



March 12, 2021

**BSE Limited**

P. J. Towers, 25<sup>th</sup> Floor,  
Dalal Street, Mumbai - 400001.  
Scrip Code: **532368**

**National Stock Exchange of India Limited**

Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai - 400051.  
Symbol: **BCG**

Dear Madam/Sir,

**Sub: Press Release and Investor Presentation on "Brightcom Digital Audio"**

With reference to the subject cited above, we are enclosing herewith a copy of Press release and presentation of the Company titled "Brightcom Digital Audio".

The same is also being made available on the website of the Company at [www.brightcomgroup.com](http://www.brightcomgroup.com)

This is for your information only.

Thanking you,

Yours faithfully,

**For BRIGHTCOM GROUP LIMITED**

**Manohar Mollama**

**Company Secretary & Compliance Officer**  
**ACS - 39254**





## BRIGHTCOM GROUP SET TO FORAY INTO DIGITAL AUDIO

**Hyderabad, MARCH 12, 2021:**

Brightcom Group (NSE: BCG | BSE: 532368), having become a zero-debt company, Brightcom Group is all set to foray into US\$ 4.2 Bn Digital Audio medium. Digital Audio is the second most popular activity involving about 204 million listeners in US alone.

Digital Audio is the ultimate multitasking media channel where nearly 50% of millennials and GenZ listen to digital content while doing their daily chores. As more users are joining the bandwagon, advertisers are following the users.

No wonder then that YouTube announced a 15-second audio ad unit, and Spotify too has indicated publicly that there is a huge growth opportunity in the conversion of broadcast radio revenue into digital streaming. Online listeners consume audio content through the Internet for about 30 minutes a day on average which is way beyond the average consumption of all other media formats.

The Brightcom has increased its publisher strength from **10000 publisher to 47000 publishers in just two years**. Brightcom's ads.txt is currently implemented on more than 47000 websites. The Direct accounts stands at 89704. The company has a major market share of 4.5% and a reseller account of 10098. These strengths give enough confidence to the company to foray into Digital Audio space.

In Digital Audio advertising, for instance, Audio Spots of up to 40 seconds. These are distributed between traditional and online audio spots.

### List of various Digital Audio Streams:

#### AM/FM ONLINE STREAMS

Radio reaches significantly more people weekly than any other medium in the U.S. at 228.5 million adults.





## MUSIC STREAMING SERVICES

Over half of the U.S. population reporting listening to music daily. From a global perspective, people are listening to 18 hours of music across different platforms.

## PODCASTS

With 2 / 3 rd of podcast consumers tuning in on a mobile device most of them are listening to podcasts while multitasking, give in tremendous opportunities for brands and advertisers.

They also have the most loyal listeners with 21% listening to 4- podcasts a week and even more (31%) listening to six or more podcasts a week!

## PROGRAMMATIC AUDIO

Programmatic audio is utilizing technology in a way to automate the selling and insertion of ads in digital audio content such as AM/FM radio and music-streaming services and such.

It has seen tremendous success in other forms of advertising. Players such as Spotify, are hopeful for its potential in audio as well

## TRADITIONAL RADIO NEEDS TO TRANSITION TO DIGITAL

Radio stations must adapt to the natural evolution of the consumption of content. As digital radio audiences grow, traditional radios' audiences are stagnating.

Among the three Digital Audio Mediums: Desktop; Mobile; and Smart Speakers, Only 25% of users are on **desktop/laptops** to listen to audio, over 50% of Digital Audio streaming is done over **mobile**, It lends itself very well for audio, and about 31% of digital audio listeners accessing content via **smart speakers**.

## Emerging Trends in Digital Audio:

### PROGRAMMATIC ADVERTISING

Programmatic ads, also known as audio ad automation, is a growing, important factor. It automates the buying, selling, and fulfillment of audio ads.



**SMART SPEAKERS AND VOICE TECHNOLOGY**

Not only do smart speakers enable and accelerate the consumption of digital audio, but they also serve as a future-forward, innovative outlet for advertisers and brands. EMarketer estimates that 38 million individuals will use a smart speaker to make a purchase in 2021.

