



The Role of Media in Investor Education



Power of Media

- 650 million TV viewers , 550 channels, 2.5 hours average daily TV viewing
- 4 English and 2 Hindi Business news Channels where content has DIRECT effect on financial decisions
- 181 key news papers (regional and national) . Almost all carry some financial information & analysis.
- 5 dedicated business newspapers with extensive coverage and analysis




Where's the accountability?

- BIG QUESTION : Who is examining the content of business channels?
- No scientific study done on whether investors end up making money or losing money investing on advice on these channels
- Most content is tailored for corporate, economic news and stock market moves, minute by minute
- Less than 10% content/programming tailored for financial literacy




Internal code of Ethics

- Each media house needs to ask itself?
 - Are my anchors uncompromised, impartial?
 - Am I carrying adequate disclosures
 - What percentage of my content can be geared towards investor education/awareness?
 - Do I support SEBI in it's 3 goals – Educate, Regulate, Protect



NDTV View

- Every story on SEBI directive, investigation is well covered, analysed and given high importance
- Our highly rated show *Let's Talk Money* focusses has one simple goal : Financial Literacy and right advise
- Partnered NSE Investor education Fund Trust initiatives on Investor awareness every year, with full editorial commitment
- Actively promote Equity Mutual Funds as a an for retail participation in equities



Our Insight

- **Simplification** is the key to investor awareness and education.
- Complicated (bundled) financial products , lengthy technical IPO prospectus, jargonised TV language
- Lengthy procedures for demat accounts, mutiple KYCs a deterrent to retail participation in equity markets



Need for change

- To increasingly create content which helps viewers take informed judgments
- To speak in a language which enables people to take effective action regarding the current and future use of money
- To exercise extreme caution in language and recommendations



Need for sustained campaign ?

- Simple '**rallying call**' – Do you know your money?
- **One** vision, one mission
- **Goal** is clear and measurable
- **Touches** everyone, **impacts** everyone

