

Thursday, February 14, 2008

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

**Subject: Advertising by Telecom Industry on Print in 2007**

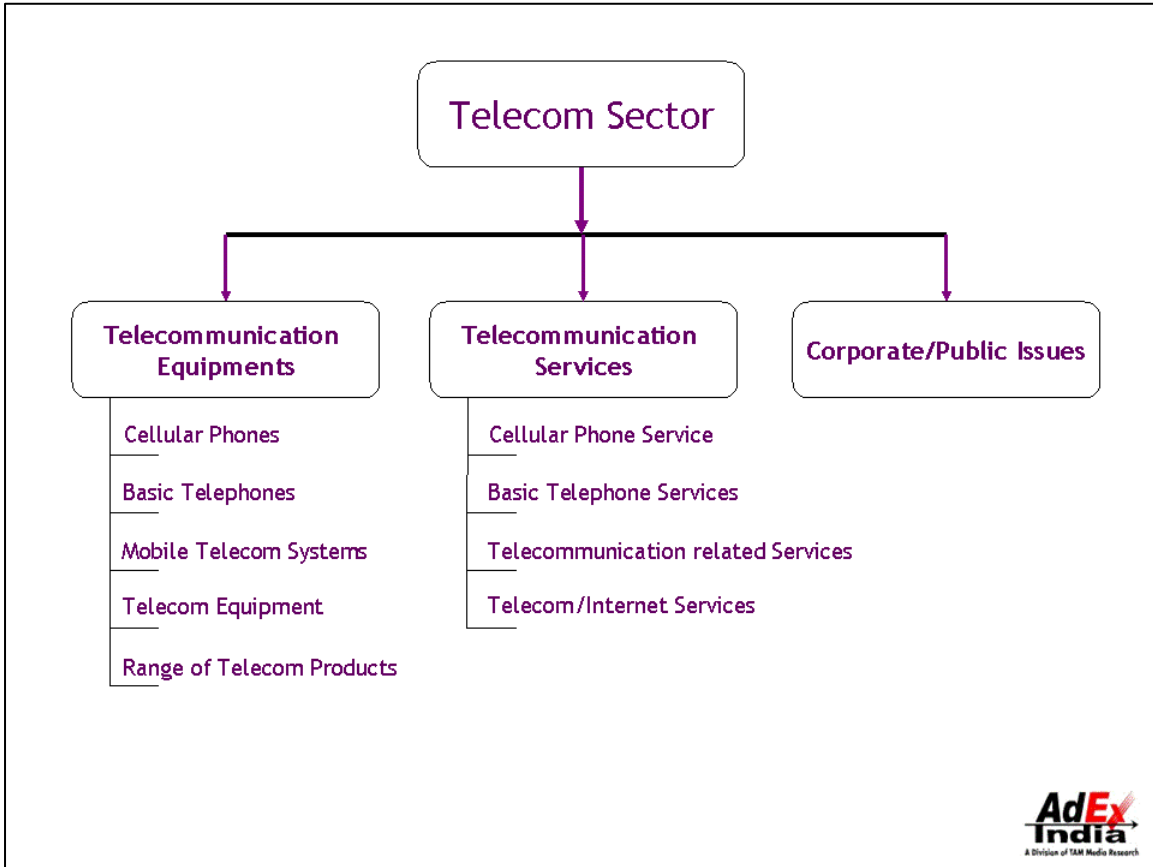
(Note: The entire analysis is based on Volumes (Col\*Cms))

Highlights:

- 15% growth in Telecom Sector advertising in Print during 2007 over 2006.
- Telecommunication **Services** had the largest share of 56% of overall print ad pie of Telecom sector in 2007.
- Print advertising of Telecommunication **Equipments** grew by 57%, whereas it dropped by 12% for the Telecommunication Services during 2007 over 2006.
- 'Nokia Corporation' was the number one advertiser under the Telecommunication **Equipments** and 'BSNL' leads in Telecommunication **Services** advertising in Print during 2007.
- 'Sagem Bleu' and 'Airtel Happy Recharge' topped the chart of new brand launches under Telecommunication **Equipments** and Telecommunication **Services** respectively in Print during 2007.

