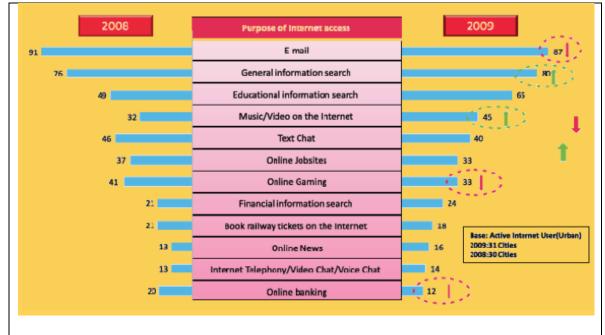21 December 2010

Open Source Center   *Media Aid*

OSC Media Aid: Overview of Leading Indian Social Media

The Indian social media scene represents a fast-emerging and influential domain of information exchange involving nearly 60% of the 83 million Internet users in the country. While Facebook and Orkut continue to dominate the social media scene, Twitter and some other Indian microblogging websites are also becoming very popular. The rising significance of social media in India is demonstrated by the fact that almost all the conventional media have registered their presence on the social networking websites.

The use of social media by Indians was first highlighted during the 2008 Mumbai attacks, when Twitter and Flickr became the media through which much information about the attacks reached Indians and the outside world. Gaurav Mishra, an Indian social media expert, said a new way of crisis reporting emerged when western journalists mined Twitter posts by people in Mumbai for details on attacks[i] (*gauravonomics.com,* 5 December 2008).

The second mass use of social media in India was the May 2009 national elections, when, for the first time, online voter registration and transparency campaigns started. The political parties tried to reach out to first time voters through social networking websites[ii]. The Twitter tag "#indiavotes09" was the number one topic on the trends list of Twitter search.

Purpose of Internet access in India – 2008-09 (*internetmarketingjournal.org,* June 2010)

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The Tweets of the former deputy foreign minister, use of Facebook and Twitter by the Indian foreign ministry for public diplomacy, and the numerous blogs being written by celebrities also point to the growing influence of social media in India. Even the usually tight-lipped Indian foreign ministry has launched diplomatic initiatives on YouTube, Facebook, Twitter, and Blogspot. According to a 12 December report on *sify.com*, in the past six months, the Twitter account, 'Indian diplomacy' has sent out 186 tweets and gathered over 4,400 followers. The Foreign Ministry has also uploaded 31 video clips of commissioned documentaries on YouTube[iii].

In a recent instance, pressure from social media appeared to force conventional media to report on the alleged links between some noted journalists and a lobbyist. The lobbyist is being investigated for her role in an alleged telecommunications spectrum allocation scandal, over which IT & Communications Minister A. Raja had to resign. While the conventional media were accused of overlooking the story, Twitterati kept on building pressure for media discussion, making it virtually impossible for conventional media to ignore"[iv] (*The Times Of India,* 29 November).

Most experts note the growth of social media but assert that it cannot be a "game changer" for conventional media. According to social media expert Mishra, social media is most likely to supplement rather than supplant conventional media[v]. However, most newspapers and television channels have launched forays into social media to expand their reach[vi].

Note on Sourcing: The material for this report was gathered from the websites of various media sources, social networks such as blogs, and discussion forums. Some information is also drawn from media reports and assessments by OSC observers of Indian social media.

