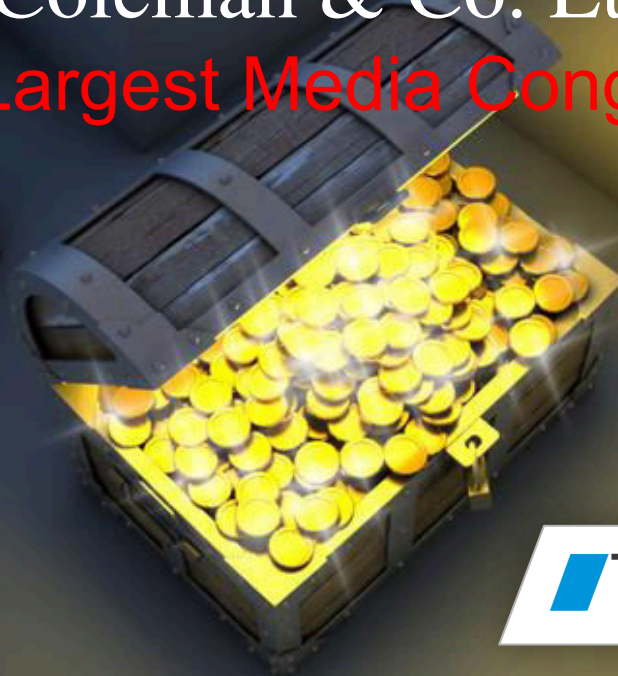


Media as an internet business

Bennett, Coleman & Co. Ltd. (BCCL)

India's Largest Media Conglomerate



TIMESINTERNET

TIMESINTERNET - Business diversity eCommerce, Content, Entertainment

Content

BCCL Brands

THE TIMES OF INDIA

THE ECONOMIC TIMES

MumbaiMirror **NBT** नवभारत टाइम्स

महाराष्ट्र टाइम्स

TIL Brands

indiatimes.com

itimes

ZIGWHEELS

iDIVA

SPEAKING TREE

MENSXP.com

healthmeup

Partner Brands

FILMFARE

lifehackr

GIZMODO

BUSINESS INSIDER

TopGear
BBC

For all the women you are
FEMINA

Transactional / Marketplace

indiatimes
Shopping

timesdeal
Find Great offers & deals in India

timescity.com beta

TIMES CARD
Credit card that entertains

Classifieds Marketplaces

TIMESJOBS.COM
Because you are worth more

magicbricks.com

TECHGIG.com
Do More. Do IT.

SimplyMarry.com

Entertainment Platforms

gaana

BoxTV.com

TAN | times audience network

MVAS / Mobile

indiatimes
58888
SMS. GPRS. VOICE... MORE

ALIVE

GreetZAP

fello

eCommerce: Indiatimes Shopping

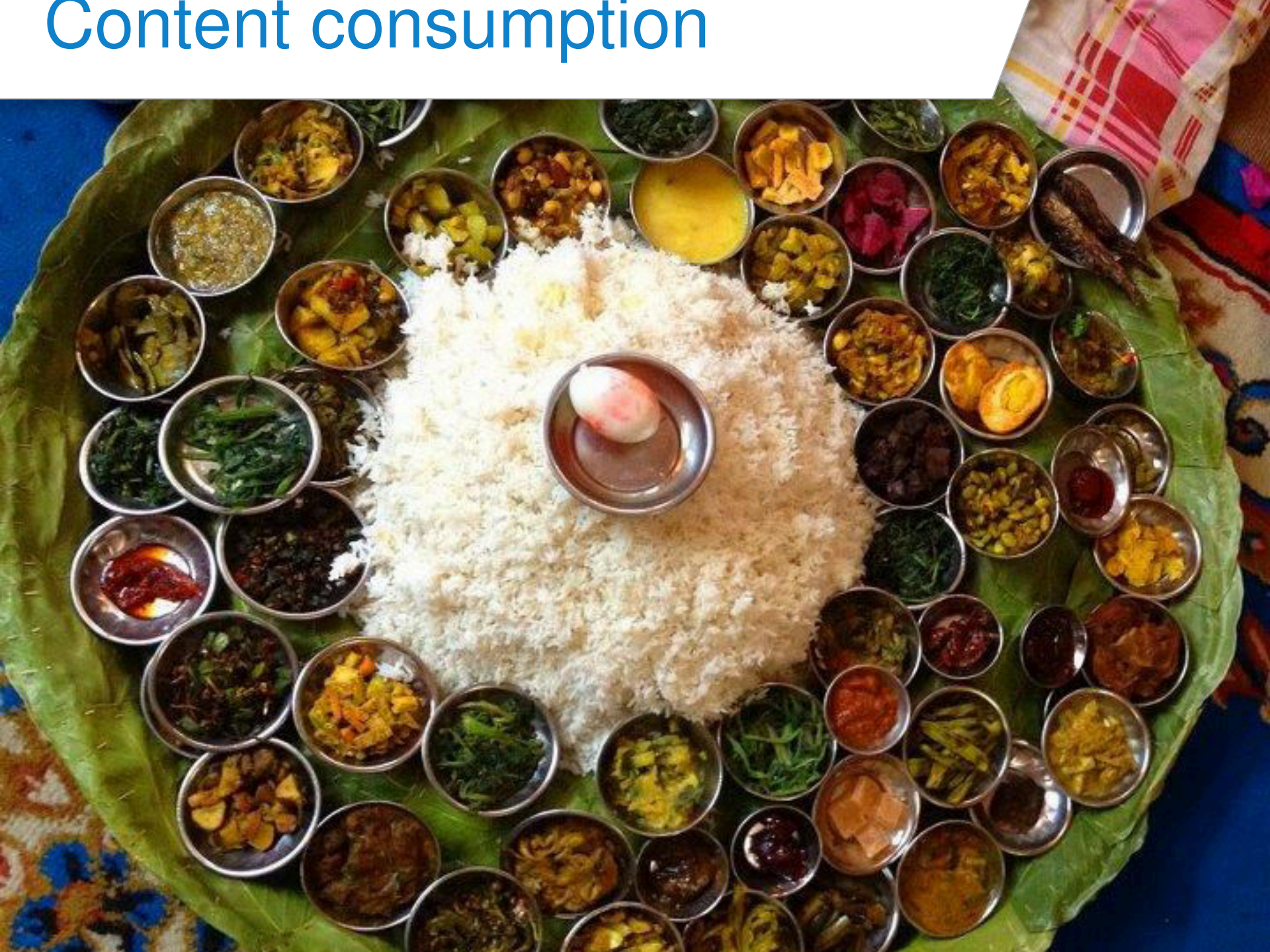
We are the pioneers of managed marketplace

- Over 6.3 million unique visitors per month
- Listing of over 12 million items
- Over **1500** SME suppliers across categories
- Integrated Workflow, Storefront, Supply Chain and Vendor Panels, CRM, Warehouse, Logistics
- Over 12 years of experience in Indian online ecommerce
- Multi media presence: Also, advertise through Print (Readers Offers)

