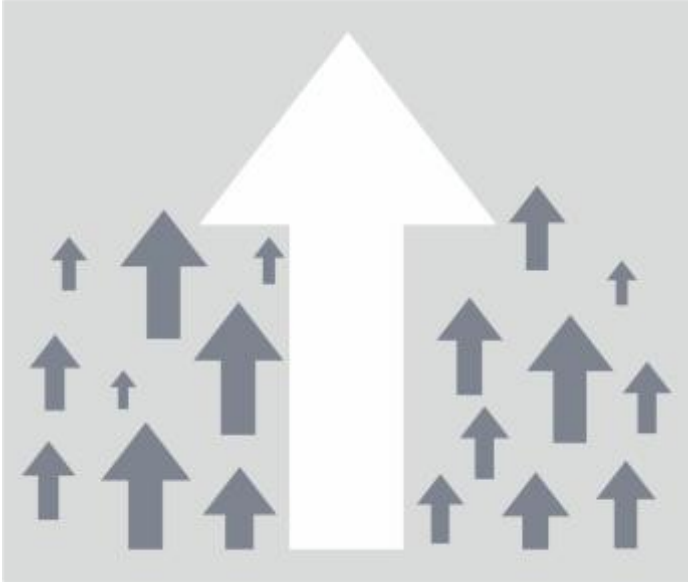




# Overview of Education Sector on TV, Print & Radio

Period: Jan-May, 2018

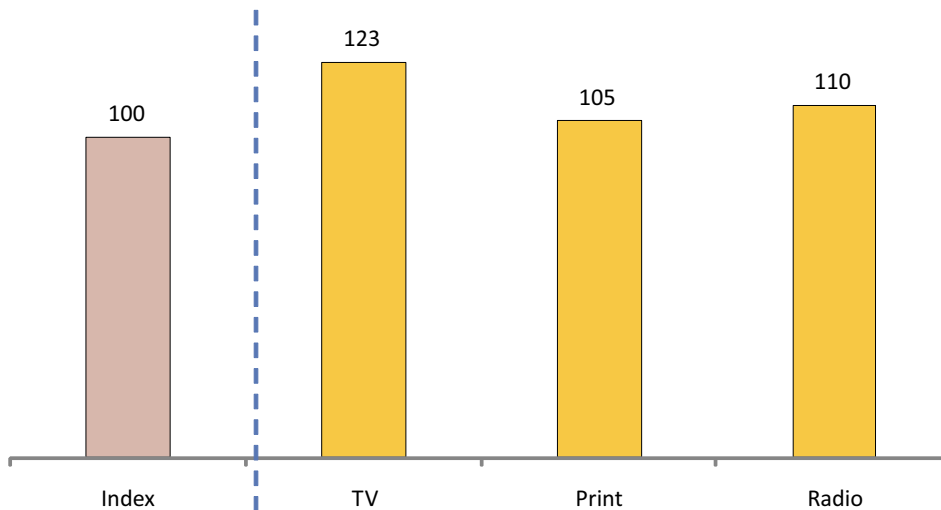
# Highlights



- **Education** Sector Advertising on TV, Print and Radio soared by 23%, 5% and 10% respectively during Jan-May '18 compared to Jan-May '17.
- TV was on top with 36% share of Sector Ad Insertions.
- All mediums had highest Sector Ad Insertions during May '18.
- Schools Category topped on TV & Radio while came 3rd on Print.
- Madhya Pradesh was on top with 17% share of **Education** Sector advertising on Radio.

## Growth in Ad Volumes during Jan-May '18

Advertising on all mediums grew in 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

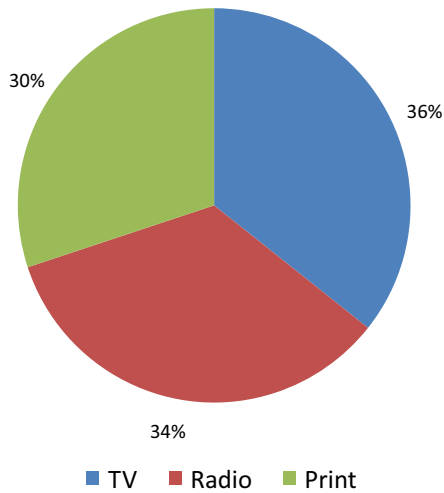
Period : Jan-May '18

**AdEx**  
India  
A Division of TAM Media Research

- Sector Advertising on TV, Print and Radio soared by 23%, 5% and 10% respectively during Jan-May '18 compared to Jan-May '17.

