

MediaGuru Consultants - Client Case Study



The Making of Manorama News

The Beginnings

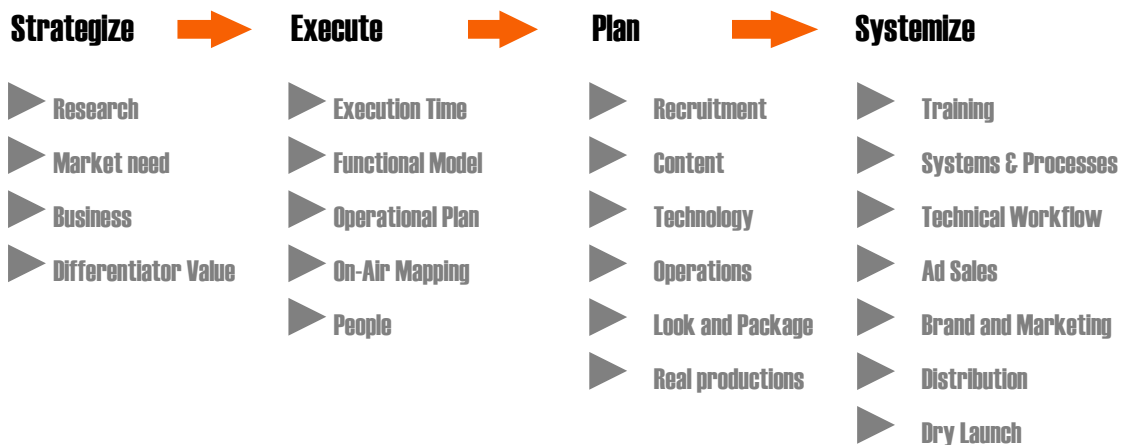
For over a century...the Manorama group has been the good morning of Kerala....reading the pulse of the state ...now with an entry to broadcast – the group required to offer its loyal readers the 24/7 experience of the heartbeat of Kerala. With an ambition to set a new landmark in Kerala media and a benchmark in regional television in India Manorama group started its foray into Television.

The Group Has a Vision

'We will be what we want to be and not anyone else' - we want to go local – as local as news print as personal as a news paper - we want to be a Story Teller for the Malayali Information Seeker. We want to tell news as it happens – as people want it.

Need for a Consultant

The group understood Print well – but now looking at a new medium wanted to be guided on every facet – for operationalizing and meaningfully utilizing the technical and economic resources committed in a time bound efficient manner. MediaGuru stepped in to offer the full service from strategic planning to launch.



The Solution

MediaGuru began by estimating the need gap – including monitoring research and understanding the television viewing pattern across the state of Kerala. The idea was to create a 'value proposition' to operationalize the channel in a better more effective manner than the competition.

1. **Strategy:** The idea was to go Local – it required a **technical operational** maneuver to make this happen – Manorama News was conceptualized not as a single channel but as a network of beams touching all parts of Kerala – 3 simultaneous beams to cover simultaneous local bulletins. And a synergy with the print network to make the content happen.
2. **Operations:** Operational mapping was done keeping in mind the strategy and resources to be committed. This involved mapping the technology, with the talent, and the content objectives to develop the most effective operational plan. And then to make it happen --
3. **Staffing and recruitments:** Based on detailed manpower models and devised KRA's, over 200 people recruited from over 2000 applicants.
4. **Technology:** The technical involvement started from the mapping of the operational objective and involved every facet including
 - Site location, requirements and facilities planning.
 - Bureau spread and central hub base connectivity
 - Reach and distribution
 - Modern automation and workflow plan and implementation
 - Identification, selection and transparent value based negotiations
 - Procurements of modern, scalable technology including many firsts for a regional channel set up
5. **Content:** Created the channel concept and developed content plan, fixed point charts (FPC) and the news + programming infotainment model of the wheel, localisation, story telling and innovation in programming was held as the key
6. **Look:** Planned, developed and improvised on design concepts and implementation in all on air areas including: Visual packaging, graphics; studio and set; post Production of promos; music; grooming and look of anchors etc.
7. **Training:** Skillsets recognized and capacities developed through a comprehensive training programme, with international trainers on site specialized for every editorial team member. The key objective was to build multi-skilled TV news professionals.
8. **Dry Runs and Launch:** From the training stage, expert consultants from MediaGuru assisted in the operationalizing of the channel in every facet including people, content and technology. Monitored the dry runs and developed strategies for launch – distribution, ad-sales, marketing and branding.



The Result – A Channel of Many Firsts



August 2006 saw the launch of Manorama News. A regional channel that boasts of superior technology, a dynamic on air look and state-of-the-art news gathering and telecast systems. Besides the mix of state, national and international news and programming, the channel has six local newscasts from three centres at Thiruvananthapuram, Kochi and Kozhikode. The channel has many firsts to its credit:

- First in India to use Mpeg 4 Technology
- First in the India to use tapeless cameras (P2)
- First regional network in the India with simultaneous local feeds
- First regional network in India with complete News Automation

Manorama News has been well received by viewers and advertisers and became the leading Malayalam News Channel within a month of launch.