**DATA-DRIVEN**

This involves leveraging of data to create meaningful messages that are dynamic and hyper-personalized. It also involves, incorporating audience insights, location data, and other key insights to deliver useful and high converting messages

**CONTEXT-AWARE AND PERSONALIZATION**

This can be done programmatically at scale or more manually in several forms. The goal is to have a very customized and personalized campaign targeted individually to each consumer. Context-aware ads have a greater standout and higher recall.

**ATTRIBUTION DATA FOR DIGITAL AUDIO**

Thanks to emerging technologies, digital audio can now be more accurately measured, akin to other ad mediums like digital, OOH and TV advertising, to help marketers see if, how, and when their digital audio campaign drove consumers to store. This will provide advertisers with a better view of how marketing activations are changing consumer behaviors.

**Road Ahead**

Audio Publishers need to develop digital strategies that identify and involve their audiences.

The digital audio inventory is a valuable asset to Publishers that seek to develop innovative and attractive experiences for users and advertisers. This is where Brightcom hopes to make a difference.





## MEDIA CONTACT

Ajay Ponna 040 67449910

[ajay.ponna@brightcomgroup.com](mailto:ajay.ponna@brightcomgroup.com)

## About the Company:

Brightcom Group (Formerly, Lycos Internet Limited - incorporated in the year Jan-1999) is a Hyderabad - Indian based Digital Marketing and Software Development Company, actively engaged in providing technical and economical solutions to Digital Advertisement, Marketing and Information Management sectors through Ad-tech, New Media and IoT based businesses across the globe, primarily in the digital eco-system.

Brightcom Group is a leading global provider of comprehensive online or digital marketing services to: direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges & networks

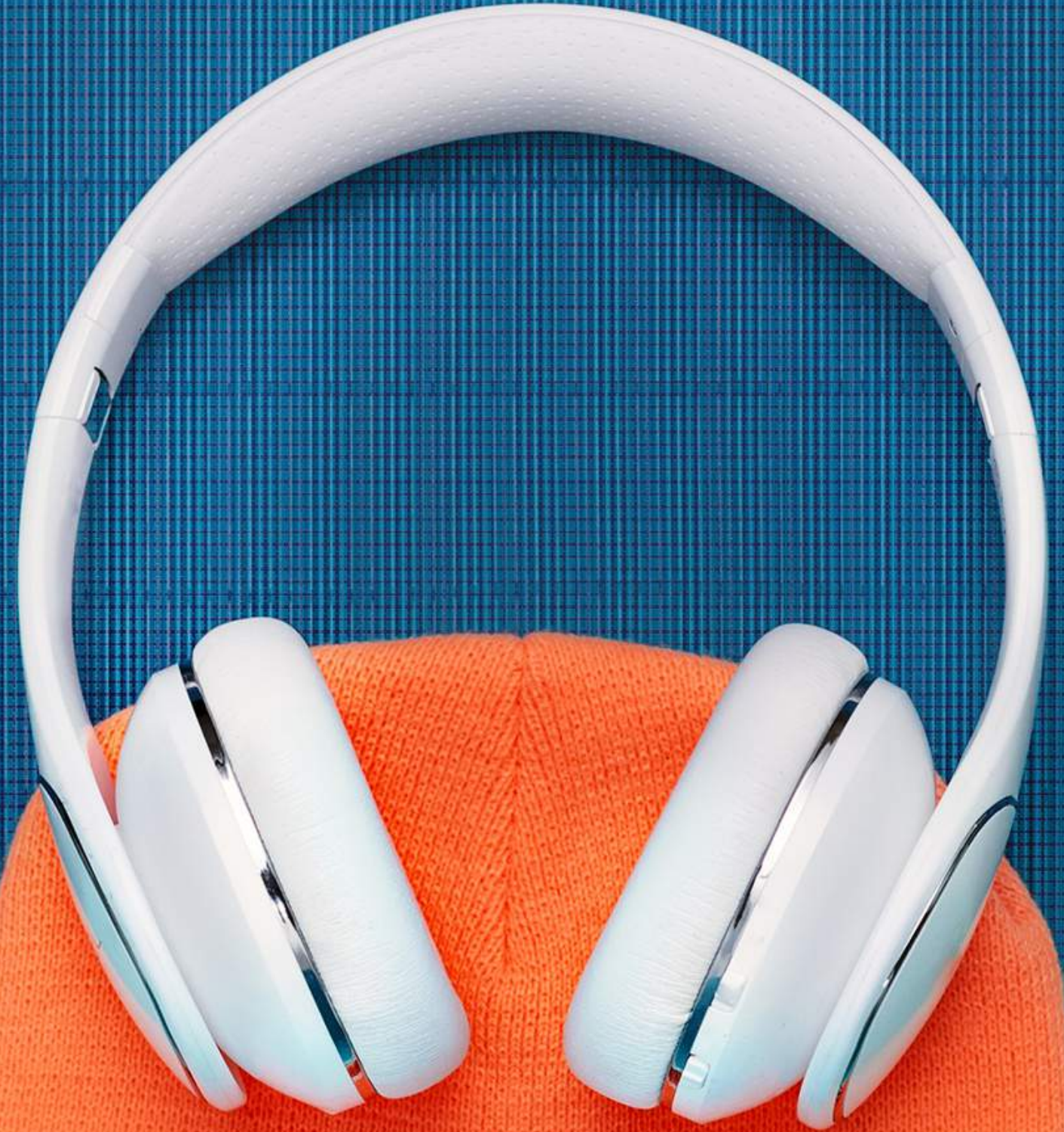
The Company has 22 office locations and has 463 employees and consultants worldwide. Brightcom client list contains some of the biggest names i.e. Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia, to name a few.

