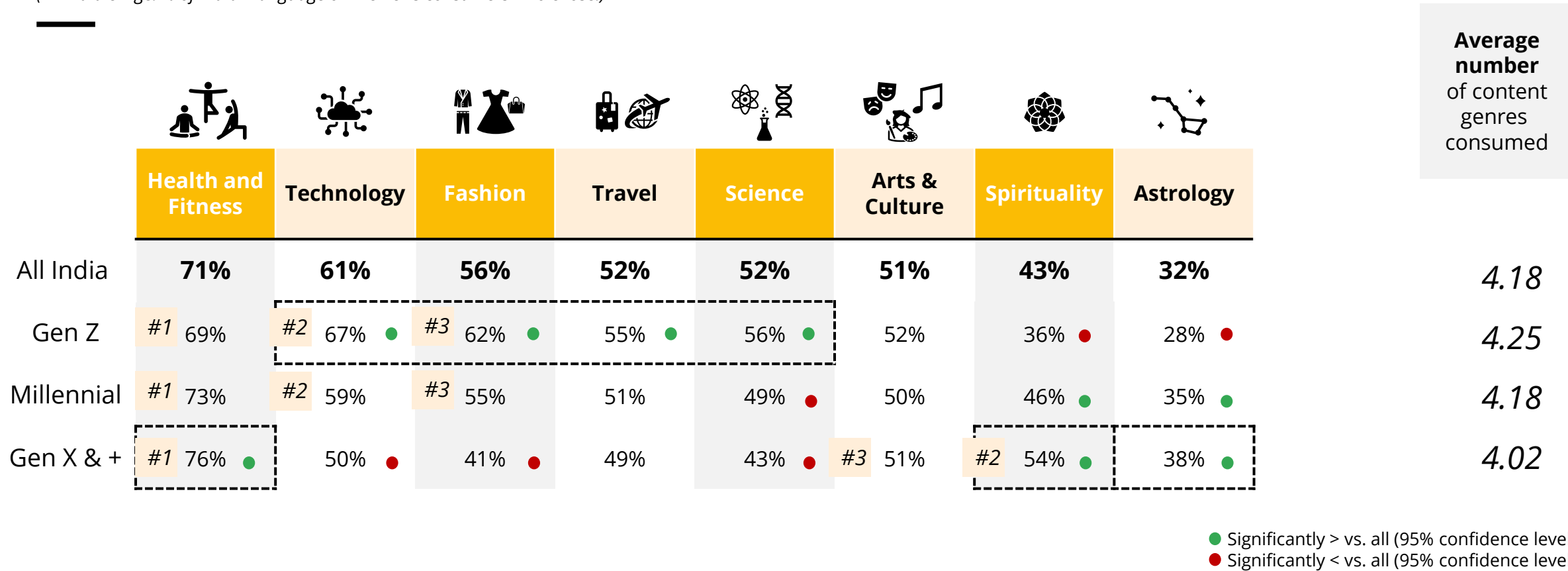
Astrology
(50%) ☆

☆ **Differentiated:** Content type that is over indexed (equal to, greater than 120)

Index scores = (segment scores / all India scores x 100) | All India scores are treated as base (or 100)

Technology, Fashion, Travel, and Science appeal more to Gen Z while Gen X &+ have a greater liking for Health, Spiritual and Astrological content

Types of **NON-CORE NEWS** content consumed
 (All India & Age: % of Indian language online news consumers who chose:)

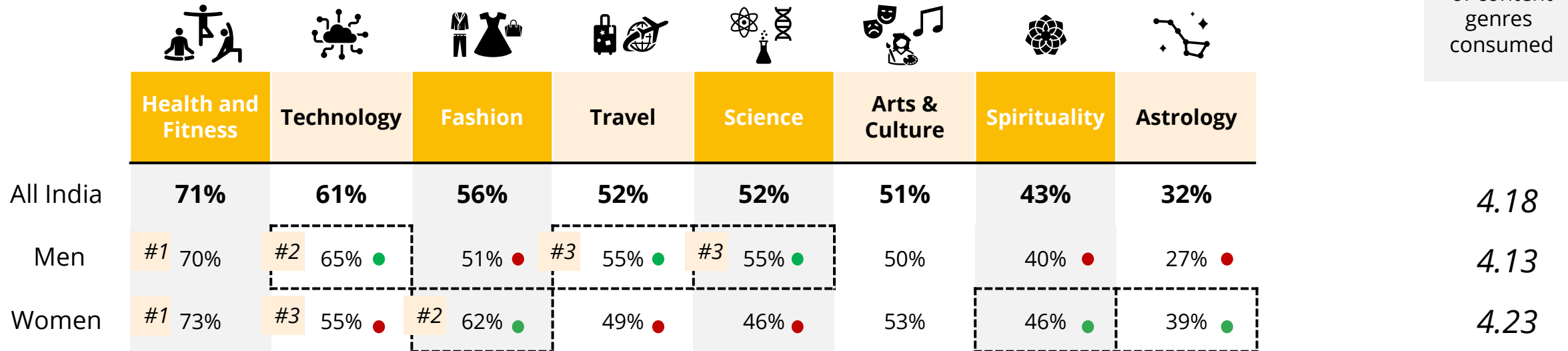


Q. Alongside current affairs, news apps/websites also cover other types of content. As I read through the list of options, please tell me which of these do you watch, listen to, or read when you access news online.

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Men drawn to Science, Travel, and Technology genres. Greater share of women dabbling in Fashion, Spirituality, Astrology

Types of **NON-CORE NEWS** content consumed
 (All India & Gender: % of Indian language online news consumers who chose:)



● Significantly > vs. all (95% confidence level)
 ● Significantly < vs. all (95% confidence level)

Key learnings: Core news segments

01

TOP CONTENT TYPE

- Entertainment news, crime & security news, and national, state, or city-level headlines are top news content genres being consumed by Indian language online news consumers

02

NUANCES BY GENDER & GENERATION

- Gen Z find sports and education more relevant. Millennials have an affinity to business news
- Males are inclined towards sports, political, and business news

03

REGIONAL HUES AND DIFFERENTIATION

- Bengali language online news consumers are more into sports, weather, and education news
- Foreign & international news find a captive audience amongst Gujarati and Malayalam speakers

Key learnings: Non-core news segments

01

TOP CONTENT TYPE

- Health as a non-core news genre generates highest levels of interest across segments such as age, gender, and Indian languages

02

NUANCES BY GENDER & GENERATION

- Technology, fashion, and science hook Gen Z
- Women and Gen X & + are more likely to dabble in astrology and spiritual content

03

REGIONAL HUES AND DIFFERENTIATION

- Science has more takers among Hindi and Bengali language users
- Spiritual and astrology content differentially draw in Kannada and Tamil speakers

Hyperlocal content – the opportunity

Led by the need for local updates and community expression, 7 in 10 consume locality, neighbourhood relevant online news

...Trend largely *same across socio-demographics*



Interest in **HYPERLOCAL**

(All India: % of Indian languages online news consumers who chose hyperlocal news:)

73%

Jumps to 8 in 10 among **Hindi** and **Gujarati** language users...
...and **dips to 6 in 10** among **Tamil** language users

Hyperlocal news builds **LOCALITY AWARENESS**

- Aids speedy information: Highlights a burning issue not yet picked up by mainstream media
- Preparedness around events/activities



"I want to be informed of my locality news - like power cuts, water issues, etc. It will help me to plan my day."

Female, 25-34 years, Telugu

Seen as representation of **COMMUNITY'S VOICE**

- Increased community engagement
- More transparency and accountability even at a local, ground level

"I believe local news is reported by people who know the area well. This makes me feel more connected to the news, as it shows the issues and how they affect us."

Male, 45 years, Bengali

Non-mainstream publishers, local content creators, and WhatsApp groups disseminate hyperlocal content

1

Non-mainstream news publishers

Use news apps like Way2News, Lokal, OneIndia, etc. for hyperlocal news, owing to wider coverage vs mainstream publishers.



"During lockdown, it was difficult to get locality news on YouTube or other news apps. I had to rely on Way2News for detailed locality news"

Male, 35-44 years, Telugu

2

Homegrown Content Creators

Homegrown content creators are regarded local experts; treated as unbiased sources.



"I follow Madan Gowri. He provides unbiased news in crisp form and presents evidence as well"

Male, 25-34 years, Tamil

3

Local Chat Groups

WhatsApp groups are also preferred for hyperlocal news. Groups have local reporters who share latest updates. For example: Edakochi people (Kochi), In-Solapur (Solapur)



"I am part of a WhatsApp group in which a local reporter shares updates about our locality"

Male, 19-24 years, Marathi

Key learnings: Hyperlocal content

01

HEIGHTENED INTEREST IN HYPERLOCAL CONTENT

- 7 in 10 Indian language online news users are consuming locality, neighborhood level news
- It helps them stay aware about their neighborhood and it is also considered a voice of the community

02

REGIONAL NUANCES

- Interest in hyperlocal content is greater amongst Hindi and Gujarati online news consumers (8 in 10) and plunges to 6 in 10 among Tamil language online news users.

03

FILLING THE GAPS

- In absence of mainstream publishers, Indian language users are exploring local apps, watching homegrown content creators and engaging in local chat groups to stay updated about locality and neighborhood news

Content

x



x







Format

Users of all genders, ages and social classes are using multiple platforms to get news

All India: **AVERAGE NO.** of online platforms used
(Among Indian languages online news consumers)

5.05

By socio-demographics

Gender		Men 5.15	Women 4.92		
Age		Gen Z 5.17	Millennial 5.15	Gen X & + 4.52	
NCCS		NCCS A 5.31	NCCS B 4.96	NCCS C 4.76	
Educational Qualification		Low 4.57	Medium 5.03	High 5.41	
No. of languages Spoken		Monolingual (Just one) 4.80	NET: Multilingual (> 1) 5.34	Multilingual (Indic only) 5.03	Multilingual (+English) 5.61
Duration since accessing news online		New users 4.90	Old users 5.07		

Index symbols: > 120 ▲ < 80 ▼
Index scores are segment scores vs. All India

Q. Now I have list of online platforms / internet sources people go to get news. As I read out the list, please tell me which of the following online platforms / internet sources do you use to get news? (MA)

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

And this trend cuts across different Indian language consumers

Cross interactions especially **high** among **Tamil** speakers and **fewer** among **Malayalam** speakers

All India: **AVERAGE NO.** of online platforms used
(Among Indian languages online news consumers)

5.05

By language



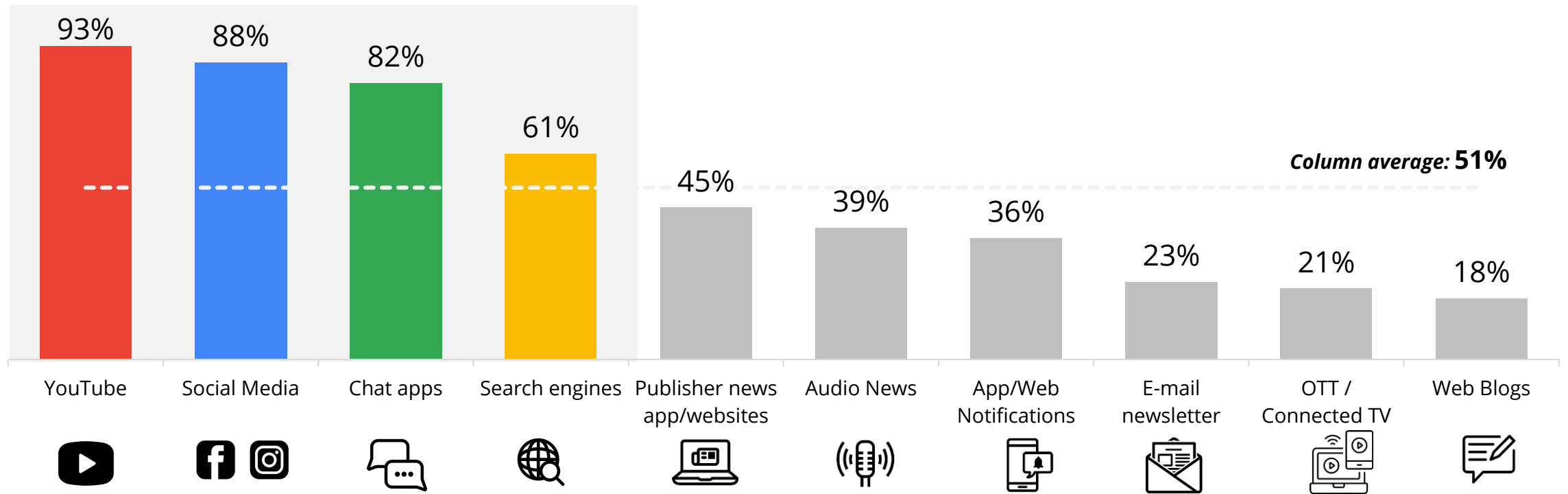
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YouTube, Social media, Chat applications emerge as the top pathways to news

...And their popularity holds across languages and socio-demographics

Online **PLATFORMS** used
(All India - % of Indian languages online news consumers who use:)



Each pathway has its own advantages and plays a unique role

*YouTube serves as the **repository** of diverse and easily retrievable news. **Social media**'s strength lies in its ability to provide **instantaneous updates** and make it easy to share information*



93%

YouTube

- **One stop shop** for multiple viewpoints
- Access to **historical news**
- **Ease** of searching
- **Participation** engagement (Likes/ comments/ reactions)
- Access to **non-mainstream POV**
- View '**related**' news – constant thread

"Best thing about YT is you can refer to various channels, YouTubers for the same topic to get the complete picture."

Male, 25-34 years, Hindi



88%

Social Media

- **Instant updates** pushed through posts – constantly updating
- **Public validation/** opinion (largely Twitter)
- Easy **shareability** – wider reach
- Specific channels for **local & hyperlocal**

"I follow some locality wise pages on Facebook – they give me news of my locality that I cannot get on YouTube or any news app."

