

# Power Shifts in Journalism – Impact and Implications Conference

Friday, 21 September 2018  
Ballroom 3, Level 3  
Orchard Hotel Singapore

PANEL I  
New Players, New Models, New Audiences

**SPEAKER**

**Mr Mustafa Kassim**

**Chief Executive Officer**  
Roar Media Pte Ltd



 IPSLKYSPP  @IPS\_sg #AsiaJournalismForum #AJF2018





roar

**Roar Media**

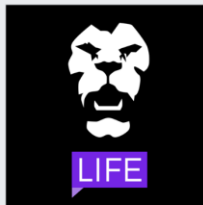
Vernacular Content In South Asia And The Scope For Native Advertising To Sustain It

Roar Media is an award-winning new media platform that focuses on premium infotainment content, delivered in 5 languages and counting.

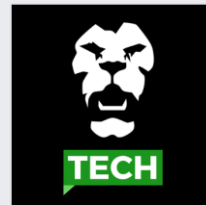


**VENTUREENGINE**  
EMPOWERING ENTREPRENEURS

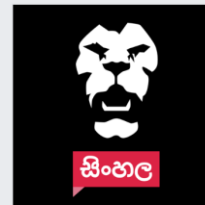
**WINNER 2017**



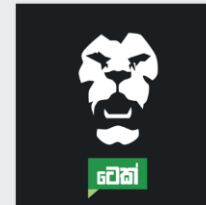
Roar Life ✓  
@Roark.Life



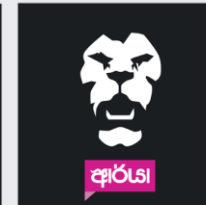
Roar Tech ✓  
@Roark.Tech



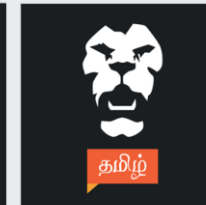
Roar සිංහල ✓  
@Roar.Sinhala



Roar ටෙක් ✓  
@RoarTech.Sinhala



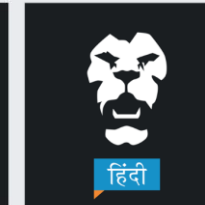
Roar ආර්යා ✓  
@roar.sinhala.arya



Roar தமிழ் ✓  
@roartamil



Roar বাংলা ✓  
@RoarInBangla



Roar हिन्दी ✓  
@roarhindi



For the period: January - July, 2018

# 6000+

PREMIUM CONTENT  
PIECES PUBLISHED

VIDEO VIEWS

## 230M

ARTICLE READS

## 50M

USERS REACHED

## 150M

MINUTES OF  
VIDEO WATCHED

## 250M

AVERAGE TIME  
ON PAGE

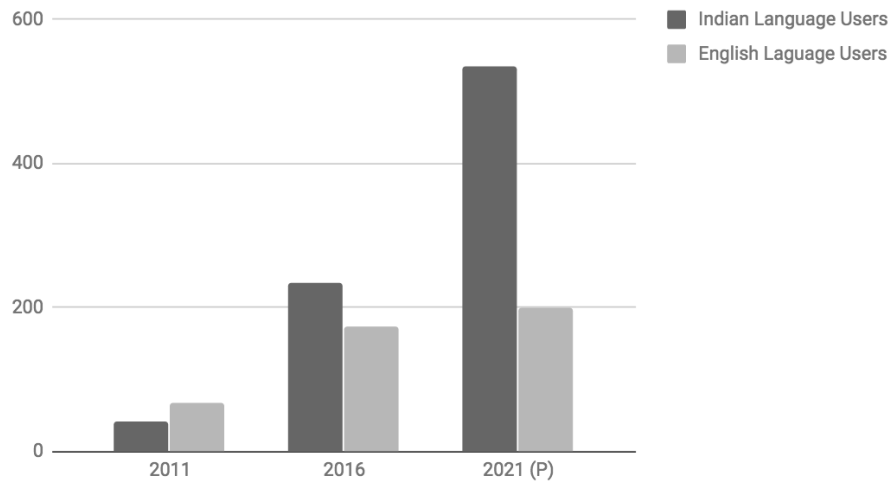
## 10 MINS



## South Asian Audiences Are Set To Change Dramatically

- 9 out of 10 new users in the region will be non English
- 800 million native language internet users in South Asia, by 2021

Shift in User base from English to Vernacular

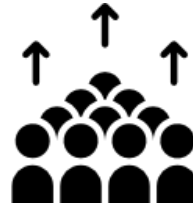




## What is causing this shift



Rising disposable  
Income



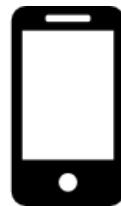
An ever-growing  
population



Data charges are  
getting dramatically  
cheaper



Digital literacy is  
growing in rural areas



Smartphone penetration  
is growing rapidly



Native language enablement  
of the online ecosystem





## The Problem

- South Asian online media and digital journalism currently relies on gossip driven, sensationalist and sexually based content
- The region's growing base of vernacular internet users has no credible source to turn to



दुनिया के लिए प्रियंका सेलिब्रिटी है, लेकिन PC की ये 10 बातें बताती हैं कि वो एक आम लड़की ही है

Jul 18, 2018 at 19:23

### 10 things that show Priyanka Chopra is a common girl



০৪:২৪, জুলাই ২৬, ২০১৮

মুসলমানদের গরুর মাংস না  
খাওয়ার পরামর্শ ভারতীয়  
শিয়া নেতার

### Indian Shiite leaders suggest Muslims don't eat beef







## Roar's Solution



Vernacular Infotainment



Original content in **5 different languages and counting**



Content that is **mobile first and widely accessible**



Content that is **insightful, credible and engaging**





# Roar's Market



South Asian



Emerging Middle Class



Non-English



24 to 44



Urban and Suburban





## What Type of Content?



Short videos with voice /  
text, 2-3 minutes



Articles, 750+ words



Original Shows - talk shows,  
documentaries, explainers,  
etc, 10-20 minutes



# Roar's Content



**Kim and Trump Summit - Hindi Talk Show**



**Will Messi help win the world cup? - Bengali Video**



**Europe's refugee problem and the end of German solidarity - Bangla Article**



**How will 3D printing aid humankind? - Sinhala Article**



## How do we sustain our model

### Programmatic Ads

Google AdSense revenue driven by users of Roar's own platform

5%

### Content As a Service

White labelled content made for clients using in-house production capabilities

20%

### Native Advertising

Articles, videos and series sponsored by brands and distributed on Roar's platform and 3rd party pages

75%



## The Role of Native Advertising

- **70%** of people want to learn about brands through content rather than traditional advertising
  - **53%** of users say they are more likely to appreciate a native ad over a banner ad
  - **25%** of global advertising budgets are set to shift from traditional to native advertising in the next 4 years
  - **80%** of all internet traffic will be video by 2019. Video is seen as the preferred format for native ads.
-



# What Native Advertising looks like

**Top 10 Android Apps Of  
2018**



Brought to you by



**Why Are Japanese Cars So  
Reliable?**



Brought to you by



**Top 5 Destinations For  
Experiential Travellers in 2018**



Brought to you by







Thank you!

Mustafa Kassim  
[www.roar.media](http://www.roar.media)



@RoarMediaNet



@Roar.Media



@RoarLK



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