



1st International DNPA
Conclave
on

Future of Digital Media

DIGITAL NEWS PUBLISHERS ASSOCIATION



OUR MEMBERS

Jagran New Media Dainik Bhaskar The Indian Express Malayalam Manorama
Eenadu Television India Today Amar Ujala ABP Network Lokmat
Times Internet NDTV The New Indian Express Mathrubhumi
The Hindu Zee Media HT Digital Network18

- To promote, aid, help, encourage, develop, protect, and secure the interests of Digital News Publishers in the digital news industry.
- Promote the interests of Digital News Publishers to the government, regulatory authorities, industry bodies, and other organisations whose work affects the digital news industry.
- Serve the shared interests of its Digital News Publishers and protect the general interests of its members across political, legal and regulatory matters. It will also serve as a self-regulatory body for entities that are recognised and verified as news publishers.
- To promote awareness about the latest developments in the digital industry, relating to news and content and to disseminate knowledge amongst its members and the general public regarding such developments.
- To promote the growth of friendly relations amongst the members and amongst persons engaged in the creation and distribution of the digital news content, and especially to encourage co-operation among the members so as to maximize mutual benefits.
- To protect all its members from persons or entities who carry on unfair and/or unethical practices or who discredit the digital news industry.
- Work towards solutions that help the overall industry: like working together to control dissemination of fake news, try and ensure the industry work out standards around viewability and brand safety.



DNPA Members



Bharat Gupta

Chief Executive Officer
Jagran New Media



Pawan Agarwal

Deputy Managing Director
Dainik Bhaskar



Anant Goenka

Executive Director
The Indian Express



Mariam Mammen Mathew

Chief Executive Officer
Manorama Online
Malayalam Manorama



Venkat I

Director
Eenadu Television



Kalli Purie

Group Editorial Director
(Broadcast & New Media)
India Today



Tanmay Maheshwari

Managing Director
Amar Ujala



Puneet Jain

Chief Executive Officer
HT Digital



Avinash Pandey

Chief Executive Officer
ABP Network

DNPA Members



Rishi Darda

Joint Managing Director
& Editorial Director
Lokmat



Puneet Gupta

Chief Executive Officer
Times Internet



Sidharth Sonthalia

Executive Director
The New Indian Express



NDTV



M . S. Mayura

Director
Mathrubhumi



Navaneeth LV

Chief Executive Officer
The Hindu



Anil Malhotra

Head Public &
Regulatory Affairs
Zee Media



Puneet Singhvi

President
Digital Business
Network18



Tanmay Maheshwari, DNPA Chairman, felicitates, Hon'ble Shri Ashwini Vaishnaw, Railways Minister, Minister of Electronics & Information Technology, and Minister of Communications, on behalf of DNPA members



DNPA members felicitates Information & Broadcasting Minister, Hon'ble Shri Anurag Thakur



DNPA members felicitate ex-Information & Broadcasting Minister, Hon'ble Shri Prakash Javedkar

DNPA Dialogues

November 2022



Leading figures from Australia's think tank and antitrust regulatory circles, along with the heads of India's top news publishers, converged at the inaugural edition of the DNPA Dialogues, which was held in November 2022.

India's media industry exchanged ideas with Australian dignitaries and brainstormed on ways to build better, fairer, and more fruitful partnerships between tech giants, such as Google and Facebook, and the country's news publishers.

Rod Sims, former Australian antitrust stalwart, was the keynote speaker at India's first-of-its-kind roundtable on emerging changes in Big Tech and Digital Media relationships.

Speakers underlined the role of competition regulators in ironing out differences between tech companies and news publishers on matters of revenue-sharing and transparency.

The Dialogue concluded with agreeing on developing concrete mechanisms such as legislations to push technology platforms to come to the negotiating table with news publishers and pay them equitably for displaying the content they publish.



RODNEY SIMS

Ex Chair of the Australian Competition and Consumer Commission (ACCC)



EMMA MCDONALD

Senior Policy Advisor
Minderoo Foundation



JAMES MEESE

Senior Lecturer
RMIT University
Associate Investigator,
Center for Excellence
in Automated Decision Making +
Society



PETER LEWIS

Director
The Australia Institute



PAWAN AGARWAL

Deputy Managing Director
Dainik Bhaskar



TANMAY MAHESHWARI

Managing Director
Amar Ujala & Chairman
DNPA



PAUL THOMAS

Managing Director
Star News Group Pty Ltd.



ANNURAG BATRA

Chairman & Editor-in-Chief
BW & Exchange4media

DNPA Dialogues



December 2022

The second edition of the one-of-its-kind DNPA Dialogues, took place in December 2022, with leading domain experts converging virtually from across the globe.

The focus of this session was to figure out constructive ways in which big tech companies can deal with digital news publishers, in terms of revenue-sharing models and transparency of operations.

Speakers agreed that voluntary deals that tech companies strike with news outlets aren't enough – and putting in place healthy legislations is the only way forward in creating a level-playing field. The speakers pointed out that the Canadian version of the News Media Bargaining Code is more robust and transparent than the one Australia brought into effect in 2021.

Dr. Radsch highlighted how the Meta-Google duopoly is controlling the digital advertising market and garnering significant portion of revenue, leading a reduced portion for the publishers. She also mentioned, the lack of data and accountability on where the advertising money is going when it comes to digital advertising.



TAYLOR OWEN

Beaverbrook Chair in
Media, Ethics and
Communication
Max Bell School of Public Policy



Dr. COURTNEY C. RADSCH

Fellow
UCLA
Institute for Technology
Law and Policy



PAUL DEEGAN

President and
Chief Executive Officer
News Media Canada



PUNEET JAIN

CEO
HT Digital



AVINASH PANDEY

CEO
ABP Network





Future of Digital Media

Conclave & Awards

January 20, 2023, Hyatt Regency,
New Delhi



Excerpts from the address of Shri Rajeev Chandrasekhar

Hon'ble Minister of State for Electronics and Information Technology
& Minister of State for Skill Development and Entrepreneurship

Thank you for the warm welcome. Good evening all. Thank you Tanmay Maheshwari Ji for inviting me to speak here today along with your colleagues. From your talk, I understand that you have had a long day, so I don't want to extend it too long, nor do I want to subject you to any more gyaan (knowledge) that I understand you had to hear the whole day. I am not sure I am the best person to speak at a DNPA event, and certainly one where there are too many stalwarts who are in the audience, but I certainly think I can share with you what I see as the future of digital, and therefore by extrapolation, the future of digital media. I will break this up into two short parts.

First, I will talk to you about how I see the digital ecosystem and digital India in a sense progressing in the coming years and how digital media and digital content fit into that overall framework that we are building and expanding. As you know, Digital India is a vision of the Hon'ble Prime Minister. He set out three broad goals in 2015. He wanted digital and technology to empower our citizens, improve our governance and democracy, create more opportunities for the young, and create more entrepreneurship opportunities and expand the digital economy. Through Digital India, the Prime Minister wanted India to be a producer of technology, rather than just be a consumer in the years going forward.

As you are aware, the Prime Minister referred to the coming decade as India's decade, an opportunity-rich decade with technology opportunities, and our future goal built by the enthusiasm, innovation, and creativity of hundreds of thousands of young Indians from across the country.

In the overall scheme of things, we are currently at around 800 million Indians online, making us one of the largest connected nations in the world. We are clearly the largest grouping on the internet because the Chinese internet is not really the internet, it is a walled-off intranet.

So, if you consider that among the world's open societies and nations where media counts and information is the right of every citizen, India certainly is the largest connected nation and the world's largest informed society on the internet. The internet has changed significantly over the past decade, becoming much more complex with the advent of 5G. The definition of intermediaries in the 22-year-old IT Act, which referred to the internet as one class of companies or platforms, has become outdated. In the last two decades internet has suddenly become a much more complex thing characterized by a much more diverse set of applications and platforms.

Going forward, it is very clear that trends such as AI, Web 3, and many many other trends, the sharper, smaller and cheaper devices, the rapid digitization and cloudification of the digital economy will drive the future and the growth of the internet in India. By 2025-26, it is estimated that 120 crore (1.3 billion) Indians will be connected to the internet and use it for a diverse range of services, products, and other information they seek out.



