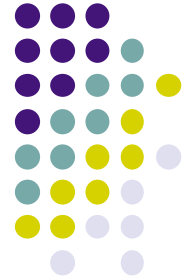


# Dividends or dangers? Digital media in the world's largest democracy








Presentation at the IAMCR panel  
Democracy as highlighted by BRICS  
Leicester, 28 July 2016

Professor Daya Thussu  
University of Westminster, London  
[D.K.Thussu@westminster.ac.uk](mailto:D.K.Thussu@westminster.ac.uk)



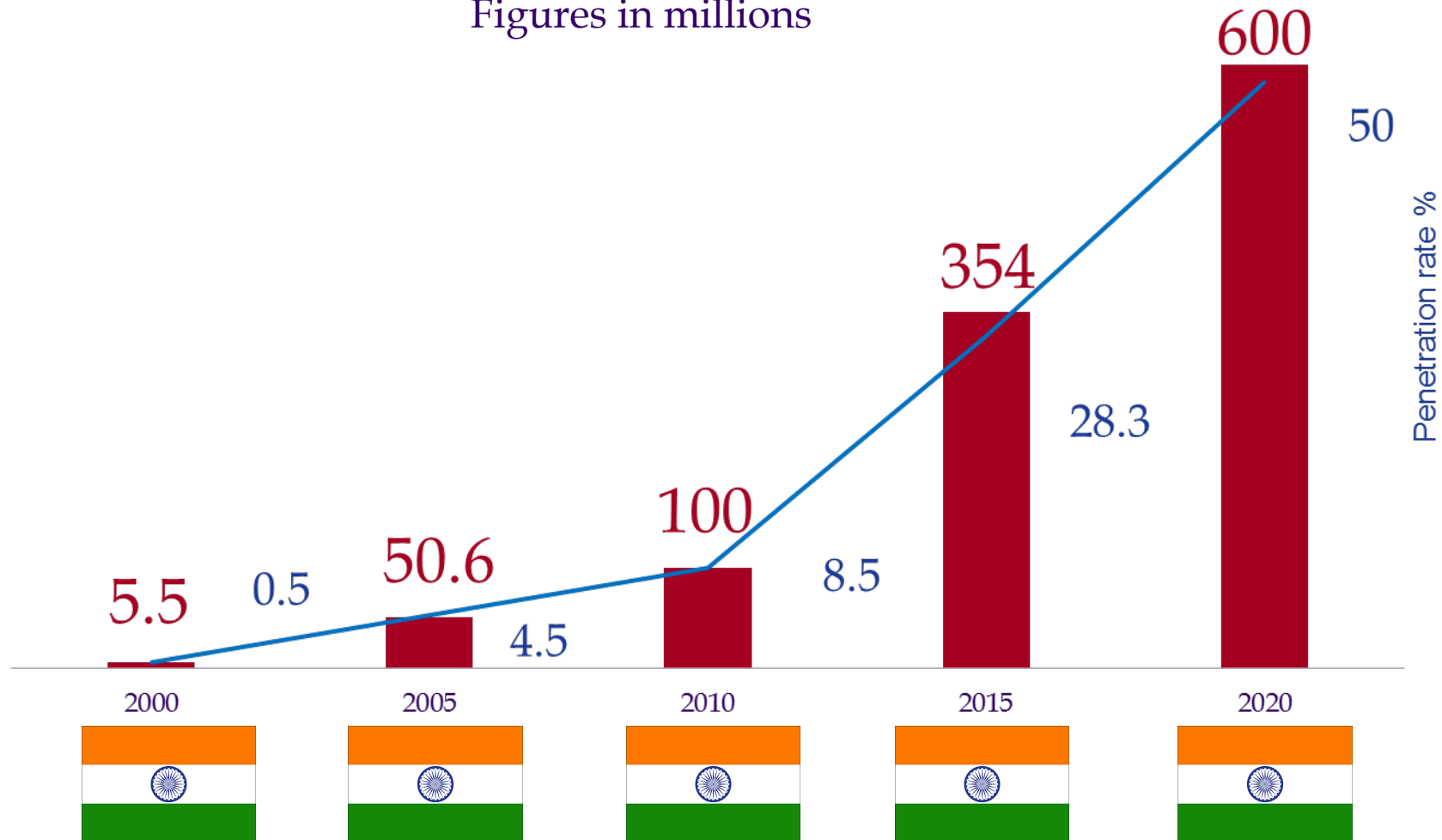
## Top five, in millions

Country	Internet users	Penetration (%)	% Growth 2000-2015
	674	50	2,896
	375	30	7,400
	280	87	194
	117	58	2,253
	115	91	144