Reach of Social Media According to Telecom Regulatory Authority of India data, there are 83 million Internet users in India and more than 56% of them are on broadband[vii] (*Business Standard,* 7 December). A large number of users also access social media through mobile phones. According to a report, the number of mobile social network users in India is expected to reach around 72 million by 2014. This would be driven by the reduced cost of smart phones and the launch of 3G services, which will enhance the consumer experience[viii] (*techeye.net*, 6 October).
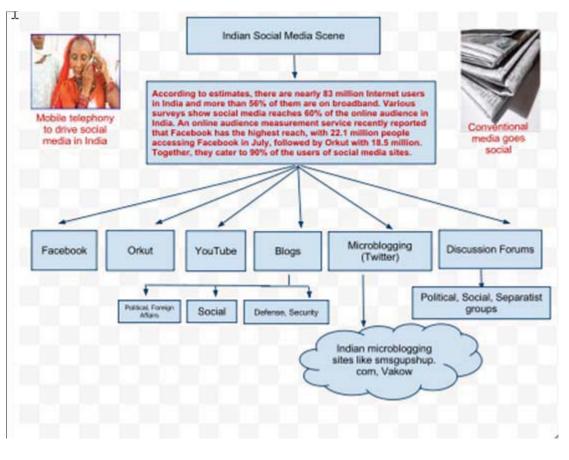
Various surveys show social media reach 60% of the online audience in India. ViziSense, an online audience measurement service, recently reported that Facebook has the highest reach, with 22.1 million people accessing Facebook in July, followed by Google's Orkut with 18.5 million. Together, they cater to 90% of the users of social media sites[ix] (*indiasocial.in*, 21 October).

This OSC product is based exclusively on the content and behavior of selected media and has not been coordinated with other US Government components.

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Vizisense also reported that Indian social networking site Ibibo stood at the third position with 3.56 million users and microblogging platform Twitter the fourth most popular site. The report also noted a "significant change" in the photo sharing and video sharing behavior of the users. "Even professional photographers, who used photo sharing sites like Flickr, have shown a shift towards the social networking sites." The report also noted that social networking sites were seeing great increase in usage from beyond the top eight Indian metro areas, with almost 60% of usage from outside them. ViziSense found that the highest number of social media users ranged between 15-24 years of age with the exception of Linkedin, which has most users within the 25-34 age bracket.

However, another study by Tata Consultancy Services Ltd (TCS) said Indian teenagers (12-18 year age group) prefer Google's Orkut over the Facebook[x] (*Tehelka.com,* 23 November).

The Indian blogosphere is also very vibrant. According to a May 2009 survey by Indiblogger (a network of bloggers), Indian blogs are written on various platforms, but Google's Blogger and Indiablogger appear to be very popular. Approximately 92% of the blogs are written in English, 4% in Hindi, 1.6% in Tamil, 0.7% in Marathi, and 0.6% in Telugu. The survey listed The Indian National Interest, Digital Inspiration and Gauravonomics as the three tops blogs in India[xi] (*www.gauravonomics.com* 17 May 2009).

This OSC product is based exclusively on the content and behavior of selected media and has not been coordinated with other US Government components.

In addition to Twitter, microblogging sites of Indian origin like SmsGupShup and Vakow are also popular.
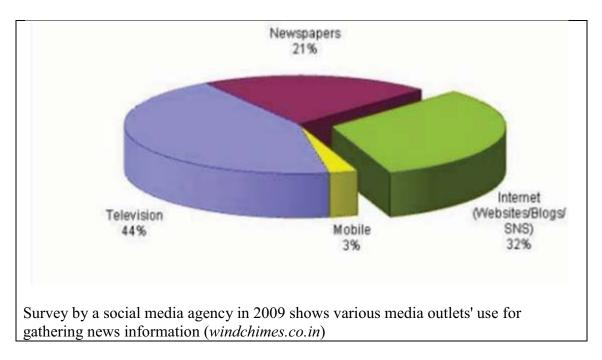
Profile of Indian Social Media Users   Various research has put the age of most Indian social media users as between 15-34, depending on the networking website being used. According to a study, "Impact of Social Media on Consumer Behavior" by Preeti Anand, social media users in India are young, predominantly male, and have well paid jobs. Motivation for social media usage in India is driven the most by the desire to build relationships. Indian users' perception of value from social media sites is affected by the frequency of updates and the relevancy of content. As with the Internet, privacy issues are of the biggest concern for the users of social media[xii] (*sampadswain.com* 24 September 2009).

A survey by the US-based Nielsen Company found that 70% of social media users in India accessed a social networking site every day. It was also found that 89% of 15-20 year old users accessed a social networking site every day and 60% of them spend at least half an hour on it daily. It was found that 37% of heavy social media users in India (who use it multiple times a day) fall in the age group of 21-30 years[xiii] (*alootechie.com*, 15 September).

