



Inclusive Reportage, Straddling Local with Global content and Strengthening the Core while Constantly Staying Relevant



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Life today in India, is evolving transforming for the better. Media too is witnessing profound positive changes - in context, content, style and delivery. Technology and changing consumer preferences are playing a big role in this amazing transformation. Change is inevitable. Most of it will move forward, some of it (while moving forward) will keep strengthening the core it was fundamentally built on. The three things that will impact change in the next few years would be around the areas of Inclusive Reportage, Straddling Local with Global content and Strengthening the core while constantly staying relevant.

Inclusive Reportage

Television is increasingly becoming a more democratic medium. A new form of 'Inclusive Reportage' is expected to manifest itself (participation of viewers in the creation of news in a limited way, is underway). This trend could pick up in the coming years and may even move somewhat closer to the Korean online news channel Ohmynews.com model that employs approximately fifty thousand 'citizen journalists' who submit news stories as they experience them.

Technology is also expected to play a critical role in this transformation. 3G Technology can enable swift and effective reporting. A citizen would be able to report about a crisis / event before an Outdoor Broadcast van from a news channel can get there.

This new phenomena will bring with it some challenges. There will be challenges of depth and analysis. The success of such a system however, is that it must become a 'system'. It would also largely depend on an army of trained journalists

who will assiduously manage the collation, editing and dissemination process.

Local with Global

A trend to look at closely is the increasing viewer preference for local content - in colonies, in neighborhoods, in markets, in communities etc. We are already witnessing a rapid proliferation of regional and city specific news channels. This could further accelerate in the years to come. Viewer interest for reportage about a fire in a city building or a police-student clash at a local college could, at times, be more than other larger pieces of news or issues. But even as the viewer leans more towards local events, he still remains hungry for the wider - national,

international - perspective. The media will skill itself and straddle these different worlds - local, national, International - successfully. (Bikanerwalla at times and McDonalds at other times - the Indian consumer today straddles both quite seamlessly).

Moving ahead, staying relevant... yet strengthening the core

In some ways this is the art (and science) of telling a story before it happens, as it happens, when it happens and at times even after it happens. It's also about irrigating values. It's about leading positive transformation in nations, in people and in communities. Timeless values always remain at the core. The media today is very focused and forward-looking. The changes we witness today often reflect the area of presentation and packaging (Presentation is, and will, remain important as it reflects the changing times). In the future, however, the core will be strengthened while enhancing the packaging and always staying relevant.

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