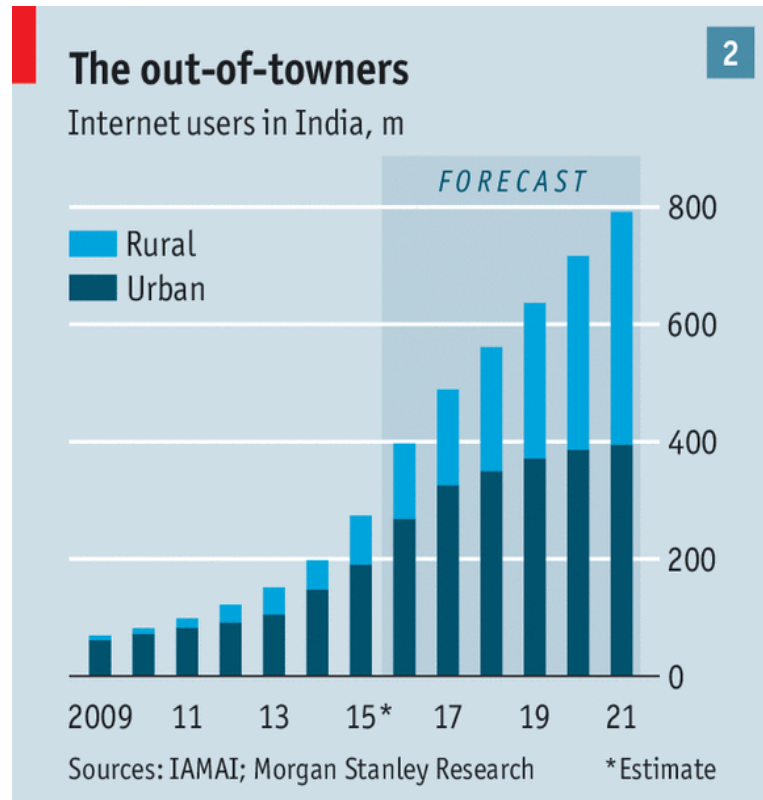
# The world's biggest 'open' internet



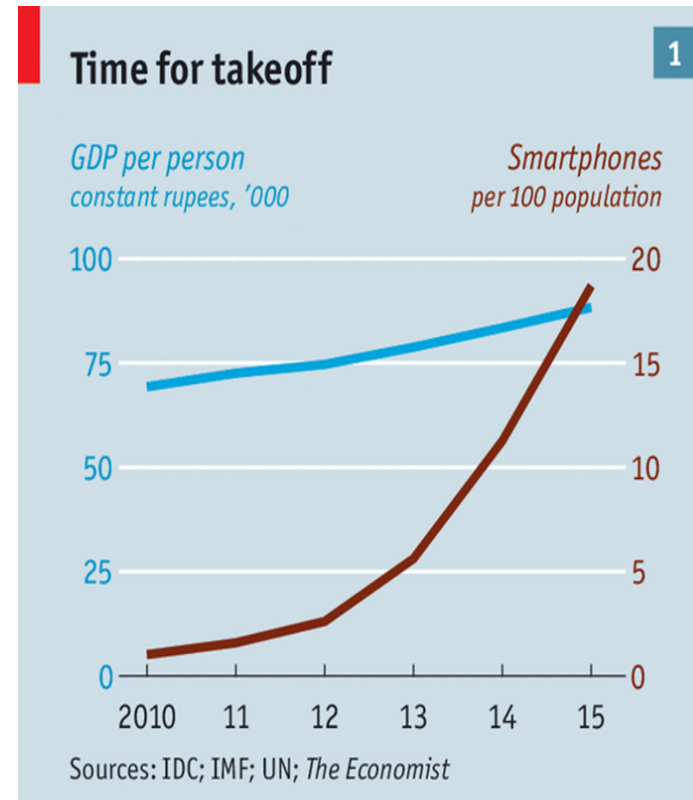
Figures in millions



# Rural internet



Economist.com



Economist.com



# Mobile internet

The world's **fastest growing** smartphone market

