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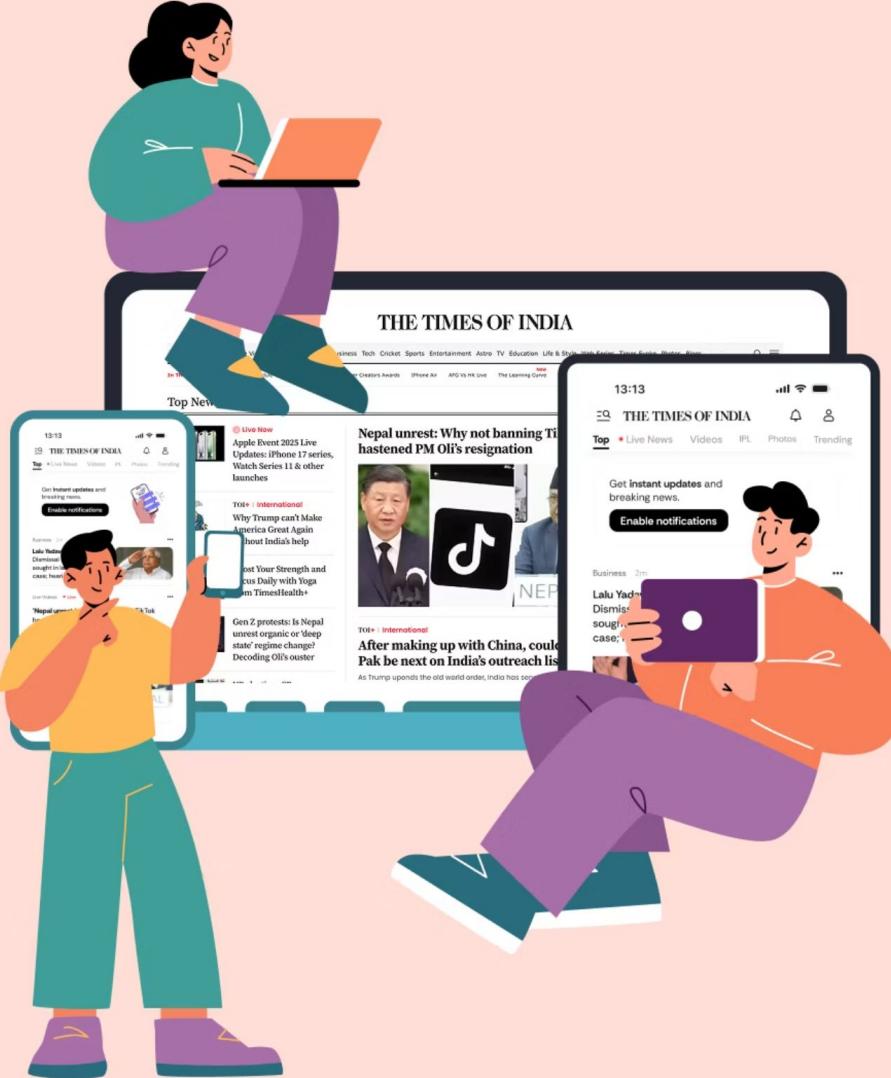
# **Building Digital Dominance: Our Omni Channel Strategy**

WAN-IFRA Indian Printers Summit - Delhi

16th September' 2025



# THE TIMES OF INDIA



# The Digital Imperative

## Why Newage Platforms Matter

- Traditional media consumption patterns have fundamentally shifted
- Audiences live across multiple platforms with distinct behaviours