# Media wise contribution of Ad Insertions in Education Sector

## TV leads the Sector with highest Ad Insertions



TV was on top with 36% share of Sector Ad Insertions, closely followed by Radio and Print with 34% and 30% share respectively.

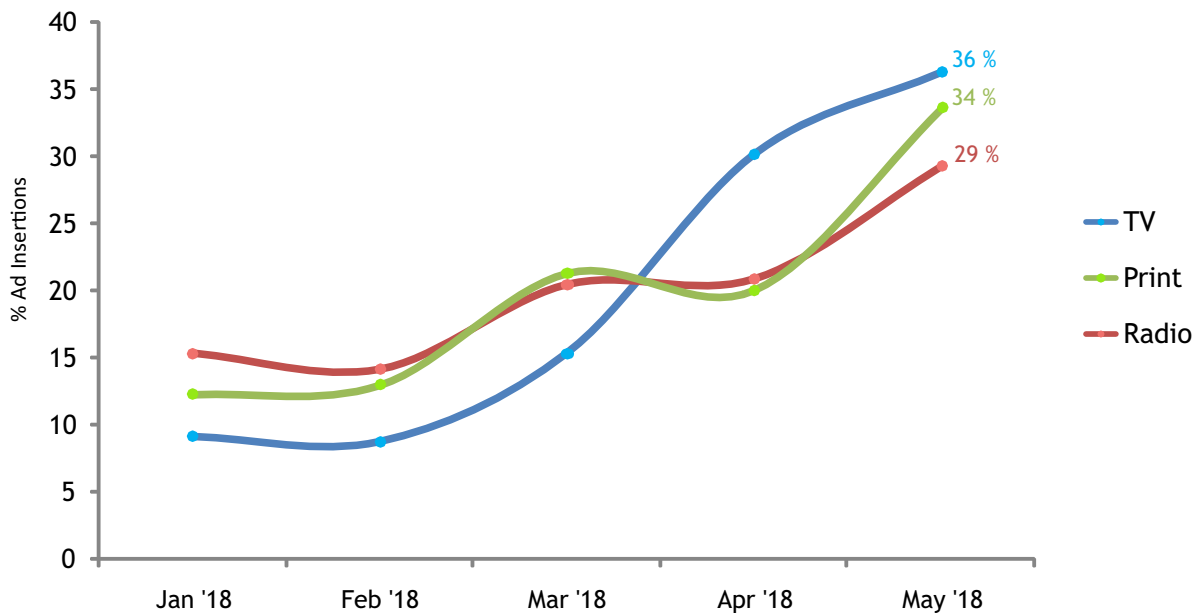
Source: AdEx India (A Division of TAM Media Research)  
Note: Figures are based on Ad Insertions for TV, Radio and Print.

Period : Jan-May '18



# Monthly Trends based on Ad Insertions in Education Sector

## Print and Radio followed almost similar trend of Ad Insertions



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

Period : Jan-May '18



All mediums had highest Sector Ad Insertions during May '18.

# Top 10 Categories of Education Sector

**Top 10 Categories added nearly 99% share on TV, 95% in Print and 96% on Radio**

Television	% Share	Print	% Share	Radio	% Share
Schools	30	Coaching/Competitive Exam Centre	29	Schools	28
Vocational Training Institute	19	Multiple Courses	24	Coaching/Competitive Exam Centre	21
Multiple Courses	18	Schools	17	Multiple Courses	16
Online Education/E Learning	10	Government Universities/Colleges	8	Vocational Training Institute	10
Coaching/Competitive Exam Centre	9	Engineering Colleges	3	Other Educational Courses	6
Educational Events	4	Management Institutes/B Schools	3	Educational Events	5
Engineering Colleges	4	Other Educational Courses	3	Play Schools	4
Other Educational Courses	3	Vocational Training Institute	3	Engineering Colleges	3
Play Schools	2	Educational Events	2	Management Institutes/B Schools	3
Computer Education	1	Medical Colleges	2	Computer Education	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



➔ Schools Category topped on TV and Radio while came 3rd on Print.

