



Multi-Platform Insights for India
January 2023 – January 2024



GROWTH ANALYSIS

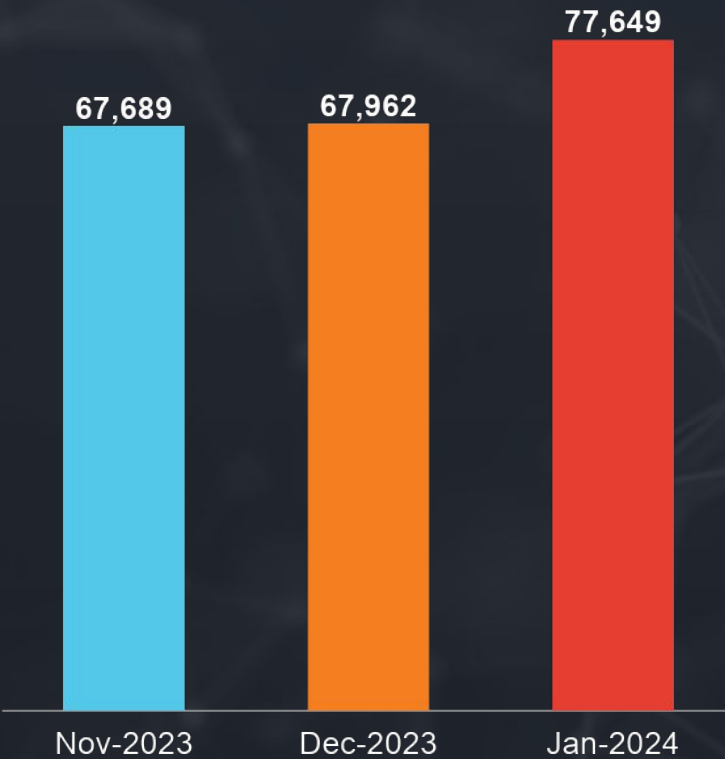
Category Top 100 Segmented

Jagran New Media - Overview

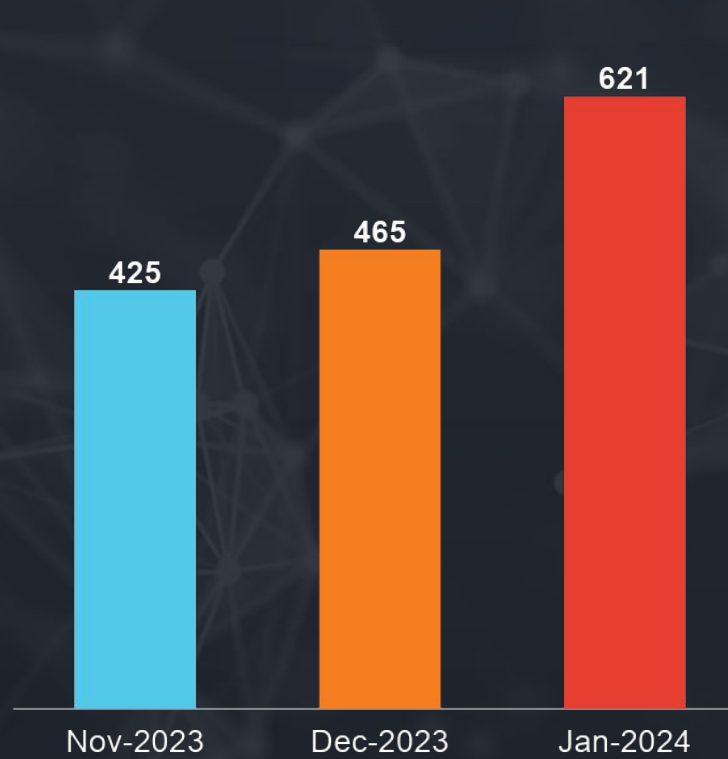


Traffic to Jagran New Media has seen steady growth over the past three months. Visitors to Jagran New Media entities are also becoming more engaged. Views and time spent have both increased significantly.

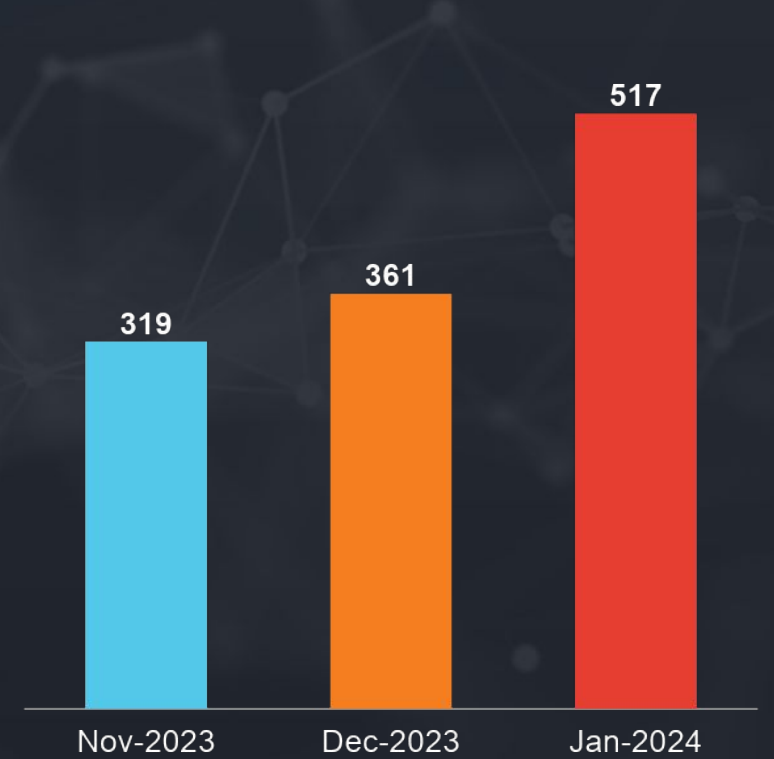
Unique Visitors (000)



Total Views (MM)



Total Minutes (MM)





JAGRAN NEW MEDIA - Overview

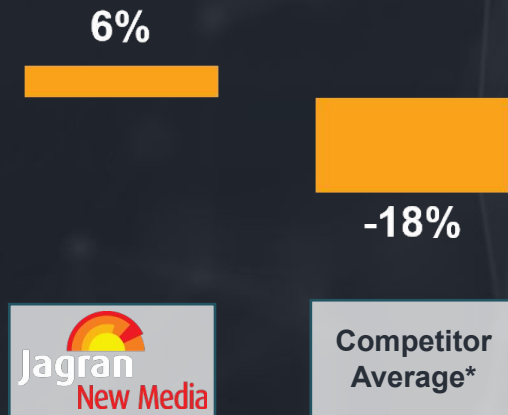
Industry Landscape Top 100

JAGRAN NEW MEDIA vs News/Info Competitors

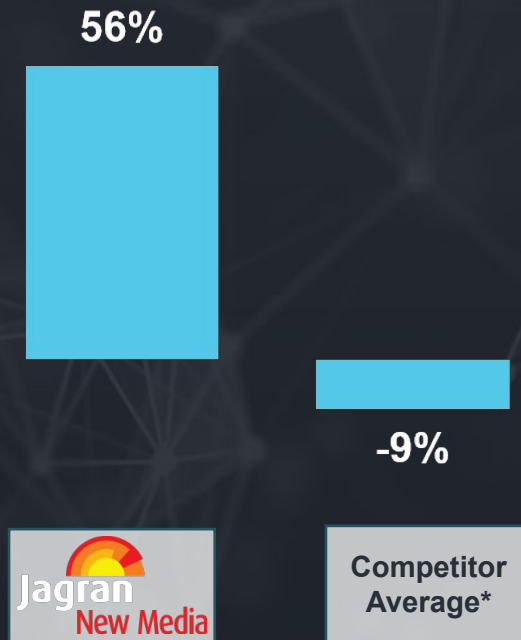


Over the past 6 months, visitation to the main news and information sites in India has seen an average decline of -18%, while traffic to Jagran New Media sites grew +6%. There were also stark differences in engagement, with competitors down, while Jagran New Media saw large growth for Views and Minutes spent.

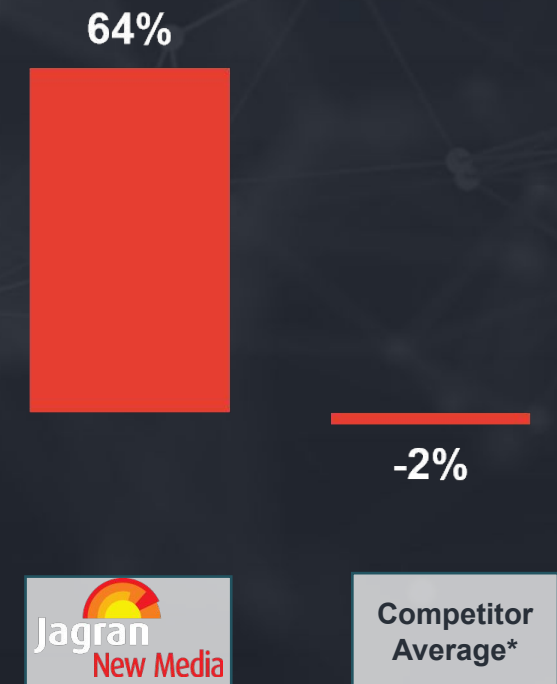
UNIQUE VISITOR GROWTH RATE (August 2023 vs January 2024)



VIEWS GROWTH RATE (August 2023 vs January 2024)



MINUTES GROWTH RATE (August 2023 vs January 2024)

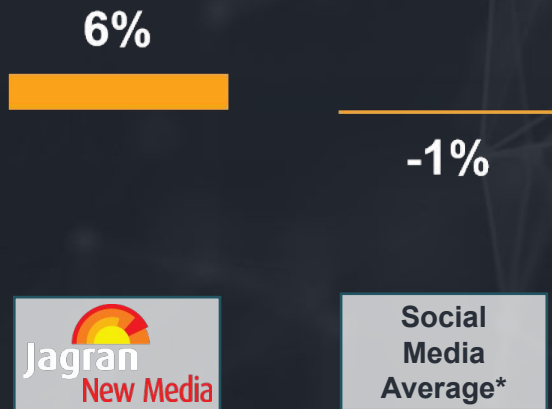


JAGRAN NEW MEDIA vs Top Social Media Properties

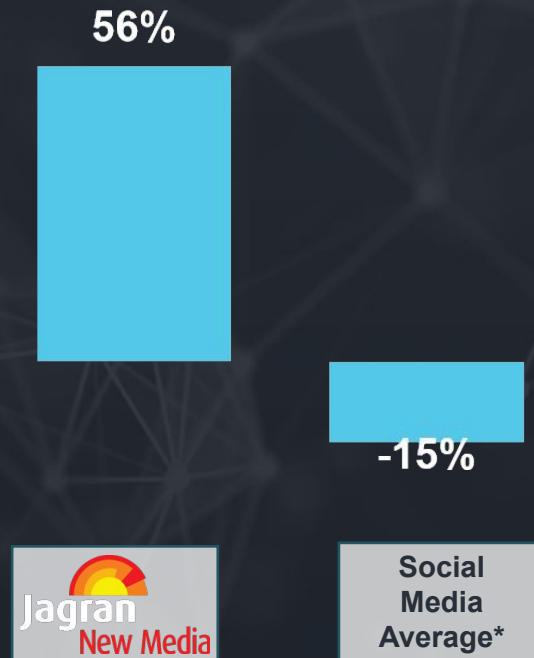


Over the past 6 months, visitation to the main social media sites and apps in India has seen an average decline of -1%, while traffic to Jagran New Media sites grew by +6%. There were also stark differences in engagement, with social media down, while Jagran New Media saw large growth for Views and time spent.

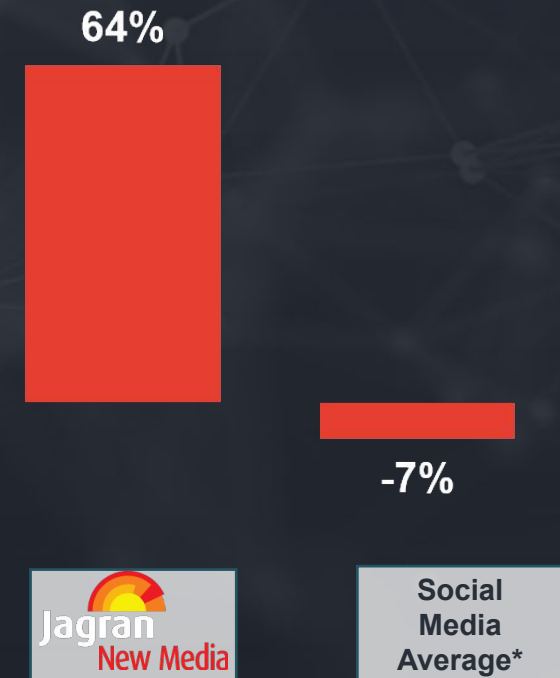
UNIQUE VISITOR GROWTH RATE (August 2023 vs January 2024)



VIEWS GROWTH RATE (August 2023 vs January 2024)



MINUTES GROWTH RATE (August 2023 vs January 2024)

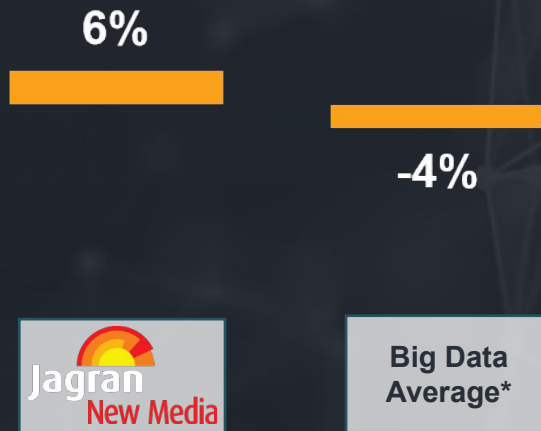


JAGRAN NEW MEDIA vs Big Data Companies

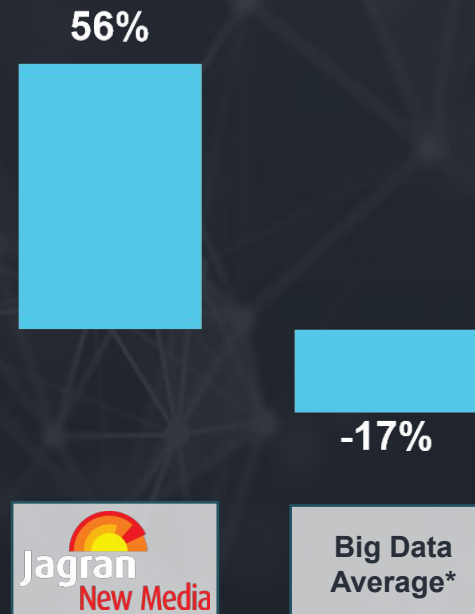


Over the past 6 months, visitation to sites of big data companies, such as Amazon in India has seen an average decline of -4%, while traffic to Jagran New Media sites grew by +6%. There were also stark differences in engagement, with big data companies down, while Jagran New Media saw large growth for Views and time spent.

