



Newsletter: Television Sets Media: TV, Print & Radio

Period: Jul-Sep, 2017

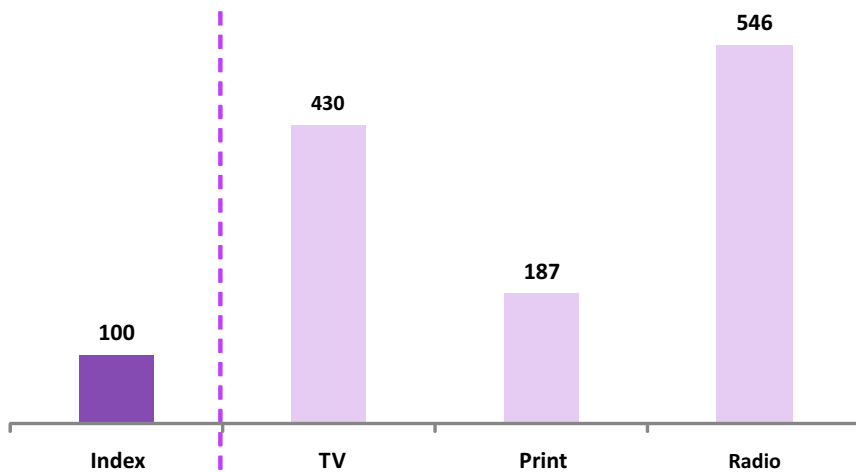


Highlights

- **Television Sets** had 9% ad insertion share of Durable Sector in Jul-Sep'17.
- Category insertions rose almost 4 times in Jul-Sep'17 compared to Jul-Sep'16.
- Category Advertising on TV, Print & Radio hiked significantly by 330%, 87% and 446% respectively during Jul-Sep '17 compared to Jul-Sep'16.
- All Mediums had their highest category Ad Insertions in Sep'17.
- Sony India Ltd was the top advertiser on TV & Print and had 3rd position on Radio.
- Among Sales Promotions, Multiple Promotion had 82% share of **Television Sets** advertising in Print.

Growth in Ad Volumes for Television Sets during Jul-Sep '17

Advertising on TV & Radio surged during Jul-Sep '17 compared to Jul-Sep '16



Index : Jul-Sep '16 = 100

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

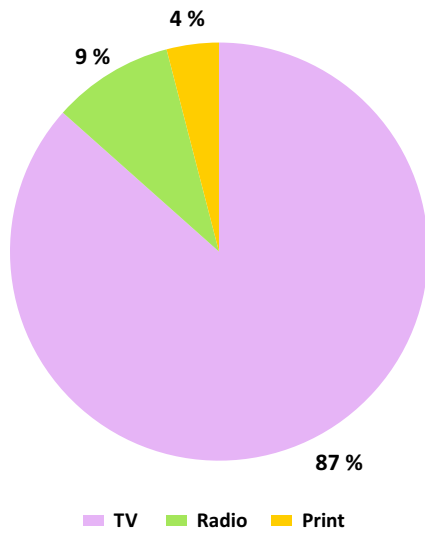
Note: Figures are based on Col*Cms for Print and Secondages for TV and Radio Period : Jul-Sep '17

AdEx
India
A Division of TAM Media Research

- Category Advertising on TV, Print & Radio hiked significantly by 330%, 87% and 446% respectively during Jul-Sep '17 compared to Jul-Sep'16.

Media-wise contribution of Ad Insertions in Television Sets

TV topped the Category Ad Insertions



- Print and Radio contributed 13% of overall **Television Sets** Ads in Jul-Sep'17 compared to 20% in Jul-Sep'16.
- TV was the top media contributing 87% of overall **Television Sets** Ads.