# Top 10 Advertisers of Education Sector

**Top 10 Advertisers added nearly 37% share on TV, 13% in Print and 15% on Radio**

Television	% Share	Print	% Share	Radio	% Share
Think & Learn	8	Aakash Educational Services	4	Atrix Educare	3
Delhi Public School Society	7	Allen Career Institute	2	Allen Career Institute	2
CAV Business School	6	Resonance Eduventures	1	NSIC (National Small Industries Corporation)	2
Maharishi Markandes Education Trust	3	SMT Shakuntala Education & Welfare Society	1	Sri Vaishnav Vidyapeeth Trust	2
Sri Krishna Senior Secondary School	3	Forum For IITJEE	1	Catalyser Eduventures (India)	2
Atrix Educare	2	SRM Group of Educational Institute	1	Vidyamandir Classes	1
Zee Interactive Learning System	2	Banasthali University	1	Creative Arts Education Society	1
N H Goel World School	2	Rao Edusolutions	1	State Institute of Hotel Management	1
Extramarks Education	2	Narayana Educational Institutes	1	Triumphant Institute of Management Institute	1
Sathyam Media Vision	2	Vellore Institute of Technology	1	Sri Chaitanya Techno School	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 : Jan-May '18



➔ Atrix Educare was common between TV and Radio mediums.

➔ Allen Career Institute appeared on both Print and Radio.

# Top 10 Program Genres preferred by Education Sector Advertisers on TV

## News Bulletin was the top Program Genre on TV

Rank	Program Genres	% Share
1	News Bulletin	52
2	Reviews/Reports	8
3	Interviews/Portraits/Discussion	7
4	Religious/Devotional/Astrology	6
5	Film Based Magazines	4
6	Feature Films	3
7	Music Shows/Songs	3
8	Drama / Soap	2
9	Health / Fitness	1
10	Film Songs	1

➔ News Bulletin was the top Program Genre with 52% share of Sector advertising on TV, followed by Reviews/Reports with 8% share.

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

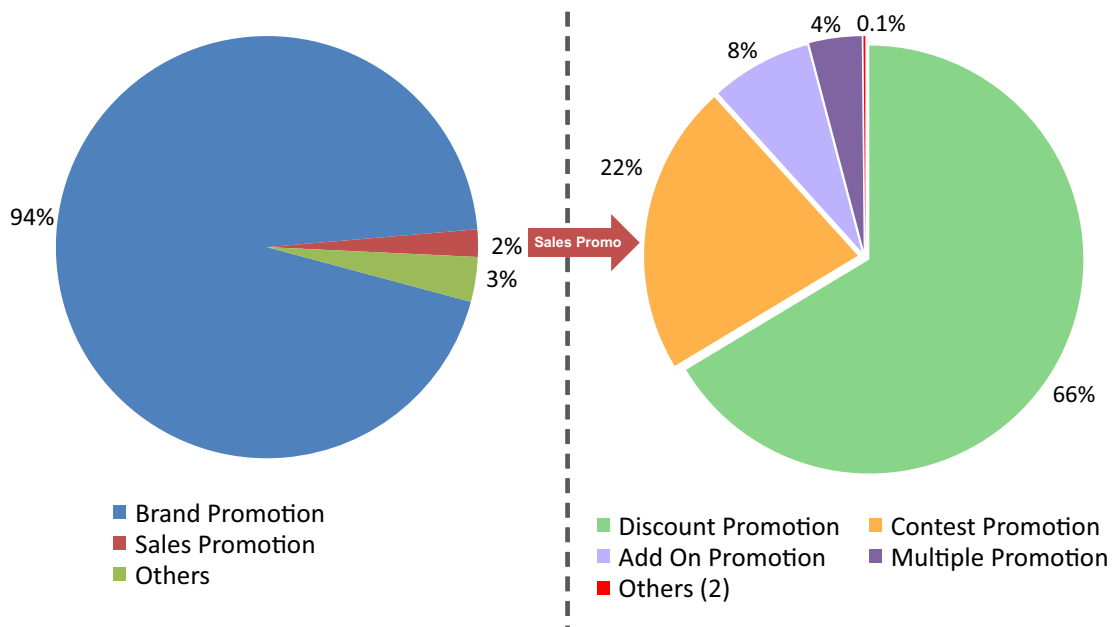
Note: Figures are based on Col\*Cms for Print and Secondages for TV and Radio