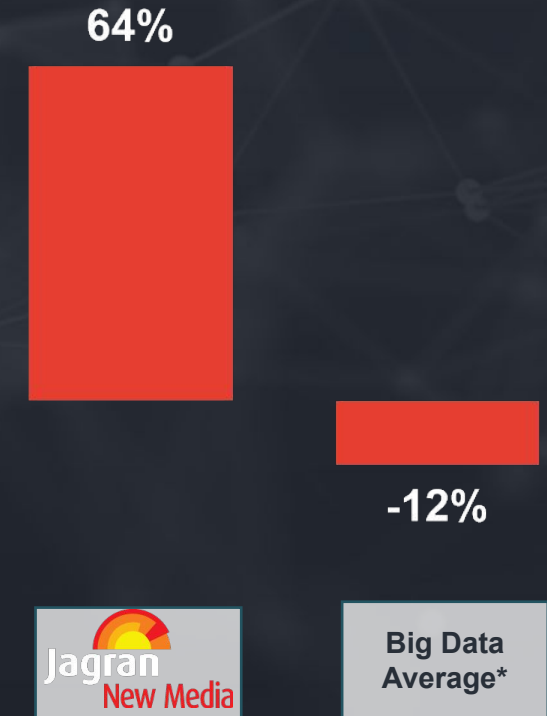
UNIQUE VISITOR GROWTH RATE (August 2023 vs January 2024)



VIEWS GROWTH RATE (August 2023 vs January 2024)



MINUTES GROWTH RATE (August 2023 vs January 2024)

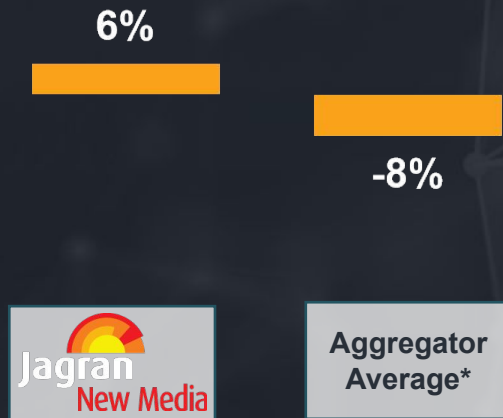


JAGRAN NEW MEDIA vs News Aggregators

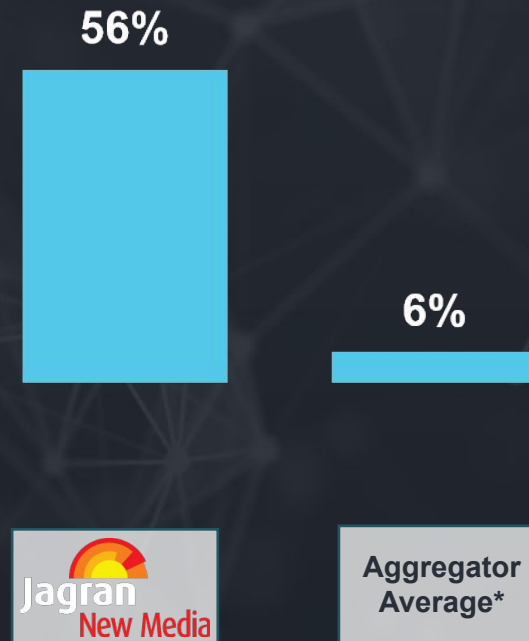


Over the past 6 months, visitation to the main news aggregator sites in India has seen an average decline of -8%, while traffic to Jagran New Media sites grew by +6%. There were also stark differences in engagement, with Jagran New Media seeing large growth for Views and time spent, while time spent on news aggregator sites decreased by -15%.

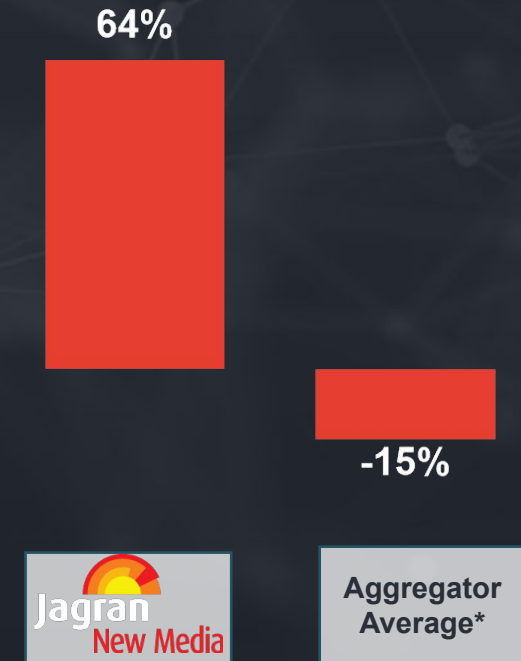
UNIQUE VISITOR GROWTH RATE (August 2023 vs January 2024)



VIEWS GROWTH RATE (August 2023 vs January 2024)



MINUTES GROWTH RATE (August 2023 vs January 2024)





जागरण

CATEGORY - NEWS/INFO

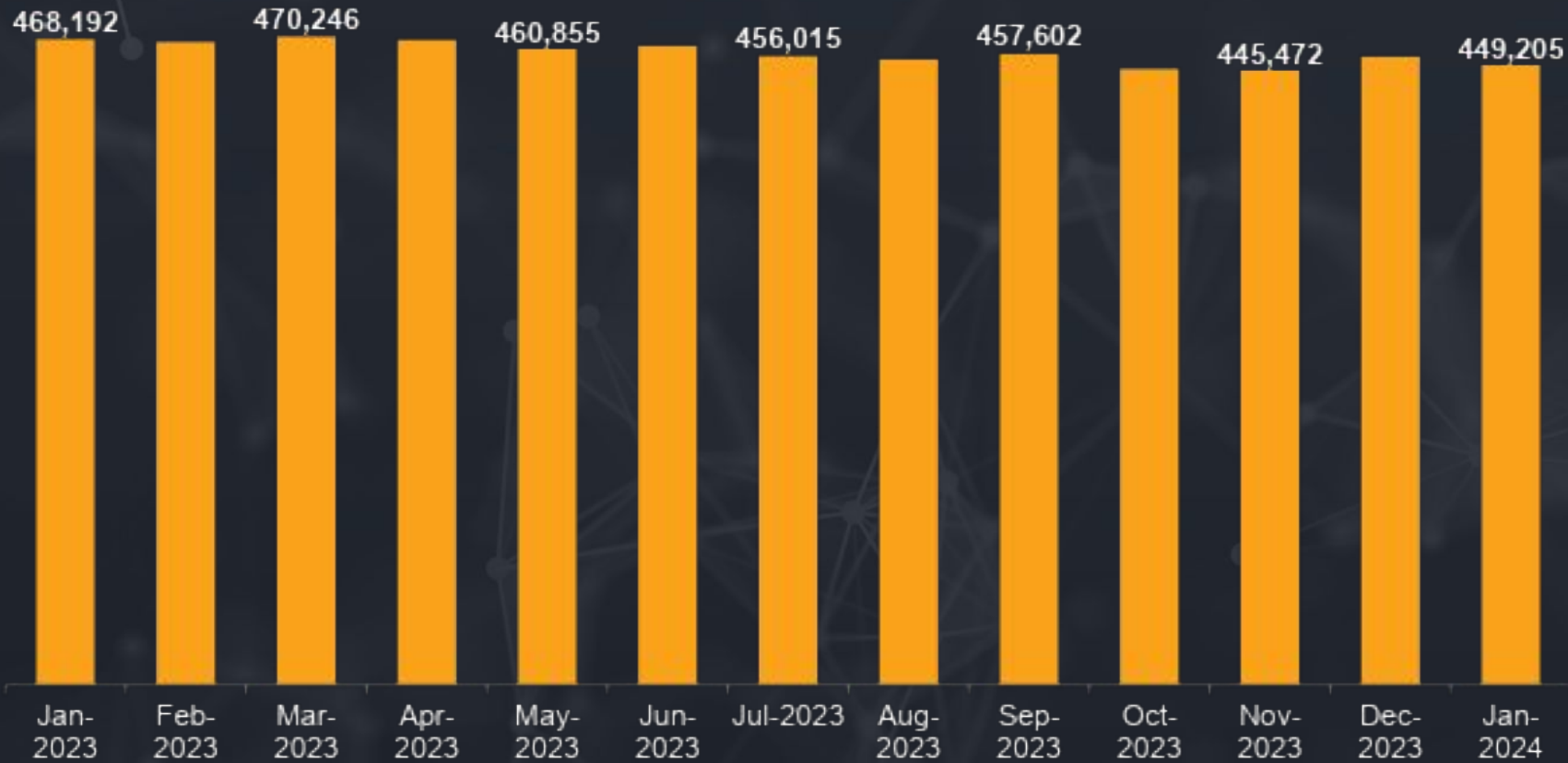
JAGRAN.COM

Traffic to the News and Information Category



Over the past year, there has been a slow but steady decline in online visitation to news and information sites and apps in India. Since January 2023, traffic decreased by 4% to just over 449 million Unique Visitors in January 2024.

UNIQUE VISITORS (000) DESKTOP & MOBILE

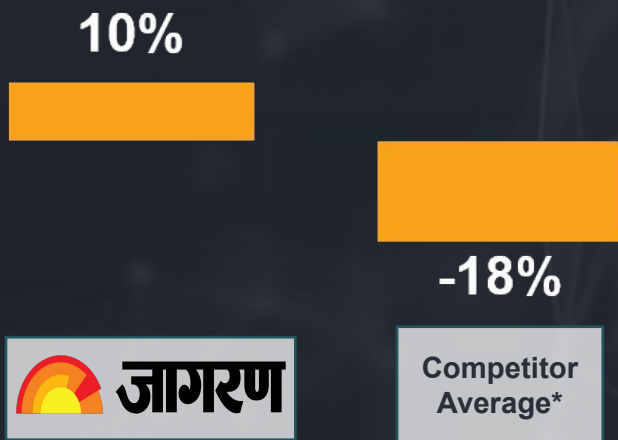


JAGRAN.COM vs Competitors

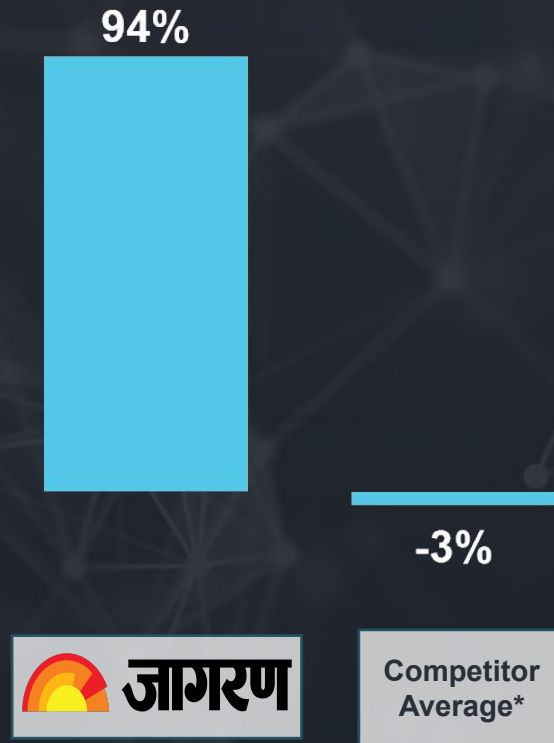


Over the past 6 months, visitation to the main news sites in India has seen an average decline of -18%, while traffic to JAGRAN.COM grew +10%. There were also stark differences in engagement, with competitors down or flat, while JAGRAN.COM saw large growth for Views and Visits.

