

Wednesday, January 4, 2005

Latest Newsletter from AdEx India, a division of TAM Media Research

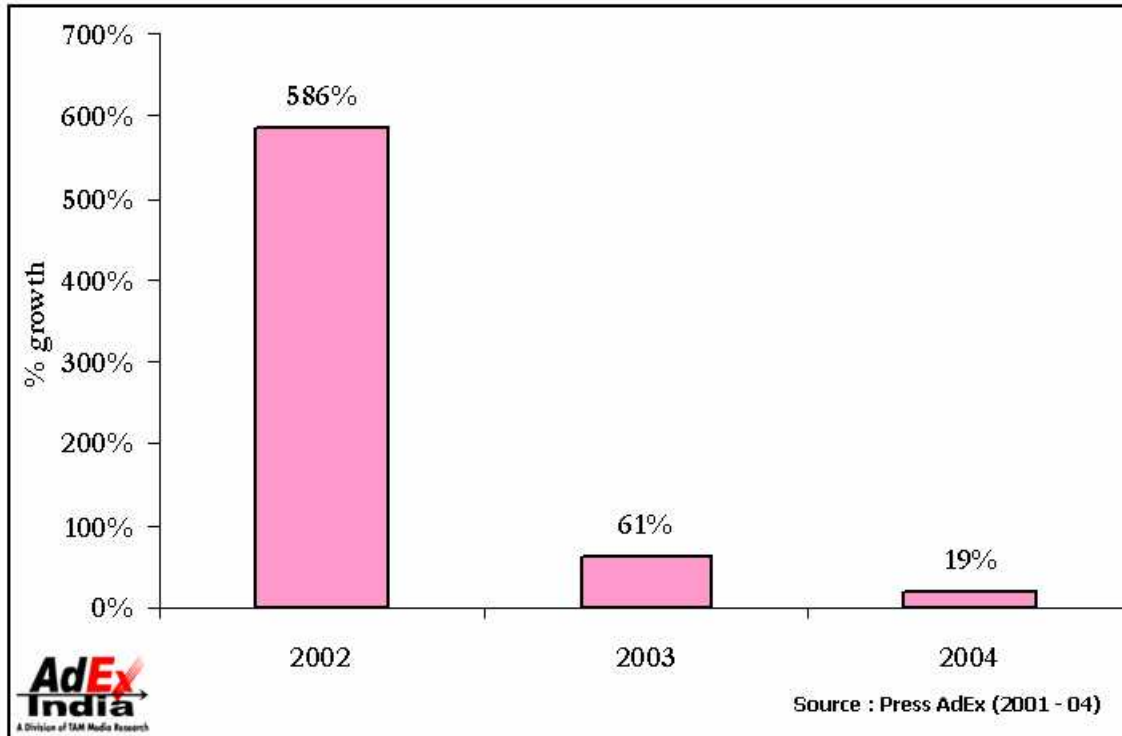
**Subject: Entertainment Zones advertising grew 55% during Jan – Nov '05
compared to Jan-Nov '04 in Press**

Key Findings:

- **55% growth in Entertainment Zones advertising spends in Jan–Nov'05 compared to that of 2004**
- **2004 observes a 19% growth in Print advertising spends compared to 2003**
- **'PVR Cinemas' advertising maximum in Print during Jan–Nov'05**
- **Only 3% advertising in Magazines**
- **Focus on Delhi Newspapers and National Magazines**

This week, AdEx India looks at the '**Entertainment Zones**' category. Let's look at advertising spends of Entertainment Zones in past four years.