Female, 35- 44 years, Tamil

Each pathway has its own advantages and plays a unique role

Chat apps enable inclusion and participation while search engines allow consumers to control the depth and width of news they want to access



▼ 82%

Chat Apps

- **Easy shareability** - contacts reach
- **Inclusion and participation** - Native/hyperlocal content through local chat groups

"I am part of local WhatsApp group called EdaKochi people. I get all sorts of local news and people also share their thoughts about the news on the group."

Male, 35-44 years, Malayalam



▼ 61%

Search Engines (driven by Google Search)

- **Validation**
- **Control** over
 - Topic (What)
 - Depth (How much)
- **Convenience** (voice search)

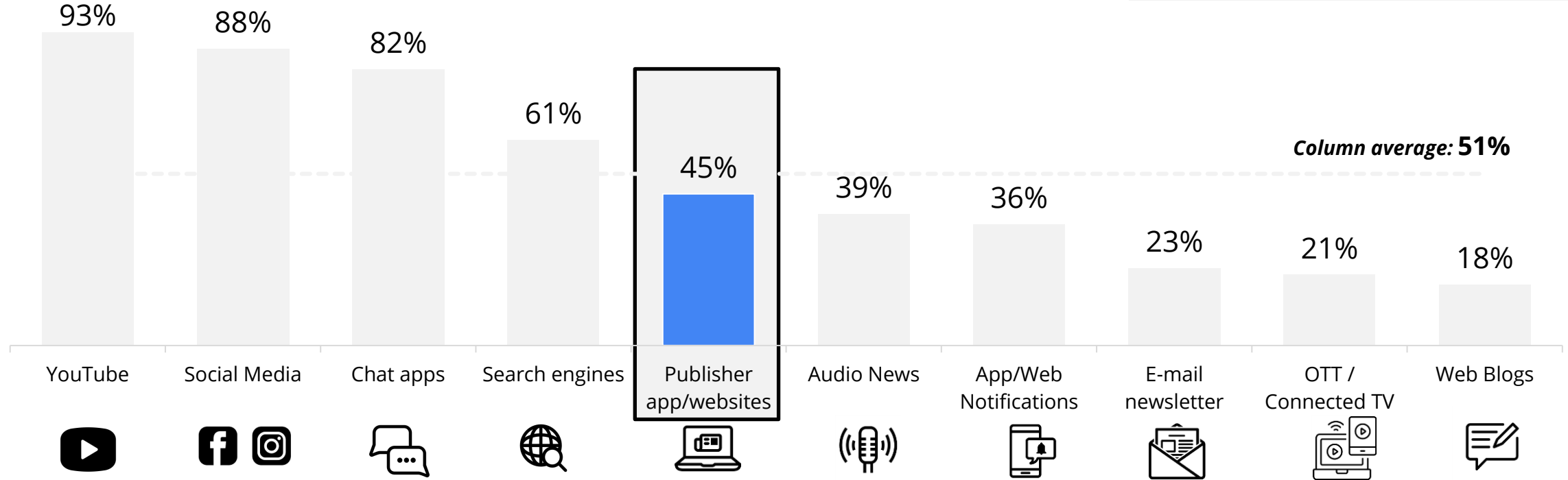
"If there is news about some floods, I go to Google to check about it."

Female, 35-44 years, Bengali

While 45% of consumers are getting their news from publisher news apps/websites, there is still plenty of room for growth

Online **PLATFORMS** used
(All India - % of Indian languages online news consumers who use:)

Average no. of sources used
All India: 5.05
Publisher app/ website users: 6.26



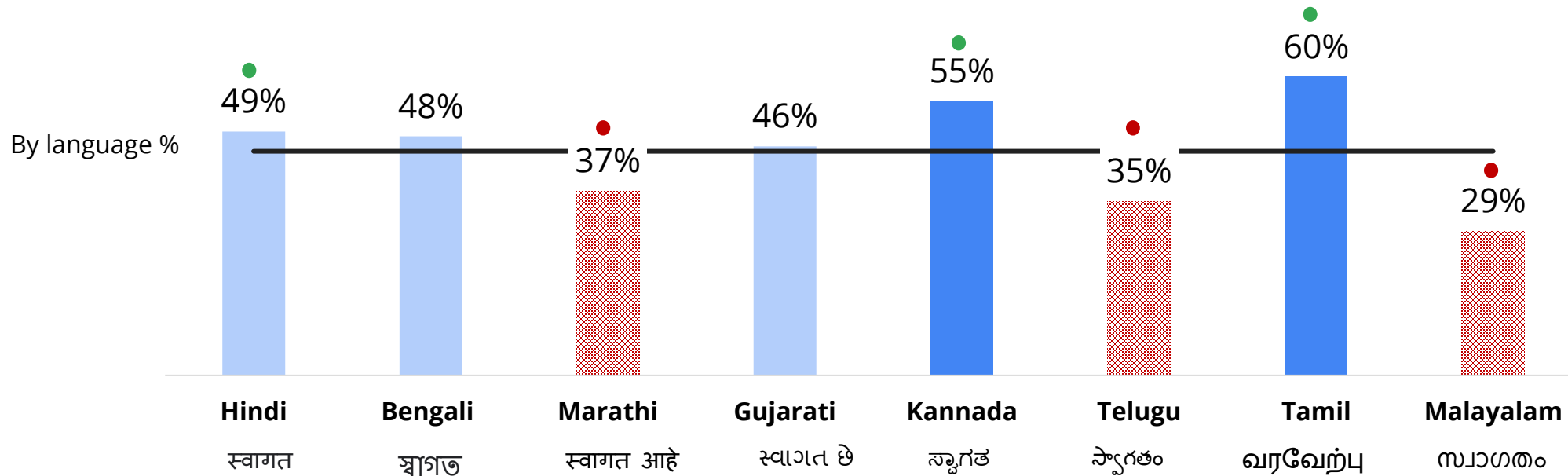
Q. Now I have list of online platforms / internet sources people go to get news. As I read out the list, please tell me which of the following online platforms / internet sources do you use to get news? (MA)
'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Amongst the users of publisher news apps / websites, share is greater amongst the Kannada and Tamil speakers

PUBLISHER apps/website users

All India %

45%



● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

Profiling 45% Indian language publisher apps/website users

What are their identities across the 8 India languages?

Indian language publisher app/website users are more likely to be affluent and highly educated men than women

PUBLISHER apps/website users
(Socio-demographic Profile - All India %)

PUBLISHER apps/website users
(All India %)



Gender



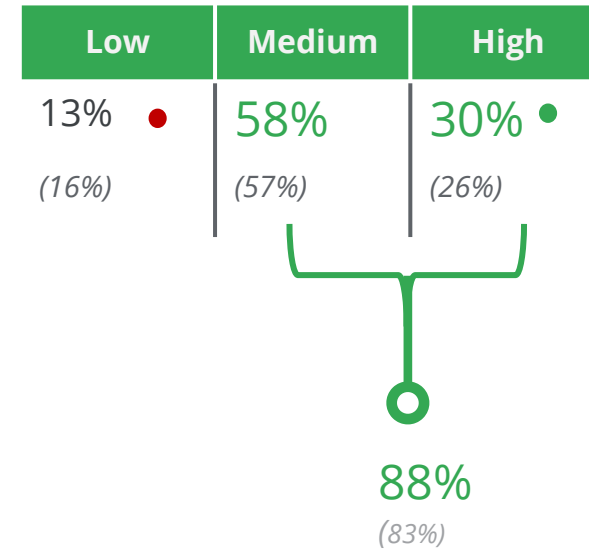
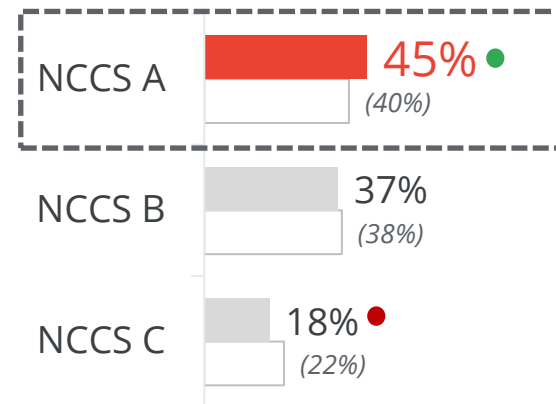
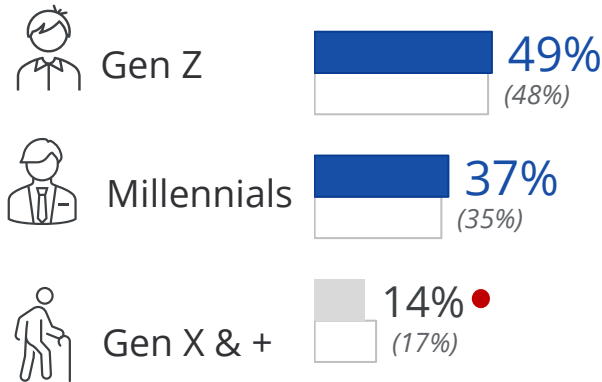
Age



NCCS
(socio-economic class)



Educational qualification



Both Telugu and Malayalam publisher app users are likely to be more affluent. Gen Z's overrepresented among Telugu speakers

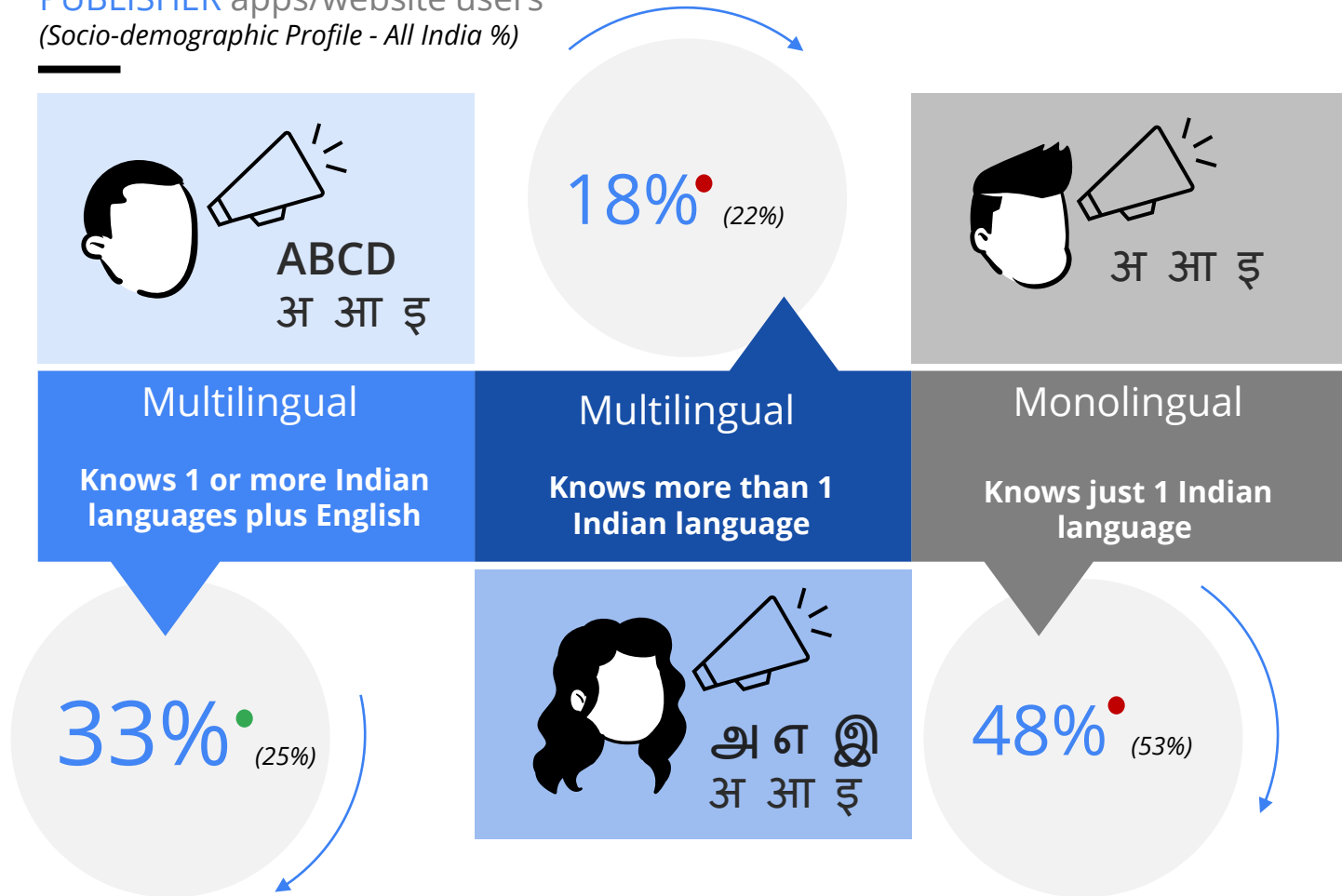
● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

Percentages may not total 100 due to rounding

*Age group icons created by Freepik - Flaticon

...As well as multilinguals with knowledge of English

PUBLISHER apps/website users
(Socio-demographic Profile - All India %)



...Skew to monolingual user type is greater among Marathi speakers. Significant skew to multilinguals who speak English among Hindi, Bengali, Gujarati, and Kannada speakers

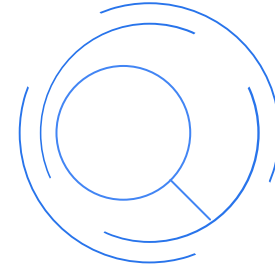
● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

Further, users are characterised by eagerness to learn and being seen as resourceful



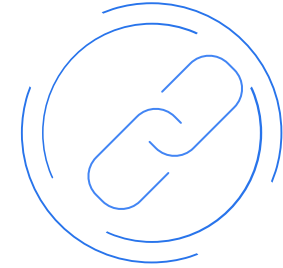
Is Ambitious

Goal oriented – focused and determined with the aim to learn and evolve continuously and take that extra leap



Pursue knowledge constantly

True reflection of curiosity with a strong desire to acquire new knowledge and skills



Be Self - Sufficient

Resourceful and adapt to changing environment align with the traits of being ambitious and remain updated

"I want to be a superior in this field which I pursue, stay ahead of the competition always."

