

INDIAN LANGUAGE INDUSTRY NEWS **(March- April, 2018)**

India Ranks 47th When It Comes To Inclusive Internet: Economist Intelligence Unit

Compromised by low usage and poor quality, India is ranked 47th out of 86 countries when it comes to inclusive Internet and connectivity for all, a Facebook report said on Monday. Facebook, which commissioned the Economist Intelligence Unit (EIU) to create a comprehensive “Inclusive Internet Index,” found India in the middle of Asian countries (12th out of 23) when it comes to connectivity. “India places at or near the top of the lower-middle-income bracket on most indicators, except for availability, where it is 13th out of 23, compromised by low usage and poor quality despite relatively strong infrastructure,” the report said.

News Link:- <https://www.ndtv.com/india-news/india-ranks-47th-when-it-comes-to-inclusive-internet-economist-intelligence-unit-1817481>

Local language content needs better clarity to flourish in India

As English television news channels lose credibility with their propaganda-driven anchors stealing the show, there is a great opportunity for digital outfits to make an even bigger mark. The Indian digital story is still in its nascent stages, and over the next 10 years when the new generation which has shunned traditional newspapers and television channels come into their own, we will see newer revenue models and fresher content in local languages.

News link:- <https://backend.yourstory.com/2018/03/local-language-content-needs-better-clarity-flourish-india/>

Former Facebook India head Umang Bedi joins Dailyhunt as president

Banking on the rapid growth of regional language internet users, Umang Bedi, who resigned as Facebook India and South Asia managing director last October, has joined news and regional language content app Dailyhunt as president. Dailyhunt, formerly known as Newshunt, is owned by Bengaluru-based mobile consumer products and solutions company, Verse Innovation Pvt. Ltd. The company’s investors include Matrix Partners India, Sequoia, Omidyar Network, Falcon Edge and Bytedance.

News Link:

<https://www.livemint.com/Companies/aT2x4U573DzoTsIA5iGiDI/Former-Facebook-India-head-Umang-Bedi-joins-Dailyhunt-as-pre.html>

Google launches support for Tamil languages ads

India has 234* million Indian language users who are online (compared to 175 million English web users) and it is expected that another 300 million Indian language users will come online in the next three years. The most important aspect of making the web more useful and meaningful for Indian users is to make India's Internet more representative of today's India.

News Link:-

<http://www.mediavataar.com/index.php/news/marketing/item/12411-google-launches-support-for-tamil-languages-ads>

Indians spend roughly 3 hours a day on smartphones, but are they paying big bucks for apps?

It was only a matter of time before India surpassed the US in mobile app downloads, given its population and rising smartphone penetration. In 2017, Indians downloaded 12.1 billion apps on their phones and tablets, compared to 11.3 billion in the US, according to an annual report by App Annie, an analytics company. During the year, India's smartphone market became bigger than America's, and 2016 had seen the launch of Reliance Jio, whose low-cost 4G data plans led to a threefold jump in mobile data usage in six months.

News Link:- <https://economictimes.indiatimes.com/magazines/panache/indians-spend-roughly-3-hours-a-day-on-smartphones-but-are-they-paying-big-bucks-for-apps/articleshow/62866875.cms>

Why Amazon's streaming platform has overtaken rival Netflix in India

Around 93% of the time that Indians spent on online videos, they were watching Hindi and regional language content. "The one mistake many OTT service providers make when entering India is only hosting western content, or only extending their regional offering to Bollywood movies," said Curt Marvis, CEO and co-founder of Toronto-based QYOU Media.

News Link:- <https://scroll.in/reel/868786/why-amazons-streaming-platform-has-overtaken-rival-netflix-in-india>

Speaking in my own tongue

Nineteen years ago, in November 1999, the General Conference of the Unesco proclaimed February 21 as the International Mother Language Day to coincide with the Language Day Movement in Bangladesh. The genesis of this commemoration lies in widespread protests by the Bengali-speaking majority

in the region, then known as East Pakistan, against the Government of Pakistan's language policy. Urdu was the sole national language of Pakistan under this policy. These protests reached a crescendo on February 21, 1952, when students of the University of Dhaka and other political activists defied the law. Many protestors were killed. The unrest continued till February 29, 1956, when Bengali was recognised as the second official language of Pakistan. February 21 is ...

News Link:- <http://indianexpress.com/article/opinion/columns/speaking-in-my-own-tongue-5071826/>

Online consumer spends to hit \$100 billion by 2020: Report

Online users has grown nearly two times in four years to reach 430 million users at present, propelled by cheaper smartphones, cheaper data and more mobile-specific or local language content, it said.

