

MEDIA & ENTERTAINMENT

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SHREEYA DESAI
MANAGEMENT TRAINEE
AD SALES- DIGITAL VENTURES
VIACOM18 MEDIA PRIVATE
LIMITED



MESSAGE FROM THE DIRECTOR

Dear Readers,

It gives me great pride to introduce SAMVAD's edition every month. Our SAMVAD team's efforts seem to be paying off and our readers seem to be hooked onto our magazine. At WeSchool we try to acquire as much knowledge as we can and we try and share it with everyone.



Prof. Dr. Uday Salunkhe
Group Director

As we begin a new journey with 2021, I sincerely hope that SAMVAD will reach new heights with the unmatched enthusiasm and talent of the entire team.

Here at WeSchool, we believe in the concept of AAA: Acquire Apply and Assimilate. The knowledge that you have acquired over the last couple of months will be applied somewhere down the line. When you carry out a process repeatedly it becomes ingrained in you and eventually tends to come out effortlessly. This is when you have really assimilated all the knowledge that you have gathered.

At WeSchool, we aspire to be the best and to be unique, and we expect nothing but the extraordinary from all those who join our college. From the point of view of our magazine, we look forward to having more readers and having more contributions from our new readers.

SAMVAD is a platform to share and acquire knowledge and develop ourselves into integrative managers. It is our earnest desire to disseminate our knowledge and experience with not only WeSchool students but also the society at large.

Prof. Dr. Uday Salunkhe,
Group Director

ABOUT US



OUR VISION

“To nurture thought leaders and practitioners through inventive education”

CORE VALUES

Breakthrough Thinking and Breakthrough Execution
Result Oriented, Process Driven Work Ethic
We Link and Care
Passion

“The illiterate of this century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.” -Alvin Toffler

At WeSchool, we are deeply inspired by the words of this great American writer and futurist. Undoubtedly, being convinced of the need for a radical change in management education, we decided to tread the path that leads to corporate revolution.

Emerging unarticulated needs and realities require a new approach both in terms of thought as well as action. Cross-disciplinary learning, discovering, scrutinizing, prototyping, learning to create and destroy the mind's eye needs to be nurtured and differently so.

WeSchool has chosen the 'design thinking' approach towards management education. All our efforts and manifestations, as a result, stem from the integration of design thinking into management education. We dream to create an environment conducive to experiential learning.

FROM THE EDITOR'S DESK

Dear Readers,

Welcome to the 117th Issue of SAMVAD!

SAMVAD is a platform for "Inspiring Futuristic Ideas" and we constantly strive to provide articles that are thought-provoking and that add value to your management education.

We have an audacious goal of becoming one of the most coveted business magazines for B-school students across the country. To help this dream become a reality we invite articles from all the domains of management giving a holistic view and bridge the gap between industry veterans and students through our WeChat section.

In this issue of SAMVAD, we bring to you half a dozen articles focusing on '**Media & Entertainment**' with a new section of 'Talk of the town'.

Have you watched the new movie on OTT? What is the status of the Sony- Zee merger? Aren't we lately hearing these topics? All these things prove how Media and Entertainment industry is growing today. After China, India is the world's second-largest TV market with 168 Million TV households. The rise of social media usage has also increased the number of viewers and followers. Digital India and a national rural internet and technology mission for services in villages and schools, training in IT skills, and e-Kranti for government service delivery and governance scheme are launched Pan India. This edition also emphasizes how this sector has emerged into various management fields.

Hope you have a great time reading SAMVAD!

Let's read, share and grow with us!

Best Wishes,
Team SAMVAD.

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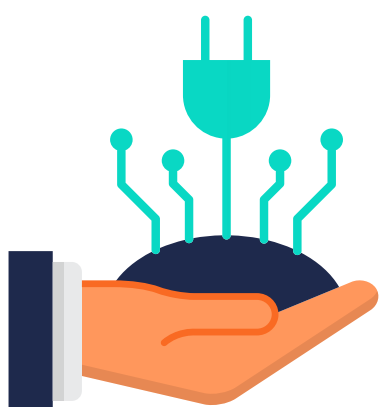
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SHREEYA DESAI MANAGEMENT TRAINEE AD SALES- DIGITAL VENTURES

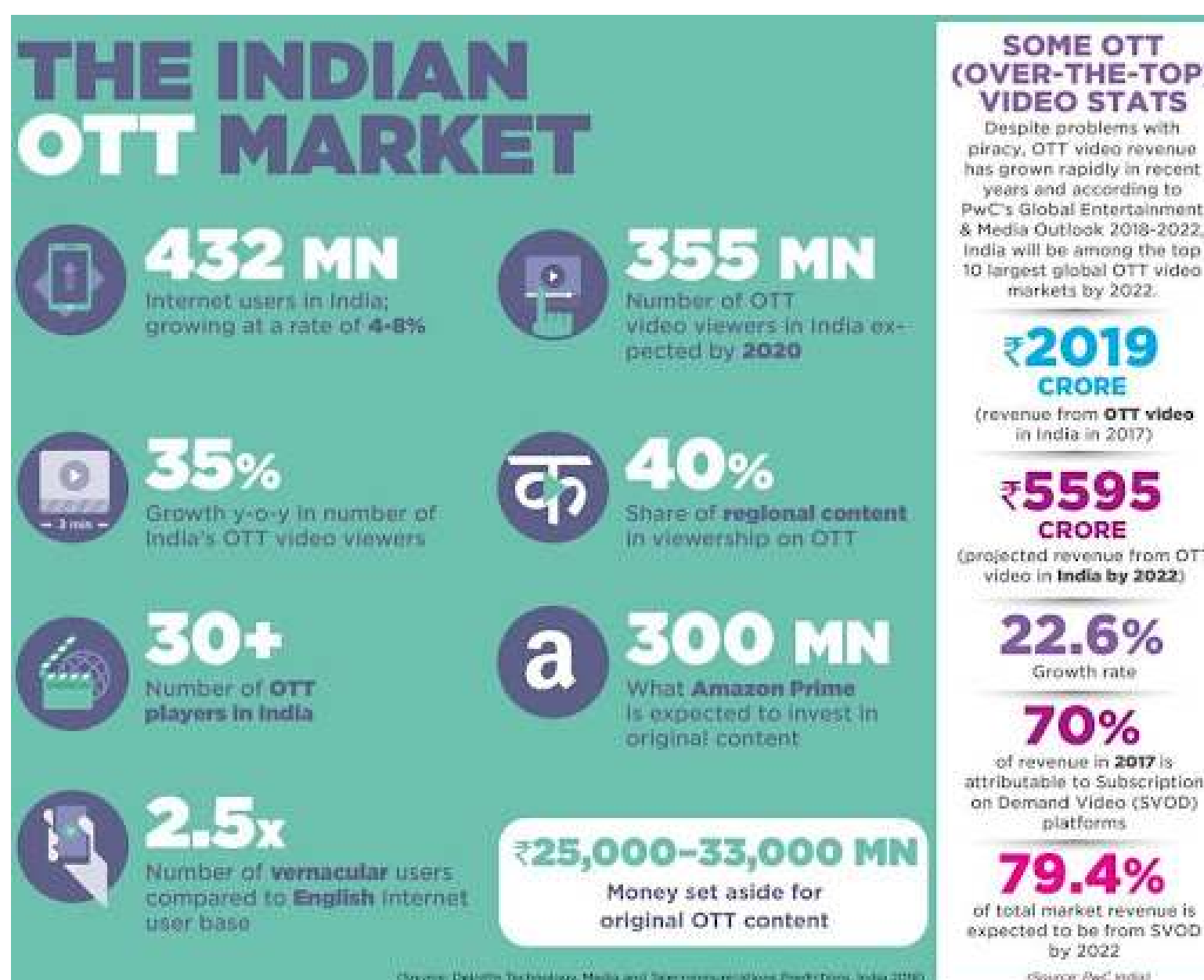
VIACOM18 MEDIA PRIVATE LIMITED



1. Before we begin, we would like to know about you!

If I were to give you a little background on where I came from, I was a fresher with no prior work experience and only had full-time internships during my gap year, which was the time between graduating and joining Welingkar. I spent that gap year studying for the CAT, CET, and other exams, as well as doing two internships. Then my journey at Welingkar started, earlier I wasn't much interested in extracurriculars during my college years, but I pushed myself to be more active in that area in addition to academics during my post graduation.

I was very enthusiastic and wanted to try out different things, I also joined the placement committee. I was the Alumni Secretary during my time. So, I think all these experiences helped shape my personality. I got to interact with a lot many people, and got to learn from their different experiences, which helped me build my resume and gave me an edge during my interviews, wherein I had a lot to talk about my academics and extra curriculars. This helped me build skills like time management, better networking, work ethics and efficiency. And finally helped me get placed at Viacom 18, a media company.



2. What are the current trends that we get to see in the M&E industry especially in the OTT sector?

Media industry as a whole is a very broad one, from PR to Print to Radio and television also extends to how agencies function. **Speaking specifically about OTT, I'd say due to lockdown, the consumption has skyrocketed and especially with the penetration of the internet, it is available even in the remotest of places and so the regional content is growing at a very rapid pace.** If you have to say that the OTT consumption is at 200%, most of it is coming from regional and hence a lot of OTT players are strengthening that portfolio, apart from just the Hindi and English content.

Another trend one can see is that sports are at an all-time high as the OTT industry majorly caters to a younger audience like say 18 - 44 years at the max and that too 18-35 is the age bracket you get the maximum traction after which the viewership starts to taper. **So, concentration on the content is also aligned with the insight and hence there is a lot of focus on youth-centric programmes and content syndication.** For example, we can observe a lot of Korean and international content being acquired and sometimes dubbed in a certain language.

3. With the digitization of content, do you think the hunger for more and more content every day will result in burnout?

I don't feel that way because you might get bored with a particular type or genre of content but when it comes to entertainment people consume content for entertainment or educational purposes like watching movies or documentaries or other videos to learn something. So basically, you will watch any kind of content to take a break from your daily life and do something which is in a way relaxing like exercising or eating different kinds of food and just like that entertainment is a form of relaxation.

Due to digitization, you have access to shows that premiered in South Korea or Russia so according to the consumer's point of view, one has an extensive collection of things to watch. **I don't see a saturation point where people will completely stop watching any content although there might be a slight dip or shift in viewership pattern.** As humans, we like to stay relevant so even if you are not interested in viewing a particular content kind, due to the hype you will feel compelled and will end up getting a gist of it if not watching it entirely but still somehow you are connected to it and this has fueled the hunger rather than coming to a full stop.

