



CODE BASICS RESUME CHALLENGE SOLUTION

MEDIA SURVIVAL ANALYSIS

ANSWERS OF SECONDARY ANALYSIS

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1. What should Bharat Herald's phased digital transition strategy look like, given the readiness and engagement data?

Phase A (0-3 Months):

- Relaunch 'Mobile App' in cities with high digital readiness
 - i. Kanpur
 - ii. Lucknow
 - iii. Varanasi
 - iv. Bhopal
 - v. Ahmedabad
- Push app notification and topic personalization (sports, business, regional) to get better engagement.
- App should load fast and support download for offline reading.

Phase B (3-9 Months):

- Regional language e_paper and responsive website (as previously font was too tiny for small screens to read).
- Websites should load fast, previously they took too long and people don't wait around.
- Offer free, high valuable briefings (local education news, job offers, and health care news) ; it builds daily habit and loyalty

Phase C (9-18 Months):

- Work on Monetization.
- Add micro payments/ pay per article for occasional readers.
- Offer Subscription models.
 - i. Weekly
 - ii. Monthly
 - iii. 3 Months

2. How can Bharat Herald regain advertiser trust in key cities or categories where confidence dropped the most?



FMCG:

- It showed highest engagement.
- In **Bhopal**, 27% of ad revenue comes from FMCG i.e. Hindustan Unilever Limited, Britiana

Solution: Show them audience data & engagement reports, and offer branded campaigns

Automobile:

- In **Ahmedabad**, 24% of ad revenue came from Automobile i.e. Tata motor, Maruti.

Solution: Create auto-special pages or online expos, and give them exclusive ad spots in automobile sections.

Government:

- It makes 30 % of total ad revenue.
- While in **Lucknow**, 30% of ad revenue comes from only Government i.e. LIC, SBI

Solution: Offer city-wide ad packages (print + digital + WhatsApp bulletins) to show maximum visibility

Real Estate:

- It makes 29 % of total ad revenue.
- While in **Kanpur**, 33% of ad revenue comes from only Real estate .i.e. DLF, Lodha

Solution: Make real estate special features (property guides, online property fairs) to keep them investing more.

3. What changes to content format or delivery (e.g., WhatsApp bulletins, mobile optimized e-papers) might boost digital engagement?



- Push relevant notifications for mobile app users.
- Live blogs and explainers for big events: elections, cricket, civic issues and live updates.
- Short video and audio weekly local podcasts for Subscribers.
- Mobile-optimized e-paper which should not just be a PDF rather offer swipe-friendly article view, and offline download.

4. What role can subscription bundling, loyalty programs, or pay-per-article models play in revenue recovery?



Revenue Recovery:

- For casual readers, allow small payments to unlock a single premium article.
- Loyalty Program: Readers earn points for daily reading, commenting, and sharing , redeemable for free access (like 15 days or 1 month).
- Bundling: Combine e-paper + topical newsletters + limited events. Bundles give readers more value and keep them subscribed longer.

Benefits:

- a) Creates predictable recurring income, easier to forecast
- b) Increase Customer lifetime value (they stay subscribed longer)
- c) Reduces full dependency on advertisers.

5. How can Bharat Herald leverage local influencers or journalists to re-establish digital credibility in regional markets?



- Partner with local influencers to promote Bharat Herald online; It builds quick digital reach and connects with younger audiences.
- Co-create hyperlocal content like traffic updates, jobs, local politics; it keeps the paper relevant in people's daily lives.
- Let regional journalists create short video/news updates for social media; as it will build trust through familiar, local voices.
- This makes Bharat Herald more trustworthy, visible, and relatable in regional markets.