Audience First



Content consumption



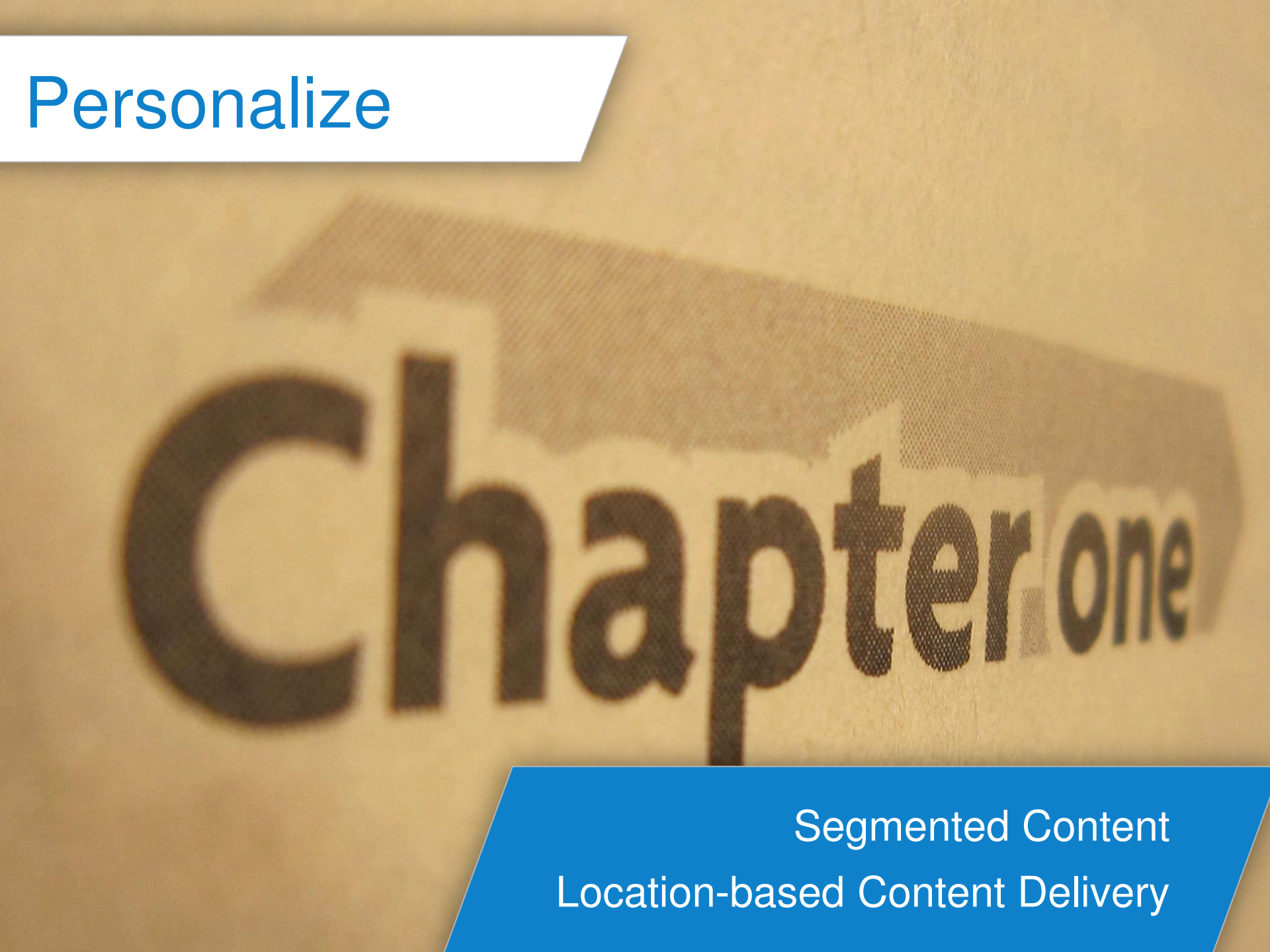
AD delivery



Volume & Diversity



Personalize



Chapter one

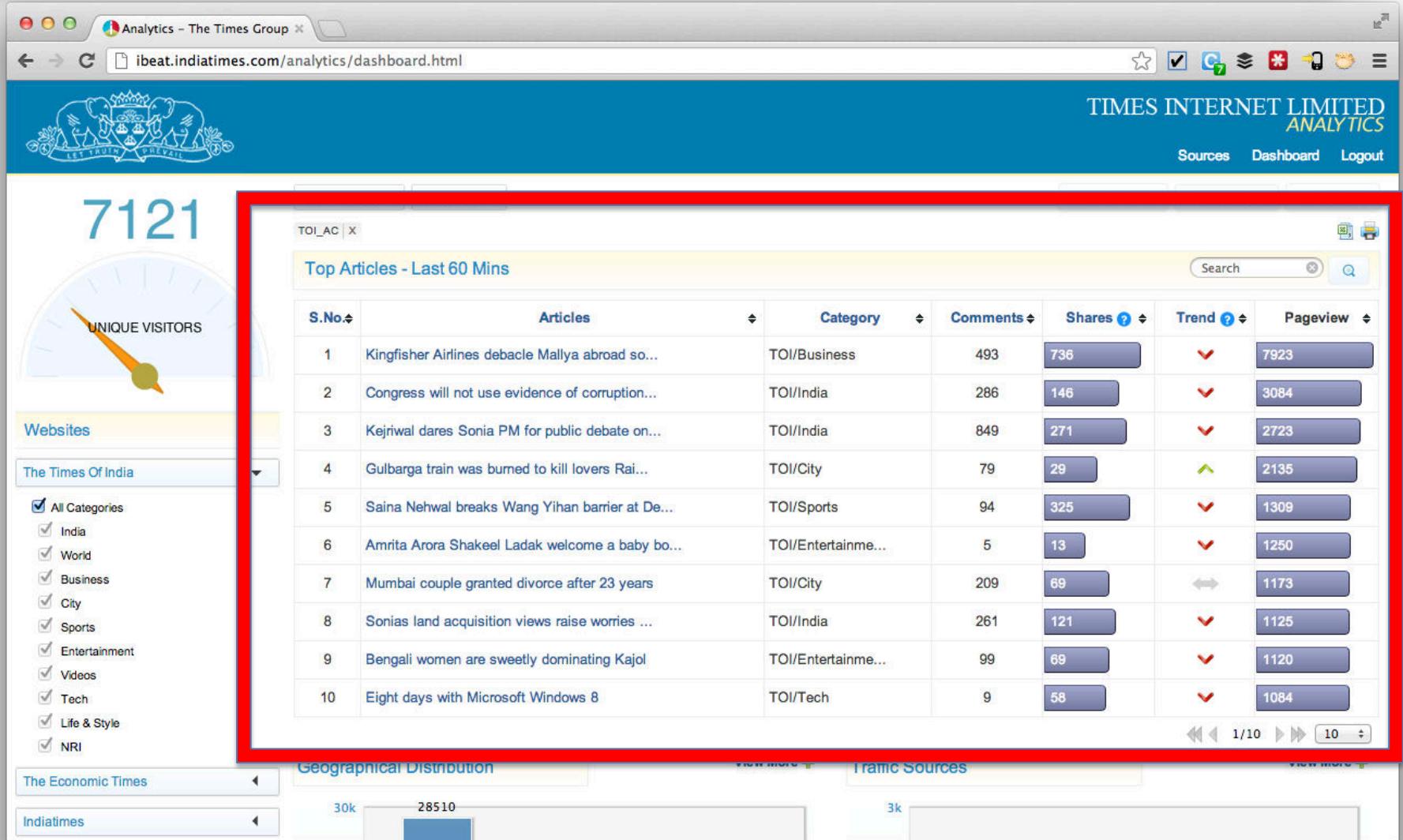
Segmented Content
Location-based Content Delivery

A close-up photograph of a computer keyboard. The keyboard is white with several keys visible. A prominent red key with the text "OOPS!" is in the foreground. Other keys visible include "Insert", "Home", "Page Up", "Delete", "End", "Shift", and "Print Screen Sys Rq".

