



January 06, 2022

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, Mumbai - 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai - 400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: Outcome of the Board Meeting, towards a non-binding evaluation of potential acquisition of Digital Audio Target in North America

Regarding the notice issued on January 02, 2022, we would like to inform you that the Board of Directors of the Company, at their meeting held on January 06, 2022, discussed the Company's plans with regards to the expansion of the business into the audio advertising domain.

Digital Audio: A key strategic growth area for Brightcom

On March 12, 2021, we announced the formation of a new division focused on Digital Audio called "Brightcom Audio." Digital Audio is the second most popular activity involving about 204 million listeners in the U.S. alone. This \$ 4.2 billion Digital Audio market has only been expanding since. Digital Audio is the ultimate multitasking media channel where nearly 50% of millennials and GenZ listen to digital content while doing their daily chores. As more users are joining the bandwagon, advertisers are following the users.

On November 7, 2021, we announced the appointment of Mr Satish Cheeti as the President and the division head to lead the Brightcom Audio Division in the development and growth of the Audio advertising opportunity for the Company.

In this context, we have shortlisted a few North American based Digital Audio Companies/Assets. The evaluating team is expected to complete the final negotiations in a few weeks. The board has approved the following:

1. The Board authorized Mr Suresh Kumar Reddy, Chairman & Managing Director and/or Mr Bradley Cohen, Chief Strategy Officer, to sign a Non-binding Letter of Intent towards acquiring a target company or its assets on behalf of the Company. The authorization is for a value of up to Rs 1000 crores and for one year.
2. The Board authorized Mr Suresh Kumar Reddy, Chairman & Managing Director and/or Mr Bradley Cohen, Chief Strategy Officer, to sign the Engagement letters with appropriate due diligence and legal professionals concerning the above action.





The Company shall release further details about the acquisition upon signing the Letter of Intent.

This notice complies with Regulation 29 & 30 of SEBI (LODR) Regulations, 2015 and in furtherance of the intimation to the Exchanges dated March 12, 2021, & November 7, 2021.

This intimation is available at www.brightcomgroup.com and on the Stock Exchanges, where the shares of the Company are listed at www.bseindia.com & www.nseindia.com.

Request you to take the same on record and oblige.

Board Meeting commenced at 06:00 PM and concluded at 06:45 PM

Thanking you.

Yours faithfully,

for BRIGHTCOM GROUP LIMITED

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: Announcements to the Exchanges dated March 12, 2021 and November 07, 2021





March 12, 2021

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Dear Madam/Sir,

Sub: Press Release and Investor Presentation on “Brightcom Digital Audio”

With reference to the subject cited above, we are enclosing herewith a copy of Press release and presentation of the Company titled “Brightcom Digital Audio”.

The same is also being made available on the website of the Company at www.brightcomgroup.com

This is for your information only.

Thanking you,

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama

Company Secretary & Compliance Officer
ACS - 39254





BRIGHTCOM GROUP SET TO FORAY INTO DIGITAL AUDIO

Hyderabad, MARCH 12, 2021:

Brightcom Group (NSE: BCG | BSE: 532368), having become a zero-debt company, Brightcom Group is all set to foray into US\$ 4.2 Bn Digital Audio medium. Digital Audio is the second most popular activity involving about 204 million listeners in US alone.

Digital Audio is the ultimate multitasking media channel where nearly 50% of millennials and GenZ listen to digital content while doing their daily chores. As more users are joining the bandwagon, advertisers are following the users.

No wonder then that YouTube announced a 15-second audio ad unit, and Spotify too has indicated publicly that there is a huge growth opportunity in the conversion of broadcast radio revenue into digital streaming. Online listeners consume audio content through the Internet for about 30 minutes a day on average which is way beyond the average consumption of all other media formats.

The Brightcom has increased its publisher strength from **10000 publisher to 47000 publishers in just two years**. Brightcom's ads.txt is currently implemented on more than 47000 websites. The Direct accounts stands at 89704. The company has a major market share of 4.5% and a reseller account of 10098. These strengths give enough confidence to the company to foray into Digital Audio space.

In Digital Audio advertising, for instance, Audio Spots of up to 40 seconds. These are distributed between traditional and online audio spots.

List of various Digital Audio Streams:

AM/FM ONLINE STREAMS

Radio reaches significantly more people weekly than any other medium in the U.S. at 228.5 million adults.





MUSIC STREAMING SERVICES

Over half of the U.S. population reporting listening to music daily. From a global perspective, people are listening to 18 hours of music across different platforms.

