



Newsletter: Laptops/Notebooks Media: TV, Print & Radio

Period: Jul-Sep, 2017

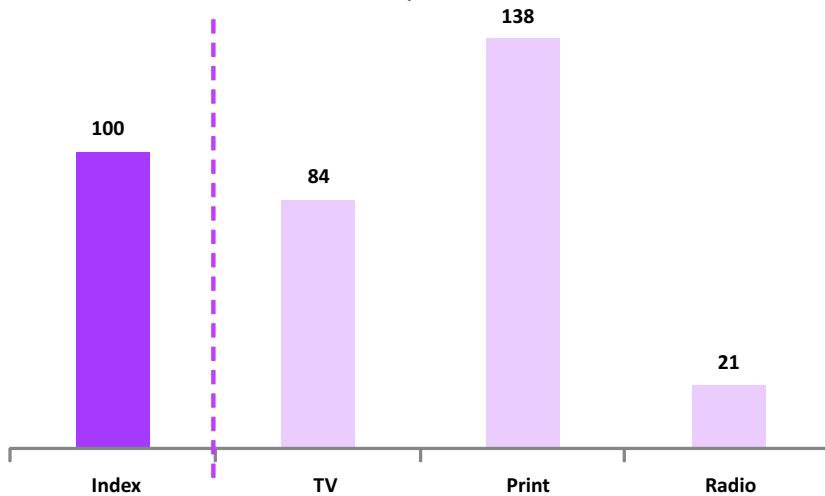


Highlights

- Category **Laptops/Notebooks** had almost 1/5th ad insertion share of the Computer sector in Jul-Sep'17.
- Advertising in Print escalated by 38% during Jul-Sep '17 compared to Jul-Sep '16.
- TV was the top medium contributing 91% of overall **Laptops/Notebooks** Ads.
- TV & Print had their highest category Ad Insertions in Aug '17.
- Lenovo and Hewlett Packard were among the top advertisers on all mediums.
- Among Sales Promotions, Add On Promotion had 47% share of **Laptops/Notebooks** advertising in Print.
- Radio advertising of **Laptops/Notebooks** was done in only 3 states namely Kerala, Andhra Pradesh and West Bengal.

Growth in Ad Volumes for Laptops/Notebooks during Jul-Sep '17

Advertising in Print surged during Jul-Sep '17 compared to Jul-Sep '16



Index : Jul-Sep '16 = 100

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

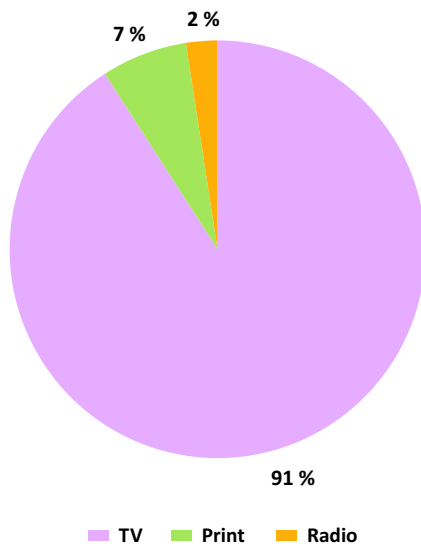
Note: Figures are based on Col*Cms for Print and Secondages for TV and Radio Period : Jul-Sep '17

AdEx
India
A Division of TAM Media Research

- Category Advertising in Print hiked by 38% during Jul-Sep '17 compared to Jul-Sep '16
- Advertising on TV & Radio dropped drastically by 16% and 79% respectively in this period but it rose by 15% and 43% for **Computer** sector.

Media-wise contribution of Ad Insertions in Laptops/Notebooks

TV topped the Category Ad Insertions



- TV captured the Ad Insertions pie with 91% of overall **Laptops/Notebooks** Ads.
- Radio and Print together contribute only 9% ad insertion share for **Laptops/Notebooks** in Jul-Sep'17, which was 17% during Jul-Sep'16.

