



Newsletter: Internet Service-B2C & Online Shopping Media: TV, Print & Radio

Period: Jul-Sep, 2017

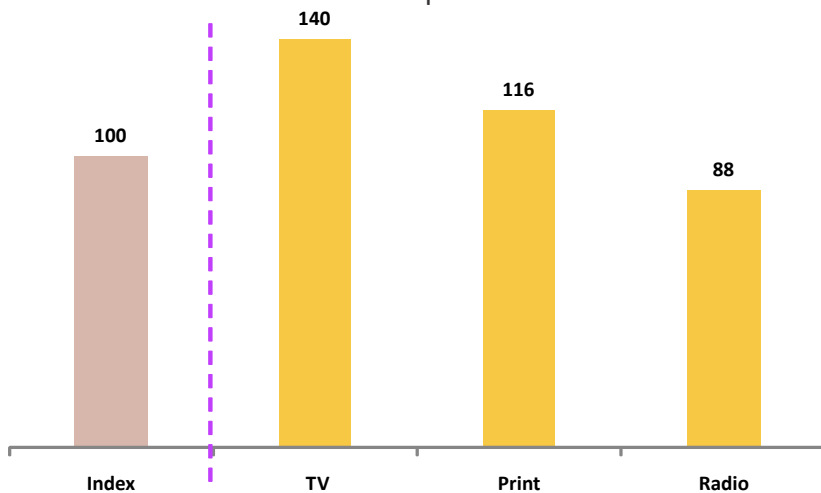


Highlights

- **Internet Service-B2C & Online Shopping** advertising on TV soared by 40% in Jul-Sep '17 compared to Jul-Sep '16.
- TV was on top with 72% share of overall category Ad Insertions.
- TV & Print had highest category Ad Insertions in the month of September '17.
- Among Sales Promotions, Multiple Promotion was on top with 77% share of Category advertising in Print.
- Maharashtra was on top with 22% share of **Internet Service-B2C & Online Shopping** advertising on Radio.

Growth in Ad Volumes for Internet Service-B2C & Online Shopping during Jul-Sep '17

Advertising on TV escalated by 40% in Jul-Sep '17 compared to Jul-Sep '16



Index : Jul-Sep '16 = 100

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

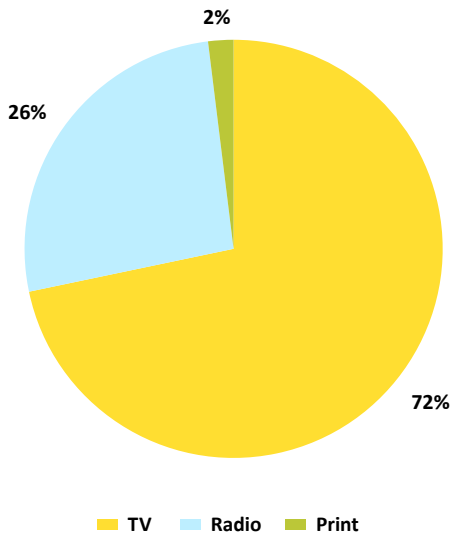
Note: Figures are based on Col*Cms for Print and Secondages for TV and Radio Period : Jul-Sep '17

AdEx
India
A Division of TAM Media Research

- Category Advertising on Radio subsided marginally by 12% during Jul-Sep '17 compared to Jul-Sep '16.

Media wise contribution of Ad Insertions in Internet Service-B2C & Online Shopping

TV topped the Category Ad Insertions



- TV was on top with 72% share of **Internet Service-B2C & Online Shopping** Ad Insertions, followed by Radio with 26% share.

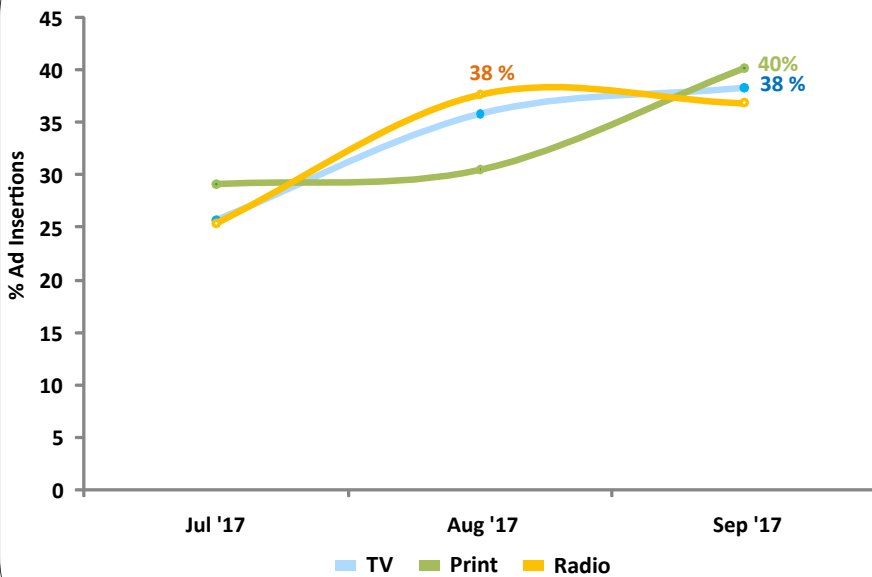
Source: AdEx India (A Division of TAM Media Research)

