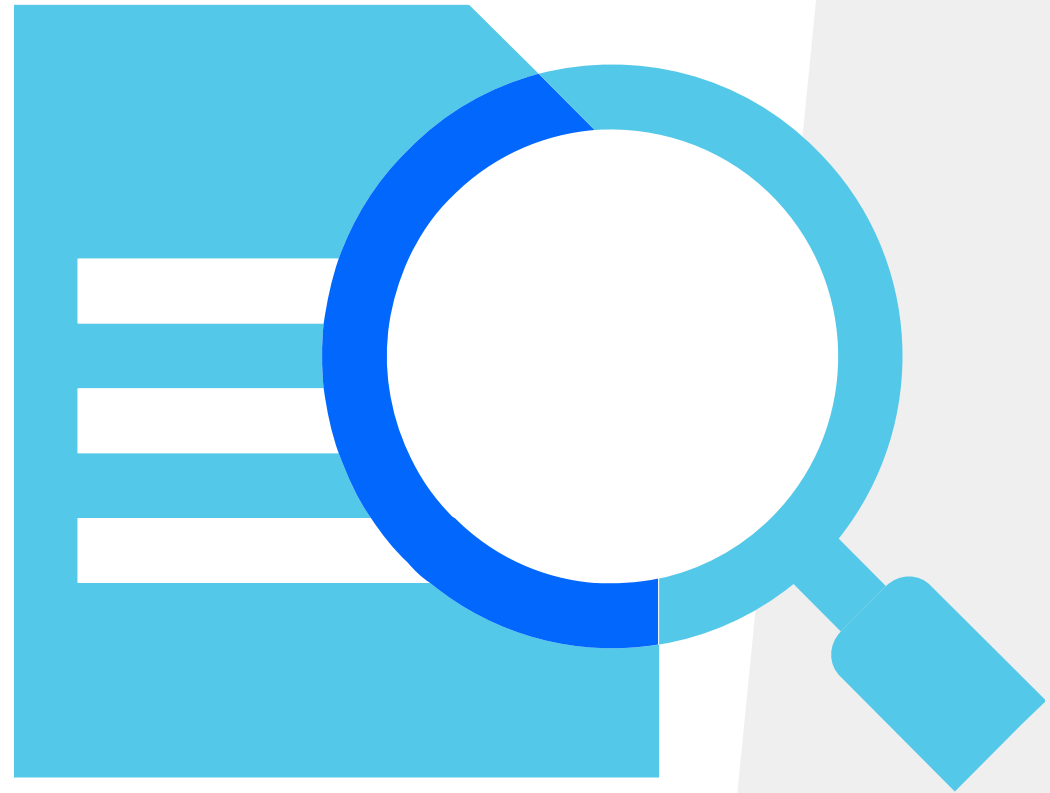


Trends in Online News Consumption

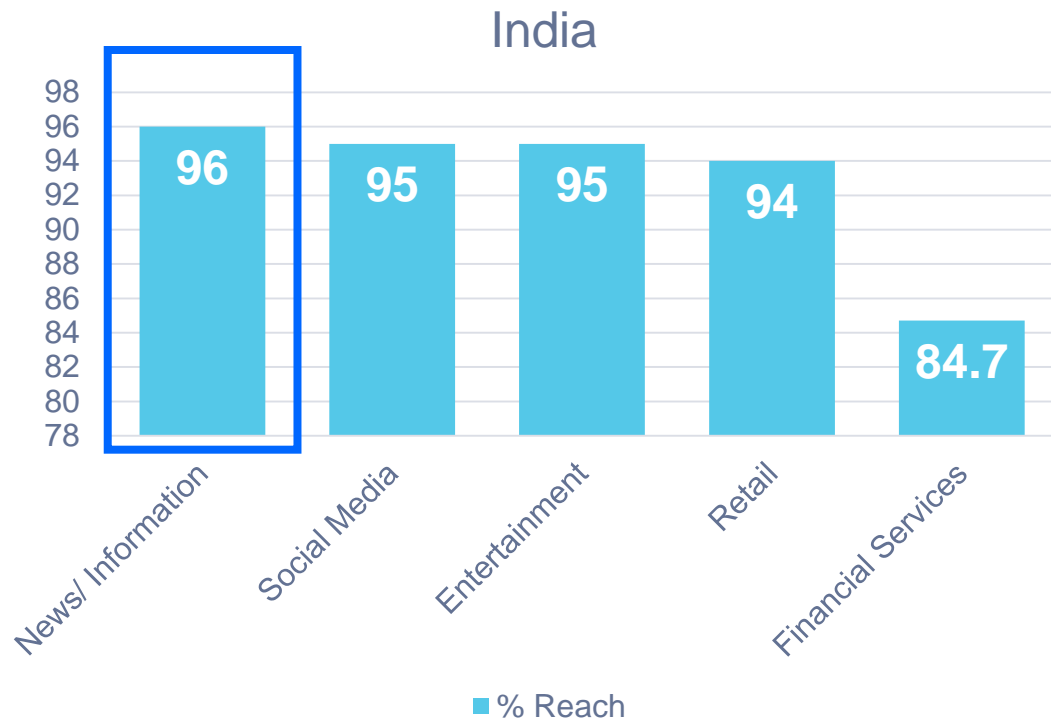
Neha Singh

DIRECTOR • CLIENT INSIGHTS, INDIA



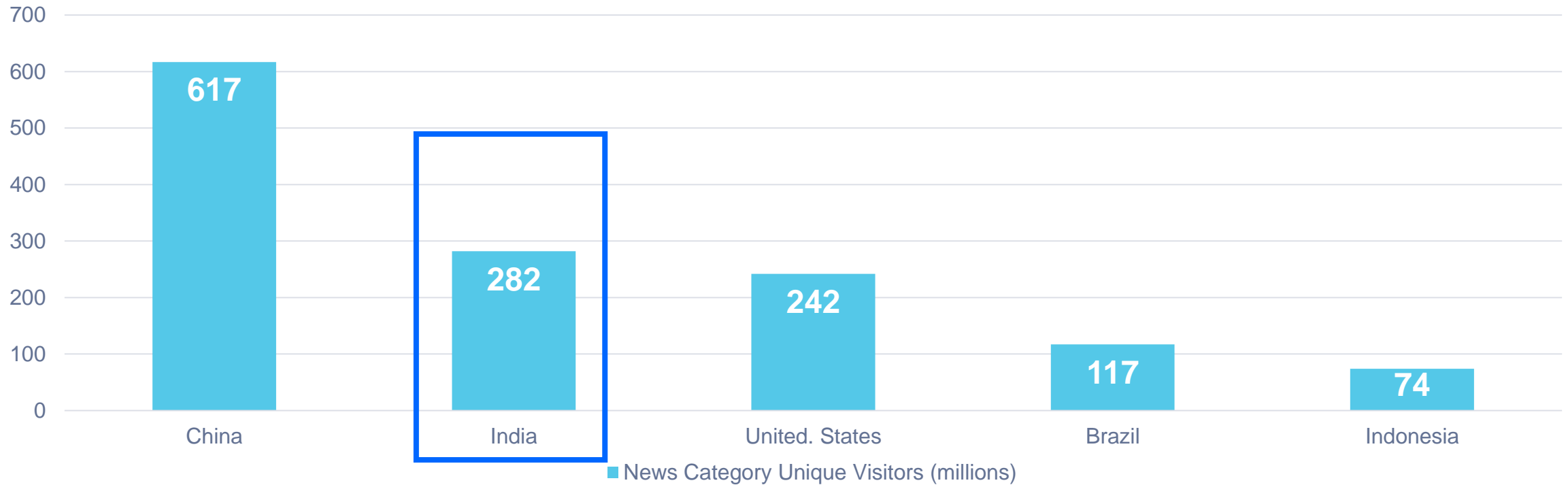
Indians love news.