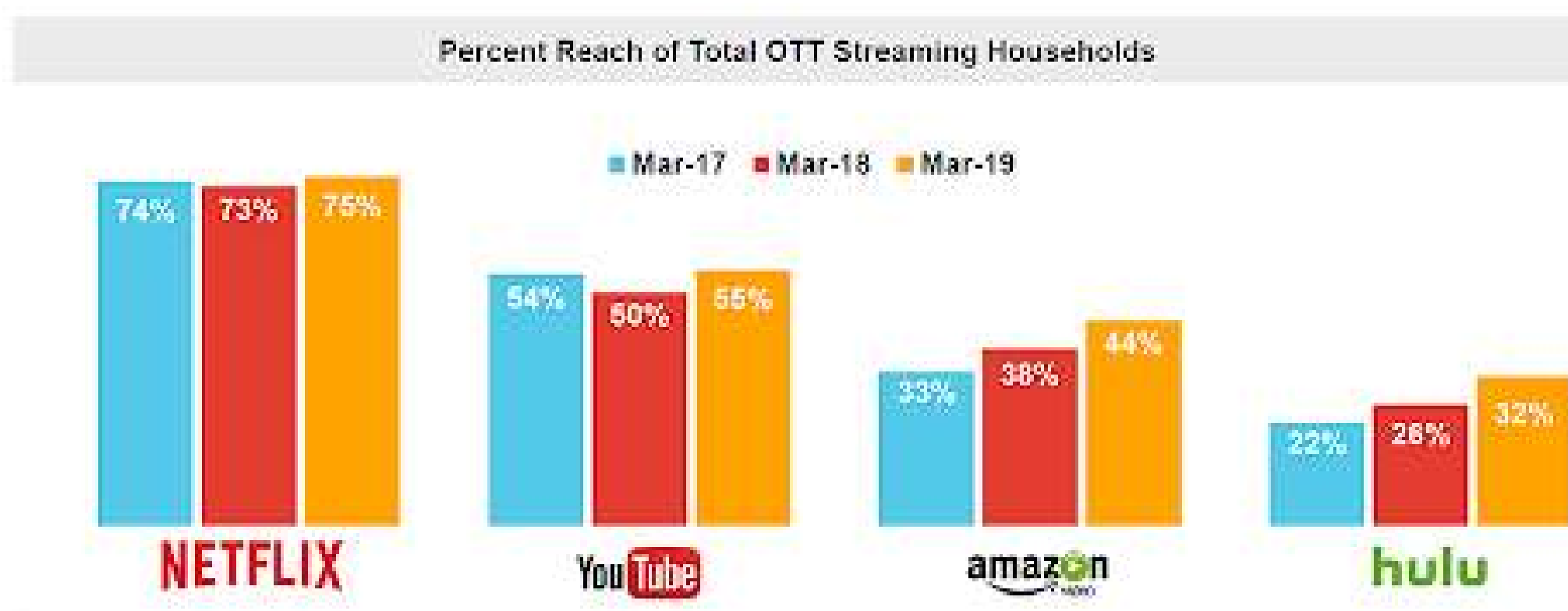
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Another great example is Amazon, it is not just an OTT app but an aggregator. You can not only see content that Amazon Prime has but you also can access content that the Discovery Plus app or Mubi films app or HoiChoi app has.

So maybe the future is a one-stop solution for all kinds of content. Like you will have an umbrella and you can see any content on-demand from the same platform instead of going to different platforms.



The “big four” have significant penetration into all OTT households with Hulu and Amazon growing the most



4. Could you elaborate on something about ad sales? And how exactly does the concept of ad sales work in the media industry?

As an employee at Viacom18, in Ad Sales we instill confidence in external stakeholders in the platform that we are selling and deliver solutions for the problems the clients bring in along with selling ad space inventory. OTT (over-the-top) is divided into 2 parts, AVOD (advertised-based video on demand) and SVOD (subscription-based video on demand). An example of SVOD will be Netflix, Amazon Prime and other platforms where one pays a certain sum of money to watch ad free content and to stream paid content. In AVOD one can still watch content even if they don't have a subscription. For example, platforms like Voot, Hot Star etc., but the drawbacks here are that the access is restricted to a very limited content library, and one must view advertisements.

In AVOD, my role includes, adding ad inventories, interacting with clients on a day-to-day basis to help them understand about Voot as a platform, and what Voot does in terms of content. **An ideal solution for a brand would be, content that resonates well with the brand communication and the kind of audience the brand wishes to cater to.**

For example, a premium brand would want to be linked with a particular content which sits well with its target audience. In Ad Sales, when selling ad inventory, the team needs to plan whether they can run a twenty second ad while providing the client with a certain level targeting, for example, targeting only female audiences in particular metros or people who are international travellers. You work out on an inventory solution or a sponsorship for your client if they're looking at creating more impact by investing a large sum.

Other offerings include partnering with associations in terms of influencer led activities and content posting. Let's have a look at Viacom 18, which has a very big gamut of influencers, here, one needs to plan on how to leverage influencers to create a custom solution for the client. Programs like Big Boss, Big Picture also provided all these things. Also, there are brands who come as sponsors which we've seen on television and OTT like co-powered by powered by XYZ or presented by XYZ.



5. The number of ads played during an episode on OTT platforms (free content) are comparatively less than the ads played on television. For a 30 min show on TV, the content is shown just for 10 to 12 minutes or 19 minutes at maximum. Should we expect the same on OTT platforms as well in near future?

Advertising on television and digital works very differently. On TV there are fixed time slots during a particular time a particular show is aired. There is prime time (when the television audience is the largest) and non-prime time. The concentration of advertisements is more during the prime time, which is generally 8pm to 10pm. Television ads that occupy the short breaks during programmes are known as Spot Advertisements. **The metric for TV and digital is also distinct. Digital enables people watch to watch content of their choice at leisure, anytime and anywhere. Unlike TV, advertisements burn on impressions on digital platforms. CPRP (Cost Per Rating Point) indicates the amount required to be spent to reach the desired target audience. Another metric is CPM (Cost Per Thousand Impressions). As the metrics and approach towards advertising are very different for TV and Digital, we can't compare the trends in the two.**

6. Do you think there will ever be a complete shift from timed content to on-demand content?

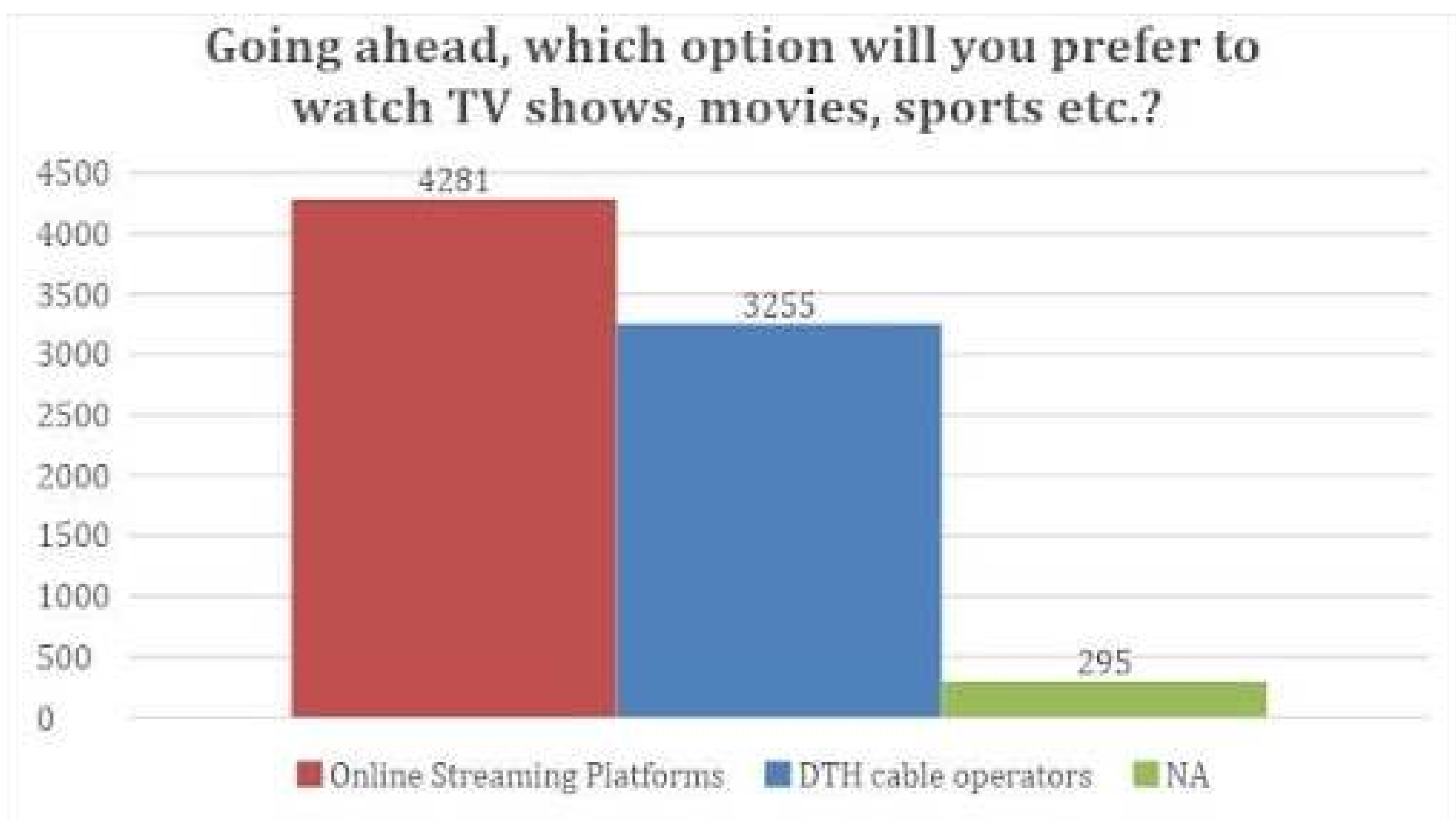
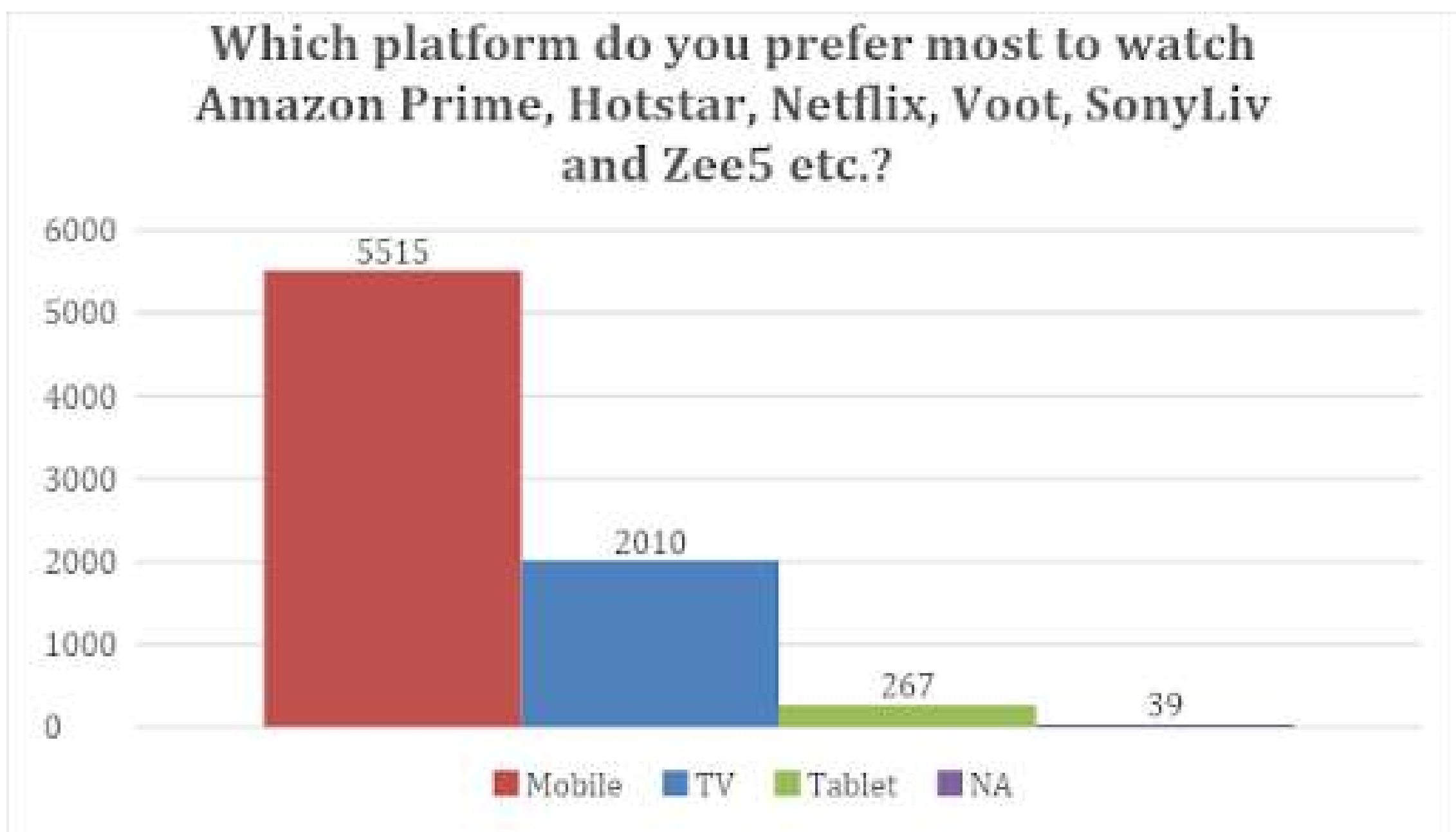
Timed content is generally viewed when the entire family gathers to watch a show while having dinner or at similar instances. TV is more of a family viewership or is viewed by the older population. India has one of the youngest populations globally with an average age of 29 years. With Digitization, on-demand content has become very convenient. You have the luxury to watch content of your choice at your own pace. A huge variety of content is available at a single tap and can be watched anywhere and anytime, be it while travelling in the train or during a coffee break in office. Major portion of on-demand content in India is viewed on handsets compared to laptops or personal computers. Also, one might not feel comfortable to watch a certain type of content in a family viewing arrangement. All these factors, and insights on viewership, insights on demographic of on-demand content point to the fact that on-demand content is here to stay. In metro cities like Mumbai and Bangalore with high population of young professionals the share of on-demand content is very high.