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



Monthly Trends based on Ad Insertions in Internet Service-B2C & Online Shopping

Ad Insertions on TV and Radio had almost similar trend



- TV and Print had highest category Ad Insertions in the month of September '17.

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 Internet Service-B2C & Online Shopping

Top 10 advertisers added nearly 83% share on TV, 92% in Print and 78% on Radio

TV	% Share	Print	% Share	Radio	% Share
Amazon Online India Pvt Ltd	38	Amazon Online India Pvt Ltd	53	Amazon Online India Pvt Ltd	21
Flipkart.com	19	Flipkart.com	13	One97 Communications Ltd	16
Just Dial Pvt Ltd	5	Jasper Infotech Pvt Ltd	12	Olx Inc	9
Olx Inc	4	Paytm E-commerce Private Limited	4	Clues Network Pvt Ltd	7
Naaptol.com	3	Steren Associates Pvt Ltd	4	Rocket Internet	5
Quikr India Pvt Ltd	3	Rewardport Corporate Solution Pvt Ltd	1	Cars24 Services Pvt Ltd	5
Cars24 Services Pvt Ltd	3	Gmas Technologies Pvt Ltd	1	Myntra Designs Pvt Ltd	5
Clues Network Pvt Ltd	3	Super Market Grocery Supplies Pvt Ltd	1	Lenskart.com	3
Bluestone Jewellery & Lifestyle Pvt Ltd	2	One97 Communications Ltd	1	Flipkart.com	3
Lenskart.com	2	Voonik Technologies Pvt Ltd	1	Super Market Grocery Supplies Pvt Ltd	2

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



- Amazon Online India Pvt Ltd was the top advertiser on all mediums.
- Adding Flipkart.com into the above point, these two advertisers were present in Top 10 list on all Mediums.

Top 5 New Brands from Internet Service-B2C & Online Shopping

Paytm Mall was the new brand present on all mediums

TV	Print	Radio
Quikrbazaar	Paytm Mall	Paytm Mall
Cars24	Studyblockchain.org	Amazon Prime
Paytm Mall	Motorola Moto E4 Plus (flipkart)	PhonePe
Amazon Pantry	Lenovo K8 Note (amazon)	Industrybuying.com
Mezz	One Plus 5 Soft Gold (amazon)	Homeonline.com

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



- Quikrbazaar was the top new brand on TV while Paytm Mall was the top new brand on both Print & Radio.

Top 10 Program Genres preferred by Internet Service-B2C & Online Shopping Advertisers on TV

Feature Films was the top Program Genre on TV

Rank	Program Genres	% Share
1	Feature Films	29
2	News Bulletin	14
3	Film Songs	10
4	Drama/Soap	7
5	Reviews/Reports	5
6	Comedies	4
7	Nature/Wild Life/Environment	3
8	Tele Shopping	3
9	Action/Thriller	3
10	Film Based Magazines	2

- Feature Films was the top Program Genre with 29% share of category advertising on TV, followed by News Bulletin with 14% share.