NewsLink:-

<https://economictimes.indiatimes.com/news/economy/finance/online-consumer-spends-to-hit-100-billion-by-2020-report/articleshow/62931558.cms>

Users will be able to interact in Hindi with Google Assistant

The search giant added that it is making the "Assistant multilingual" which means that Assistant will be able to understand you in multiple languages fluently. For instance, if you prefer to speak German at work, but French at home, your Assistant will be able to interact with you in both. The multilingual feature will first be available in English, French and German, with support for more languages coming over time. Google will incorporate a new multilingual mode on Assistant as well, allowing families that speak two or more languages to converse with it naturally.

News Link:- <https://www.medianama.com/2018/02/223-google-assistant-hindi/>

Microsoft to support e-mail addresses in 15 Indian languages, Google launches Adwords in Tamil

On the occasion of International Mother Language Day, Microsoft announced support for email addresses in 15 Indian languages across its email apps and related services. Users will be able to use local language email addresses for Outlook accounts on PCs for e.g.

News Link:- <https://yourstory.com/2018/02/microsoft-to-support-e-mail-addresses-in-15-indian-languages/>

Internet-for-all needs voice-based apps', says said Ministry of Tribal Affairs joint secretary

The Indian government and private entities must create e-governance applications keeping in mind the digitally illiterate India that struggles to type on phones, said Ministry of Tribal Affairs joint secretary Rajesh Aggarwal. He said the focus must be on developing voice-based e-governance applications that can be used by the rural people. Rajesh Aggarwal was speaking on the sidelines of the 21st national conference on e-governance. He pointed out that cheap 4G internet was bringing more people from tribal and rural India online, and stressed on the need to keep them in mind while developing government applications.

NewsLink:-

<http://www.newindianexpress.com/states/telangana/2018/feb/28/interne-t-for-all-needs-voice-based-apps-says-said-ministry-of-tribal-affairs-joint-secretary-1780022.html>

Capturing the vernacular Indian

As more Indians opt for high-speed mobile data services, they are accessing news on their smartphones. Much of that is available on Facebook and Twitter. But, while India opts for these services, Bharat prefers accessing news content in vernacular languages. That's the market that DailyHunt, the vernacular aggregator of news tapped. Set up by Virendra Gupta, who spent years in the telecom sector, DailyHunt today offers news in 15 languages including English and Hindi and has 50 million users spending over 6 billion minutes on the service every month.

News Link:- <https://www.businesstoday.in/current/economy-politics/capturing-the-vernacular-indian/story/270458.html>

Big boost to digital start-ups in State

Addressing a news conference later, he said the launch of Mobile 10X in Kerala would enable affordable access, affordable devices, local language friendly and locally relevant products and services. Rajan Anandan, Google India Managing Director and vice-president(South-east Asia), while inaugurating the Mobile 10X Incubation Centre, said the alliance of the IAMAI with Kerala Startup Mission would enable the creation of a new IT ecosystem

in the Cyberpark. The objective was to support entrepreneurs building mobile first products and services.

News Link:- <http://www.thehindu.com/news/cities/kozhikode/big-boost-to-digital-start-ups-in-state/article22686359.ece>

How voice technology is now on a new tangent

“Language modelling is a daily game. The more we get, the better we get at it,” explains Stirling, adding how if we apply meaning extraction with natural language processing, the overall system performance goes up many notches. Lazorchak chips in that the challenges of diversity posed by a country like India necessitates local partnerships. “Our technology performs the best when augmented by local businesses that really understand the culture.” She is convinced that regional languages will be a huge usage space especially in the Indian market with higher adoption. “It will bring a lot of services into this space, especially in rural areas.”

News Link:- <http://www.financialexpress.com/opinion/how-voice-technology-is-now-on-a-new-tangent/1096396/>

Hey Computer, can you hear me well minus all the noise

We plan to extend our methodologies for Indian users, where there are several languages and accents. The current systems have a lot of trouble dealing with this heterogenous speaker population. However, humans are able to efficiently communicate in such a diverse multi-lingual environment. In the near future, we should be able to build machines that achieve the same as well.”, concludes Ms. Agrawal.

News Link:- <https://researchmatters.in/news/hey-computer-can-you-hear-me-well-minus-all-noise>

Now, healthcare information in Telugu just a click away

In a bid to disseminate the vital information related to healthcare services and advanced scientific research in the field of medicine to the masses in an efficient manner, an informatics centre has been planned in IT Special Economic Zone (SEZ) in Visakhapatnam which will translate the information in Telugu language. Hyderabad-based scientific informatics Pulsus Group will

be translating all scientific, medical and healthcare information from English in Telugu, Hindi, Gujarati, Tamil, Bengali, Kannada, and Marathi.