Period : Jan-May '18



# Advertising Promotions of Education Sector in Print

## Brand Promotion topped with 94% share of Sector Ad space



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

Note: Figures are based on Col\*Cms for Print

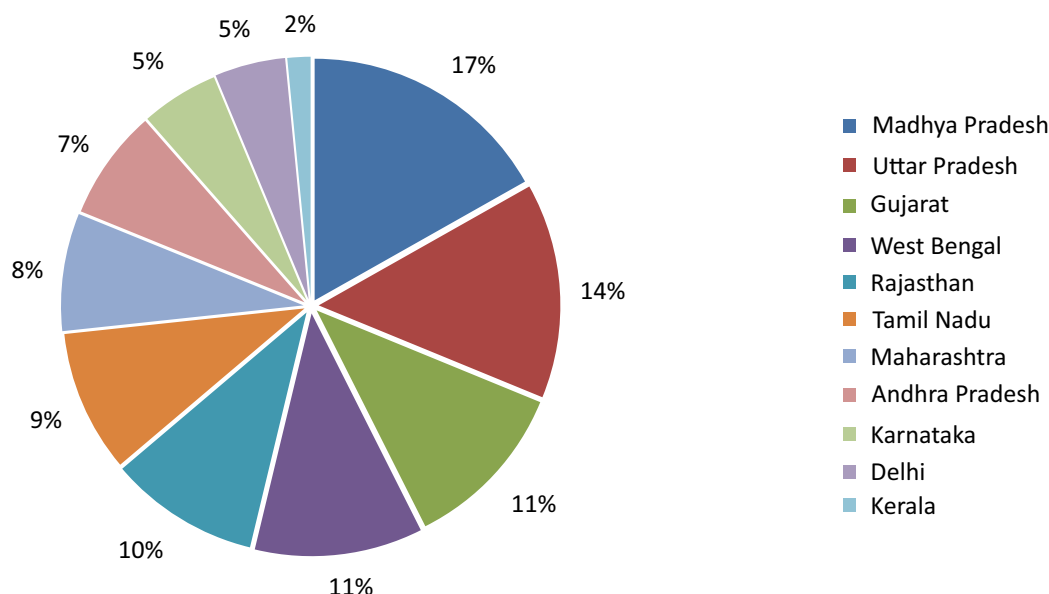
Period : Jan-May '18



➔ Discount Promotion was the top Sales Promotion with 66% share of Sector advertising in Print.

# State wise share of Education Sector Advertising on Radio

## Sector Advertising on Radio was maximum in Madhya Pradesh



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

Period : Jan-May '18  
AdEx India  
A Division of TAM Media Research

- Madhya Pradesh was on top with 17% share of **Education** Sector advertising on Radio, closely followed by Uttar Pradesh with 14% share.

# Zone wise Advertising of Education Sector in Print

## North Zone was on top with 35% share of Sector advertising in Print

Zone	% Share
North Zone	35
South Zone	32
West Zone	17
East Zone	16
National	1

Top 2 cities North Zone
New Delhi
Lucknow

Top 2 cities South Zone
Bangalore
Hyderabad

Top 2 cities West Zone
Nagpur
Mumbai

Top 2 cities East Zone
Kolkata
Patna

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  
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- New Delhi topped all cities with 3% share of Sector advertising in Print.
- 63% of **Education** Sector ads were in English Language.

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Watch this space for interesting analysis  
(Analysis from AdEx India - A Division of TAM Media Research)  
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