But the rural population of our country is almost 68%. So, the scenario would be very different if we consider rural India.

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The population here may or may not have proper handsets which support OTT platforms or could have very limited or no access to internet. In such setups the timed content works well and has high consumption rate. **Television isn't dying any time soon. This is also because we are a very varied audience.**

Probably as the spending capacity in rural and semi-rural areas increases, we can expect a gradual shift towards on-demand content. In a nutshell, although there will timed-content viewers the market share of on-demand content is expected to increase over the years.



7. What are your suggestions to young professionals who would be starting their careers soon?

I would like to advise them to be more active in terms of participating in competitions, try writing a research paper or two, etc. **Try and take maximum advantage of the opportunities that are there around you apart from being present in lectures and academics although that is equally important and it has different learning altogether.**

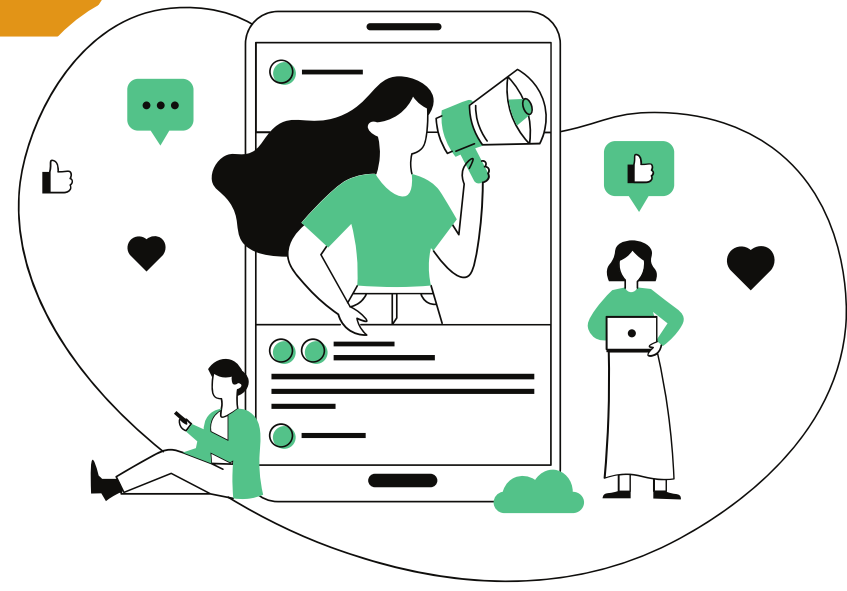
Now, dividing the topic into two aspects: one is if you are looking to bag an opportunity and the other is once you do have a job. One thing I believe that is overlooked is not knowing how to present what you have done and elaborately understanding yourself. **If you cannot articulate all that you have done in academics or even otherwise it would not work. Instead, sit with your CV, break it down into parts and go through your journey.**

Once you have a job, learn to be a little more demanding, to ask proper questions, take the onus of your career and learning because once you are in the 'job world', no one will treat you like a student or no one will sit down and explain and teach things to you, you will have to learn them by yourself. Also, keep your network strong not just outside but also interdepartmental, learn how to build a good rapport even though you have to go an extra mile sometimes. And especially for freshers, learn how to stay strong and not let any bad experience get to you or waver your confidence. It can get overwhelming because you will not just be applying what you learnt but also understanding how to deal with people. Be focused on learning, on your career path, don't hesitate to ask questions and remove the mental block, talk to different people, also they come and go, so enjoy the process. You should realize that where you are wasn't presented to you on a silver platter you worked for it so take your due.



TALK OF THE TOWN

Cloud Technology rewrites the script for the Media and Entertainment Industry.



The sector has been using cloud technology to transform the way content is produced, distributed and consumed. Gen Z treats M & E very differently from the previous generations.

The rapid progress of HD, 4K, 8K and VR has led to a great opportunity for immersive content, which has a ready market.

The Media and Entertainment Symposium jointly hosted by CNBCTV18.com and AWS was a much-awaited day-long virtual event that was attended by the who's who of the industry.

Vikram Chandra shared interesting insights on how Editor Technologies have been built as a tech platform that uses AI to transform the way news is arranged and served to the Customer in short newscasts or capsules, using AWS.

ZEE-SONY MERGER IN FINAL STAGES

Zee and Sony will form the largest media entertainment player in India. Standalone revenues combined will be close to \$2 billion, and the growth capital that Sony is going to infuse in the merged entity will provide an opportunity to invest in premium content.



Zee and Sony will form the largest media entertainment player in the country.

Revenues on a standalone basis combined will be close to \$2 billion, and the capital growth that Sony is going to infuse in the merge entity will really give us the opportunity to invest in premium content and that includes sports.

HOW WILL ZEE-SONY MERGER MAKE THEM A TV AND DIGITAL POWERHOUSE OF THE INDUSTRY



First Prize

Archit Agrawal
PGDM, e Business, 2021-23
WeSchool, Mumbai



Mergers and acquisitions in the M&E industry have shown significant growth in the last few years. The merger of two giants doesn't only open up the future growth prospect of the company, but it also increases the market capitalization of the company and stock prices. It is a strategy to survive in the dynamic market to help businesses proceed towards a new diverse level.

The Indian Media and entertainment industry is a booming sector for our economy and is making marked progress in improving its importance to global levels as its customer demand is constantly rising.

The merger and acquisition can be highly fruitful for any company as well as for the economy as they bring:

1-Economies of scale: Merger and acquisition will not only increase access to capital but also lower the cost (as a result of higher volume). It will also increase the bargaining power of distributors.

2-Economies of scope: It brings economies of scope which will allow companies to tap into the demand of a much larger client base.

3-Synergies: This comes with an idea that can be described as 'one plus equals three' which means merger and acquisition is tandem to make something far more powerful.

T4-High level of competition: The larger the company, the more is the competition. This again is one of the benefits of economies of scale which says, being bigger allows you to compete for more. The practical application of these terms can be seen in the recent news, regarding the merger of two giant Media and entertainment companies which are Zee Entertainment and Sony Pictures Network.



Zee Entertainment Enterprises Limited.

Zee is amongst India's leading media and entertainment companies and is one of the largest producers and accumulators of entertainment content. It is chaired by Subhash Chandra with Punit Goenka as the CEO. Zee's library houses over 250,000 hours of televised content and owns the rights to more than 4,200 movie titles of iconic film stars. It boasts of a strong global presence, having viewers across more than 170 countries.

The user base is said to have crossed 1.3 billion recently. Zee along with its subordinate companies exhibits a leading presence across services like television broadcasting, cable distribution, digital media & print media among various others.

Sony Pictures Network

SPN is a wholly but indirectly owned subsidy of Sony Corporation, Japan with N.P. Singh as the Managing Director and the Chief Executive Officer. SPN is already in its 26th year of operation in India, which has subsequently increased its reach to over 700 million viewers and availability in 167 countries. It boasts of a variety of channels across different domains like entertainment, sports, and digital platform among others. The channels include SET, SET HD, MAX, MAX2, MAX HD, SAB, SAB HD, PAL, PIX, PIX HD, SONY TEN 1, SONY TEN 2, SONY SIX, and SONY LIV among others.

The Blockbuster Merger

As previously mentioned, the Board of Directors of Zee Entertainment Enterprises Ltd (ZEEL) has given in-principle approval to merge with Sony Pictures Networks India (SPNI). **This merger will create an entity with over \$2 billion in annual revenues and more than 70 channels across various genres**

and around 26% viewership share. The 2 giants have entered into a non-binding agreement outlining various basic terms and conditions to combine both entities’ digital assets, linear networks, program libraries, and production operations. As per the merger agreement, SPNI shareholders will own a 52.93 percent stake in the combined entity and the remainder 47.07 percent would be held by ZEEL. The merger will lead to the formation of a publicly listed company. Sony shareholders have also agreed to infuse \$1.575 billion in the entity for future prospects of the merged entity. Presently, 96.01% of ZEEL shareholding is public while the remaining 3.99% is held by its promoters.

Current ZEEL MD and CEO Punit Goenka are going to lead the combined outfit but the right to nominate the majority of the stakeholders would still lie with the SONY group. This development comes to light after a bitter boardroom battle with ZEE’s largest shareholders, OFI Global China Fund LLC and Invesco Oppenheimer Developing Markets Fund, demanding the removal of Goenka from the company’s board.

<div>ZEE-SONY MEGA MERGER</div> <div></div>		
OWNERSHIP	47.07%	52.93%
CHANNELS	49	26
VIEWER RESEARCH	1.3 BILLION	700 MILLION
VIEWERSHIP SHARE	18%	10-12 %
COUNTRY REACH	173	167

What’s in it for SONY and ZEEL ?