Brightcom Group ranks at 400 among Fortune 500 India companies.

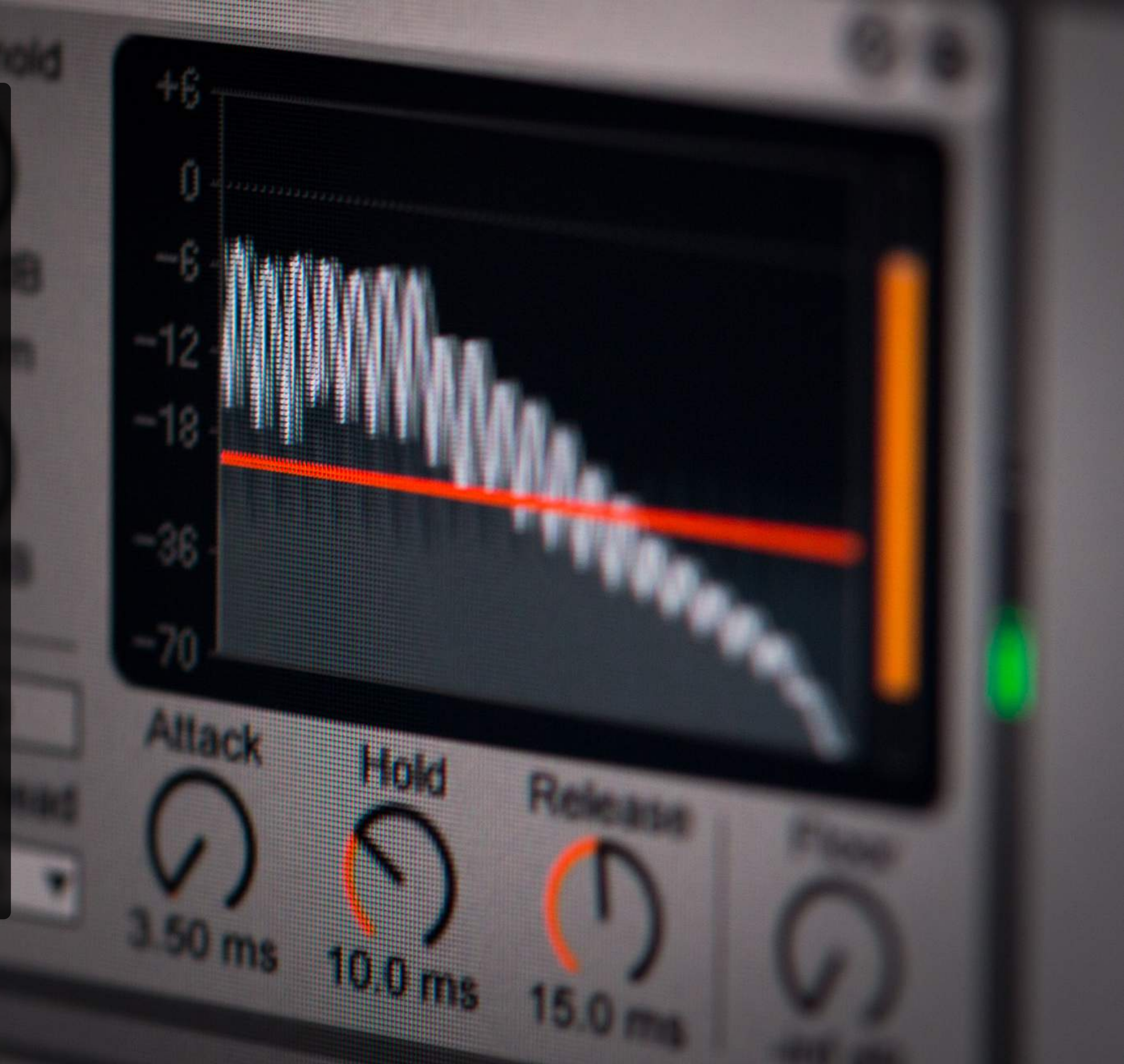




brightcom  
digital audio



PEOPLE ARE SPENDING SIGNIFICANT TIME WITH DIGITAL AUDIO THAN THEY HAVE BEFORE, LEADING TO NEW ADVERTISING OPPORTUNITIES. PEOPLE LOVE LISTENING IN - IT HELPS PASS THE TIME ON LONG COMMUTES, PROVIDES OPPORTUNITIES FOR PASSIVE LISTENING WHILE GARDENING OR DOING HOUSEHOLD CHORES RADIO, ON-DEMAND STREAMING, PODCASTS, AND LISTENERS CONTINUE TO MIGRATE FROM TERRESTRIAL TO DIGITAL RADIO.