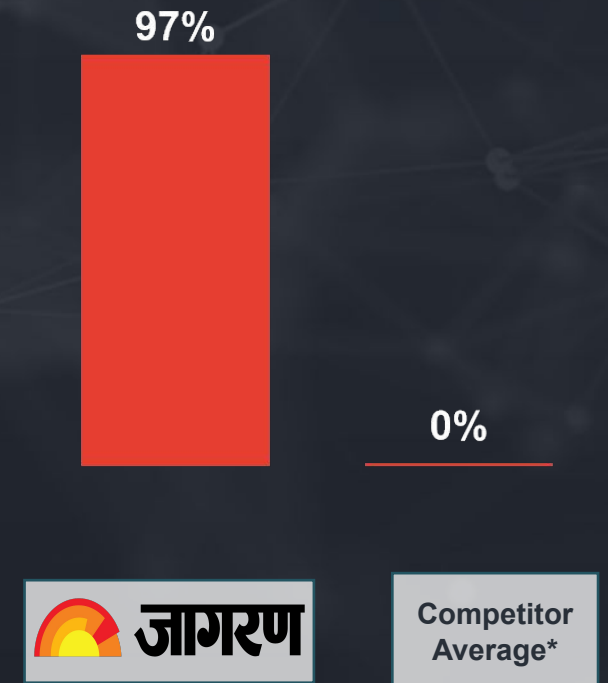
UNIQUE VISITOR GROWTH RATE (August 2023 vs January 2024)



VIEWS GROWTH RATE (August 2023 vs January 2024)



VISITS GROWTH RATE (August 2023 vs January 2024)

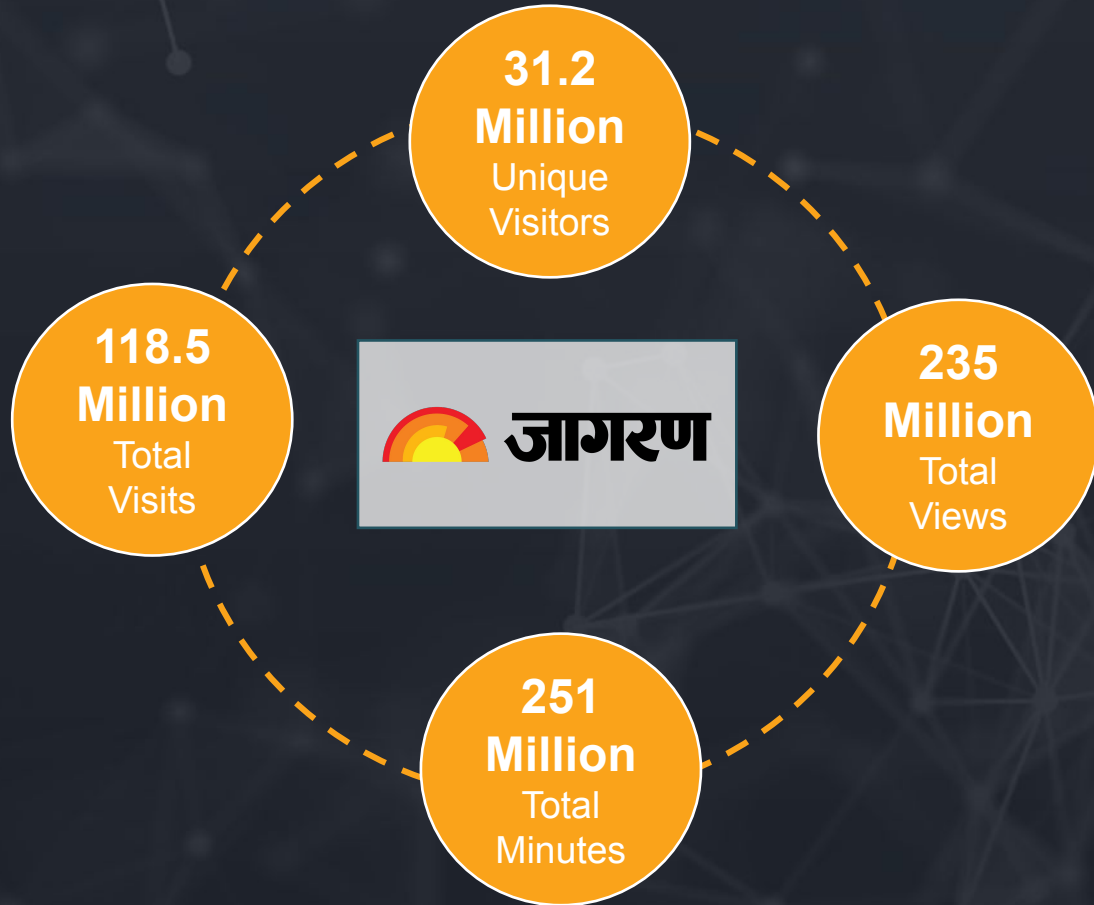


JAGRAN.COM - Highlights

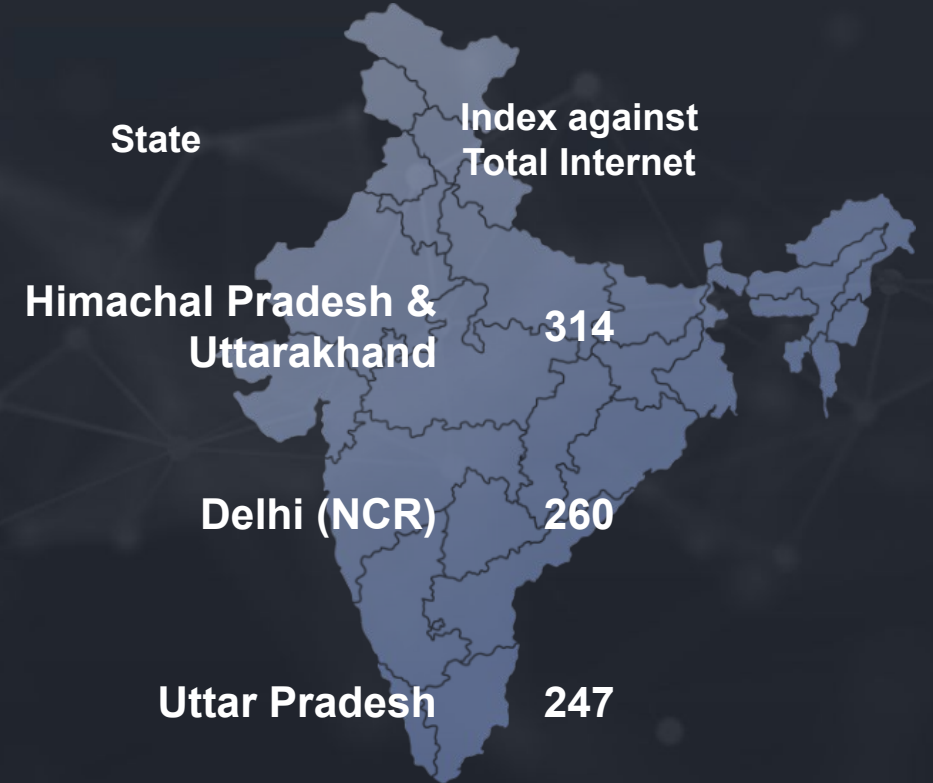


Over 31 million people visited JAGRAN.COM in January 2024. Visitors were engaged, spending 251 million minutes. People from Himachal Pradesh & Uttarakhand were most likely to visit JAGRAN.COM, followed by those living in Delhi (NCR) and Uttar Pradesh

ENGAGEMENT METRICS JAGRAN.COM JANUARY 2024



TOP 3 OVER-INDEXING STATES FOR VISITATION TO JAGRAN.COM JANUARY 2024

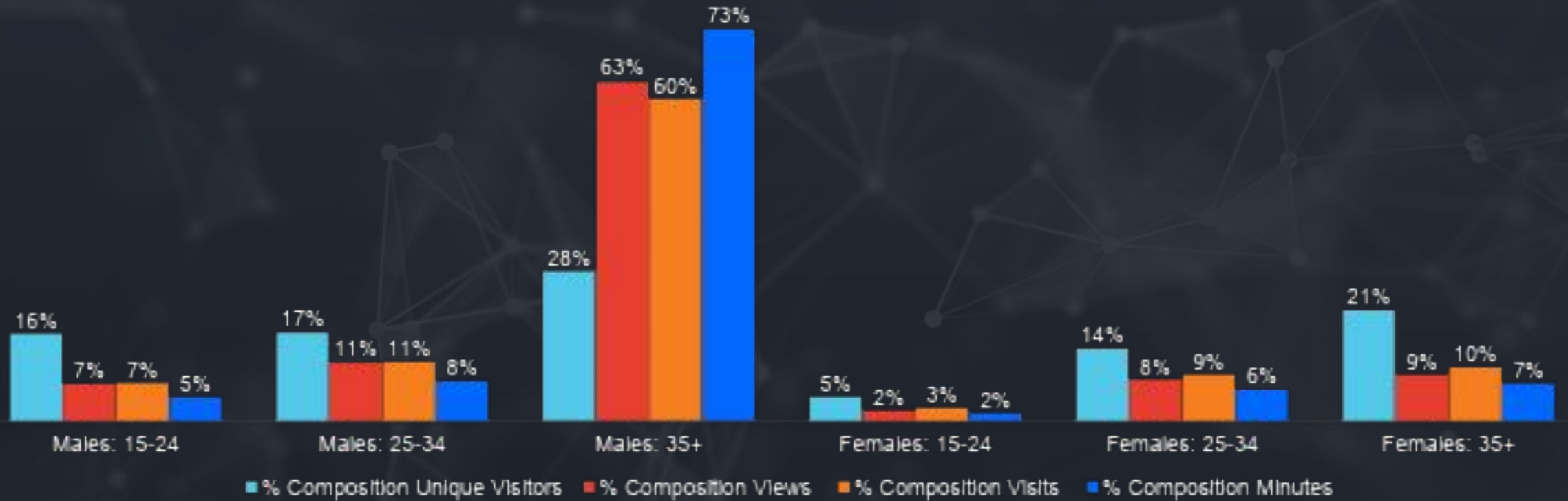


JAGRAN.COM – Engagement of Demographic Groups



Almost 30% of visitors to JAGRAN.COM are males 35 or older. This user group is also the most engaged, accounting for the lion share of time spent on the site. Males 35+ view the most pages and return to the site more often than other demographic groups.

AUDIENCE COMPOSITION AND ENGAGEMENT JAGRAN.COM – JANUARY 2024

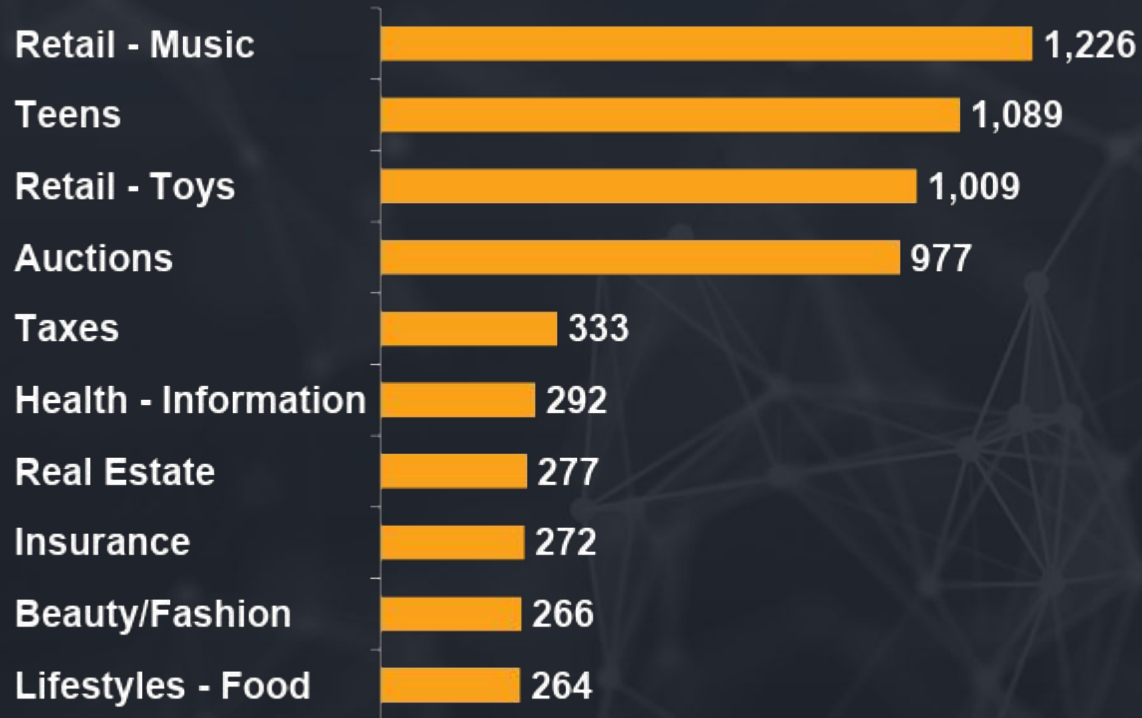


JAGRAN.COM – Cross Visiting and Audience Duplication

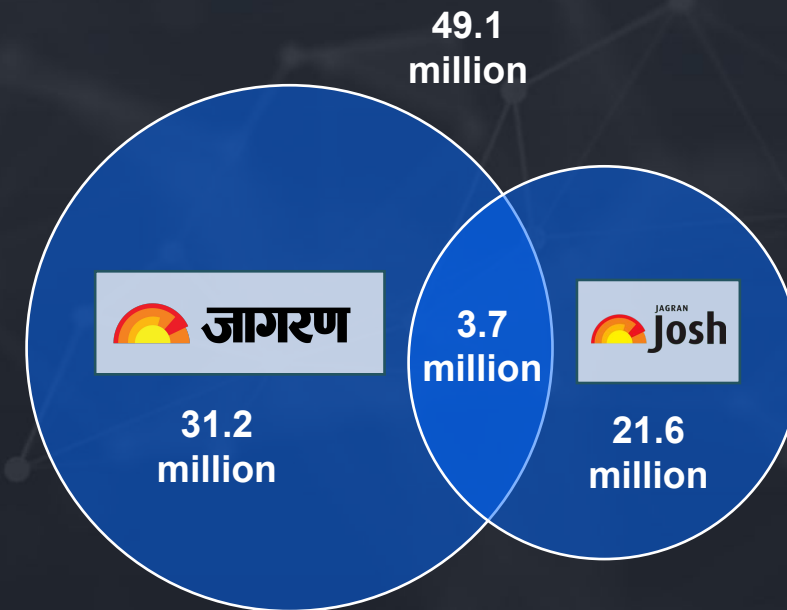


Visitors to JAGRAN.COM were 1,126% more likely to visit Retail Music sites or apps than the average Internet user. Almost 4 million visited both, JAGRAN.COM and JAGRANJOSH.COM, while the unduplicated audience was 49.1 million (those who visit at least one of the sites). Understanding cross visitation and overlap of audiences is key to maximize reach.