The ViziSense report said that the age group 25-35 increases its usage of social networks around 3 p.m., which suggests that working professionals mostly begin to ease out at the workplace around that time. Users in the 15-24 age brackets are most active between 7 to 9 pm, which suggests that they are using home computers more than mobile devices. Also, more than 50% of users return to social networking portals more than once a day. The frequency of usage seems to have gone up recently, with Facebook showing the strongest loyalty amongst users with more than three visits on a single day.

According to a survey conducted on 20 November, social networks and forums account for 12.71% of all Indian Internet visits to websites in all categories, exceeding visits to portals and e-mail services by a huge margin.

According to the same survey, social networks enjoyed 22.49% of Total Page Views of the Indian audience, whereas websites in all categories managed to get only 3.86% of the total page views. Similarly the average total time spent on social networks and forums is 14.38 minutes, while portals averaged 8:05 minutes[xiv] (*Daily News & Analysis*, 29 November).

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Survey by a social media agency in 2009 shows various media outlets' use for gathering news information (*windchimes.co.in*)

Popular Networking Platforms

Facebook and Orkut   Going by media reports and surveys, Facebook appears to be the most popular site in India, with the highest time spent by users. According to the ViziSense report, "Home page", "Applications" and "Photos" come across as the most visited features on Facebook while on Orkut "Home Page", "Scraps" and "Photos" were the most visited features.
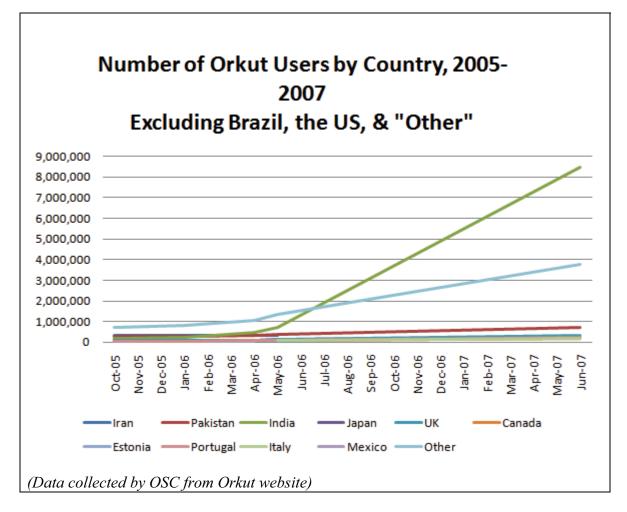

This OSC product is based exclusively on the content and behavior of selected media and has not been coordinated with other US Government components.

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The in-platform games and applications FarmVille, Mafia Wars, Café World and RYBirthday were also popular on Facebook, with both men and women playing FarmVille the most. RYBirthday is used most by the 45 plus age group.

Facebook passed Orkut in India for the first time in July 2010 to take the top place, according to ViziSense. Orkut was the major player in India since 2006, as it was the first networking site that became popular among Indian netizens[xv] (cybergyaan.blogspot.com, 31 May). Indian Stock Market, Tamil Cinema, and India (patriotism) ranked among top 10 communities on Orkut (*snaphow.com*).

Number of Orkut Users by Country, 2005-2007
Excluding Brazil, the US, & "Other"

(Data collected by OSC from Orkut website)

Myspace and LinkedIn also have a large number of users in India. LinkedIn, one of the world's largest online professional networks, set up operations in India last year. According to a 16 November 2009 *Economic Times* report, LinkedIn, with a 3.4 million subscriber base in India, was adding 70,000 new users every week[xvi].

Some of the recent instances where the use of Facebook and Orkut was highlighted are:

Kashmir protests on Facebook, Orkut: The protests in the Kashmir valley over civilian killings this summer were seen spilling over to social networking sites as Facebook and Orkut, where young--presumably largely Muslim users in the 15-25 age group[xvii] (Indo-Asian News *Service,* 6 August)--were seen using personal or community Internet pages to express their anger against what they saw as human rights abuses[xviii] (*The Indian Express,* 17 August). Groups like the Anjuman-e-Himaayat-e-Sanbazaan-e-Kashmir (Association of Stone-Pelters of Kashmir), Koshur Mazloom (Helpless Kashmiri), Citizens of Kashmir, Bleeding Paradise, I Protest Against the Atrocities on Kashmiris, registered more than 1000 "likes" on Facebook, the *Indian Express* report said.