**#2**  
World's largest market for smartphone sales by 2017



**66%**

Total mobile data traffic in India will be video by 2019

**118 M**  
Smartphone sold in India in 2015



**55%**  
Smartphone users in India watch videos on their devices everyday



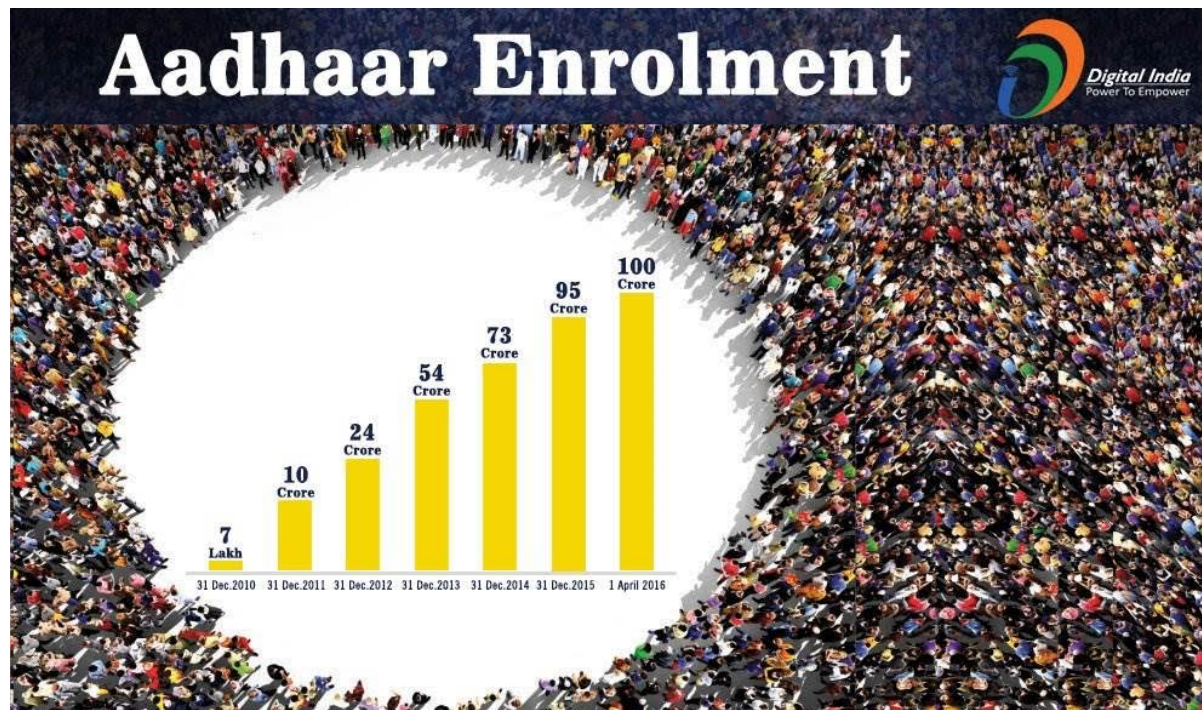
# Digital dividend?