PODCASTS

With 2 / 3 rd of podcast consumers tuning in on a mobile device most of them are listening to podcasts while multitasking, give in tremendous opportunities for brands and advertisers.

They also have the most loyal listeners with 21% listening to 4- podcasts a week and even more (31%) listening to six or more podcasts a week!

PROGRAMMATIC AUDIO

Programmatic audio is utilizing technology in a way to automate the selling and insertion of ads in digital audio content such as AM/FM radio and music-streaming services and such.

It has seen tremendous success in other forms of advertising. Players such as Spotify, are hopeful for its potential in audio as well

TRADITIONAL RADIO NEEDS TO TRANSITION TO DIGITAL

Radio stations must adapt to the natural evolution of the consumption of content. As digital radio audiences grow, traditional radios' audiences are stagnating.

Among the three Digital Audio Mediums: Desktop; Mobile; and Smart Speakers, Only 25% of users are on **desktop/laptops** to listen to audio, over 50% of Digital Audio streaming is done over **mobile**, It lends itself very well for audio, and about 31% of digital audio listeners accessing content via **smart speakers**.

Emerging Trends in Digital Audio:

PROGRAMMATIC ADVERTISING

Programmatic ads, also known as audio ad automation, is a growing, important factor. It automates the buying, selling, and fulfillment of audio ads.





SMART SPEAKERS AND VOICE TECHNOLOGY

Not only do smart speakers enable and accelerate the consumption of digital audio, but they also serve as a future-forward, innovative outlet for advertisers and brands. EMarketer estimates that 38 million individuals will use a smart speaker to make a purchase in 2021.

DATA-DRIVEN

This involves leveraging of data to create meaningful messages that are dynamic and hyper-personalized. It also involves, incorporating audience insights, location data, and other key insights to deliver useful and high converting messages

CONTEXT-AWARE AND PERSONALIZATION

This can be done programmatically at scale or more manually in several forms. The goal is to have a very customized and personalized campaign targeted individually to each consumer. Context-aware ads have a greater standout and higher recall.

ATTRIBUTION DATA FOR DIGITAL AUDIO

Thanks to emerging technologies, digital audio can now be more accurately measured, akin to other ad mediums like digital, OOH and TV advertising, to help marketers see if, how, and when their digital audio campaign drove consumers to store. This will provide advertisers with a better view of how marketing activations are changing consumer behaviors.

Road Ahead

Audio Publishers need to develop digital strategies that identify and involve their audiences.

The digital audio inventory is a valuable asset to Publishers that seek to develop innovative and attractive experiences for users and advertisers. This is where Brightcom hopes to make a difference.





MEDIA CONTACT

Ajay Ponna 040 67449910

ajay.ponna@brightcomgroup.com

About the Company:

Brightcom Group (Formerly, Lycos Internet Limited - incorporated in the year Jan-1999) is a Hyderabad - Indian based Digital Marketing and Software Development Company, actively engaged in providing technical and economical solutions to Digital Advertisement, Marketing and Information Management sectors through Ad-tech, New Media and IoT based businesses across the globe, primarily in the digital eco-system.

Brightcom Group is a leading global provider of comprehensive online or digital marketing services to: direct marketers, brand advertisers, and marketing agencies. The Company is divided into three major divisions: (i) Media (Ad-Tech and digital marketing), (ii) Software services, and (iii) Future technologies. The Company's primary clients are end advertisers, agencies and publishers, but also include ad exchanges & networks

The Company has 22 office locations and has 463 employees and consultants worldwide. Brightcom client list contains some of the biggest names i.e. Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Brightcom works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, Ogilvy One, OMD, Satchi&Satchi, TBWA, and ZenithOptiMedia, to name a few.

Brightcom Group ranks at 400 among Fortune 500 India companies.