Supporters of separatist leaders replaced the photo of Mahatma Gandhi on a Rs 1,000 note with that of Hurriyat chief Syed Ali Shah Gilani on Facebook[xix].

Commonwealth Games: Criticism over the preparations for 3-14 October Commonwealth Games in New Delhi was widely seen on Facebook and Twitter[xx]. In addition, after the November 2008 Mumbai attacks, fierce online debate was seen between Indian and Pakistani netizens on Facebook and Orkut[xxi].

Video Sharing Websites: Google launched the localized version of YouTube for Indian users in 2008 to feature locally promoted videos and facilitate exchange with and among the Nonresident Indian (NRI) community. At the time of launch, YouTube had five million unique users in India. It added 200,000 new users from India every month in 2007 and that made the country jump from the top 30 to top 15 among the company's markets[xxii]. Various instances when YouTube usage was highlighted by the mainstream media are:

- In a recent case highlighted by the police, Sikh militant group Babbar Khalsa reportedly used YouTube to recruit three youths and inducted them into a plot to plant bombs in Ludhiana and Ambala[xxiii] (*The Tribune,* 31 July). In another instance, posters reportedly placed altered videos on YouTube to malign security forces in Kashmir[xxiv] *(Times Of India,* 15 September).*

- The Congress party used YouTube to campaign during the 2009 Indian elections[xxv].

- After the November 2008 Mumbai terror attacks, an NDTV report said bloggers ran to the scene of the attacks with hand-held cameras, posted their recordings on blogs and became the world's window to Mumbai[xxvi] (10 December 2008). Nearly three months after the attacks, OSC observed that nearly 4500 videos, most news clips relating to Mumbai attacks, had been posted on YouTube[xxvii].

YouTube remains the premium online video sharing destination for Indians[xxviii] (*Business Standard*, 25 March), but a number Indian video sharing websites are also becoming popular. For example: *indianpad.com* (for sharing Hindi film and sports videos), Tumtube, *26th January.com*, *Bollyywoodtube.com, apnavideos.com, and dekhona.com*.

Photosharing websites: Flickr and Google's Picasa are very popular photo-sharing websites in India. The popularity of Flickr was noted during the November 2008 attacks, when photos of the terror strike were first posted on it[xxix]. Some indigenous websites are also gaining popularity. Zoomin, India's first photo sharing website, was launched in 2007. Some of the others like iTasveer and Picsquare are also becoming popular as online photo sharing caches in India.

Indian Blogosphere: The Indian blogosphere is very big and growing. Though there are no exact data available, it includes celebrities, journalists, politicians, professionals, housewives, with thousands of people blogging in India on every possible topic. Blog School, a blogger's training program, lists Amitabh Bachchan (popular film actor), Rajdeep Sardesai (TV journalist), Sanjeev Bikhchandani (founder of a popular job portal *naukri.com*) and Amit Varma (well-known blogger) as popular Indian bloggers (http://blogschool.in/bloggers.html).

Labnol, a technology blog, has a list of popular and widely read Indian blogs under various categories, which is continuously updated (http://www.labnol.org/india-blogs/indian-bloggers.html).

India had a burgeoning bloggers community even before other social media became popular. In 2006, shortly after the 11 July terrorist attacks in Mumbai, the Indian Government blocked several blogs and websites. These included the blogging services at blogspot.com and typepad.com. According to a 28 July 2006 *Hindustan Times* report, the government was reportedly concerned that terrorists were using the blogs on these forums (*bloggersblog.com*).

Blogging took a new turn during the 2009 Indian elections, when numerous politicians, including Bharatiya Janata Party's octogenarian leader L. K. Advani, started blogging to reach out to young Indians[xxx].

Some of the blogs written by prominent journalists, defense and strategic experts, former diplomats, and economists have a niche audience. Most newspapers and television channels have their own blogs where senior journalists and editors write. Vijainder Thakur's blog (http://kuku.sawf.org/), Anantha Krishnan's (http://tarmak007.blogspot.com/), chhindits.blogspot.com[xxxi], livefist.blogspot.com[xxxii], and *defenseforum.in* are some of the popular defense blogs.