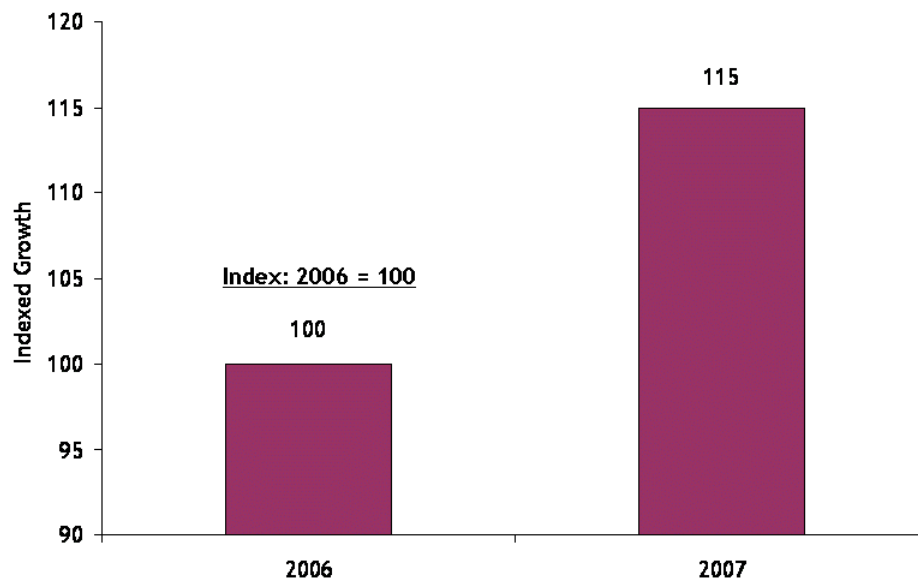


Below chart shows the segregation of the Telecom Sector:



Growth in ad volumes of Telecom sector

Print advertising of Telecom sector saw a rise of 15% in 2007



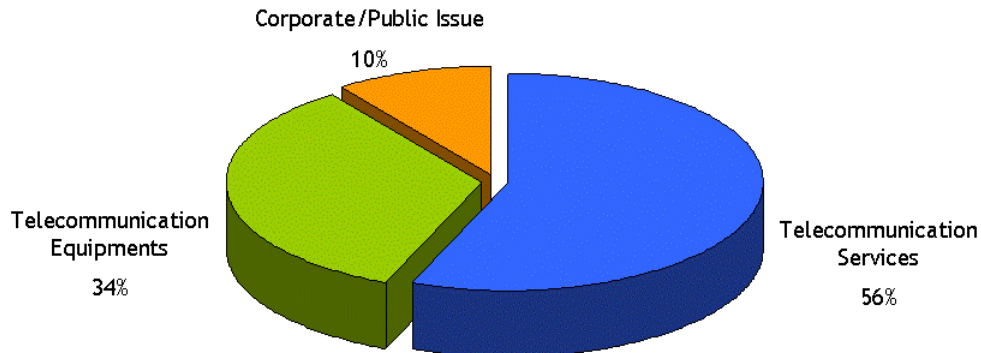
Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Volumes (Col\*Cms)

- Telecom sector advertising in Print grew by 15% during 2007 over 2006.

