



Advertising Snapshot of TV, Print & Radio

Period: Jan-May, 2018

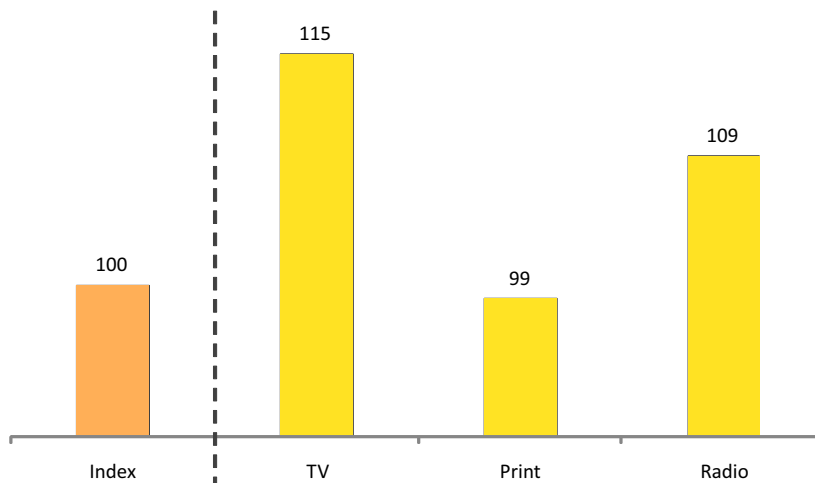
Highlights



- Advertising on TV and Radio rose significantly by 15% and 9% respectively during Jan-May '18 compared to Jan-May '17.
- TV had 75% share of Ad Insertions, followed by Radio and Print with 19% and 6% share respectively.
- Radio and Print had highest share of Ad Insertions in Jan '18.
- Two Wheelers Category topped in Print and was 2nd on TV.
- 5 Advertisers of Top 10 list in Print were from Auto Sector.

Growth in Ad Volumes during Jan-May '18

Advertising on TV & Radio grew during Jan-May '18 compared to Jan-May '17



Index : Jan-May '17 = 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

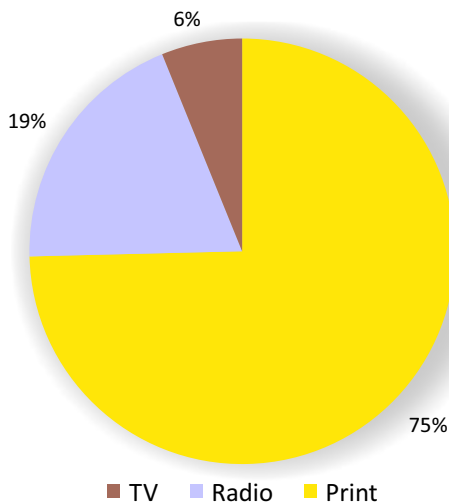
Period : Jan-May '18

AdEx
India
A Division of TAM Media Research

- Advertising on TV and Radio rose significantly by 15% and 9% respectively during Jan-May '18 compared to Jan-May '17.
- Advertising in Print remained almost same in this period.

Media-wise contribution of Ad Insertions

TV topped the Ad Insertions' Pie



- TV had 75% share of Ad Insertions, followed by Radio and Print with 19% and 6% share respectively.

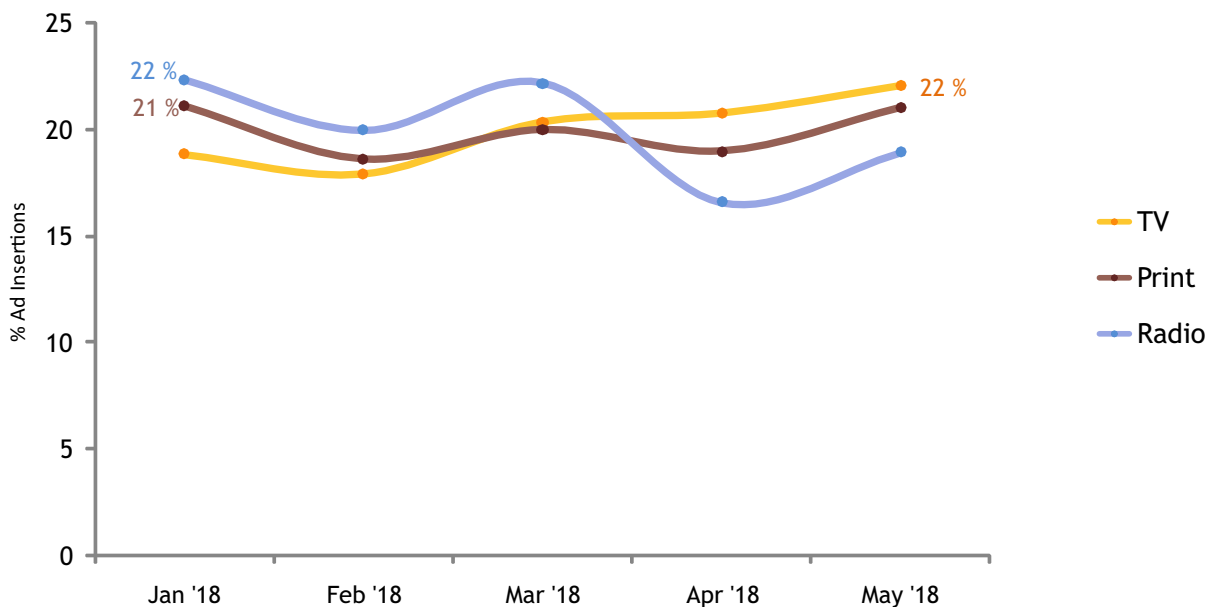
Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Ad insertions for TV, Print and Radio.