Recently, an Indian telecom company launched a social voice blogging service, which allows subscribers to follow celebrities and get text and voice updates directly from them[xxxiii] (*techie-buzz.com*, 24 November).

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Microblogging Websites   Microblogging is a new form of blogging based on the principle of updating/publishing thoughts in form of text (usually less than 200 characters). At the global level, brands like Twitter and Jaiku are the main players along with Pownce. In India, though Twitter remains the key player, other indigenous microblogging platforms such as SMSGupShup and Vakow also see significant traffic.

Twitter   India has more than eight million Twitter users, a figure that has almost doubled in the last year (it was 4.2 million in January 2010). On average, close to three million users from India log on to Twitter each day[xxxiv] (*Mail Today*, 4 December). These are the same set of people that consume news and are educated and active online. Twitter has been around for four years, but the first spike in usage came at the time of the Mumbai attacks in November 2008 when citizens became instant journalists, Tweeting from their mobiles what they saw.

However, Twitter in India became a mainstream story at the same time that mainstream media became a Twitter story. In a recent instance, Twitter was reported to have "forced" top media houses to follow a story on top journalists' alleged links with a corporate lobbyist, the *Mail Today* report said. Interestingly, most of the top celebrities in India today make their announcements on Twitter.

OSC has in recent months observed that conventional Indian media have sought to enhance their outreach on the web by using social networking websites like Twitter to broaden news dissemination. Traditional media operators also appear to have personalized their online presence by making blogs maintained by editors and top journalists available to the public.

Moving beyond the initial objective of simply expanding news reach, the emerging pattern also involves posting of niche content. Newspaper websites now carry exclusive write-ups on important news developments, not available in print editions. Of late, major national media have also started picking up tweets and are citing them as sources in their news items[xxxv].

SMSGupShup: A web application from the Indian mobile technology company Webaroo, SMSGupShup is a major Indian microblogging platform. It allows users to send free text SMS to any mobile device. Unlike Twitter, it allows users to create and join groups to send and receive SMSs to and from users in these groups respectively.

Vakow is another popular microblogging and SMS-based site in India after SMSGupShup, in terms of usage and site traffic. Vakow too allows SMS messages from web to mobile devices along with other features like tagging. Vakow has a Facebook App (Link) and another app for Orkut, from where one can forward SMS messages to the Orkut scrapbook.

MOBS.MyToday.com is yet another microblog in India but with a different concept, in which e individuals can have greater controls over their messages over mobiles and can register for service through mobile sets without going to the website itself.

At Mytoday Mobs, one can create groups or closed user groups via mobile phones called "Mobs" to send messages to other users who can then join the initiator's Mobs.

Use of Social Media by Separatists: OSC has since January 2008 observed a marked increase in pro-separatist material and propaganda on social networking websites[xxxvi]. Remnants of Sikh separatist groups have been observed to have Khalistan (independent Sikh state) pages on Facebook and photo streams on Flickr[xxxvii]. Northeast rebels have reportedly used Orkut and YouTube for hate campaigns against the government[xxxviii]. A number of pro-separatist blogs and discussion forums also exist on Kashmir, the most prominent of which are The Saints are Coming, Saadat's Blog (saadat.in/blog), Kashmir-truth-to-be-told.blogspot.com, and Kashmir forum (Kashmir.forumakers.com). Many of these bloggers claim to be students from Indian Kashmir and write about independence, the people's movement, and a boycott of Jammu.

According to *naxalrevolution.blogspot.com*, a pro-Maoist blog run by a group in Bangalore, there are thousands of Maoist sympathizers of Indian origin present on social networking websites like Orkut and Facebook who regularly interact and debate various issues (18 August 2008). A number of pro-Maoist videos have also been posted on the YouTube. One such video "40 Years of Naxalbari Uprising" posted in August 2008 had 1158 views.