Male, 25-34 years, Kannada

Online news gives users a clear edge - Enhances self-esteem, makes them self-assured



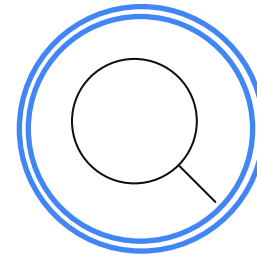
Act ahead, Act right

Informed decisions with increased awareness



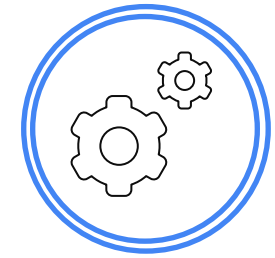
Enhance Self Image

Carry the badge of being trustworthy by sharing/discussing right facts amongst peers



Confidently leave an impression

Ability to give one's point of view confidently. Add to conversations with poise



Stay assured

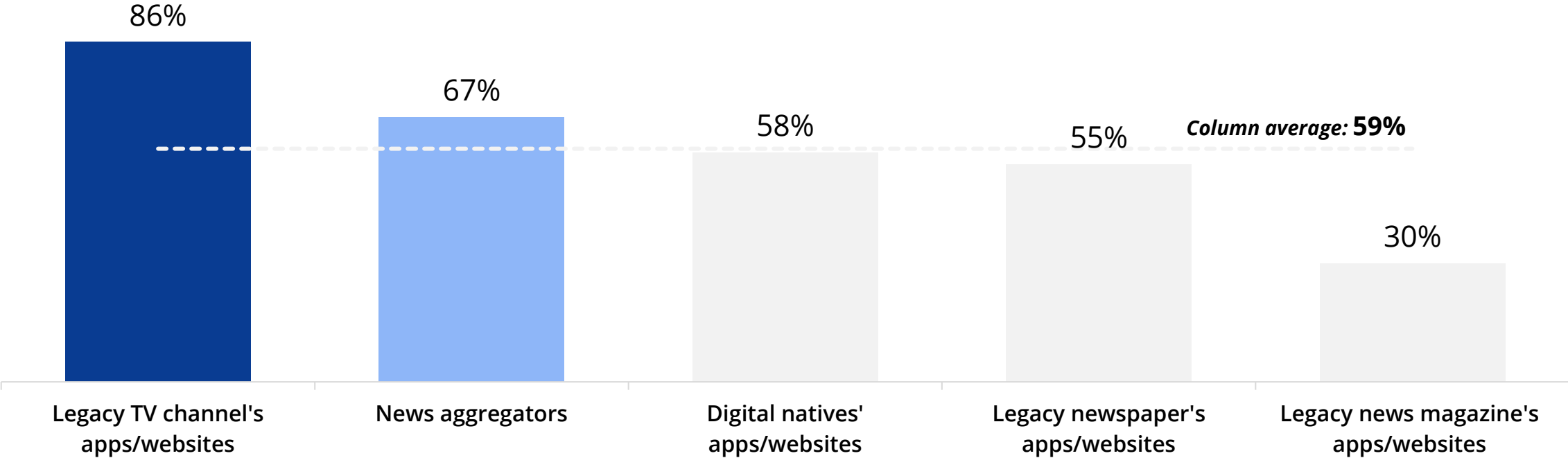
Sense of safety and security driven by increased awareness of different perspectives with detailed understanding

...A closer look at the *types* of *publisher apps/websites* Indian language news consumers use

Users interact more with legacy TV media apps and websites, but news aggregators are catching up

The prevalence of TV media and aggregators is **uniform across socio-demographic groups**

TYPES of publisher apps/websites INTERACTED WITH
(All India % of Indian language publisher app/website users who go to:)



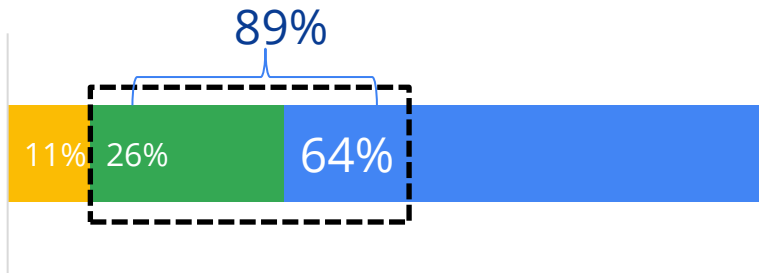
Q. You said you go to specific websites / apps. I have a list of types of websites/ apps that specialize in providing news and are accessible online or via internet sources. As I read out the options, please tell me what all types of websites / apps you visit to get news. (MA)

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

News Consumer engagement is not limited to a single publisher app or website

Multiplicity greater among **Hindi, Gujarati and Tamil** language users

NUMBER of publisher app/website types INTERACTED WITH
(All India - % of publisher app/website users who go to:)



- Just 1 source type
- 2 source types
- 3 or more source types

Go to any **one** source type

Go to **at least 2** source types

Go to **3 or more** source types

	स्वागत	স্বাগত	स्वागत आहे	स्ವಾಗತ છે	ಸ್ವಾಗತ	స్వాగతం	வரவேற்பு	സ്വാഗതം	
All	Hindi	Bengali	Marathi	Gujarati	Kannada	Telugu	Tamil	Malayalam	
Go to any one source type	11%	6% ●	14%	20% ●	4% ●	20% ●	10%	7% ●	12%
Go to at least 2 source types	26%	17% ●	44% ●	30%	21%	14% ●	36% ●	16% ●	45% ●
Go to 3 or more source types	64%	76% ●	42% ●	50% ●	75% ●	67%	53% ●	77% ●	43% ●

- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

Percentages may not total 100 due to rounding

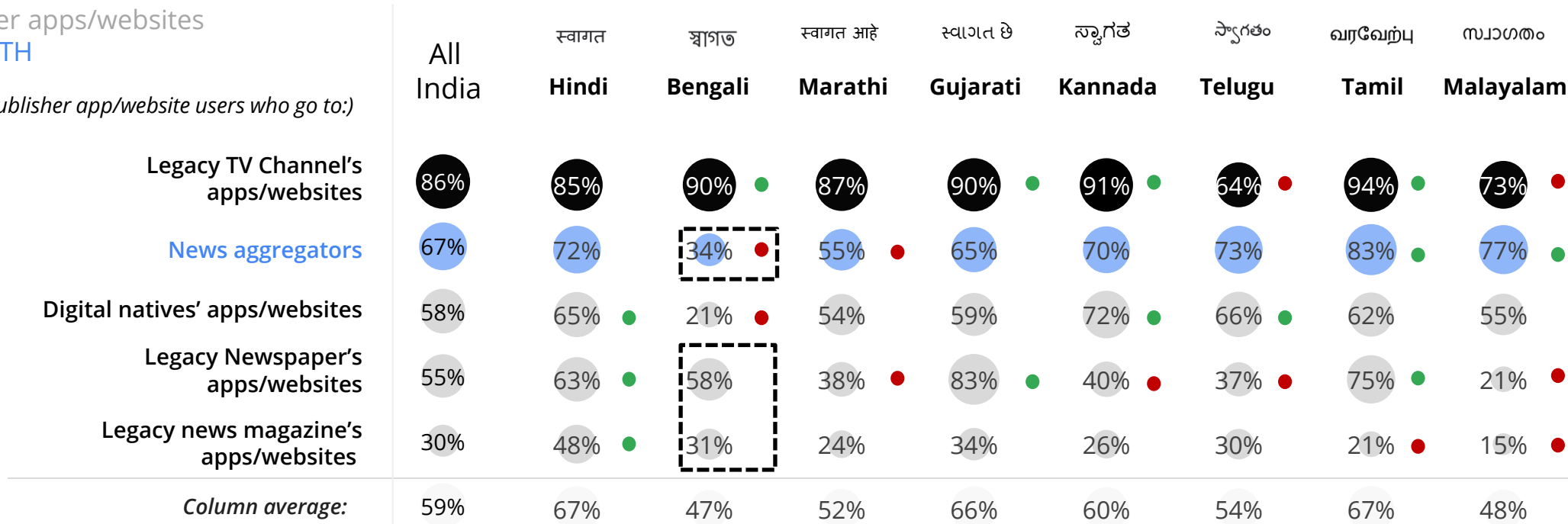
Q. You said you go to specific websites / apps. I have a list of types of websites / apps that specialize in providing news and are accessible online or via internet sources. As I read out the options, please tell me what all types of websites / apps you visit to get news. (MA)

Publisher and aggregator apps complement each other

Bengali speakers prefer publisher-owned apps and websites, with a stronger pull towards legacy print media

TYPE of publisher apps/websites
INTERACTED WITH

(By language: % of publisher app/website users who go to:)



SHARE Of publisher app/website users who:

% Go to aggregator apps only	1%	0%	2%	2%	0%	0%	3%	1%	6%
% Go to publisher's own app only	33%	28%	66%	45%	35%	30%	27%	17%	23%
% Go to both	65%	72%	33%	53%	65%	70%	70%	82%	71%

Percentages may not total 100 due to rounding

Q. You said you go to specific websites / apps. I have a list of types of websites/ apps that specialize in providing news and are accessible online or via internet sources. As I read out the options, please tell me what all types of websites / apps you visit to get news. (MA)

- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

Key learnings: Platform

01

MULTIPLICITY IN SOURCES

- On average, Indian language news consumers visit five different platforms to get their news
- While YouTube, social media, and chat apps are the most popular platforms for consuming news, there is still a demand for specialist news apps and websites

02

NUANCES BY DEMOGRAPHY AMONG PUBLISHER APP/ WEBSITE USERS

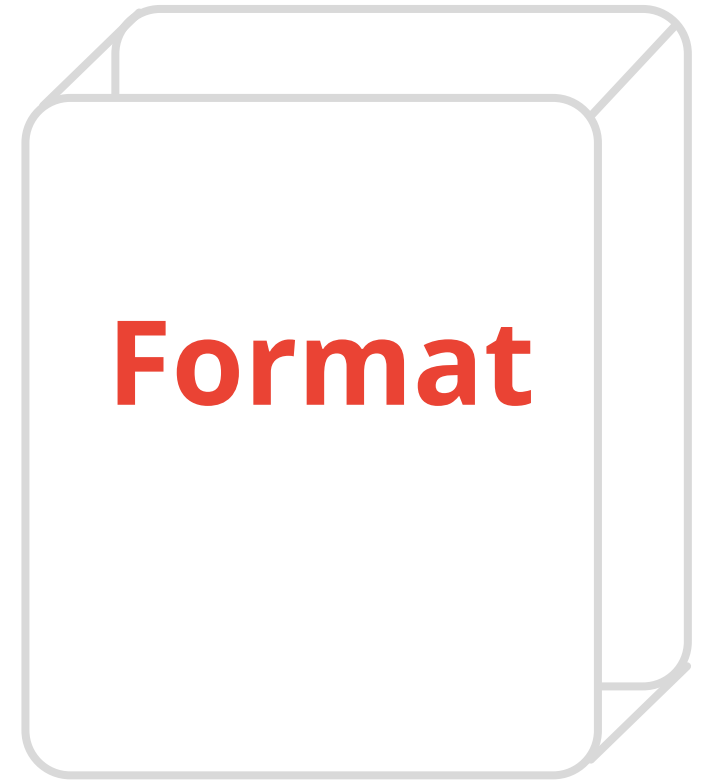
- Among publisher app/ website users; there is a skew to younger, better educated, more affluent profile
- Publisher news apps / websites see consumers flirting with more than one source type
- Legacy TV media lead the publisher app space followed by news aggregator apps

03

OVERLAP OF PUBLISHER APPS AND AGGREGATORS

- Among Indian language online news consumers, who access news via publisher app/websites, nearly two thirds access news on both publisher app/ websites and news aggregators apps

Content x Platform x



Video wins hearts, has true mass appeal

PREFERRED FORMAT for online news consumption
Among Indian language online news consumers – All India



Mostly get news in form of **written text (any length)**

Over indexed among '**publisher app/website users**' but the absolute size remains small



Publisher app/website users who prefer text: **17%**



Mostly get news in form of **audio (something to listen to)**

11%

14%

74%



Mostly get news in form of **videos (any length)**

Preference is strong across socio-demogs and especially greater amongst:

Indian languages consumers belonging to **NCCS C: 79%...**

...With **lower educational** qualifications: **81%**

Percentages may not total 100 due to rounding

Q. Now if you had to choose, which ONE of the following would you say is closest to the way you like to find out about news/current events when you access news online or on internet sources.