Our approach towards building the digital economy to be a trillion-dollar economy and create a framework of laws is two-pronged. We have already put out what we consider one of the two prongs which is the Digital Personal Data Protection Bill, which essentially codifies the right to data protection of individual citizens and creates a predictable and easy compliance, unintrusive framework for those who in a way access the internet, while respecting the data protection rights of the individual. The second, and very important, prong is the IT Act, which will be superceded and replaced by the much more contemporary Digital India Act in the coming months. This two-prong approach will create the framework that will guide the Indian digital economy and Indian digital ecosystem, continue expansion and robust growth, and hopefully, in the coming years, make India a pre-eminent nation in all things linked with innovation and the digital space as we are on track to do so.

This is broadly what I wanted to tell you in a nutshell where we are going with our government policies and where we think that the digital ecosystem will end up in the coming years. Currently, the digital economy is worth 300 billion and is significantly diversified from 2014, where we relied significantly on the IT and ITES pieces of the digital economy.

Today, we have a very diverse range of slices of the digital economy that all are growing robustly – including IT & ITES, startups and innovation, electronics manufacturing, and now to that we are adding semiconductor design, semiconductor manufacturing, the AI, blockchain, web 3.0, and the high-performance computing. So we will see that the digital economy as we saw, knew, and understood before 2014 will not be the digital economy going forward in the coming years.

Let me quickly touch upon my views on this whole issue of digital media and the future of digital media. We have some peripheral interest in that because of the fundamental fact that the internet in the early years was always seen as a force for good and it was really all about the connectivity and connecting people, sharing ideas, connecting communities, connecting people to friends and families. This was really utopian idea of the internet and remained true for several decades. It is only in the last decade or so that the internet has now begun to represent significant other challenges of openness and the market domination or domination by some big platforms.

There is now heightened awareness about user harm and the need to focus on safety and trust on the internet. The third aspect that people are beginning to become aware of is that as millions of consumers come on the internet, use the platforms, consume products and services, the accountability to the little guy, accountability to the consumer is also something that needs to be built and legislated.

Many of you in the audience will understand this that for many many decades, regulation and law-making or government and societal scrutiny and oversight about digital platforms lagged innovation because it was seen that these were all innovation platforms and they do not represent any threat, they do not represent any criminality. But today's understanding is that as much as these platforms represent good and can enable, can empower, they can also be misused and be forces of harm, illegality, and criminality.

So I think this is what shapes our discourse on the future of digital media. Media as we know, has always been viewed by consumers as being responsible, accountable, and transparent and that is how media was seen for many many years and decades and there were legendary brands that were built around those values and tenets of trust and credibility. Somewhere along the line with the digital media and the digital brands proliferating we have seen that those old values of media have been challenged or put to test. In our Ministry, we have done many experiments and I want to just share this with you in the audience where we have seen that newer D2C type of media platforms that use misinformation, use partially true information create more velocity and much more reach for their content than traditional brands that still do the right thing, do research, and do content that is absolutely accurate. And so, therefore, there is a tendency almost like a written incentive now given the characteristics of misinformation, and characteristics of less than accurate reporting or that they reach a wider audience faster and that is the temptation increasingly for even the traditional value-based media platforms to adopt.

I think that is not the challenge for the government only but also for the consumers, platforms that believe in doing things right. This characteristic of bad news or the wrong news traveling further and faster than the good news and the correct news is something that requires our discussion, conversation, and discourse to see what we should do about it. So I will leave that to you to think about clearly.

The other big area in the world of the economics of digital content, whether news or entertainment, and there are certain issues in the way the internet is evolved, where the power of digital advertising where ad-tech platforms controlling more and more the digital platforms, digital advertising revenues and monetization revenues that there is a deep inbuilt imbalance in that whole dynamic of content creation and content monetization that leaves the small player at a disadvantage. This is not the right thing for a country like India, where we potentially have hundreds of thousands of creative content creators and many-many true, value-driven, truth-driven content creators in the news sector. I saw this in the papers today, the gentleman from Australia, Mr. Fletcher has commented on it. His thinking is not very different from how we are approaching this issue and we hope to, in the Digital India Act, address this issue of disproportionate control and the imbalance in the dynamics between content creators' monetization requirements and the power that ad-tech companies hold today.

I won't speak too much more on this issue, except to say, that it is clear that at some inflection point, the consumption of news in particular and content in general, will swing sharply to the internet. The COVID pandemic has caused one big jump in the consumption pattern of consumers for all types of content and all types of news. You can see from the proliferation of OTTs and digital streaming services, how entertainment has pivoted almost from the conventional entertainment models to the internet and digitally driven entertainment. The same is true for news, and I suspect that more and more video-led content, digitally video-led content will be the trend that we should all be keeping a close eye on, and a sharp pivot away from traditional platforms that deliver the news. This is just my instinct. We are living in extremely interesting times. There is only one thing you can accurately predict about the digital space that it will be continuously disruptive. Like the chatGPT will turn on its head on many conventional platforms. AI and its power, the learning platforms will come out in increasing numbers and will continuously disrupt this space.



Message from Shri Apurva Chandra

Secretary, Ministry of Information and Broadcasting

It gives me immense pleasure to be participating in this first conclave of the Digital News Publishers Association –DNPA. The fact that I am participating without being physically present at the venue is reflective of the digital era we live in and also the underlying various discussion themes of the conference, that is–“ The power of digital media and how to use it best in the national and public interest”.

So much has happened in the last few years that it is not so easy to keep pace with the speed of changes that have taken place in the field of technology, Big Tech platforms, and the larger ecosystem. Questions have emerged along with it. There are issues that impact the governance of a huge democracy, the changing dynamics of the news publishing industry, their businesses, the social lives of citizens of the country, and so on. The health sector, education sector, fintech sector, financial inclusion, ease of doing business, single window clearances, Gati Shakti mission of our Hon’ble PM, the vibrant start-up system, last-mile delivery of financial and other benefits to the vast population of India, are some of the great examples of tech-positive developments.

Digital media is expanding at a frantic pace and it has a major role in the inclusive digital growth of the nation. It has benefited our lives in so many ways yet we all remain wary as well, at times, for various reasons.

DNPA, which is the umbrella organization of India’s top 17 news publishers, represents the most widely read, watched, and respected news platforms over the last many decades. They have a history of service to the Nation. I understand that they have in place, adequate systems of checks and balances to ensure that correct and factual news flows out and are good examples of our stated policy of self-regulation. As India grows digitally, challenges have emerged in the sector where no such adequate systems of checks and balances are in place --unlike DNPA kind of publishers.

There have been issues regarding the financial health of not just the digital news industry but the parent print news industry as well, post-COVID. For the growth of the news industry, it is important that the digital news platforms of all these publishers, who are the creators of original content, get a fair share of revenues from the big Tech platforms, which act as aggregators of content created by others.

It is clear that if the traditional news industry continues to be negatively impacted, the future of journalism, our Fourth Pillar, is also hit. Thus, this is a question of journalism and credible content as well. Australia, Canada, France, EU, etc. have taken the initiative through their legislatures and strengthening of their competition commissions to ensure a fair split of revenue amongst the creators of news content and the aggregators. I hope that the deliberations at this conference will lead to meaningful suggestions in the Indian context. We would also like to do what is in the best interest of all and act on the suggestions accordingly.

understand that DNPA has started an initiative, called DNPA Dialogue to engage with all stakeholders to discuss this as well as other aspects regarding the digital growth of the nation and digital news media industry. I would look forward to its recommendations.

In this regard, I am happy to note that DNPA has taken the initiative of recognising digital technology innovations that have improved citizens' lives and promoted nation-building by honouring India's cutting-edge digital initiatives that have delivered perhaps the world's finest on-demand governance and services to citizens in various fields.

One Nation One Ration Card (ONORC) of Ministry of Consumer Affairs, Food & Public Distribution, CoWIN App of Ministry of Health & Family Welfare, Pradhan Mantri Jan Dhan Yojana of Department of Financial Services, GST of Department of Revenue Ministry of Finance , Himmat App of Delhi Police, CAMPA app of Ministry of Environment, Forest & Climate Change, E-Gov portal and Digi Locker of Ministry of Electronics & IT (MEITY) , DIKSHA platform under NCERT, Ministry of Education and POSHAN Tracker App of Ministry of Women and Child Development that have bagged the coveted Digital Impact Awards instituted by DNPA, all deserve my congratulations. I am really happy to note that the awardees

were selected by an eminent jury led by Sunil Arora, Former Chief Election Commissioner of India and former Secretary Ministry of Information & Broadcasting, GoI.