TOP ONLINE CONTENT CATEGORIES BY REACH



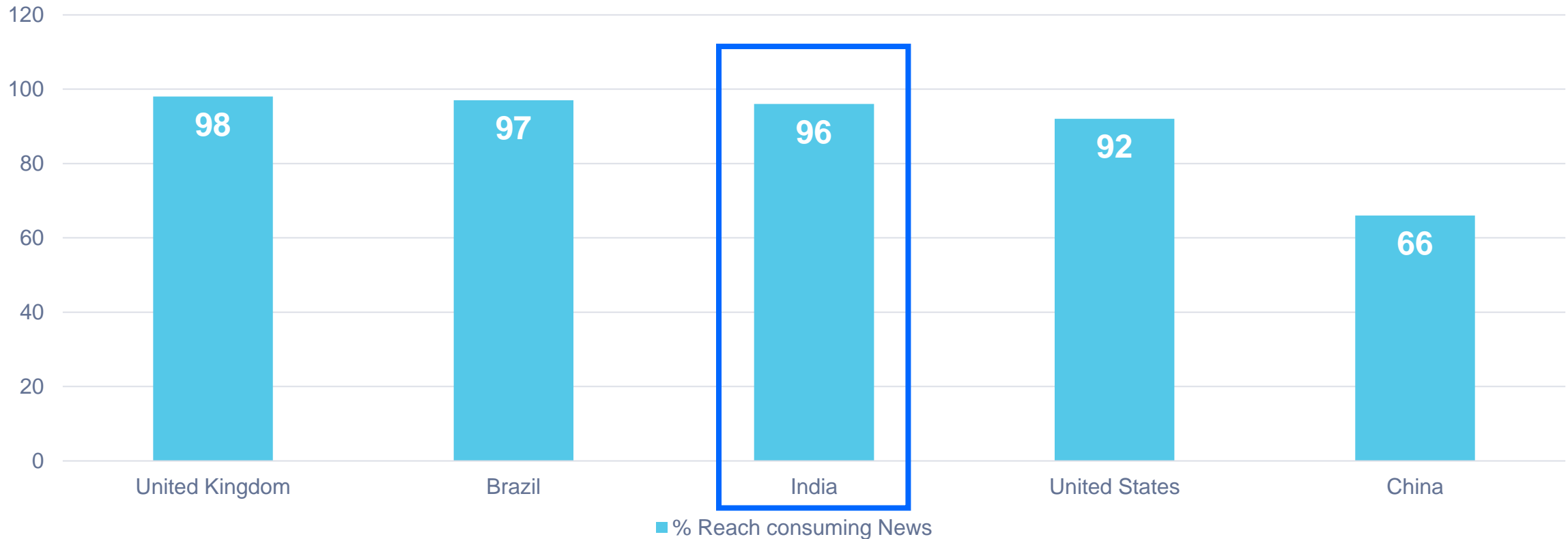
India is the second largest online news consuming nation in the world.

3 OF THE TOP 5 COUNTRIES IN THE WORLD CONSUMING DIGITAL NEWS ARE IN APAC

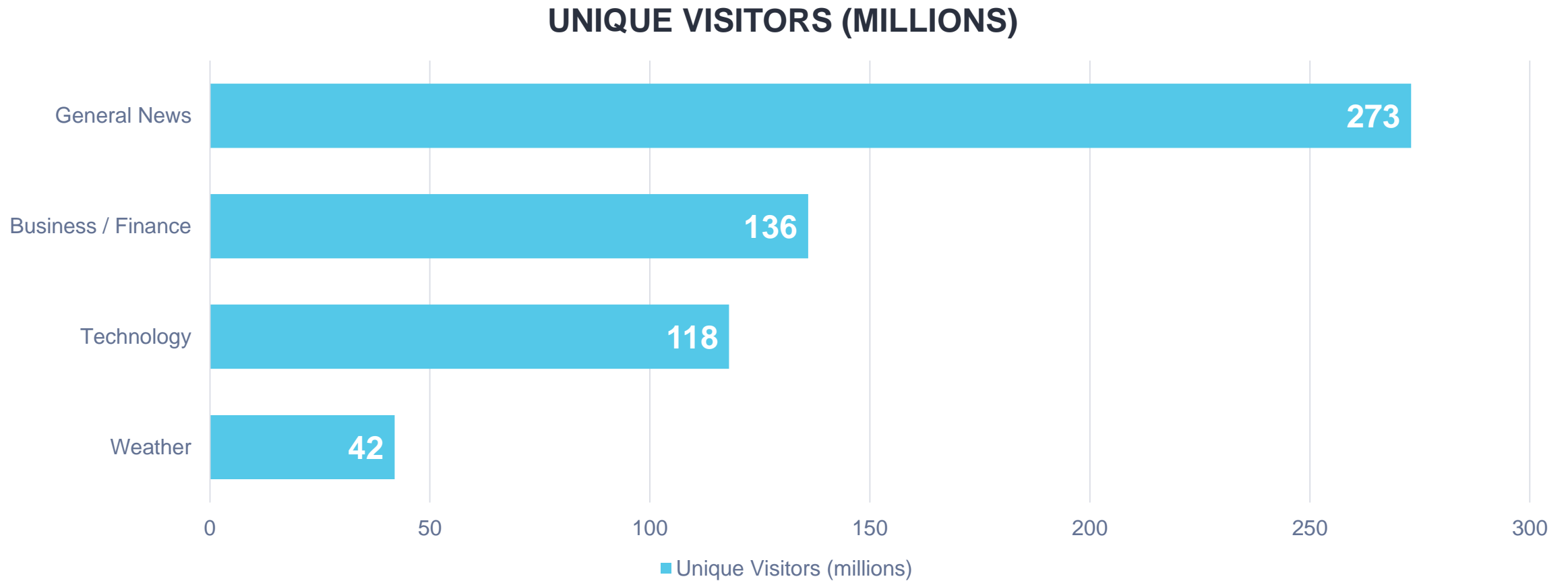


High news penetration in India compared to other key populations in the world.