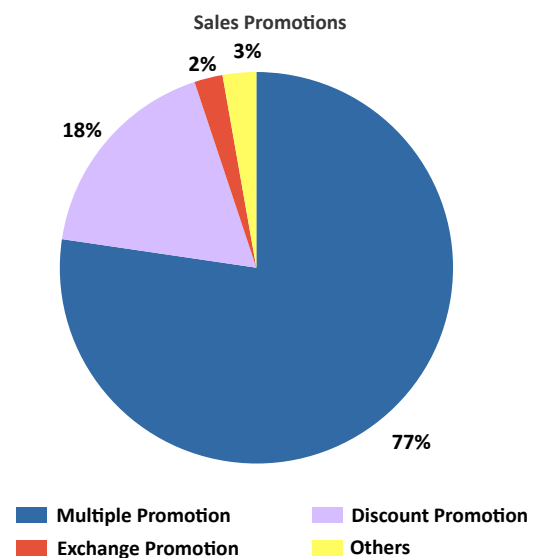
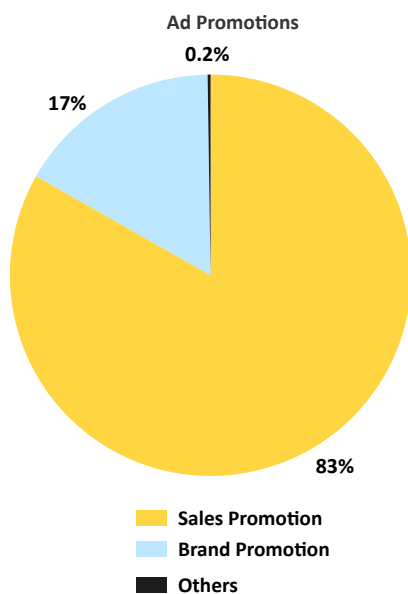
Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Secondages for TV

Period: Jul-Sep '17



Advertising Promotions of Internet Service-B2C & Online Shopping in Print

Sales Promotion topped with 83% 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 had 83% share of category Ad space, while Brand Promotion had 17% share.
- Among Sales Promotions, Multiple Promotion was on top with 77% share of Category advertising in Print.

Zone, Language & City wise Advertising of Internet Service-B2C & Online Shopping in Print

South Zone was on top with 35% share of category advertising in Print

Zone	% Share	City	% Share	Ad Language	% Share
South Zone	35	Mumbai	5	English	54
North Zone	28	New Delhi	4	Hindi	21
West Zone	28	Bangalore	4	Telugu	7
East Zone	9	Lucknow	3	Marathi	7
National	0.1	Kolkata	3	Tamil	5
		Hyderabad	3	Kannada	3
		Nagpur	3	Gujarati	2
		Pune	3	Bengali	0.5
		Aurangabad	3	Malayalam	0.3
		Chandigarh	3	Punjabi	0.1

*City & Ad Language table provides Top 10 records
 Source: AdEx India (A Division of TAM Media Research)
 Note: Figures are based on Col*Cms for Print

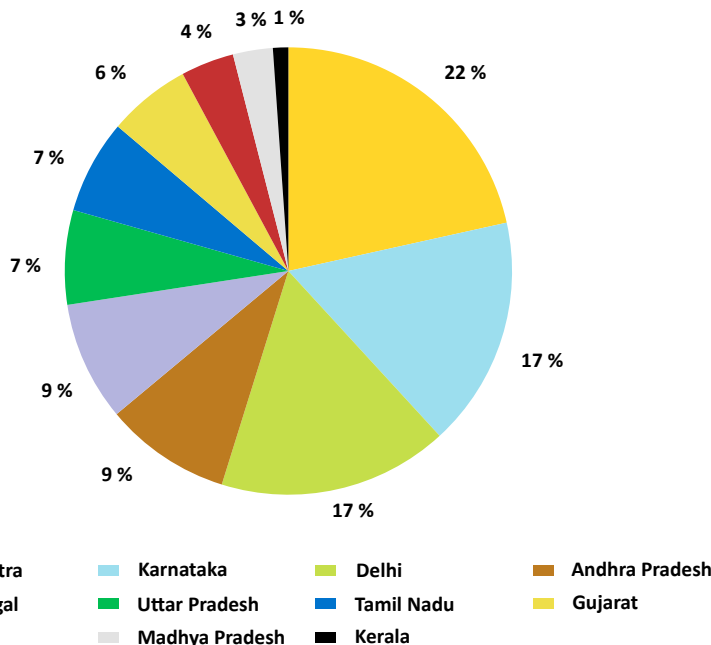
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- Mumbai was on top with 5% share of category advertising in Print.
- English topped the list of Ad Languages with 54% share of **Internet Service-B2C & Online Shopping** advertising in Print.

State wise share of Internet Service-B2C & Online Shopping Advertising on Radio

Category Advertising on Radio saw Maharashtra as the top State



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

Period: Jul-Sep '17



- Maharashtra was on top with 22% share of **Internet Service-B2C & Online Shopping** advertising on Radio, followed by Karnataka with 17% share.

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