



DATA UNPLUGGED

FUTURE OF DATA

NOVEMBER 29, 2024 | GURUGRAM, INDIA

Data First, AI Next



ShareChat



moj

Short Form,

Big Impact!

Short Form, Big Impact: Data-Driven Insights Into SFV and Regional Content



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By 2025, India's SFV user base is expected to reach

650 Mn users

Source: Bain & Company



The Future is Short Form, Big Impact!



81%

of Indians actively watch
short form videos daily



47%

make purchase decisions
influenced by SFV content



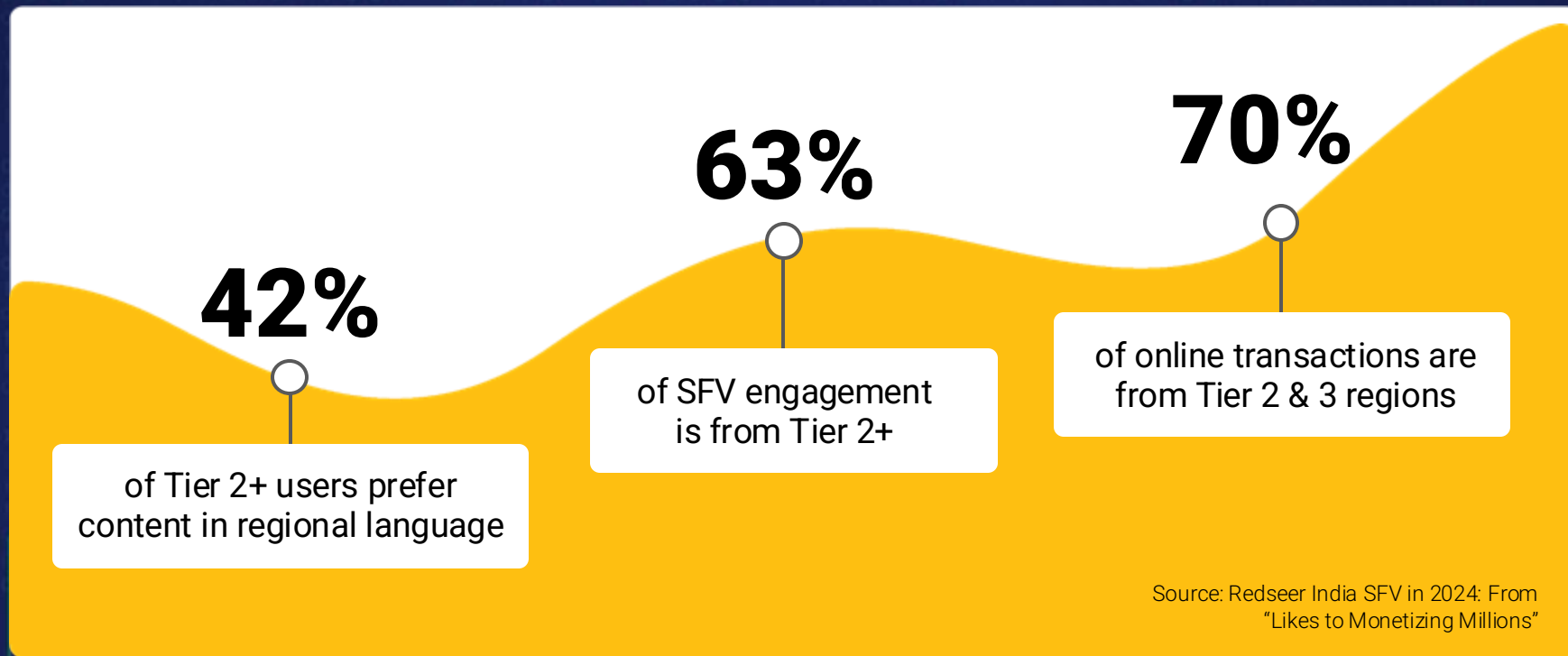
3.6x

increase in daily active
users is seen in Indian
SFV platforms since 2020

Source: ShareChat & Moj: Short Form Big Impact
Festive Blueprint, and Redseer India SFV in 2024:
From "Likes to Monetizing Millions"



