

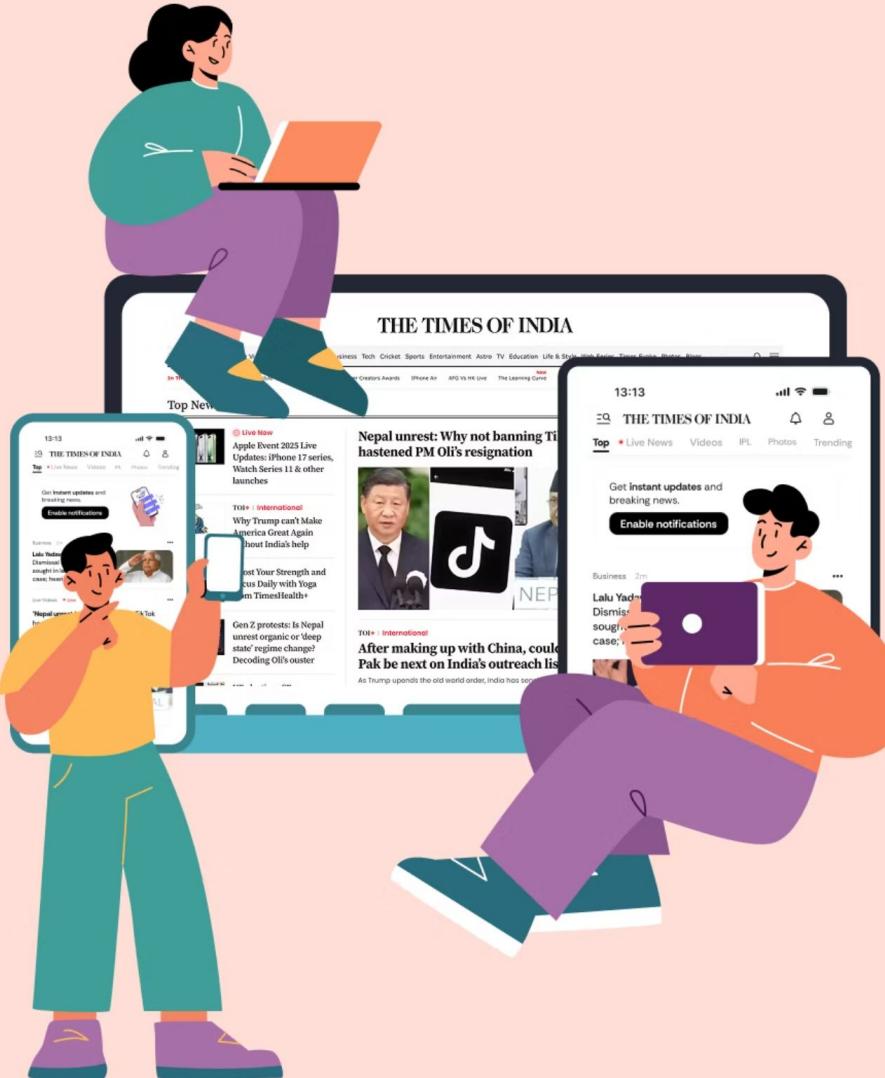
Building Digital Dominance: Our Omni Channel Strategy

