



NEWS HIGHLIGHTS

Bank of Baroda enters into MoU with SIDBI as a preferred Bank

EPFO says pension can't be denied for want of Aadhaar

Tech Mahindra, Balbix tie up for AI-based cyber security platform

Non-banking companies using UPI to get a Payments Council seat

Today's View

Multi-Channel Networks

We live in “Video first” world. Online video usage is changing how businesses or brands communicate with customers and how we communicate with one another. As per Forbes, more video content is uploaded in last 30 days than the major U.S. television networks have created in last 30 years. Such phenomenal success story of video platforms like YouTube, **Vimeo**, **Dailymotion** etc. have resulted in rise of many ancillary industries, most significantly multi-channel networks (MCNs).

MCNs are organisations that work with individual or groups of content creators. They help clients on video platforms in product promotion, funding, exposure to increase views and subscribers, and monetisation of content for an agreed revenue share generated by the creators.

Copyright protection is one of the biggest benefit of working with an MCN. By implementing content management system (CMS) and content ID, MCNs help content creators to track videos which are violating the content norms. MCNs also help content creators to generate higher CPM (cost per thousand impressions) to generate more revenue through advertisements.

Understanding the importance of MCNs, several digital media companies have been acquiring MCNs. For example, **Disney** acquired **Maker Studios** for \$500 million to leverage advantages offered by MCNs. Similarly, **Dreamworks**

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Cryptocurrency miners seek cheap energy in Norway and Sweden

Cryptocurrency miners are taking advantage of cheap hydro-electric energy and low temperatures to power and cool their servers.

BITCOIN'S ENERGY CONSUMPTION (in %)
(As a per cent of countries' power consumption in 2015)

The Bitcoin in network consumes large quantities of energy, due to the mining process which requires power on computers. The rising consumption of energy is expected to continue as the network expands.					
	84.6	42.6	23.9	18.4	17.2
Czech Republic					
France	12.1	10.5	9.9	6.0	1.4
Netherlands					
Canada					
Australia					
Germany					
Italy					
Russia					
UK					
US					

Source – Reuters

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Date – 11th Apr 18

Animation, subsidiary of Universal Pictures, acquired another MCN named **AwesomenessTV** for \$15 million.

In India, MCNs have faced few challenges like offering relevant content to multi-lingual and multi-ethnic genres. Hence, MCNs are partnering with content creators across several geographies. For example, **Culture Machine**, MCN with USD 18 million funding from **Tiger Global Management** and **Times Internet**, has partnered with over 500 content creators across multiple genres of entertainment.

With the number of content creators growing manifold, there's still a dearth of systematic analytical tools that could enable content creators to better their products. Globally, products like **Tubular labs** and **VidiQ** help MCNs and independent content creators to optimise their reach with actionable data. Back home in India, **Vidooly** offers audience development and analytics suite that helps content creators, brands and MCNs increase their views, audience base and earn more revenue. It can be used to get deeper analysis and performance of video on social media including forecasting features.

With mobile devices becoming more pervasive and central to our lives, video analytics platforms like MCNs are set to become crucial tool for content creators. It remains to be seen whether such platforms can add further value to promotional campaigns of brands as well.

Today's News

Bank of Baroda enters into MoU with SIDBI as a preferred Bank

Bank of Baroda (BOB), India's leading public sector bank, signed a Memorandum of Understanding (MoU) with Small Industries Development Bank of India (SIDBI) with the objective of working together to strengthen credit delivery system and facilitate smooth flow of credit to the MSMEs and Startups in a hassle-free manner and thereby becoming preferred partner for various initiatives of SIDBI to support the MSMEs. The MoU was signed by Mr. P S Jayakumar, MD&CEO, Bank of Baroda and Mr. Mohammad Mustafa, Chairman & MD, SIDBI, in the presence of Mr. Ashok Kumar Garg, Executive Director, Bank of Baroda and Mr. Manoj Mittal, DMD, SIDBI.

