

We bring you the first issue of Digital Scoop for the year 2017-18. India is at the peak of a digital revolution and by 2020 will be the country with highest internet users in the world.

Digital advertisers now prefer Facebook native videos to YouTube videos for promotions on Facebook. Read the full analysis below. We have included an update on the increase in Indian fans on Study UK Facebook page, followed by a summary of the digital campaign for Study UK February exhibitions. In the Knowledge Byte section, we explain terms used in digital marketing which you must have heard of but would like to know more about.

## India will have 730 million internet users by 2020

As per Telecom Regulatory Authority of India (TRAI) there were 391.5 million internet users as of 31 December 2016. National Association of Software and Services Companies (NASSCOM) and Akamai have anticipated the number of internet users in India to be 730 million by 2020 making India the country with the highest internet users in the world.

## Facebook native videos dominate over YouTube videos when it comes to engagement

According to a research conducted by Quintly, over 90% advertisers use Facebook native videos while only 30% use YouTube videos while advertising on Facebook. Compared to YouTube, Facebook videos perform better in terms of engagement and interactions.

## 288% increase in Indian fans on Study UK Facebook page

The number of Indian fans on Study UK Facebook page in March 2017 has increased by 288% compared to the number of fans in March 2016. With this steep increase India now has the highest number of fans on Study UK Facebook page. In March 2016 there were 9,561 fans and currently we have 37,489 fans. This has helped in improving the audience reach for both organic as well as boosted posts.

## Study UK Discover You February Exhibitions – Digital Campaign

In order to promote Study UK Discover You Exhibitions – February 2017, we ran a digital campaign employing multiple platforms to get pre-registrations for the exhibitions across five Indian cities. The campaign delivered 961 registrations through 83,648 clicks and 3.5 million impressions.

Metric	Figures
Impressions	3.5 million
Clicks	83,648
Registrations	961

## Digital Packages - Update

- In October 2016 we launched two digital packages spanning three months. 5 UK Universities participated with two subscribing to both packages.
- In January 2017 we announced two more packages. Four UK institutions participated with one institution opting for both the packages.

**We will soon announce the next set of exciting packages. Watch this space for more updates.**

## Knowledge Byte

**Google Adwords:** An advertising service by Google for the marketers wanting to display their advertisements on Google search engine and its network. [Read more](#)

**Google Display Network:** A network of websites where ads running through Google Adwords can appear. These are usually multimedia interactive ads . [Read more](#)

Reach prospective students effectively with our digital marketing services. Write to [poorv.aphale@britishcouncil.org](mailto:poorv.aphale@britishcouncil.org) or [shruti.khanna@britishcouncil.org](mailto:shruti.khanna@britishcouncil.org) with a cc to [siemsothasia@britishcouncil.org](mailto:siemsothasia@britishcouncil.org)