A *Daily News & Analysis* report quoted a senior security official as saying that Maoists were recruiting youngsters through the Internet and have identified nine such blogs. The official said Maoists first send e-mail messages after identifying prospective recruits asking them how they can help the cause. The report said that the recruitment was for their under-developed intelligence wing[xxxix] (10 October, 2007).

Mobile Phones To Drive Social Media Growth: According to Analysys Mason, a UK-global telecom and media advisor firm, the number of mobile social network users in India is expected to reach around 72 million by 2014. This would be driven by the reduced cost of smart phones and the launch of 3G services, which will enhance the consumer experience. The number of online social network users in India has grown by 43% to approximately 33 million unique users from the beginning of 2009 through July 2010. India emerged as the seventh largest market globally[xl] (*techeye.net*, 6 October).

A recent study revealed that Indians access the Internet on their mobile devices at least 2.4 days per week, almost at par with 2.7 days per week for PC access to Internet. Search companies such as Google, Yahoo, and Rediff are planning to expand their reach once 3G is launched in India. Google has adopted "Mobile First" and has launched "Hot Spot," which allows users to rate restaurants review them and share the information with friends. Rediff has put mail access on a mobile platform[xli] (*Business Standard,* 3 December).

Speaking at a seminar in New Delhi on 17 December, Rajesh Lalwani of Blogworks said mobile social platform is likely to become very popular among Indians.. A survey conducted by his company jointly with Nielsen found that the cell phone segment continues to grow strongly as a sector, and that text messaging is still the top channel for communicating with

customers, although the addition of new devices and services has also made an impact. Karthik Nagrajan of Nielsen said the "future of social media is mobile. People are reading more news on cell phones than their desktop. Same is the case with Facebook and Twitter. They are more being accessed through cell phones. Nikhil Pahwa, editor of medianama.com, a website analyzing digital media, said there are nearly 25 million social media users in India. According to Mohit Gundecha of mig33, a mobile community, Indians in small towns are more hooked to mobile social networks than their counterparts in the metros.

Some of the social media applications becoming popular on cell phones in India are:

1. RockeTalk: RockeTalk is a downloadable application that lets a consumer send any combination of text, voice, pictures, audio or video, as a message to anyone (or group), anywhere in the world, from any cell phone or computer to any other cell phone or computer. As of November 2010, it had 3.7 million users in India.

2. Mig33: An international mobile community that enables users to connect with friends, meet new people, exchange emoticon expressions, send virtual gifts, play games. Mig33, which has Hindi and Bengali user interface, claims that India is one of their highest growth markets[xlii] (*medianama.com,* 13 November 2009).

Social Media for Businesses: According to media reports, an increasing number of Indian corporations are turning to social media in an attempt to reach out to their customers in the wake of marketing budget cuts. Indian corporations are not new to the virtual world, having made their presence felt in Second Life[xliii]. As of today, top IT firm Wipro is running "Innovation Centers" on social media, while Infosys is using Twitter to address customer concerns[xliv].

Multinational Corporations have leveraged their own public profiles, applications and virtual gifts and groups to expand their already overwhelming media presence. Business executives from leading global brands to favorite local brands use their own pages for free marketing[xlv] (*The Hindu,* 6 June 2010). Ignore my change Pepsi, which launched a $20 million campaign on Facebook in February, is targeting Indian users with social responsibility and gender campaigns on the Internet[xlvi] (IANS, 25 November).

Security & Social Media: Indian police records show that in 2008, 22 instances of posting of objectionable content on a user's profile were reported. It rose to 62 complaints in 2009 and in 2010, till October, 64 such cases were reported. All reported cases were on Facebook, Orkut, or MySpace. Several sections of the Indian IT Act 2008 apply to cyber crime related to social networking websites. However, the punishment depends on the intention of the offender[xlvii] (*The Hindu,* 29 November 2010).

i [Open Source (Not OSC) | | | 5 December 2008 | |"My Interview With NPR on the Media on the Role of Citizen Journalism in the Mumbai Terrorist Attack" | | | (U) | http://www.gauravonomics.com -- blog run by social media expert Gaurav Mishra.]

