

## **Television Viewing- A paradigm Shift – Impact of Advertisement a Case study of SunNXT app**

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### **I. INTRODUCTION**

The Indian population is highly diversified into metropolitan, sub-urban and rural regions. The urban population of India is highly active on the internet whereas the rural people are gradually emerging on the modern media platform. Initially, radio was the primary source of entertainment in India. The emergence of television boosted the entertainment industry and people got highly engaged on it. Television as a medium has played a significant role in the entertainment sector. The growth of private channels has brought greater impact among the viewers. Variety of programmes are organised and it has reached millions of audience. The rapid growth of technology facilitates the viewers the all new digital to see programmes though they are not able to view during the actual telecast. Kalanithi Maran-owned Sun TV has recently launched a new digital content platform called Sun NXT. The app is compatible with every screen format, ranging from smartphones to living room TV. Keeping the global future of digital content in mind, it is available on both Android and iOS. It creates platform through “Sun NXT” enabling audience to watch their popular TV programmes in Tamil, Telugu, Malayalam and Kannada anytime and anywhere on their favourite devices. The Sun NXT app has brought changes in the world of entertainment for its audiences. Compatible with every screen format, from smartphone, through tablet and desktop to the living room TV, and available globally via Android and Apple AppStore, Sun NXT has been among the top trending apps.

With a film library of over 4000 titles, over 40 channels streaming live, catch-up TV and everything else that a viewer looks for in a world class digital content platform, Sun NXT is shaping up to be the global destination of choice for content in Tamil, Telugu, Kannada and Malayalam.

On Sun NXT, people can watch Live TV, movies, kid’s shows, news, comedy clips, catch-up, and video on demand (VOD), originals, music and much more in all four South Indian languages. The apps that have been created should reach to the mass.

For this, advertisement plays a key role in creating the awareness. The advertisements hold a major role to inform and create awareness. Particularly, the message in the advertisement should connect the audience. In this regard, the advertisement of Sun NXT informs and attracts the audience to adopt the new apps for the ENTERTAINMENT purpose. In fact, AIDA model, coined by St.Elmo Lewis.Coulson, which stands for attention, interest, desire and finally stimulates action, is used for the advertising of “Sun NXT” app. Entertainment today play significant role. This is one sector which is universal in nature and popular irrespective of class, age and gender. The “Sun NXT” app advertising starts with attention and finally leads to decision of purchasing it. this aspect, the advertisements reflect the social, cultural and psychological aspects of the audience.

**Objective:** To understand the role AIDA model in “Sun NXT” apps advertising.

**Scope:** Six Advertisements of SunNXT app is analysed to bring the relevance of AIDA in advertising.



**Advertisements:**

**Advertisement No. 1:**

The family (father, mother and son) together sits in the living room and are viewing TV. The father takes the remote to change the channel, the mother replies that in five minutes her serial will start. The husband replies that after he sees the news she can watch. The son observes and asks symbolically what happened, the mother reply to her son saying that “when I want to see the serial, your father wants to see the news”. The son says to his mother to watch the serial in the laptop, immediately, she asks, who it is possible?, the son says it is simple, and tells her to open sunNXT.com, download the app and then to see films, serials etc. The ad sends with the punchline sunNxtEkkachakka Entertainment”

**Advertisement No. 2:**

The son brings a new mobile and presents to his father, the father immediately asks why he has purchased new mobile. The son replies that “You only told me that after retirement it is boring”. He says that with the mobile he will be in a position to see not only one or two films he can see more than 4000 films and simply downloading the app, register and see the movies of his choice and enjoy. . The ad sends with the punchline sunNxtEkkachakka Entertainment”

**Advertisement No. 3:**

The grandmother serves a cup to grandson. But he finds that there is no tea in the cup, and calls his grandmother (patti) there is no tea, by showing the empty cup. Immediately the “grandmother tells him sorry kanna and grabs that what has happened to Ganga and I am in a tension”. Immediately the grandson asks who is Ganga? Is she our neighbour, the grandmother says, no Ganga is the character in the Nandhini serial. He gives the mobile and asks her to select Sun NXT tab and see the TV serial, movies etc. and ends with message, that “sunNxtEkkachakka Entertainment”

**Advertisement No. 4:**

It reveals that family has shifted to new house, when the mother is unpacking the son says not to do now, we can do it in the late evening, immediately the mother asks when they are going to get cable connection. The son replies, you can see without cable, the mother asks how it is possible. He says it is simple, first tab SunNXT download, register in the smart TV and enjoy and ends with the punchline “sunNXT Ekkachakka Entertainment”