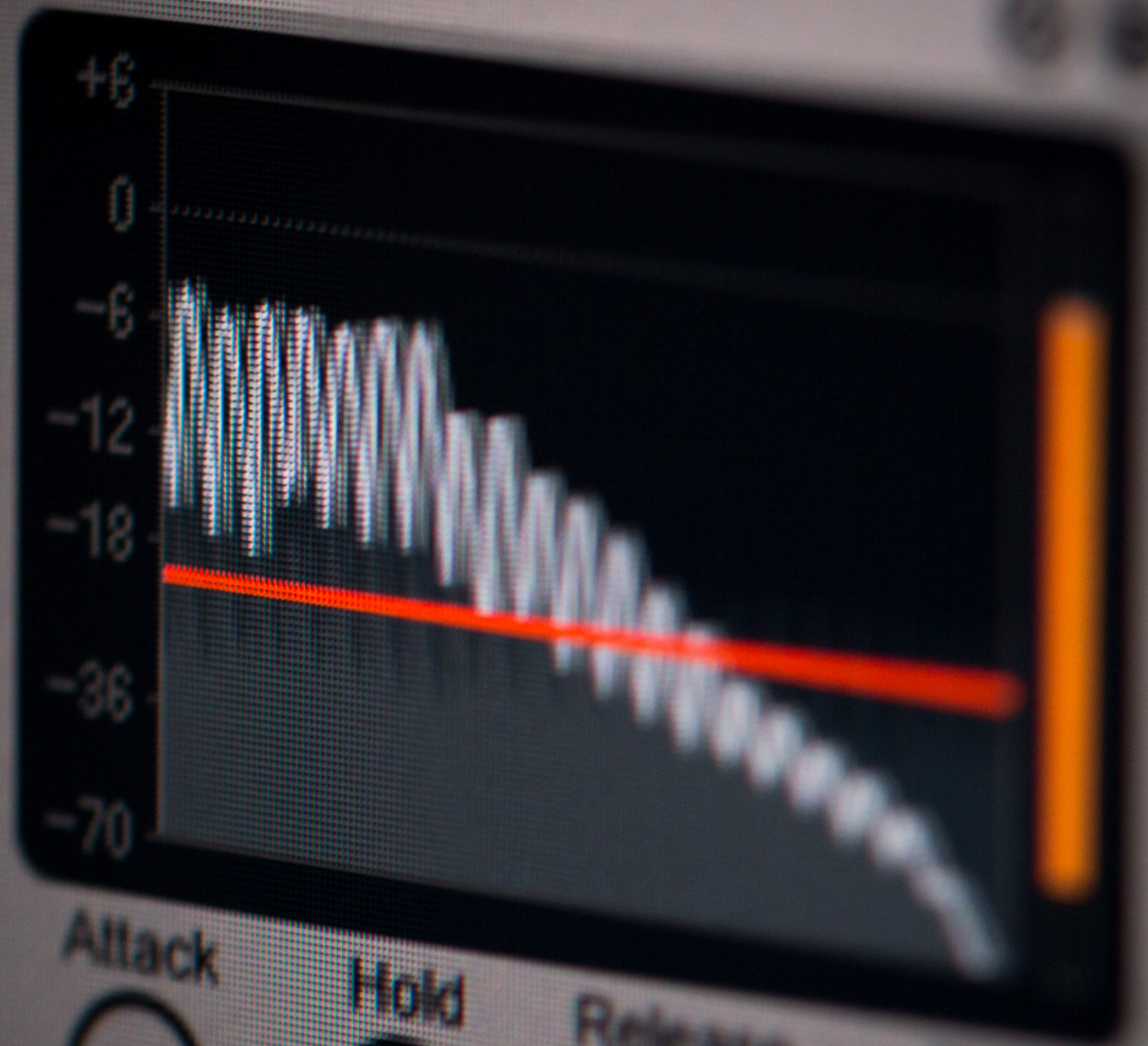
brightcom
digital audio



PEOPLE ARE SPENDING SIGNIFICANT TIME WITH DIGITAL AUDIO THAN THEY HAVE BEFORE, LEADING TO NEW ADVERTISING OPPORTUNITIES.

PEOPLE LOVE LISTENING IN - IT HELPS PASS THE TIME ON LONG COMMUTES, PROVIDES OPPORTUNITIES FOR PASSIVE LISTENING WHILE GARDENING OR DOING HOUSEHOLD CHORES

RADIO, ON-DEMAND STREAMING, PODCASTS, AND LISTENERS CONTINUE TO MIGRATE FROM TERRESTRIAL TO DIGITAL RADIO.



AUDIO IS THE 2ND MOST POPULAR DIGITAL ACTIVITY.
204 MILLION LISTENERS IN THE US NOW.