ii [OSC | | OSC ID: SAP20090717463002 | 17 July 2009 | | OSC Seminar Report: Expert Provides Overview of Indian Social Media Scene | | | (FOUO) | India -- OSC Report]

iii [Open Source (Not OSC) | | | 12 December 2010 | | Unattributed report: "Indian Diplomacy Wants To Reinvent Itself, Virtually" | | | (U) | Indo-Asian News Service -- News Agency in English -- Founded in 1986 by India-American publisher Gopal Raju as the India Abroad News Service. The agency, which claims that coverage of the Indian expatriates remains one of its focus areas, is largely supportive of the US in major international issues. In addition to the Indian newspapers and television channels, IANS holds a strong subscriber base in the Middle-East. The agency, which also runs Arabic and Hindi websites, shares contents with German news agency DPA]

iv [Open Source (Not OSC) | | | 29 November 2010 | |"Of Twitter Outrage & Media Silence" | | | (U) | The Times Of India -- the largest English daily, flagship of the The Times of India Group, which includes leading economic daily Economic Times and Hindi-language Navbharat Times. Usually follows an anti-US editorial policy, good coverage of domestic issues, particularly influential in India's financial center, Mumbai. Circulation of 1.6 million; URL: http://timesofindia.indiatimes.com]

v [OSC | | OSC ID: SAP20090717463002 | 17 July 2009 | | OSC Seminar Report: Expert Provides Overview of Indian Social Media Scene | | (U//FOUO) | (U//FOUO) | India -- OSC Report]

vi [OSC | | OSC ID: SAP20090916463001 | 9 September 2009 | | OSC Observation: Indian Newspapers, TV Foray Into Social Media To Expand Reach | | (U//FOUO) | (U//FOUO) | India -- OSC Report]

vii [Open Source (Not OSC) | | | 7 December 2010 | |"Taking the Internet Seriously" | | | (U) | Business Standard -- Respected business daily owned by the Kotak Mahindra Group; URL: www.business-standard.com]

viii [OSC | | | 6 October 2010 | | Mobile Will Drive Social Media in India | | | (U) | techeye.net]

ix [Open Source (Not OSC) | | | 21 October 2010 | |"60% of Social Media Users Belong to Non Metros - Vizisense Media Report" | | | (U) | indiasocial.in]

x [Open Source (Not OSC) | | | 23 November 2010 | |"More Teens Orkuting Than Facebooking, Says TCS Study" | | | (U) | Tehelka.com: Self-acclaimed "people's paper" and India's fastest growing independent news weekly, published by Agni Media Private Limited. The 40 page weekly specializes in ground-breaking investigations, public interest journalism, social issues and politics. Previously an on-line news portal, investigative reporting in Tehelka about bribery in defense contracts played a role in the resignation of then Defense Minister George Fernandes. Tehelka was subsequently forced to close in 2001 following reported pressure from Bharatiya Janata Party (BJP) and was re-launched in 2004 as a weekly.]

xi [Open Source (Not OSC) | | | 17 May 2009 | | The Indiblogger.in State of the Indian Blogosphere 2009 | | | (U) | gauravonomics.com -- Blog by social media expert Gaurav Mishra]

xii [OSC | | | 24 September 2009 | | Presentation: Indian Social Media Study 2009 | | | (U) | http://sampadswain.com]

xiii [Open Source (Not OSC) | | | 15 September 2010 | | 70% of Social Networking Users in India Access a Social Networking Site Everyday: Nielson | | | (U) | alootechie.com]

xiv [Online Publication | | Daily News & Analysis | "India's Not Just Social, It's Also in Business" | 29 November 2010 | | http://www.dnaindia.com/bangalore/report_india-s-not-just-social-it-s-also-in-business_1473699 | | dnaindia.com]

xv [Online Publication | | http://cybergyaan.blogspot.com | Orkut vs facebook | 31 May 2010 | | http://cybergyaan.blogspot.com/2010/05/orkut-vs-facebook.html | 31 May 2010 | http://cybergyaan.blogspot.com]

xvi [Open Source (Not OSC) | | | 16 November 2009 | |"LinkedIn Sets Up Shop in India, Ropes in MySpace's India Head" | | | (U) | Economic Times: India's leading daily for economic reporting and comment. Part of Times Group. Published by Bennett Coleman & Company; URL: www.economictimes.indiatimes.com]

