



# The three things that will make an impact on Daily Newspapers in India, on the road to 2010

There are a number of broad societal trends that will impact newspapers in India over the next three years. It is difficult to isolate just three. However, here goes:

## 1. The mobile Internet:

Over the next three years, hand held devices will improve in sophistication. While top end devices already offer limited (and often agonizingly slow) Internet connect, the future will bring a flood of devices, which will offer simple and cheap Internet access at all price points. This will fundamentally change the way news consumers access their newspaper.

## 2. User generated content / social networking:

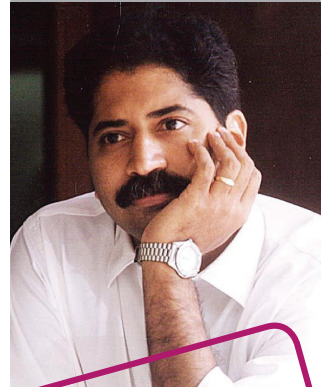
The next generation of hand held device would also

make the capture and creation of news by the consumer more prolific. Combine that with the already recognizable trend of younger people using their peer networks to access relevant news, and you have the makings of a full-fledged revolution in the news space.

## 3. Literacy and the trend to be English:

Rural India will become more literate and urban India will see an increasing trend towards English literacy. This will considerably impact language newspapers positively in rural areas and negatively in urban pockets. English newspapers will reap the harvest of more urban dwellers choosing English as the economically appropriate language of choice.

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