Share of segments of Telecom sector advertising

More than 55% share of Telecom ad pie contributed by  
Telecommunication services in 2007

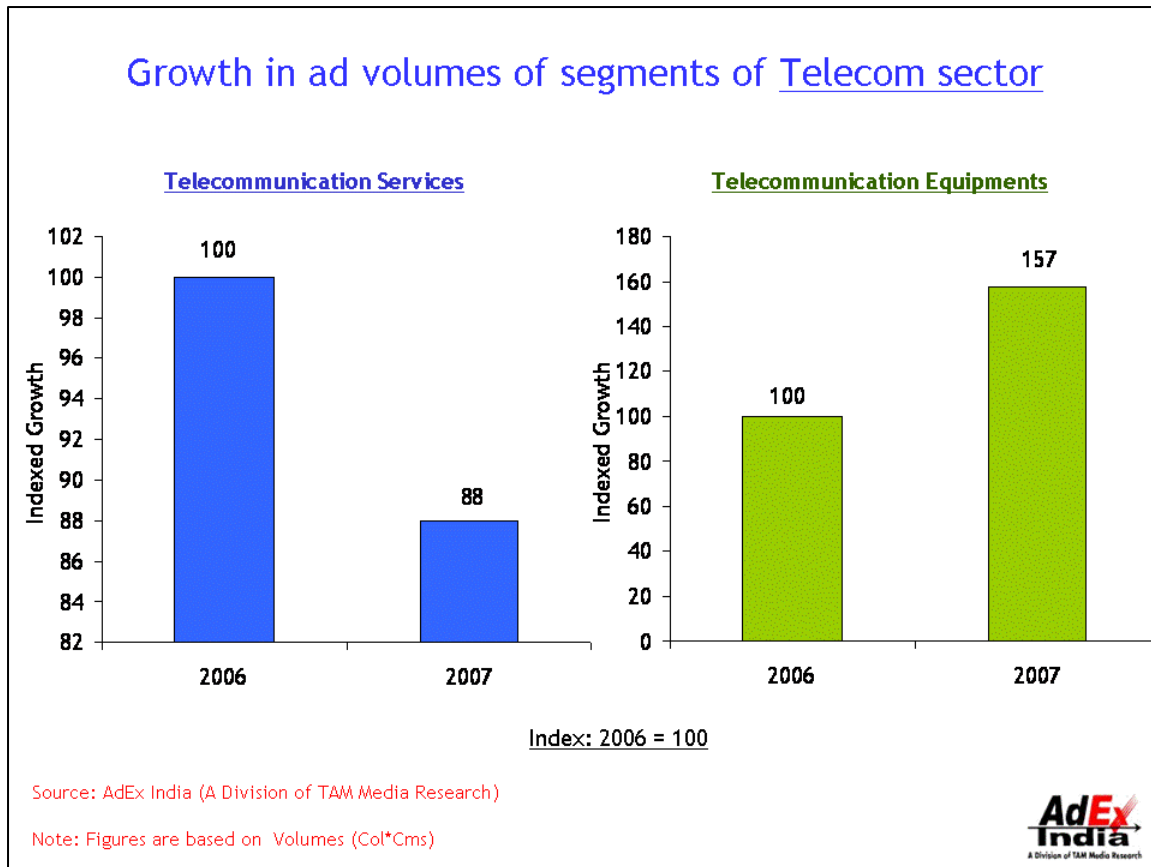


Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Volumes (Col\*Cms)

- Telecommunication **Services** led with 56% share of overall Print advertising in Telecom sector followed by Telecommunication **Equipments** with 34% share in 2007.
- Corporate /Brand Image and Public Issue together contributed 10% share of overall Print advertising of Telecom sector in 2007.
- **'LG Electronics India Ltd'** stood at number one position in **'Corporate'** advertising and **'Idea Cellular Ltd'** leads in **'Public Issue'** advertising in print.

**Segment wise growth in Telecom Sector**



- Telecommunication **Equipments** has seen 57% growth in Print advertising during 2007 compared to 2006.
- Telecommunication **Services** recorded a drop of 12% in Print advertising during 2007 over 2006.