**The challenge:** Meet readers where they are, bring them home

**TOI's approach:** Strategic presence across platforms while driving back to owned products

# Our Strategic Framework

## Three Pillars of Platform Success

### Expand Reach

Tap into massive platform audiences

### Build Habit

Create daily touchpoints with readers

### Drive Ownership

Convert platform users to owned product consumers

**Key Principle:** Each platform requires a unique approach while maintaining brand integrity

# The Platform Portfolio

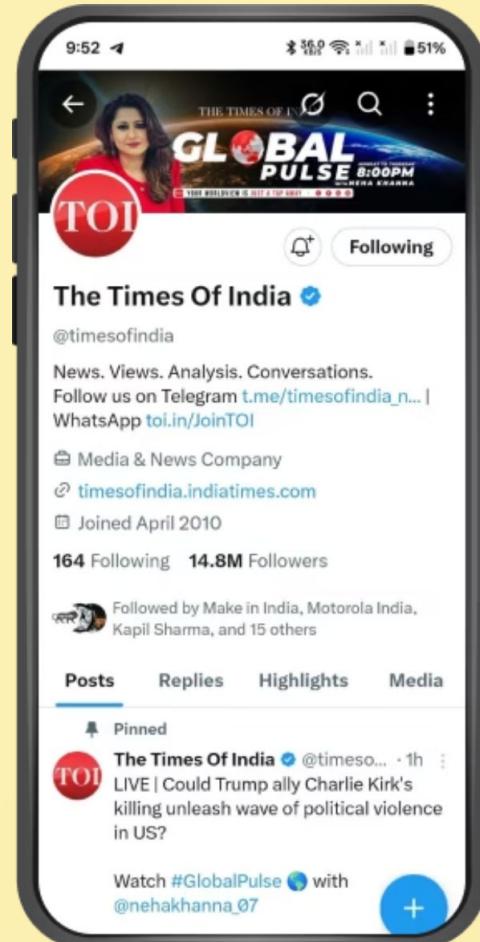
## TOI's Multi-Platform Presence



Total Reach (non deduplicated) : 39M+ followers across platforms

# Twitter/X - The Real-Time Newswire

Speed Meets Credibility



**14.8 M followers** - Our largest platform presence

**Voice:** Sharp, authoritative, timely

## Content Strategy:

- Breaking news alerts first
- Thread-based explainers for complex topics
- Live-tweeting major events
- Trend participation aligned with journalistic values

**Result:** Audiences get news they can trust at the speed they expect

# Facebook- Monetisation & Engagement

Quality over Quantity approach



**12 M followers** - Significant revenue generation

**Voice:** Curated, thoughtful content rather than feed flooding

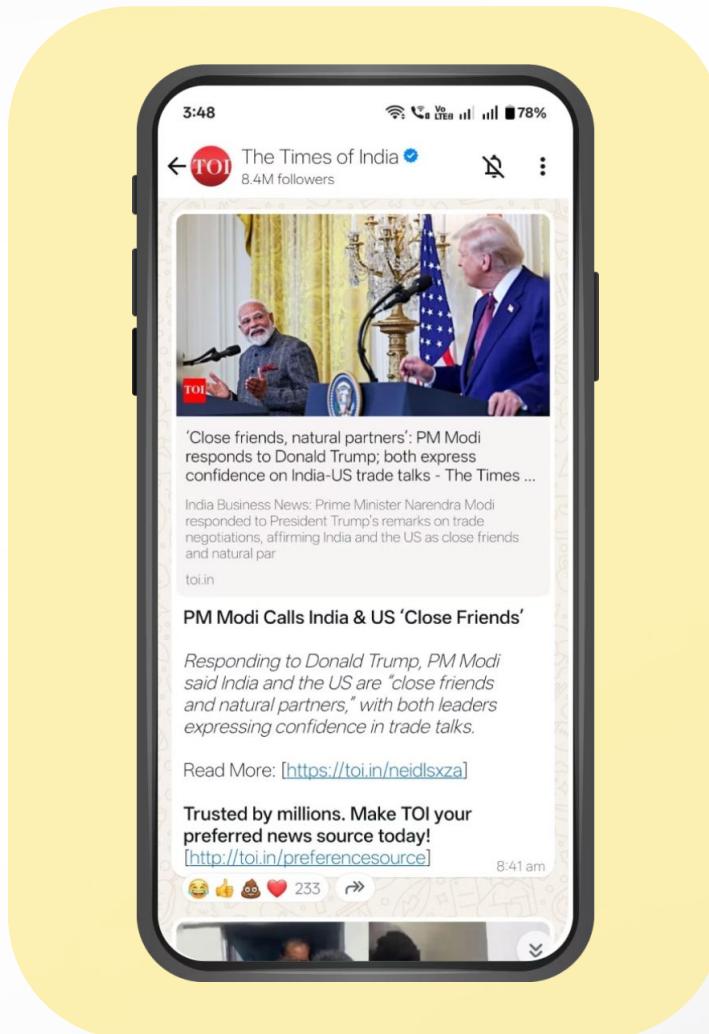
## Content Strategy:

- Analytics-led decisions except for breaking news
- Crime and human-interest stories dominate
- Content Mix: Reels, videos, graphics, infocards, link posts
- Spark debates and drive engagement