Sony	ZEEL
Sony Pictures Networks had been searching for a local partner in India for quite some time. It did so to challenge the Disney-Star collaboration which has been leading the content market.	There is a big opportunity in terms of synergies. Synergy incorporates business means that the collaborative value and performance of 2 companies will be more than the sum of their separate individual parts. Sony is doing well in sports and mainstream GEC (General Entertainment Channels) while Zee has a strong foothold in the regional genre. The merger will prove to be an asset for ZEEL.
With this merger, Sony could also observe some of the gaps getting filled. The major gap was the large dependence on seasonal productions like <u>Kaun Banega Crorepati</u> for the channel’s success. ZEEL has a phenomenal presence both, in India and overseas and it also houses the world’s largest Hindi film library.	This merger could also assist ZEEL put an end to some major concerns raised by large shareholders related to the corporate governance issues, with an international and reputed company like Sony getting on board.



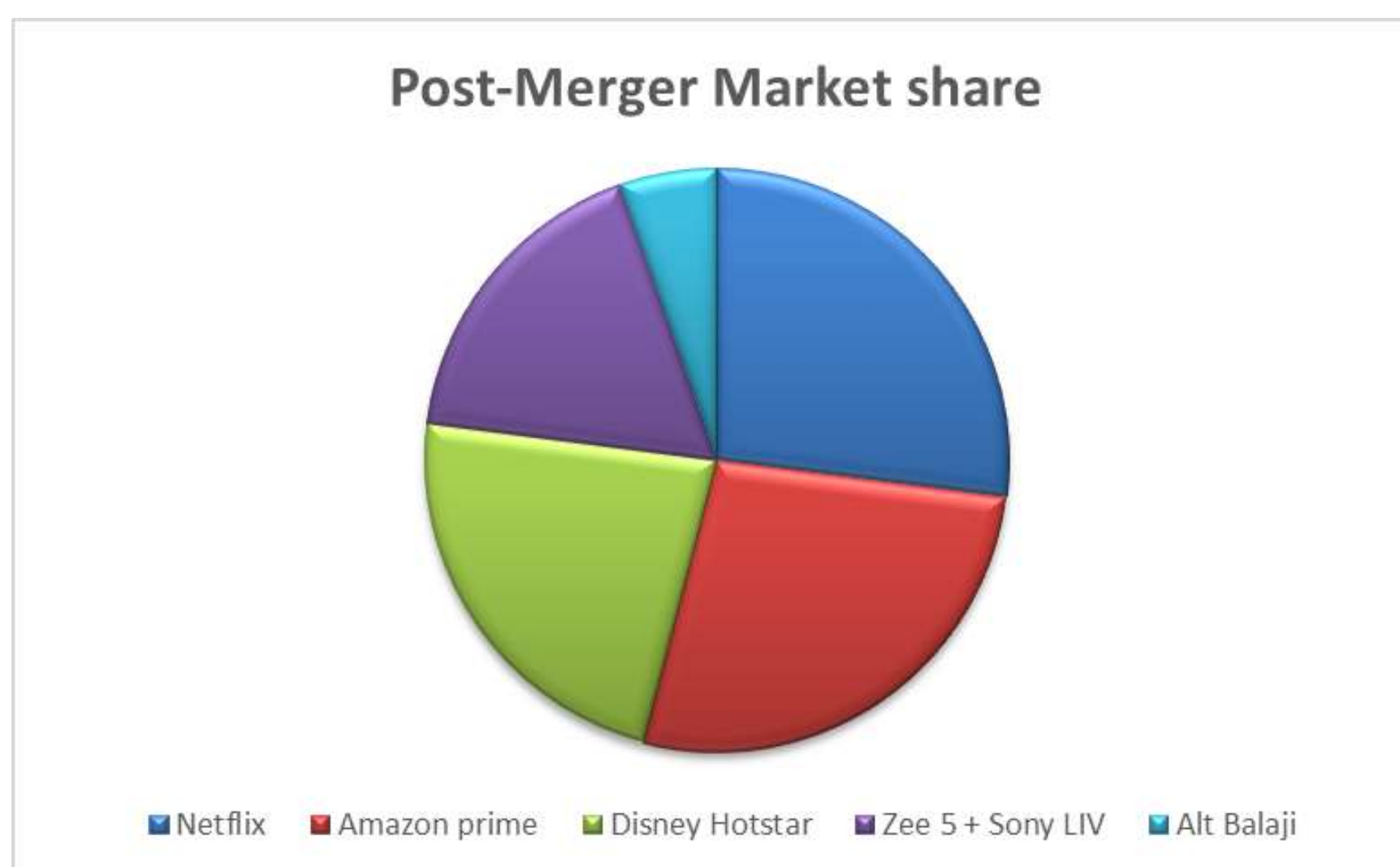
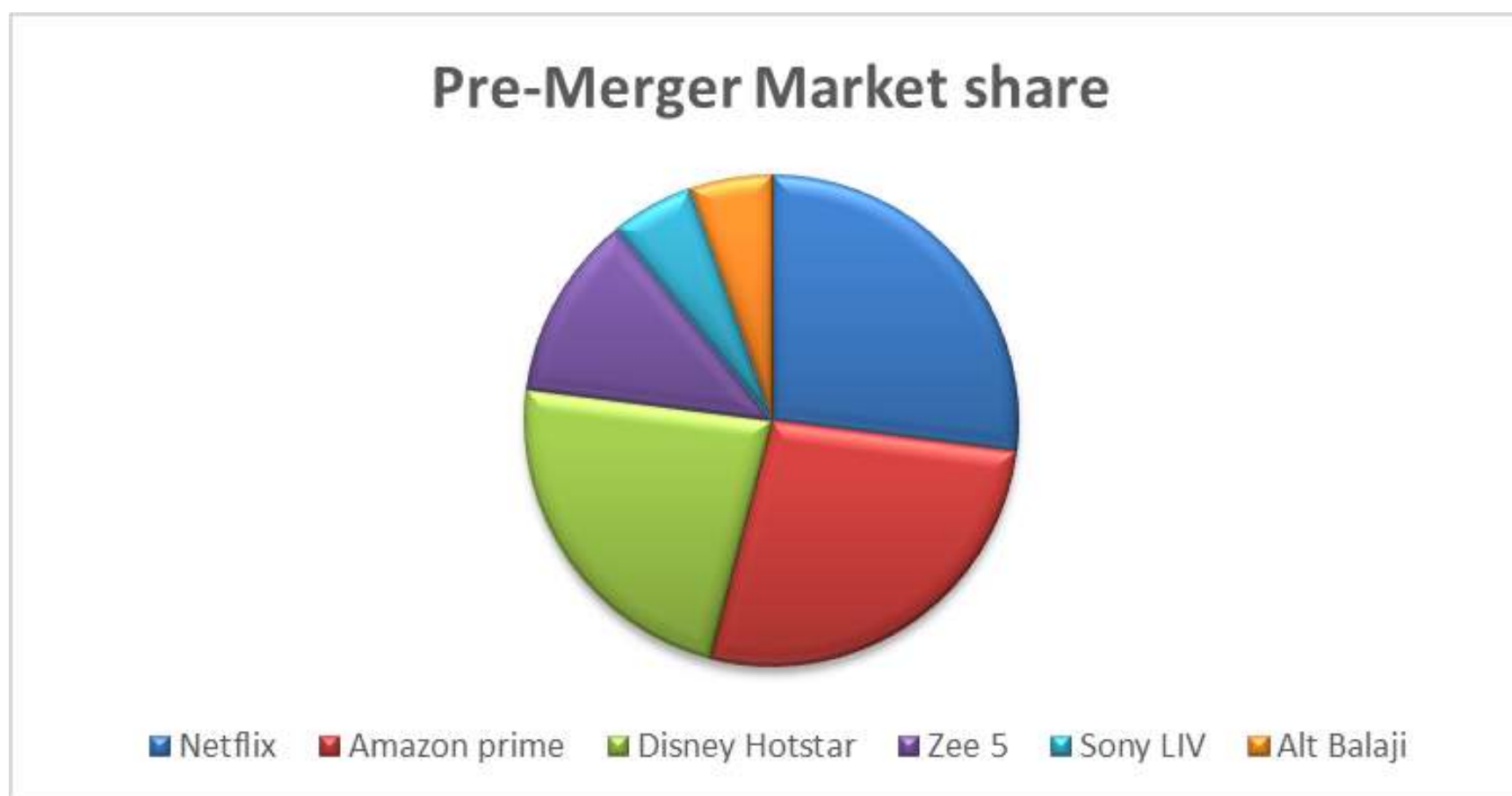
The DEAL

- Zee will own 47.07% and the balance 52.93% will be held by Sony Pictures shareholders
- Subhash Chandra will hold 4% which can be increased to 20%
- Sony Pictures to invest \$1.575 billion to enhance the combined company’s digital platforms, content, ability to bid for broadcasting rights for sporting events
- Chandra’s son Punit Goenka to be the CEO
- Sony Group will nominate the majority of board members
- Non-compete agreement between Chandra and the promoters of Sony Picture

The IMPACT

- The combined entity will have 75 channels with a 26% viewership share
- Zee has a presence in over 173 countries and a reach of more than 1.3 billion people. Sony reaches out to over 700 million viewers in India and is available in 167 countries
- Video streaming platforms — ZEE5 and SonyLIV — could become the 2nd largest OTT platform after Disney Hotstar
- Zee has over 260,000 hours of television content with rights to more than 4,800 movie titles across various languages. Sony has rights to live sports events including cricket and WWE

Impact on the OTT market



As evident in the above pie-charts, it can be clearly seen that the market share post-merger of Zee and Sony has increased to 13% from the initial 9% and 4% respectively. Therefore, this merger can be beneficial for both the giants in the OTT sector as well.

Impact on Zee's other corporate entities

Zee Group's news media and education business are held under divergent corporate entities due to which they will be unaffected by the merger. The companies are Zee Media Corporation Ltd and Zee Learn Ltd, both are listed companies and not a part of the merger agreement.