TOP 10 OVER-INDEXING CATEGORIES FOR CROSS VISITATION WITH JAGRAN.COM



UNDUPLICATED AUDIENCE FOR JAGRAN.COM AND JAGRANJOSH.COM





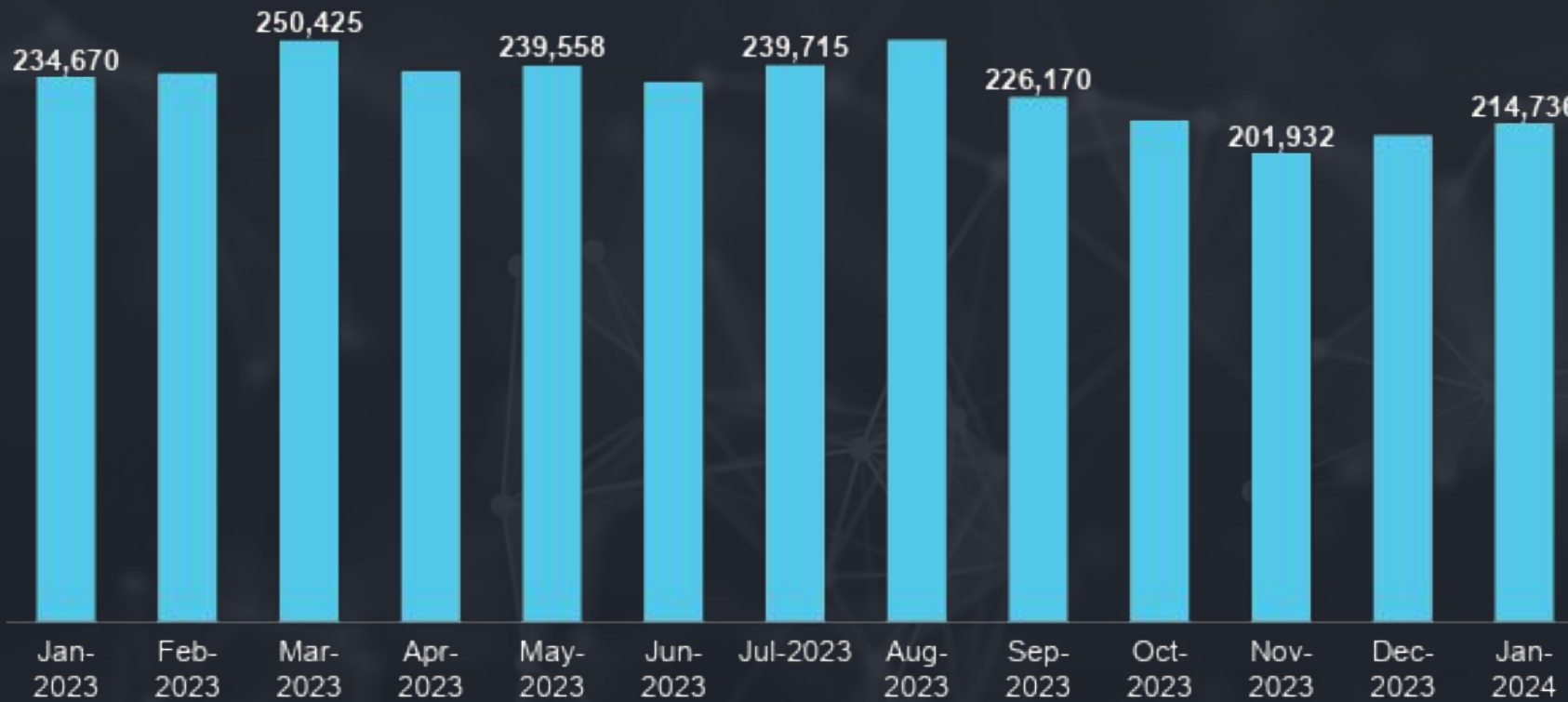
CATEGORY - EDUCATION

JAGRANJOSH.COM

Traffic to the Education Category

Over the past year, there has been a decline in online visitation to education sites and apps in India. Since January 2023, traffic decreased by 8% to just over 214 million Unique Visitors in January 2024.

UNIQUE VISITORS (000) DESKTOP & MOBILE



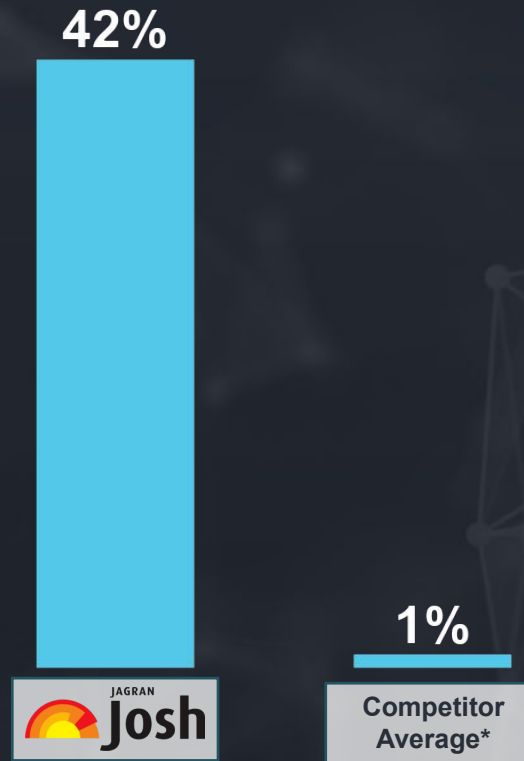
JAGRANJOSH.COM vs Competitors



Visitation to JAGRANJOSH.COM increased by 42% over the past year, while traffic to the main competitors' sites and apps grew on a much smaller rate. JAGRANJOSH.COM also outpaced competitors when it comes to Total Views and Visits, growing at a larger rate than the competitor average.

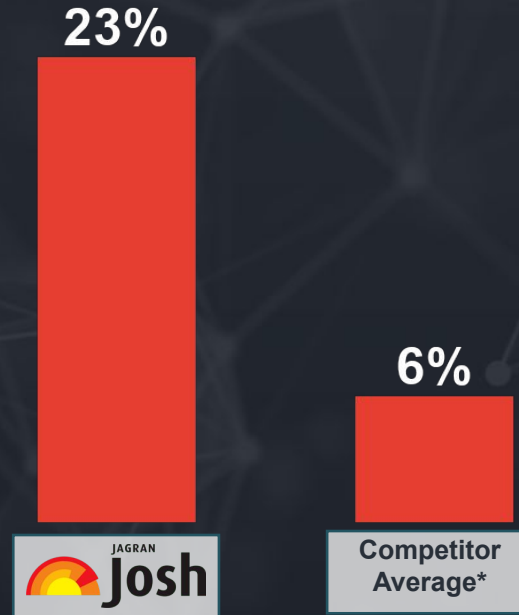
UNIQUE VISITOR GROWTH RATE

(January 2023 vs January 2024)



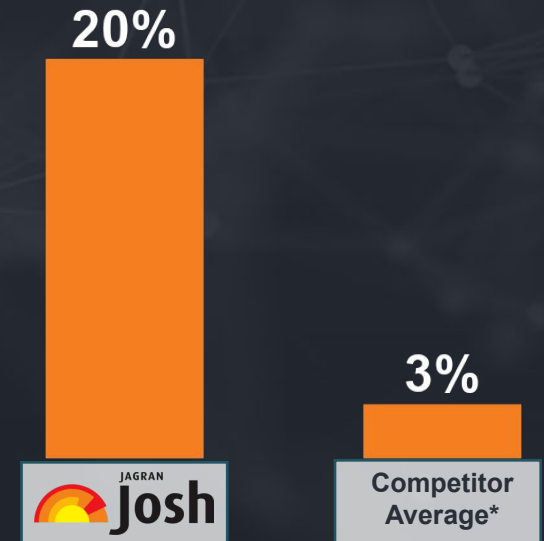
VIEWS GROWTH RATE

(January 2023 vs January 2024)



VISITS GROWTH RATE

(January 2023 vs January 2024)

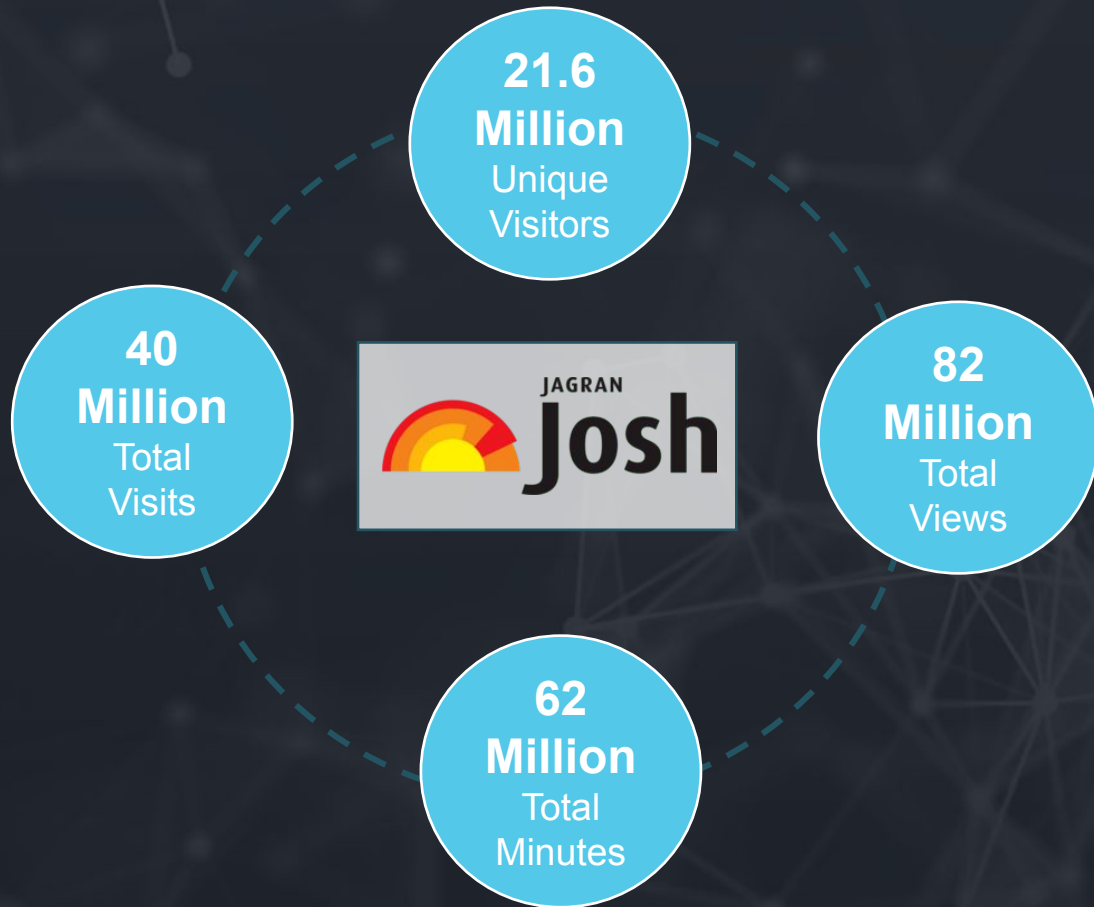


JAGRANJOSH.COM - Highlights

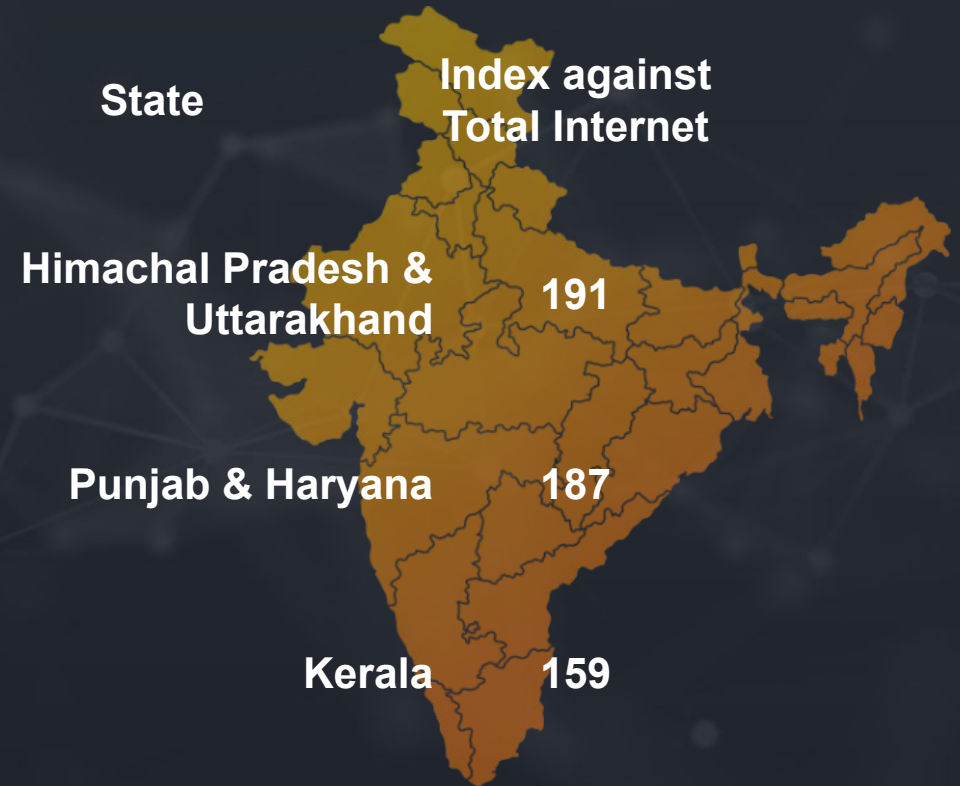


Over 21 million people visited JAGRANJOSH.COM in January 2024. Visitors were engaged, generating over 82 million Total Views. People from Himachal Pradesh & Uttarakhand were most likely to visit JAGRANJOSH.COM