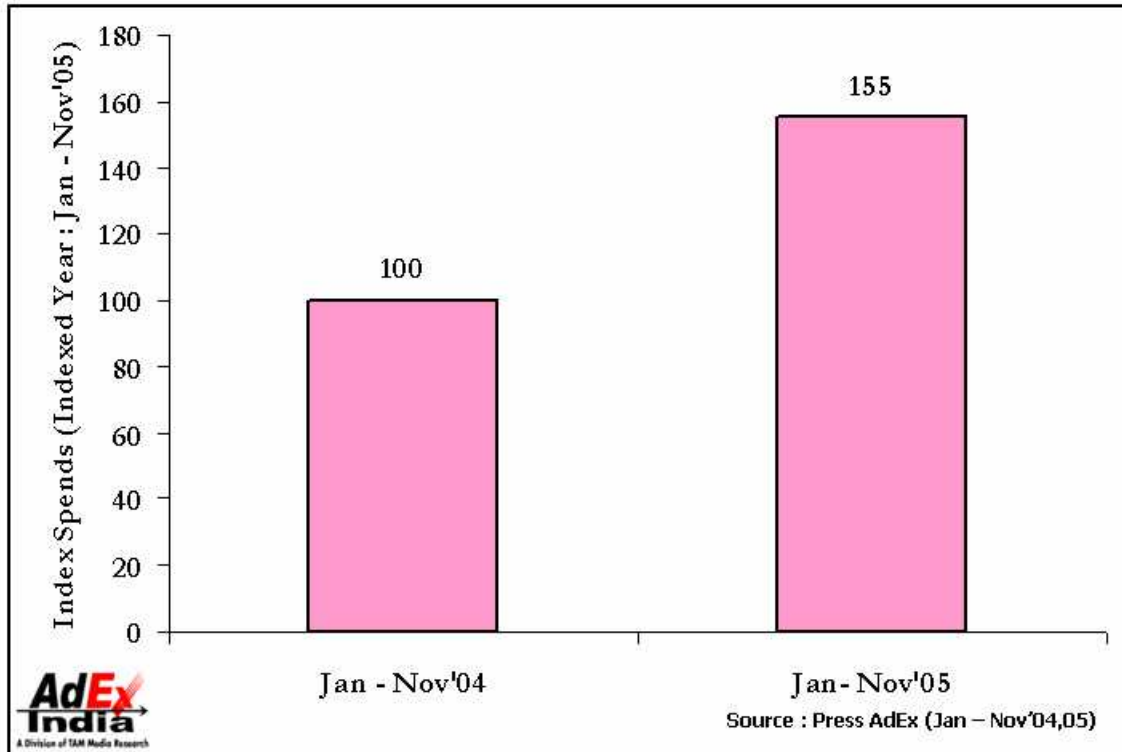
Huge growth in Entertainment Zones advertising spends in 2002 compared to that of 2001



- There has been a rise in Entertainment Zones advertising spends since 2002
- Entertainment Zones advertising spends increased 19% in 2004 compared to 2003

Let's see how much advertising spends has been increased by Entertainment Zones in the Year 2005. The Chart below shows the advertising spends in Jan Nov'2005 compared to that of 2004.