News Link:- <http://www.newindianexpress.com/states/andhra-pradesh/2018/mar/15/now-healthcare-information-in-telugu--just-a-click-away-1787338.html>

SwiftKey 7.0 Brings Revised Interface, Stickers, & Languages

SwiftKey Keyboard version 7.0 for Android is now live on the Google Play Store, bringing with it a bunch of new features such as custom stickers, new languages, and a revised user interface. Setting that aside for now, the update also delivers support for 28 new languages. Those are said to include Bengali English, Marathi English, Latin, and others, which should also help grow the user base since more people will be able to swipe in their favorite language – without the built-in autocorrect ruining everything they type or slowing things down.

News Link:- <https://www.androidheadlines.com/2018/03/swiftkey-7-0-brings-revised-interface-stickers-languages.html>

Google Maps introduces voice navigation in 6 Indian languages, ‘add an address’ feature

To make it easier for Indian users, Google Maps has rolled out a couple of new features. Indians can now add an address on Google Maps, use voice navigation in 6 Indian languages other than Hindi and enjoy two new features called Plus Codes and Smart Address Search. To begin with, Google has now added Bengali, Gujarati, Kannada, Malayalam, Tamil and Telugu on its Voice Navigation service. Hindi was introduced in voice navigation three years back.

News Link:- <https://www.businesstoday.in/technology/news/google-maps-introduces-voice-navigation-6-indian-languages-add-an-address-feature/story/272599.html>

Amazon video service looking to expand Indian regional content

In little after a year of its launch in India, Amazon’s bet on original Hindi shows and a library of films in five local languages has paid off – India is the fastest growing market for its Prime Video service, Tim Leslie, global Vice President at Amazon Prime Video, told Reuters in an interview late Saturday, on the sidelines of the India Today Conclave 2018 in Mumbai. Beyond Hindi shows and Bollywood movies, Prime Video has also been

broadening its film catalogue in southern Indian languages such as Tamil and Telugu, Asia-Pacific content head James Farrell said.

News Link:- <https://www.businesstoday.in/current/economy-politics/amazon-video-service-expand-indian-regional-content/story/272430.html>

Netflix, Amazon join regional bandwagon with Marathi, Bengali, Tamil movies

Regional content, be it films or documentaries, comedy or music, has been firing up the Internet in India for a few years now. With cheap data and easy access to content, small local libraries such as Hoichoi (for Bengali content) and national home grown platforms such as Alt Balaji, Voot from Viacom 18, Hotstar from Star India and, besides of course the dedicated channels for several Indian languages on YouTube, have flourished. Now Netflix, Amazon Prime and Hotstar are raising their stakes in the game, commissioning original shows and going all out to acquire regional films for their libraries. Could this sound the death knell for local entertainment platforms or will the entry of the big brands help deepen the language market further?

News Link:- http://www.business-standard.com/article/technology/netflix-amazon-join-regional-bandwagon-with-marathi-bengali-tamil-movies-118031300450_1.html

Vodafone Play upgrades its bouquet of regional content

India's second largest telecom operator Vodafone has widened its bouquet of regional content on Vodafone Play as the company added more than 5000 Bhojpuri, Tamil, Telugu, Kannada, Marathi, Hindi dubbed Hollywood movies and customers also have a wide choice of watching their favourite TV shows, infotainment, live TV in their native language. Avneesh Khosla, Associate Director – Consumer Business, Vodafone India, “Regional content enables us to reach a large cross-section of our consumers to enable them to enjoy content in languages of their choice. At Vodafone, we are committed to driving democratization of Data and we see content being key towards that agenda.

News Link:- <https://www.gizbot.com/telecom/news/vodafone-play-upgrades-its-bouquet-regional-content-048838.html>

Cholamandalam Finance and Social Beat tap vernacular content

There is no doubt that reaching your target audience through vernacular content is one of the biggest Trends Of Digital Marketing. Though the early

internet users in the nation are predominantly fluent in English, marketers have noticed that the current crop of digital-savvy individuals find regional content much more engaging and relatable. Keeping a tab on this trend, many brands have leveraged the reach of vernacular content to Engage With India's Next Billion Internet Users.

News Link:- <https://www.socialbeat.in/2018/03/12/cholamandalam-finance-social-beat-tap-vernacular-content/>

ShareChat to add Assamese, Bhojpuri to its network

ShareChat, a fast growing vernacular social network, has said it will add two more regional languages –Assamese and Bhojpuri—to its network of 10 languages by the end of this month. The network crossed two million registered Tamil users, who are located primarily in Tamil Nadu and its neighbouring states including Kerala, Karnataka and Andhra Pradesh.