% REACH CONSUMING NEWS

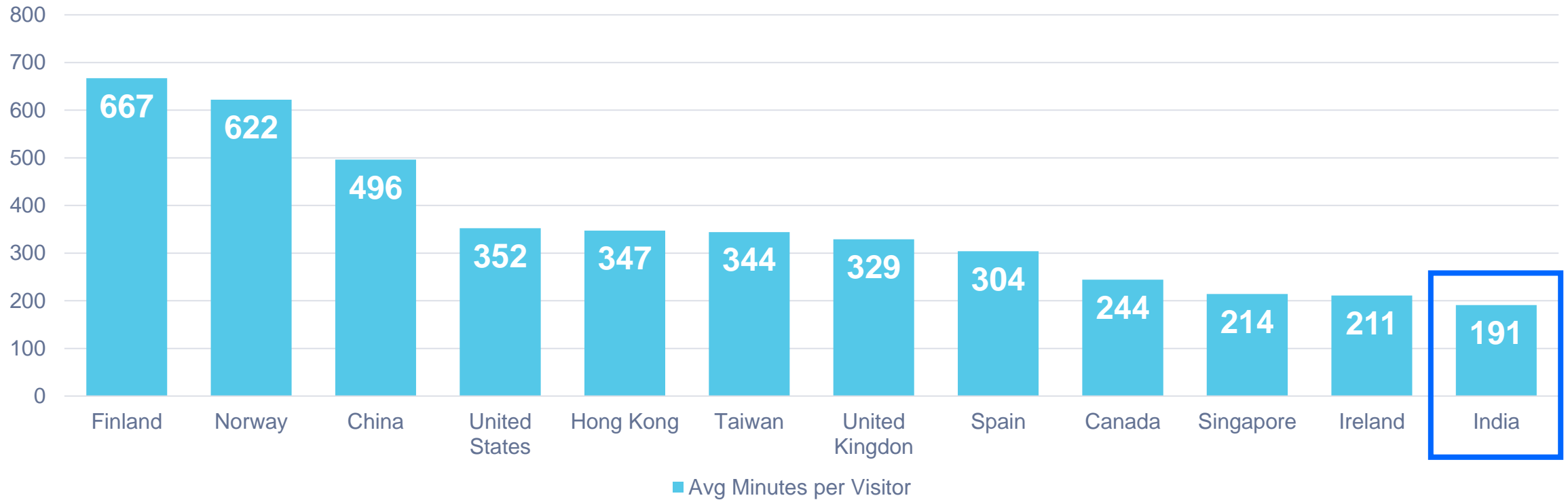


General News tops the chart followed by Business / Finance.



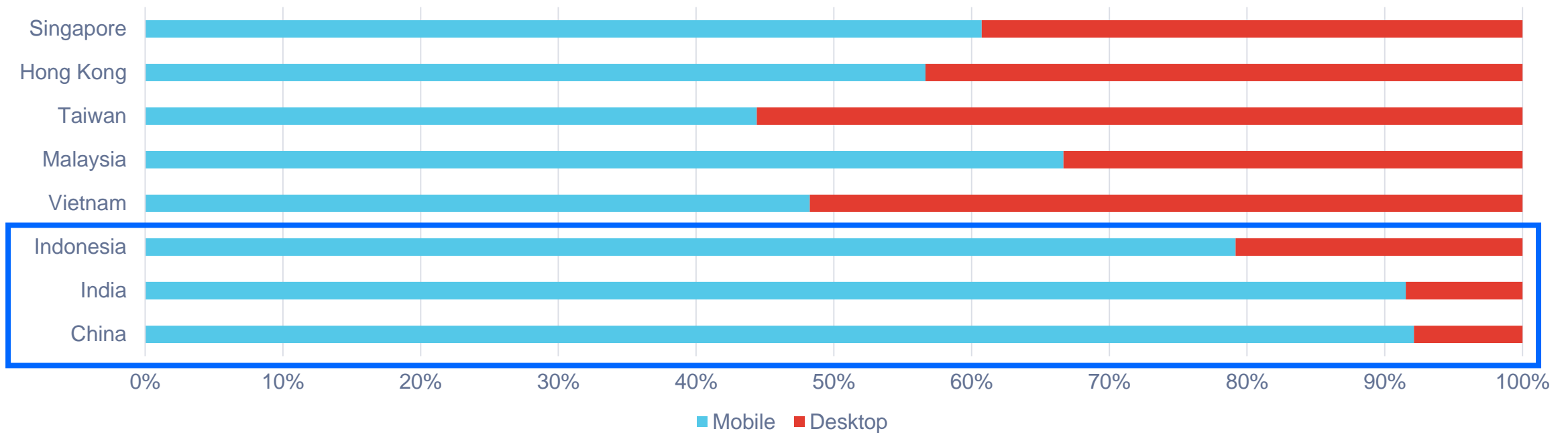
Engage to grow!