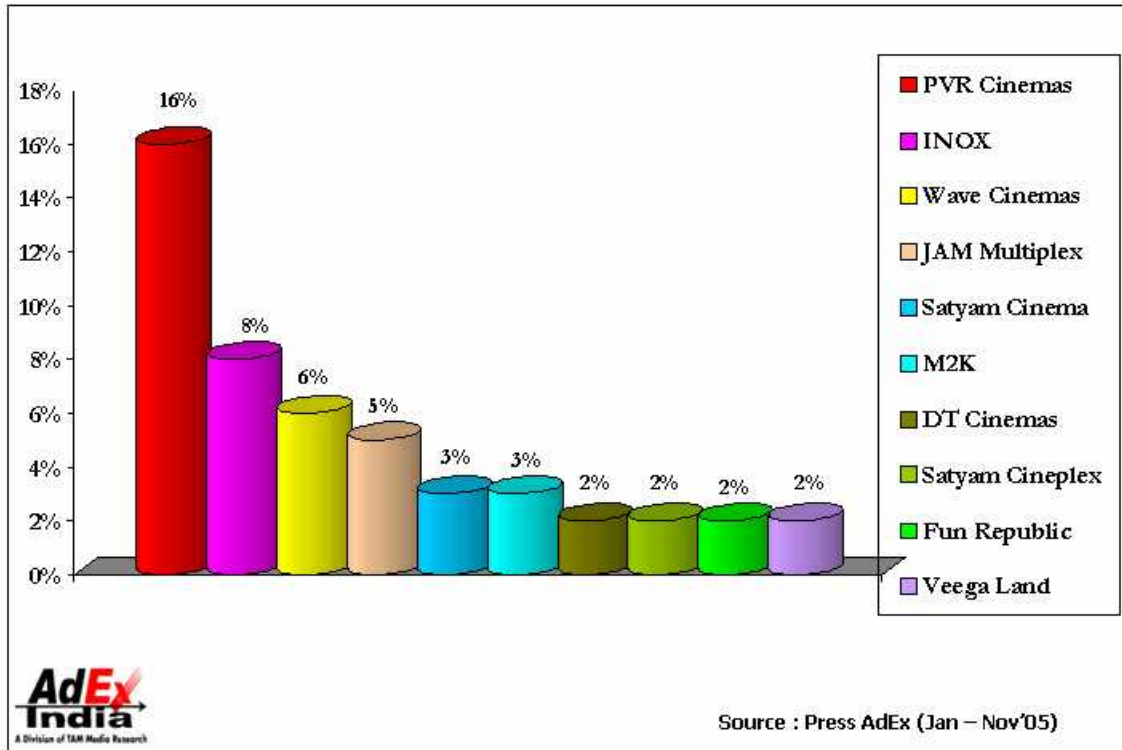
55% rise in Entertainment Zones advertising spends in Jan – Nov'05 compared to that of 2004



- 55% rise in Entertainment Zones advertising spends in Jan – Nov'05 compared to that of 2004.

Let's watch out the Top Entertainment Zones advertised on Print Medium in Jan – Nov'05.

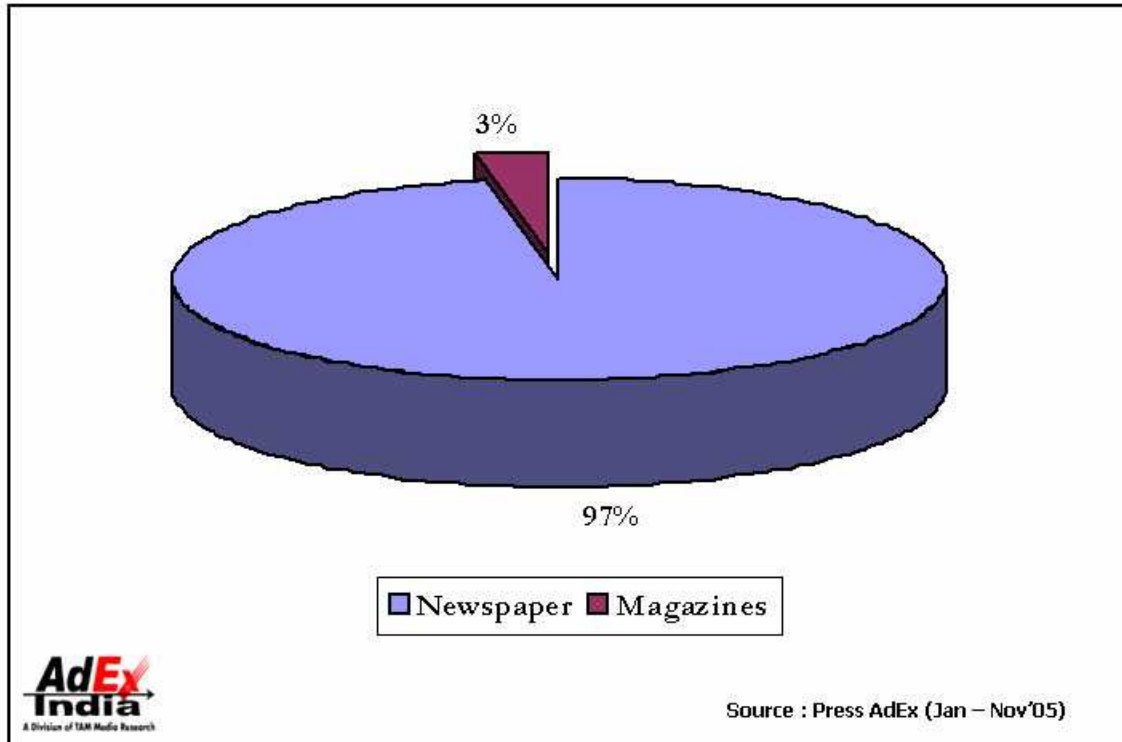
Top 10 Entertainment Zones advertised in Press