News Link:- <https://timesofindia.indiatimes.com/business/india-business/sharechat-to-add-assamese-bhojpuri-to-its-network/articleshow/63271575.cms>

Google brings Hindi support to Assistant in its latest effort to win in India

Google today announced the launch of Google Assistant in Hindi. It will be rolling out soon to Android phones running 6.0 Marshmallow and above. According to Google, the Assistant in Hindi will be coming soon to Android 5.0 Marshmallow devices, iPhones as well as Android Go device later on. This builds upon last year's announcements where Google launched the Assistant in Hindi for its messaging app Allo and made a special version available for Reliance Jio feature phones.

News Link:- <http://in.pcmag.com/google-1/119735/feature/google-brings-hindi-support-to-assistant-in-its-latest-effor>

India's non-English literature now has a fast-growing corner of its own on the internet

For those comfortable with reading and writing in English, it can be hard to imagine what it's like to experience a world of limited content. And yet, that's just what millions of Indians face online every day. Even as social media giants such as Facebook and WhatsApp, and browsers such as Alibaba's UC, increasingly support a range of Indian languages, regional language content still accounts for well below 1% of the internet. So, since 2015, a self-publishing startup has been opening the door to more longform content in

these underrepresented languages. Bengaluru-based Pratilipi is building a bridge between writers and readers looking for fiction, non-fiction, poetry, and more in Hindi, Gujarati, Tamil, Telugu, Marathi, Malayalam, Kannada, and Bengali.

News Link:- <https://scroll.in/article/871003/indias-non-english-literature-now-has-a-fast-growing-corner-of-its-own-on-the-internet>

How online vernacular market is becoming the next big battle ground for tech cos

Till a year ago, Minnath Ghode had no option but to use the Roman script on his phone's keypad to type messages in Marathi or Hindi. But then he got a smartphone that allowed him to use vernacular letters. "Now, most of my WhatsApp messages are in Hindi and Marathi," says the 23-year-old postgraduate student of dietetics and food service management in Yavatmal, near Nagpur, over phone. Like Ghode, millions across India now have the option of using a language of their choice on their smartphones. While English continues to have a high aspirational quotient in India, new internet users like Ghode are opting to access internet content in their native tongues — or, at the most, ...

News Link:- <https://economictimes.indiatimes.com/tech/internet/how-online-vernacular-market-is-becoming-the-big-battle-ground-for-tech-cos/articleshow/63248994.cms>

Google launches voice maps in six Indic languages, to add new users

Concerned about government regulations over privacy rules affecting growth in India, Google said on Tuesday that the ecosystem of location-based services was still evolving globally. As part of the internet giant's "Next Billion User" initiative, it has customised its voice navigation in India, which will include six indic languages — Bengali, Gujarati, Kannada, Telugu, Tamil, and Malayalam — apart from Hindi. The company has launched a host of features in its already available services. The move will add a new set of users in tier-III cities as well as in the rest of the Indian market.

News Link:- http://www.business-standard.com/article/current-affairs/google-launches-voice-maps-in-six-indic-languages-to-add-new-users-118031400054_1.html

INDIA INTERNET DAY 2017 – THE EVENT FOR TECH ENTREPRENEURS & AFICIONADOS

Areas in focus will include India's internet industry, its impact and future, the mobile video trend and how it applies to India's entrepreneurs, tech innovations in the eCommerce industry, digital commerce and payment technologies and the future of mobile tech in India

News Link:- <https://www.godotmedia.com/india-internet-day-event-tech-entrepreneurs/>

Interspeech 2018, Speech Research for Emerging Markets in Multilingual Societies

Interspeech is the world's largest and most comprehensive conference on the science and technology of spoken language processing. Interspeech conferences emphasize interdisciplinary approaches addressing all aspects of speech science and technology, ranging from basic theories to advanced applications including computational modeling and technology development inspired by recent advances in artificial intelligence (AI) and machine learning (ML). Interspeech 2018 will be held during 2-6 September, 2018 in Hyderabad the capital city (population of about 8 million) of Telangana state in India. The venue is the Hyderabad International Convention Centre (HICC), a state-of-the-art convention centre for holding large (over 5000 delegates) conferences, and it compares with the best in the world in terms of technological, communication and audio-visual tools.