AVG MINUTES SPENT BY A VISITOR ON NEWS SITES IN INDIA IS 191 COMPARED TO 293 WORLDWIDE

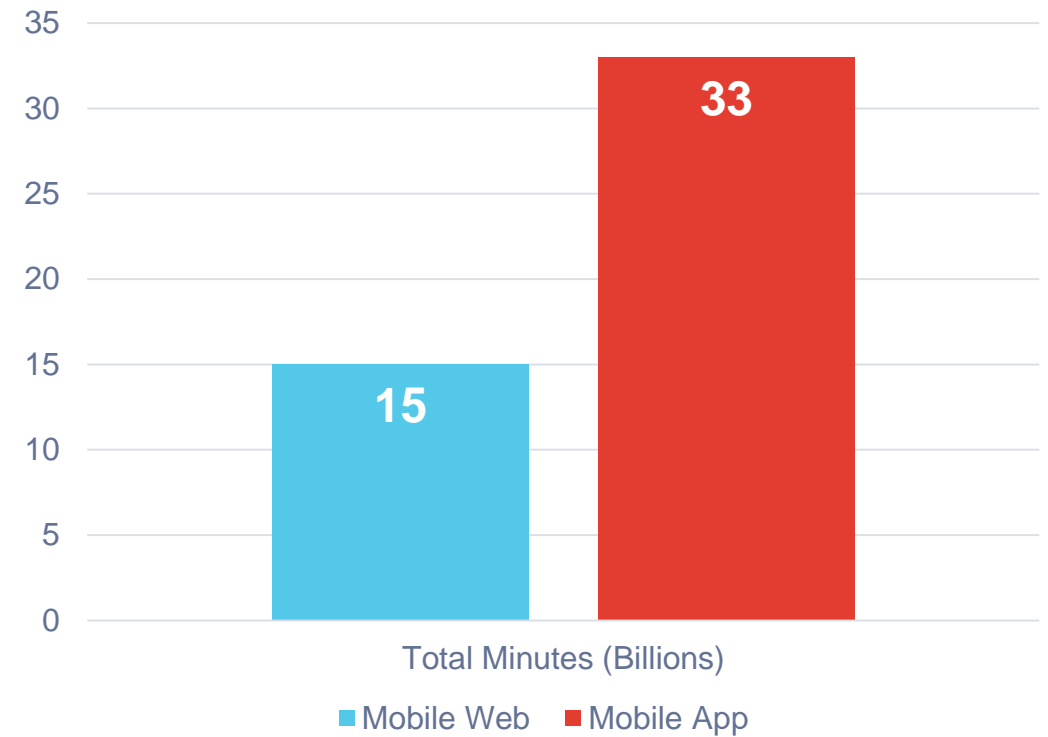
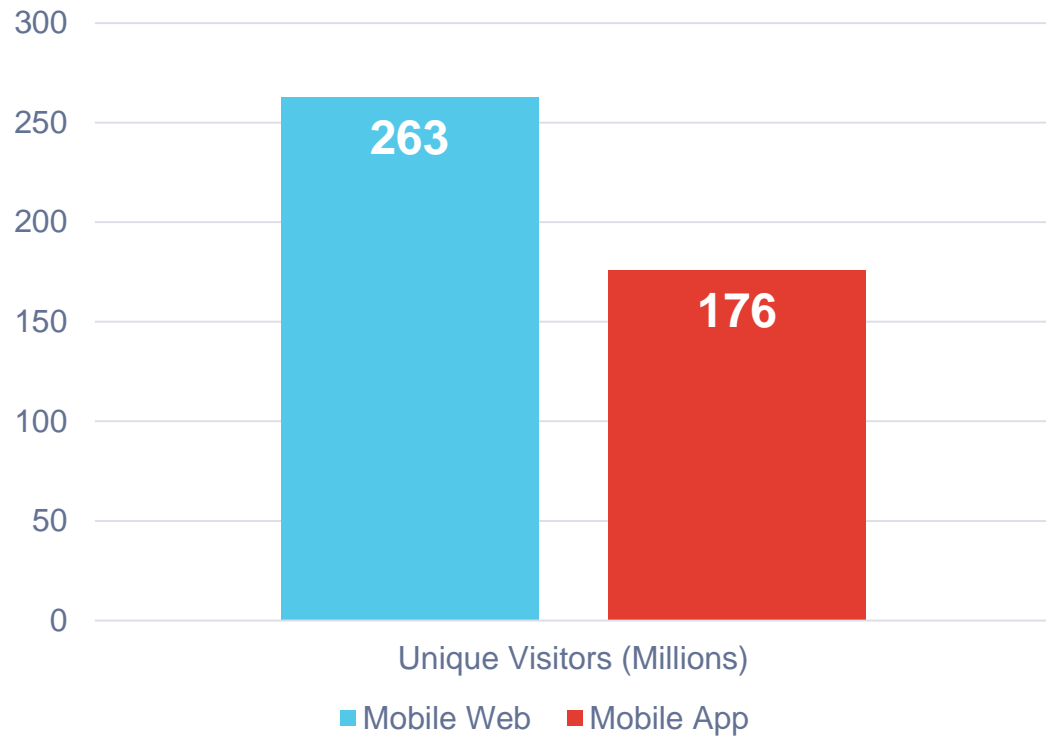


How to engage? Mobile leads the way.

TOTAL MINUTES ON NEWS CATEGORY

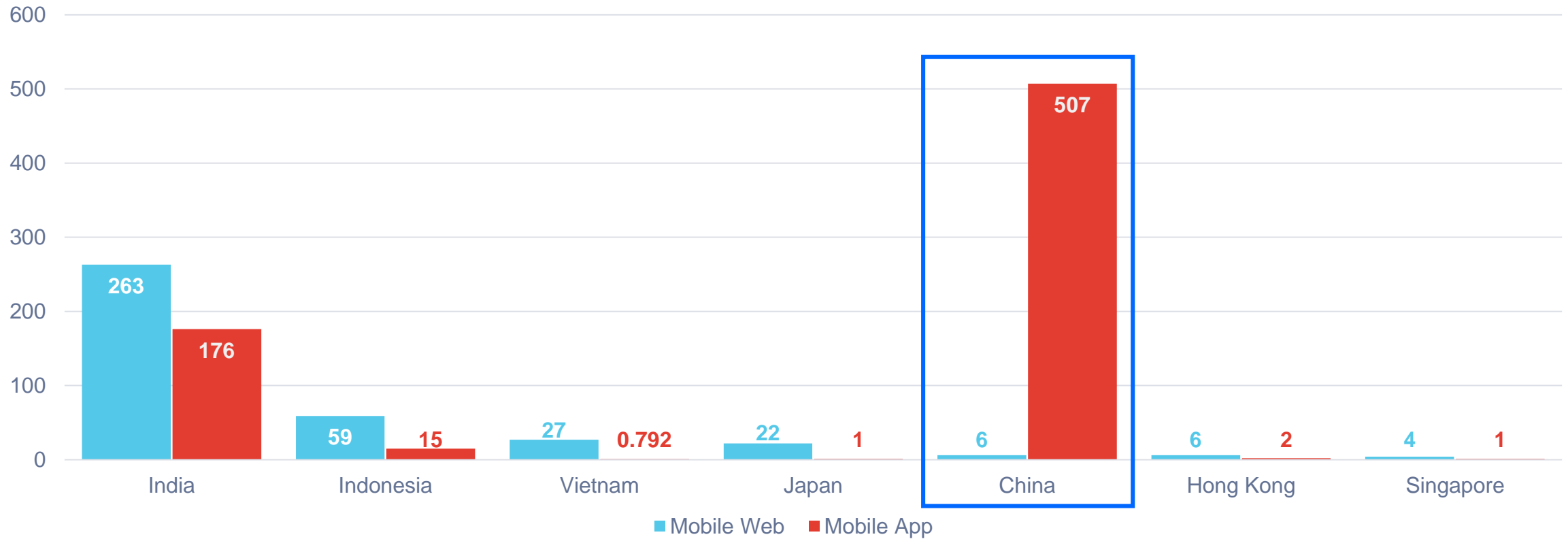


In India, Mobile Web attracts but Apps engage.