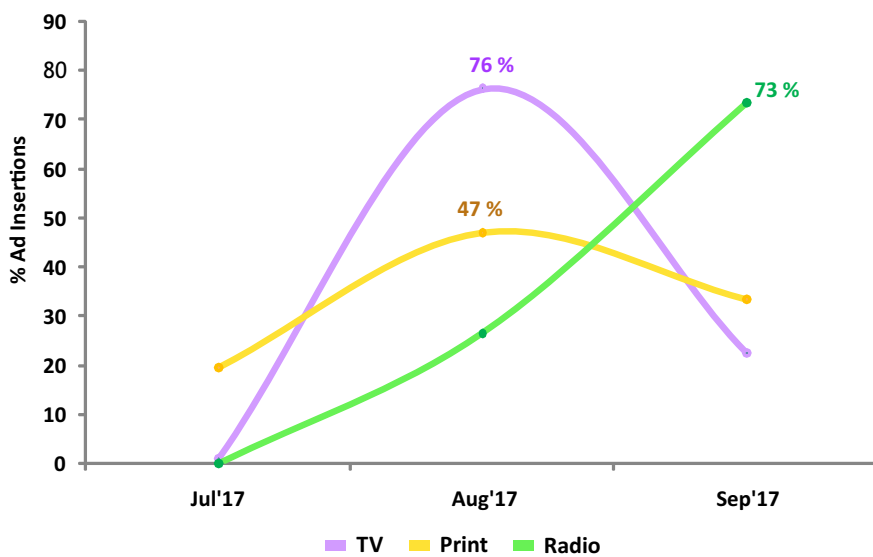
Source: AdEx India (A Division of TAM Media Research)

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



Monthly Trends based on Ad Insertions in Laptops/Notebooks

Ad Insertions on Radio had dissimilar trend compared to TV and Print



- TV and Print had their highest category Ad Insertions in Aug'17.
- Category Ad Insertions was highest in Jul'16 for all mediums for Quarter Jul-Sep'16.

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 Advertisers of Laptops/Notebooks

Two common advertisers contributed 73% share of Ad Insertions on TV, 42% in Print and 100% on Radio

TV	% Share
Hewlett Packard India	49
Dell Computer Corporation	24
Lenovo	24
Best IT World (India)	3
Touchmate	0.04

Print	% Share
Dell Computer Corporation	44
Hewlett Packard India	34
Acer India	8
Lenovo	8
Best IT World (India)	5
Panasonic India	0.02

Radio	% Share
Lenovo	69
Hewlett Packard India	31

***Note: Common Advertisers in blue fonts are present in all Mediums**

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



- Hewlett Packard was the top advertiser on TV and had 2nd position on both Print and Radio.
- Dell Computer Corporation & Best IT World (India) were among the advertisers on TV and Print.

Top 5 New Brands from Laptops/Notebooks

Lenovo Yoga 720 was among the Top new brands on TV and Print

TV	Print	Radio
Dell Inspiron 7000	Dell Inspiron 7000 Series	HP Pavilion X360
Lenovo Yoga 720	Lenovo Yoga 720	
HP Elitebook X360 1030	Dell Latitude Ultrabooks	
	HP Elitebook X360 1030 G2	
	Dell Latitude 3379 2 in 1	

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



- 3 out of Top New Brands in Print belonged to Dell Computer Corporation.
- Brands from Hewlett Packard were among the Top new brands on all medium.

Top 10 Program Genres preferred by Laptops/Notebooks Advertisers on TV

Feature Films was the top Program Genre on TV

Rank	Program Genres	% Share
1	Feature Films	31
2	News Bulletin	15
3	Reviews/Reports	8
4	Drama/Soap	6
5	Film Songs	6
6	Comedies	5
7	Nature/Wild Life/Environment	5
8	Film Trailers/ Album Promos	4
9	Action/Thriller	3
10	Music Shows/Songs	2