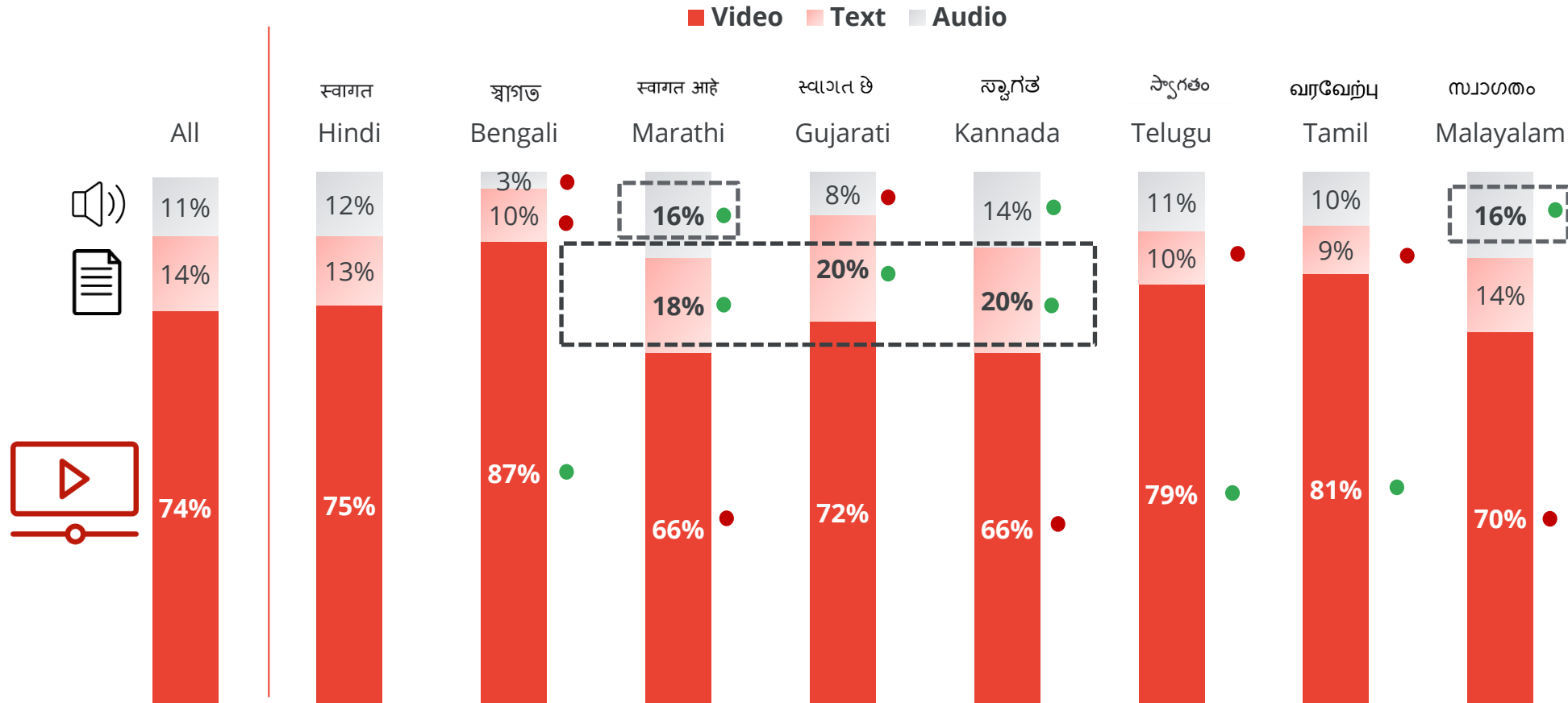
'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Percentages may not total 100 due to rounding

Video is the most popular format for consuming news, regardless of language

Marathi, Gujarati and Kannada speakers over index on text news. More audio news takers among Marathi and Malayalam speaking consumers

PREFERRED FORMAT for online news consumption
Among Indian language online news consumers – By language



Percentages may not total 100 due to rounding

● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

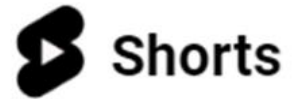
Q. Now if you had to choose, which ONE of the following would you say is closest to the way you like to find out about news/current events when you access news online or on internet sources.

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Both 'short' bite-sized content and 'lengthy' detailed analysis are part of consumer repertoire

Bite-sized

More in less | Prompt awareness



Shorts



Reels

Detailed analysis

Hot topics | Area of Interest |
Conflict/ Controversy



YouTube



Apps



Search

*"Short news articles and videos is what I prefer.
But if I have free time then I will go to YouTube
and watch the detailed news."*

Male, 45+ years, Tamil

*"I usually like reading short headlines in a day.
But if the news is interesting, then I will read the
news in detail as well."*

Female, 25-34 years, Telugu

Consumers interact with an array of video duration range; Gen Z's engagement with Shorts is greater

Engagement greater amongst users of publisher apps and websites

Q. How often do you....when consuming news online on YouTube?

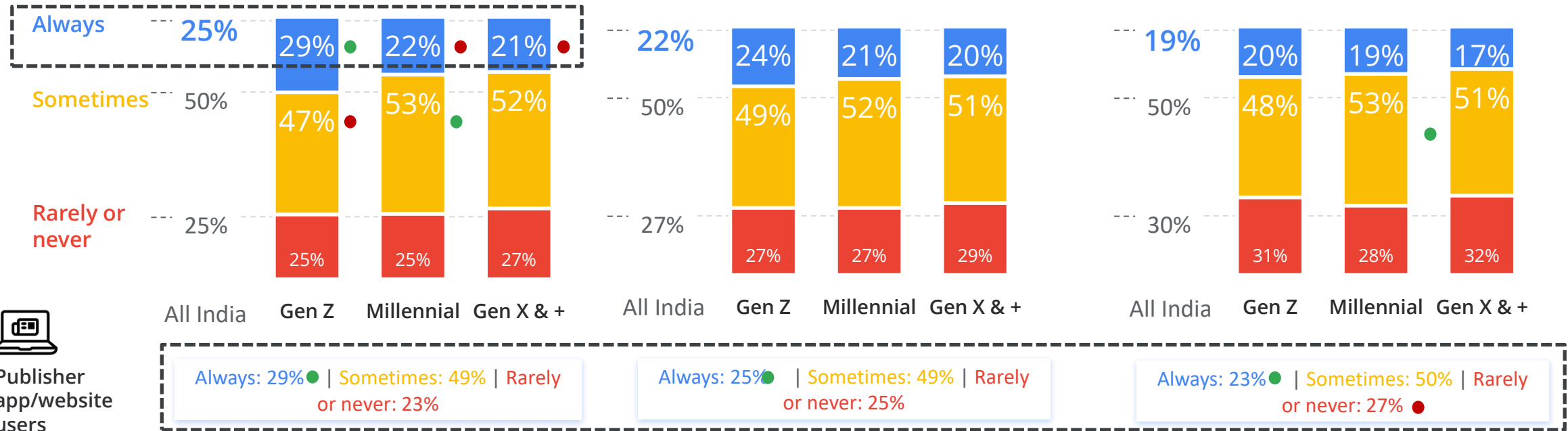
Watch **Shorts**: videos under 60 seconds



Watch **mid-form** videos: 1-7 minutes long



I watch **in-depth** videos



Publisher app/website users

● Significantly > vs. all (95% confidence level)
 ● Significantly < vs. all (95% confidence level)

Percentages may not total 100 due to rounding

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

...And some behavioral distinctions exist by language as well

Hindi speakers are more actively engaged. Telugu and Tamil speakers have greater share of consumers who interact less frequently

Q. How often do you....when consuming news online on YouTube?

Shorts and mid form videos find a captive audience among Gujarati speakers!



	All India	स्वागत Hindi	স্বাগত Bengali	स्वागत आहे Marathi	સ્વાગત છે Gujarati	ಸ್ವಾಗತ Kannada	స్వాగతం Telugu	வரவேற்பு Tamil	സ്വാഗതം Malayalam
Always	25%	30% ●	17% ●	26%	46% ●	22%	10% ●	20% ●	28%
Sometimes	50%	46%	56% ●	52%	36% ●	51%	56% ●	48%	56% ●
Rarely or never	25%	25%	27%	22%	18% ●	27%	35% ●	32% ●	16% ●



Always	22%	26% ●	18% ●	23%	41% ●	21%	9% ●	17% ●	21%
Sometimes	50%	46%	56% ●	54%	37% ●	50%	55% ●	48%	60% ●
Rarely or never	27%	28%	25%	23% ●	22% ●	29%	36% ●	35% ●	19% ●



Always	19%	30% ●	9% ●	21%	17%	20%	10% ●	22%	22%
Sometimes	50%	42% ●	56% ●	56% ●	43% ●	52%	56% ●	46%	55% ●
Rarely or never	30%	28%	35% ●	23% ●	40% ●	28%	34% ●	32%	23% ●

- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

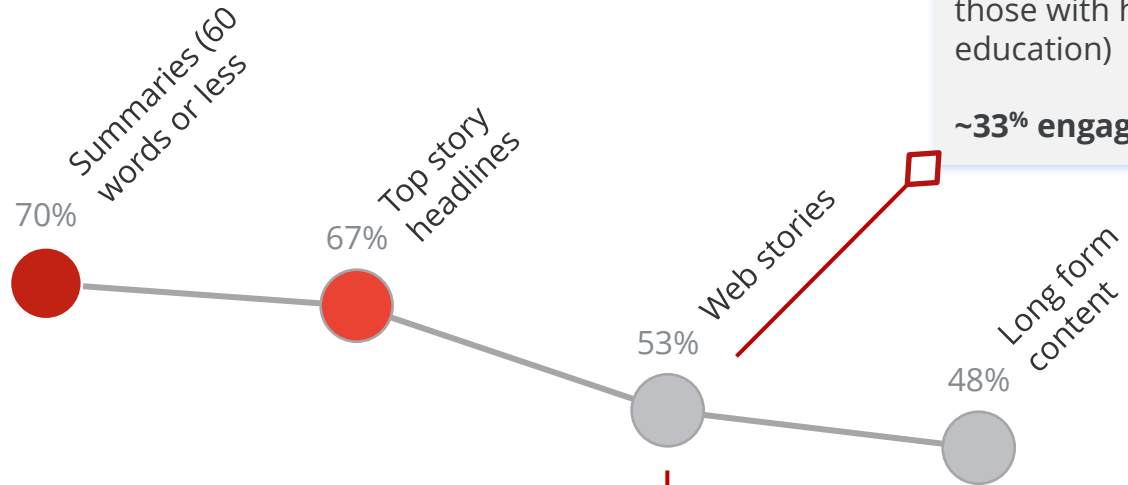
Percentages may not total 100 due to rounding

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Consumers are more likely to interact with summaries and headlines, which reinforces the demand for short, easy-to-digest content

WAYS of presenting NEWS

(% Indian language online news consumers who interact with – All India)



Only 15% engage with it always (led by Gen Z, men, those with higher levels of education)

~33% engage only rarely

Column average: 60

Average number of presentation formats interacted with:

2.38

Endorsements for Web stories plunge among consumers with lower educational attainment and less affluence (NCCS C)

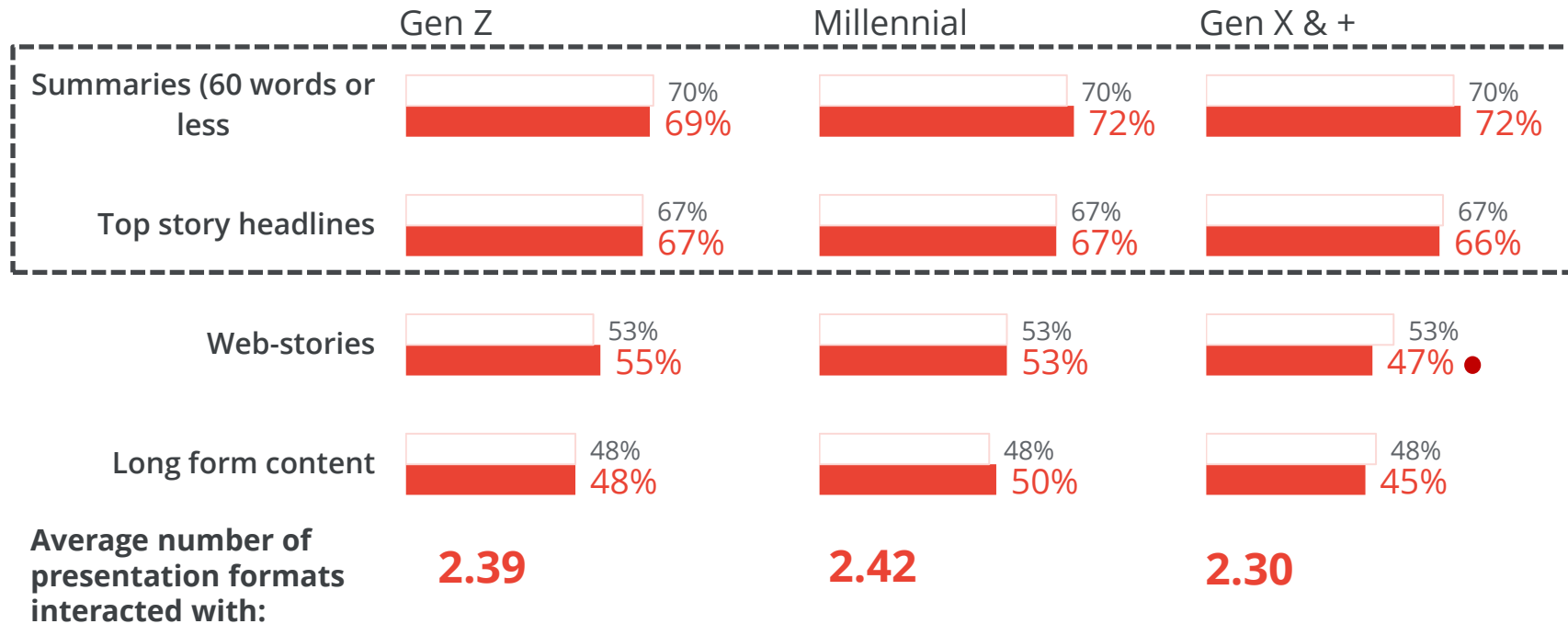


Q. News online is often presented in different ways. As I read through the list, please tell me which of the following ways of news presentation do you usually interact with? (MA)
Q. How often do you typically do you (Web stories: look at visuals, a sequence or gallery of pictures about news (either on Google News or other specific new websites / apps) when reading, watching or listening to news online or on internet sources? Please select one option for each. (SA)

Similar behavior is seen among news consumers of all generations and across all news publisher apps and websites

WAYS of presenting NEWS

(% Indian language online news consumers who interact with – By age)