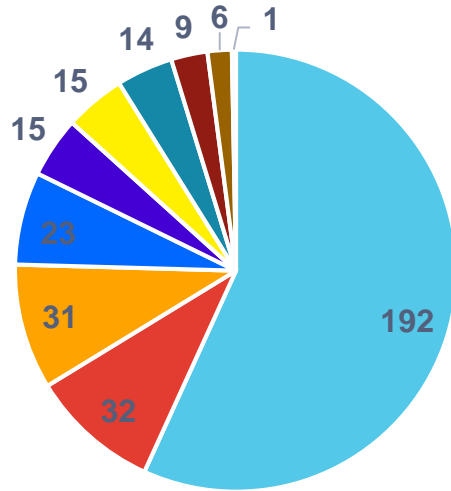
China is an exception.

UNIQUE VISITORS (MILLIONS)



Vernacular content shows promise.

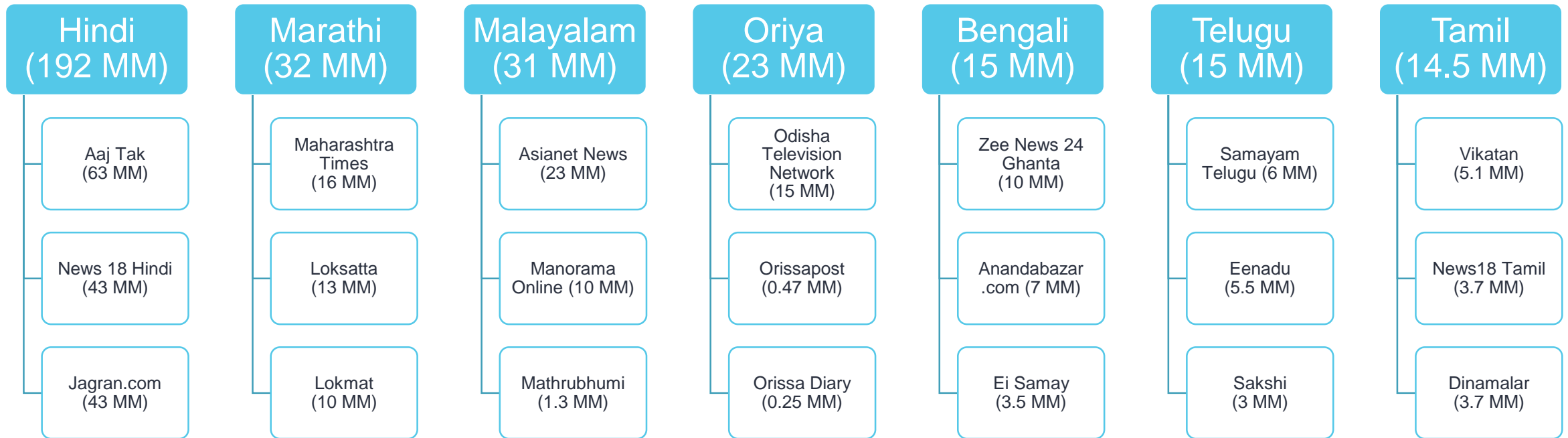
Unique Visitors (Millions)



- Hindi
- Marathi
- Malayalam
- Oriya
- Bengali
- Telugu
- Tamil
- Kannada
- Gujarati
- Punjabi

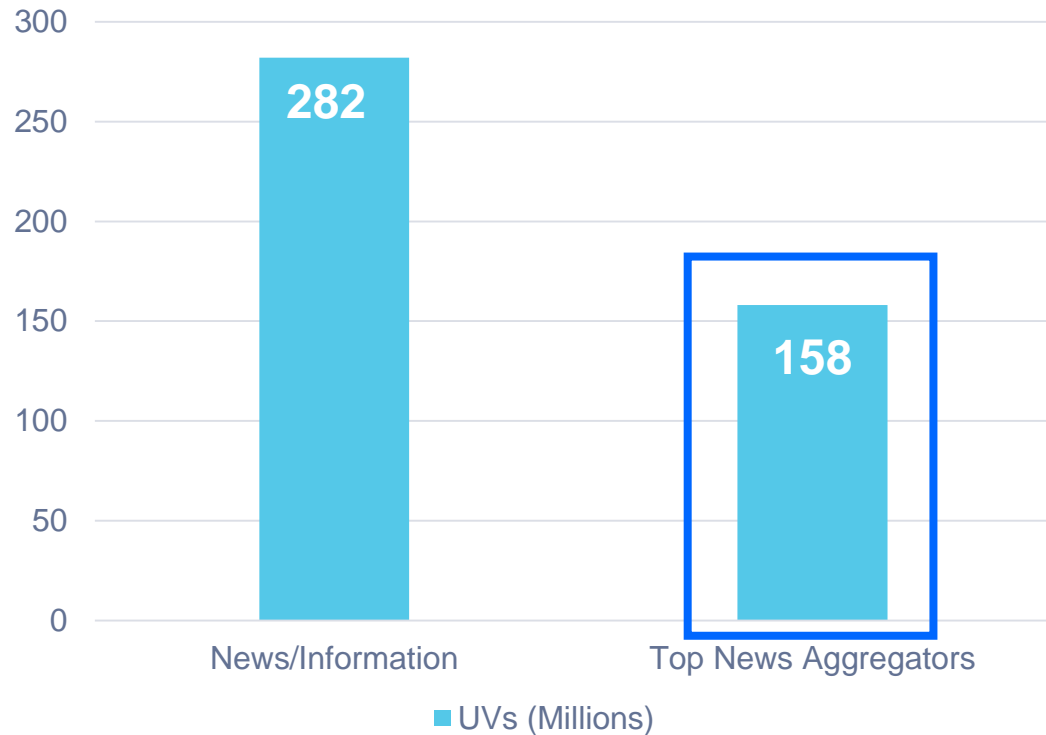
Languages	UV (000)	% Reach
Hindi	192,960	66%
Marathi	32,821	11%
Malayalam	31,252	11%
Oriya	23,065	8%
Bengali	15,924	5%
Telugu	15,631	5%
Tamil	14,521	5%
Kannada	9,235	3%
Gujarati	6,582	2%
Punjabi	1,191	0.41%

Online vernacular story is being led by news.