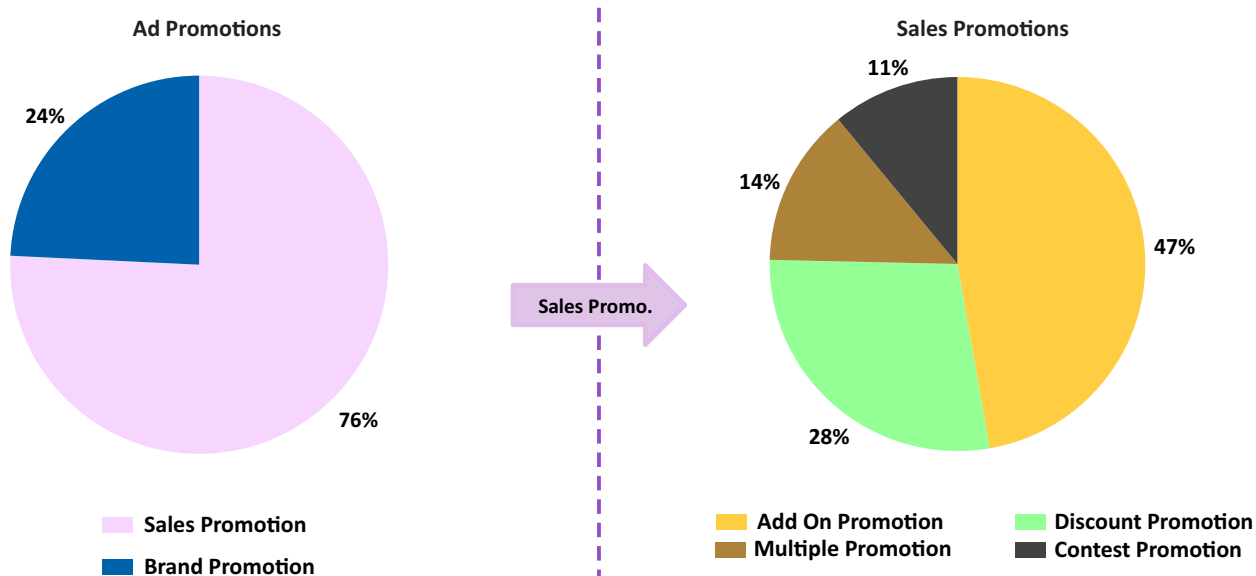
- Feature Films was the top Program Genre with 31% share of category advertising on TV, followed by News Bulletin with 15% share.

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

Period: Jul-Sep '17 

Advertising Promotions of Laptops/Notebooks in Print

Sales Promotion had 76% 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 

- Brand Promotion grabbed 24% share of category Ad space, while Sales Promotion had 76% share.
- Among Sales Promotions, Add On Promotion had 47% share of **Laptops/Notebooks** advertising in Print.

Zone-wise Advertising share of Laptops/Notebooks in Print

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

Zone	% Share
North Zone	32
West Zone	28
South Zone	28
East Zone	12
National	0.1

Top 2 Cities North Zone	
Lucknow	
New Delhi	

Top 2 Cities West Zone	
Mumbai	
Pune	

Top 2 Cities South Zone	
Bangalore	
Hyderabad	

Top 2 Cities East Zone	
Kolkata	
Ranchi	

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

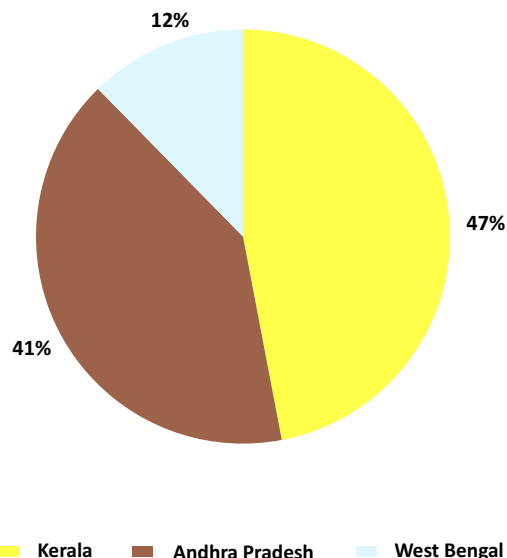
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- Mumbai topped all cities with 4% share of category advertising in Print.
- 51% of the **Laptops/Notebooks** advertising in Print was in English Language.
- Except Lucknow, other top cities like Mumbai, Bangalore and Kolkata were also top in their respective zones in Jul-Sep'16.

State-wise share of Laptops/Notebooks Advertising on Radio

Category Advertising in only 3 States on Radio



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 47% share of **Laptops/Notebooks** advertising on Radio, followed closely by Andhra Pradesh with 41% share.

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