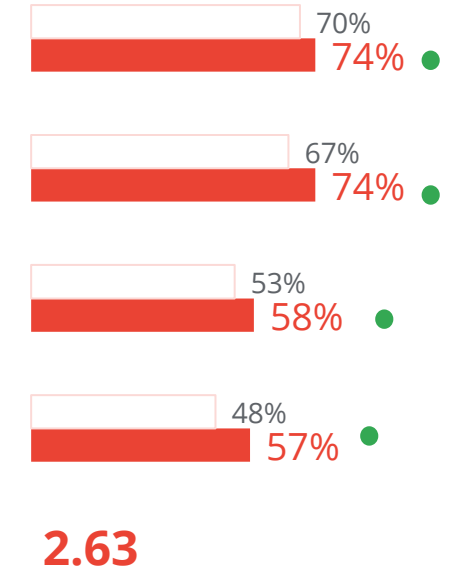
□ All India

■ Consumer Cohort



Even though users are interacting with news content across different formats more than ever before, the hierarchy of news sources remains largely unchanged

Publisher app/website user



● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

Summaries are the most popular format for consuming news across all languages, except for Malayalam

In Malayalam, web stories and headlines are the most popular formats while Tamil speakers over index on long form content

WAYS of presenting NEWS

(% Indian language online news consumers who interact with – By language)

	All India	स्वागत Hindi	স্বাগত Bengali	स्वागत आहे Marathi	स्વાગત છે Gujarati	ಸ್ವಾಗತ Kannada	స్వాగతం Telugu	வரவேற்பு Tamil	സ്വാഗതം Malayalam
News Summary (60 words or less)	70%	76% ●	61% ●	78% ●	86% ●	71%	78% ●	69%	41% ●
Headlines mainly - i.e., Top stories	67%	73% ●	73% ●	74% ●	68%	59% ●	54% ●	69%	63%
Web stories	53%	57% ●	37% ●	44% ●	57%	56%	52%	57%	66% ●
Long form writing	48%	52% ●	39% ●	50%	45%	47%	46%	63% ●	43% ●
<i>Average number of presentation formats interacted with:</i>	2.38	2.58	2.1	2.46	2.56	2.33	2.3	2.58	2.13

% of consumers who engage always or sometimes goes up among Malayalam speakers (73% ● vs 66%), cuts across possibly due to higher literacy levels

- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

Q. News online is often presented in different ways. As I read through the list, please tell me which of the following ways of news presentation do you usually interact with? (MA)

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Key learnings: Format

01

VIDEO FORMAT HAS MASS APPEAL

- Video format for consuming news stands out across Indian language news consumers
- Marathi, Gujarati and Kannada speakers over index on text format versus the rest of Indian language speakers

02

DURATION OF VIDEO ENGAGEMENT

- Differential time spent across video format on YouTube- from Shorts to in-depth videos
- Gen Z's engagement with Shorts is greater
- Hindi language news consumers are more actively engaged while Telugu and Tamil language news consumers interact less frequently with YouTube – a supply side gap could be a possible factor

03

HIGHER APPEAL FOR SNACKABLE CONTENT IN TEXT FORMAT

- Two-thirds of Indian language news consumers prefer to read summaries and headlines in text format
- Summaries and headlines as top text formats cut across generation, languages [barring Malayalam] and amongst publisher news app/websites users
- For Malayalam news consumers, Web stories alongside headlines emerges as the top two text formats

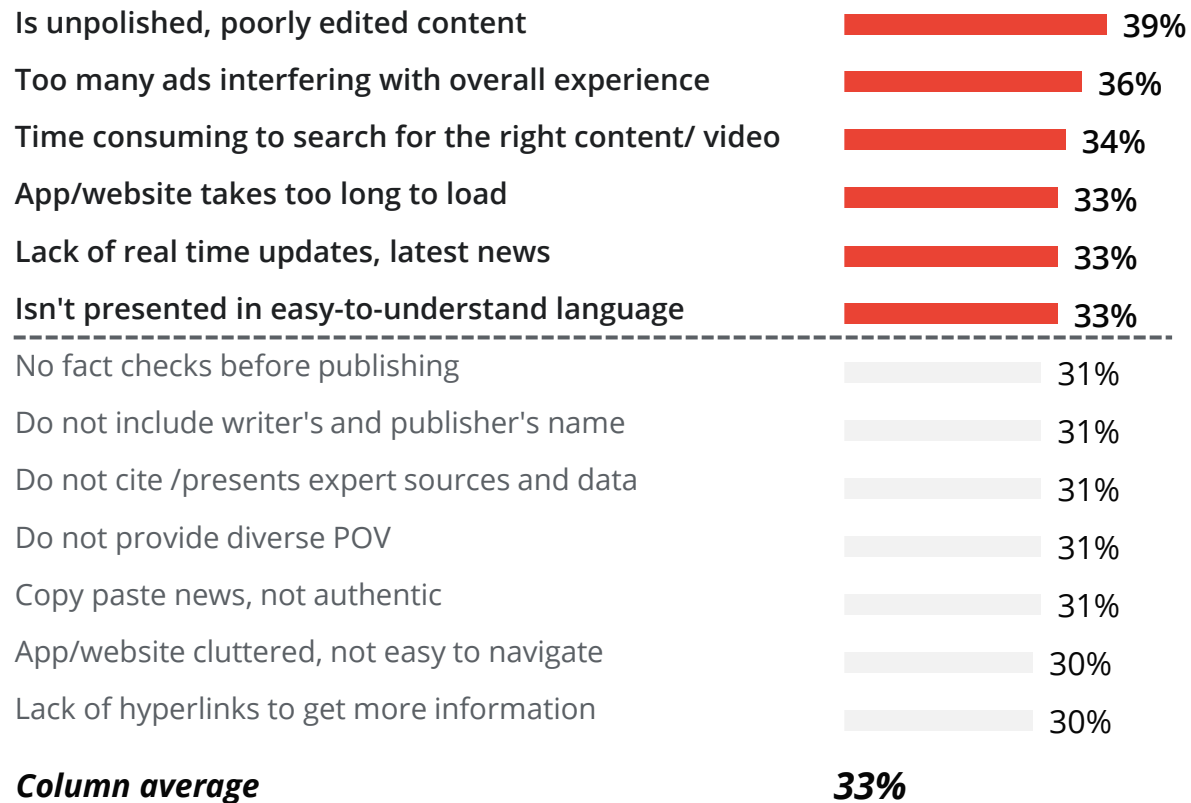
Considerable interest in summaries and headlines...

...There is still need to address user
experience gaps

The way content is presented, the number of ads, and user experience issues all detract from the consumer experience

PROBLEMS EXPERIENCED with local language online news

(Among All India % of Indian language online news consumers)



Q. I have a set of complaints that people like you have made about online news in local language. As I read through each of the statements, please think about your own experiences and tell me which ones do you think are true.

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

And these issues affect consumers of online news in all Indian languages

PROBLEMS EXPERIENCED with local language online news

(Among All India % of Indian language online news consumers – By language)

	स्वागत	স্বাগত	स्वागत आहे	સ્વાગત છે	ಸ್ವಾಗತ	స్వాగతం	வரவேற்பு	സ്വാഗതം
	Hindi	Bengali	Marathi	Gujarati	Kannada	Telugu	Tamil	Malayalam
Is unpolished, poorly edited content	41%		46%	44%	52%		41%	30%
Too many ads interfering with overall experience	37%	29%	37%	40%	36%	35%		41%
Time consuming to search for the right content/ video	35%			47%	37%	35%	34%	29%
App/website takes too long to load	37%	32%		43%		35%		30%
Lack of real time updates, latest news			35%		43%		34%	27%
Isn't presented in easy-to-understand language			31%	39%	36%		35%	
No fact checks before publishing	35%	29%						27%
Do not include writer's and publisher's name		33%		39%				
Do not cite /presents expert sources and data	35%					35%	34%	
Do not provide diverse POV		29%				37%		
Copy paste news, not authentic				41%		36%		
App/website cluttered, not easy to navigate					36%			
Lack of hyperlinks to get more information			32%			35%		
Column average	34%	28%	31%	38%	36%	34%	32%	27%

Sorted in descending order (All India %)

Q. I have a set of complaints that people like you have made about online news in local language. As I read through each of the statements, please think about your own experiences and tell me which ones do you think are true.

Indian language news readers' *intent to pay* for online news

1 in 7 claim to be ready to pay for news online; the figure is 1.5 times higher among people who use news publisher websites or apps

Of all Indian language online news consumers interviewed...

15%

Strongly agree with being prepared to pay for access to online news from news sources that they like

And jumps to...

22% ●

among users of news publisher websites or apps



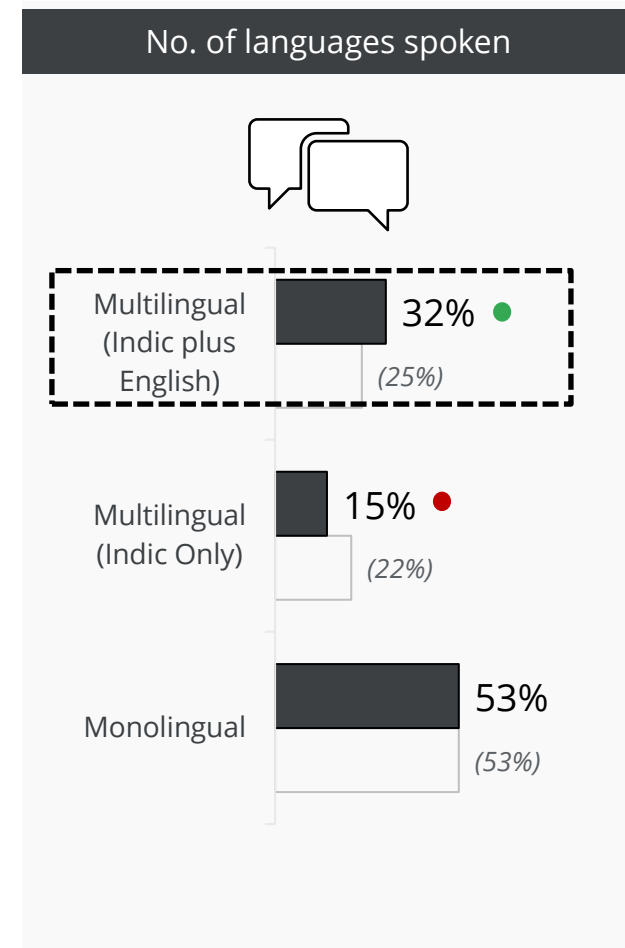
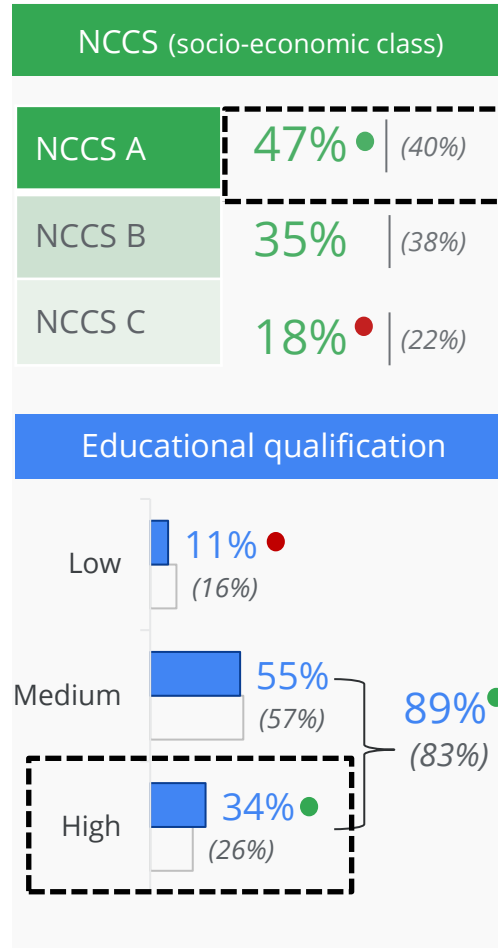
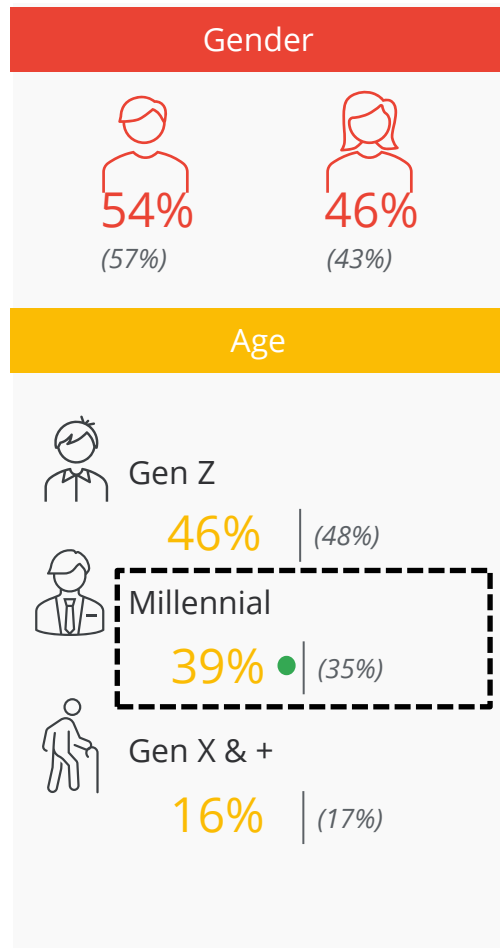
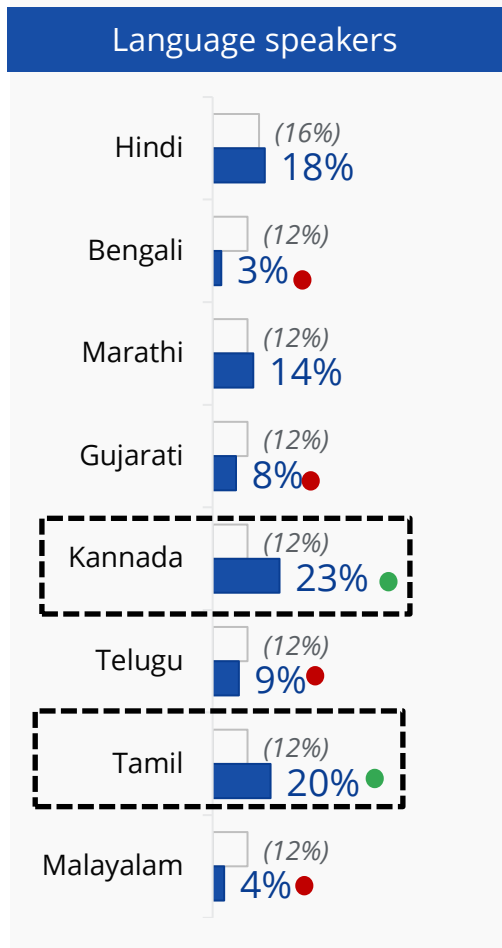
- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