Conclusion

This merger has the potential to outgrow its competitors and this collaboration between both will help build one of the biggest entertainment platforms. Therefore, it is a win-win situation for both, Zee shareholders and Sony's



Transformation in Operating Models in Media Industry for Consumer Experience



Runner Up

Sushmitha Mudaliar
RBA, 2021-2023
WeSchool Mumbai

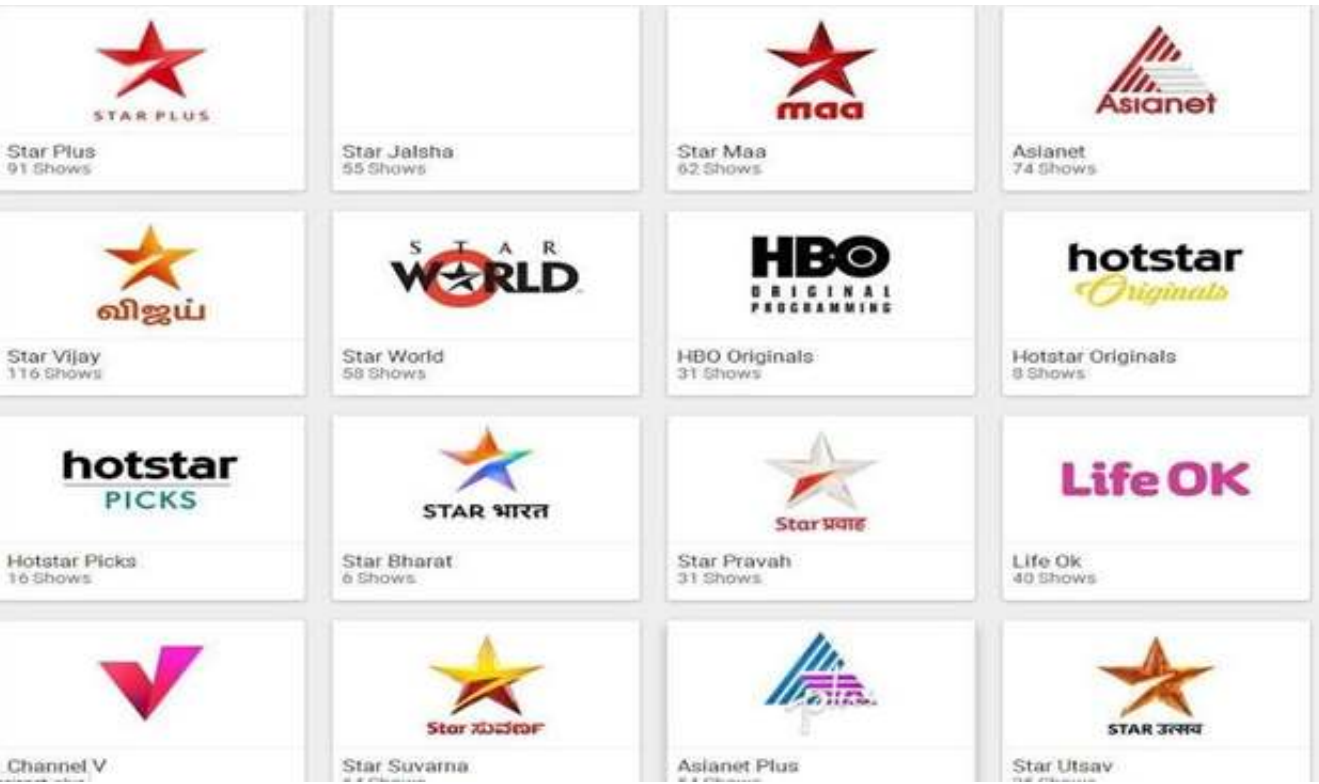


Media is the medium of communication to spread information and educate people on a large scale. When the media shakes hands with entertainment, it becomes easy to gain attention and connect different emotions. The three broad spectrums of the media and entertainment industry are publishing, broadcasting, and networking. These segments were broadly divided and had their verticals that had different ground zero. The purpose of radios was to broadcast live messages, music, news on air while

newspaper publications focused on detailed news and updates within a limited geographical area. These segments never thought they would work horizontally on the same scale performing coincidental tasks. The advent of the internet into the communication industry urged these verticals to widen their scope among the people. For example, the newspaper could now broadcast live news online in various formats like text and podcasts.

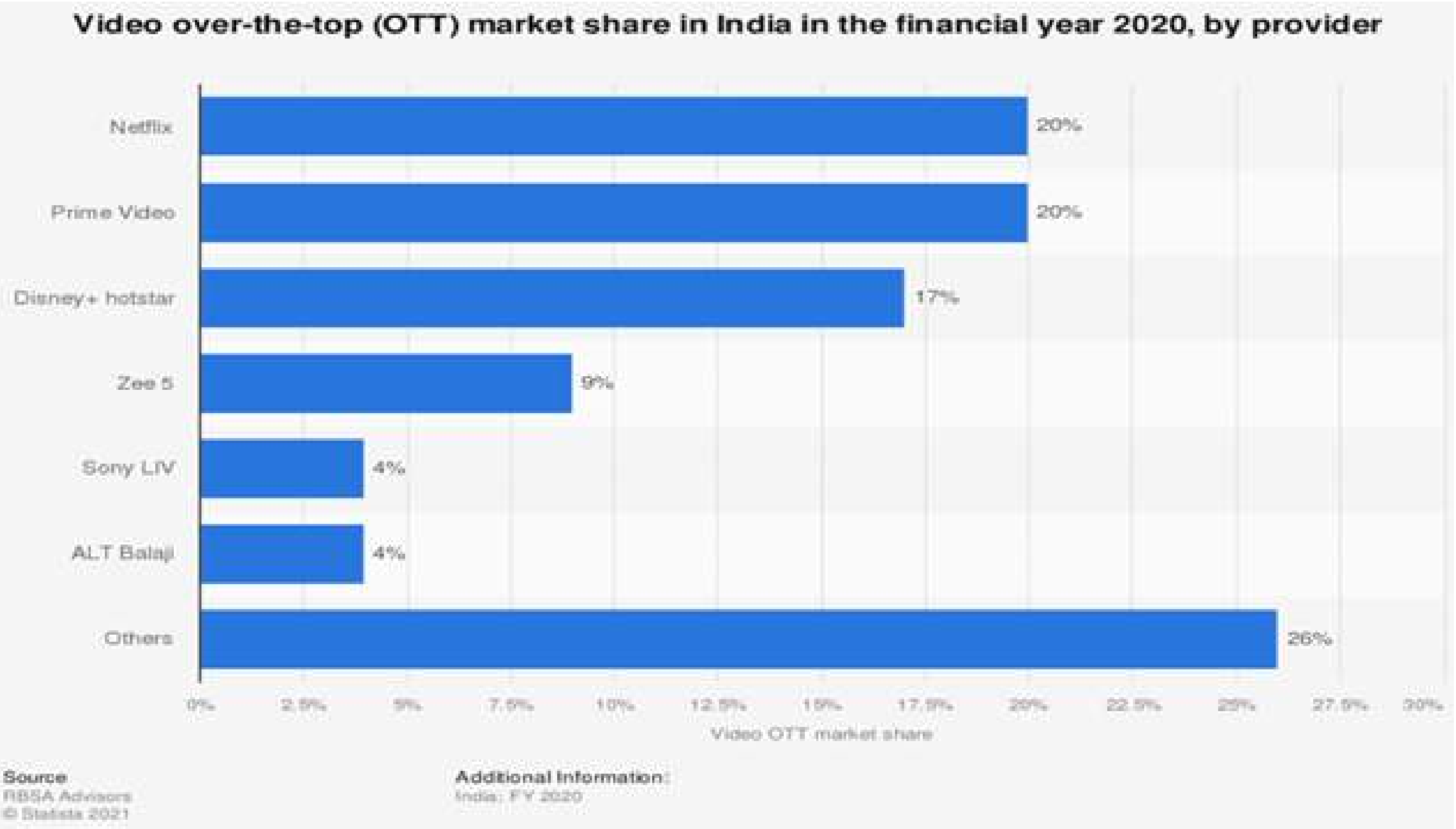


The companies are bound to upgrade their system operations with the new technologies on short notices to stay ahead in the competition. The journey of the media and entertainment industry from a single channel to multiple channels to multiple platforms gives evidence of the industry's redefined process. The star network of India is one of the best examples which overcame the Door darshan adapting to the new age world.



As mentioned earlier, the distribution and delivery channel branches are divided into various sub-branches increasing the delivery lines. The internet demanded a larger bandwidth with a robust network connection. The industry had to redefine its services and quality to get accepted within the audience through their demand. Star India is one of the best examples where the channel started in 1990 overtook Doordarshan as Doordarshan failed to upgrade with viewers' choice. The book "The Making of Star India " highlights that it is one of the most top media firms offering over 60 channels with a reach of 70 crore people. It brought a cultural change in the country by changing the customs and beliefs of the arts. The shows like Kaun Banega Crorepati or maybe daily soaps like Kausti Zindagi Ki became the hot topic of the town. Sports was no longer just a part of Doordarshan; new sports channels in vivid languages were introduced by them.

People in the country enjoyed the flavour of the local language in sports with the introduction of star sports Tamil and star sports Telugu. In 2015 it launched the Hotstar application that caught the eye of 300 million viewers. It was a breakthrough in Indian media, providing a common platform for movies, daily soaps, sports, and other entertainment. The (OTT) Over the top platform was gaining its market in India. The insiders of Hotstar claim that there were 25 million viewers for the India-South Africa match, the cloud and analytics giants like Google and Akamai failed to control the traffic. It resulted in internet fail-overs in many regions. The servers and web page owners had to improve and allocate more bandwidth to meet the exponential rise in demand. The broadcast in the OTT platforms is faster than TV. It gives a lot of flexibility and customization opportunities. The download options give viewers the joy of watching their favourite show offlines. The criticality of operations increased with digitalization. Hotstar took advantage of this by collaborating with Disney in the pandemic. It was then time when live shows halted, and people got locked in four walls. More people started looking for engagement through the media to watch TV shows, old sitcoms, and movies. They not only telecasted old movies but also released the new movies on their platform improving the business of cinematography. The below statistics show the growth in the market share of OTT users in India.



The firms used data analytics to understand people's choices and plan operational efficiency. Akamai, one of the leading pioneers acting as a platform for high brands managing the network empowering them. Akamai tracks the frequency of users in the daytime and night to manage its operational throughput accordingly. The metrics like delivery value chain combined with feedback and monitoring systems allow the OTT platform to improve its implementation model.

There is a huge investment in the business with passing time which forces the media providers to justify the customer experience and expectations in order to generate a high profit revenue.

