

Wednesday, October 12, 2005

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

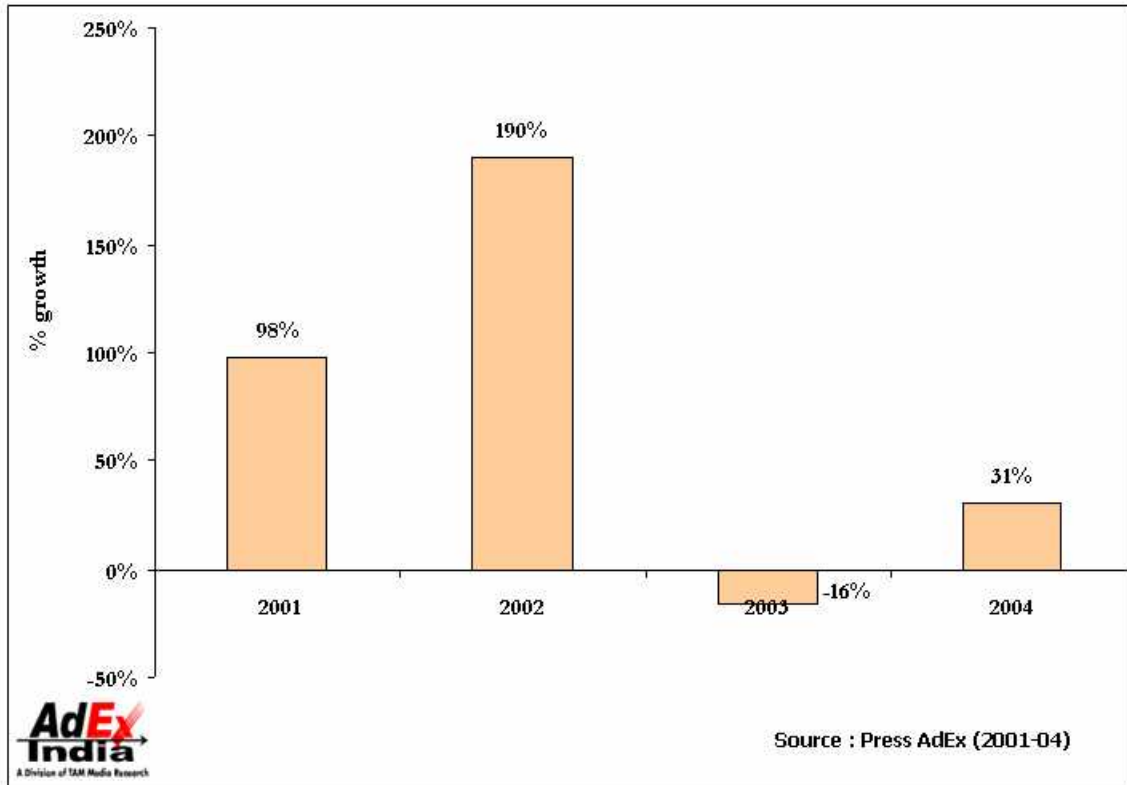
Subject: Landline Phone Service advertising on Print medium up 72% in the 1st half of 2005 compared to the 1st half 2004

Key Findings:

- **72% rise in Press advertising spends in the 1st half of 2005 compared to 1st half 2004**
- **Landline Phone Service advertising observed 31% growth in 2004 compared to 2003**
- **'Tata Teleservices' tops the advertisers list in Press**
- **Advertisers prefer maximum ad space in Newspapers**
- **Add on Promotion, the choice of advertisers in Sales Promotion**

This week, AdEx India looks at the '**Landline Phone Service**' category. Let's have a look at the growth in Landline Phone Service advertising spends during the years 2001-04 on Print medium.