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

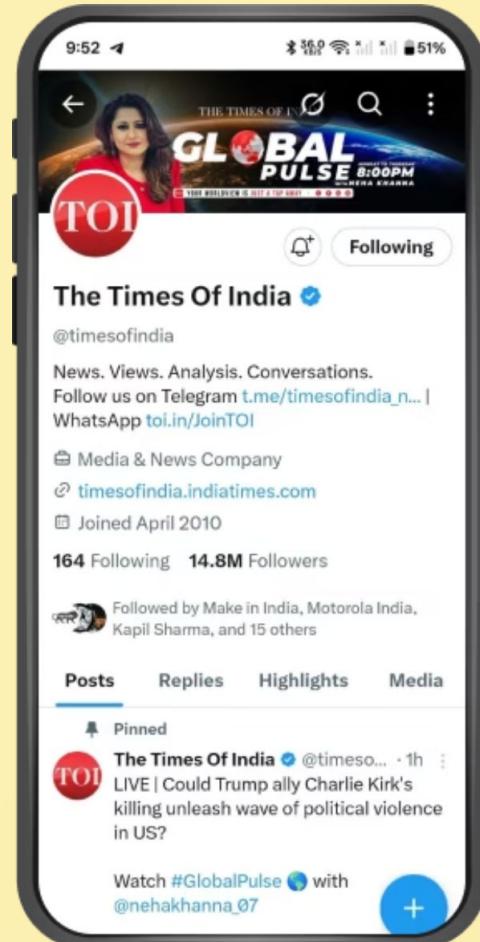
TOI's Multi-Platform Presence



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

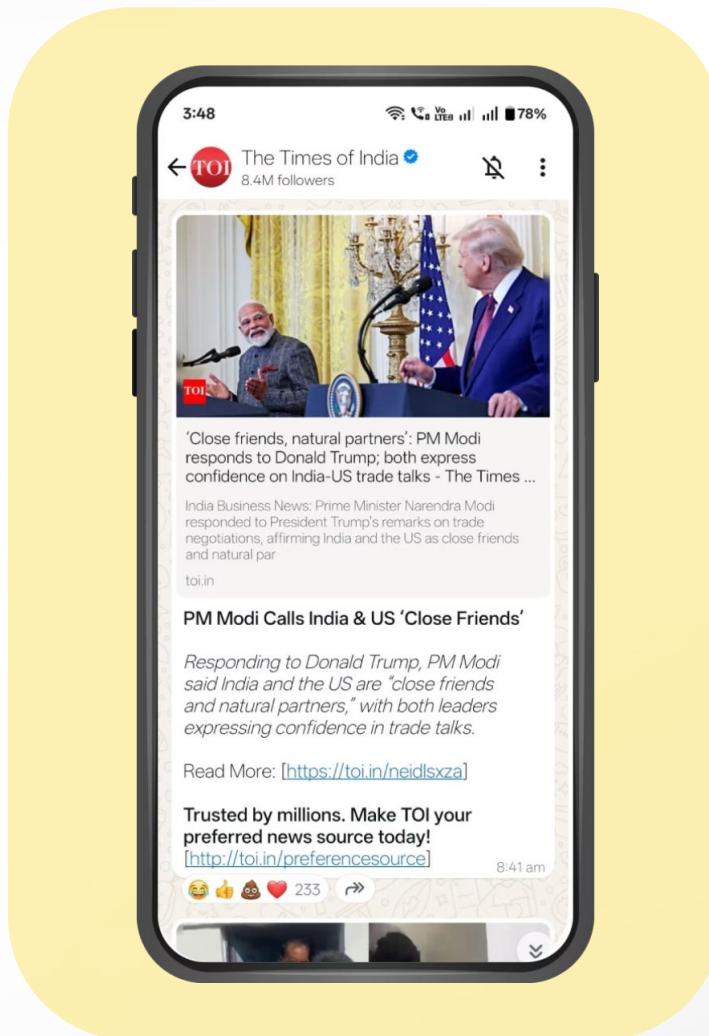
Content Strategy:

- 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

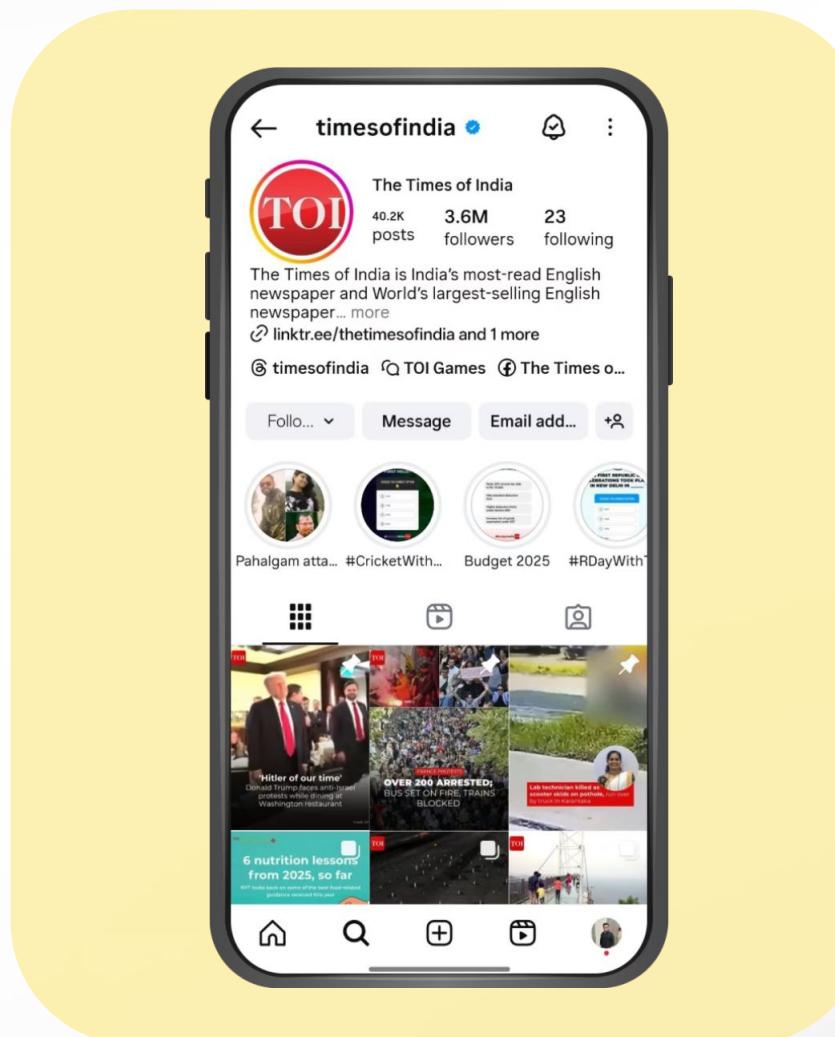
Content Strategy:

- 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

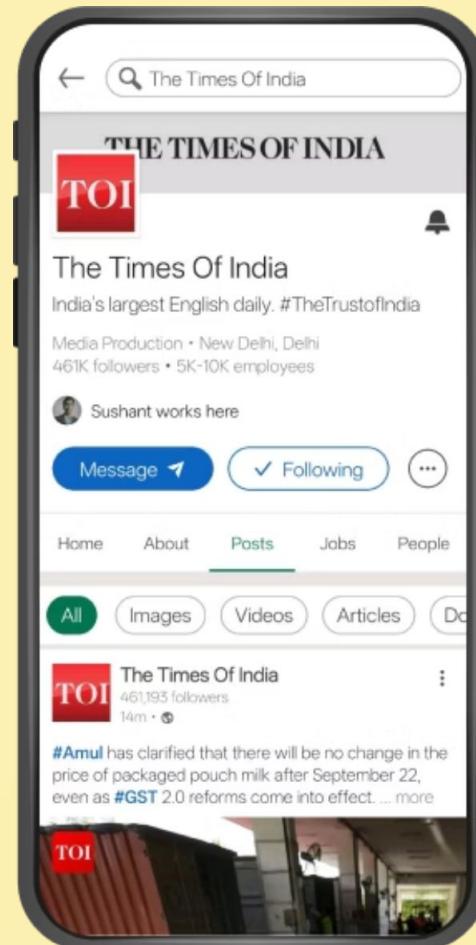
Content Strategy:

- 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

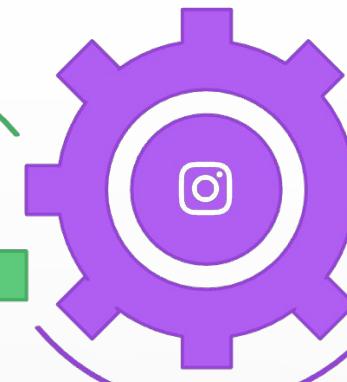
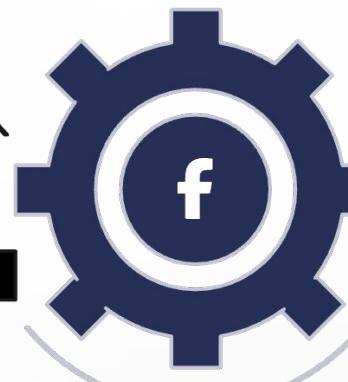
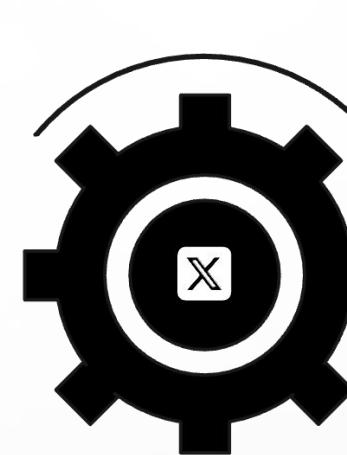
Facebook