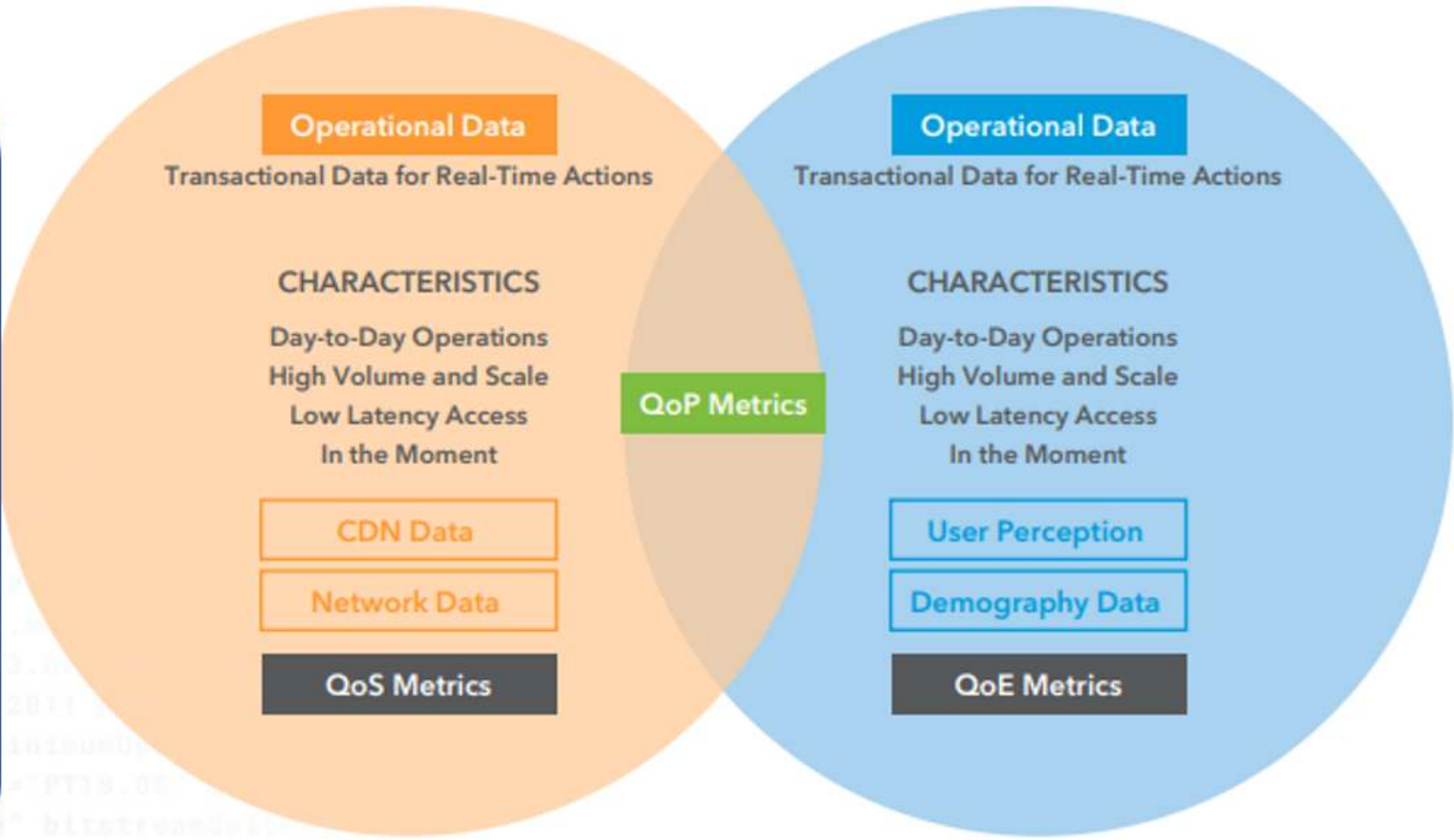
In the digital era, all the information flow over the industries is a form of streamlined data. We can create a common language to measure the standard of operations based on the quality of service, experience, and performance.

The quality of service represents the transactional data points used for real-time decision-making. Quality of excellence showcases the scalability of quality on a periodic or regional basis. Another important aspect of the business over this new age industry is the subscription model. The users subscribe to the packages on a periodic basis. This platform gives users the choice of channels as well as add-on benefits to the users with the leverage to choose the best offers according to their requirements. If the business fails to provide them the expected service and content the subscribers will not renew their subscriptions which may result in a huge loss. Digitalization brings the increased risk factor along with it; the operators need to authenticate the users to avoid any misuse. Multiple layers of security are added to avoid the attackers breaching the data or leak any information. An important fact about the OTT platform to be noted is that currently, it has no regulations imposed hence it may also end up users or providers taking the wrong advantage of them.

QoS- Quality of service

QoE – Quality of excellence

QoP – Quality of performance



There is no restriction on the type of content being broadcast. It may result in influencing the viewers in a negative way. Therefore, these businesses should have a self-regulatory framework internally within the organization through which they can avoid broadcasting such content. Time and content are the heart and soul of the media and entertainment industry.

Delivering the right content at the right time can actuate the people thinking towards the right path. Media and entertainment industries are the major influencers of society that can educate society and bring in changes for empowerment and betterment hence it should understand its delicate role play in the world and work towards it.



All we need to know about gamification of social media hiring

National Finalists

Shrutika Shrivastava
PGDM, 2021-23
Weschool Mumbai



When the world around is evolving at a fast pace, it's time to up the game and ditch the old practices. Previously, an organization's hiring process was dependent purely on traditional hiring practices where the talent was acquired through job portals, employee referrals, etc.

But with the demand for alternate talent pools increasing to support the company's growth plans, hiring through social media became a great option for talent acquisition professionals, where "gamification" is the most preferred choice for social hiring.



What is Gamification?

Gamification is the process of adding gaming theory, elements, and techniques to an unrelated product altogether. What is Gamification?

Gamification sure seems like a new term. But this process has been here for a while. In 1999, the US army announced this offbeat way of recruitment. The shortlisting process was gamified through a simulation in which the applicants had to complete levels and earn points. Along the way, they also got an idea about how the day-to-day activities of the army took place. They also could self-analyse whether they are fit for being soldiers in the US army. The process received huge support and appreciation from people around the world. Looking at their success gradually companies started switching to this innovative method for hiring.

Social Media, Gamification, and Recruitment

There has been a paradigm shift in recruitment due to the huge influx of social media in the talent space. Professionals believe it's the need of the hour to move from reactive hiring to proactive mapping and recruitment of fresh talent. So, they moved to social media channels for finding the right talent for an organization. The idea of gamification in social media hiring is to incentivize the steps involved in the process through rewards and recognition.

The best behaviour gets rewarded and put up on the leaderboard. The talent acquisition professionals then track the performance of each applicant and decide for hiring.

Capgemini was one of the first movers in using the social media gamification process for recruitment. They have the largest pool of certified recruiters in the world. Their focus was to build capabilities and cultivate a robust talent pipeline. In 2015, they had organized a half-day event known as “Capgemini Recruitathon”, which was in collaboration with LinkedIn. It helped them in accelerating the process of building a robust talent pipeline.



To get a clearer picture, let's have a look at this gamification of the social hiring process of Marriott Hotels. They introduced a game called “My Marriott Hotel” on their Facebook jobs and careers page.



The game gives you a chance to create and run your own restaurant. The applicants would have to perform one function of a restaurant like buy pieces of equipment and ingredients on a budget, hire, and train employees, and serve guests. and then advance to the next level. They gained points when the customers were happy and lost points when unhappy. And when they earned profits, they won.

What is in it for us?

Gamification is a fun process for both the employer and the employees. Hence, it can be considered the most preferred method by these professionals. Since gamification is mostly a simulation, employers get a chance to look for the traits that are needed to determine how well they can perform in the job role. The employers even get a chance to assess the applicant's talent and skills beforehand. Along with these, the candidate's experience is also enhanced. It is the best way to test themselves as to how they will behave in a real job scenario by getting into the shoes of the employees of the organization.

Some of the benefits of Gamification in the recruitment process are:

- **Saves Time-** The techniques of the game theory involved in the process automate the screening process to a great extent. Since employers don't have to screen each candidate, the shortlisting process gets over in less time.
- **Fun and simple-** Candidates are even more interested in applying for the job as this innovative way of participating in a recruitment process is fun and easy. Candidates generally don't get a realistic preview of the job just by asking the people who have worked there.

But through this process it is possible. Probably this is also the reason why they find the process interesting and fun.

- Employer branding- Since the company appears to the candidate as a forward-thinking work culture, it positions the company well and hence, helps in employer branding.
- Interactive- The process tests the candidate on how they will perform in a real job. Therefore, when the interactions happen between the employer and applicant, both parties seem more interested.
- Less stressful- We all are aware of how stressful those Group Discussions and Interviews are. Hence, this kind of test seems like a whiff of fresh air. Who doesn't want to get a little competitive by playing games? This is the reason why it feels less stressful.

There are some professionals with dissimilar points of view too.

Final Thoughts

Apart from a few limitations, gamification has a lot of benefits. But to implement it in an organization, the talent acquisition team must be significantly motivated and trained so that they can actively recruit talents through social media. This recruitment strategy is gaining traction and the day isn't far when every company will be using this for the preliminary screenings.



Impact of E-sports in the Media and Entertainment Industry

National Finalist

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E-sports Segment in India

Esports is a type of sport in which participants compete in a multiplayer setting utilizing video games. Due to massive marketing and promotion on various internet streaming platforms like YouTube, it has dominated the Indian industry. Although the esports industry is not new, few people are aware that it has been around for more than a decade. Many people became aware of it when it acquired popularity in India recently as a result of growing interest in the Indian market among programmers and entrepreneurs.

In India, eSports is now the fastest-growing section of the media and entertainment industry. The media and entertainment business in India had a turbulent time at the end of the 90s. The spread of cable television fueled a massive increase in entertainment. Hundreds of thousands of new employments were created as a result of this boom. With the introduction of cable television, sports became a more opulent kind of entertainment. In early 2000, the OTT renaissance has ushered in a new era of entertainment, with eSports poised to make this shift, by making the M&E industry, the third-largest industry in Indian.

The impact of esports on the media and entertainment industry can measure by studying the impact of e-sport on a segment of the M&E industry such as television, digital media, animation & VFX, filmed, online gaming, and certain other factors.

Television segment

It was a time when fans of the KBC (Kaun Banega Crorepati) reality show, used to answer the questions by text messaging, with the hope to get a chance to play with Amitabh Bachchan. But, nowadays KBC show goes beyond reality shows and people can reply to answers on a real-time basis through the mobile application. This case shows the actual impact of E-sport and technology on a television reality show. There are many such examples in front of us to relate with impact.

Social Platform Segment

Nowadays, social media aren't only for socializing. Take an example of Google, it has designated a place called YouTube Gaming for gamers to provide their gaming in a live manner, taking advantage of the platform's vast number of content