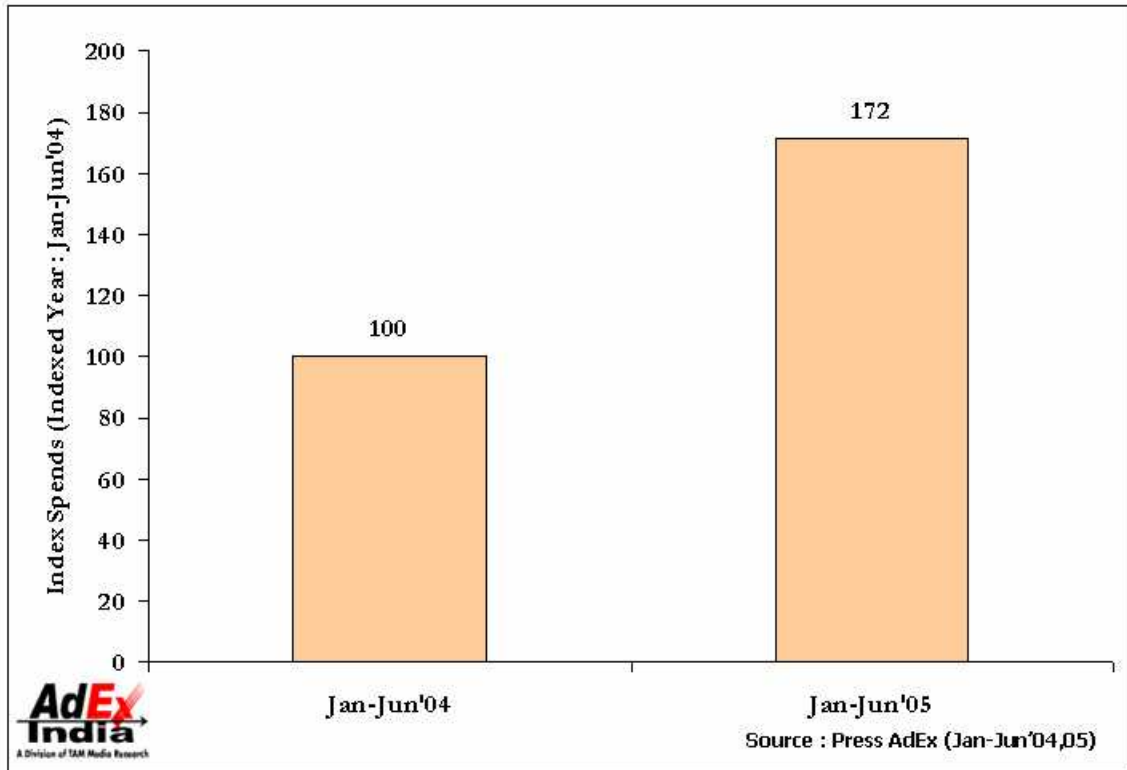
Growth of 31% in advertising spends in 2004 compared to 2003



- 190% rise in advertising spends in 2002 compared to that of 2001
- De-growth of 16% in advertising spends in 2003 compared to 2002

Whether the advertising spends in Landline Phone Service shows any rise/dip in the 1st half of 2005 compared to the 1st half of 2004 in Print medium? The chart below gives the answers.

Landline Phone Service advertising grew by 72% in 1st half of 2005 compared to 1st half of 2004



- 72% rise in advertising spends in the 1st half of 2005 compared to the 1st half of 2004

Let's look at the Landline Phone Service advertisers in Press during the 1st half of 2004 and 2005.

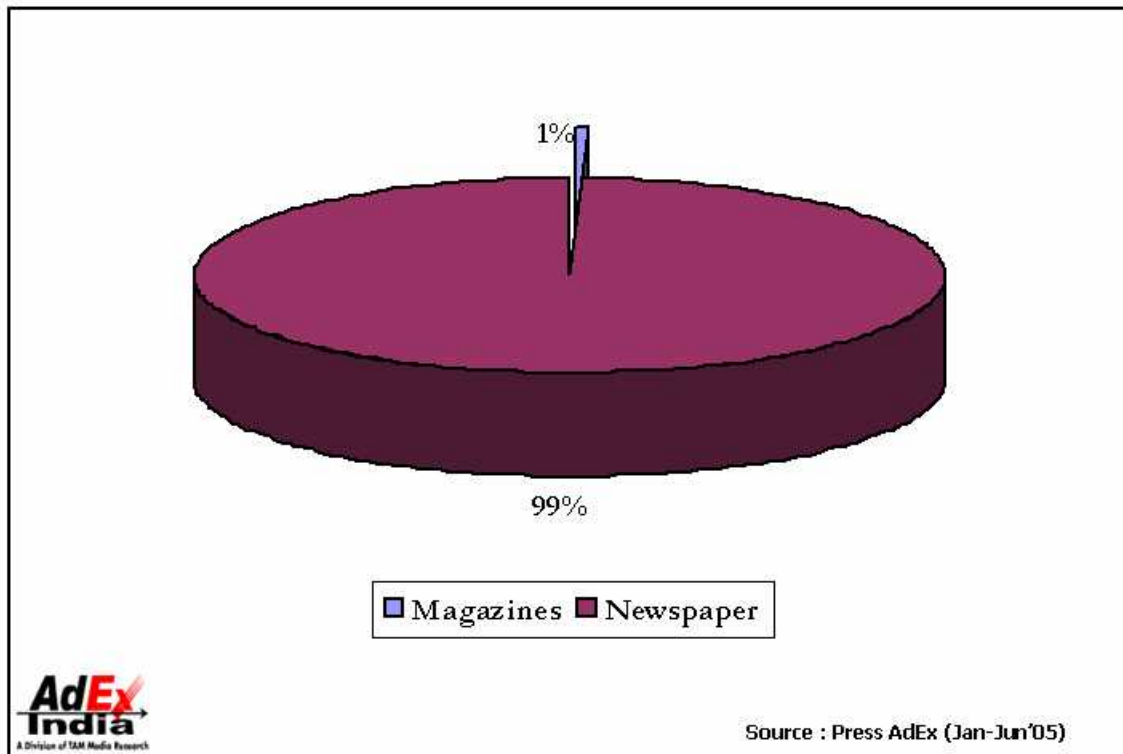
Tata Teleservices rules advertisers list