ENGAGEMENT METRICS JAGRANJOSH.COM JANUARY 2024



TOP 5 OVER-INDEXING STATES FOR VISITATION TO JAGRANJOSH.COM JANUARY 2024

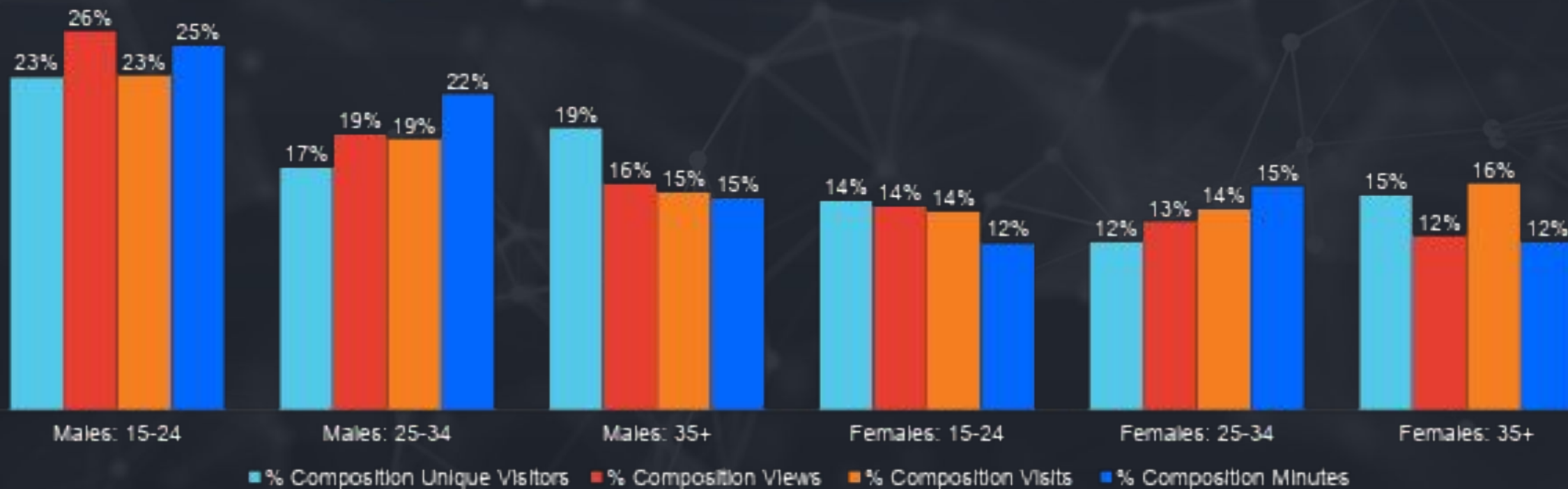


JAGRANJOSH.COM – Engagement of Demographic Groups



Almost a quarter of JAGRANJOSH.COM'S audience are males aged 15-24. This user group is also the most engaged on the site, accounting for around a quarter for Views, Visits and time spent. Among females there was a similar level of engagement among all age groups.

AUDIENCE COMPOSITION AND ENGAGEMENT JAGRANJOSH.COM – JANUARY 2024

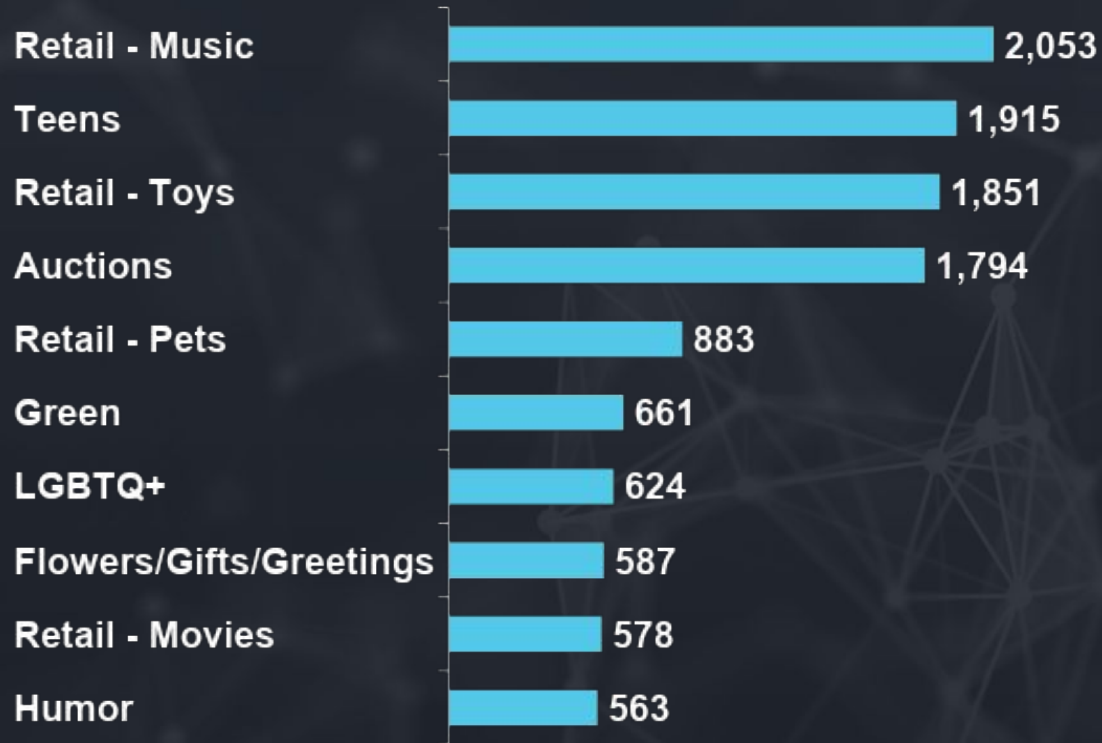


JAGRANJOSH.COM – Cross Visiting and Audience Duplication

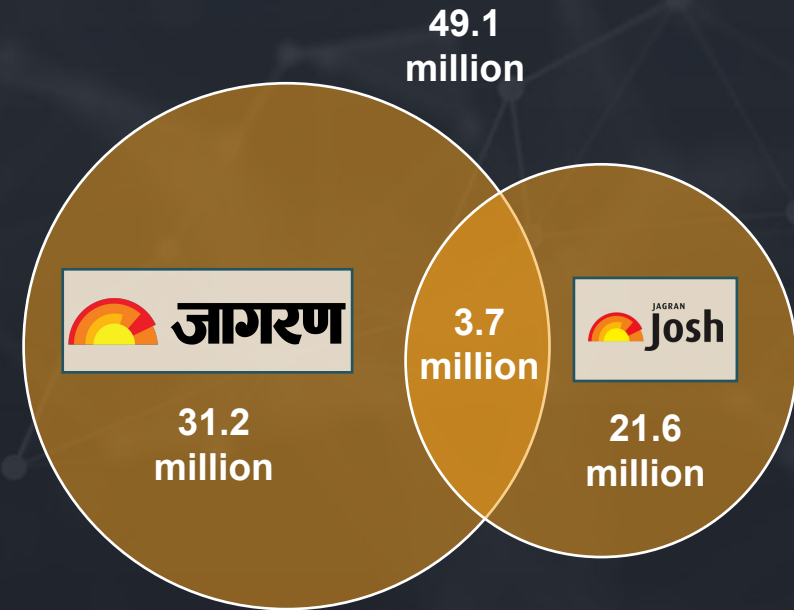


Visitors to JAGRANJOSH.COM were 1,953% more likely to visit Retail Music sites or apps than the average Internet user. Almost 4 million visited both, JAGRAN.COM and JAGRANJOSH.COM, while the unduplicated audience was 49.1 million (those who visit at least one of the sites). Understanding cross visitation and overlap of audiences is key to maximize reach.

TOP 10 OVER-INDEXING CATEGORIES FOR CROSS VISITATION WITH JAGRANJOSH.COM



UNDUPLICATED AUDIENCE FOR JAGRAN.COM AND JAGRANJOSH.COM



Onlymyhealth

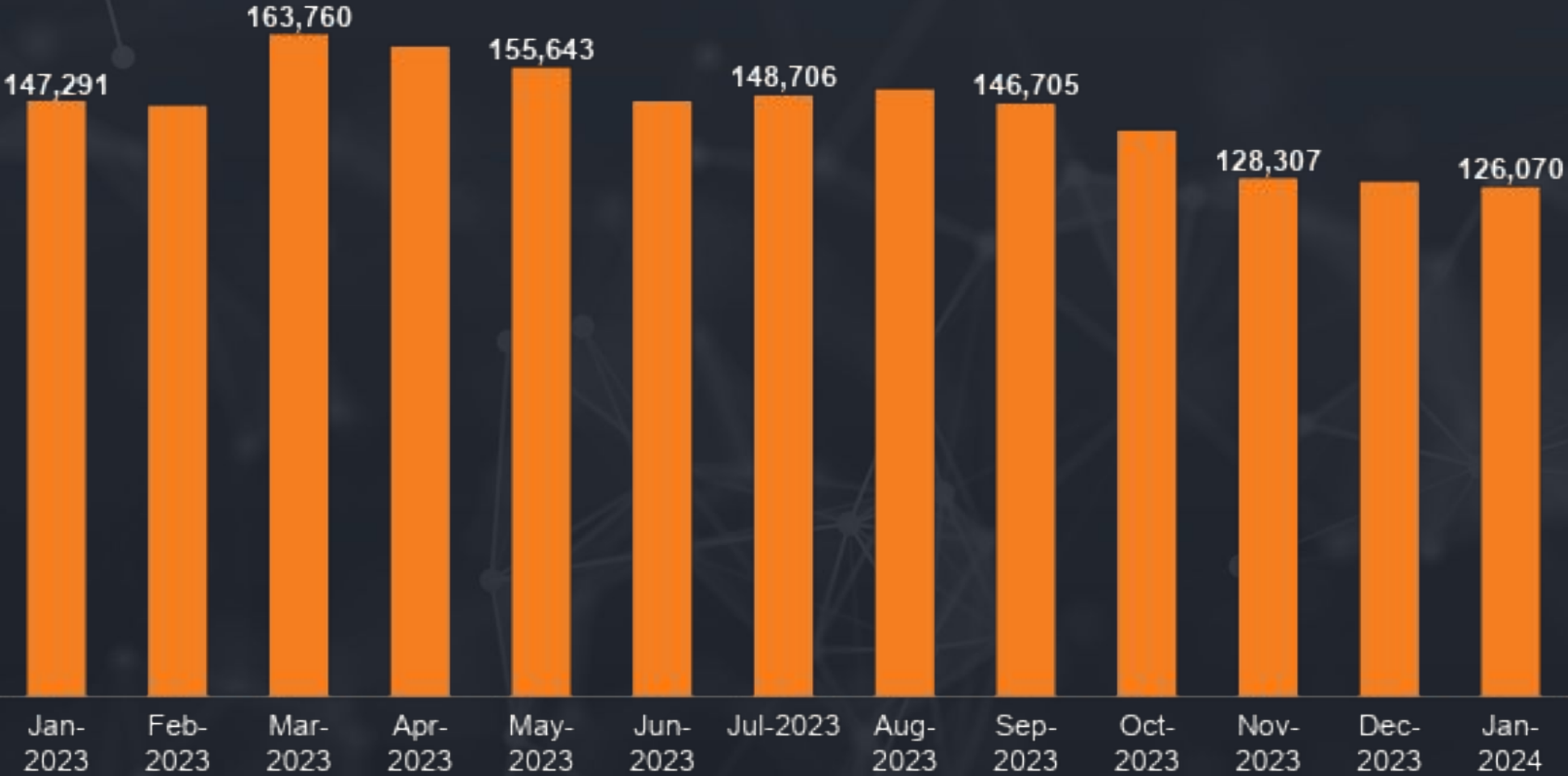
CATEGORY - HEALTH

ONLYMYHEALTH.COM

Traffic to the Health Category

Over the past year, there has been a noticeable decline in online visitation to health sites and apps in India. Since January 2023, traffic decreased by 14% to just over 126 million Unique Visitors in January 2024.

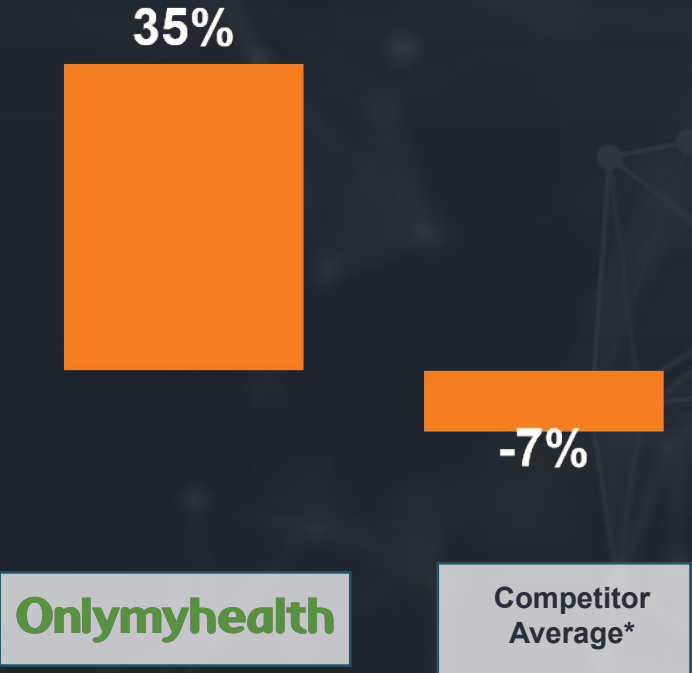
UNIQUE VISITORS (000) DESKTOP & MOBILE



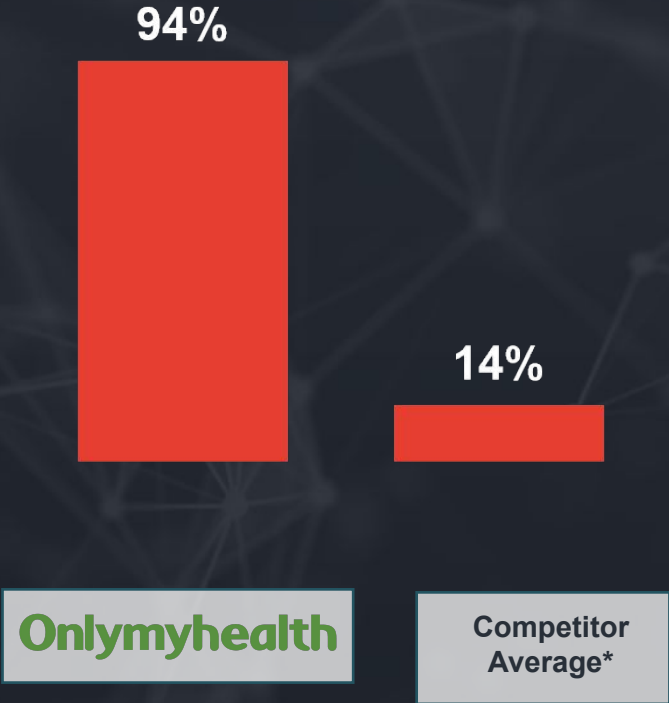
ONLYMYHEALTH.COM vs Competitors

Traffic to ONLYMYHEALTH.COM increased by 35% year-over-year, while visitation to their main competitor's sites and apps decreased on average by -7%. Visitors to ONLYMYHEALTH.COM are increasingly visiting more often throughout the month (+94%) and also spent more time (+105%).

