

## Esha Media in talks for strategic alliance to restructure operations & foray into global space

Mumbai, 23<sup>rd</sup> August 2017: BSE-listed India's premier media monitoring company - Esha Media Research Ltd is in talks with both global and domestic players for strategic alliance in a bid to expand its product basket in the space of media measurements including the print, social media, digital advertising and over-the-top (OTT) platform to capture a pie in the global market space.

The move to seek strategic alliance also includes fund raising initiative if required by offering issue of fresh equity that will also aid in restructuring the current operations, said RS Iyer, Managing Director of the company.

"Tax reforms ushered in India through GST have given organized players like us a boost over the unorganized players and we hope to build upon this momentum by going beyond the Indian market in providing media monitoring service beyond the conventional TV space to print and social media. The changing digital landscape for consuming content over OTT platforms too is set to be the revenue growth driver in years to come," Iyer said.

With over two decades of domain knowledge aided with software and technological advancement, Esha Media is well positioned to extract global business for media monitoring in a subdued global economic scenario that is looking at low cost outsourcing options from overseas, Iyer said.

According to KPMG report, the current data available for measurement is restricted to the four metro cities of Mumbai, Delhi, Bengaluru and Kolkata, but with the industry now shifting focus to exclusive genre stations, B category cities and beyond, measurement continues to be a challenge for the industry, making it difficult for stations catering to new and niche audiences to convince advertisers of their reach. Considering the huge investments being made by operators in Phase III – there is a need to build a more robust mechanism, the report said.

**About Esha Media Research:** BSE-listed EMRL (Esha Media Research Limited) (BSE Scrip Code 531259) is India's premier fully-integrated broadcast news monitoring agency and tracks close to 200 channels beamed into India providing customized solutions. These solutions are an invaluable tool for those involved in corporate communications, public affairs, public relations and media relations as these customizes news reports provide clients with timely information to drive their decision-making process. To know more about our services, please log on to <http://www.eshamedia.com>