The Top 5 advertisers in Print

Key players in Telecom sector

Telecommunication Services

Top Advertiser	% Share
Bharat Sanchar Nigam Ltd	24%
Reliance Communications Ltd	23%
Tata Teleservices	16%
Bharti Airtel Ltd	10%
Idea Cellular Ltd	7%

Telecommunication Equipments

Top Advertiser	% Share
Nokia Corporation	40%
Motorola	17%
LG Electronics India Ltd	15%
Sony Ericsson (India)	9%
Pratham Telecom India Pvt Ltd	6%

Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Volumes (Col\*Cms)

- **'BSNL', 'Reliance Communication Ltd'** and **'Tata Teleservices'** were the top 3 advertisers in the Telecommunication Services advertising in Print during 2007.
- **'Nokia Corporation'** had the largest share of 40% of Telecommunication Equipments followed by **'Motorola'** and **'LG Electronics India Ltd'** with 17% and 15% share respectively during 2007.

**New Brands advertised in Telecom Equipments & Services**

New launches in Print in 2007

Telecommunication Services

Rank	Top New Brands
1	Airtel Happy Recharge
2	BSNL Radio Masti
3	Tata Indicom Freedom Call voucher
4	Reliance Cricket Dhanadhan Pack
5	Tata Indicom Business Gold 3
6	Reliance Sachin Nazara Pack
7	Reliance PCO
8	Vodafone Magic Box
9	Idea My Gang
10	Hutch Lifetime Prepaid

Telecommunication Equipments

Rank	Top New Brands
1	Sagem Bleu
2	Nokia N Series Music Edition
3	Nokia 6300
4	Nokia 1600
5	LG Shine
6	Nokia N95
7	Sony Ericsson W200i
8	Nokia 2626
9	LG Dynamite 195
10	Motorola Motophone F3C

Source: AdEx India (A Division of TAM Media Research)

Note: Rank are based on Volumes (Col\*Cms)

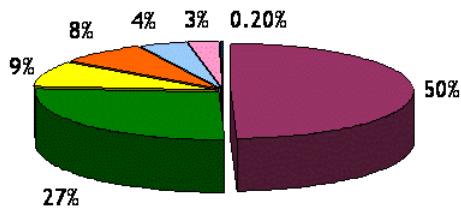
- **5** out of top 10 new brand launched in Print under the Telecommunication **Equipments** were of '**Nokia**' in 2007.
- The top 10 list of Telecommunication **Services** comprised of **3** new brands of '**Reliance communication services**' in print during 2007.

**Share of Sales Promotion in Telecom Sector**

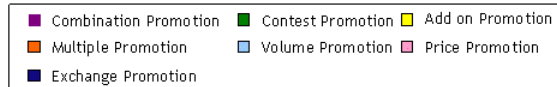
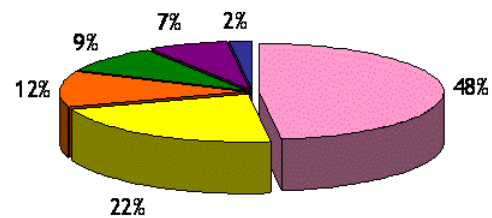
Brand Promotion: 53% , Sales Promotion: 41% , Others: 6%

**Usage of Sales promotions by Telecom segments**

**Telecommunication Services**



**Telecommunication Equipments**



Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Insertions

- **'Price Promotion'** ad campaign was used maximum for advertising of Telecommunication **Equipments**, whereas **'Combination Promotion'** was preferred for advertising of Telecommunication **Services** in 2007.
- Interestingly **'Price Promotion'** which leads in Telecommunication **Equipments** advertising with 48% share had a meagre share of 3% under the Telecommunication **Services**.

Watch out for forthcoming interesting analyses in future.  
**(Analysis from AdEx India-A Division of TAM Media Research)**

+++

**Siddhartha Mukherjee**

*Vice President - Communications*

*TAM Media Research Pvt. Ltd*

*Mafatlal Chambers – B*

*N M Joshi Marg*

*Lower Parel (East)*

*Mumbai – 400 013*

*India*

*Tel: +91 22 56531205*

*Mobile: +91 9820082516*

*E-mail: [Siddhartha@tamindia.com](mailto:Siddhartha@tamindia.com)*

*Website: [www.tamindia.com](http://www.tamindia.com)*