My best wishes to DNPA and all its members for the initiative and wish you a fruitful day of deliberations on the pressing issues outlined above.





Message from Tanmay Maheshwari

Chairman, Digital News Publishers Association &
Managing Director, Amarujala

On behalf of DNPA, I would like to welcome each one of you to this inaugural conference on the future of digital media and digital impact awards. Thank you Anurag ji for your kind words.

Digital News Publishers Association is dedicated to promote the growth of the digital news ecosystem in India. We believe that a verified news ecosystem is a fundamental pillar of our democracy. And all efforts must be put to promote as well as nurture this ecosystem.

So why was the DNPA made? The DNPA was made just to do one thing, promote the digital news ecosystem, promote the verified news culture, and fight against fake news. We regularly share our collective experiences and inputs through our consultation papers. This is done on various matters linked to the policy as well as the big tech industry. We also provide a constructive platform for an open dialogue between all the stakeholders in this entire ecosystem. We at DNPA believe that we have to co-exist, but at the same time, our values cannot be compromised.

Journalism has been at the heart of our organizations. And we always wanted to be that way. We are blessed to be a part of an industry that has the power to educate and empower millions of minds. We take the utmost pride in our work. And I know that each one of us in this room is linked to this industry in some form or the other. And it is a duty not just to protect, but also to nurture and grow the digital ecosystem, just like we have grown the print and television ecosystems. And this is the reason why DNPA was born.

We embrace and promote digital innovations, which are helping to build a nation in a very different way. Prime Minister Modi's vision of Digital India has been embraced by one and all. Today evening, we would celebrate the digital turns which our nation has taken and has empowered millions of people in the country. So in our endeavor, to work towards the goal, today, we have with us so many brilliant minds. Some of them will be part of the panel speakers. And some of them will be a part of the audience. Without all of you, without your love, without your support, this event would not have been possible.

I would like all of you to have a big round of applause for all of us. Every journalist, in fact, everyone who is a part of this digital media news ecosystem, and in fact, the news media ecosystem has a responsibility to change the ignorance that covers the world. I would like to dedicate this day to nothing but the truth, as truth is always the strongest argument.

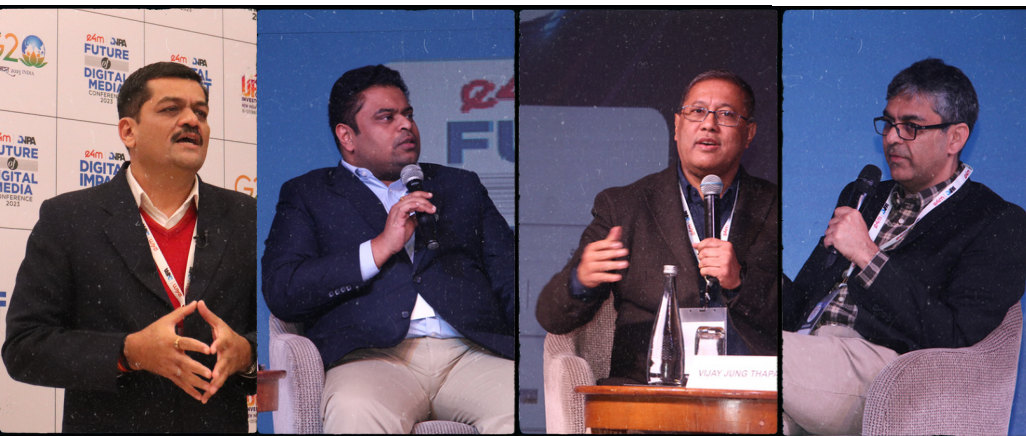
So, with this, I'd like to hand over the stage to all of you, to all the eminent guests, and on behalf of all our 17 members of the DNPA, I would like to thank each one of you for taking your time and being a part of this initiative.

Future of Digital Media Conclave 2023: Event Summary

The Digital News Publishers Association (DNPA), held its first annual conference, "e4m-DNPA Future of Digital Media Conference 2023," on January 20th at Hyatt Regency, Bhikaji Cama Place in New Delhi.

The day-long conference was graced by several dignitaries including the Shri Rajeev Chandrasekhar, Minister of State for Electronics and Information Technology, and Minister of State for Skill Development and Entrepreneurship. He shared the two-pronged approach India is taking in building the digital economy to be a trillion-dollar economy.

The conference brought together digital media professionals from around the world to discuss the future of the industry and the challenges it faces. Some of the eminent speakers included Shri Apurva Chandra, Hon'ble I&B Secretary, Ministry of Information & Broadcasting. Shri Chandra harped upon the need for digital news platforms to receive their fair share of revenues from the Big Tech companies that act as aggregators of content created by these publishers. Sukumar Ranganathan, Editor-in-Chief, Hindustan Times, in his Opening Keynote, reflected on the Future of Journalism. Speakers also included international and Indian thought leaders from the fields of digital publishing, media regulation, competition law, technology, and governance. Mr. Paul Fletcher, Member of Parliament, Australia and Former Minister of Communications, Mr. Pierre Petillault, Managing Director, Alliance de la presse d'information générale (APIG), Mr. Owen Meredith, Chief Executive Officer, News Media Association, Dr Pavan Duggal, Chairman, International Commission on Cyber Security Law among others, graced the event.



Events for the day-long summit centered around latest technological developments in digital media, regulatory and policy challenges and other issues that the media has been facing. Through various keynote sessions, panel discussions and expert presentations.

DNPA tried to decode issues involved in creating an ideal relationship between news publishers and Big Tech platforms in rebuilding the business of journalism. The conference ended with recognising innovators and thought leaders who have improved citizens' lives and promoted nation-building in areas of human resource development & education, health, financial reforms, sustainability, ease of business, governance & administrative reforms, women & child welfare reforms, and ease of living. The jury was led by Sunil Arora, former Chief Election Commissioner of India & Secretary Ministry of Information & Broadcasting, Government of India and the jury included prominent leaders from the industry. The winners received awards from the jury.



Expert Speak

Sukumar Ranganathan, Editor-in-Chief, Hindustan Times

Sukumar Ranganathan, Editor-in-Chief, Hindustan Times, argued that the future of journalism must prioritize fairness with all creators, including internal and external ones, such as freelancers. He spoke extensively on key issues facing the digital publishing industry at the DNPA Future of Digital Media Conference at Hyatt Regency, Bhikaji Cama Place, in New Delhi

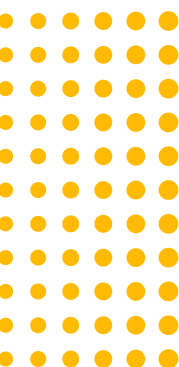


Sukumar Ranganathan, Editor-in-Chief, Hindustan Times

He called for a new ownership model and business model that could support the high costs of quality journalism. His keynote speech highlighted the need for the industry to adapt to new technologies and prioritize ethical standards. Sukumar called for a new ownership model for journalism, stating that the current model is broken and will not continue to work. Speaking at the Conference, Ranganathan stressed the need for new management and leadership in the industry.

He identified the need for a strong code of ethics that covers all aspects of journalism and emphasized the importance of adapting to new technologies. He also highlighted the need for a business model that could sustain the high costs of producing quality journalism, suggesting a USO fund for journalism that would be supported by technology companies operating in India.

In his keynote address, Ranganathan provided nine perspectives on the future of journalism, including the need for a newsroom to be managed like a newsroom in order to build a strong brand. He also suggested that journalists will need to learn new skills and specialize in areas such as data and visualization. Ranganathan stressed that journalism must remain at the core of any platform, which will inevitably change as technology evolves.



Panel Discussions & Presentations



From left to right: Vijay Jung Thapa, Chief Digital Officer, ABP; Chandrashekhra Mantha, partner in Media & Entertainment, Deloitte India; Dr Jagdish Mitra, Head & Chief Strategy Officer, Tech Mahindra; Durga Raghunath, Head of India News Partnerships, Google; Prasad Sanyal, Chief Content Officer, HT Digital; Nalin Mehta, Dean of the School of Modern Media, UPES; Saurabh Dwivedi, Founding Editor, The Lallantop; Sanjay Sindhvani, Chief Executive Officer, The Indian Express

Digital India and Digital Media: A Partnership for Building a Connected Nation

The first panel discussion at the e4m DNPA Future of Digital Media Conference focused on the topic of "Digital India and Digital Media: A Partnership for Building a Connected Nation". The panel consisted of several dignitaries from different sectors and was chaired by Sanjay Sindhvani, Chief Executive Officer of The Indian Express. The panel discussion emphasized the importance of digital media and digital India as partners in building a connected nation and the need for digital media to evolve and stay connected with digital India to drive the benefits and challenges of the country.