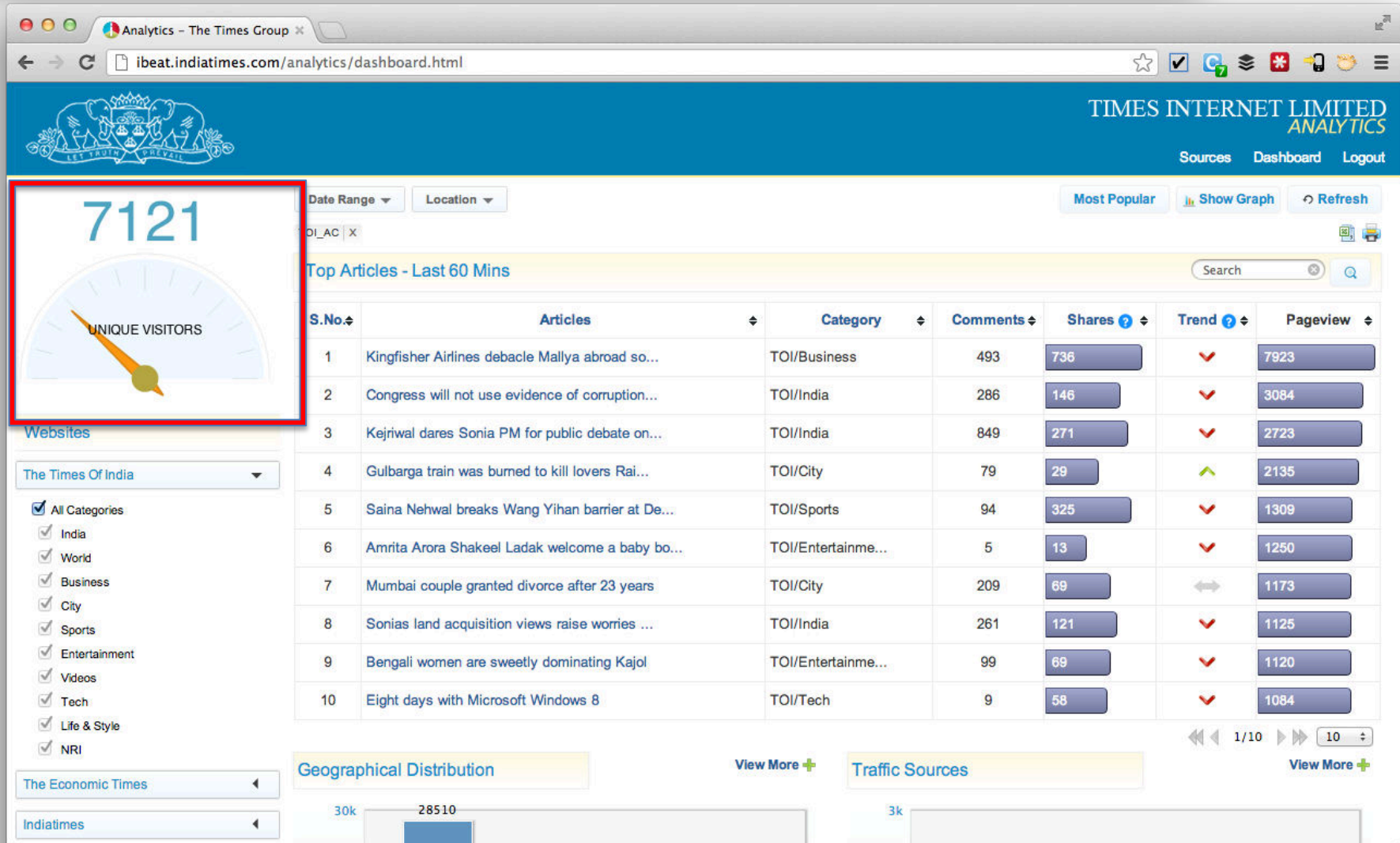
Human decisions

Biased
Person-dependent
Inconsistent

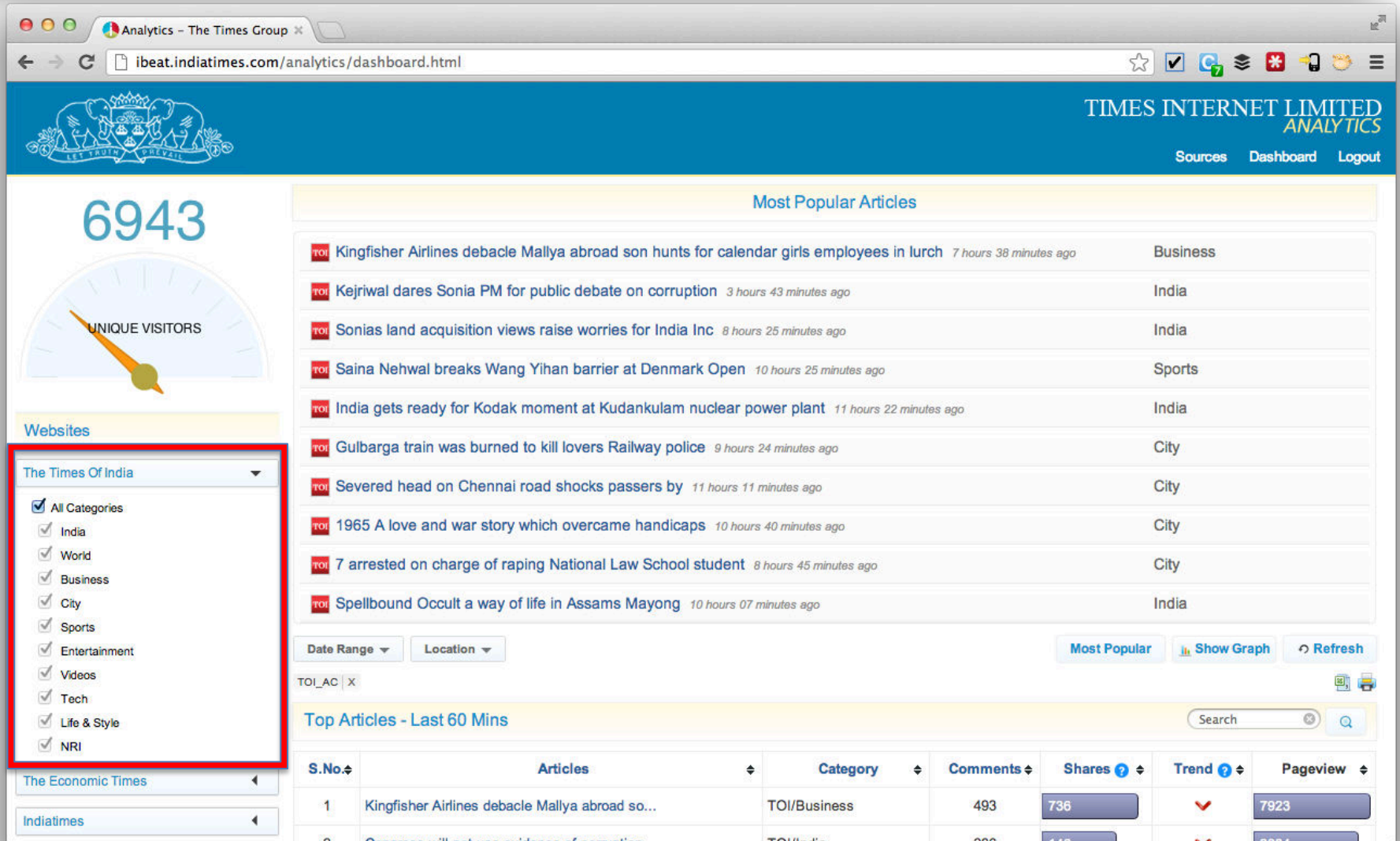
Top articles



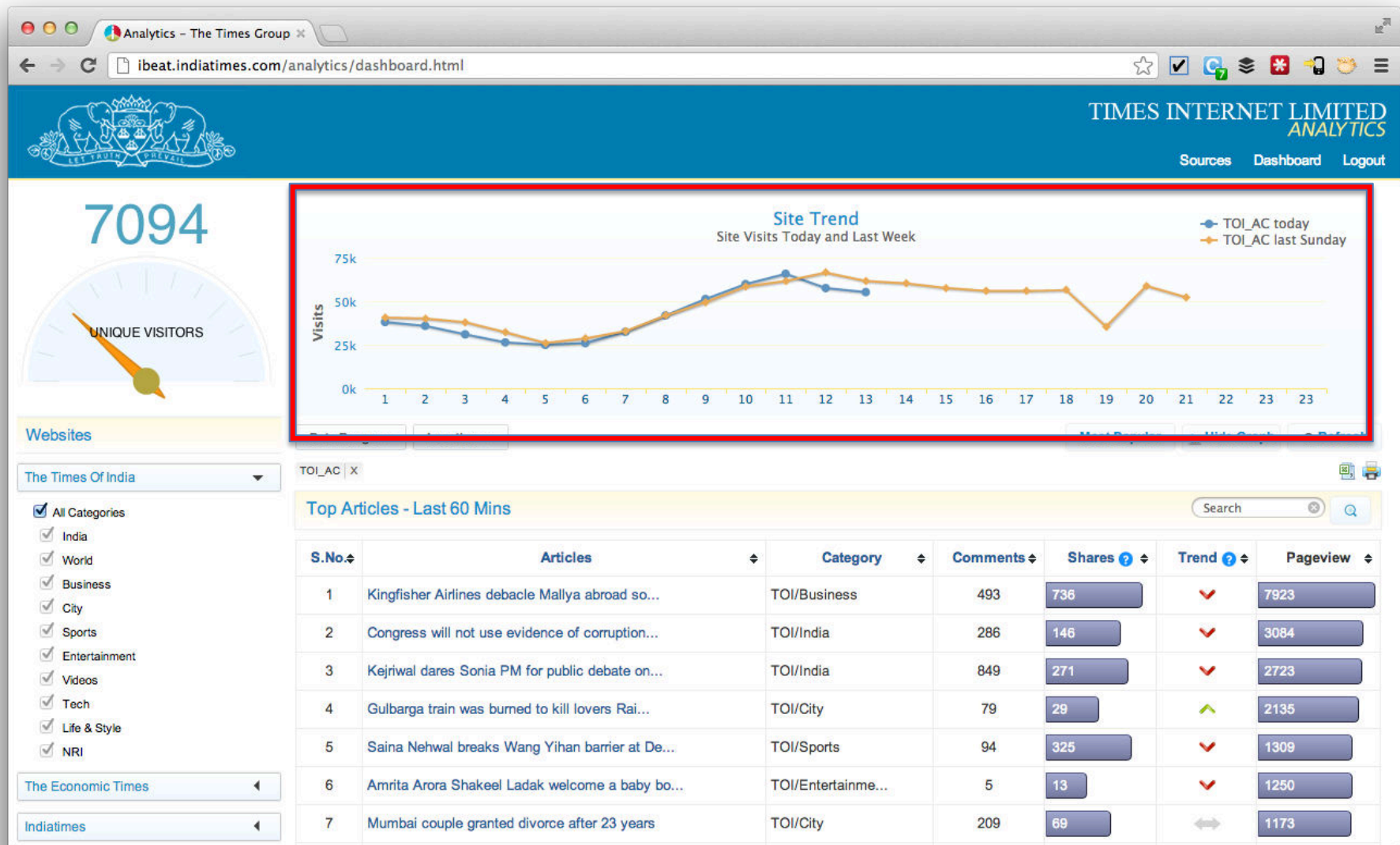
Realtime Unique visitors



Segment by category



Week-wise comparison



Heat maps

You are here: Home



The Times of India

Search

Advanced

US nuclear warship bears down on defiant Iran

Chidanand Rajghatta | 57 min ago

The nuclear-powered USS Abraham Lincoln sailed within sniffing distance of Iran, inviting an Iranian patrol boat to tail it within two miles.

- 'Go build' 4 nuclear reactors, Ahmadinejad orders Iran
- Blog: Israel, Iran, true lies and conspiracies

Israel's external security agency Mossad did not anticipate Delhi strike

Josy Joseph & Vishva Mohan | 1 hr ago

A high-level team which discussed threat of revenge strikes against Israeli targets did not anticipate that Iran's alleged sympathizers could strike in Delhi.

- India refuses to blame Iran for Monday's blast

No ego clashes between IPL franchisees, says Shah Rukh Khan

K Shrinivas Rao | 1 hr ago

"It's sad that every time IPL is about to start, some controversy or the other takes precedence," said Bollywood actor Shah Rukh Khan.

- Pune can play five foreigners if all teams agree: BCCI

Woman raped in car at gunpoint in Kolkata, cops jeer

India rushes foreign secretary to Maldives

Iran crisis makes fuel price hike inevitable after polls

Public sector banks overstating profits, says govt

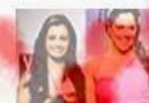
[All Headlines »](#)



V-Day moral policing



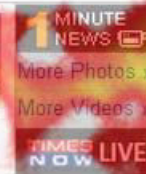
Sherlyn Chopra goes nude!



Dia, Sameera at WIFW 2012



Woman raped at gunpoint



More Photos »

More Videos »

Times Most Desirable People 2011 -- Women | Men

OTHER STORIES

16 finalists of Miss India announced!