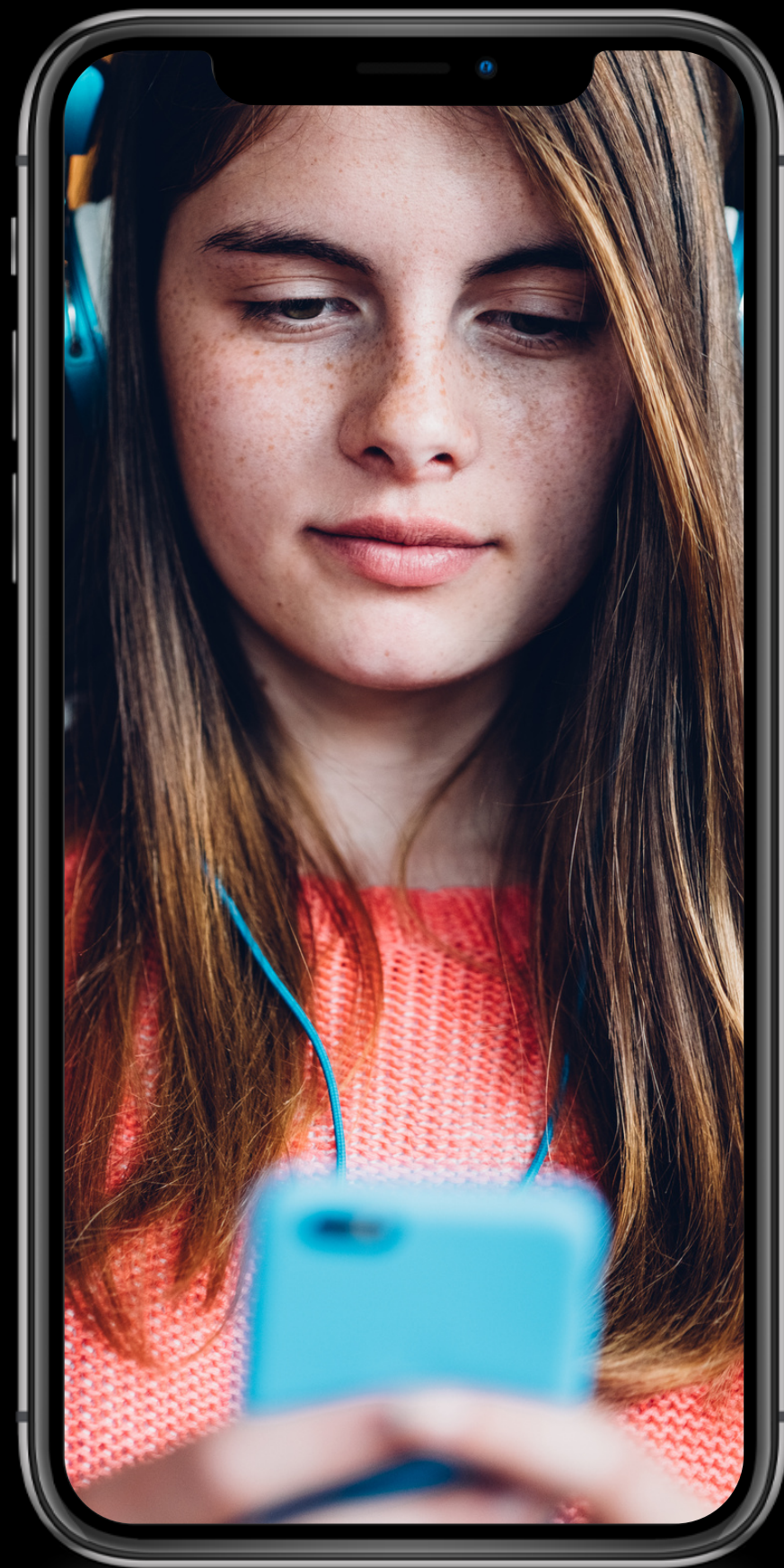
It's the ultimate multitasking media channel.
50% of millennials and GenZ listen to digital content while doing their daily chores like cleaning, cooking, traveling and such.

As more users are joining the bandwagon, advertisers are following the users.
Digital audio advertising spend is expected to be \$4.2 billion in 2021, a 26.8% increase from the year prior.

- YouTube announced a 15-second audio ad unit.
- Spotify has indicated publicly that there is a huge growth opportunity in the conversion of broadcast radio revenue into digital streaming.



BRIGHTCOM GROUP TO STEP INTO AUDIO.



WHY DIGITAL AUDIO?

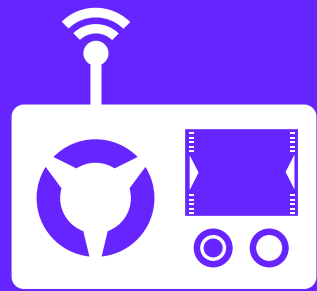
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WHAT IS DIGITAL AUDIO ADVERTISING?