**Advertisement No.5:**

*This ad speaks about the use of SunNXT for the auto drivers. The ad begins like this, the young man travel by auto and request the auto driver to wait for 15 minutes, the auto driver replies what I will do for 15 minutes, he replies to the auto driver don't get tension boss, keep smiling, the driver says "Comedy". He says not a just comedy it is non-stop comedy in the phone. The driver asks what in this phone?. He says, take the phone, download sun NXT app and then to register, select language Tamil, select the comedy clips enjoy as per your choice and ends with the punch line sunNxtEkkachakka Entertainment"*

**Advertisement No. 6:**

*This ad reveals the youth and leisure time entertainment.*

*The ad starts, boy and girl traveling in the train. The girl says still five hours to travel, and it is boring. The boy gives his mobile, she answers what one can do with this. He tells her to watch movies, serials, etc.,. She says without signal, internet how it is possible to see?. He says one can view in sunNXT offline viewing. She asks how it is possible; he says we can download the movies, serials, songs etc, when internet facility is available and then can watch again throughsun NXT app. The ad ends with saying sun NXTEkkachakka Entertainment"*

**Analysis and Interpretation**

**Attention:** The advertisement No.1 2 and 3: The family as the primary institution has been given importance.It also reflects the cultural aspect of patriarchal in the advertisement. That is, the father who takes the decision to view the channel of his choice first and then for his wife. Moreover, the family as an institution play a specific role in the advertisement. The emotional bond between the mother and the son is revealed in the ad, wherein the son takes efforts to keep his mother happy by educating the mother how to use the app and how both of them can see the serial at the same time without any hindrance.It portrays the relevance of joint family system. It brings the bond between the grandmother and grandchild. The grandmother preoccupied with serials, places empty tea cup. The grandson provides solution by drawing her attention towards Sun NXT app. In the process of shifting to a new house, the first need felt by the individual is the Television. This need issatisfied by highlighting the role of SunNXT ad. It also creates buzz among the youth how Sun NXT can operate in offline and can see the programs of their choice and keep themenjoying.

**Interest:**The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle. This part has been well emphasised in the advertisements creating to promote the app. The ad demonstrates who the app is to be downloaded and a wide of range programmes that they can see. It creates the interest to the audience with its punchline "SunNxtEkkachakka Entertainment". This also creates interest to the viewers also to know more about the app.

**Desire** - The consumer develops a favourable disposition towards the brand. The ad tries to reveal the facts through the characters involved in the advertisement express their involvement in understanding the significance of app. The emotional appeal has been strongly adopted in the advertisement which instigate the consumers to adopt it

**Action** - The consumer forms a purchase intention, shops around, engages in trial or makes a purchase. In this the ad prompts the offer it Rs.50 for the first month and if they want to continue they can or else they can discontinue. According to Sun TV Network, within hours of launch, Sun NXT received phenomenal response from the public and crossed more than 1.1 million downloads, barely four days from launch. It can be said with certainty that 10,000+ users downloaded Sun NXT latest version on 9Apps for free every week! This indicates many people like this application. This hot app was released on 2017-07-10

Compatible with every screen format, from smartphone, through tablet and desktop to the living room TV, and available globally via Android and Apple AppStore, Sun NXT has been among the top trending apps through these last four days, further claimed Sun TV.

**App Features:**

- Live TV
- Catch Up
- App in your own regional language
- HD Viewing
- Exclusive Movies
- Program Recommendations
- Screen Agnostic
- Multiple Profile creation

- Offline Download

## II. CONCLUSION

Advertisement plays a key role in establishing a link between the product and consumer. Through advertising, the advertiser reaches to create awareness. Today Television plays a vital role in providing entertainment for the masses. In this regard, Television viewing has undergone a major shift by using app. While watching one particular TV program, there is no scope and provision, as of now, to view any serial or programmes, and thus the audience miss them out. But now the whole scenario has undergone a tremendous transformation with the provision of SunNXT Apps. With this Apps now it is possible to recall any programmes or serial of any day at any convenient time..The app SunNXT has been well promoted through their effective advertisement. The advertisement is able to connect masses by providing information about the app, service, features, specifications, availability, price and instruction how to download the app for various entertainment purposes.In all six advertisements it ends with the punchline “sunNxtEkkachakka Entertainment “pave a way to the audience to retain and recall the app and the same time to adopt it in a smooth way.



## REFERENCES

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