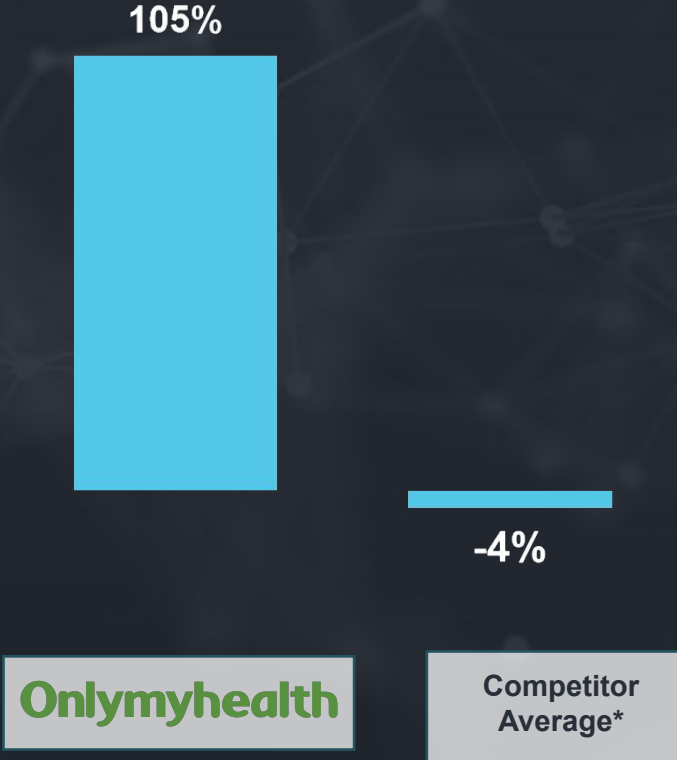
UNIQUE VISITOR GROWTH RATE (January 2023 vs January 2024)



VISITS GROWTH RATE (January 2023 vs January 2024)



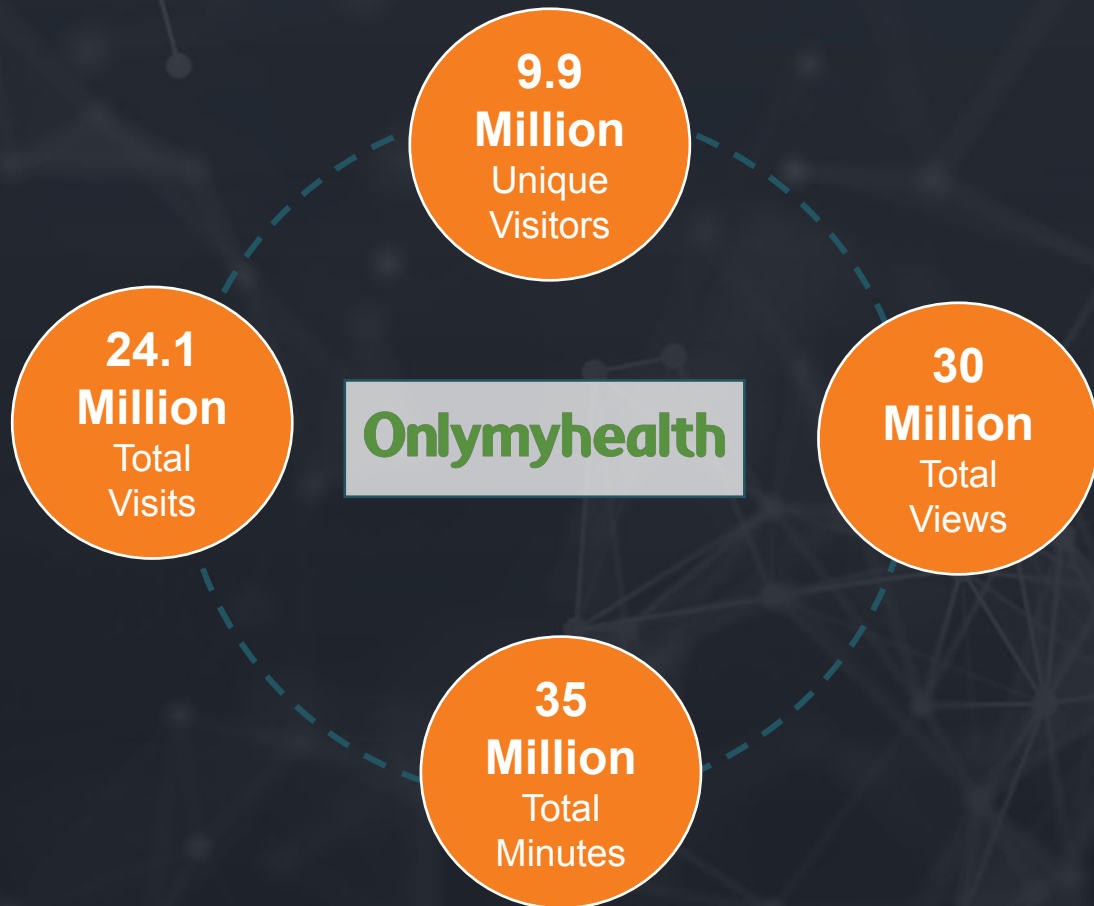
MINUTES GROWTH RATE (January 2023 vs January 2024)



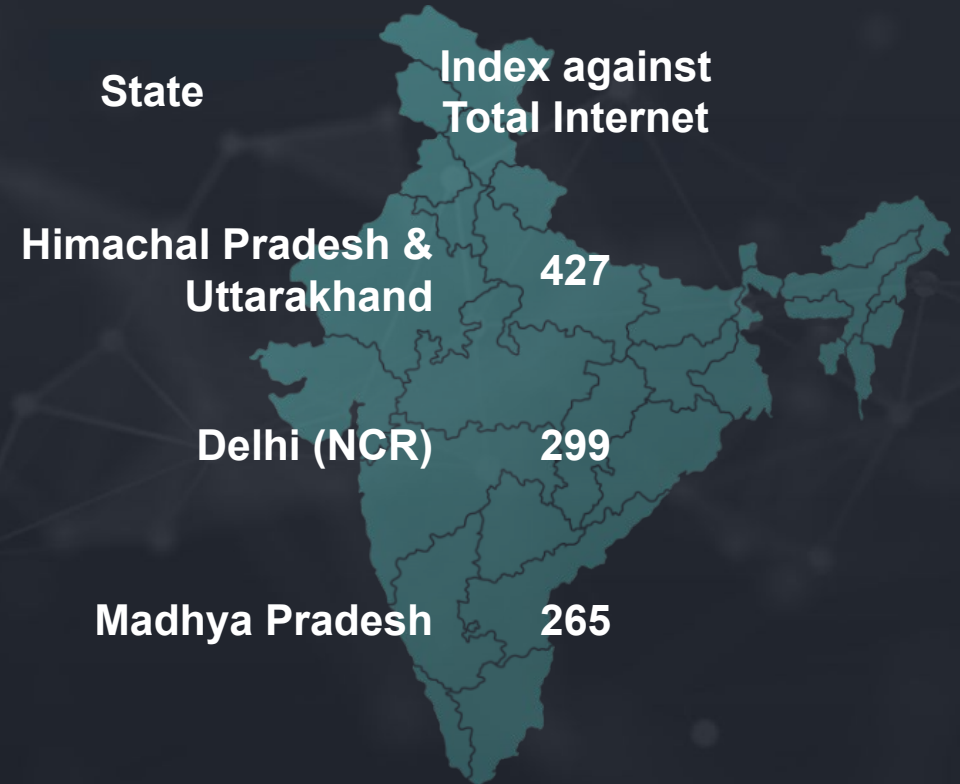
ONLYMYHEALTH.COM – Highlights

Almost 10 million people visited ONLYMYHEALTH.COM in January 2024. Visitors were loyal, generating over 24 million Total Visits. People from Himachal Pradesh & Uttarakhand were most likely to visit ONLYMYHEALTH.COM

ENGAGEMENT METRICS ONLYMYHEALTH.COM JANUARY 2024



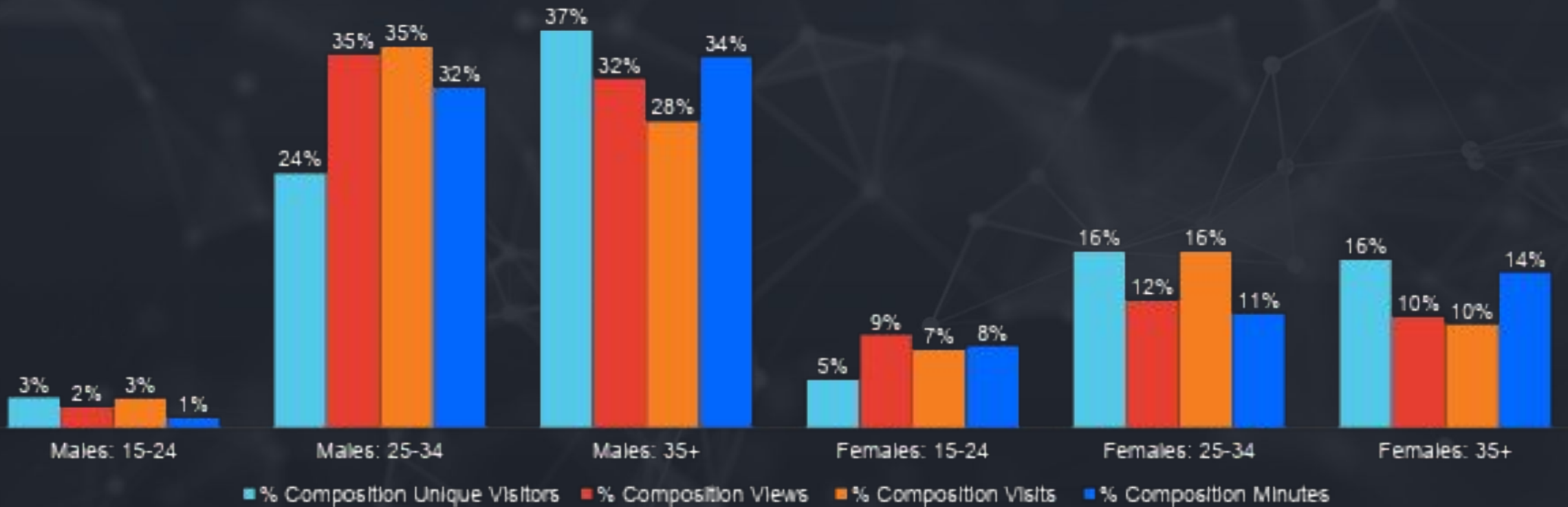
TOP 5 OVER-INDEXING STATES FOR VISITATION TO ONLYMYHEALTH.COM JANUARY 2024



ONLYMYHEALTH.COM – Engagement of Demographic Groups

Close to 40% of visitors to ONLYMYHEALTH.COM are males aged 35 or older. Alongside males aged 25-34, they are the most engaged user group, accounting for the lion share of Views, Visits and time spent. Among female visitors it's 25-34-year-olds who represent 16% of Total Visits, while females aged 35 or older account for 14% of total time spent on the site.