News Link:- <http://interspeech2018.org/>

THE FIFTH INTERNATIONAL HINDI CONFERENCE 2018

Organised by Hindi Sangam Foundation, NJ, USA; Hindi Sangam Foundation, New Delhi, India and Consulate General of India, New York, New York in 2018. The theme for 2017 was "Teaching Hindi to other Speakers of Language (THSOL): Pedagogical perspectives, Language Planning and Program Development"

News Link:- <http://www.hindiconferenceamericas.com/>

A Sanskrit newspaper struggles to survive

"It is our cultural and religious responsibility to propagate and popularise Sanskrit as a vital part of our heritage. The divine language is a dignified means of communication inspiring us with the significance of our ancient

culture and civilisation. The greatness and glories of literacy creations of Indian culture are the unmatched inheritance of Sanskrit language. Sudharma Sanskrit daily, with its glorious march since the year 1970, is stepping towards the celebration of its 44th year as a mark of remembrance to Pt KN Varadaraja Iyengar.”

These were the words of Prime Minister Narendra Modi in 2013 when he was chief minister of Gujarat. He also said it is our responsibility to propagate the language. But Sudharma, the ...

News Link:- <https://www.newsland.com/2018/03/18/sanskrit-newspaper-sudharma-sampath-kumar>

India's digital library plans to collaborate with foreign peers

The National Digital Library of India (NDLI) is focusing on forging collaborations with digital libraries in the US and Australia, as part of its second phase of development. NDLI has content from 160 sources with interface in three languages— English, Hindi and Bengali. In the next phase, NDLI plans to have content with interface in 10 Indian languages. “In the next three months, in addition to earlier interface of English, Bengali and Hindi, users will be able to interface with NDLI in Tamil, Telugu, Kannada, Malayalam, Gujarati, Marathi, Odiya and Assamese,” Das said. Through interface in more languages, NDLI hopes to cover about 85% of the population.

News

Link:-

<https://economictimes.indiatimes.com/industry/services/education/indias-digital-library-plans-to-collaborate-with-foreign-peers/articleshow/63371973.cms>

Idea Movies & TV app updated with more than 400 Live TV channels

Idea has updated its Movies & TV app and it now offers over 400 Live TV channels, which including channels in Indian languages like Bhojpuri, Marathi and Punjabi. The app comes with over 200 regional channels and users will also have access to other live TV genres like movies, music, news, entertainment and more. The company has also partnered with Discovery India to bring Discovery Channel, TLC, Animal Planet, Discovery HD World, Discovery JEET, Discovery Science, Discovery Turbo, Discovery Kids, Animal Planet HD World, TLC HD World, Discovery Tamil and DSPORT to the app.

News Link:- <https://www.digit.in/telecom/idea-movies-tv-app-updated-with-more-than-400-live-tv-channels-40117.html>

Machine Translation (MT) Global Market Report 2013-2018 Forecast to 2023: Growing Volumes of Big Data Across the Internet is Driving the Market

Geographically, the market is expected to witness the fastest growth in the Asia-Pacific (APAC) region, mainly attributed to the rapid growth of overseas businesses, lucrative customer base, growing number of high-net-worth individuals (HNWIs), rising income levels, and prevalence of several languages in the region. The machine translation industry is witnessing significant growth as a result of the growing demand for content localization. Companies are finding more and more reasons to localize their products, applications, and websites. Companies, worldwide, are recognizing their potential to address the market needs and therefore striving towards meeting customer demands outside their local market. Localization aids them to communicate with the target markets in their language and integrate industry-specific aspects with their culture ...

News Link:- <http://www.itnewsonline.com/prnewswire/Machine-Translation-MT-Global-Market-Report-2013-2018-Forecast-to-2023-Growing-Volumes-of-Big-Data-Across-the-Internet-is-Driving-the-Market/584677>

Centre's Hindi-first plan hits a roadblock

Making a strong case for promotion of regional languages, the Standing Committee on Personnel, Public Grievances, Law and Justice panel has recommended the government to translate the laws and legislations to all the 22 languages specified in the constitution as Indian languages. Currently, official versions of the acts/ordinances/rules exist only in English and Hindi. The committee which comprises members of several political parties and is chaired by BJP leader Bhupendra Yadav has also asked the law ministry to translate the Constitution of India to all the 22 Indian languages. At present, the legislative department of the Law Ministry brings out "authoritative texts" or official versions of the Constitution in 17 Indian languages which are Assamese, ...

News Link:- <http://www.newindianexpress.com/thesundaystandard/2018/mar/18/centres-hindi-first-plan-hits-a-roadblock-1788754.html>

Venkaiah Naidu Bats For MBBS Degree In Indian Languages

Vice President M Venkaiah Naidu has favoured teaching professional degrees like MBBS in Indian languages while batting for an educational system with greater emphasis on Indian history, heritage and culture. He was speaking at the valedictory of the golden jubilee celebrations of Hindustan Group of educational institutions here yesterday. "I have always been impressing upon the need for children to be taught in their respective mother tongues in various states to underscore the importance of language," Naidu said. He said, "I look forward to the day when professional courses like MBBS are also taught in local languages."