Readiness to pay is stronger amongst Kannada and Tamil speakers

The majority of people who are willing to pay for news online are **highly educated, English-speaking millennials** with disposable income

Those strongly **READY TO PAY**
(All India %)

Those strongly **READY TO PAY**
Demographics (vs. All India)



● Significantly > vs. all (95% confidence level)
● Significantly < vs. all (95% confidence level)

Percentages may not total 100 due to rounding

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Conciseness, quality, fact checking, and exclusive information underpin the desire to pay

Relevant bundles, offers that provide coverage to friends & family, and personalization are features that entice

REASONS for paying for news online

(All India - % of Indian languages online news consumers who are strongly ready to pay:)

	(%)
Concise vs. free sources	48%
Better quality vs. free sources	45%
Better fact checking vs. free sources	43%
Exclusive information for my job function / industry	42%
Help fund good journalism	39%
No to minimal ads	37%
Good deal / trial discount / referral	35%
From journalists, writers I like / respect	33%
Comes bundled with another service	11%
Other membership benefits	6%
Column average	34%
Average number of statements endorsed	3.39

Q. What are the main reasons behind paying for access to news online / on internet sources? As I read out the list, please tell me all the options that apply to you. (MA)

FEATURES willing to pay for

(All India - % of Indian languages online news consumers who are strongly ready to pay:)

	(%)
Reasonable offer covering my family, friends	46%
Personalization per my needs/ interests	44%
Bundled with another service	43%
If I can submit news stories, items for fact checking and get an individual response	42%
Fewer online ads / ad less experience	40%
Exclusive access to interactive games / discussion boards with expert moderation	38%
Good data journalism	38%
Sense of community: Member only events	33%
Exclusive content, in-depth analysis, explainers	30%
Column average	39%
Average number of statements endorsed	3.54

Q. Assume you have the money to shell out for paying for news online. What are all the features you would be willing to pay for / consider worth paying for? (MA)

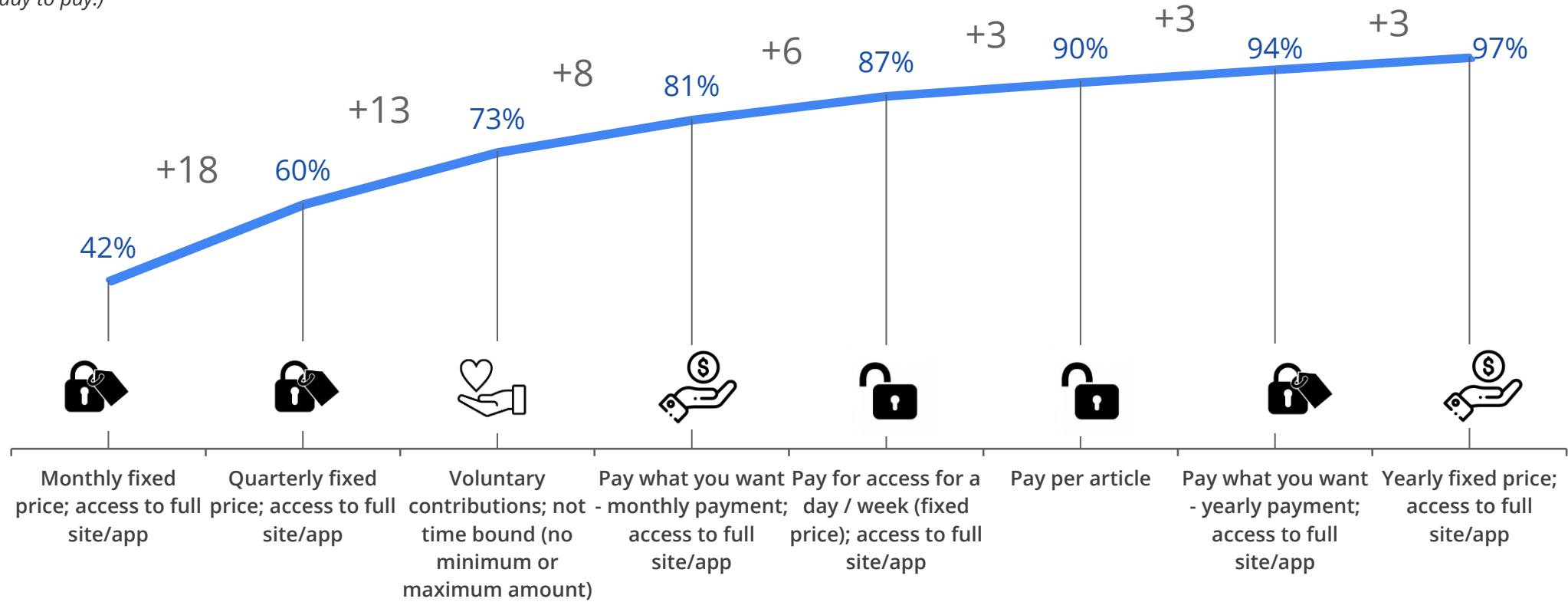
Monthly fixed payment and quarterly fixed payment collectively able to capture 3 in 5 consumers

Opportunity to **pay what one wants** / **voluntary contribution** bring in additional users

WAYS consumers are prepared to **PAY** for news online

(Among All India % of Indian languages online news consumers who are strongly ready to pay:)

TURF: How many unique users am I reaching with each type of payment type?



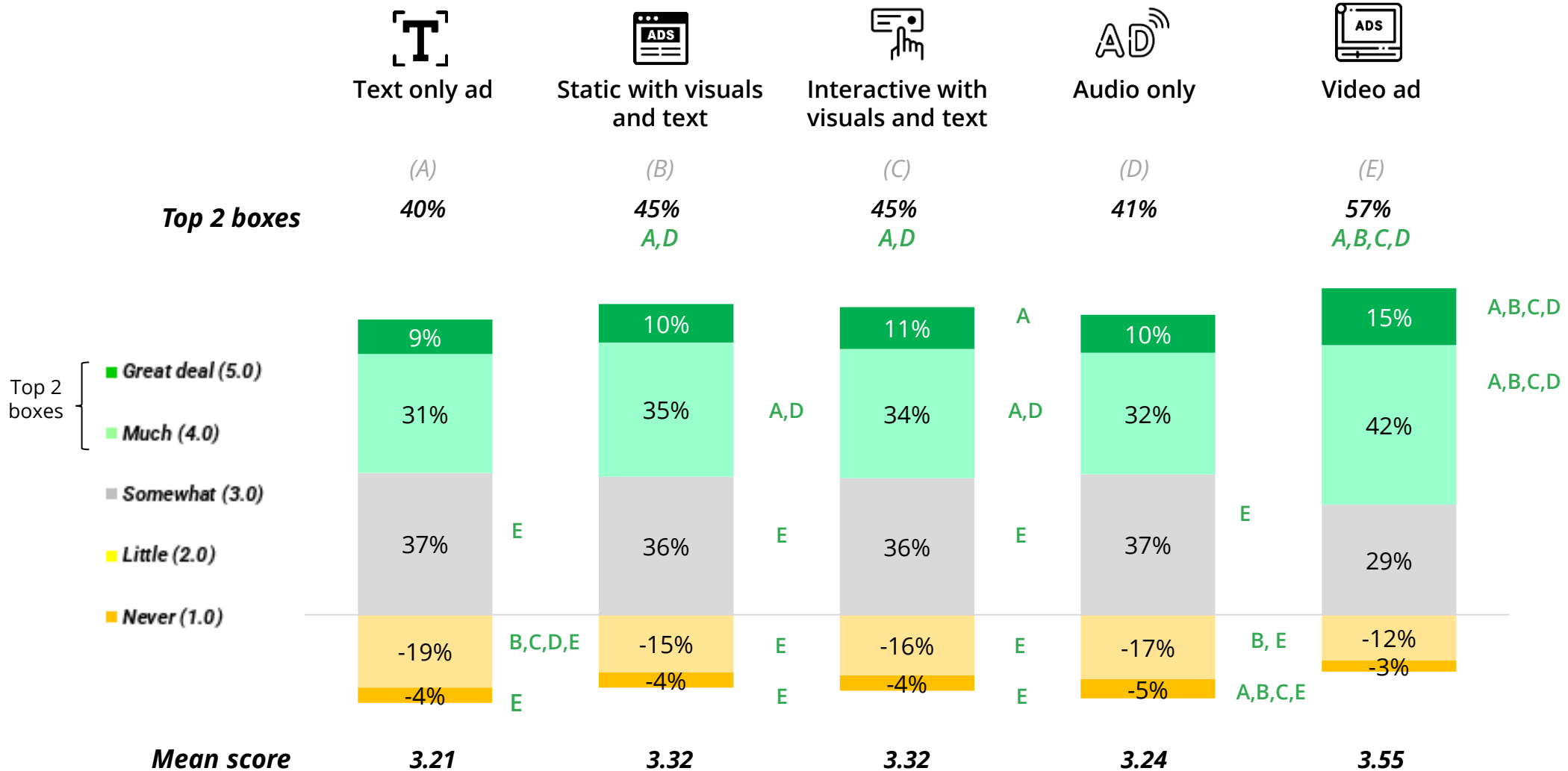
Q. You said you are prepared to pay for access to online news. What are the various ways you are prepared to pay for online news content? (MA)

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Users take on *advertisements* while reading news online

Video ads seen as more eye catching than any other format

Static and interactives outperform text and audio only ads



Percentages may not total 100 due to rounding

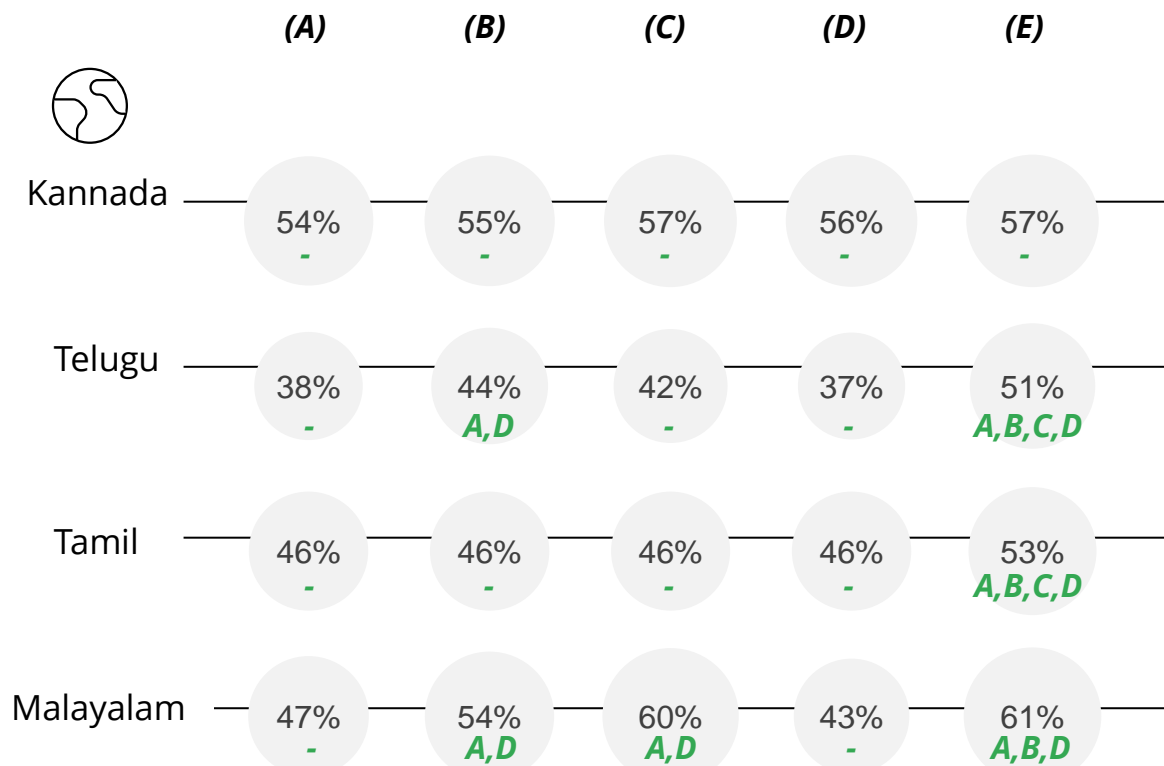
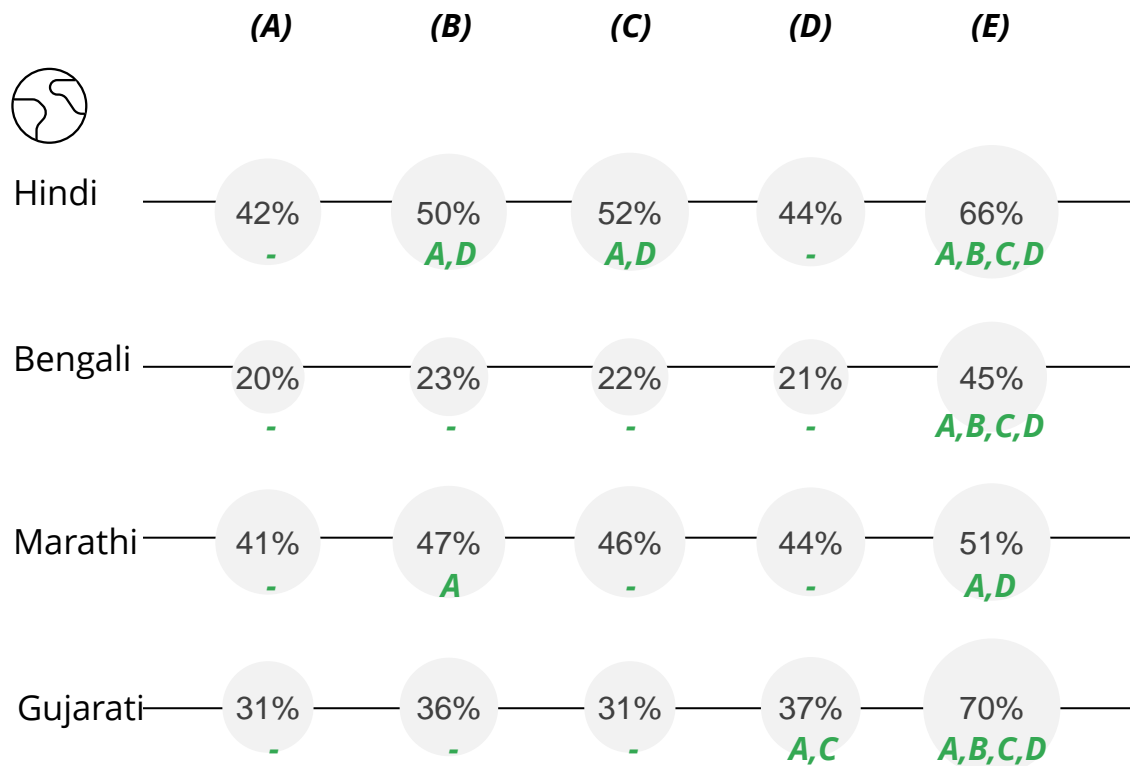
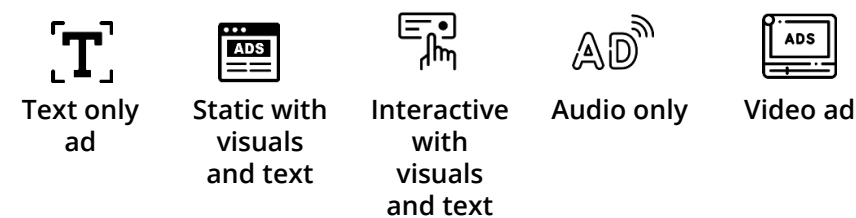
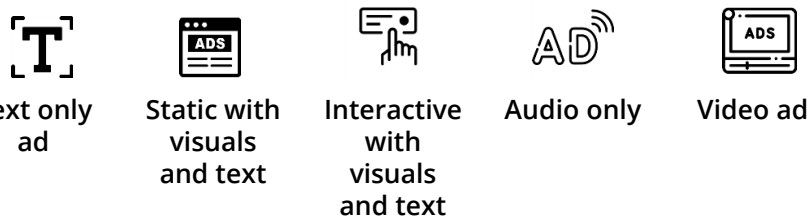
Q. I have now a few questions about the different kinds of ads one can come across while accessing news online. For each of these, please tell me how well do these ads catch your attention.