AUDIENCE COMPOSITION AND ENGAGEMENT ONLYMYHEALTH.COM – JANUARY 2024

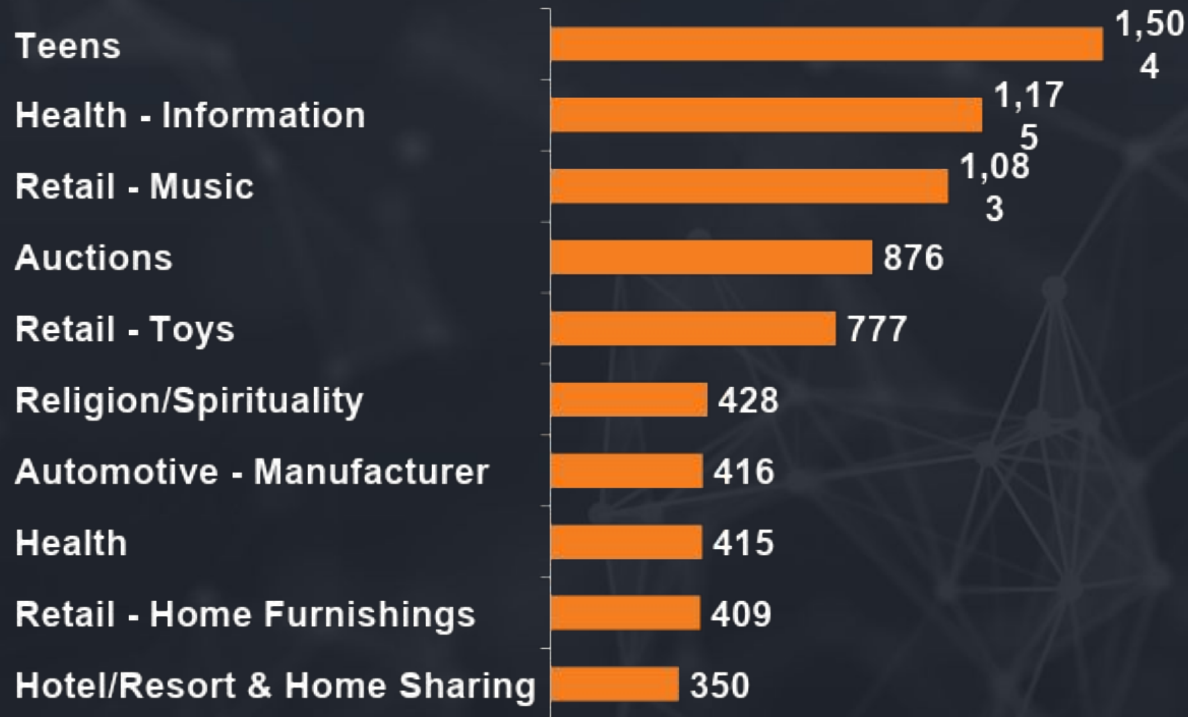


ONLYMYHEALTH.COM – Cross Visiting and Audience Duplication

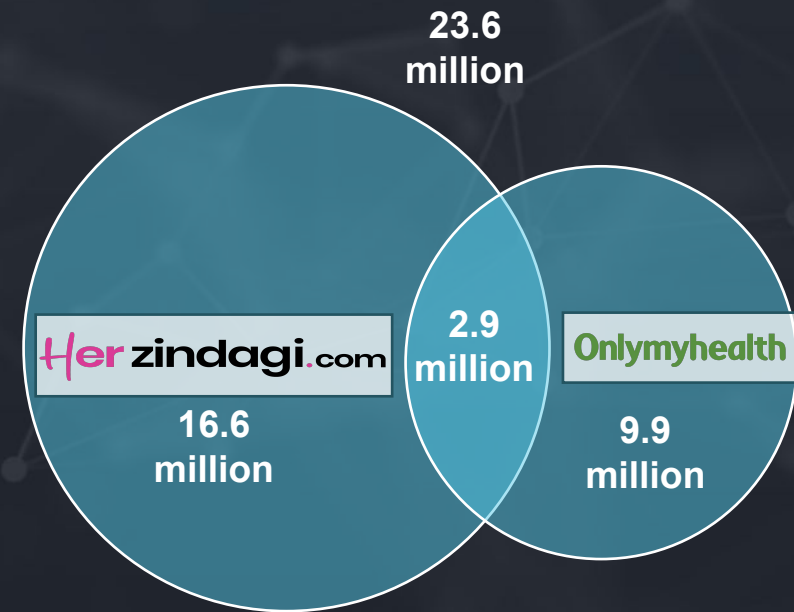


Visitors to ONLYHEALTH.COM were 1,404% more likely to visit Teens sites or apps than the average Internet user. Almost 3 million visited both, ONLYMYHEALTH.COM and HERZINDAGI.COM, while the unduplicated audience was 23.6 million (those who visit at least one of the sites). Understanding cross visitation and overlap of audiences is key to maximize reach.

TOP 10 OVER-INDEXING CATEGORIES FOR CROSS VISITATION WITH ONLYMYHEALTH.COM



UNDUPLICATED AUDIENCE FOR HERZINDAGI.COM AND ONLYMYHEALTH.COM



Herzindagi.com

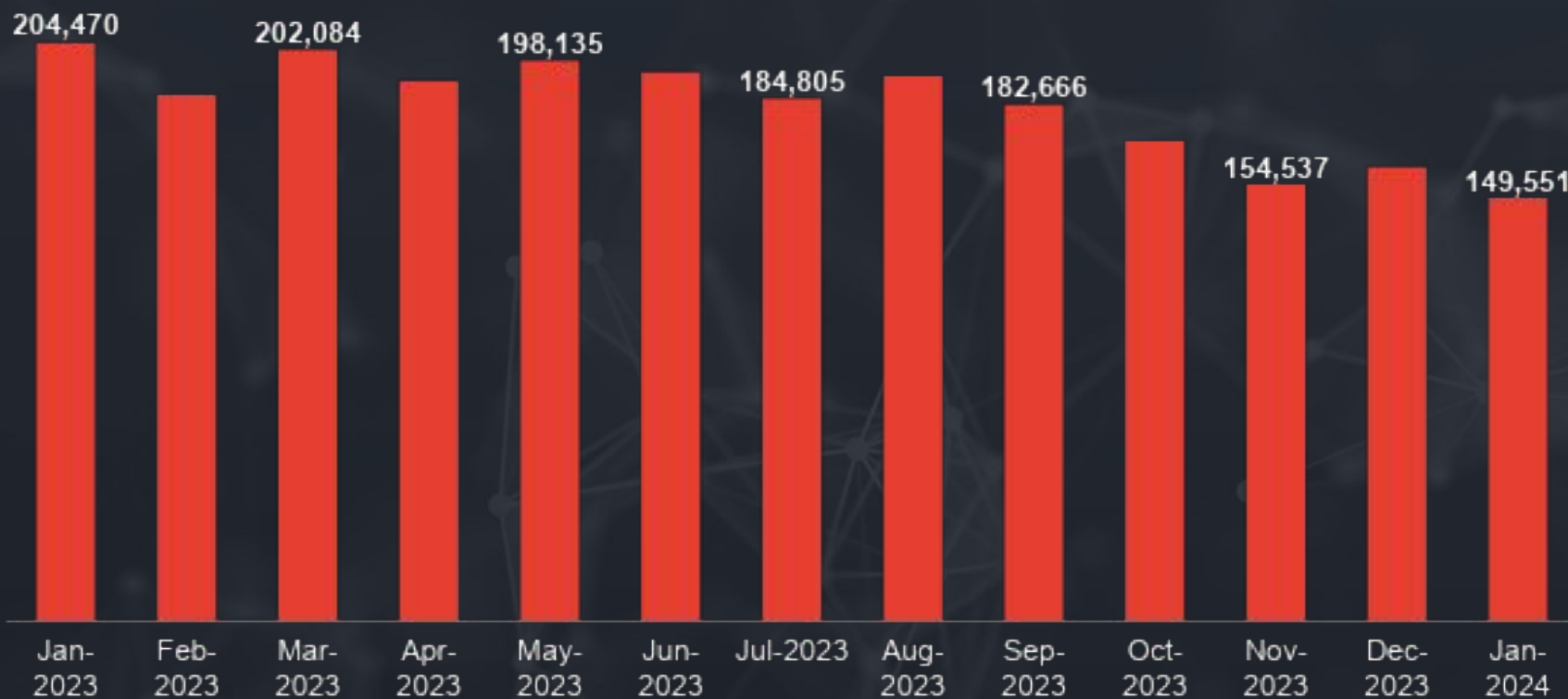
CATEGORY - LIFESTYLE

HERZINDAGI.COM

Traffic to the Lifestyles Category

Over the past year, there has been a strong decline in online visitation to lifestyles sites and apps in India. Since January 2023, traffic decreased by 22% to just over 149 million Unique Visitors in January 2024.

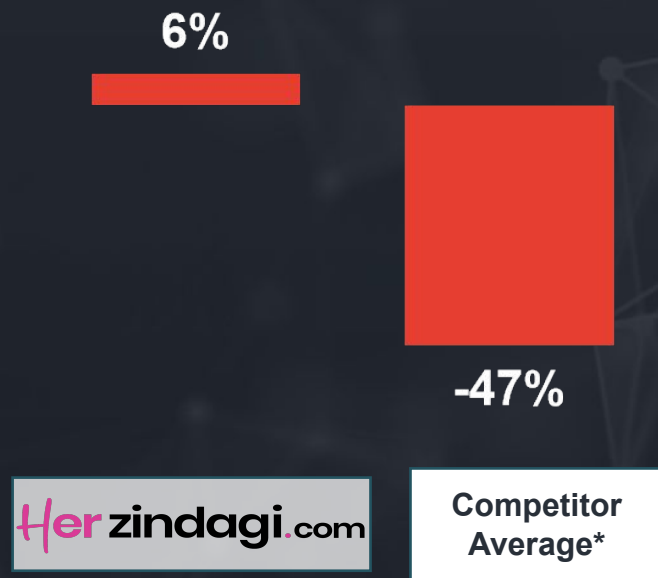
UNIQUE VISITORS (000) DESKTOP & MOBILE



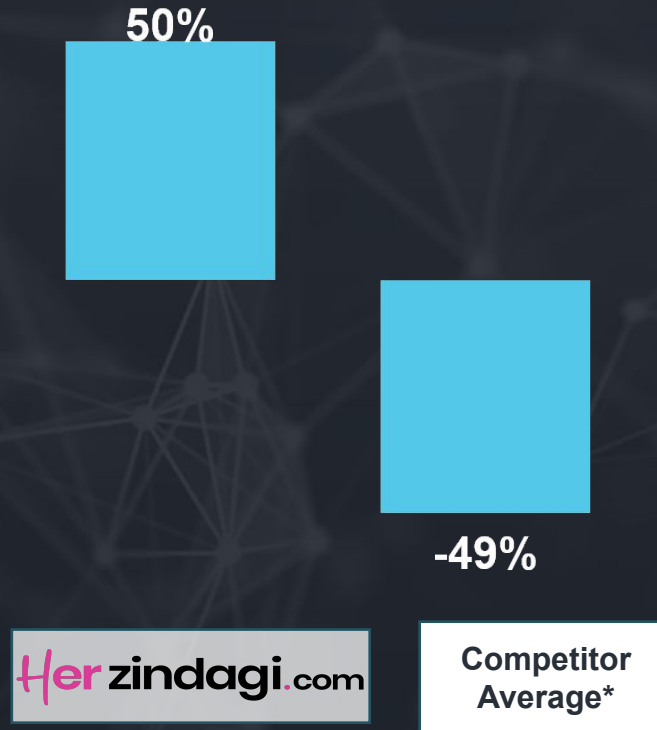
HERZINDAGI.COM vs Competitors

Visitation to the main health sites in India decreased significantly over the past 6 months. HERZINDAGI.COM has defied the trend and instead saw an increase of 6%. The same is true for engagement metrics. Visitors to HERZINDAGI.COM are increasingly viewing more pages and are also returning to the site more often, while competitors saw large declines.

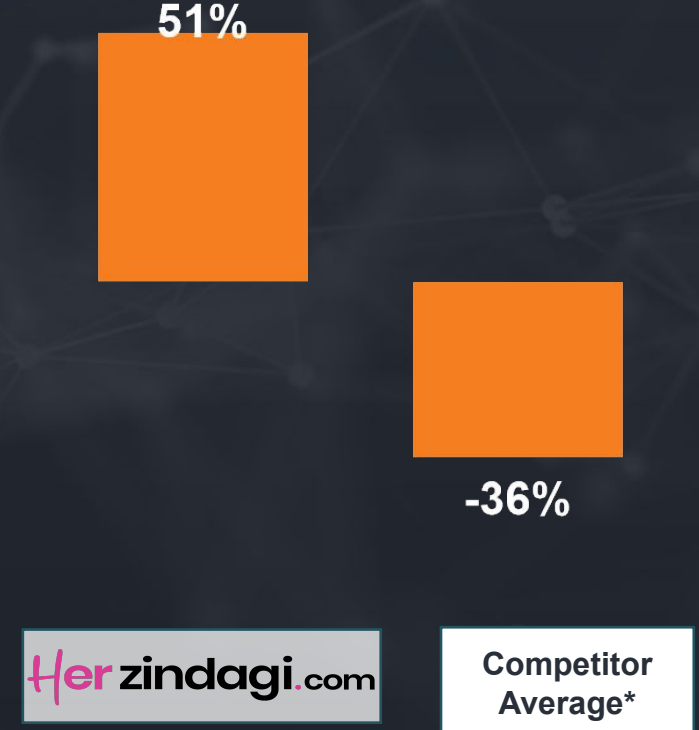
UNIQUE VISITOR GROWTH RATE (August 2023 vs January 2024)



VIEWS GROWTH RATE (August 2023 vs January 2024)



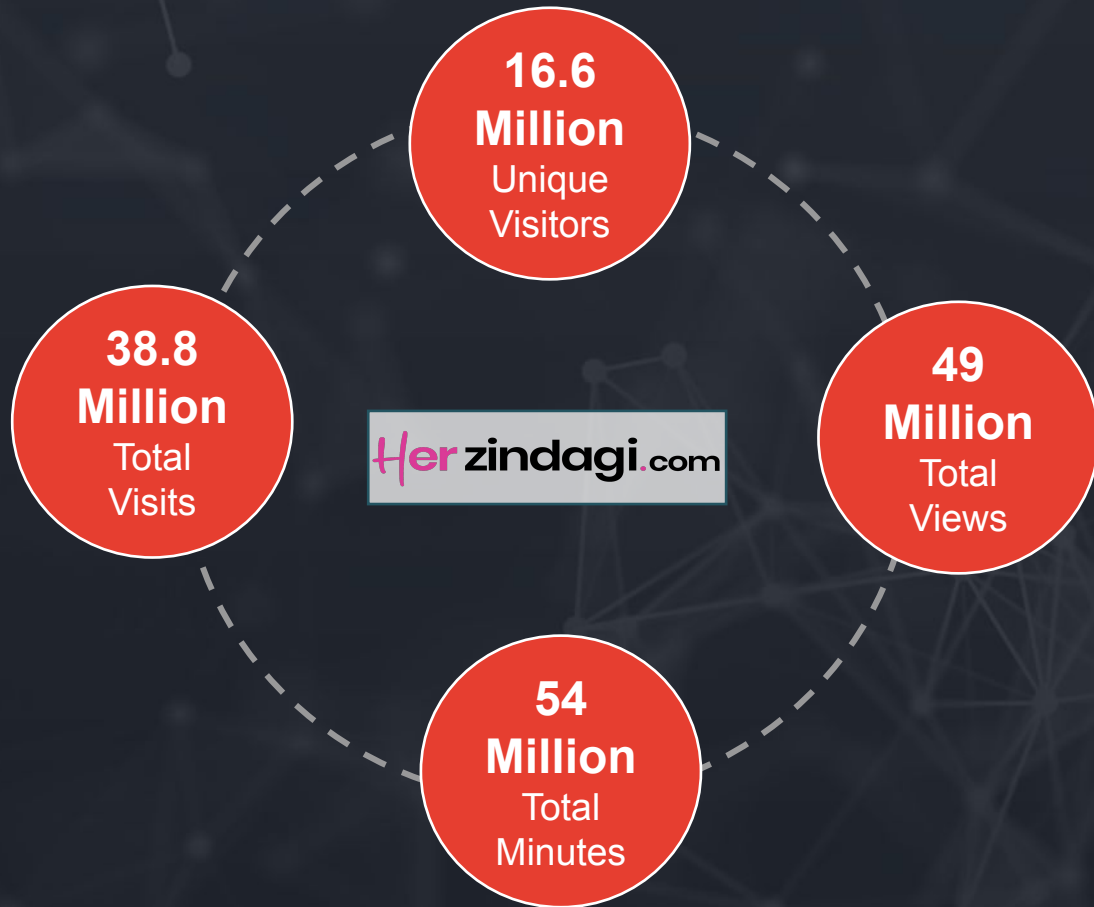
VISITS GROWTH RATE (August 2023 vs January 2024)