News Link:- <https://www.mid-day.com/articles/vice-president-bats-for-mbbs-degree-in-indian-languages/19208197>

Internet penetration may be rising, but the urban-rural digital divide remains a reality in India

In metros and major Indian cities, the buzzwords are artificial intelligence and Blockchain. But in the 6,00,000 villages and 7,935 towns, the buzzwords remain loan waivers, subsidies, and political power struggles. For the internet has not penetrated rural India as deeply as religion or politics. India's internet consumption – though on the rise – largely remains an urban phenomenon. In December 2017, internet penetration in urban India was at 64.84 percent as compared to 60.6 per cent in December 2016. In rural India, however, internet penetration was at 20.26 percent in December 2017, from 18 percent in 2016. The report, titled Internet in India 2017, was released by the Internet and Mobile Association of India.

Things have changed radically in ...

News Link:- <https://yourstory.com/2018/03/internet-penetration-may-rising-urban-rural-digital-divide-remains-reality-india/>

Internet in Indian languages can add 200 million new users: IAMAI report

Offering an opportunity to access the Internet in a language of their choice would have helped over 200 million Indians to go digital, said a new report on Thursday. With 481 million Internet users (as of December 2017), India has the second highest Internet user base in the world after China and is expected to reach 500 million users by June 2018. Internet in Indic languages would be a key motivator for 23 per cent of Internet non-users to go digital, said the report by not-for-profit industry body Internet and Mobile Association of India (IAMAI) and market research firm Kantar IMRB. "Critical Internet services like digital payments, basic e-commerce, online job search, etc. ...

News Link:- <http://indianexpress.com/article/technology/tech-news-technology/internet-in-indian-languages-can-add-200-million-new-users-iamai-report-5107440/>

Google Maps Introduces Voice Navigation In 6 Indian Languages, Plus Codes For Addresses

To outplay the latest aerial, indoor and 3D mapping innovations by HERE Maps and other competitors like TomTom and Bing- the undisputed leader of mapping solutions, Google Maps, has launched new tools to improve the navigation feature and the user's experience. Google Maps has added voice navigation in six regional Indian languages. In addition to English and Hindi, Google has brought voice navigation in six additional Indian languages: Bengali, Gujarati, Kannada, Telugu, Tamil, and Malayalam. Voice navigation in Hindi has added three years ago.

News Link:- <https://www.theindianwire.com/tech/google-maps-introduces-voice-navigation-6-indian-languages-plus-codes-addresses-52904/>

Print lowest while digital shows highest growth in Indian media

“Indian media and entertainment industry story, the big ambassador of Indian soft power, is that of a glass half full and half empty”, Siddharth Roy Kapur, Co-chair, FICCI Media and Entertainment Committee, notes almost prophetically at the inaugural session of the annual jamboree of India MandE Industry, FICCI Frames, at Grand Hyatt held from 4th to 7th of March, 2018. The sector, according to the industry status report released by Ernst and Young and FICCI during the event, touched Rs.1.5 trillion (\$22.7 billion) in 2017, a growth of 13 per cent over the last year, while the economy overall grew at half of that rate.

News Link:- <https://www.deccanchronicle.com/lifestyle/viral-and-trending/200318/print-lowest-while-digital-shows-highest-growth-in-indian-media.html>

YouTube sees rapid growth in Indian content creators

YouTube India has said the number of content creators from the country has grown from 20 to 130 in last one year. The content creators were initially from large metros and cities. However, the company said over the years, a large chunk of its creators are emerging from pan-India.

News Link:- <https://www.thehindubusinessline.com/news/youtube-sees-rapid-growth-in-indian-content-creators/article23336683.ece>

At loggerheads now, govt once used Facebook, Google for digital push

From bringing fast, high-quality internet access, building products that perform even when there is low connectivity, making the web more accessible and useful for Indian language speakers, increasing the internet usage amongst women in rural India and skill development for developers and small and medium businesses (SMBs) to enable a safe and secure digital payments experience are some of the key initiatives Google has been working on.

News Link:- http://www.business-standard.com/article/current-affairs/at-loggerheads-now-govt-once-used-facebook-google-for-digital-push-118032500615_1.html

Internet in Indian languages can add 200 million new users: IAMAI report

Internet in Indic languages would be a key motivator for 23 per cent of Internet non-users to go digital, said the report by not-for-profit industry body Internet and Mobile Association of India (IAMAI) and market research firm Kantar IMRB. “Critical Internet services like digital payments, basic e-commerce, online job search, etc. are extremely limited at present because of the lack of ease of conducting such activities in a language of choice,” the report said.