Sanjay spoke about how digital media and digital India are partners in the progress of the country. Prasad Sanyal, Chief Content Officer, HT Digital, said that digital India has democratized information and empowered citizens, but more needs to be done to give feedback where government policies are failing and where the government can have more impact. Nalin Mehta, Dean of the School of Modern Media at UPES, spoke about how there have been several revolutions in India, including the data and digital revolutions, but the transformation in digital media still has a long way to go. Vijay Jung Thapa, Chief Digital Officer of ABP, talked about the changes in the Indian ecosystem, including the deluge of news 24/7 and the prioritization of quantity over depth in news consumption.

Saurabh Dwivedi, Founding Editor of The Lallantop, said that the doors are now open in the digital media world, but the principles of journalism still remain the same. Durga Raghunath, Head of India News Partnerships at Google, agreed and said that the principles of journalism do not change, but user behavior around access and technology is changing. Dr. Jagdish Mitra, Head and Chief Strategy Officer at Tech Mahindra, talked about the opportunity for digital media to stay connected with digital India and drive the benefits and challenges of the country. Chandrashekhra Mantha, a partner in Media & Entertainment at Deloitte India, noted that technology plays a key role in the evolution of digital media and has the potential to disrupt the entire media-news value chain.

Expert Speak

Paul Fletcher, Australia's Member of Parliament and former Minister for Communications

Through its activities, the DNPA has consistently invested significant resources in bringing international speakers with global perspectives and lessons that can be implemented by the digital media industry in India. The Future of Digital Media Conference 2023 also featured renowned experts from different parts of the world who shared their insights on the challenges faced by news publishers in the transition from print to digital, the impact of tech platforms on the industry, the need for diversified revenue models, and the impact of new laws on the press. This conference's commitment to bringing together international speakers is a testament to DNPA's dedication to providing a global perspective on the issues faced by news publishers. Paul Fletcher, who has been the former Minister for Communications for Australia, (and is currently, the Member of



Paul Fletcher, Australia's Member of Parliament and former Minister for Communications

parliament in Australia) spoke extensively on 'Australia's Law on Technology Platforms and News Publishers: Background and Analysis' and the initiatives taken in Australia to address the market power dynamics in digital advertising. Fletcher mentioned the serious competition policy problem caused by the market power of Facebook and Google, which capture a large share of the revenue while using content from the media companies they are competing with. Fletcher's session at the conference shed light on the critical problems that the News Media Bargaining Code aims to address. He highlighted the need to regulate the market power of global digital platforms like Facebook and Google to sustain the free and independent media sector's crucial role in a liberal democracy. Fletcher spoke about the initiatives taken by the former government in Australia to address the market power of these platforms in digital advertising.

He further added that it is a problem of media policy as well. Privately owned media businesses generate much of their revenue from advertising, which plays a crucial role in providing diverse sources of news. However, the revenue lost to Facebook and Google weakens these media businesses financially, leading to fewer journalists, shorter and less detailed stories, and ultimately, the closure of media outlets.

During the chat with Puneet Jain, Chief Executive Officer of Hindustan Times, Jain asked Fletcher if unfair competition holds for other large markets and if legislative action is the only way to tackle it. In response, Fletcher said that they saw this as a competition policy issue, where unfair competition is a problem in most countries. While competition is essential for driving innovation and delivering better outcomes for consumers, unfair competition needs to be addressed through policy response.

Panel Discussions & Presentations



From left to right: Sayema Rahman, Radio Jockey and Social Media Influencer; Arvind Gupta, Co-Founder and Head, Digital India Foundation; Vijay Chadda, Chief Executive Officer ,A-PAG; Nandagopal Rajan, Editor, New Media, Indian Express; Shreyaa Kapoor, Personal Finance Content Creator; Archana Vyas, Deputy Director, Bill & Melinda Gates Foundation; Pranav Upadhyaya, Senior Anchor, ABP News

Digital Media and its Social Impact

The DNPA Future of Digital Media Conference brought together key players in the digital media industry to discuss the present and future of digital media. One of the sessions, "Digital Media and its Social Impact", was moderated by Pranav Upadhyaya.

The session emphasized the need for responsibility and education in social media interactions and engagement, as well as the importance of curating and fact-checking information in the era of democratized digital media.

Upadhyaya, Senior Anchor at ABP News, and featured speakers from diverse backgrounds, including Vijay Chadda, CEO of APAC (Air Pollution Action Group), Arvind Gupta, Co-Founder and Head of Digital India Foundation, Shreyaa Kapoor, Personal Finance Content Creator, Sayema Rahman, Radio Jockey and Social Media Influencer, Nandagopal Rajan, Editor of New Media at Indian Express, and Archana Vyas, Deputy Director at the Bill & Melinda Gates Foundation.

The session started with a discussion of the growth of digitization in India over the last 8-10 years, which has led to India becoming the fastest growing digitized economy and the largest free internet market in the world. With the lowest data costs and the highest per capita data consumption, digital media in India is characterized by vernacular, voice, and video content, with consumers spread across the income pyramid.

Sayema Rahman emphasized that the digital revolution has given everyone a voice and a platform to connect with their chosen community. However, she acknowledged the challenge of a lack of responsibility and education in social media interactions, with a growing will to go viral at the cost of sensationalism and fake news.

Rajan discussed the challenges of responsible media publication in a model driven by algorithms and click-bait journalism, citing the democratization of the internet and the lack of editors who curate and fact-check information as significant issues.

Panel Discussions & Presentations



From left to right: Nandagopal Rajan, Editor, New Media, Indian Express; Sanghamitra Majumdar, Editor, ABP Live, English (Digital); Prasad Sanyal, Chief Content Officer, HT Digital; Jaideep Karnik, Head of Content and Editor, Amar Ujala Web Services Private Limited; Deepak Ajwani, Editor, ET Online

Digital Publishing in India: Challenges & Opportunities

A panel discussion on 'Digital Publishing in India: Challenges & Opportunities' was organized as part of the conclave. The panel consisted of Jaideep Karnik, Head of Content and Editor, Amar Ujala Web Services Private Limited; Prasad Sanyal, Chief Content Officer, HT Digital; Sanghamitra Majumdar, Editor, ABP Live, English (Digital); and Nandagopal Rajan, Editor, New Media, Indian Express. The session was moderated by Deepak Ajwani, Editor, ET Online.

The panel discussed the challenges and opportunities of digital publishing in India and highlighted the importance of creating an integrated newsroom, using AI as a tool with human intervention, and providing personalized content delivery.

The main challenge highlighted by the panelists was the difficulty in creating integrated newsrooms. Jaideep Karnik shared that at Amar Ujala, they are working to create bridges between their legacy newspaper and digital operations. Nandagopal Rajan shared that at Indian Express, they successfully broke the wall to create an integrated newsroom. Sanghamitra Majumdar mentioned the challenge of creating synergy between digital and TV operations, as the storytelling formats are different. Prasad Sanyal felt that a level of integration was necessary for digital operations, and news should be packaged appropriately for different platforms.

On the use of AI in newsrooms, Prasad mentioned that AI should be used as a tool with human intervention. Nandagopal added that traditional media houses have an opportunity to differentiate themselves from others by not relying on AI to create content. He stated that AI should be used to bring personalization in content delivery. Prasad also mentioned that brevity has always been a key weapon in journalism, and news consumers choose their preferred format based on their needs and interests.

Expert Speak

Owen Meredith, CEO News Media Association, UK

The CEO of the News Media Association in the UK, Owen Meredith, spoke at the DNPA Future of Digital Media Conference 2023 about the challenges faced by news publishers in the shift from print to digital. Meredith said that while the demand for journalism has increased over time, the problem with monetization is largely caused by the dominance of tech platforms such as Google and Facebook. The UK market has been struggling to properly monetize the large audience growth due to the unfair functioning of digital markets. Meredith pointed out that the taxpayers-funded media organization, BBC, which dominates online news is the number one news destination in the UK and draws eyeballs and ad revenue away from commercial



Owen Meredith, CEO News Media Association, UK

publishers. The UK government is trying to bring in legislation to regulate and fix the broken digital marketplace, and the bill is expected to be published soon. With statutory powers to the Digital Markets Unit, enforceable codes of conduct will govern the relationship between online platforms and businesses that rely on them, especially news publishers.