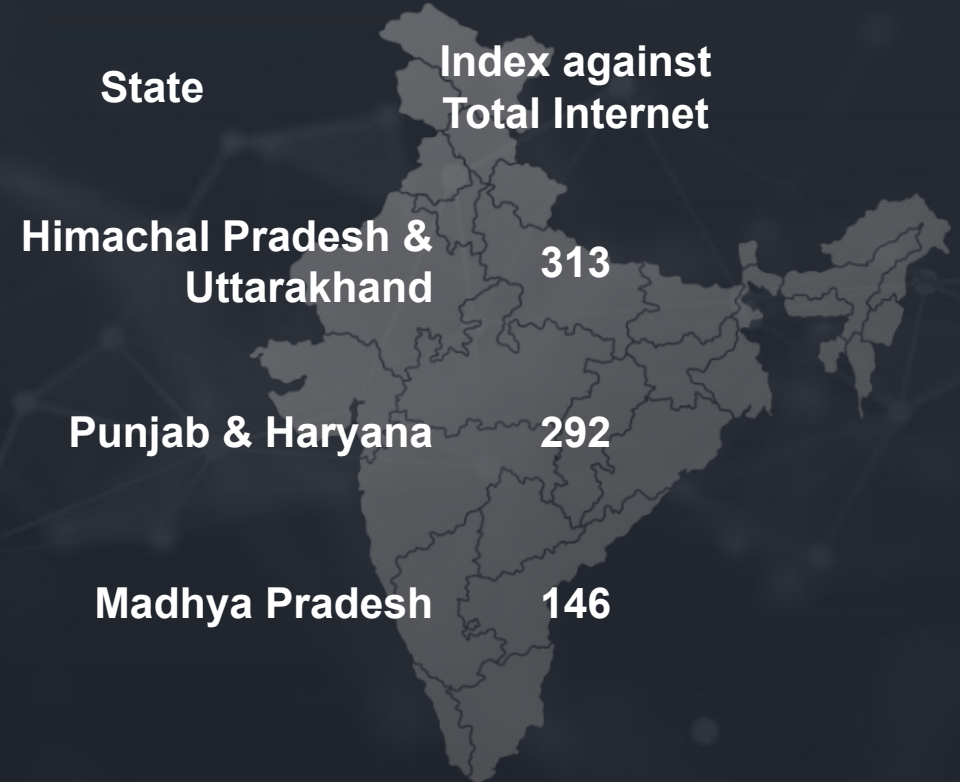
HERZINDAGI.COM - Highlights

More than 16 million people visited HERZINDAGI.COM in January 2024. Visitors were engaged, spending over 54 million minutes. People from Himachal Pradesh & Uttarakhand were most likely to visit HERZINDAGI.COM

ENGAGEMENT METRICS HERZINDAGI.COM JANUARY 2024



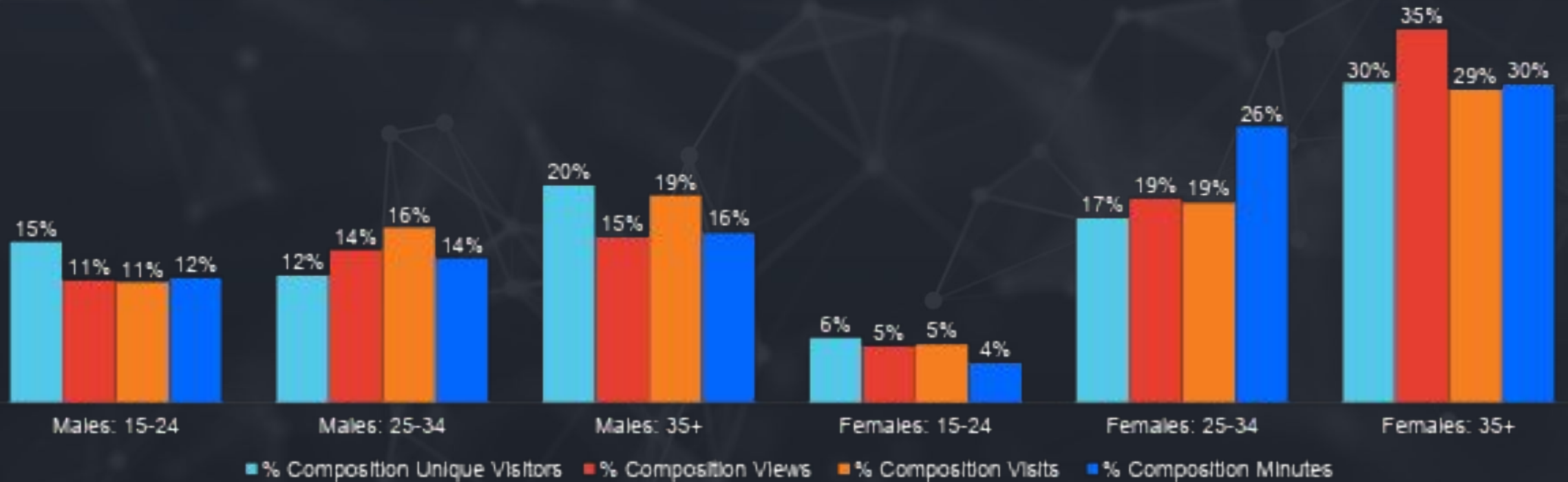
TOP 5 OVER-INDEXING STATES FOR VISITATION TO HERZINDAGI.COM JANUARY 2024



HERZINDAGI.COM – Audience Segmentation

Females aged 15 or older make up 53% of HERZINDAGI.COM's audience. The female cohort was also the most engaged, accounting for 59% of Total Views, 53% of Total Visits and 59% of Total Minutes. Among males, visitors aged 35 or older were the most engaged. This user group accounted for a fifth of HERZINDAGI.COM visitors.

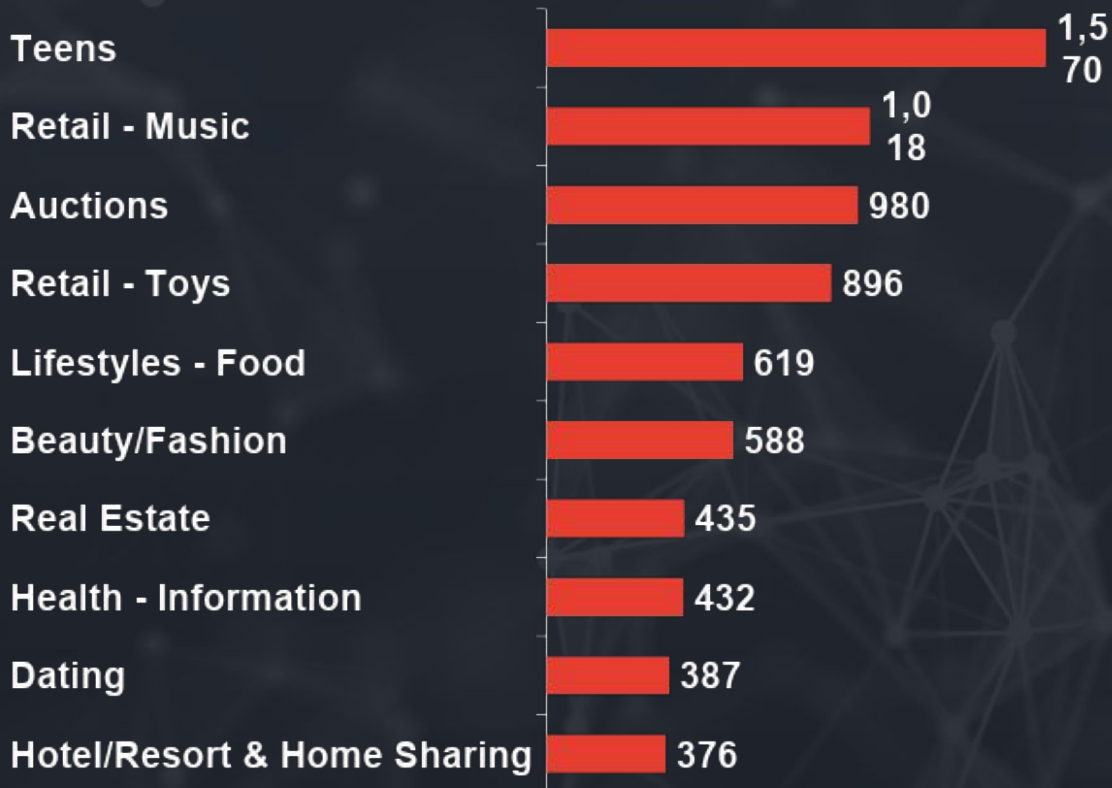
AUDIENCE COMPOSITION AND ENGAGEMENT HERZINDAGI.COM – JANUARY 2024



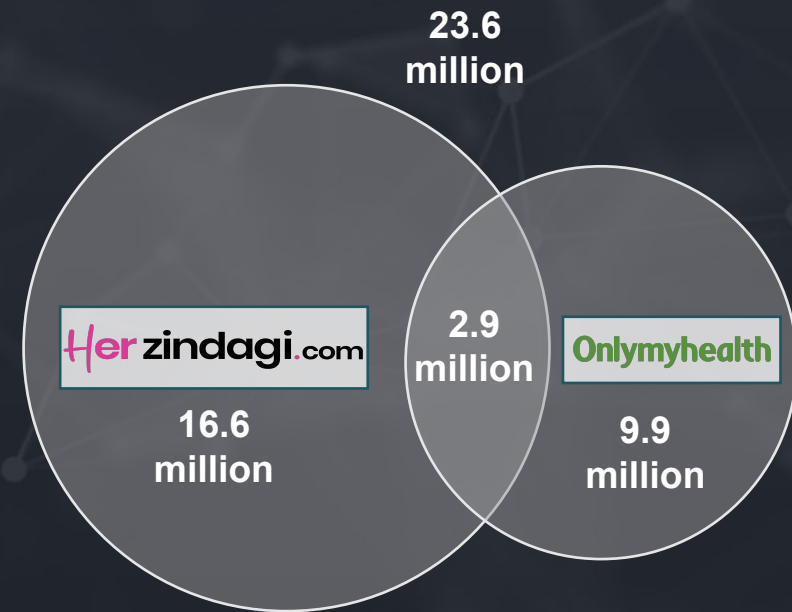
HERZINDAGI.COM – Cross Visiting and Audience Duplication

Visitors to HERZINDAGI.COM were 1,470% more likely to visit Teens sites or apps than the average Internet user. Almost 3 million visited both, ONLYMYHEALTH.COM and HERZINDAGI.COM, while the unduplicated audience was 23.6 million (those who visit at least one of the sites). Understanding cross visitation and overlap of audiences is key to maximize reach.

TOP 10 OVER-INDEXING CATEGORIES FOR CROSS VISITATION WITH HERZINDAGI.COM



UNDUPLICATED AUDIENCE FOR HERZINDAGI.COM AND ONLYMYHEALTH.COM



Thank you!

Visakh Vijayakumar

SALES DIRECTOR



APPENDIX

COMPETITOR SETS - TOP 100



NEWS / INFORMATION
Times Internet Limited
Network 18
Zee Digital
Dailyhunt
HT Media Group
India Today Group
NDTV
The Indian Express Group
TV9 Network

SOCIAL
Facebook
TELEGRAM.ORG
Google Messages (Mobile App)
ShareChat
Snapchat, Inc
Twitter
Linkedin
Google Meet (Google Duo) (Mobile App)
Pinterest

BIG DATA
Google Sites
Facebook
Amazon
Flipkart sites
PAYTM.COM
TELEGRAM.ORG
Reliance Jio Infocomm Limited
TRUECALLER.COM
PHONEPE.COM

NEWS AGGREGATORS
Microsoft Sites
Dailyhunt
Inshorts
InShot Inc.
TELEGRAM.ME

COMPETITOR SETS - TOP 100



NEWS / INFORMATION
Navbharat Times
AAJTAK.IN*
LIVEHINDUSTAN.COM*
News18 Hindi (w/ history)
AMARUJALA.COM
ABP Live Hindi - ABP News
NDTV.IN
BHASKAR.COM
INDIATV.IN



EDUCATION
BYJUS.COM
SARKARIRESULT.COM
TESTBOOK.COM
Brainly Sites
VEDANTU.COM
ADDA247.COM
DOUBTNUT.COM
CAREERS360.COM
COLLEGEDUNIA.COM



HEALTH
Go Noise Sites
Healthline Media (w/ history)
SWEATCO.IN
Da Fit (Mobile App)
Everyday Health Group
Samsung Health (Mobile App)
MYUPCHAR.COM
India.com Health
WebMD Health



LIFESTYLES
Indiatimes Lifestyle
BOLDSKY.COM
PINKVILLA.COM
IDIVA.COM
NDTV Foods
IndianExpress Lifestyle
FEMINA.IN
POPXO.COM
ZEEZEST.COM