News Link:- <http://indianexpress.com/article/technology/tech-news-technology/internet-in-indian-languages-can-add-200-million-new-users-iamai-report-5107440/>

Hike Messenger to go strong on hyperlocal strategy, target small cities

The next wave of growth for messaging platforms will come from tier-2 and tier-3 cities, led by local language content, Indian messaging platform Hike Messenger said in a statement. “These days more and more people are shifting to messengers which are becoming a new platform for day to day conversation. Messengers are the most used applications and almost 34 percent Indians spend time chatting on messengers,” Hike said.

News Link:- <https://www.moneycontrol.com/news/business/startup/hike-messenger-to-go-strong-on-hyperlocal-strategy-target-small-cities-2538409.html>

YouTube monthly user base touches 225 million in India, reaches 80 pc of internet population

Google further said India is a more engaged market compared with the rest of the world, where more than 65 percent of the viewers subscribe to channels, and 7 out of 10 viewers watch ads with the audio turned on. Interestingly, close to 60 percent of the viewership is clocked by non-metros, and almost 90 percent of all video consumption happens in local languages. In 2017, YouTube India said that regional viewership had tripled in the past two years, with Hindi, Telugu, Tamil, Kannada and Malayalam witnessing “massive growth” in watch time. As a result, regional language content creators are on the rise too.

News Link:- <https://backend.yourstory.com/2018/03/youtube-monthly-user-base-touches-225-million-india-reaches-80-pc-internet-population/>

20.5 Crore Indians Will Get Online For The 1st Time, If Internet Supported More Indian Languages

Indian has a problem with Internet penetration in rural communities. Some of that is of course because of the lack of infrastructure, and poverty. However, a new study indicates a large piece of the problem is the preferred language of would-be consumers of online services.

News Link:- <https://www.indiatimes.com/technology/news/205-million-indians-will-get-online-for-first-time-if-internet-supported-more-indian-languages-342004.html>

Why inclusive technologies and regional languages will be the key focus for Indian startups to cater to the new billion users

The power to redefine the lives of a billion people and more lies within the now ubiquitous device we all know as the smartphone. This is the belief guiding the 10 Indian startups who have been shortlisted for the 2nd edition of the Code for the Next Billion programme, a joint initiative by Facebook and NASSCOM 10,000 Startups, to meet the varied challenges and developmental obstacles in India using innovative solutions.

News Link:- <https://yourstory.com/2018/03/second-edition-nasscom-startups-list/>

Need to connect all banks with mobile banking platforms: FICCI-KPMG

The report notes that policies to facilitate faster payment services are essential to enhance the options for customer registration for mobile banking services, enable wider access to mobile banking services in multiple languages for non-smartphone users and encourage innovative mobile-based payment solutions.

News Link:- http://www.business-standard.com/article/news-cm/need-to-connect-all-banks-with-mobile-banking-platforms-ficci-kpmg-118032400286_1.html

Documents in local languages to be translated into Hindi

Rajasthan State Archives, Bikaner (RSAB) will translate archival documents in local languages into Hindi. This will help the present generation to clearly understand the documents.

News Link:- <https://timesofindia.indiatimes.com/city/jaipur/docu-in-local-languages-to-be-translated-into-hindi/articleshow/63523628.cms>

Microsoft Garage Now in India; Bengaluru Expansion Planned for This Year

The developers working on the SMS Organizer app that was launched recently to organise messages on Android devices have added Indic language support with Hindi and Telugu languages initially under a new beta version to support the new development. The team is in plans to expand that localisation effort by bringing more Indian languages on board in the coming future.

News Link:- <https://gadgets.ndtv.com/apps/news/microsoft-garage-now-in-india-hyderabad-bengaluru-1828797>

Vying for Eyeballs: OTT players set to change the entertainment game

In the Indian context, the proliferation of fast and affordable internet connectivity has paved the way for the emergence and growth of OTT content providers. According to the Internet and Mobile Association of India, there were around 481 million internet users in India as of December 2017. This figure is expected to cross 500 million by June 2018. Further, according to a new study by US-based media agency Zenith, India will have nearly 530 million smartphone users by end 2018. As a result of the rapid internet penetration and growing smartphone uptake, content consumption is also changing in a big way with video content being at the forefront.