Tier 2+ Dominate SFV Engagement in India





Regional Languages: The Key to Building Trust



86%

of India prefers content in their regional language



88%

of regional internet users favour ads in native languages



84%

of India finds content in regional languages more relatable and trustworthy

Indians Trust Creators Over Celebrities

Regional creators hold substantial sway across geographies

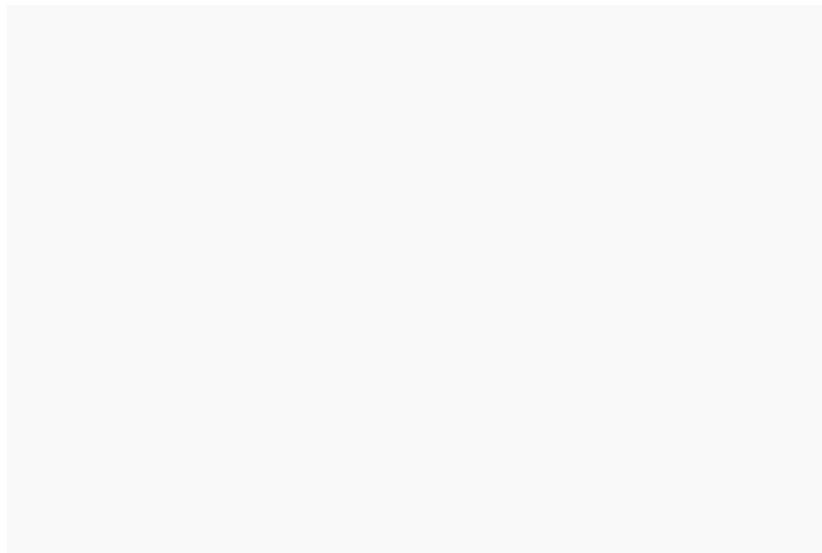
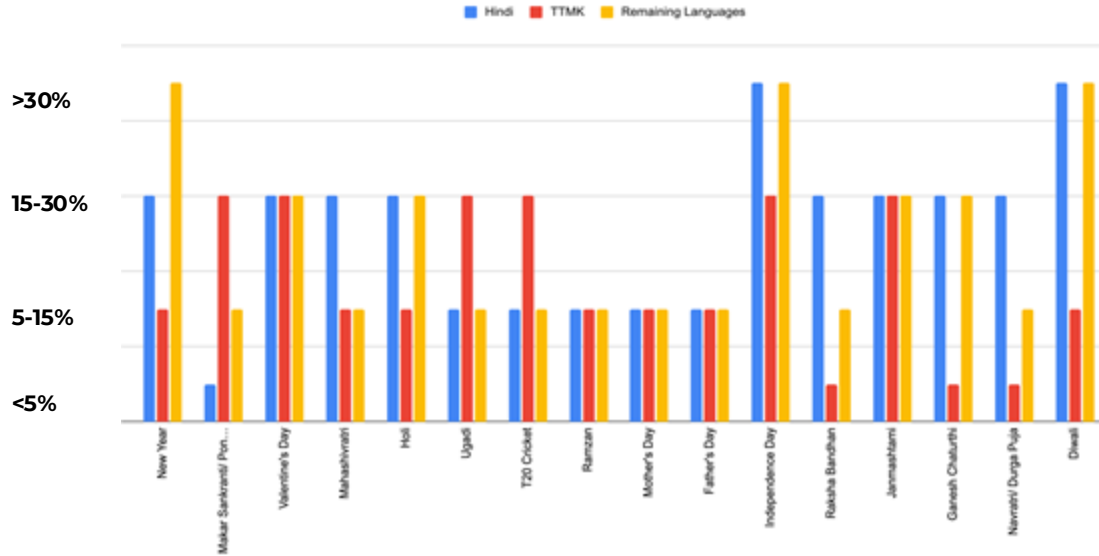


