

Media Innovation Awards 2019

Entry Name: Moneycontrol Podcast

Category: Distribution

SUMMARY

Innovation is a key element of the modern digital age. While digital content consumers are going through an evolutionary change, they are muddled with the various platforms that they can access. Creating a simplified yet informative means of engagement with the consumer had become the need of the hour.

Keeping in mind this dilemma and rolling with the tide, moneycontrol developed an audio podcast property that sheds light on the various aspects pertaining to investments, personal finance, market trends, etc. They were conceptualized to serve as a one stop destination for all investment/stock market/business news on the go. Delivering five podcasts every day, the core demographic that tunes in are those who consume content on-the-go, making for convenient consumption. This new venture is the perfect amalgamation of in-house expertise and capabilities for breakthrough journalism and storytelling, providing high-quality content in a captivating format. By offering information in a platform-agnostic manner, moneycontrol through its podcasts has now cemented its position as a market leader in this space.

STRATEGY

At Moneycontrol, the listener is always kept at the core, and the user knowledge and awareness be of paramount importance. Doing so leads to their audience to being more informed/well-aware and more likely to make a better investing choice. By offering new podcasts on a daily basis, moneycontrol aims to share financial news updates in a storytelling format that is fresh, engaging and intriguing along with having utmost authenticity and industry perspective. This is at par with the brand ethos of disseminating financial information of international and national relevance, of the highest quality.

In order to ensure quality and continuous engagement, the moneycontrol editorial team and partners work in tandem to script and create these podcasts. Sharing insightful perspective from **industry experts that include the likes of Stock market veteran Ramesh Damani, Nikhil Kamath of Zerodha, "Investopreneur" Dhirendra Kumar of Value Research and Santosh Nair, the editor of moneycontrol.com**, elevate the quality of the content with their opinionated and in-depth analysis.

EXECUTION AND TOOLS

Majority of the audience that tunes into the podcast belongs to the age-group of 25-34 years, as well as the worldly wise yet curious 65+ group. What makes these podcasts an innovative property and a

valuable proposition is how moneycontrol has strategically identified the right age groups to target (18-24 and 65+). They have been offered the right kind of information that is useful to them and keeps them engaged, in a never-seen before format that has not largely been used in this space.

With the help of audioBoom, the platform's distribution partner, the engaging podcasts are now available on **Apple Podcasts, Cashbox, Deezer, Saavn, Spotify, TuneIn and Google Play Podcasts** as well as other audio-based platforms in addition to moneycontrol's website and application

Bearing in mind its target audience and objective to engage the consumer on-the-go, moneycontrol and TimbreMedia create a list of concepts and topics that would intrigue the consumer, which begin life as feature-length research-based pieces. Occasionally, sound bites from journalists and editors at moneycontrol are added, the scripts are then vetted before they are recorded and then finally published.

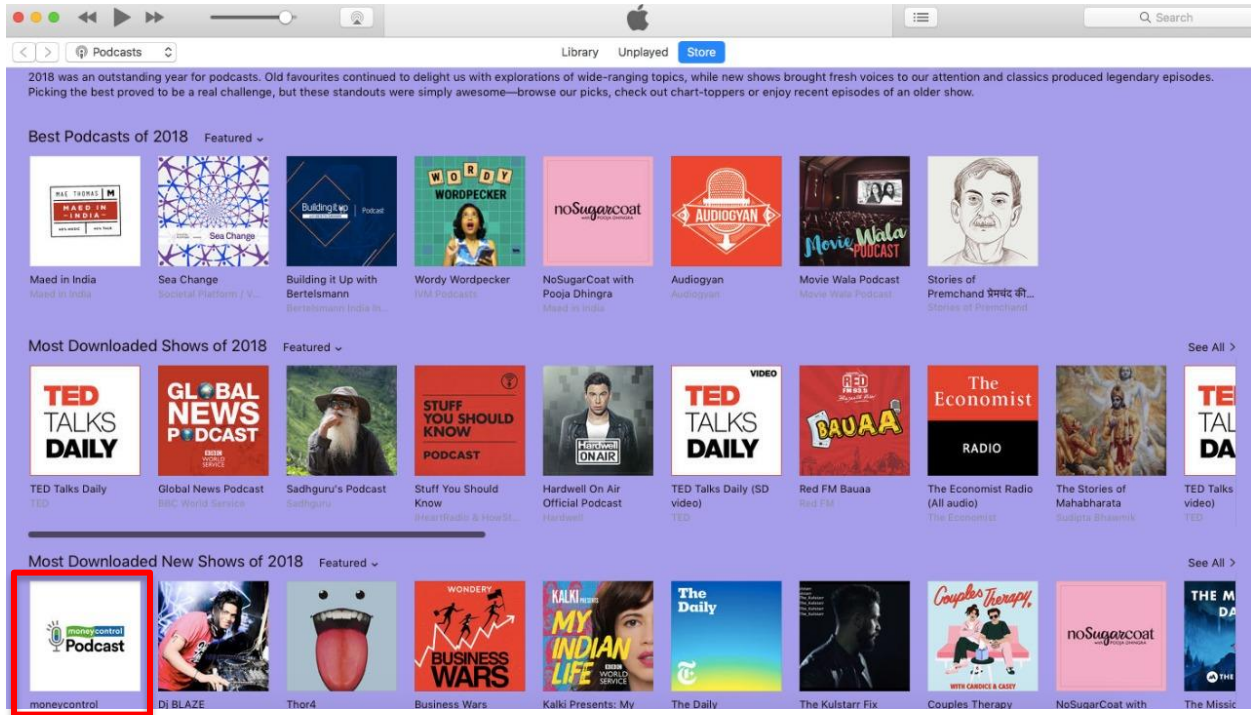
CONTENT

Delivering five new podcasts every day, the platform ensures that their audiences get a round-up of the latest happenings around the clock. These shows include the pre-market opening podcast titled 'A morning walk down Dalal Street' to 'Stock Picks of the Day' and the post-market 'An evening walk down Dalal Street' podcast update. There is also an 'Editor's Pick of the Day' that covers and reflects on the leading story of the day as well as 'Digging Deeper with moneycontrol', that covers the essence and history of Indian business and finance through a unique storytelling format. What sets these shows apart from the rest is that they cover a wide range of interests and provide daily stock market updates, catering to a larger audience. The topics range across concepts and the analytical observations are showcased in an uncomplicated manner avoiding consumer detachment.

IMPACT & OUTCOME

Within a month of its launch, the moneycontrol podcasts delivered over **75,000 listens**. Till date, the platform has delivered over a **1000 podcasts** with the total amount of listens being a remarkable and unprecedented **1.4 million**. Reaching new heights, the podcast has already bagged the coveted **#1 spot for Most Downloaded News Shows of 2018 on Apple iTunes as well as the 'Top 20 among ALL shows on iTunes in 2018'**. In an industry that is in its nascent stages, moneycontrol's podcasts have stolen a march over their competitors. When it comes to figures, even the nearest competitor on Audioboom is of a completely different genre. Being the present leader of the charts is a testament to the quality and diversity of its content that moneycontrol's podcasts possess.

With its podcast property, moneycontrol has provided a means to an end by engaging with an audience that had been so far left untapped. The immediate acceptance by the emerging audience is a testament to the dedication of the team towards delivering quality content in a simple and seamless manner.



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