- PVR Cinemas is the top Entertainment Zone advertising in Press in Jan – Nov'05
- INOX, at second position with 8% advertising share

Which publication nature (Newspapers or Magazines) is used maximum by the Entertainment Zones advertisers for their ads during Jan–Nov'05? The pie below gives the answer.

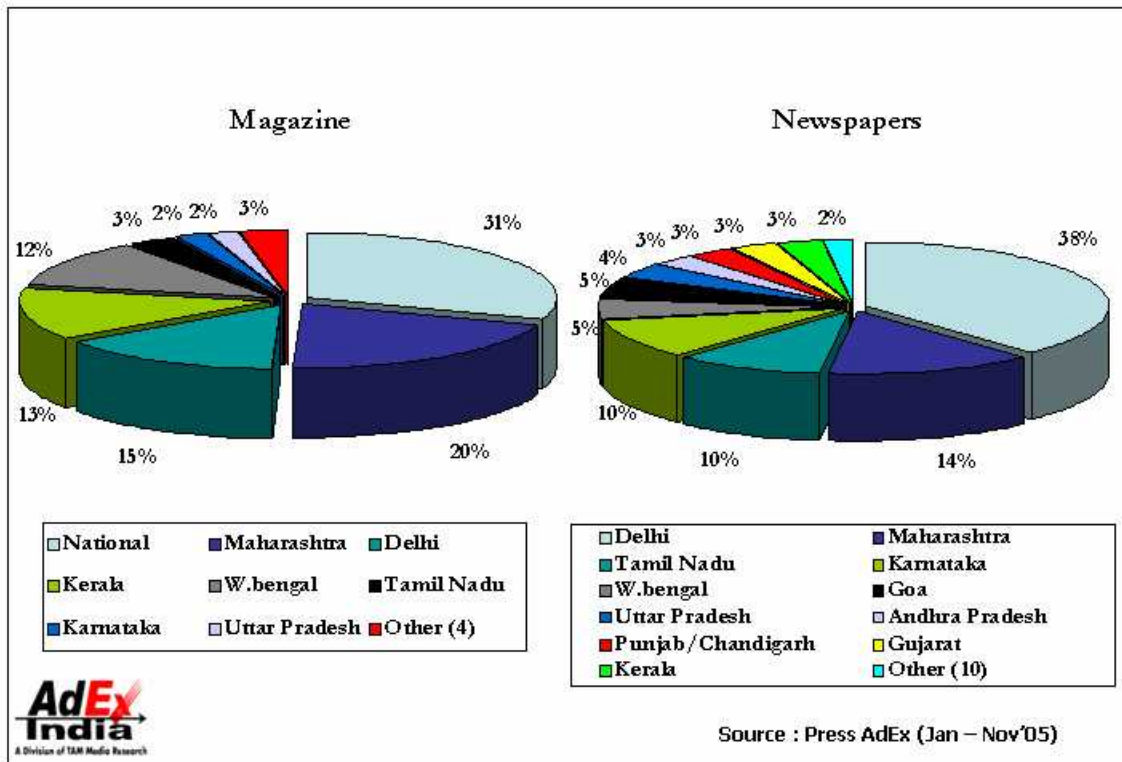
97% of advertising revenue on Newspapers!



- Max. Advertising on Newspapers.

Lastly let's find out which publication state is used maximum by Entertainment Zones for advertising?

State preference



- Max. Entertainment Zones advertising on Delhi Newspapers and National Magazines

We shall be coming out with similar analyses on other categories in the coming days.

(Analysis from AdEx India-A Division of TAM Media Research)

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