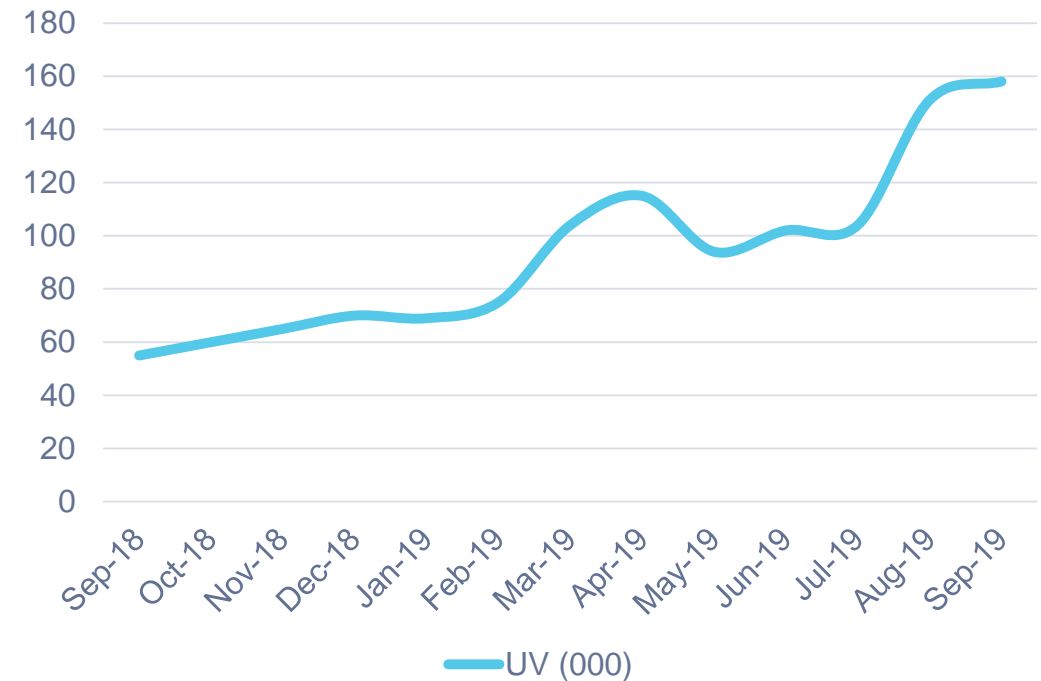


News aggregators as gateway to news consumption.

NEWS AGGREGATORS ATTRACT 56% OF NEWS VIEWERS

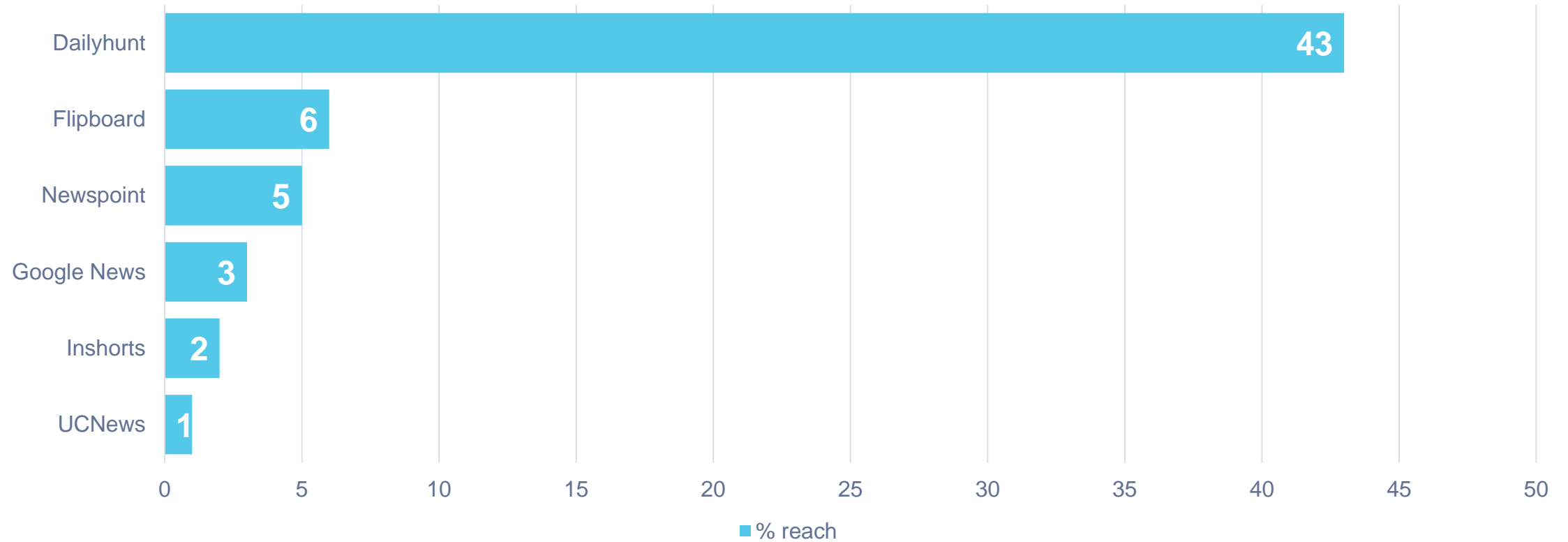


THE REACH OF AGGREGATORS INCREASED BY A STAGGERING 187% IN A YEAR



Dailyhunt is leading the pack of aggregators.