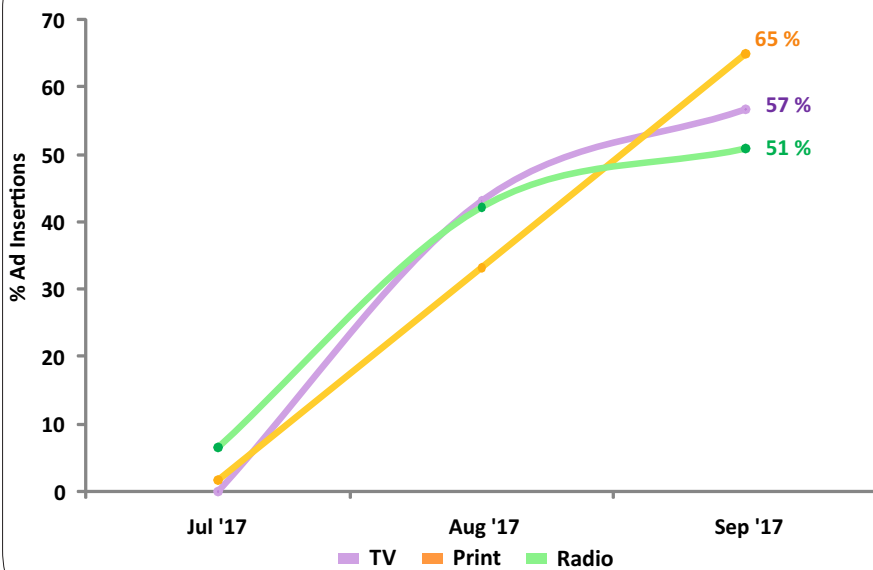
Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on **Ad Insertions** for TV, Radio and Print Period: Jul-Sep '17



Monthly Trends based on Ad Insertions in Television Sets

Ad Insertions on TV and Radio had nearly similar trend



- All Mediums had their highest category Ad Insertions in Sep '17 mainly due to festive season.

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

Note: Figures are based on **Ad Insertions** for TV, Radio and Print Period: Jul-Sep'17



Top 10 Advertisers of Television Sets

4 common advertisers on TV, Print and Radio contributes almost 90% of the Category ad share

TV	% Share
Sony India	39
Samsung India Electronics	27
Panasonic India	16
LG Electronics India	11
Intex Technologies (India)	5
Havells India	2
Mitashi Edutainment	0.4
Super Cassettes Industries	0.2
RFL Electronics	0.1
Mhatre Electronics	0.1

Print	% Share
Sony India	58
Panasonic India	13
LG Electronics India	12
Samsung India Electronics	6
Haier Appliances (I)	3
Malhotra Electronics	2
Super Plastronics	1
Videocon Industries	1
Blueberry Smart Android TV	1
Micromax Informatics	1

Radio	% Share
Samsung India Electronics	29
LG Electronics India	26
Sony India	22
Panasonic India	15
Blueberry Smart Android TV	7
JVC	2

*Note: Common Advertisers present in all Mediums

Source: AdEx India (A Division of TAM Media Research)
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- Sony India Ltd was the top advertiser on TV & Print and had 3rd position on Radio.
- 4 common advertisers in the Top 10 list of all mediums were Samsung, LG, Sony, & Panasonic.

Top 5 New Brands of Television Sets

Panasonic 4K Pro, Sony Bravia A1 Series OLED and Samsung QLED TV were the top new brands on TV, Print and Radio respectively

TV
Panasonic 4K Pro
Intex Smart TV
Vision LED TV
Samy Smart Android

Print
Sony Bravia A1 Series OLED
Panasonic Shinobi Ultra 4K
Mitashi Curved LED TV
Micromax Unite HD LED TV
Usha Shriram LED TV

Radio
Samsung QLED TV
Blueberry Smart Android TV
JVC Ultra HD TV

Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Col*Cms for Print and Secondages for TV and Radio

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- In the Top 5 list, Panasonic had its' 2 brands viz. 4K Pro on TV and Shonobi Ultra 4K in Print.

Top 10 Program Genres preferred by Television Sets Advertisers on TV

Feature Films was the top Program Genre on TV

Rank	Program Genres	% Share
1	Feature Films	28
2	News Bulletin	24
3	Reviews/Reports	7
4	Nature/Wild Life/Environment	5
5	Drama/Soap	5
6	Interviews/Portraits/Discussion	4
7	Business Program	3
8	Cookery	3
9	Cricket	2
10	Action/Thriller	2

- Feature Films was the top Program Genre with 28% share of category advertising on TV, followed by News Bulletin with 24% share.
- Feature Films and News Bulletin are the two Program Genres preferred not only for **Television Sets** but also for many other categories under Durable sector.