Meredith stated that while the challenges faced by the industry are not a problem with the audience, it is the problem with monetization which is largely caused by the stranglehold of the tech platforms. The current system of competition law is simply inadequate, ineffective, and outdated.

Pierre Petillault, Managing Director, APIG, France



Pierre Petillault, Managing Director, APIG, France

Pierre Petillault, Managing Director of the Alliance de la presse d'information générale (APIG), discussed the challenges of newspaper circulation in a digital world, the difficulties of monetizing online, the need to invest in journalism, and the impact of new laws on the press in Europe.

Petillault discussed the European Union's new Copyright Directive 2019 and the Digital Services Act with Hemant Jain, the President and Business Head (digital) Lokmat, during the DNPA Future of Digital Media Conference. Petillault discussed the challenges newspapers are facing in France and Europe, including the difficulties in transitioning from paper to digital and the decrease in paper circulation due to high product prices. He also highlighted the difficulties in monetizing online and the loss of advertising revenues.



Panel Discussions & Presentations

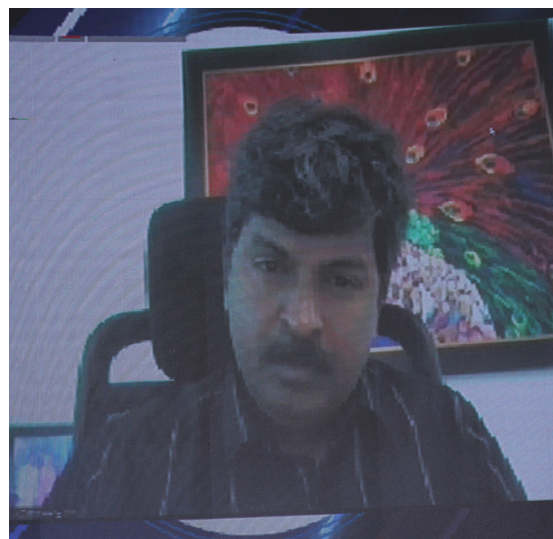
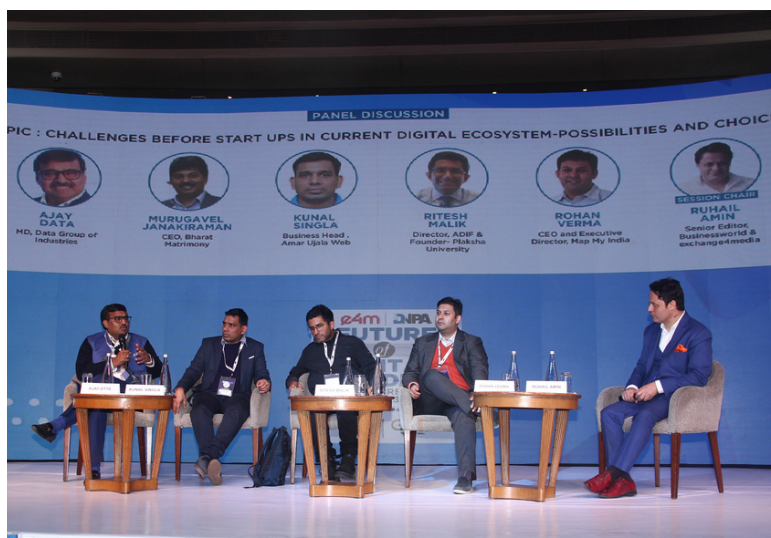


From left to right: Vaibhav Kakkar, Partner, Saraf and Partners; Pavan Duggal, Head, Pavan Duggal Associates ; Parthasarathi Jha, Economic Law Practice; Avaantika Kakkar, Partner-Competition, Cyril Amarchand Mangaldas; Dhanendra Kumar, Former Chairman, Competition Commission of India; Abir Roy, Co-Founder, Sarvada Legal; Anil Malhotra, Head- Public & Regulatory Affairs, Zee Entertainment Enterprise Limited; Karan Singh Chandhiok, Practice Head-Competition Law, Chandhiok & Mahajan

Competition Laws Governing Digital Media: Need for Review

The DNPA Future of Digital Media conference hosted a panel discussion on the competition laws governing digital media and the need for review. The discussion was chaired by Dhanendra Kumar, former Chairman of the Competition Commission of India, and the panelists included industry experts from various areas of competition law and digital media. During the discussion, the panelists touched upon various aspects of the digital media landscape and competition laws in India. Anil Malhotra, Head of Public & Regulatory Affairs at Zee Entertainment Enterprises Limited, said that certain regulations that apply to linear media do not duplicate in the digital domain. Karan Singh Chandhiok, Practice Head of Competition Law at Chandhiok and Mahajan, highlighted the need for enforcement of existing competition laws and the importance of considering a broad picture when implementing new laws. Avaantika Kakkar, Partner of Competition at Cyril Amarchand Mangaldas, discussed the evolution of digital media during the pandemic and the robust legal system in India. Parthasarathi Jha from Economic Law Practice spoke about the need for a new law that addresses digital media. Pawan Duggal from Pawan Duggal Associates talked about the impact of AI on digital media and the transformation of human beings into data entities. Vaibhav Kakkar, Partner at Saraf and Partners, discussed the amendment introduced by the Ministry of Information and Broadcasting on fake news and the need for independent arbitrators to decide on free speech. The panelists concluded that the law should be evidence-based, fair, and reasonable and that India needs a dedicated law on digital media.

Panel Discussions & Presentations



From left to right: Ajay Data, MD, Data Group of Industries; Kunal Singla, Business Head, Amar Ujala; Ritesh Malik, Director, ADIF & Founder- Plaksha University; Rohan Verma, CEO and Executive Director, Map My India; Rural Amin, Senior Editor, Businessworld & exchange4media; Murugavel Janakiraman, CEO, Bharat Matrimony

Challenges before Start-Ups in the current digital ecosystem: Possibilities and Choices

Challenges before startups in the current digital ecosystem couldn't come at a more opportune time when choices and possibilities are manifold for startups. This panel had Ajay Data, MD of Data Group of Industries, Murugavel Janakiraman, CEO of Bharat Matrimony, Ritesh Malik, Director of ADIF & Founder of Plaksha University, Rohan Verma, CEO and Executive Director of Map My India, and was chaired by Ruhail Amin, Senior Editor of Businessworld & exchange4media.

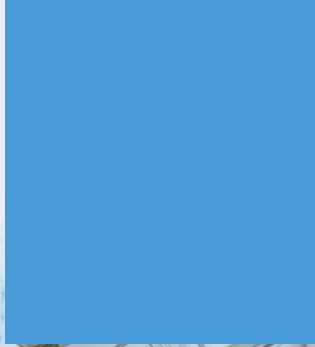
The panel emphasized the need for entities to work together and for the government to support start-ups and ensure the protection of data and MSMEs.

Rohan stated that the entrepreneurial talent in India, especially in the digital space, is high but the key challenge is the monopolistic activities that have been suppressing the Indian digital ecosystem. Malik observed that technology regulation is important but always lags behind technological innovation and suggested the development of a special ministry to ensure the protection of data and MSMEs. Singla emphasized the importance of education and awareness in Tier II and Tier III cities and the need to identify the right business sustainability model.

Ajay emphasized the importance of entities working together to reduce friction and simplify the availability of resources such as mentoring, education, incubation centers, investments, subsidies, and government support.

Janakiraman spoke from a sectoral standpoint and highlighted the challenges that need to be overcome for a robust start-up ecosystem. He noted that the majority of traffic happens through the two dominant players, Google and Apple, who have become both platforms and players, changing their interests and potentially abusing their dominance.

IMPACT FEATURE



Unprecedented response to the Global Roadshow

Before the Global Investors Summit, the action plan of the UP Government, to invite investors from all over the world has borne positive results. Roadshows in 16 countries have paved the way for investment of more than Rs 7.12 lakh crores so far. Investment proposals worth Rs 4 lakh crore have come from the United Kingdom and USA alone. Various industrial groups have given their investment proposals for investment in sectors such as agriculture, horticulture, wastewater treatment, data centers, river basin management, etc. Companies like Dassault, Saffron, Air Liquide, Thomson, Sanmina Corporation, Computing, Silas, HMI Group, Samsung, Ikea, Ericsson, Motherson, NTT Global, and Mitsui, have shown interest. These investment proposals will become the foundation stone for a bright future for our youth in the State.