- Deepika has to do my film at any cost: Taurani |
- That's my dress, Bipasha: Ramona
- Imran denies saying he has an edge over Ranbir
- The Bourne Legacy: Trailer
- Poignant dialogues cherished at Devdas book launch
- PIA flight full, so two get seats in loo instead
- iPhone market share to slip from Q1: Gartner
- ET: 'Fast-food version' of India cuisine in US
- Divorce is bad for health
- 78% off at VLCC Pan India

LATEST NEWS | MOST READ | MOST COMMENTED | MOST SHARED

Loading

Gold SOUK

Vegas Suites
Serviced Apartments
At
India International
Habitat Centre

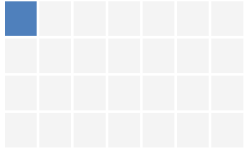
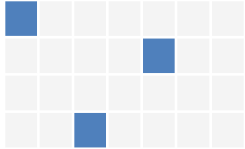
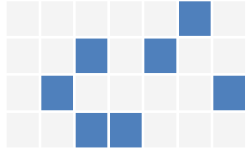
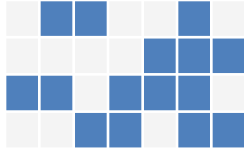
LUDHIANA

Exp

Tri-Series in Australia, 2012

Australia vs Sri Lanka		Play in Progress		
	RUNS	WKTS	OVR	Runs this Inn
Aus	117	8	34.1	Aus vs SL
Full Scorecard				Runs this Inn

consumption analysis

	 Flybys	 Occasionals	 Regulars	 Fans	 Loyals
Frequency of Visit with number of days visited in a calendar month	 Once a Month	 2-3 times a month	 1-2 times a week	 3-5 times a week	 More than 5 times a week
Pageviews per user	2.2	8.0	20.1	52.6	158.8
Pageviews per visit	2.2	3.5	3.8	4.1	4.8

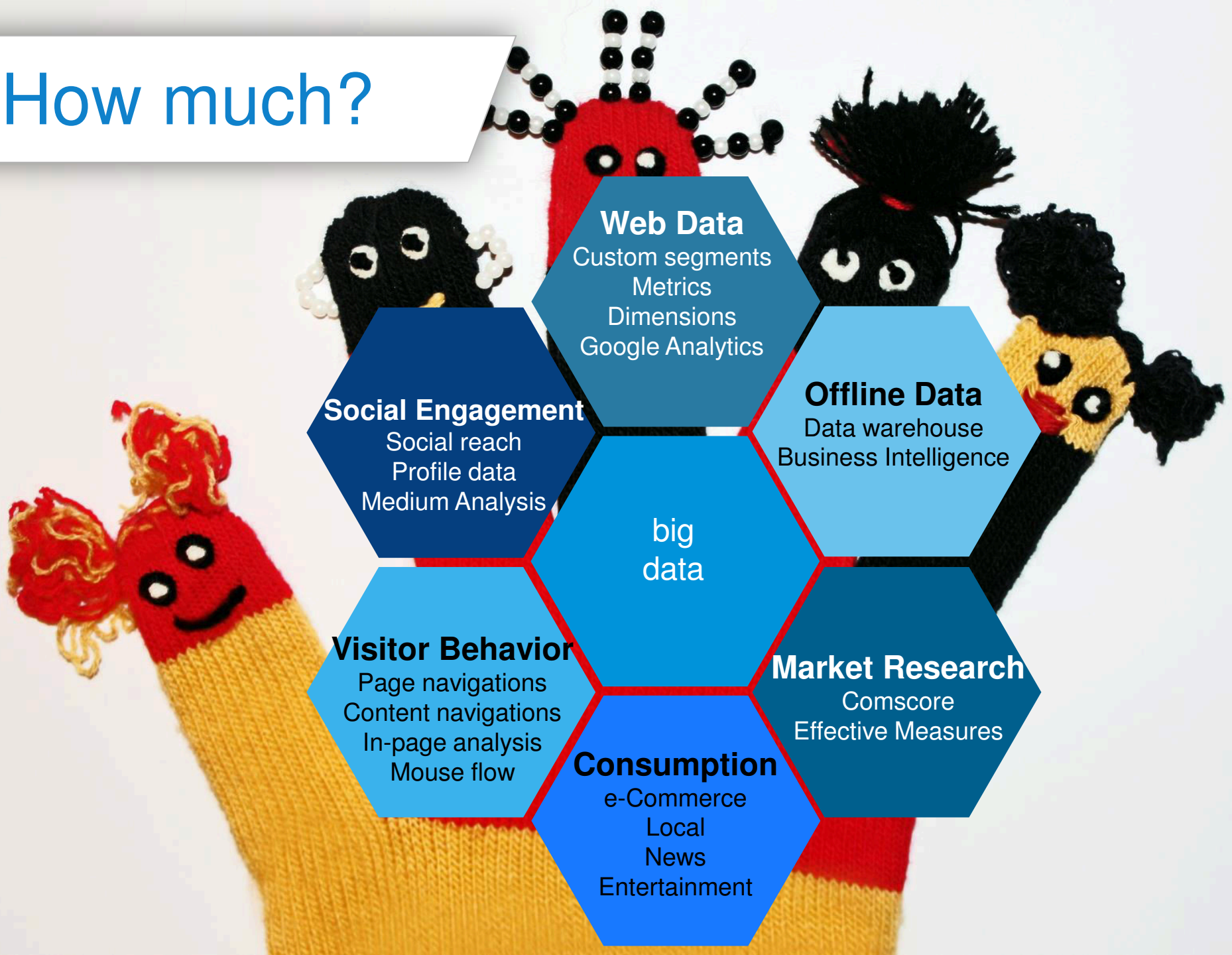
Audience and Engagement: How big?

