

# Opportunities in the Indian Telecom Social Media Market

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## Abstracts

### Executive summary

The introduction of 3G in India along with the rising sales of smartphones has led social media to emerge as an important platform in the online community in the country. It is projected that social media users in India will reach 45 million in 2012 from close to 30 million in 2010. Factors such as burgeoning tech savvy young population and customer centric schemes from the service providers are driving the growth of the social media in telecom space. Social networking accounts for the major share in the social media space amid more inclination of users towards these sites and attractive schemes launched by the service providers. Hence, the report primarily focuses on the opportunities provided by the social networking segment.

### Why should the report be purchased?

Our report 'Opportunities in the Indian Telecom Social Media Market' highlights key drivers of and trends emerging in the social media space in the country. Segments of the social media market including social networking, social marketing and social media gaming. It also provides the comparison of the aluminium markets in BRIC nations. Rising consumption and the strong raw materials base provides a strong rationale for analysing the Brazilian Aluminium industry.

The increasing penetration of broadband and Smartphones in Tier II and Tier III cities, a major share of the social media users belong to these cities. Hence, these regions provide plethora of opportunities to the service providers. In the highly competitive telecom sector in India, currently, Tata Docomo has the largest presence in the social media space. Due to its wide reach and creative social media strategies, the company

is popularly known as a “Child of Social Media”. Social media gaming is expected to have a strong growth in future among all the segments of the social media market on account of booming mobile gaming market. This has led several foreign players such as Zynga Game Network Inc. to enter India to tap the opportunities in this segment. Consequently, this has generated interest among the service providers.

### **Research methodology and delivery time**

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 3-5 business days, as each hard copy is custom printed for the client.

### **About Smart Research Insights (SRI)**

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

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## About

Social media sites have emerged as one of the most popular commodity in the international online space. The consumer internet usage across the globe is increasingly dominated by social media. The most popular segments of the market include social networking sites followed by video sharing sites, photo sharing and consumer review sites. With the emergence of these sites on the global platform, the daily visits on search sites, news portals etc have also declined.

On the geographical front, the usage of social media channels is increasing in the fast growing internet markets dominated by emerging economies. As of February 2011, Philippines and Indonesia had the highest social network penetration, having 76% of active online users followed by Malaysia, Brazil and Russia. India stood at fourth position having 63% of active online users. In developed markets, consumers prefer purchasing information research and news content on internet. Unlike this, in the emerging markets, the social media has emerged as the most popular form of entertainment. Hence, emerging markets accounts for a considerable share in the social media space.

The rise of social media has provided the brands with new opportunities to boost their presence, and launch themselves in the market. With the emergence of technology, most of the communications happen on the web now. Through social media, channels companies can listen to consumers and understand their needs and endorse their new products.

On the other side, consumers can also share their opinions about a company or a product and gain access to discounts or offers. Hence, organizations are using social media channels such as YouTube, Twitter, Facebook and blogs to build strong and consistent online presence. Consumers also prefer the brand which is active in various social forums. However, the medium to get online on social media space has seen tremendous shift. The consumers are shifting from PCs to Mobiles, tablets and TVs connected with internet. The main reason behind this is that the Mobiles, tablets and TVs are dominated by applications which attract the consumers' attention. Hence, telecom service providers have started to focus on the social media channels to acquire a considerable share in the social media market.

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