Jan-Jun'04		Jan-Jun'05	
Advertiser	% Share	Advertiser	% Share
Tata Teleservices	40%	Tata Teleservices	44%
BSNL	30%	Reliance Infocomm	27%
MTNL	12%	MTNL	12%
Bharti Tele-ventures Ltd	9%	BSNL	9%
Reliance Infocomm Ltd	6%	Bharti Tele-ventures	4%

- 'Tata Teleservices' maintained its Top position in the 1st half of 2005 also
- Reliance Infocomm gets a jump from its 5th position to 2nd position in 1st half 2005
- BSNL observes a high dip in advertising spends during the 1st half of 2005 compared to the 1st half of 2004

Which publication nature (i.e. Newspapers or Magazines) is preferred by the Landline Phone Service advertisers in the 1st half of 2005? The pie below gives the answers.

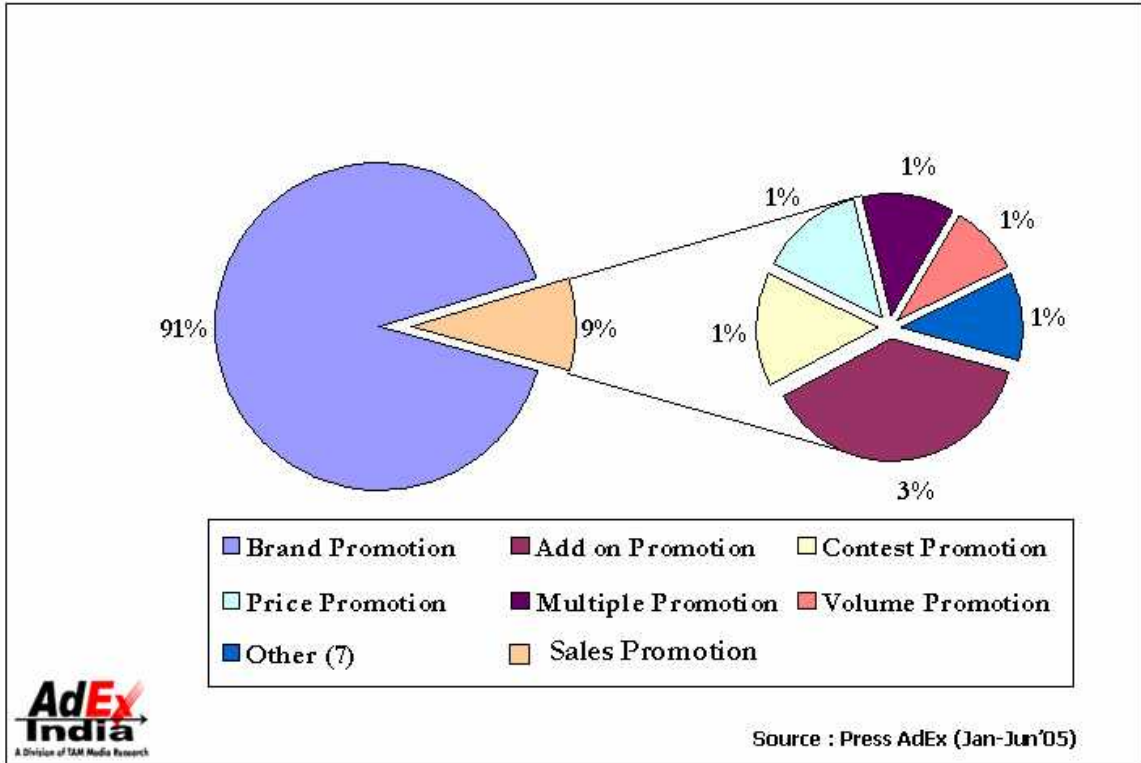
Newspapers, the choice of advertisers



- 99% of the advertising spends in Newspapers

Lastly, which type of promotions the Landline Phone Service advertisers have adopted in the 1st half of 2005?

In Sales Promotion, advertisers prefer Add on Promotion



- Out of total advertising share, 91% is Brand Promotion and rest is Sales Promotion
- Add on Promotion, the choice of advertisers in Sales Promotion

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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