1,000,000,000 page views

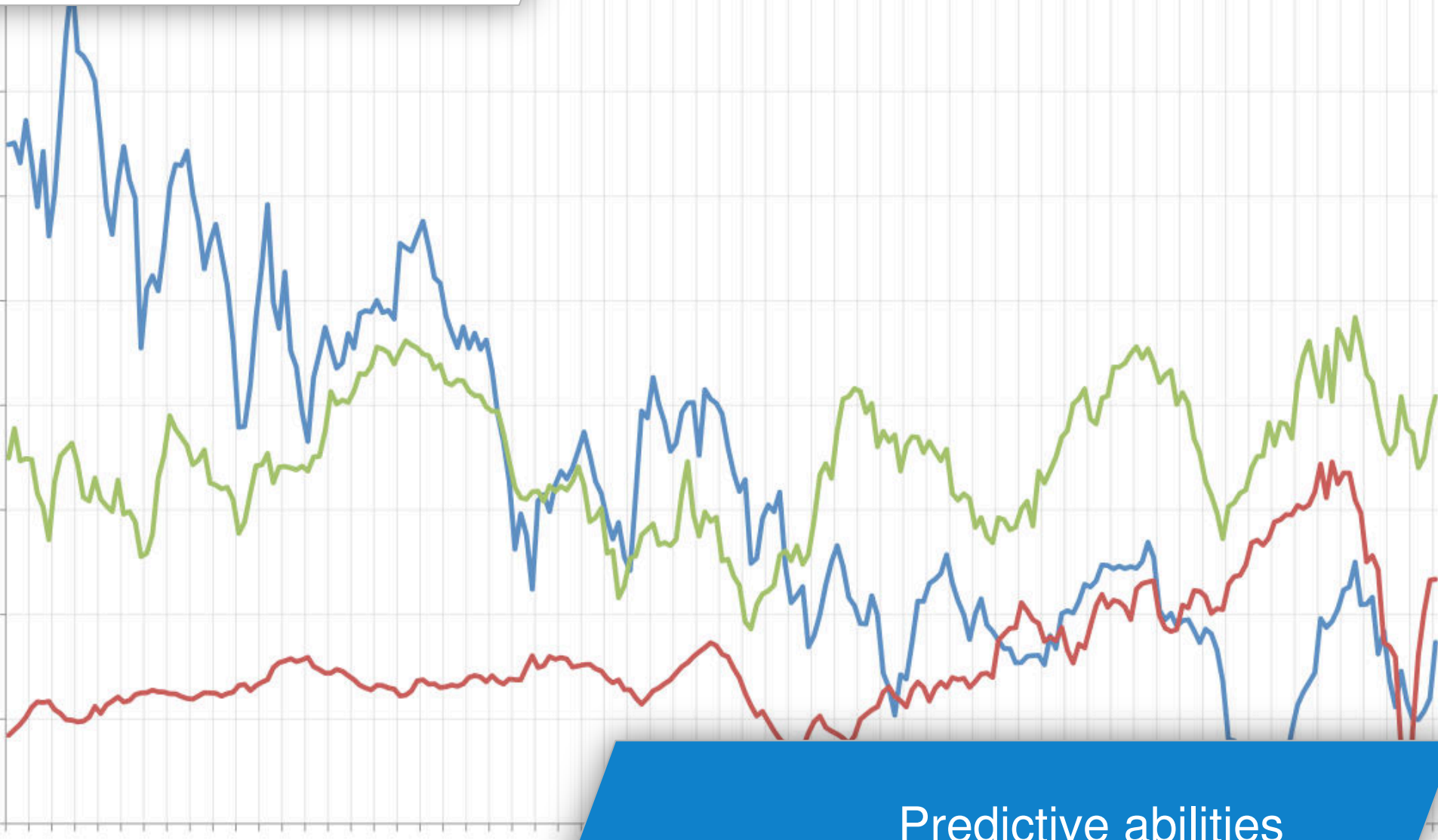
350,000,000 clicks

45,000,000 unique visitors

How much?

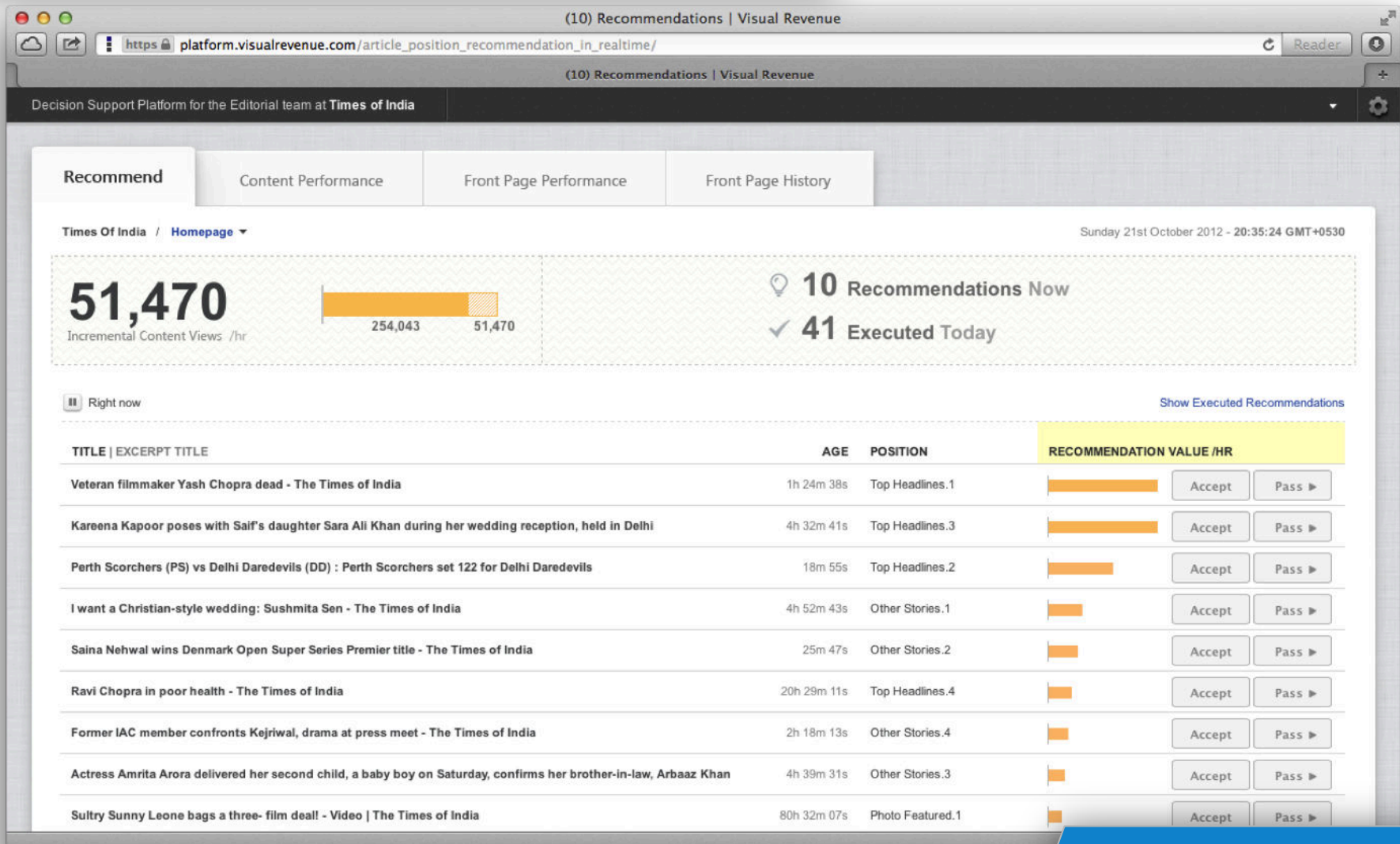


How fast?



Predictive abilities

Smarter content



Prioritization

Smarter content



TIMES INTERNET LIMITED
ANALYTICS

Source Dashboard Logout

Source: Agency

Sections: All Agencies

Author Search

TOI - Pageviews Distribution of Last 7 Days - Meghna Mukherjee

S.No.	Article	Host	Category	Agency	PublishTime	Pageviews
1	Red meat to eat or not to eat	TOI	Life & Style	TNN	2012/10/17 00:00	30445
2	6 Habits that give you a paunch	TOI	Life & Style	TNN	2012/10/15 00:00	37212
3	How to do aroma pedicure at home	TOI	Life & Style	TNN	2012/10/18 00:00	4666
4	Recipe Prawn and basil pasta	TOI	Life & Style	TNN	2012/10/15 00:00	1157
5	Best foods for stamina	TOI	Life & Style	TNN	2012/10/17 00:00	15030
6	Feng Shui for your living room	TOI	Life & Style	TNN	2012/10/17 00:00	1036
7	The beauty secrets of beverages	TOI	Life & Style	TNN	2012/10/20 00:00	2996
8	Vastu check list for your home					
9	You can style your wet hair					
10	6 energy building foods					
11	I am more of a storyteller than a writer Ashwin Sanghi					
12	7 sources of vitamin D					
13	How to take care of dry skin					

Visitor Movement Analysis
Real-time Content Management
A Measure of Author Performance

recommendations

Most Popular

Playlists

Radio Mirchi

Genres

Artists

Albums

People

Now Playing

zoOm-My Playlist

My Favorites

My Playlists

set ▶
hellotunes
online NOW

facebook

Aiyaa
Amit Trivedi

Sillunu Oru
Various Artists

Talaash
Various Artists

Jagjit Singh - ...
Jagjit Singh

In My City
Priyanka Chopra F...