News

Link:-

http://ftp.tele.net.in/index.php?id=23391&option=com_k2&view=item

The Biggest Barrier To Financial Inclusion

“Flexibility in terms of financial communication is the biggest roadblock to true financial inclusion in India. The solution to this problem is a truly vernacular & India friendly Fintech landscape.” There’s much to celebrate India’s push for financial inclusion, but meaningful financial inclusion goes much beyond having a simple savings account, proof of ID, and a mobile phone. It also includes flexibility in terms of communication. And there we have one of the biggest roadblocks to financial inclusion.

News

Link:-

<http://businessworld.in/article/The-Biggest-Barrier-To-Financial-Inclusion/03-04-2018-145243/>

India’s way to \$1 trillion digital economy

Digital is fast engulfing our lives. Users are consuming more of it, using an average of 4 GB of data a month on everything from entertainment to shopping. New users, all on smartphones, start using mobile internet with free services like email and regional language content, and “within weeks leapfrog to ecommerce and digital payments,” says Subho Ray, president, Internet & Mobile Association of India.

News

Link:-

<https://economictimes.indiatimes.com/news/economy/indicators/indias-way-to-1-trillion-digital-economy/articleshow/63561270.cms>

Teach regional languages in all schools from current session: DB

Division Bench of State High Court comprising Acting Chief Justice Ramalingam Sudhakar and Justice Sanjeev Kumar has directed the J&K Board of School Education to teach regional languages in all the Government and private schools without any discrimination from the current academic session.

News

Link:-

<http://www.dailyexcelsior.com/teach-regional-languages-schools-current-session-db/>

Coca-Cola goes desi with regional language packaging under ‘Share a Coke’ campaign

Beverage maker Coca-Cola has launched a new packaging and campaign called ‘Share a Coke’, celebrating relationships. The seven-year-old global campaign, now coming to India, will also feature Coke bottles and cans with words like ‘Papa’, ‘Didi’ and ‘Bhai’ replacing its logo.

News

Link:-

<https://www.livemint.com/Consumer/dXBioxiWJHBtW3LFYaEj0K/CocaCola-goes-desi-with-regional-language-packaging-under-.html>

CSR: Video Game In Vernacular Languages To Create Awareness Against Trafficking

Thousands of girls get lost into the black hole of trafficking. There are over 3 million prostituted women in India, out of which 1.2 million are young girls. The average age of recruitment of girls into prostitution is between 9 and 12 years of age. Imagine playing an interactive game on the same lines. The design of MISSING Game App allows players to experience what a missing person goes through when she is trafficked into the inhumane and cruel world of prostitution, a world into which millions of girls are lost every year. It exposes the player to the dark world of human trafficking and raise awareness about it. Players assume the role of the missing ...

News Link:- <http://thecsrjournal.in/trafficking-awareness-through-video-game-in-vernacular-languages/>

How developers of Xplore keyboard are using AI and ML to improve smartphone user experience

Headquartered in Glasgow, Scotland, KeyPoint Technologies has a huge team of linguists and engineers spread across the globe who help it in bringing support for not only English, but also 150 other languages to Android users. The company also has offices in China, Japan, South Korea, and the US. The company’s new keyboard includes support for 28 Indic languages as well, and many Android smartphone makers who sell their phones in India use Xplore’s technology. Now, the company wants to move on from just word corrections and predictions to intent predictions and suggested content. Since the on-screen keyboard is a piece of software that’s used across all the apps and UI on an Android device, offering intent predictions will

News Link:- <https://www.mysmartprice.com/gear/2018/03/31/xploree-ai-keyboard-artificial-intelligence-keypoint-technologies-ceo-nutan-chokkareddy-interview/>

Local social networking players tapping people in small towns

In 2017, the year that Facebook declared India as a country with its largest user base, domestic social network Mooshak began tapping people who write and converse in vernacular languages. Over the last nine months, the Mooshak app has been downloaded 200,000 times and roughly 5% of users, almost all non-English speakers, are active on the desi social network. It is tiny — or a David vs Goliath comparison — as Facebook has over 241million users in India.

News Link:- <https://economictimes.indiatimes.com/tech/software/local-social-networking-players-tapping-people-in-small-towns/articleshow/63553035.cms>

Microsoft, YouTube, Facebook, Google shake down the Indian language tree

Large digital platforms such as Google, Microsoft, YouTube and Facebook have stepped up their efforts to engage the non-English speaking internet user by speaking in multiple tongues for a few years now. However entertainment is still the driving force behind much of the user engagement. Now many are looking at ways to lock in the next wave of internet users with language support for critical services, thereby increasing user stickiness and brand engagement on their platforms.

News Link:- http://www.business-standard.com/article/companies/microsoft-youtube-facebook-google-shake-down-the-indian-language-tree-118040501225_1.html