



**Rohit Gupta, President, Network Sales and International Business, Sony Pictures Networks India on migrating to CPT**

I think it's important for the industry to start using CPT as a currency over CPRP. Globally, media buying is done based on CPT. It is a common denominator that helps you compare across mediums such as TV, print and digital. It lets you compare CPM's and decide which medium or channel of communication is more efficient and thus make an informed decision. This makes the whole exercise of media planning and buying streamlined and easy to understand.