

VIJAY RADHAKRISHNAN

TRANSFORMING THE FACE OF PUBLISHING INDUSTRY

Since the turn of the century, the publishing industry, as with every other industry, was driven by digital transformations. However, with the advent of smart phones and tablets, the industry also saw a massive shift in the way people consume content. Young and Seasoned entrepreneurs capitalized on this opportunity and brought about new apps to contribute to the sweeping changes in the industry. Also, the publishing space got opportunities in curating the content and providing personalizing content based on the user profile since new-age users look for specific content rather than reading newspapers or magazines end to end.

But yet it was quite a difficult task for publishers to build the digital presence as it was a time-consuming and expensive process. This is where Vijay Radhakrishnan as a young and seasoned entrepreneur played a pivotal role in transforming the face of the publishing industry. Since Vijay had a prior experience of running IT companies for over 14 years, he understood the obstacles publishers faced while building a digital presence in the industry. To help them reduce the cost of production and offer customers specific content, Vijay along with his competent team built a cloud-based self-publishing platform that enables all these publishers to go digital with Zero investment.



“Nothing is impossible especially in the technology space,” states Vijay Radhakrishnan, Co-Founder, Magzter. For Vijay Radhakrishnan, this philosophy has been the cornerstone of his brainchild—Magzter. Today, Vijay’s Magzter is the world’s largest digital newsstand with more than 9,500

MAGZTER HAS LAUNCHED PERSONALIZED CONTENT ENGINE, WHICH CAN ALLOW USERS TO SEARCH FOR THE SPECIFIC INTEREST, TOPICS, AND DISCOVER ARTICLES FROM DIFFERENT MAGAZINES

magazines from over 40 countries. Bolstered by a proficient team of industry specialists, Magzter provides a digital magazine subscription platform where customers can buy an individual magazine

subscription to an all-you-can-read model, Magzter Gold, with just \$9.99 a month and read unlimited magazines in a month. “We moved to this model because magazine readers tend to read more than three magazines a month,” adds Vijay.

Magzter: Dedicated to Helping Customer Go Digital

Headquartered in New York, Magzter has been at the forefront of providing quintessential digital magazine subscription platform right from its inception in 2011. Today, the company has six offices in different countries and has more than 4000 publishers and close to 10,000 magazines on its platform. Attributing the success of his organization to his team and co-founder Girish Ramdas, Vijay says “my vision is to get the entire publishing industry 100% digital. We always believe in automation, and we are a 75-member team. Without automation, we may need close to 350 people to magazine the 9500+ magazines we are publishing right now and thanks to my technology team who has made this happen.”

At Magzter, under the guidance of Vijay, the company is able to deliver a top-notch product and a greater employee satisfaction with its flat hierarchy model. Since the company operates on a flat hierarchy model, anyone could talk to anyone without any hierarchy for sharing ideas, thoughts and can work toward a common goal to rapidly build their startup. “I am blessed to have great employees who are self-motivated and making my journey

within the company a pleasant one. We have high employee retention rates, which can tell anyone about our organization culture,” affirms Vijay.

As a customer-centric service provider, the company always looks for cutting-edge technology and innovation keeping in minds the “customer experience.” To accomplish this, the company has launched ezRead in 2015, which lets users see articles in a user-friendly Smartphone format. This not only ensures a better reading experience of all magazines (9500+) but also has increased the readership engagement significantly. Moreover, in 2016, the company has launched personalized content engine, which can allow users to search for the specific interest, topics, and discover articles from different magazines and also get recommendations on articles based on the users reading behavior. “We have partnered with IBM Watson to enable this personalization,” adds Vijay.

In the recent past, the company has also launched its video-publishing platform, and now publishers are reaching a wide range of audience through their video content. This has helped to catch-up with the need of the millennials and also helps publishers to transform themselves into 100% digital companies. The company going forward wants to make sure the users get the best-personalized video and text content from magazines/publishers and continue to be the leader in the digital magazine newsstand space.

A Journey

For Vijay, it’s been a great journey with Magzter since its inception in 2011. His best experience comes from the extensive travel that he has done to meet publishers worldwide. Vijay has traveled close to 50 countries for the first three years to build the publisher relationship and understand the specific needs of the publishers. Also, he takes pride in his wealth of experience running IT companies for over 14 years and a stint of four years in the media industry. This combined experience coupled with the proficiency in latest digital trends gave him the motivation and confidence to develop the platform Magzter to help the publishing industries go digital. “I call our entire team a “Future Agenda Team” since we always talk about the future of the publishing industry and how Magzter can help in the successful digital transformation of this industry keeping “Customer Experience” in mind,” concludes Vijay. **TTM**