

# MEDIA MOGULS NEED TO REMAIN AHEAD OF THE INNOVATION CURVE

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India's current media landscape has a multitude of content to choose from, hence, it is imperative to stand out from the crowd. The opportunity to innovate in this landscape is more than ever. With regional content making its presence felt nationwide with a burgeoning viewership, it is equally significant to broaden our horizons to a wide variety of content, with is not limited to just one language.

Adhering to these principles, we kept our ear to the ground. The resulting insights helped in launching regional channels to create innovative programming, engaging viewers on TV and facilitating a major push in the digital domain, with the offerings surpassing our early expectations.

The youth, our viewers, and their preferences are our biggest influencers. Being flexible and adaptive to change, always staying on one's toes workwise and maintaining a proactive mindset are some of the effective guiding principles.

'Change is the only constant' is the mantra that keeps me motivated and proactive perennially. We understand and accept that what worked for years may no longer do so next year. Consequently, we don't take anything for granted, but keep raising benchmarks. This makes it all the more difficult for

the competition to catch up with our constantly-rising and moving target.

I believe in authentic leadership, which means that you shall be resilient, innovative and credible. Media ethics and values exist at the very core of a news channel, which are continually being neglected by the media. In order to maintain and grow viewership, it is extremely crucial to abide by these media ethics and present news as objectively as possible.

Additionally, it is critical to cut one's teeth on all aspects of the media universe – such as advertising, sales, marketing, distribution, digital outreach, media research, content creation, strategy, etc.

Technological disruptions can be the biggest challenge for any industry, including the media. To manage this, media moguls need to remain ahead of the innovation curve. Regulatory reforms and changes can pose challenges of their own too, including new tariff orders. Taken together, these will force media entities to be more agile and adaptive to innovation, change as well as the new domain order. The landscape will become increasingly chaotic and competitive, forcing media moguls to function as a one-man army in managing the contrasting compulsions and diverse demands.