## AUDIO IS THE 2ND MOST POPULAR DIGITAL ACTIVITY. 204 MILLION LISTENERS IN THE US NOW.

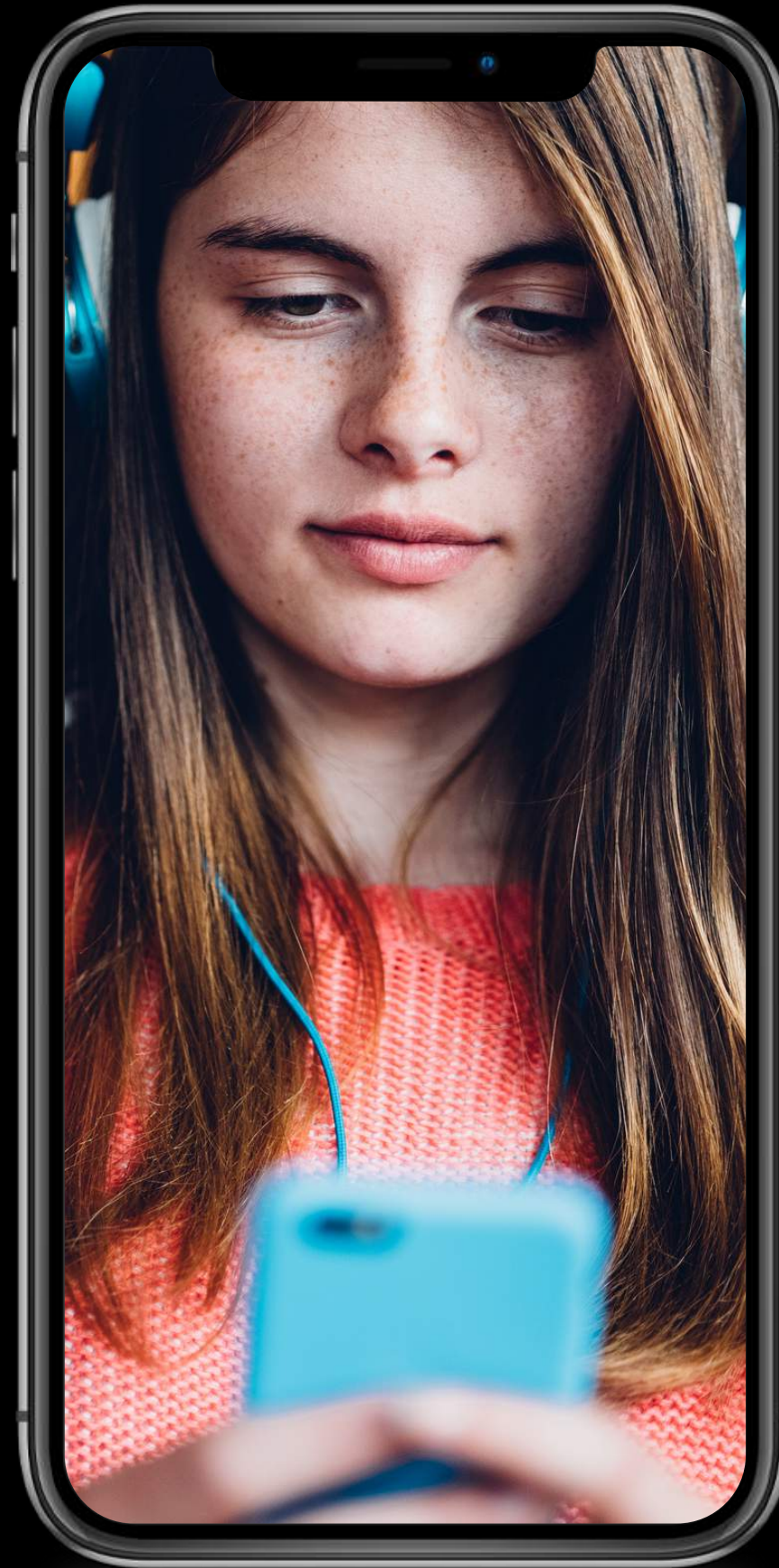
It's the ultimate multitasking media channel.  
50% of millennials and GenZ listen to digital content while doing their daily chores like cleaning, cooking, traveling and such.

As more users are joining the bandwagon, advertisers are following the users.  
Digital audio advertising spend is expected to be \$4.2 billion in 2021, a 26.8% increase from the year prior.

- YouTube announced a 15-second audio ad unit.
- Spotify has indicated publicly that there is a huge growth opportunity in the conversion of broadcast radio revenue into digital streaming.



# BRIGHTCOM GROUP TO STEP INTO AUDIO.



## WHY DIGITAL AUDIO?

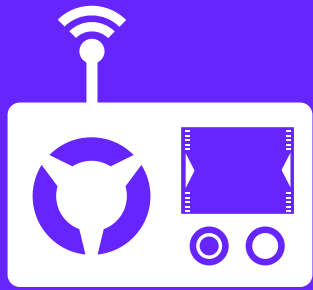
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## WHAT IS DIGITAL AUDIO ADVERTISING?

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# TYPES OF DIGITAL AUDIO



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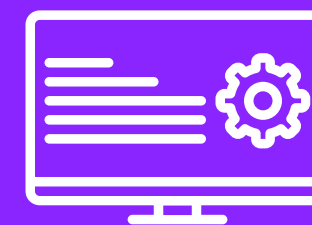
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# MEDIUMS OF DIGITAL AUDIO



**Desktop** - Only 25% of users are on desktop/laptops to listen to audio



**Mobile** - Most digital audio streaming is done over mobile, It lends itself very well for audio. more than 50% of people listen over their phones.



**Smart Speaker** - 31% of digital audio listeners accessing content via smart speakers.



# EMERGING TRENDS IN DIGITAL AUDIO

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THANK YOU!