

Case Study - Sakshi TV



The Group

Sakshi Group is one of the leading media conglomerates of Andhra Pradesh with an established print presence. It runs a very successful Telugu news paper 'Sakshi' in 23 multi-colored editions.

The Vision

- To introduce viewers to the delights of high definition
- To create a landmark in the media history by launching the world's first end to end high definition television channel
- To highlight India on the map of global media industry

Business Challenges

- Breaking into an established and cluttered market with strong players
- Entry into the potentially huge South Indian language market comes with its own distribution problems
- Stress on subscription revenue rather than advertizing
- To be out of box and innovative

Methodology & Project Mapping

The group was a market leader in the print domain but new to television. It joined hands with MediaGuru to help set up the channel and drive it to become the market leader.

MediaGuru in its characteristic working style firstly undertook an in-depth study of the market. After analyzing the need gap, studying the competition and understanding the vision of the group promoter, MediaGuru concluded that a new and improved technology was the need of the day. That was how the idea of a complete high definition news channel was born.



Solution

- MediaGuru planned the entire blueprint activity for Sakshi TV including creating a:
 - *Market Entry Strategy*
 - *Business Plan*
 - *Functional model*
 - *The workflow*
 - *Future organizational structure*
- Planned and adhered to the *timeline* for each activity required for getting the channel in running condition
- Helped in *recruitment* by sitting across for every interview and bringing a third party unbiased view to the table. The *key responsibility area's* for each position was derived by MediaGuru keeping in mind the vision of the group
- Provided assistance in sourcing technology which was the key differentiator amongst competition
- Decided on the content of the channel along with the core team of Sakshi Group
- In-depth training by experts on each aspect of the channel
- Advisory services for:
 - Look and feel
 - Branding
 - Sales and Marketing

The Channel today...

Sakshi TV, since its launch, has been one of the top channels of its region and climbing up steadily to attain the number one position. It has many a first to its credit which include:

- The world's first end to end high definition news channel
- First channel to deploy Hi-Definition DSNG Vans
- First channel to have a fleet of DSNG Vans spread across the length and breadth of the country
- First channel with the most advanced studio facility