1

A series of roadshows have been organized in different cities to attract investors for the UP Global Investors Summit (UPGIS), 2023.

2

Investors Summit aims to unite global leaders in policy, business, academia, and government to explore opportunities and create partnerships.

3

Government of Uttar Pradesh has set a target of attracting investment intents of worth INR 10 lakh crores at UPGIS 2023.

4

UPGIS 2023 supports PM's vision of India becoming a 5 trillion dollar economy. UP targets being a 1 trillion dollar economy in 5 years.



CANADA



USA



GERMANY



SWEDEN



JAPAN



NETHERLANDS

many more

Summit Highlights

- 10K delegates from 20+ countries, participated in the UPGIS 2023, creating significant impact globally.
- Uttar Pradesh Chief Minister, Yogi Adityanath has set a target of investments of Rs. 17 lakh crore through the summit.
- UP Government has launched a new online system to sign MoUs and track their implementation
- UPGIS 2023 witnessed knowledge sessions, and cross-border investment commitments and the summit will be an amalgamation of World Business, Political & Government leaders coming together for the economic development of our country.
- With this flagship Investment Summit, UP Government aspires to reinforce the investment attractiveness of Uttar Pradesh amongst the investor community and create opportunities for inclusive development of the State.



UP: The Preferred Destination for Investments

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| • 25 Investment Friendly Policies | • Moving Towards Becoming A Global Data Center and Education and Medical Hub |
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| • Industrial Land Bank | |
| • Top Ranking In "Ease of Doing Business" | • Single Window Portal 'NIVESH MITRA' |
| • Uninterrupted Power Supply | • Largest Producer Of Food Grains, Milk, Sugar, Potatoes and Ethanol |
| • 6 Expressways and 5 International Airports | • Abundant Water Resources |

Focus Sectors



**Food Processing
& Dairy**



**Handloom &
Textile**



**Information
Technology**



**Electronics
Manufacturing**



**Renewable
Energy**



**Micro, Small &
Medium Enterprises**



Startup



Film



Tourism



Civil Aviation



Pharmaceuticals



**Logistics &
Warehousing**



**Electric Vehicle
Manufacturing**



**Defence &
Aerospace**

DNPA Digital Impact Awards

DNPA Digital Impact Awards which recognise digital technology innovations that have improved citizens' lives and promoted national-building, were announced on January 14, 2023. Winners in different categories were felicitated at a grand ceremony held at Hyatt Regency, Bhikaji Cama Place, New Delhi.

The DNPA Digital Impact Awards 2023, honoured India's cutting-edge digital initiatives that deliver on-demand governance and services to citizens in various fields. Various initiatives by the Centre, State Governments, and Local authorities, continue to achieve the goal of Digital India. Such digital initiatives, as well as the teams who worked on their creation and execution, were honoured with the awards.

Awards were given in eight categories including, Best Use of Digital Media for Health, Best Use of Digital Media for Financial Reforms, Best Use of Digital Media for Sustainability and Environment Protection, and Best Use of Digital Media for Women and Child Welfare Reforms. The awardees were selected by a jury led by Sunil Arora, former Chief Election Commissioner of India and Secretary of the Ministry of Information & Broadcasting. The jury members included:



Sunil Arora
Former Chief Election Commissioner
Jury Chair

Jury Members



S Ravi
Managing Partner,
Ravi Rajan & Company,
Chairman -TFCI



Aruna Sharma
Former Secretary,
Ministry of IT &
Electronics



Dr Annurag Batra
Chairman &
Editor-in-Chief,
BW & exchange4media



Prof. Najma Akhtar
Vice Chancellor,
Jamia Milia Islamia



Sanjay Dwivedi
Director General,
Indian Institute of Mass
Communication



Ashish Bhasin
Co-Founder & Chairman,
RD & X Network



Dr Jagdish Mitra
Chief Strategy Officer &
Head of Growth,
Tech Mahindra

Award Nominees

Education

- DIKSHA
- Mission KarmaYogi
- SWAYAM (Study webs of active learning for young aspiring minds)

Health

- Ayushman Bharat Digital Mission
- CoWin App
- Chikitsa Setu App
- eSanjeevani- National Telemedicine Service

Financial Reforms

- BHIM UPI
- Pradhan Mantri Jan Dhan Yojana
- Pradhan Mantri Mudra Yojana

Women & Child Welfare Reforms

- Poshan TrackerApp
- Himmat Plus App
- Khoya-Paya Portal
- Sakhi-Dashboard
- POSCO-eBOX
- Mother & Child Tracking System (MCTS)

Sustainability & Environment protection

- CAMPA (e-Green Watch Portal)
- Atmanirbhar Krishi App
- Bhuvan- NRSC
- National Transit pass System
- Sameer App

Governance & Administrative Reforms

- eGov Portal
- e-office
- One Nation One Ration Card

Ease of Doing Business

- Goods and Services Tax (GST)
- Single Window Interface for Facilitating Trade
- Broadcast Seva Portal
- GEM Portal

Ease of Living

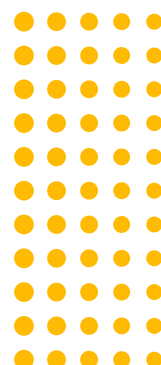
- Digilocker
- Mitaaan – Chhattisgarh Government
- Parivar Pehchan Patra



Winners: DNPA Digital Impact Awards 2023



Category	Winner
• Education	DIKSHA (Digital Infrastructure for Knowledge Sharing)
• Health	CoWIN App
• Financial Reforms	Pradhan Mantri Jan Dhan Yojana (PMJDY)
• Sustainability & Environment Protection	CAMPA (e-Green watch Portal)
• Ease of Doing Business	Goods and Services Tax (GST)
• Governance & Administrative Reforms	One Nation One Ration Card Yojana, E-Gov portal (Special Mention)
• Women & Child Welfare	Poshan Tracker, Himmat Plus App- Delhi Government (Special Mention)
• Ease of Living	DigiLocker



Galaxy of Speakers

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CHIEF GUEST

SHRI RAJEEV CHANDRASEKHAR

Hon'ble Minister of State for
Electronics and Information
Technology and Minister of State for
Skill Development and
Entrepreneurship

THANK YOU



JAN
20
2023
DELHI



CONGRATULATIONS TO ALL THE AWARD WINNERS



WINNERS: E4M- DNPA DIGITAL IMPACT AWARDS 2023

Education DIKSHA (Digital Infrastructure for Knowledge Sharing)	Financial Reforms Pradhan Mantri Jan Dhan Yojana (PMJDY)	Health CoWIN App	Sustainability & Environment protection CAMPA (e-Green Watch Portal)	Governance & Administrative Reforms One Nation One Ration Card Yojana	Governance & Administrative Reforms E-Governance Portal	Ease of Doing Business GST (Good & Services Tax)	Ease of living DigiLocker	Women & Child Welfare Reforms Poshan tracker App	Women & Child Welfare Reforms Himmat plus App
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THANK YOU SPEAKERS



THE HON PAUL FLETCHER MP
Australian Parliament



PIERRE PETILLAUD
Managing Director
Alliance de la presse d'information générale (APIG)



OWEN MEREDITH
Chief Executive Officer
News Media Association, UK



DR ANNURAG BATRA
Chairman & Editor-in-Chief, BW & exchange4media



NAWAL AHUJA
Co-Founder, exchange4media



TANMAY MAHESHWARI
Chairman, DNPA and MD, Amar Ujala



SUKUMAR RANGANATHAN
Editor-in-Chief, Hindustan Times



APURVA CHANDRA
Hon'ble Secretary, Ministry of Information & Broadcasting, Government of India



SAURABH DWIVEDI
Founding Editor, The Lalantop



VIJAY JUNG THAPA
Chief Digital Officer, ABP



PUNEET JAIN
Chief Executive Officer
HT Digital



HEMANT JAIN
President and Business Head (Digital), Lokmat



CHANDRASHEKAR MANTHA
Partner, Media & Entertainment (M&E) industry leader, Risk Advisory, Deloitte India