Source – Indian News & Times

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States to step up e-way bill vigilance to clamp down on evasion

Some states have asked their tax departments to step up vigilance on electronic way bills to clamp down on evasion, according to people with knowledge of the matter, raising the prospect of increased roadside inspections of trucks.

Source – The Economic Times

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This News Letter has been prepared with the assistance of Manish Kulkarni & Vikas Madaan



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GoDaddy surpasses 1 million customers in India

Global web-hosting and Cloud company GoDaddy on Tuesday announced it has surpassed one million customers in India, helping them start and grow online.

GoDaddy also continues to grow .IN market share. According to the .IN Registry, GoDaddy now has 40% market share for all .IN domains in India.

Source – *The Economic Times*

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Mastech Digital in expansion mode

Pittsburgh-headquartered Mastech Digital, the parent of IGATE, is in expansion mode in India with a new 12,000 sq ft facility in Chennai and plans to hire over 250 employees, fuelled by demand for its IT staffing and Digital Transformation services.

Source – *Business Line*

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Flipkart bets big on IoT-powered devices

E-commerce major Flipkart is betting big on IoT-powered devices like wearables and smart home solutions and is working with large Indian and global brands to expand these niche categories.

Source – *Times of India*

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EPFO says pension can't be denied for want of Aadhaar

EPFO has asked banks not to deny monthly pension to people for want of biometric national ID, Aadhaar, and said that alternate means for identification should be used if needed.

The Employee Provident Fund Organisation (EPFO), in a circular to all heads of pension disbursing banks and postal services yesterday, listed out alternate mechanism of handling pensioners who do not possess Aadhaar or those whose identity cannot be authenticated due to wear out of finger print.

Source – Moneycontrol

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Tech Mahindra, Balbix tie up for AI-based cyber security platform

Tech Mahindra on Tuesday said it has entered into a strategic partnership with Silicon Valley-based Balbix for launching an artificial intelligence-powered threat assessment platform to check cyber security breaches.

The Tech Mahindra and Balbix platform uses deep learning and specialised AI algorithms to predict how attacks can happen and propagate, providing actionable insights to mitigate the risk of breach, the Indian firm said in a statement.

Source – Business Line

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E-commerce major Flipkart to do a Google with knowledge graph

E-commerce major Flipkart has partnered with the Indian Institute of Science (IISc) to build a Google-like knowledge graph. This will help the company efficiently catalogue its 380 million and growing listings, aiding customers to find the right products that will boost its business.

Knowledge graph refers to underlying base technologies, which was made popular by Google to enhance results it shows users from a variety of sources.

Source – Business Standard

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Non-banking companies using UPI to get a Payments Council seat

The Payments Council of India, the industry body for payments in the country, is in the process of forming a separate subcommittee for non-banking private players using Unified Payments Interface (UPI) for fund transfer.

This comes amid steady growth of UPI-based transactions and mushrooming of private companies on the UPI platform in partnership with banks. In a closed-door meeting on Tuesday, companies such as PhonePe, Paytm, Amazon Pay, Google, WhatsApp, Hike and Truecaller, along with the National Payments Corporation of India (NPCI), discussed issues related to UPI.

Source – The Economic Times

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EU-Backed Fund to Invest 2.1 Billion Euros in Startups

The European Union will back a new 2.1 billion euro (\$2.6 billion) pool of financing to support venture capital investments in the region.

It will provide 410 million euros for a new program, VentureEU, which will invest in six venture capital fund of funds. The additional money will come from other private and public sources, the European Commission said in a statement Tuesday

Source – Bloomberg

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Google wants its voice assistant to power your ACs, fans, lights and more

Google is in talks with a range of companies in India to integrate its voice assistant service in consumer durable products such as air-conditioners, fans and light switches. The US search giant is also working with some telcos to help enable their subscribers to use voice commands to find out details of their bills and monthly plans.

Source – The Times of India

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Yes Bank forms tie-up with Euronet India

Payment and transaction processing solutions provider, Euronet India, today said it has partnered with Yes Bank to modernise the bank's core payment infrastructure.

Source – Business Line

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