**Result:** Expanding our footprint while retaining loyal readers

# WhatsApp - The Game Changer

Largest English news whatsapp channel globally



**8.4 M followers**

**Voice:** Crisp & timely updates targeting young adults and professionals

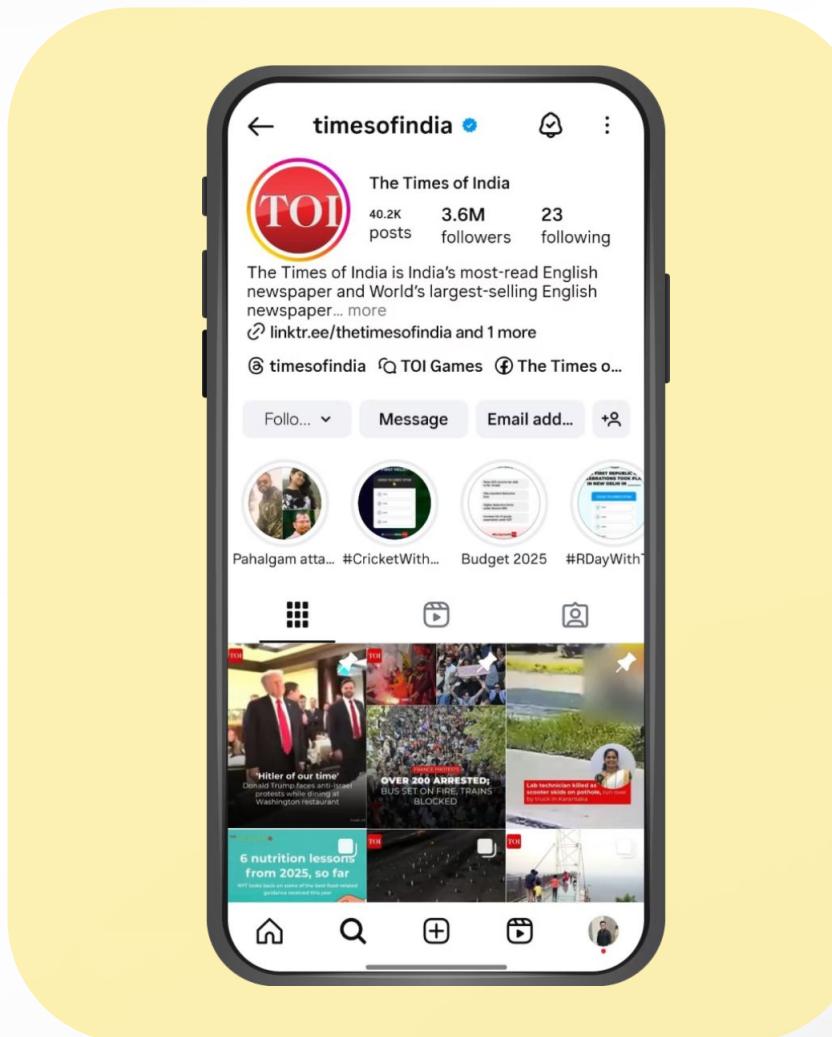
## Content Strategy:

- Breaking news alerts first
- Cricket and Sports Updates
- Visual Explainers
- Polls to drive engagement

**Result:** 67% readership by under - 35 year old

# Instagram - Integrity in the Viral Age

## Editorial Standards in Social Media



**3.6M followers**

**Differentiator:** Trace, verify, and give credit where due

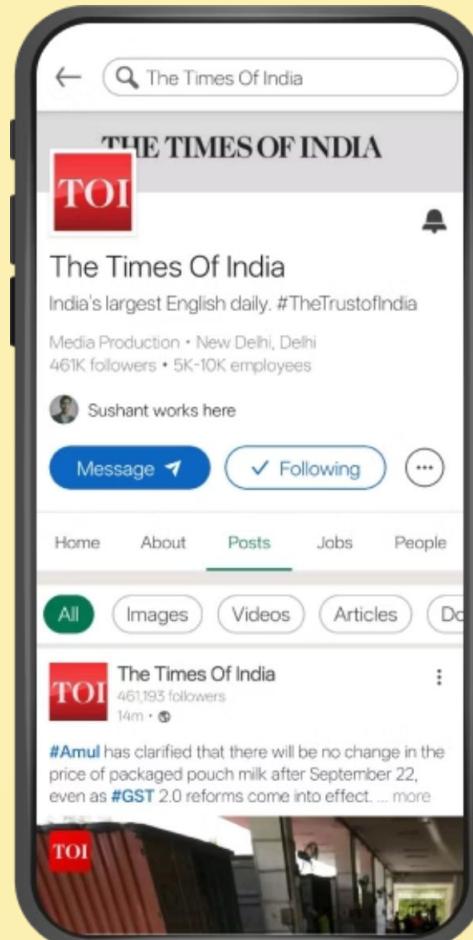
### Content Strategy:

- Prioritize originality, accuracy, and exclusivity
- Simplify complex news into carousels and explainers
- Bring unique TOI perspective to viral stories
- Quality storytelling that informs and educates

**Result:** Authentic, credible feed compliant with platform standards

# LinkedIn - Driving Thought Leadership

## Reaching Decision Makers



**460K followers (another 234 K on newsletter The Weekly Vine)**

**Differentiator:** Quality over quantity

### Content Strategy:

- Professional Explainers & Infographics
- Video & Reels for the new LinkedIn Algorithm
- Long-form LinkedIn-native Articles and Newsletters
- Human Interest and Impact-driven Stories

**Impact:** Positioned as thought partner for professionals and policymakers

# Platform-Specific

## Excellence

Tailoring content to platform DNA

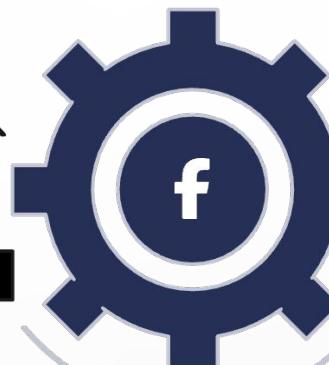
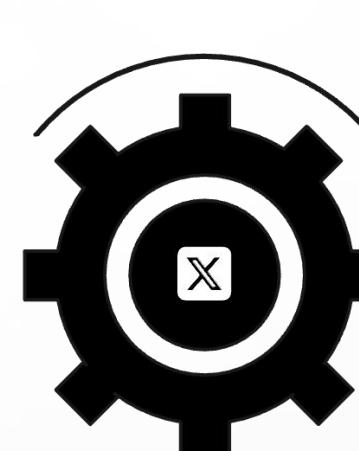
### Facebook

Balanced mix of articles, videos  
and community posts

### Instagram

Visual storytelling, reels and  
short-form highlights

#### Quality over Quantity



### Twitter/X

Real-time breaking updates and  
rapid engagement

#### Breaking News First

### Whatsapp

Short Aerts, Curated  
Bulletins

#### Speed and Brevity

### LinkedIn

Thought leadership, Knowledge  
Sharing

#### Meaningful Conversations

# The Engagement-Credibility Balance

## Our Dual DNA Across Platforms

### ⓘ Engagement-First

- Tailor content to platform strengths
- Encourage interaction
- Drive growth metrics

### ⓘ Credibility is a Must

- Verify everything published
- Maintain ethical standards
- Align with TOI's trust legacy

This balance is non-negotiable across all platforms

# Leveraging the power of print for verification

Our expansive network of seasoned reporters and editors nationwide helps with real-time verification