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TYPES OF DIGITAL AUDIO



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PODCASTS

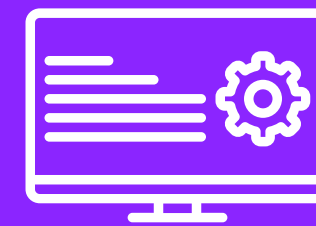
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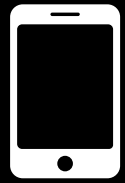
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MEDIUMS OF DIGITAL AUDIO



Desktop - Only 25% of users are on desktop/laptops to listen to audio



Mobile - Most digital audio streaming is done over mobile, It lends itself very well for audio. more than 50% of people listen over their phones.



Smart Speaker - 31% of digital audio listeners accessing content via smart speakers.



EMERGING TRENDS IN DIGITAL AUDIO

PROGRAMMATIC ADVERTISING

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THANK YOU!



November 07, 2021

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Dear Madam/Sir,

Sub: Press Release

Please take note of the attached Press Release which is going to be published.

This is for your information only

Thanking you,

Yours faithfully,

for **BRIGHTCOM GROUP LIMITED**

M Suresh Kumar Reddy
Chairman & Managing Director
DIN: 00140515

Encl.: A/a





Media Release – For Immediate Publication

November 7, 2021

Brightcom Group Ltd (BSE (BCG) | 532368 | NSE (INE425B01027), Leader in Digital Marketing Industry, has announced appointment of President for the Digital Audio Division

KEY HIGHLIGHTS

- Satish Cheeti, a proven business leader with nearly three decades of work experience joins Brightcom Group
- Seasoned senior level leader with strategic experience in successfully driving digitization & transformation across varied Industries and Geographies
- He was associated with Delphi, Michigan (USA), PriceWaterhouse Coopers, Cyient and Ramky at a senior level.

SATISH CHEETI TO BE THE PRESIDENT OF BRIGHTCOM AUDIO

Hyderabad - Nov 8, 2021 - Brightcom Group (NSE: BCG | BSE: [BCG.BO](#)) today announces the appointment of Satish Cheeti as President & Division Chief of the recently announced division Brightcom Audio.

Satish Cheeti previously served as the CEO of Ramky Reclamation and Recycling Ltd, part of Ramky Group. He started a formal recycling business, as a subsidiary of India's largest waste management company and also led their digitization drive. In his other avatars, Satish Cheeti was the co-founder and COO of the data sciences and ML division of Cyient Limited, Invati Insights. He worked at Delphi, helping the M&A group and led an extensive reorganization across four continents that involved over 4000 employees. He also worked at Pricewaterhousecoopers, where he was advising various Fortune 50 companies' CEOs on strategy and operations and Fiat Chrysler Automobiles. Satish holds management and advanced engineering degrees from University of Michigan (Ross Business School), Texas A&M University and Osmania University (India).

Satish Cheeti said "I am delighted to join Brightcom Group as we continue to profitably grow by adding strong digital audio capabilities. We are now uniquely positioned to provide Adtech solutions to Digital Media houses to monetize their traffic and create ROI to the advertisers targeting their consumers. I look forward to expanding opportunities to clients while enhancing value for the company."





Commenting on the development, Suresh Reddy, Chairman and CEO, Brightcom Group, said: "With the appointment of Satish to the role of Division Chief, Brightcom Audio, I am very confident we have the right leader in driving the strategy for the next evolution of BCG in Digital Audio. He will help execute the current acquisition process of the digital audio target company in the US. Satish will continue as the operational leader of the division post the acquisition. His mandate is to develop an entire game plan for the group to become a significant force in the audio segment of digital advertising in the coming years. He has the right mindset and experience to guide the company through these times of transformation."

Brightcom Group is looking at Digital Audio space which is perhaps the second most popular activity involving about 204 million listeners in US alone. Digital Audio is the ultimate multitasking media channel where nearly 50% of millennials and GenZ listen to digital content while doing their daily chores. As more users are joining the bandwagon, advertisers are following the users.

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ABOUT BRIGHTCOM GROUP

Brightcom Group (Formerly, Lycos Internet Limited) provides a unique variety of multi-channel products, turnkey solutions and proprietary programmatic solutions. Our mission is to make it easier for our publishers to maximize yield across video, display and mobile channels. We empower our advertisers and demand-side partners by providing valuable access to high volume of quality ad impressions. Our network delivers over 60 billion impressions every month.

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For more information please visit www.brightcomgroup.com





DISCLAIMER

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward- looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward- looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behaviour of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward- looking statements.