xvii [Open Source (Not OSC) | | | 6 August 2010 | | "Kashmir Protest Reaches Social Network" | | | (U) | Indo-Asian News Service News Agency in English -- Founded in 1986 by India-American publisher Gopal Raju as the India Abroad News Service. The agency, which claims that coverage of the Indian expatriates remains one of its focus areas, is largely supportive of the US in major international issues. In addition to the Indian newspapers and television channels, IANS holds a strong subscriber base in the Middle-East. The agency, which also runs Arabic and Hindi websites, shares contents with German news agency DPA.]

xviii [OSC | | OSC ID: SAP20100817534006 | 17 August 2010 | | India: Kashmir Protests 'Spilling Over' to Social Networking Websites | | (U) | (U) | New Delhi The Indian Express Online in English -- Website of the respected national daily publishing from 17 cities; flagship of Indian Express Group, which includes Financial Express, Hindi daily Jansatta, Marathi Loksatta, and Tamil Dinamani. Often critical of the Congress Party, yet respected for its breadth of coverage, objectivity, and investigative journalism. Circulation: approximately 750,000; URL: http://www.indianexpress.com]

xix [OSC | | OSC ID: SAP20100720384003 | 20 July 2010 | | India: 'Pro-Freedom' Youth Paste 'Separate' Kashmir Currency Note on Facebook | | (U) | (U) | New Delhi Mail Today E-Paper in English -- Website of Mail Today, a daily published by The India Today Group URL: epaper.mailtoday.in]

xx [OSC | | OSC ID: SAP20100928463003 | 28 September 2010 | | OSC Report: India: 3-14 Oct Games Preparations Invite Ridicule on Social Media | | (U//FOUO) | (U//FOUO) | India -- OSC Report]

xxi [OSC | | OSC ID: SAP20090205463001 | 5 February 2009 | | OSC Report: India: Mumbai Attacks Generate Fierce Debate in Online Forums | | (U//FOUO) | (U//FOUO) | India -- OSC Report]

xxii [OSC | | OSC ID: SAP20080617463006 | 17 June 2008 | | OSC Report: YouTube Launches in India, Expects 'Huge' Increase in Usage | | (U) | (U) | India -- OSC Report]

xxiii [OSC | | OSC ID: SAP20100731428015 | 31 July 2010 | | India: Khalistani Group Uses YouTube To Recruit Youngsters in Punjab | | (U) | (U) | Chandigarh The Tribune Online in English -- Website of the respected North Indian independent daily. Circulation: 220,500. Sister publication of the Punjabi Tribune (Punjabi) and Dainik Tribune (Hindi); URL: http://www.tribuneindia.com]

xxiv [OSC | | OSC ID: SAP20100915535001 | 15 September 2010 | | India: 'Miscreants' Upload Morphed Videos To Malign Security Forces in Kashmir | | (U) | (U) | New Delhi The Times of India Online in English -- Website of the largest English daily, flagship of the The Times of India Group, which includes leading economic daily Economic Times and Hindi-language Navbharat Times. Usually follows an anti-US editorial policy, good coverage of domestic issues, particularly influential in India's financial center, Mumbai. Circulation of 1.6 million; URL: http://timesofindia.indiatimes.com]

xxv [OSC | | OSC ID: SAP20090513428006 | 13 May 2009 | | OSC Report: India: Congress Poll Ads Highlight Legacy, BJP Promises Decisiveness | | (U) | (U) | India -- OSC Report]

xxvi [Open Source (Not OSC) | | | 10 December 2008 | | "Bloggers Chronicle 26/11 Attacks" | | | (U) | ndtv.com]

xxvii [OSC | | OSC ID: SAP20090205463001 | 5 February 2009 | | OSC Report: India: Mumbai Attacks Generate Fierce Debate in Online Forums | | (U//FOUO) | (U//FOUO) | India -- OSC Report]

xxviii [Open Source (Not OSC) | | | 25 March 2010 | | "Indian Content Providers Tap Google for YouTube Access" | | | (U) | Business Standard]

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