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Columns have been sig tested against each other at 95% CI level

And video ads captivate consumers across languages

TOP 2 BOX %
(By language)



Percentages may not total 100 due to rounding

Q. I have now a few questions about the different kinds of ads one can come across while accessing news online. For each of these, please tell me how well do these ads catch your attention.

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

TOP 2 BOX %
Sum of 'great deal' and 'much'

Columns have been sig tested against each other at 95% CI level

But they are intrusive causing irritability and disrupting news flow



Preference for ads at start/end of news content

- Advertisements, in between content, breaks concentration while reading/ watching news - considered an irritant
- Impromptu ads incline users for app uninstallations

"I like the news on the Daily hunt app, but many ads pop up in between, which used to break my focus. I was not able to disable them. It irritated me and so I uninstalled it."

Male, 45+ years, Tamil

"Ads should be either at the end or beginning of the news being read or watched. They shouldn't be in between – that breaks the flow/focus of the news."

Male, 35-44 years, Gujarati

Short, dynamic ads are both noticeable and easy to consume



Enhances noticeability



"Personally, I like GIF ads over static ads - they explain everything about the ad in a short and sweet manner."

Male, 25-34 years, Marathi

Attention grabbing



"I prefer short video ads of 10-15 seconds; they don't bore me and clearly convey the message."

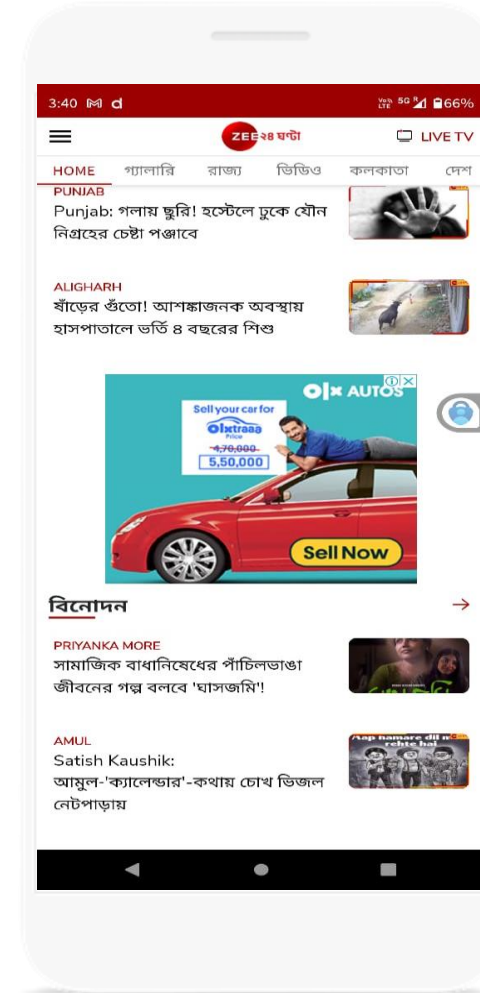
Male, 35-44 years, Hindi

Ads in user's preferred language evokes greater comprehension and comfort

- Enhances comfort
- Eases comprehension
- Evokes higher confidence

"I like ads in Telugu only, as it's my mother tongue. I am not so comfortable with English and so I cannot trust English ads easily."

Male, 35-44 years, Telugu



Extreme likelihood to click on ad is low across gender and dips further among Gen X

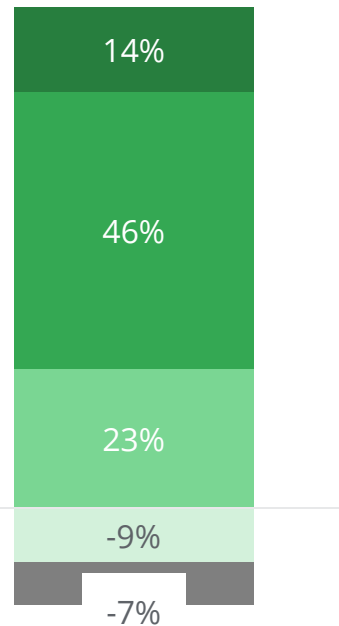
Serving ads in local language does increase the likelihood to click; however, **impact remains limited**

LIKELIHOOD OF CLICKING ON AD when consuming news online

(All India % of Indian language online news consumers who say:)

Top 2 boxes: 60
Mean: 3.51

- Extremely likely
- Very likely
- Not sure
- Very unlikely
- Extremely unlikely

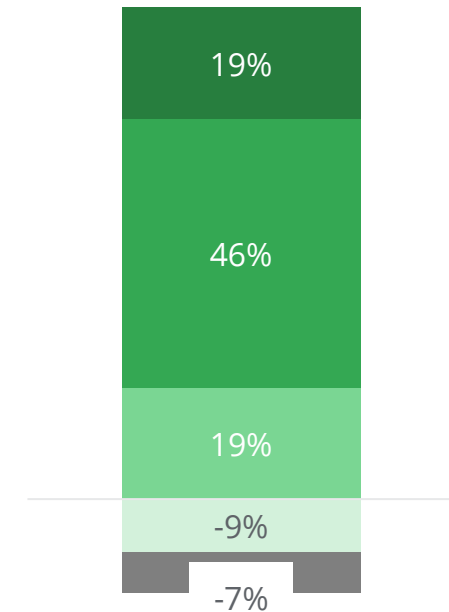


LIKELIHOOD OF CLICKING ON AD If shown in local language

(All India % of Indian language online news consumers who say:)

Top 2 boxes: 65
Mean: 3.63

- Much more likely
- Somewhat more likely
- Makes no difference
- Somewhat less likely
- Much less likely



Greater likelihood across Hindi, Kannada, Telugu, Tamil speakers. Bengali and Malayalam speakers not as receptive

Q. Think about the ads you hear, see or watch when accessing news online, how likely are you to click on ads?

Q. Now, if an ad you encountered when accessing news online was in your preferred local language instead of English or any other local language, how likely would you be to click on that ad?

Percentages may not total 100 due to rounding

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

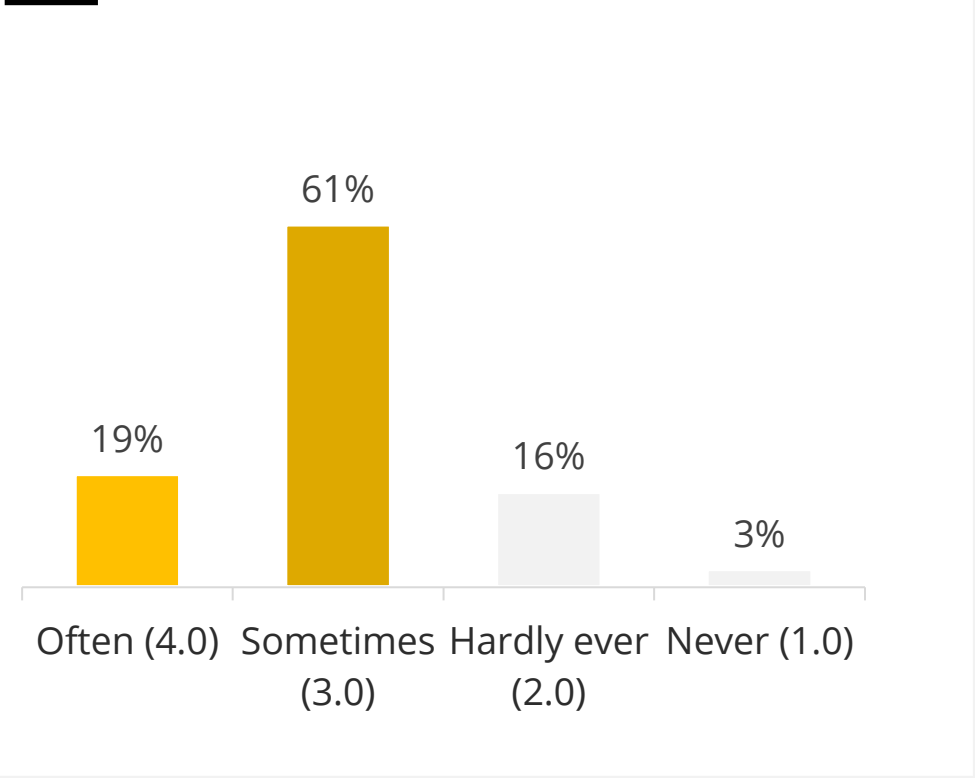
...and what do Indian language users have to say about ***misinformation***?

A fifth of people say they see false information online frequently, but most are still confident in their ability to identify it

How **frequently** do you come across news that looks suspicious and is **difficult to tag as real or fake**?

% Indian language online news consumers who said:

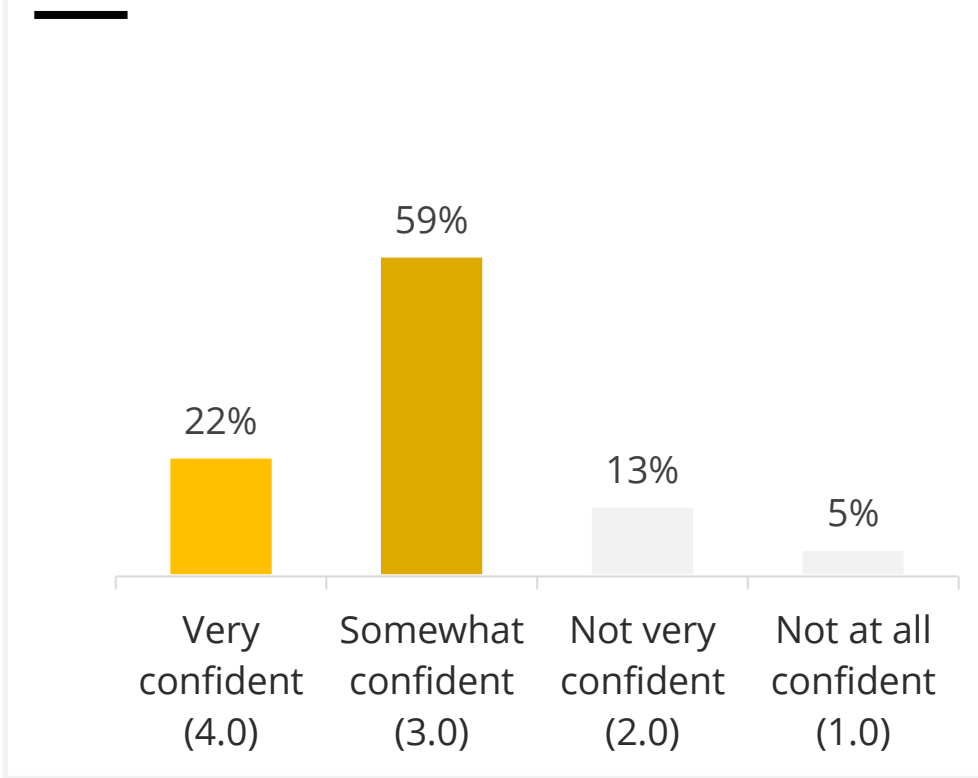
✓ **Mean Score: 2.96**



How **confident** are you **in your ability to identify online misinformation**?