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

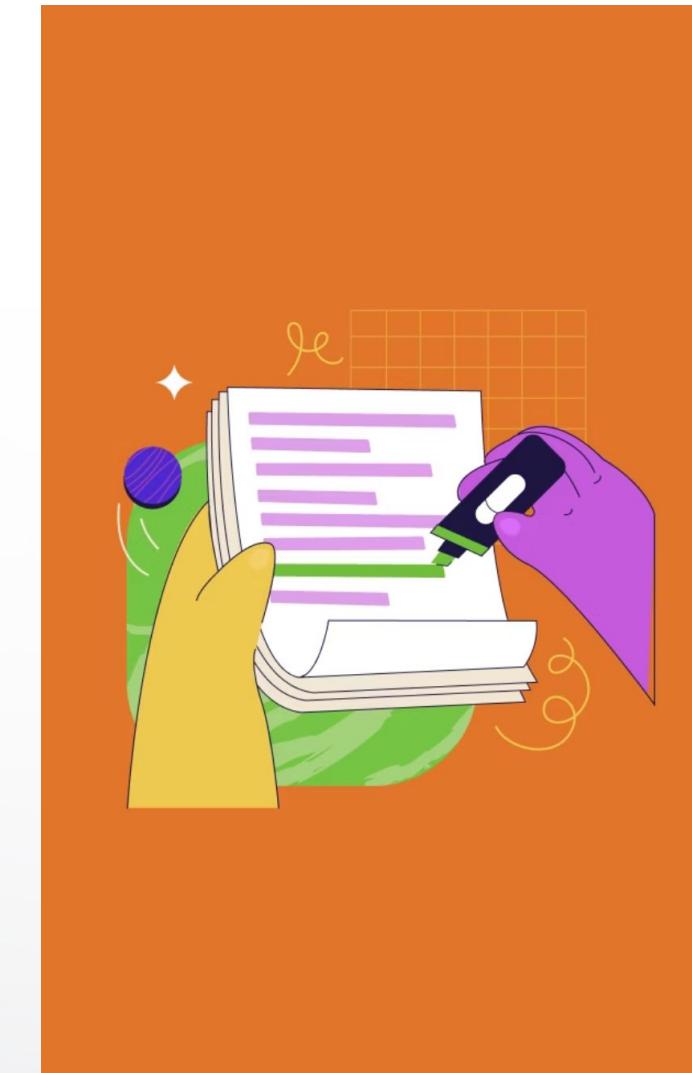
Seamless Flow

On-ground authentic visuals and context flow seamlessly

03

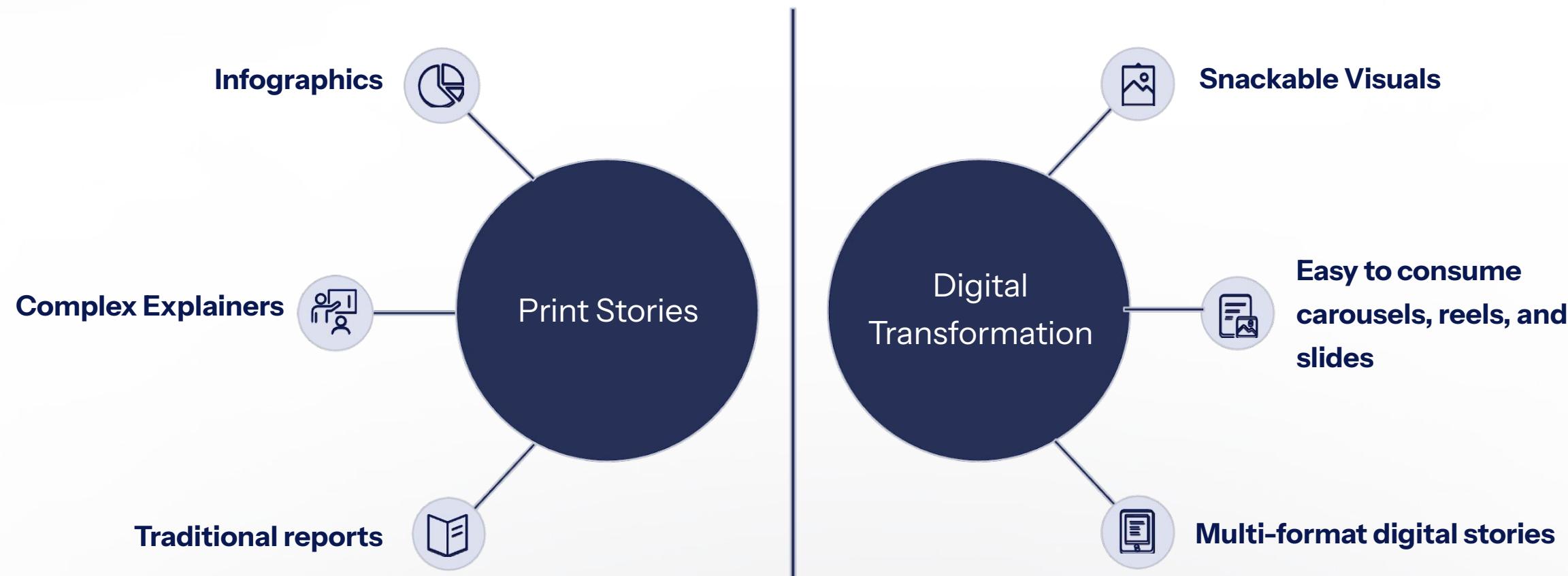
Powerful Result

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

Platform

Specificity

Customize content
for each platform

Community

Building

Scale
interest-based
micro-communities



Data + Editorial

Combine analytics with
journalistic judgment

Credibility First

Prioritize
verification and
integrity

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

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