

NDTV aligns TV and digital video to drive platform interactivity and audience engagement

New Delhi Television (NDTV) is an Indian television media company that has been working across the news television and digital journalism landscape for over a quarter of a century. It covers all news topics, from business to current events to sport – and everything in between.

OPPORTUNITY

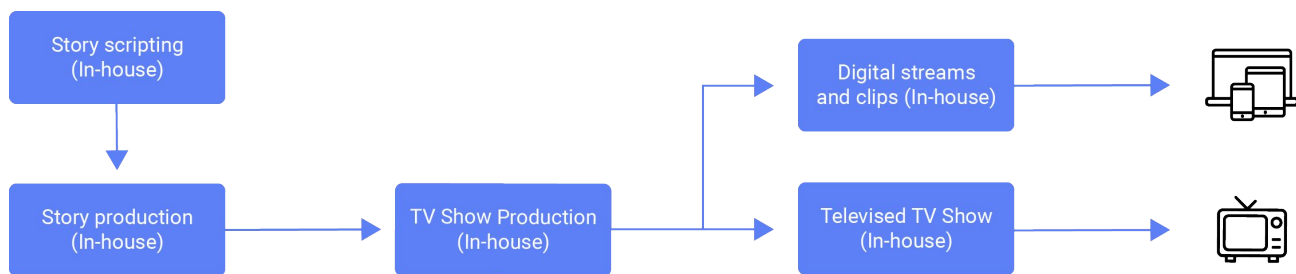
NDTV wanted to drive user engagement and acquisition through increased interactivity between its audience and its content programming.

APPROACH

NDTV undertook a bold plan to bring linear TV and digital closer together, and interact more with viewers so it could use audience insights to drive programming strategy. Here's a look at NDTV's publishing process before and after it integrated audience and platform interactivity.

THE PROCESS BEFORE

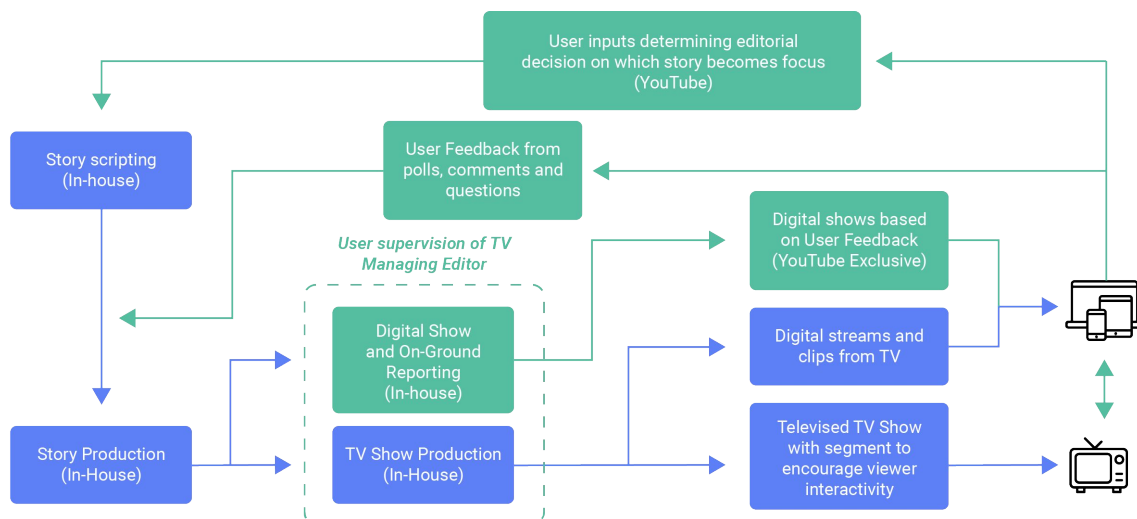
NDTV had a robust broadcast TV team and a separate digital team. The broadcast team would publish a news story on linear TV, then the digital team would repurpose it by clipping it and publishing it on NDTV, YouTube, and other digital platforms. The content was not bespoke to digital and there was little attempt to promote two-way engagement with viewers on the platforms.



THE PROCESS AFTER

NDTV integrated its channels and platforms, and put the audience at the center of its publishing strategy. The TV and digital teams merged so that they had the same production and publication goals. They started to create bespoke digital video content, rather than just repurposing shows from TV.

The team also built in feedback loops with viewers across platforms, and integrated audience insights into their production workflows and programming decisions. They leaned into tools that would deepen audience engagement, such as live chat, Community posts, and other interactive elements.



● New digital feedback process

Here's how the feedback loop works: The NDTV morning broadcast TV show presents a poll of the day and invites users to respond via the YouTube Community tab on NDTV's YouTube channel. TV anchors would then respond to questions posed by their YouTube fans in the Community tab. Often, the Community tab poll would ask viewers to vote on which story they wanted a deeper dive on in the afternoon YouTube live stream show, #asktheanchor.

To deepen engagement and platform interactivity further, NDTV enlisted some of its most famous TV news anchors to host the #asktheanchor YouTube live streams. These digital-first shows were filmed on a phone by the anchor's desk in the middle of the newsroom, with the anchor responding to questions in YouTube's live chat tool. This led to more positive comments as audiences felt closer to the anchors, and saw them as more approachable people.

RESULTS

By more closely integrating its TV and digital video teams, and building audience insights into its programming strategy, NDTV succeeded in driving audience engagement and interactivity across platforms, including YouTube.

- **150%+ increase in engagement metrics** (e.g., views and watch time) on the NDTV YouTube channel.
- **10K+ average responses** for daily polls on YouTube.

LEARNINGS

Give the audience a voice: Most channels are a one-way mode of consumption. But the NDTV team found that when they encouraged audience feedback and interactivity, people were eager to share and learn — and to consume more of NDTV's content. But feedback loops between platform and audience need to have a fast turnaround: NDTV had initially planned to incorporate audience content suggestions on a weekly basis, but quickly realized this was too long, and revised it to a daily turnaround.

Interaction makes presenters more approachable: Inviting the audience to interact with presenters and anchors via YouTube live chat or the Community tab helps viewers feel personally invested. NDTV found that having the anchors do more casual, desk-side live streams showed their approachable and human side, which led to more positive (and less negative) comments by YouTube users. To adopt this learning further, NDTV trained news anchors to be more familiar and personable — more like a YouTube creator than a traditional news presenter.

Content consumption trends are similar between TV and digital video: NDTV was initially concerned that synching its digital and TV publication strategies might cannibalize audiences from each platform. But they found this was not the case, as utilizing the two-way dialogue of online helped boost engagement across both TV and digital. Not only that, many viewers began to use multiple NDTV platforms and channels to consume news content, especially when they were cross-promoted on TV.

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The overall outcome of the project has been very encouraging and we have already integrated some of the learnings and best practises into how we operate and handle our content every day. As the TV and digital worlds move closer to each other, we've gained big insights on how to ensure our content reaches the largest possible audience with super-efficient synergy and speed.

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Suparna Singh,
CEO of NDTV Convergence