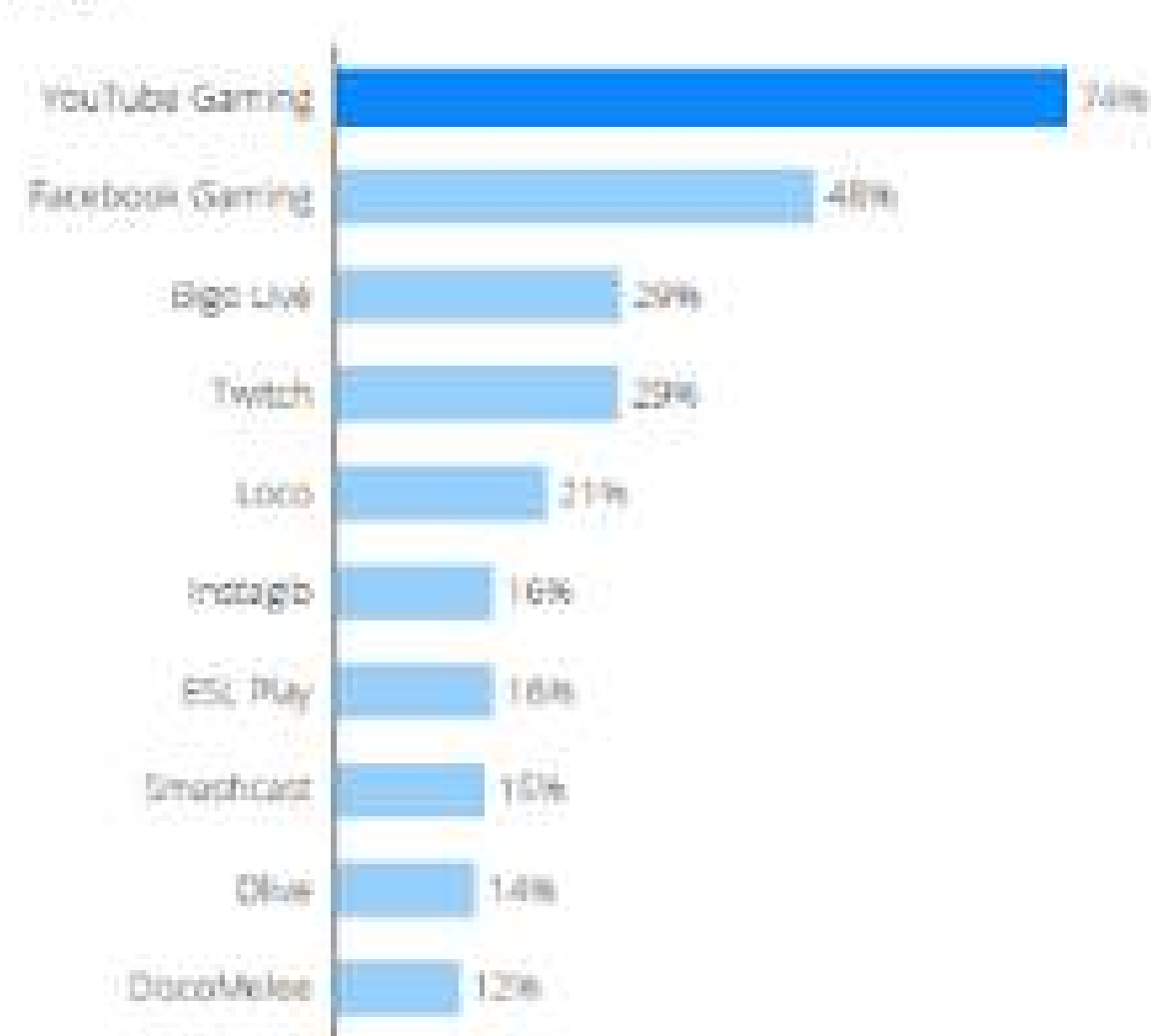
creators and users searching for content. Using such platforms, people can earn by winning esports tournaments. Also, Esports has now been included in Asian Games 2022 as a medal sport and World Championship for DOTA2. All these opening arenas for the M&E industry to expand rapidly into the e-sport segment.

and now serving to e-sport segment in same the industry.
Investment in the M&E segment
India's esports market is expected to increase from 6 million in 2017 to 17 million by 2020. As per esports reports, the overall esports cash prize increased by 123.3 percent from INR 77 lakhs in 2016 to INR 384 lakhs in 2018, a CAGR of 123.3 percent. Celebrity esports events for games like Clash of Clans, PUBG-

With a user share of 74%, YouTube Gaming is the most used video game streaming service

Brand usage

Top 10 most used video game streaming services in India



“Which video game streaming app have you used in the past 12 months?” Multi-Box. Base: n=1,000 video game players.
Source: Statista Global Consumer Survey as of September 2021

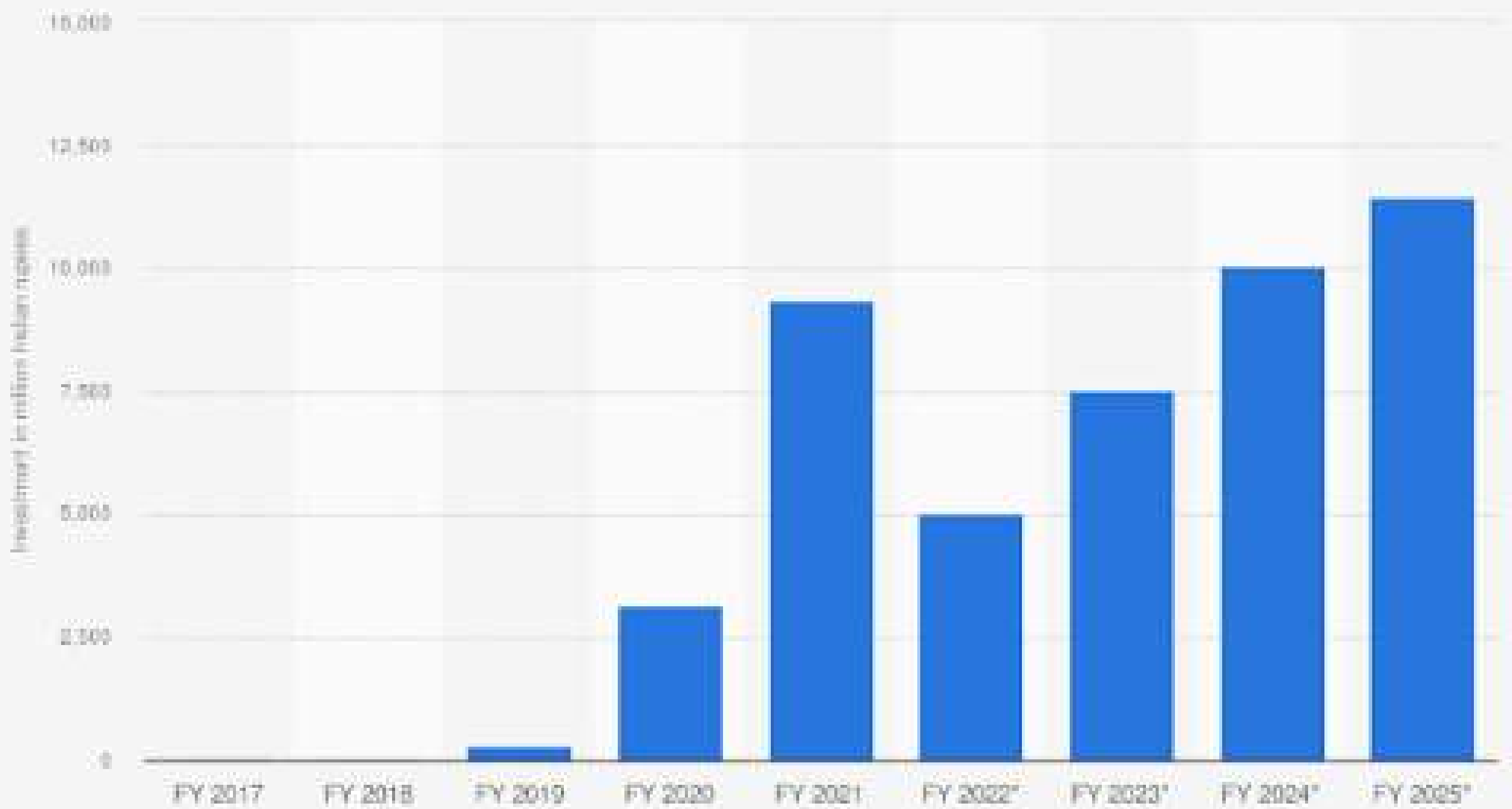


Animation and VFX segment

Advanced video gaming is referred to as E-Sports, and it is often telecast on YouTube with live coverage which required advanced animation and VFX support. This requirement gives a boost to the market to fulfill the demand for advanced technology and employment opportunity for skilled coders and programmers to show their talent. Earlier, this innovation of Animation and VFX acted as a boon for filmed industry

Battle Ground Mobile India, and other multiplayer action or games have fueled the rise of funding.
The esports and gaming segments are receiving sufficient financial interest as the demand for competitive gaming grows in India. In total venture capital financing in Indian gaming companies was \$448 million between 2014 and H1 2020. Dream11 is the most well-funded game startup, with a total capital of \$100 million, followed by Smaaash Entertainment with \$82.6 million and Nazara Technologies with \$79 million.

Investment in eSports companies across India from financial year 2017 to 2021, with estimates up till 2025 (in million Indian rupees)



Sources:
EY, FICCI
© Statista 2021

Additional Information:
India: FICCI, FY 2017 to FY2021.

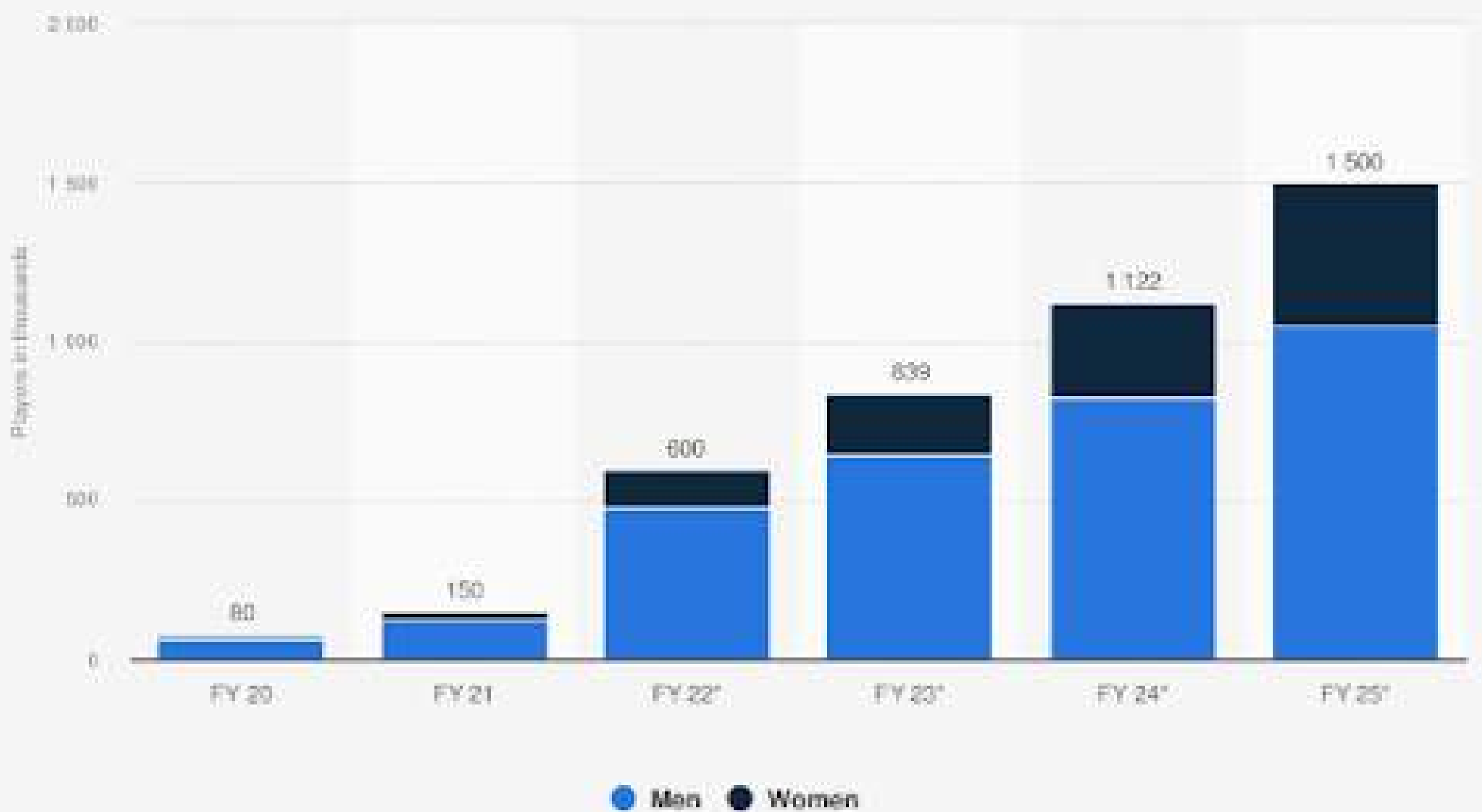
New Market Trend

Esports cafes are a new market trend in the M&E industry segment. These esports cafes aren't only a place where individuals can play games without having the necessary hardware; they're also where amateur competitions foster a competitive mindset. It also enables players to interact and collaborate. With Hardware compatibility manufacturer NVIDIA announcing intentions to extend its gameplay presence in India by adding 100 additional cafes, India is home to at least 350+ such sporting cafes.