DR JAGDISH MITRA
Head & Chief Strategy Officer, Tech Mahindra



ANURADHA PRASAD
Managing Editor and Chairperson, BAG Films



DURGA RAGHUNATH
Head, India News Partnerships, Google



PRASAD SANYAL
Chief Content Officer, HT Digital



NALIN MEHTA
Dean, School of Modern Media, UPES



SANJAY SINDHWANI
Chief Executive Officer, The Indian Express



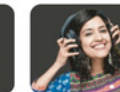
VIJAY CHADDA
Chief Executive Officer, A-PAG



ARVIND GUPTA
Co-Founder and Head, Digital India Foundation



SHREYAA KAPOOR
Personal Finance Content Creator



SAYEMA RAHMAN
Radio Jockey and Social Media Influencer



NANDAGOPAL RAJAN
Editor, New Media, Indian Express



ARCHANA VYAS
Deputy Director, Bill & Melinda Gates Foundation



PRANAY UPADHAYAYA
Senior Anchor, ABP News



SANGHAMITRA MAZUMDAR
Editor, ABP Live, English (Digital)



DEEPAK AJWANI
Editor, ET online



KARAN SINGH CHANDHOK
Head, Competition Law, Chandhok & Mahajan



PAVAN DUGGAL
Head, Pavan Duggal Associates



PARTHASARTHI JHA
Economic Law Practice



AVAANTIKA KAKKAR
Partner-Competition, Cyril Amarchand Mangaldas



VAIBHAV KAKKAR
Partner, Saraf and Partners



ABIR ROY
Co-Founder, Sarvada Legal



ANIL MALHOTRA
Head-Public & Regulatory Affairs, Zee Entertainment Enterprise Limited



DHANEENDRA KUMAR
Former Chairman, Competition Commission of India



AJAY DATA
MD, Data Group of Industries



MURUGAVEL JANAKIRAMAN
CEO, Bharat Matrimony



RITESH MALIK
Director, ADIF & Founder-Plaksha University



ROHAN VERMA
CEO and Executive Director, Map My India



JAIDEEP KARNIK
Head Of Content and Editor, Amar Ujala Web Services Private Limited



KUNAL SINGLA
Business Head, Amar Ujala Web



RUHAIL AMIN
Senior Editor, Businessworld & exchange4media



Conclave At A Glance









Media Coverage



Media Coverage



DNPA Future of Digital Media Conference received diverse, extensive, and widespread attention from various media platforms. The event was covered by a range of media outlets, including newspapers, television news channels, and online news web portals. The coverage focused on the key highlights and takeaways from the event, as well as the discussions, presentations, and insights shared by the various national and international speakers and participants. Both Hindi and English media gave wide coverage of the day-long summit. Social media platforms also played a significant role to reach a wider audience, with journalists, speakers, and attendees, sharing updates, opinions, and live commentary.

Leading national dailies including, The Hindu, Indian Express, The Times of India, Hindustan Times, Economic Times, and others, highlighted the position of the Indian Government and the Digital News Publishers Association (DNPA) on the "disproportionate imbalance" between big tech content aggregators and digital platforms of print news publishers. The focus of these reports was the need to give the publishers of original content a "fair share of revenues" by the big tech platforms, which act as content aggregators. The reports highlight the concerns of the government and the DNPA members who believe that if the traditional news industry continues to be negatively impacted, then the future of journalism would also be hit. News coverage also mentioned initiatives taken by other countries to ensure a fair split of revenue and the pushback faced by Australia when it passed the News Media Bargaining Code.



Digital news reports in publications like Livemint, NDTV, The Sentinel, ETV Bharat, and others also highlighted the speech given by Shri Rajeev Chandrasekhar, Union Minister of State for Electronics and Information Technology, and the message shared by Shri Apurva Chandra, Secretary, Information and Broadcasting at the conference. The focus of these news reports was the concern raised by Shri Chandrasekhar, regarding the digital economy and the economics of digital content, particularly news. The reports also covered various discussions, presentations, and addresses from the DNPA Future of Digital Media Conference & Awards on the future of digital media in India. Many web portals reported on the discussions surrounding the future of digital content and the growth of the digital media industry in India. They also reported on the keynote speeches, as well as the panel discussions and interactive sessions that took place throughout the conference.

Media outlets including, print and digital outlets provided comprehensive coverage of the conference and its discussions, highlighting the significance of the event in the digital media industry.



‘Will Address Imbalance in Creation of News Content & Monetisation’

MoS IT Rajeev Chandrasekhar says govt hopes to tackle issue in upcoming Digital India Act

Our Bureau

New Delhi: The government hopes to address the imbalance in content creation by news media companies and its monetisation by advertising technology companies in the upcoming Digital India Act, said Rajeev Chandrasekhar, minister of state for electronics and information technology.

He was speaking at an event organised by the Digital News Publishers Association (DNPA) in New Delhi on Friday. “We hope to, in the Digital India Act, address



Paul Fletcher, a member of the Australian House of Representatives and Australia's former communications minister, had said on Thursday that India and other nations should look to pass legislation which have “enabling mechanisms” to bring Big Tech com-



Rajeev Chandrasekhar  
@Rajeev_Gol

There is a deep in built imbalance in the whole dynamic of content creation & content monetisation.

We hope to address this imbalance & disproportionate control of the Ad Tech Companies in the upcoming [#DigitalIndiaAct](#)

My address at [#e4mDNPA DigitalMedia Conference](#)



Prasad Sanyal
@PrasadScribe

Audience generation often gets mistaken for journalism in digital newsrooms, focus on new skills like data visualisation and fact checking: [@HT_Ed](#) [#e4mDNPA DigitalMedia](#)



Paul Fletcher 
@PaulFletcherMP

At the Future of Digital Media conference in Delhi where I will be delivering one of the keynote speeches [#DNPA](#) [@e4mtweets](#)



Puneet Jain
@puneetjain83

Super Engaging day at DNPA 'Future of Journalism' conclave. Also, had the privilege of interacting with Hon Paul Fletcher, MP, Australian Parliament & Ex Min of Communications. Mr Fletcher was a key architect behind the pioneering & hugely successful News Bargaining Code [#e4mDNPA](#)



Ruhail Amin 
@RenAameen

[@PaulFletcherMP](#) in conversation with [@puneetjain83](#) at the [#e4mDNPA DigitalMedia](#) conference [@anuragbatrayo](#)

DNPA Conference 2023: दिल्ली में शुरू हुआ डीएनपीए सम्मेलन, डिजिटल मीडिया के 40 ज्यादा विशेषज्ञ ने लिया हिस्सा

By आजाद खान | Published: January 20, 2023 12:29 PM

आपको बता दें कि डीएनपीए एक ऐसा संगठन है जो निष्पक्ष निकाय है और इसे समाचार संगठनों और बड़ी टेक कंपनियों के बीच समानता और निष्पक्षता को बनाए रखने और इसे बढ़ावा देने के लिए जाना जाता है।

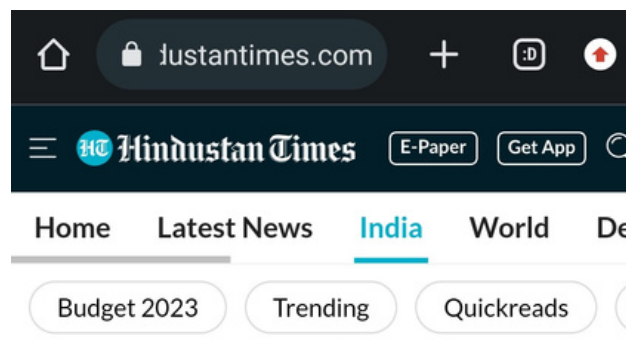


फोटो स्रोत: Twitter @e4mtweets



Highlights

- दिल्ली में डीएनपीए सम्मेलन का आगाज हो गया है।
- ऐसे में इस सम्मेलन में डिजिटल मीडिया से संबंधित 40 से अधिक विशेषज्ञ भी शामिल हुए हैं।



Experts, publishers discuss future of digital media at e4m-DNPA Awards

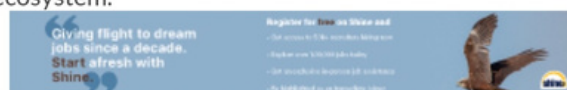
India News

Updated on Jan 20, 2023 08:43 PM IST

Future of Digital Media Conference by Digital News Publishers Association of India (DNPA), struck the right chord with stakeholders



The Digital News Publishers Association is a group of leading media companies to work collaboratively on defining, creating and fostering the digital news ecosystem.