MIRCHI TOP 20 ▾
US TOP 20
NAVRATRI SPECIAL
REMEMBERING YASH CHOPRA
EURO

Play
Create Playlist
Add to ▾

TITLE	ALBUM	ARTIST	POPULARITY	ACTION
▶ Ishq Wala Love	⊕ Student of the Year	Neeti Mohan,Salim Merchant,Shekhar Ravji...	██████████	♥️ 🔗
▶ The Disco Song	⊕ Student of the Year	Nazia Hassan,Benny Dayal,Sunidhi Chauhan	██████████	♥️ 🔗
▶ Aashiyaa	⊕ Barfi	Shreya Ghoshal,Nikhil Paul George	██████████	♥️ 🔗
▶ Ala Barfi	⊕ Barfi	Swanand Kirkire	██████████	♥️ 🔗
▶ Halkat Jawani	⊕ Heroine	Sunidhi Chauhan	██████████	♥️ 🔗
▶ Main Kya Karoon	⊕ Barfi	Nikhil Paul George	██████████	♥️ 🔗
▶ Deewana Kar Raha Hai	⊕ Raaz 3	Javed Ali	██████████	♥️ 🔗
▶ Dreamum Wakeupum	⊕ Aiyaa	Soumya Rao	██████████	♥️ 🔗
▶ Kyon	⊕ Barfi	Papon,Sunidhi Chauhan	██████████	♥️ 🔗
▶ Tum Hi Ho Bandhu	⊕ Cocktail	Kavita Seth,Neeraj Sridhar	██████████	♥️ 🔗
▶ Daaru Desi	⊕ Cocktail	Beni Dayal,Shal	██████████	♥️ 🔗
▶ Second Hand Jawaani	⊕ Cocktail	Neha Kakkar,	██████████	♥️ 🔗

In My City - In My City - Priyanka Chopra Feat Will I Am

00:00

We Recommend:
▶ I Like It Euphoria
▶ Be With You Enrique
▶ Hero Gre

My Friends

Jee Le Zar.
Talaash

Cosmozoa

The Disco ...
Student Of ...

Nilay Pran

Ye Hai Mer.
Zinda

Anand Vaishnav

Main Kya K.
Barfi

Princey Roy

Hottest Songs

Gangnam Style
Gangnam St...

In My City
In My City

Dreamum Wakeu...
Aiyaa

The Disco Song
Student Of ...

Barfi
Barfi

English Vinglish(F...
English Ving...

64-Timberal Segmentation
Collaborative Filtering
Attribute Analysis

recommendations

A DAVID GORDON GREEN FILM JAMIE BELL JOSH LUCAS — DERMOT MULRONEY

UNDERTOW

RPIECE!"
★ ★ ★
- ROGER EBERT

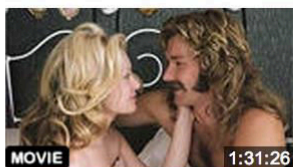
UNDERTOW

Cast: Jamie Bell, Kristen Stewart, Robert Longstreet, Terry Loughlin, Dermot Mulroney, Devon Alan, Josh Lucas, Eddie Rouse, Patrice Johnson, Mark Darby Robinson

English | Drama, Thriller

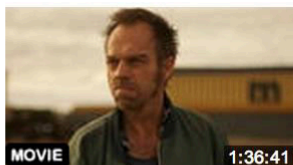
watch now

JUST ADDED



MOVIE 1:31:26

The Night We Called It A Day

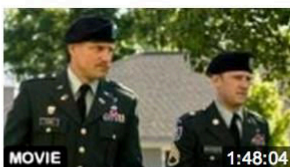
English | Comedy, Musical
★★★★★ (1)

MOVIE 1:36:41

Last Ride

English | Drama
★★★★★ (3)

POPULAR



MOVIE 1:48:04

The Messenger

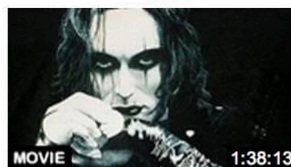
English | War
★★★★★ (7)

MOVIE 2:13:05

Open Range

English | Action, Romance
★★★★★ (8)

FOR YOU



MOVIE 1:38:13

The Crow

English | Fantasy, Action
★★★★★ (8)

MOVIE 1:30:29

BMX Bandits

English | Adventure
★★★★★ (1)

INVITE YOUR FRIENDS

Love BoxTV? Share with your friends

Name

Email

Invite

Invitations Remaning (10)

FRIENDS ACTIVITY



Sunil R Nair watched



Ragini MMS

Hindi | Horror

★★★★★ (6)

4 days ago



Chitrasen Prabhakar watched

Social graphs

My Wall

2 Notifications

My Network Activity

People I am following

People following me

My Activity

Comments

Read/Viewed

Shared

Saved Pages

Topics I Follow

Miss India

+ Add / Manage Topics

SEE WHAT OTHERS ARE DOING

SHOWING 1 - 7 of 79



Vinita



Gagan



Puneet



Arvind



Gautam



Kevin



vineet



Share a link or an update

Share on : ☒  ☐  ☐ 

Post



Vinita Nangia

Read an article



Yash Chopra: King of romance leaves a void in Bollywood

A legendary filmmaker, Yash Chopra changed the face of romance in Hindi cinema to become a brand in Bollywood with numerous hits under his belt in his five-decade long illustrious career.

Times of India

6 minutes ago



Like



Comment



Gagan Bajpai

Read an article



Veteran filmmaker Yash Chopra dead

Yash Chopra, who celebrated his 80th birthday on Sept 27, had been admitted to the Lilavati hospital last week on account of dengue infection, sources said.