Fig. Percentage of users who trusts influencers more than celebrities

Winning hearts with regional language



Engagement Spike On Key Moments In Regional Languages



Hindi Dialects : Hindi, Haryanvi, Bhojpuri, Rajasthani

TTMK : Tamil, Telugu, Malayalam, Kannada

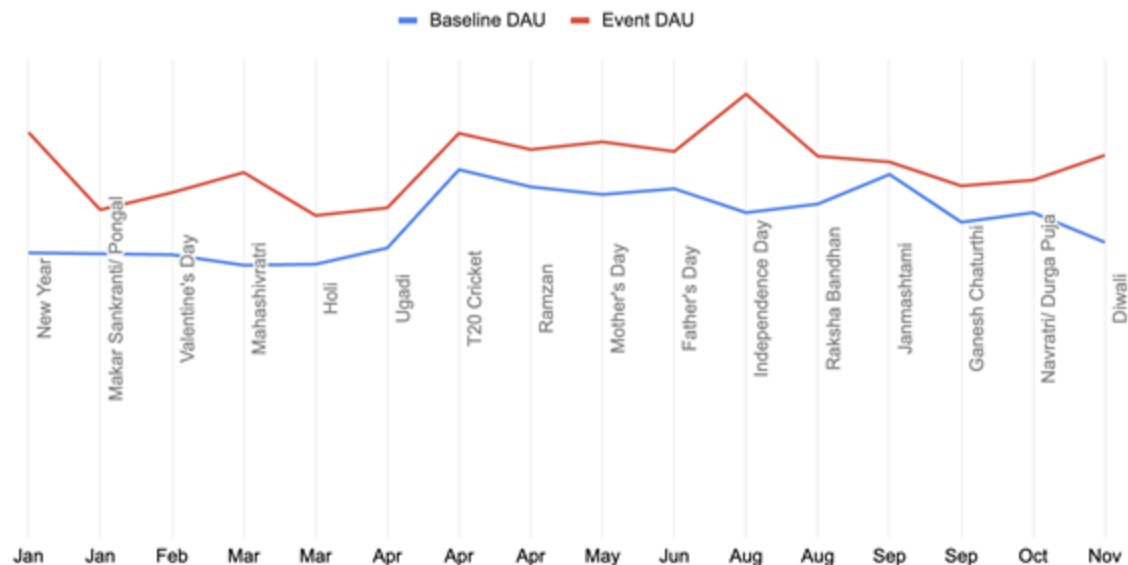
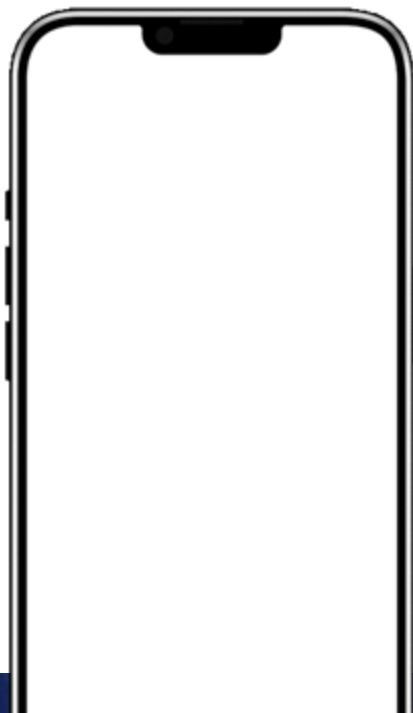
Remaining Languages : Assamese, Bengali, Gujarati, Marathi, Odia, Punjabi, Urdu



Short Form,

Big Impact!

ShareChat & Moj: Home to Moments That Matter



A preferred platform for expressing the festive spirit in the language of your choice

Success Story: Riding the Festive Wave – Say It with Gulabari!

Objective:

To drive awareness and engagement for Dabur Gulabari by leveraging the topical moment of Valentine's Day

Solution:

GenAI powered WhatsApp Branded Shares via ShareChat

Impact:



6.5 Mn+
Impressions



3.8k Mn+
Reach



25k
Messages





Insights From our Festive Blueprint Report



For nearly half of India (**47%**), Short form videos influence purchase decisions.

84% of India find content in their regional languages more relatable and trustworthy.

45% of India makes purchases based on videos from creators in their native language, especially in Tier 3 cities.

68% shop eagerly for or during festivals and around **34%** shoppers are open to exploring new brands, making it crucial for brands to invest in brand-building and driving consideration.



ShareChat & Moj: India's Largest Short Form Video Platforms



325 Mn+

Monthly active users



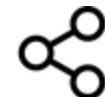
50 Mn+

Creators



35 Mins

Average time spent daily



2 Mn+

Short form videos shared daily



1.3 Mn+

Short form videos created daily



2025 Trends: Drive Growth with SFV and Regional Focus

1

The SFV Momentum:

Be present where your consumers are

2

Regional Language In Tier 2/3:

Reach India's growth engine seamlessly

3

Creator-Led Endorsements:

Leverage regional influencers to amplify your brand

5

Brand Safe Environment:

Prioritize platforms that protect your brand integrity

4

Vibrance of Indian Festivals:

Tap into the pulse of India with hyperlocal to national festivals