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Sovereign governments decide news media laws, not tech companies in the US: Paul Fletcher

The former Australian Minister for Communications will speak at DNPA Future of Digital Media Conference 2023 today

by exchange4media Staff
Published: Jan 20, 2023 9:33 AM | 3 MIN READ

char4media.com

सूचना:

जगत से जुड़े साथी हमें अपनी खबरें भेज सकते हैं। हम

होम / टेग / DNPA-Future

सुकुमार रंगनाथन ने समझाया पत्रकारिता का 'फ्यूचर प्लान', दिए ये टिप्स

‘e4m-DNPA Future of Digital Media Conference’ के दौरान ‘हिन्दुस्तान टाइम्स’ के एडिटर-इन-चीफ सुकुमार रंगनाथन ने ‘The Future of Journalism’ टॉपिक पर रखी अपनी बात

समाचार4मीडिया ब्यूरो 1 week ago

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India wants platform fair play in digital content monetisation

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DNPA FUTURE of DIGITAL MEDIA CONFERENCE 2023

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MoS Rajeev Chandrasekhar highlights 'imbalance' between creators and platforms

Minister Rajeev Chandrasekhar said that platforms had "disproportionate control" over creator revenues

January 21, 2023 08:58 am | Updated 10:50 am IST - NEW DELHI

THE HINDU BUREAU

COMMENTS SHARE READ LATER

Minister of State for Electronics and Information Technology Rajeev Chandrasekhar. File | Photo Credit: Kamal Narang

Minister of State for Electronics and Information Technology Rajeev Chandrasekhar said on Friday that "the power of digital advertising [through] ad-tech platforms controlling more and more of digital advertising revenues" has led to a "deeply built-in

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ETV Bharat
National

Assamese Bengali English Gujarati Hindi Kε


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GIANTS NEED TO PAY PUBLISHERS FOR CONTENT CENTRE

Tech giants need to pay publishers for content: Centre's big statement on future of digital journalism

Published on: Jan 21, 2023, 4:41 PM IST

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Indian News Publishers Need To Be Paid For Content: Strong Stand By Centre

Minister Rajeev Chandrasekhar said the government will address the "imbalance" between content creation and its monetisation, reining in powers of ad-tech companies and platforms.

The Indian EXPRESS

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Big Tech needs to pay news publishers for content: Govt

3 hours ago

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Budget 2023 Trending Quickreads Da

Ad tech platforms controlling more digital ad revenues, says Union minister

Technology
Published on Jan 21, 2023 11:25 AM IST

Union minister Rajeev Chandrasekhar said that as millions of consumers use the internet and consume products and services it is the time accountability to the consumer is also something that needs to be built and legislated.



Union minister Rajeev Chandrasekhar.(ANI)

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good faith, he recalled.
"We approached the Au-
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: authority slapped Goo-
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"The majority of French
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Tech platforms needed
support the news media
ire," he added.

Big Tech aggregators must split revenue fairly with news creators: I&B Secretary

This is a question of journalism and credible content as well, says Apurva Chandra, making the announcement at the Digital News Publishers Association media conference

Beresh K. Pandey
Arson Deep
NEW DELHI

Publishers of digital news platforms, being creators of original content, should get a fair share of revenue from big tech platforms, which act as aggregators, Information and Broadcasting Secretary Apurva Chandra said on Friday. Through an emailed statement read at the Digital News Publishers Association (DNPA) media conference, Mr. Chandra said that post-COVID, there have been issues regarding the financial health of not just the digital news industry but also the parent print news industry. "For the growth of the news industry, it is important that the digital news platform of all these publishers which are the creators of original content



It is clear that if the traditional news industry continues to be negatively impacted, the future of journalism, our Fourth Pillar, is also hit. APURVA CHANDRA, I&B Secretary

got a fair share of the revenue from the Big Tech platforms which act as an aggregator of the content created by others," he said. Mr. Chandra said: "It is clear that if the traditional news industry continues to be negatively impacted, the future of journalism, our Fourth Pillar, is also hit. Thus, this is a question of journalism and credible content as well."

He noted that Australia, Canada, France and European Union had taken the initiative through their legislatures and strengthen-

competition policy matter. The Big Tech platforms competed in the market for digital advertising with other media platforms; at the same time, they were using the content generated and paid for by those media businesses to attract eyeballs, and monetised that through advertising. "Second, this is a media policy issue, because the impact of unfair competition was in turn causing news media businesses to have reduced revenues and profitability, which in turn erodes the monies used to fund journalism, which means journalists were losing their jobs, which led to journalism reducing in quality. It was a negative feedback loop," he said. Thirdly, he said, "we saw this as a very important issue in a liberal democracy, where it's important to have a diverse and vigorous news media".

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Big Tech Firms Should Share Revenue with Digital News Cos: I&B Secretary

Revenue sharing essential for the growth of the news industry and to ensure its financial health

Our Bureau

New Delhi: Digital news organisations that create original content should get a fair share of revenues from Big Tech platforms, said Apurva Chandra, secretary, Ministry of Information & Broadcasting. Big Tech platforms act as aggregators of content created by others and such revenue sharing is essential for the growth of the news industry, Chandra added. "There have been issues regarding the financial health of not just the digital news industry, but the parent print news industry as well, post-Covid-19," he said. It is not easy to keep pace with the speed of changes in the field of technology, Big Tech platforms and the larger ecosystem, he said. However, issues have emerged that impact governance of a huge democracy, changing dynamics of the news publishing industry, their businesses, social lives of citizens of the country, among others.

Keeping Pace

- I&B SECY SAID**
- Not easy to keep pace with the speed of changes in the field of tech
- However, issues have emerged that impact governance of a huge democracy



Australia, Canada, France, and EU have taken the initiative through their legislatures

"Digital media is expanding at a frantic pace, and it has a major role in the inclusive digital growth of the nation," Chandra said. Chandra's speech was read out in his absence at the inaugural session of the Digital News Publishers Association (DNPA) Conclave. DNPA is the umbrella organisation of India's top 17 news publishers. At the event, DNPA secretary Avinash Pandey said that if the traditional news industry continues to be negatively impacted, the future of journalism will also be hit.

Regarding revenue sharing between Big Tech platforms and digital news publishers, Chandra said Australia, Canada, France, and the European Union have taken the initiative through their legislatures and strengthening of their competition commissions to ensure a fair split of revenue amongst the creators of news content and aggregators. Paul Fletcher, member of parliament of Australia who was instrumental in bringing in the legislation on reforms in revenue sharing between Big Tech platforms and news publishers in the

country, explained how the Australian government dealt with resistance from large platforms when the draft of the code was first shared with them. "There was a bit of turbulence along the way. Google at one point threatened to withdraw Google Search services in Australia," Fletcher said. In response, Fletcher said they met with global experts of Microsoft who said they will be interested in expanding Bing. Microsoft's search engine in Australia. "We didn't hear much more of the threat," Fletcher said. Meta Inc and Google did not respond to ET's queries on Fletcher's comments. Fletcher said he was visiting India to share his experiences in bringing the code to fruition, and to learn more about the success of Indian tech companies like TCS, Infosys, and Wipro.

'Power of Digital Advertising'

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"His (Fletcher's) thinking is not very different from how we are approaching this issue, and we hope to, in the Digital India Act, address this issue." "There are certain issues in the way the internet has evolved, where the power of digital advertising with ad tech platforms controlling more and more of these digital advertising revenues and monetisation revenues," he said. Chandrasekhar also said the dynamics of content creation and monetisation is impacted by a "deeply inbuilt imbalance" due to the structure of the internet, and it left smaller firms severely disadvantaged.



"It is not really the right thing for a country like ours where we have potentially hundreds of thousands of small content creators and many value, truth-driven news organisations," Chandrasekhar said.

He said that there is going to be some inflection point in the consumption of news in particular and content in general will swing sharply to the internet. The pandemic has caused a big jump in the consumption pattern of consumers for all types of content, especially news.

Going forward, all content, including news would be consumed more in the video format, the minister of state said. "You can see from the proliferation of OTTs and digital streaming services how entertainment has pivoted almost from the conventional entertainment models to the internet and digital driven entertainment. The same is true for news and I suspect that more video-led content, digitally video-led content will be the trend," Chandrasekhar said.

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+91 9560566077
info@dnpa.co.in
www.dnpa.co.in