## The Secret Sauce: Real-time Collaboration

01

### Direct Partnership

Print reporters work directly with digital newsroom

02

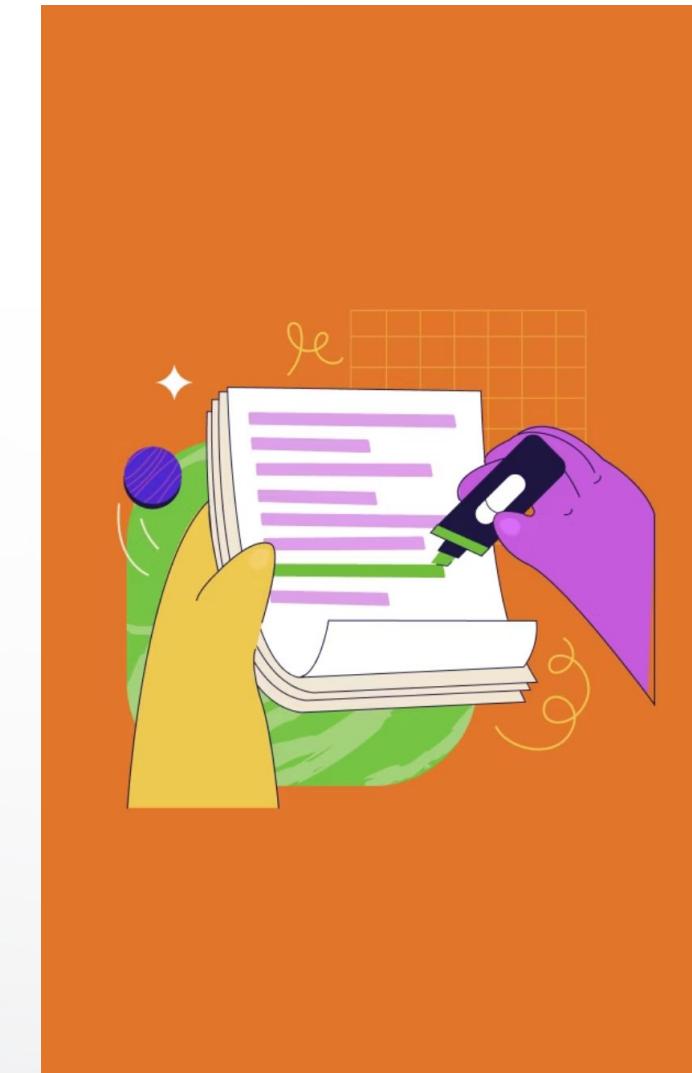
### Seamless Flow

On-ground authentic visuals and context flow seamlessly

03

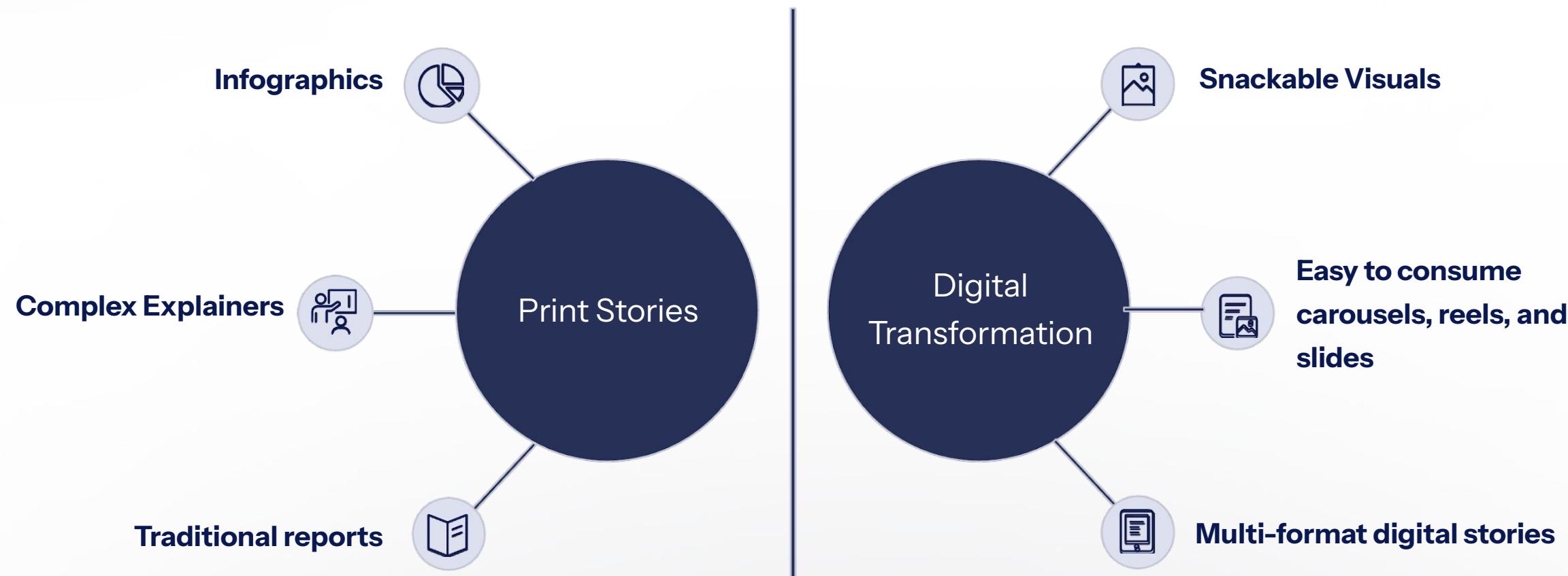
### Powerful Result

Fast, verified, impactful storytelling across platforms



# Print stories used for seeding digital content

## The Transformation Process



# The Road Ahead

## Future Strategic Priorities

### 1 Tapping into international audience

Building niche communities & conversations

### 2 WhatsApp

Channels already thriving; Next step—building and scaling interest-based micro-communities

### 3 Leveraging Platform Analytics

Optimise content and strengthen owned product conversion funnels



# Key Takeaways for Publishers

## Lessons from TOI's Journey

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### Platform

#### Specificity

Customize content  
for each platform

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### Community

#### Building

Scale  
interest-based  
micro-communities



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### Data + Editorial

Combine analytics with  
journalistic judgment

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### Credibility First

Prioritize  
verification and  
integrity

**The Bottom Line:** Success requires synergy, platform expertise, content excellence, and unwavering credibility

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