Wider reach

Games like PUBG Mobile, which are also easily accessible on smartphones, have taken the Indian market by storm, with a valued 33 million monthly active players, which increase the number of smartphone users in India increased at a 15 percent compound annual growth rate (CAGR). Also, there is an increase in several Esport players (male & female) across India. This led to the penetration of e-sport as an M&E industry segment into every part of India.

Number of eSports players across India from financial year 2020 to 2021, with estimates up till 2025 (in 1,000s)



Sources:
EY, FICCI
© Statista 2021

Additional information:
India: FICCI, FY 2020 to FY 2021

Conclusion

The eSports and gaming business in India is among the fastest-growing in the country, with venture capitalists allegedly investing more than \$350 million between 2014 and 2020. The present coronavirus ban has boosted the eSports business, which is expected to develop at a rate of more than 21%, according to sources. The eSports industry has provided a welcome boost to fans, who have turned to mobile apps to pass time during the shutdown, which has seen all sports activity stopped to limit the virus's danger. All these factors and uncertain events bring e-sport to the front which marks a mixed impact on the media and entertainment industry.

Way Forward

The eSport segment in M&E Industry has a booming future ahead- considering new developments such as the Sony PS5 gaming model for FIFA22 and the strong AI-applied chess eSport model which beat a grandmaster in chess games. Also, In the future, an animated version of the e-education model -play and learn- like Byjus, can be counted in the same segment which has a bright and growing future ahead along with the M&E industry.

Digital Marketing and the Media and Entertainment industry

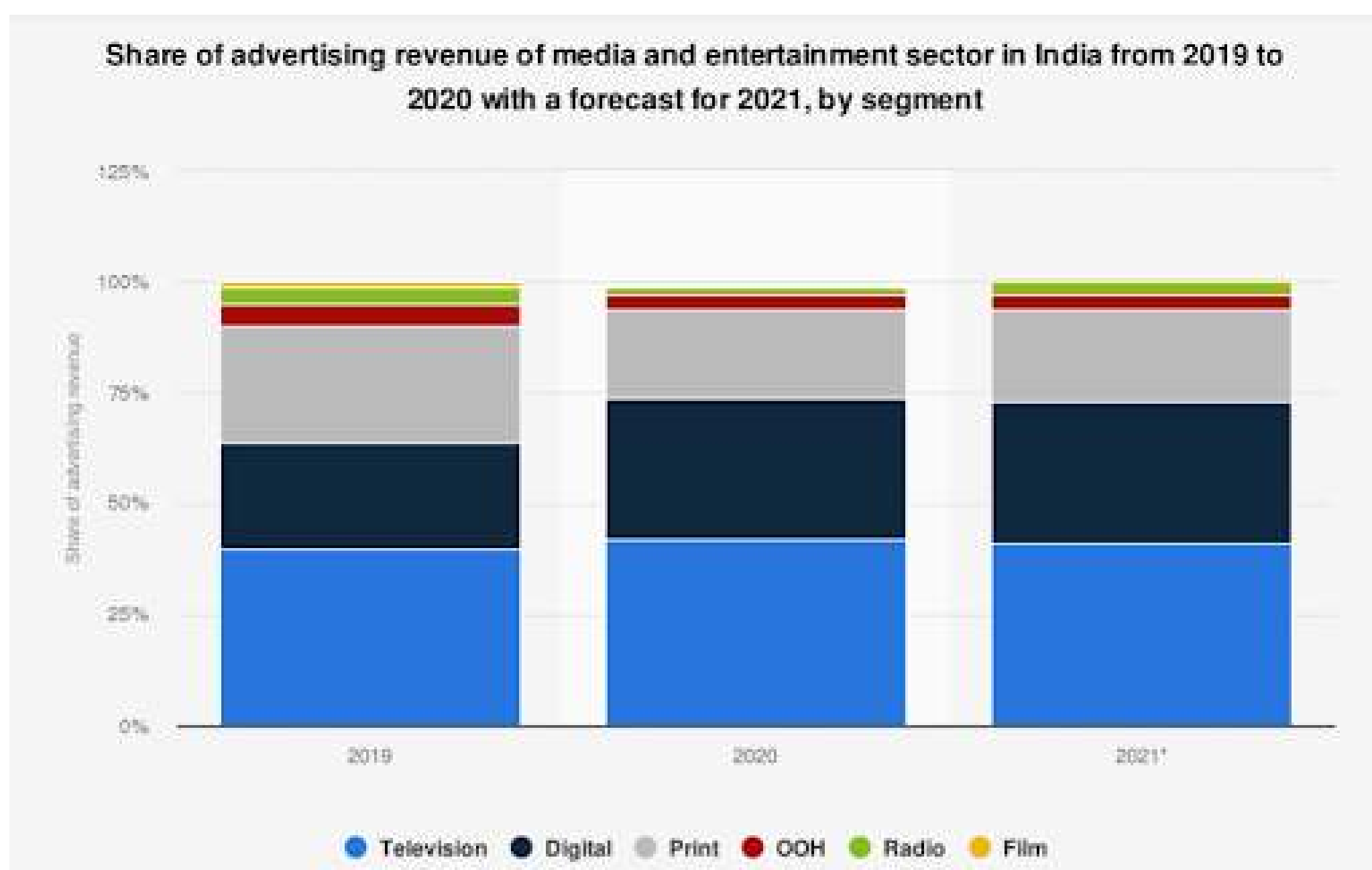
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Marketing is the process of establishing a brand and meeting the needs of customers for a certain product or service. Digital marketing is the current buzzword, despite the fact that marketing has come a long way. This word has gained popularity as the use of smartphones and the internet has increased. It refers to the use of electronic equipment to carry out online marketing campaigns. Since then, media and entertainment marketing has been an important aspect of digital marketing. **According to the FICCI-EY report 2021, the media and entertainment business is estimated to grow 25% to reach INR 1.73 trillion in 2021.** The share of advertising revenue of the sector in India is also shown in the image.

Digital marketing helps to perform data analysis to understand and predict consumer demand and thus help companies to take decisions helping accurately interpret consumer behaviour. YouTube alone reaches more people every day than any other cable network, offering you access to a huge, engaged audience. The world is changing, and the media and entertainment sector is following suit. If we go back in time, traditional marketing strategies such as newspaper ads and live concerts were at their peak. Television series and movies were promoted by advertisements, commercials, and a variety of shows.



While television advertising and newspaper advertisements are still present, they are no longer as vital as they once were. Digital marketing has proved to reach and connect a larger audience. YouTube Ads, for example, are substantially less expensive and more successful than traditional print or television commercials. With video advertising, you may not only raise brand awareness but also include a link that people can click to go straight to the product or service you're promoting. The entertainment and media sector is very competitive, which necessitates highly competitive content/strategy that gives an extravagant experience to the audience. For example, the film version of 'The Jungle Book' had a Facebook fan network mostly comprised of elderly women, but the live-action trailer was highly seen by younger adult men, prompting Disney to target the second group in their advertising. Because more individuals have access to more media, there needs to be a greater focus on demographics that aren't expected. It is critical to comprehend a few parameters that must be taken into account. **According to a survey by Ormax Media, Facebook and YouTube account for approximately 40% of first-day box office receipts, whereas television and in-theatre receipts account for only 13 and 9% of total first-day box office receipts, respectively.** One of the most crucial things to understand your audience; advertising films, series, and trailers on numerous platforms will help you reach a larger audience. Video marketing has become more significant as a result of live content streaming and creator blogs.

Having a consistent value proposition and establishing a presence across important social networks will help you acquire the audience's confidence. Reopening any debates and comments with micro-videos or trailers is always useful in the entertainment and media sector. Netflix and Amazon Prime will display the information of any movie or series one has started but has not finished. A complete checklist for social media marketing would involve using YouTube as a wonderful channel for reaching audiences that the entertainment business can leverage. The introduction of social media has been a benefit to the entertainment business. You no longer have to rely on offline marketing techniques as an entertainment business, which frequently requires a large budget that you may save money on by using social media. Social networking is not only a low-cost way to promote your material, but it also gives you access to a broader audience. You don't have to rely solely on word-of-mouth marketing any longer. Social media is more efficient than word of mouth and allows you to reach out to a larger audience. You, too, may benefit from the power of social media by launching campaigns, establishing a presence on various platforms, and so on. Campaigns by numerous entertainment-focused firms, as well as traditional business-to-consumer brands, might serve as inspiration. The use of social media in movie promotion has grown commonplace. Take, for example, Deadpool's Twitter-based social media marketing campaign in advance of the film's release:



Deadpool Movie
@deadpoolmovie

Follow

.@VanCityReynolds spent 3 hrs each day getting into the Wade Wilson makeup, which is 2 hrs less than his normal makeup routine.
#MUAHSawards



12:08 AM - 13 Jan 2017

674 Retweets 3,590 Likes



34 674 3.6K

YouTube advertisements are one of the safest bets. You can use Facebook to share films, images, and live streams, among other things. You can use Facebook to promote your show, movie, or music video/album in a variety of ways. There are a variety of strategies to reach out to your target audience and increase the number of people who see your video material. Use these TrueView in-stream ads to spread the word about your films and increase excitement. You may use your YouTube videos and playlists to show off all of the behind-the-scenes action. Facebook is one of the most effective venues for achieving both organic and sponsored reach. Movie and television programme marketing strategies are no longer limited to 1-2-week pre-release periods. The social networking sector has been taken over by augmented reality. Movie and TV programme social media teams are utilising this trend as part of their pre-release promotions. You may also use Insta-live to hold interactive sessions. Bring the cast on board to connect with the fans and answer their queries.

Unlike traditional Instagram video posts, IGTV allows you to make videos that are up to 10 minutes long. Twitter offers a unique capability of spreading word about a movie through an online live contest in which the user can win a personalised gift such as an autographed poster or a meet and greet with the actor. On Twitter, I once participated in a contest on Akshay Kumar and Sonakshi Sinha's movie Soldier, in which they asked questions about movie locations, trailers, and songs. As the winner, I received a gift hamper containing a personalised poster autographed by star cast, this gift basket is perfect for any occasional marketing. I used social media sites like Facebook and Instagram to post regarding the film contest and gift hamper, which helped it reach a wider audience (my followers). The media and entertainment business takes a radically different approach to digital marketing than other industries. Meeting the competition, or perhaps getting ahead of it, will be critical to your success. The goal is to figure out how to appeal to your target audience and entice them to want more information.

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VOLUNTEER FREELY

RELAX OFTEN

LOVE ALWAYS

LIVE FOREVER