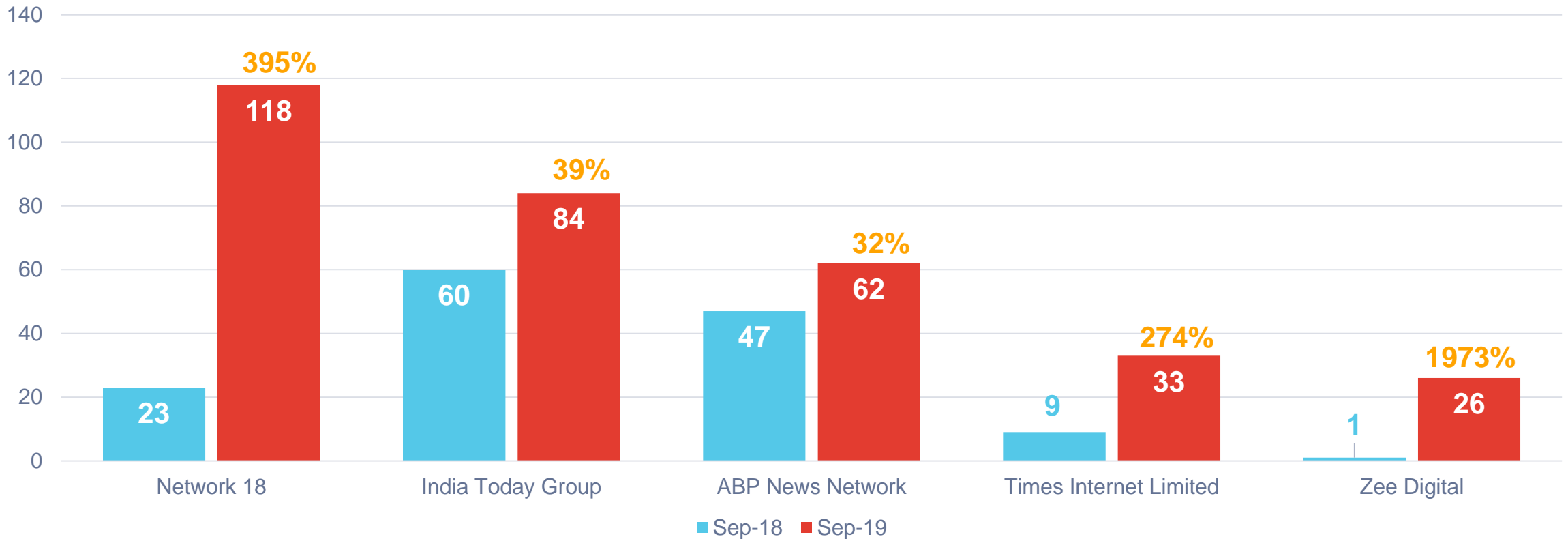
% REACH OF NEWS AGGREGATORS



Video - a catalyst in news content consumption.

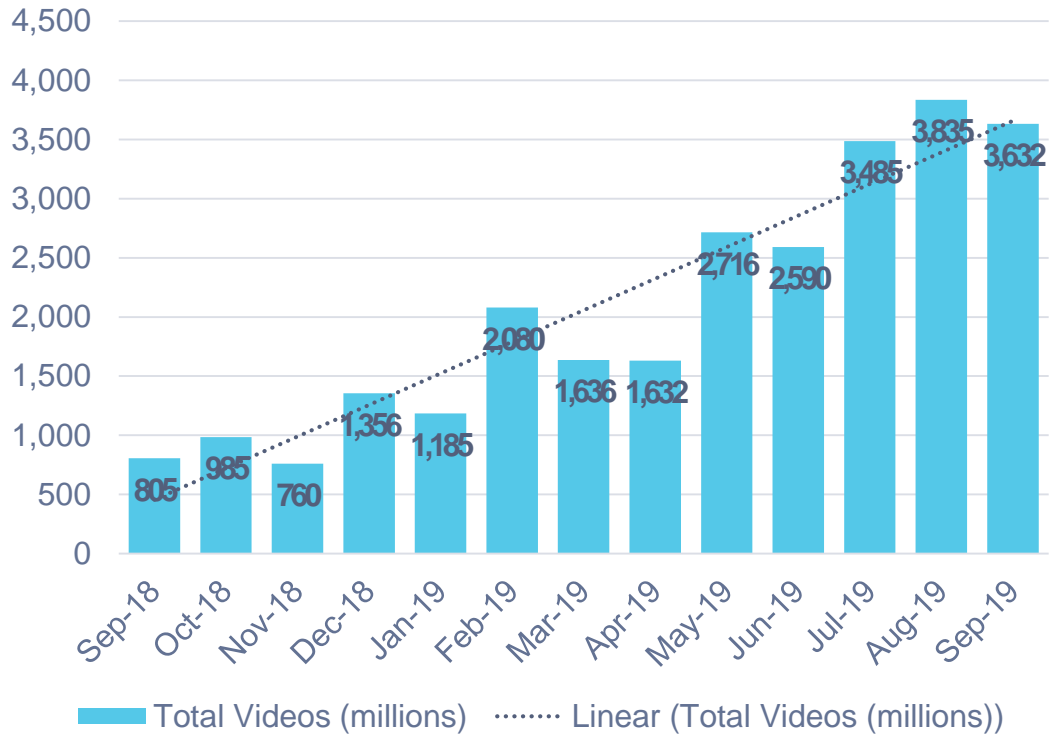
Reach of Top 5 Video players in news category saw exponential annual growth.

UNIQUE VISITORS (MILLIONS)

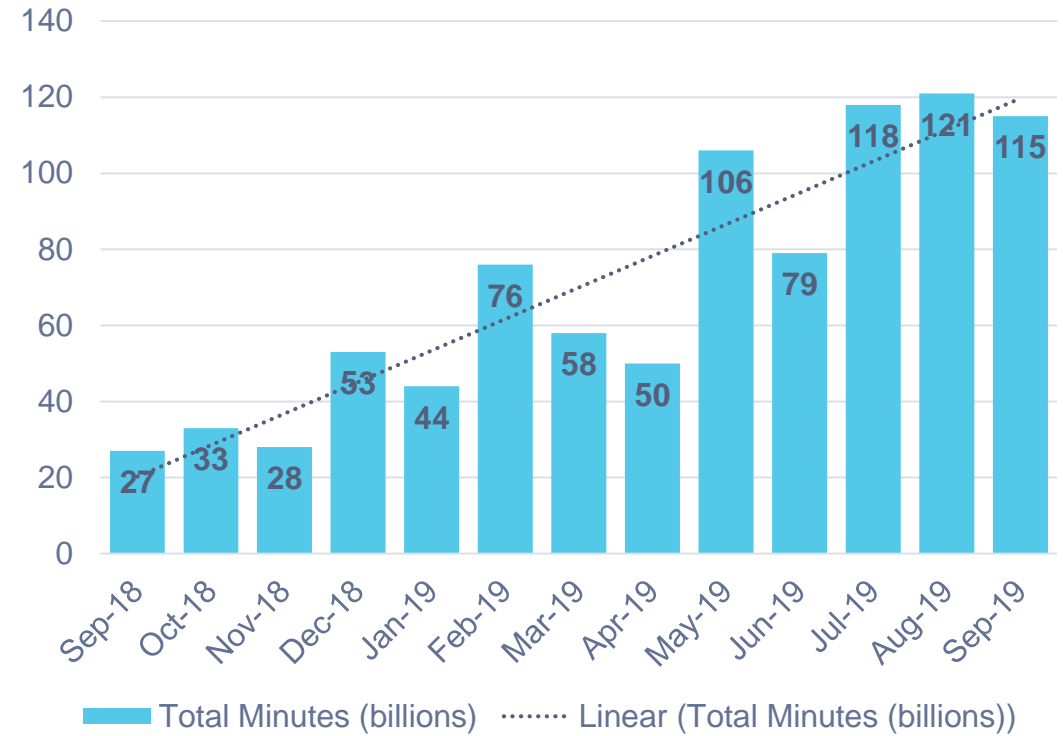


Videos present an opportunity to engage.