% Indian language online news consumers who said:

✓ **Mean Score: 2.98**



Percentages may not total 100 due to rounding

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Bengali and Marathi speakers come across misinformation with greater frequency

Confidence in spotting misinformation is **higher** amongst **Marathi, Kannada, and Malayalam** speakers

Video ads seen as more eye catching than any other format

Misinformation: Frequency

	All	Bengali	Marathi
Often	19%	18%	33% ●
Sometimes	61%	73% ●	54% ●
Hardly ever	16%	7% ●	10% ●
Never	3%	2%	4%
Mean	2.96	3.07 ●	3.15 ●

Confidence in spotting misinformation

	All	Marathi	Kannada	Malayalam
Very Confident	22%	28% ●	35% ●	25%
Somewhat confident	59%	56%	51% ●	68% ●
Not very confident	13%	12%	12%	7% ●
Not at all confident	5%	4%	2% ●	1% ●
Mean	2.98	3.08 ●	3.19 ●	3.16 ●

- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

Highly educated consumers are more attuned to fake news and have more confidence in their ability to spot it

No such variations by gender or generation

Misinformation: Frequency

	All	Low Education	Medium Education	High Education	Male	Female	Gen Z	Millennial	Gen X & +
Often	19%	18%	18%	23% ●	20%	19%	19%	20%	19%
Sometimes	61%	61%	61%	60%	60%	62%	61%	60%	62%
Hardly ever	16%	17%	17%	14%	17%	15%	17%	16%	16%
Never	3%	4%	4%	3%	3%	4%	3%	4%	4%
Mean	2.96	2.93	2.94	3.03 ●	2.97	2.96	2.97	2.96	2.96

Confidence in spotting Fake News

	All	Low Education	Medium Education	High Education	Male	Female	Gen Z	Millennial	Gen X & +
Very Confident	22%	20%	21%	26% ●	22%	22%	23%	21%	24%
Somewhat confident	59%	57%	60%	59%	59%	60%	59%	61%	57%
Not very confident	13%	15%	13%	11%	13%	13%	13%	13%	13%
Not at all confident	5%	8% ●	5%	4%	5%	6%	5%	5%	6%
Mean	2.98	2.9	2.97	3.06 ●	2.99	2.97	2.99	2.97	2.99

- Significantly > vs. all (95% confidence level)
- Significantly < vs. all (95% confidence level)

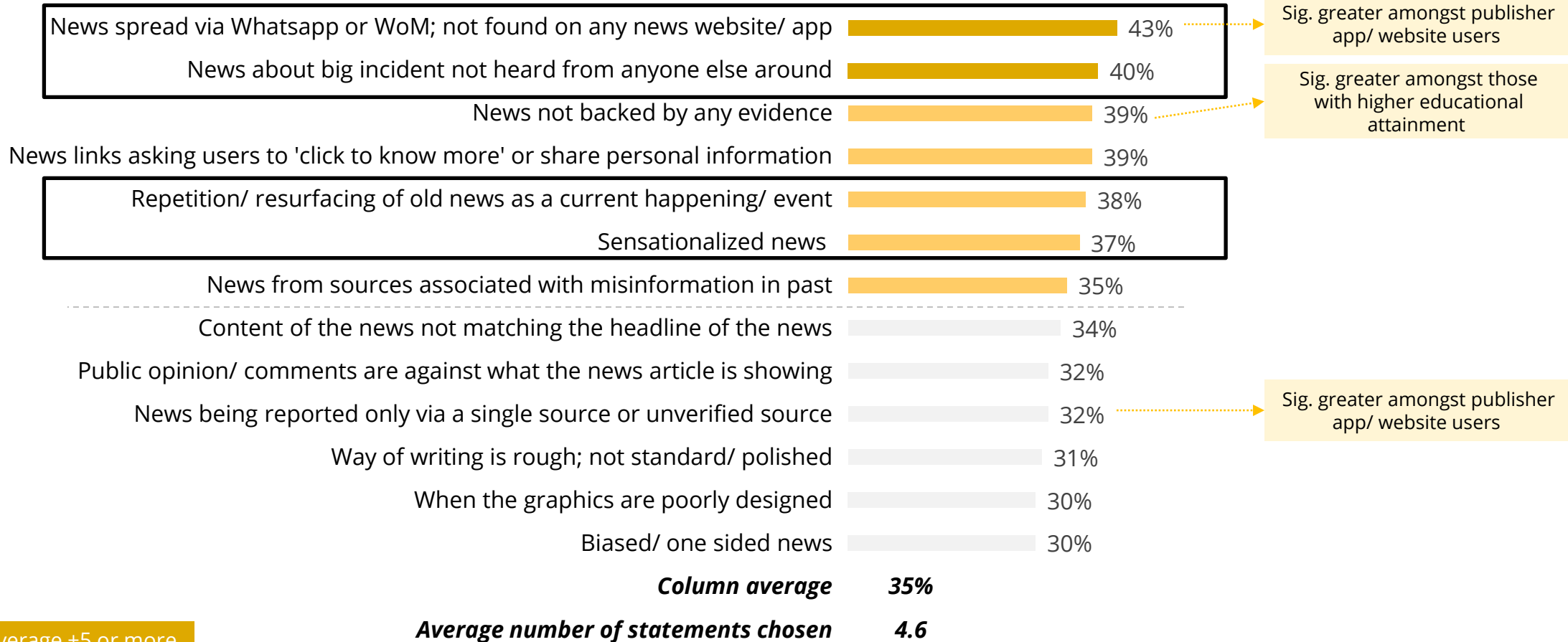
Q. How frequently do you come across news that looks suspicious and is difficult to tag as real or fake?
 Q. How confident are you in your ability to identify online misinformation (sometimes called fake or made-up news)?

Consumers wary of news they are not able to triangulate, news that seems sensationalistic, and when old news is packaged as new

This cuts across socio-demographics

How do you know if what you're reading is misinformation?

All India -% Indian languages consumers who say:



Highlights: Column average +5 or more

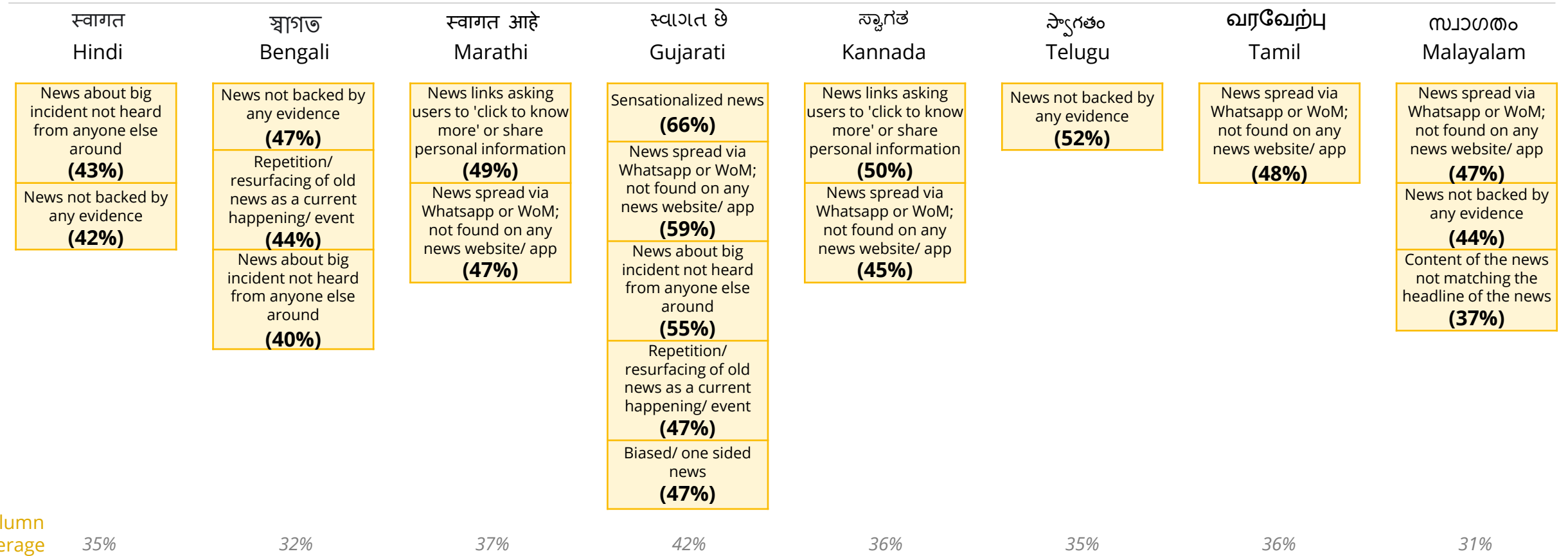
Q. How do you know if what you're reading is fake news or misinformation? As I read through the list, please tell me all the options that apply to you.

'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

Across languages, consumers are hesitant to believe information that is not supported by multiple sources or evidence

How do you know if what you're reading is misinformation?

% of Indian languages online news consumers who say:



Statements shown: With endorsements greater than, equal to column average +5

Q. How do you know if what you're reading is misinformation? As I read through the list, please tell me all the options that apply to you.
'Kantar's qualitative and quantitative analysis with primary research on online news consumers across 8 Indian languages, March, 2023'

There is no one-size-fits-all approach to verifying misinformation

Ways of validating misinformation **varies from person to person** in the absence of a standard verification method

"We can check on other sources like TV and YouTube. If the news is authentic, it should be circulating on other sources also."

Male, 35-44 years, Gujarati



Scan multiple sources
to check if the news is being reported everywhere (esp. TV channels are checked)



Word of Mouth
talk to people around them to check if they have also heard the same news



Views/ Reaction/ Comment
on news articles/ posts are checked to see if people are reporting it as misinformation



Authenticity of source
checked if the news is coming from a known/ popular source

Emerging trends observed (early themes)

Indian language news consumers want to feel like they are part of the story

They want to be able to interact with the news and have their voices heard



Instant/ Real time | Unrestricted Access | Unfiltered / Unbiased



Diverse,
unique
perspectives



More personal
and intimate
POV vs.
mainstream
media



Promotes
transparency
and
accountability,
social change



Comment threads | Sharing | Emojis

Mememes and GIFs are a great way to grab attention and get people interested in your content



Increases curiosity to know more in detail through sources of news and acts as a pathway to gain further information

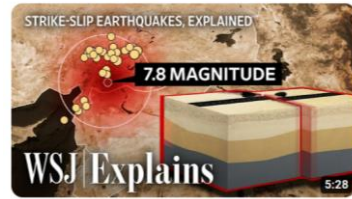
It is time to glocalize global news

Global news needs to be rendered in local languages in order to be accessible to a wider audience

Indian language news consumers, especially those from smaller towns, are interested in learning about global news and trends

It is more difficult to understand the context of something when you are not familiar with it

The Science Behind the Massive Turkey-Syria Earthquakes | WSJ
2.2M views • 3 weeks ago



Turkey -யில் தொடர்ச்சியாக நிலநடுக்கம் ஏற்படுவது ஏன்? | Turkey Earthquake | Sun Digital Exclusive
152K views • 1 month ago



Turkey Syria Earthquake kills 2500 | Worst Disaster | Plate Tectonics UPSC Geography
24K views • 1 month ago



Information is the same ~ Clear when context is in Indian languages

Annexure- Overview of user research conducted by Kantar (1 of 2)

Kantar conducted a multi-phased research among online news consumer across Indian languages in urban cities

Phase I: Sizing and Profiling

For sizing and profiling urban news consumers, Kantar used iCube, Asia's largest authoritative resource for digital marketing and planning decisions for last 24 years. It consists of over 60k individuals spread across 390+ urban cities across town classes

Phase II: The exploratory phase

The qualitative exploratory phase included a mix of focus group discussions and detailed observational depth interviews among online news consumers across Indian languages of Hindi, Marathi, Gujarati, Bengali, Telugu, Tamil, Kannada, Malayalam. For each language 1 metro and 1 non-metro was selected; thereby covering 16 cities. The respondents met were across different age groups starting from 15 years, represented by males and females, and belonging to NCCS classes A, B, C and D/E.

A total of 32 focus group discussions and 32 depth interactions (IDIs) were conducted. Each focus group had 5 respondents each and an average duration of 120 mins. Each depth interaction had an average duration of 90 mins and included mobile phone screen sharing to demonstrate how news is searched and consumed during the interaction

Annexure- Overview of user research conducted by Kantar (2 of 2)

Phase III: Validation

The exploratory phase was followed by quantitative face to face interviews. A total sample of 4,622 face to face interviews were conducted in the Indian languages of Hindi, Marathi, Gujarati, Bengali, Telugu, Tamil, Kannada, Malayalam. These were conducted to quantify the news consumption behaviour, engagement level, pain points & delighters. The quantitative phase covered breadth of perspectives in 14 states across 43 urban cities.

The respondents met were across different age group of 15 years – 60 years, male & female, and belonging to NCCS classes A, B, and C. Soft quotas on these key demographics were defined and maintained basis ICUBE™.

The respondents were also required to fulfill following criteria

- Should be literate
- AIU (Active Internet User): Those who accessed internet at least once in the last 1 month
- Has a smartphone through which they access internet
- Accessed news online on the smartphone at least once a week
- Consuming online news in the state's local language (may or may not be their mother tongue) and it should be most often used language for accessing online news

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Thank you