

# MEDIAWATCH #7

INDIA



## POPULATION

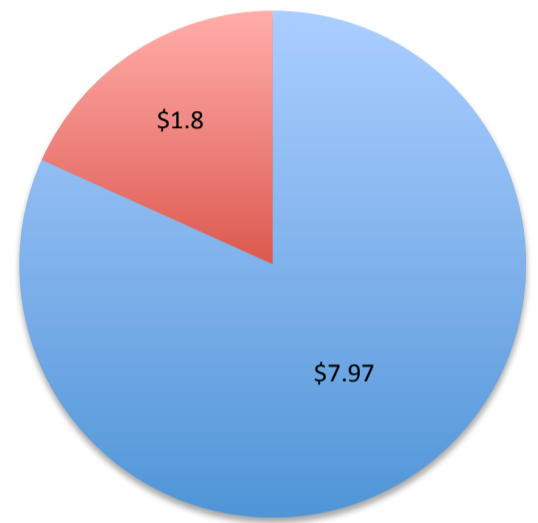
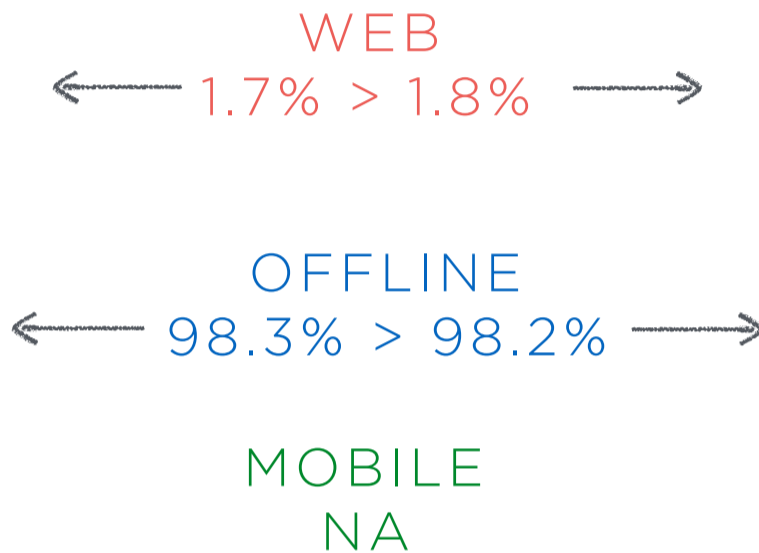
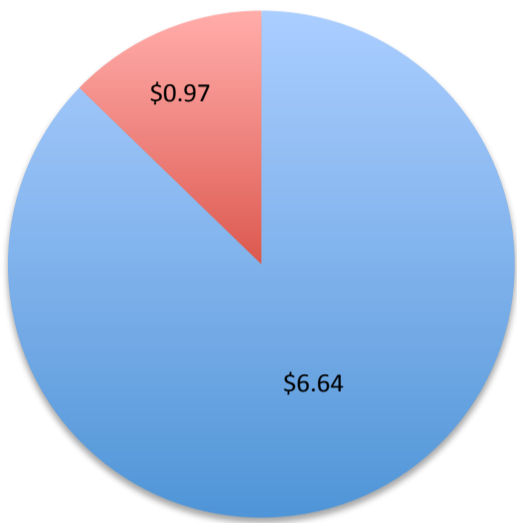
1.2 B → 29% →

375.3 MILL PEOPLE CONNECTED TO THE INTERNET

## ADSPEND

USD 6.75 B

USD 8.12 B



2015

2018

## MOST USED SITES/APPS

- 1-
- 2-
- 3-
- 4-
- 5-

## OPPORTUNITIES

SCALE

VS.

## BARRIERS

INFRASTRUCTURE

## FUN FACTS

### TRAVEL TIP

ADAPT TO "IST": INDIA STRETCHABLE TIME/SMILE BACK

### FAVORITE CAMPAIGN

NOT REALLY AN AD CAMPAIGN...A MOVIE ABOUT THE POWER OF MEDITATION