Times of India

11 minutes ago



Like



Comment

Social Wall

rewards



Movie Buff



Inboxer



Well Connected



Frequent Flyer



News King



Wordsmith



Sharekhaan



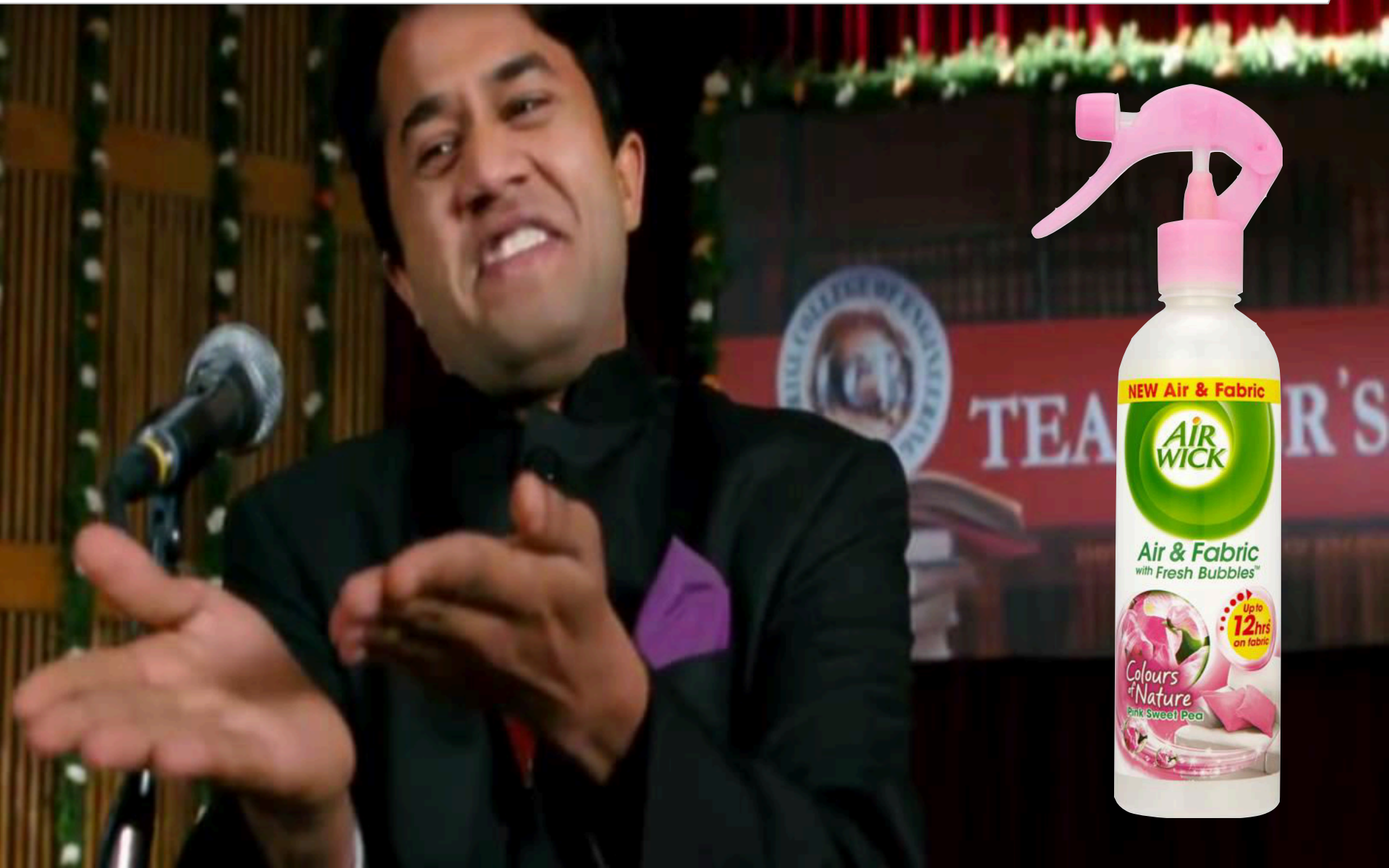
Moderator

Sites visited
Articles read
Photos viewed
Videos watched
Comments made
Recommendations given
Opinions aired

Machines alone won't cut it



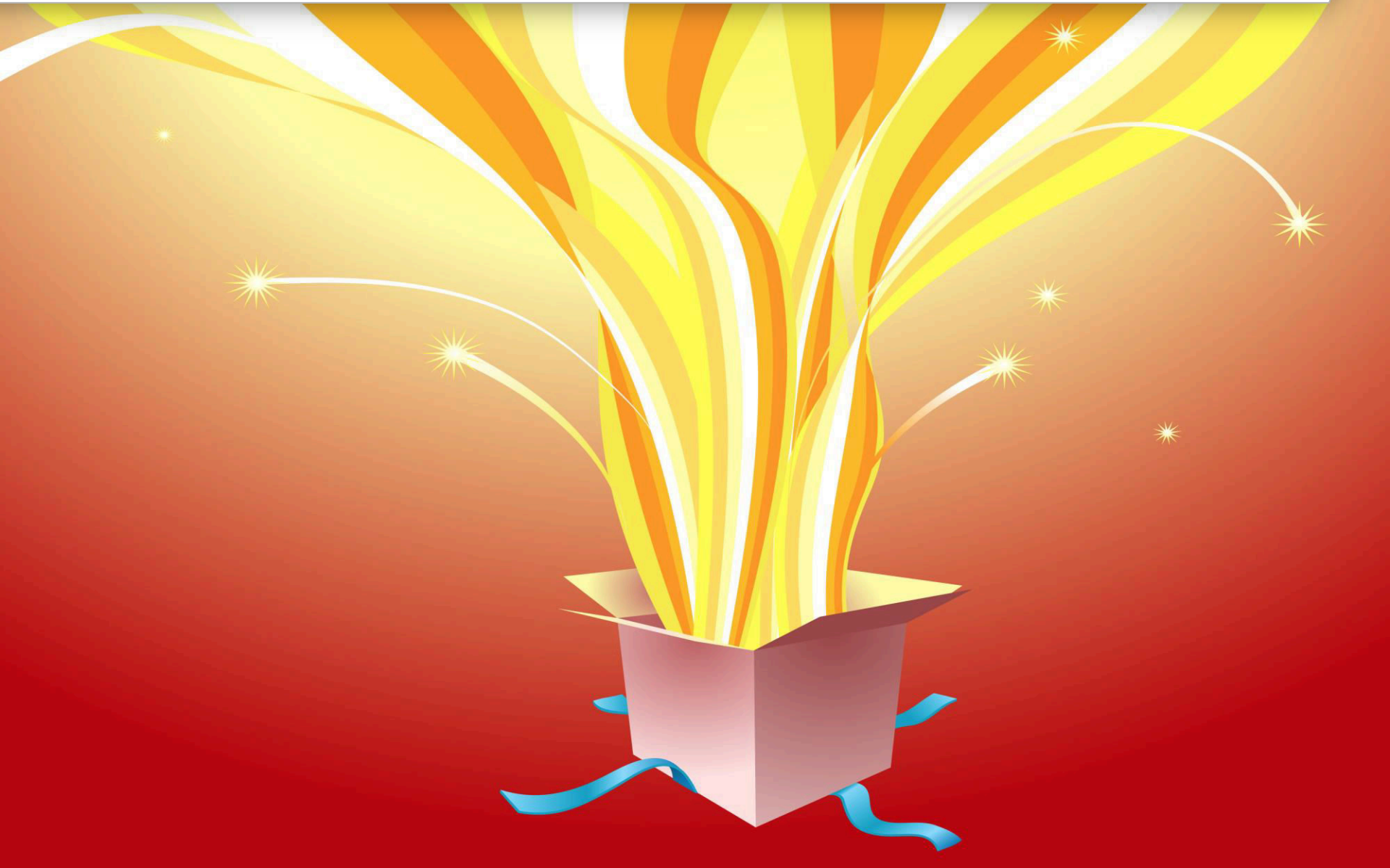
Give advertisers usable data



Give advertisers usable data



Make data more accessible



opportunity



Thank you!

Gautam Sinha

COO & CTO, Times Internet

Email: gautam.sinha@indiatimes.co.in

 **TIMESINTERNET** 