# The world's largest IT project



सत्यमेव जयते  
Unique Identification  
Authority of India



# A public-private partnership?







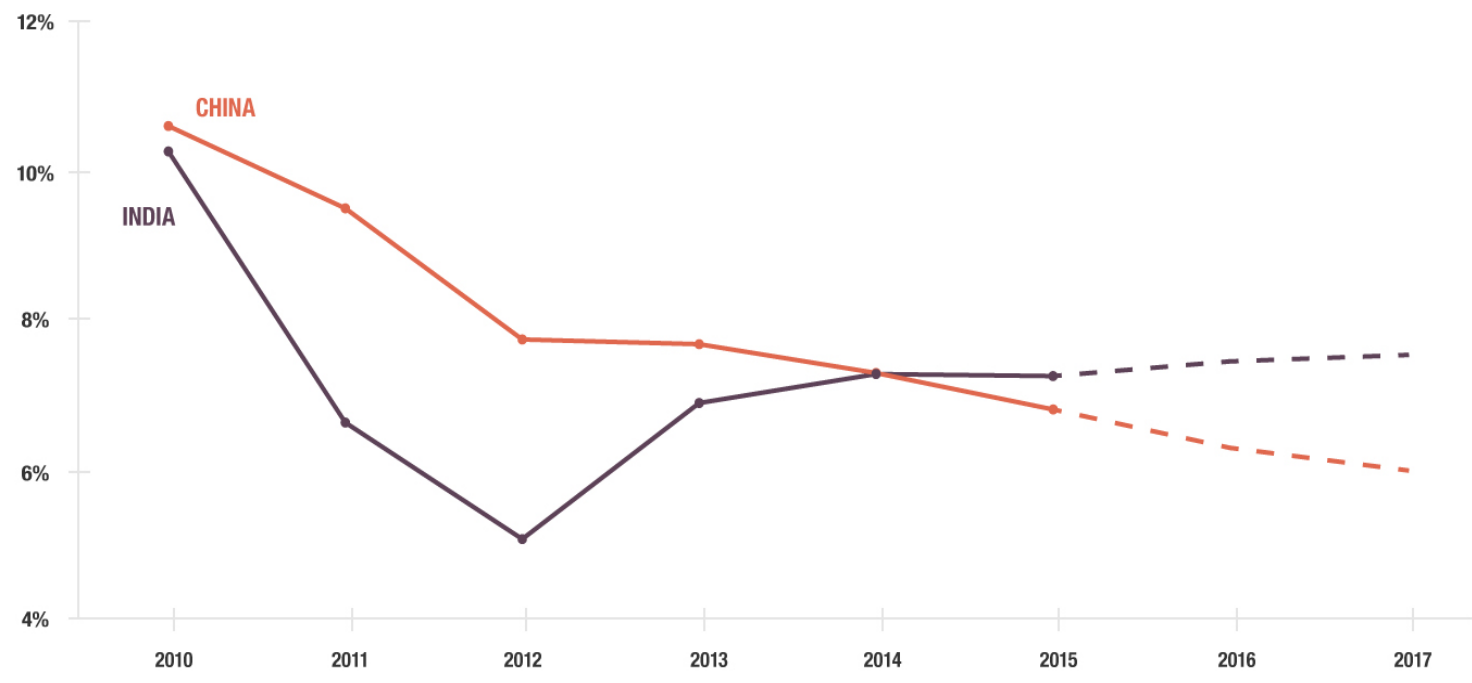
# Ambani's digital empires?





## INDIA IN THE LEAD

### REAL GDP GROWTH, IN PERCENTAGES



Source: International Monetary Fund (World Economic Outlook Database October 2015, with January 2016 Updated Projections)  
Credits: Sebastian Mallaby, Jon Hill, Julia Ro

COUNCIL *on*  
FOREIGN  
RELATIONS



# Digital dangers?

- Concentration of media power
- Advertorials, sponsored and 'paid' news
- Media as diversion: Infotainment 2.0
- Communalizing media discourse
- Vigilante journalism and techno-nationalism



# Misinformation galore!



Alert!



Hafeez Muhammad Saeed @HafeezSaeedJUD · Feb 10

We request our Pakistani Brothers to trend #SupportJNU for our pro-Pakistani JNUites brothers.

#PakStandWithJNU



**This is to alert & sensitise student community in JNU and across the country. Do not get carried away by such seditious anti-national rhetoric. Abetment of any kind of anti-national activity is a punishable offence.**

**PLEASE RETWEET IN NATIONAL INTEREST**



# Developmental deficit