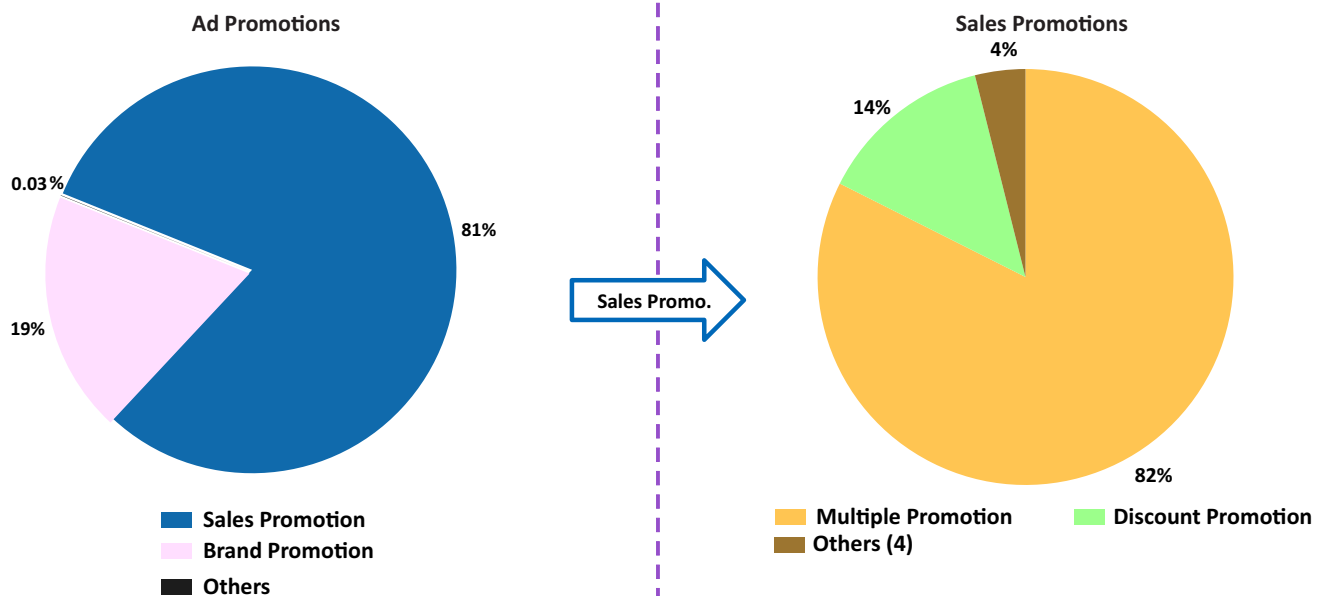
Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Secondages for TV

Period: Jul-Sep '17



Advertising Promotions of Television Sets in Print

Sales Promotion had 81% share of category Ad space



Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Col*Cms for Print

Period: Jul-Sep '17



- Sales Promotion grabbed 81% share of category Ad space, while Brand Promotion had 19% share.
- Among Sales Promotions, Multiple Promotion had 82% share of **Television Sets** advertising in Print.

Zone-wise advertising share of Television Sets in Print

South Zone was on top with 32% share of category advertising in Print

Zone	% Share
South Zone	32
North Zone	29
West Zone	25
East Zone	13
National	0.2

Top 2 Cities South Zone	
Bangalore	
Hyderabad	

Top 2 Cities North Zone	
Chandigarh	
New Delhi	

Top 2 Cities West Zone	
Mumbai	
Ahmedabad	

Top 2 Cities East Zone	
Kolkata	
Bhubaneswar	

- Mumbai was the top city with 3% share of category advertising in Print.
- Except Chandigarh, other top cities like Bangalore, Mumbai and Kolkata were also top in their respective zones in Jul-Sep'16.

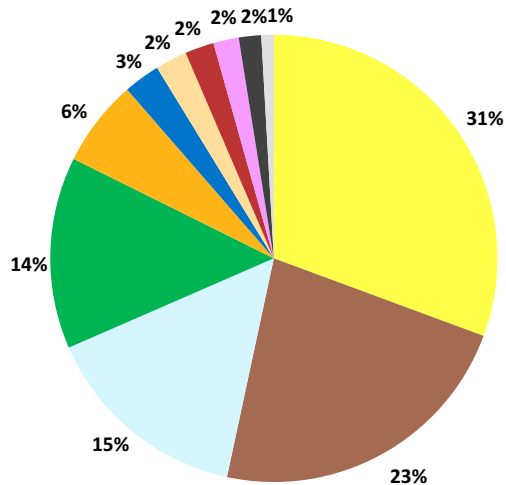
Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Col*Cms for Print

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State-wise share of Television Sets Advertising on Radio

Category Advertising on Radio saw Kerala as the top State



■ Kerala	■ Madhya Pradesh	■ West Bengal	■ Gujarat
■ Tamil Nadu	■ Rajasthan	■ Andhra Pradesh	■ Delhi
■ Uttar Pradesh	■ Maharashtra	■ Karnataka	

Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Secondages for Radio

Period: Jul-Sep '17



- Kerala was on top with 31% share of **Television Sets** advertising on Radio, followed by Madhya Pradesh with 23% share.
- Top 2 states covered more than 50% share of Ad volumes.

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