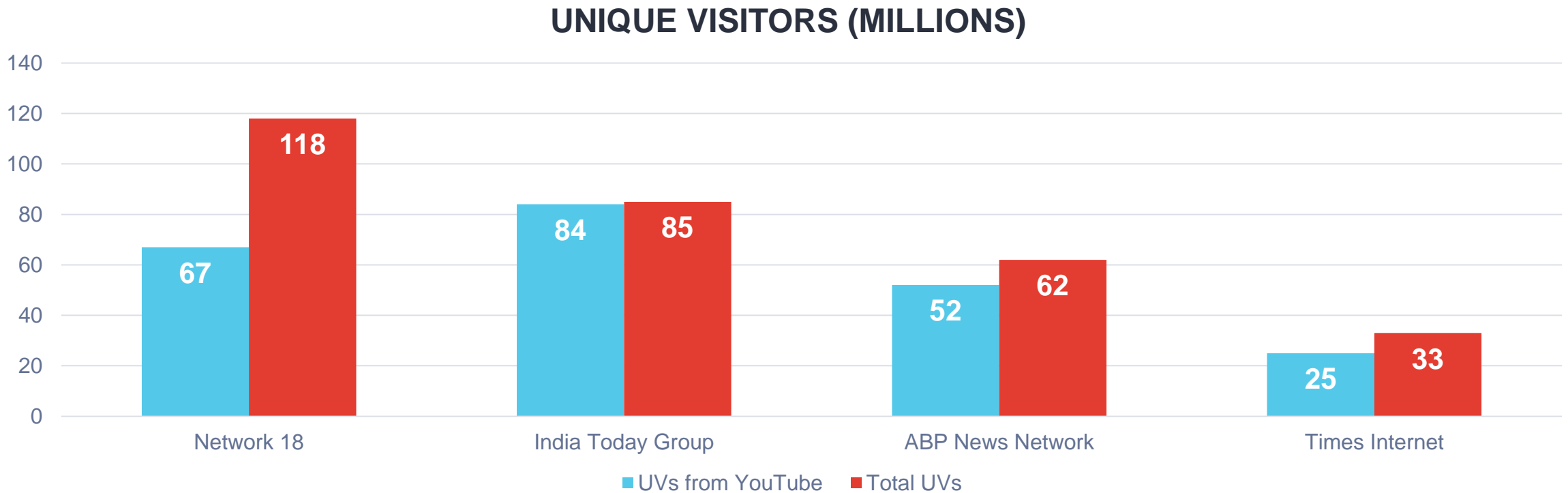
TOTAL VIDEOS CONTRIBUTED BY TOP 5 NEWS PLAYERS INCREASED BY 351% IN A YEAR



TOTAL MINUTES CONTRIBUTED BY TOP 5 NEWS PLAYERS INCREASED BY 326% IN A YEAR

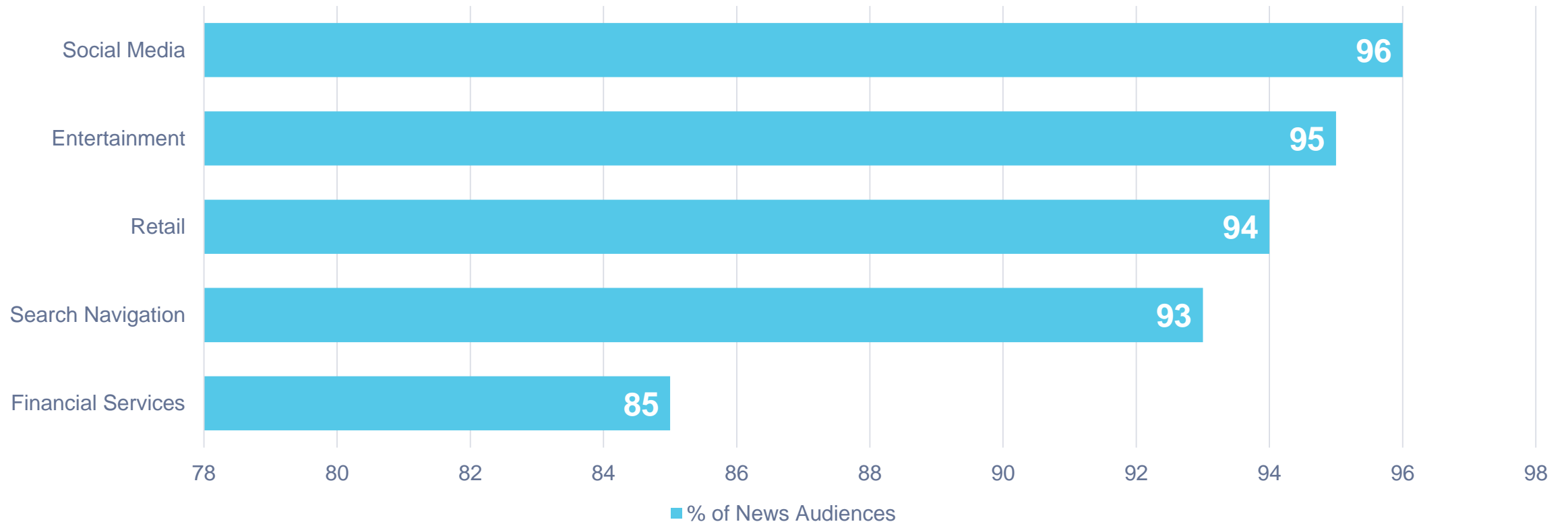


YouTube is the preferred partner for growth in news videos.



Insights into the behaviour of online news audience.

% OF NEWS AUDIENCES ON TOP CATEGORIES



Key takeaways.



News is here to stay, although the formats will keep evolving.



Video on Mobile is witnessing ever increasing engagement.



Partnerships are the cornerstone of News discovery and growth.



As internet access becomes more and more inclusive, Vernacular News and content will continue exploding.

Exploring further

Comscore is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and set-top box audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement.

To learn more about Comscore, please [contact us](#) or visit [comscore.com](https://www.comscore.com).

Additional research

Additional research

[The Danger of Trusting Advertising Truisms](#)

[Global State of Mobile](#)

[Online Trendspotting in India 2019](#)

[Top 10 Entertainment video entities in India in July 2019](#)

[State of Digital in Vietnam](#)

[Top 5 News/Information sites on India general election results day](#)

[Digital travel landscape in APAC Whitepaper](#)