Period : Jan-May '18



Monthly Trends based on Ad Insertions

Monthly trend for Radio slightly differs compared to other two mediums



Source: AdEx India (A Division of TAM Media Research)
Note: Figures are based on Ad insertions for TV, Print and Radio.

Period : Jan-May '18



- Radio and Print had highest share of Ad Insertions in Jan '18.

Top 10 Sectors

Top 10 Sectors added nearly 76% share on TV, 66% in Print & 69% on Radio

Television	% Share	Print	% Share	Radio	% Share
Personal Care/Personal Hygiene	17	Auto	13	Services	24
Food & Beverages	16	Services	12	Banking/Finance/Investment	8
Services	12	Education	11	Food & Beverages	8
Auto	5	Banking/Finance/Investment	7	Retail	7
Personal Healthcare	5	Retail	5	Auto	6
Hair Care	5	Personal Healthcare	4	Education	4
Household Products	5	Personal Accessories	3	Media	4
Laundry	3	Personal Care/Personal Hygiene	3	Personal Accessories	4
Personal Accessories	3	Durables	3	Durables	3
Durables	3	Food & Beverages	3	Telecom Products	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 : Jan-May '18



- Services was the top sector on Radio and had 2nd place in Print.
- Food & Beverages, Services, Auto, Personal Accessories and Durables were present on all mediums in the Top 10 list.

Top 10 Categories

Top 10 Categories added nearly 27% share on TV, 30% in Print & 35% on Radio

Television	% Share	Print	% Share	Radio	% Share
Toilet Soaps	5	Two Wheelers	5	Properties/Real Estates	7
Two Wheelers	3	Cars/Jeeps	5	Internet Service-B2C & Online Shopping	4
Internet Service-B2C & Online Shopping	3	Coaching/Competitive Exam Centre	3	General Internet Service	4
Tooth Pastes	3	Properties/Real Estates	3	Pan Masala/Zarda/Gutkha	4
Washing Powders/Liquids	3	Hospital/Clinics	3	Cars/Jeeps	4
General Internet Service	2	Multiple Courses	3	Retail Outlets-jewellers	3
Shampoos	2	Retail Outlets-Electronics/Durables	2	Retail Outlets-Clothing/Textiles/Fashion	3
Toilet/Floor Cleaners	2	Schools	2	Hospital/Clinics	2
Cellular Phone Service	2	Retail Outlets-jewellers	2	Retail Outlets-Electronics/Durables	2
DTH Service Providers	2	Retail Outlets-Clothing/Textiles/Fashion	2	Life Insurance	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 : Jan-May '18



- Two Wheelers category topped in Print and was 2nd on TV.
- Internet Service-B2C & Online Shopping and General Internet Service were common between TV and Radio in the Top 10 list.
- 6 out of Top 10 categories were common between Print and Radio.

Top 10 Advertisers

Top 10 Advertisers added nearly 28% share on TV, 12% in Print & 10% on Radio

Television	% Share	Print	% Share	Radio	% Share
Hindustan Unilever	9	Honda Motorcycle & Scooter India	3	Life Insurance Corporation of India	2
Reckitt Benckiser (India)	7	Maruti Suzuki	2	Vishnu Packaging	1
Cadburys India	2	Hero Motocorp	1	One97 Communications (Paytm)	1
ITC	2	Emami	1	K P Pan Foods	1
Videocon Industries	2	Hindustan Unilever	1	Google	1
Colgate Palmolive India	2	SBS Biotech	1	Maruti Suzuki India	1
Procter & Gamble	2	Bajaj Auto	1	Samsung India Electronics	1
Brooke Bond Lipton India	1	Mahindra & Mahindra	1	Amazon Online India	1
Amazon Online India	1	Torque Pharma	1	Great Eastern Trading Company	1
Wipro	1	Amazon Online India	1	HDFC Ergo General Insurance Company	1

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- Amazon Online India was the only advertiser present on all mediums in the Top 10 list.
- 5 Advertisers of Top 10 list in Print were from Auto Sector.

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(Analysis from AdEx India - A Division of TAM Media Research)
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