



A TAM AdEx OVERVIEW

CATEGORY ADVERTISING

CRYPTOCURRENCY CATEGORY

MEDIA : TV, PRINT, RADIO & DIGITAL

PERIOD : JUL-NOV'21



Television

1. In Jul-Nov'21, Cryptocurrency related advertising was maximum in the month of Oct'21
Top most advertiser had half of the advertising share of category Ad Volumes during Jul-Nov'21.

2. **Sports** genre alone had more than 75% share of the category's Ad Volumes followed by Infotainment on 2nd position.
Cricket was the most preferred program genre to promote Cryptocurrency on Television.

Print

3. In Print medium, Ad Space of Cryptocurrency category saw an exponential growth during Jul-Nov'21.
Zeb It Service and **Bitcipher Labs** were Top 2 advertisers of Cryptocurrency category that contributed more than 85% Ad space share in Jul-Nov'21.

4. **South Zone** topped in Cryptocurrency advertising in Print with **43%** share of Ad Space during Jul-Nov'21 followed by **West Zone**.
Sales Promotion had 47% share of Cryptocurrency's Ad Space during Jul-Nov'21.

Radio

5. In Jul-Nov'21, Cryptocurrency related advertising was at peak during Nov'21 with more than 90% of the category share.

Among the advertisers, Tictok Skill Games topped with 31% of the Ad Volumes' share in Jan-Aug'21

6. **Maharashtra** and **Gujarat** hold top two position for maximum category ad volume share during Jul-Nov'21 on Radio. i.e. 22% and 18% respectively.

Advertising on Radio was preferred in **Evening** time-band followed by **Morning & Afternoon**.

Digital

7. On Digital medium, category ad insertions were higher during **Oct'21** i.e. **33%**.

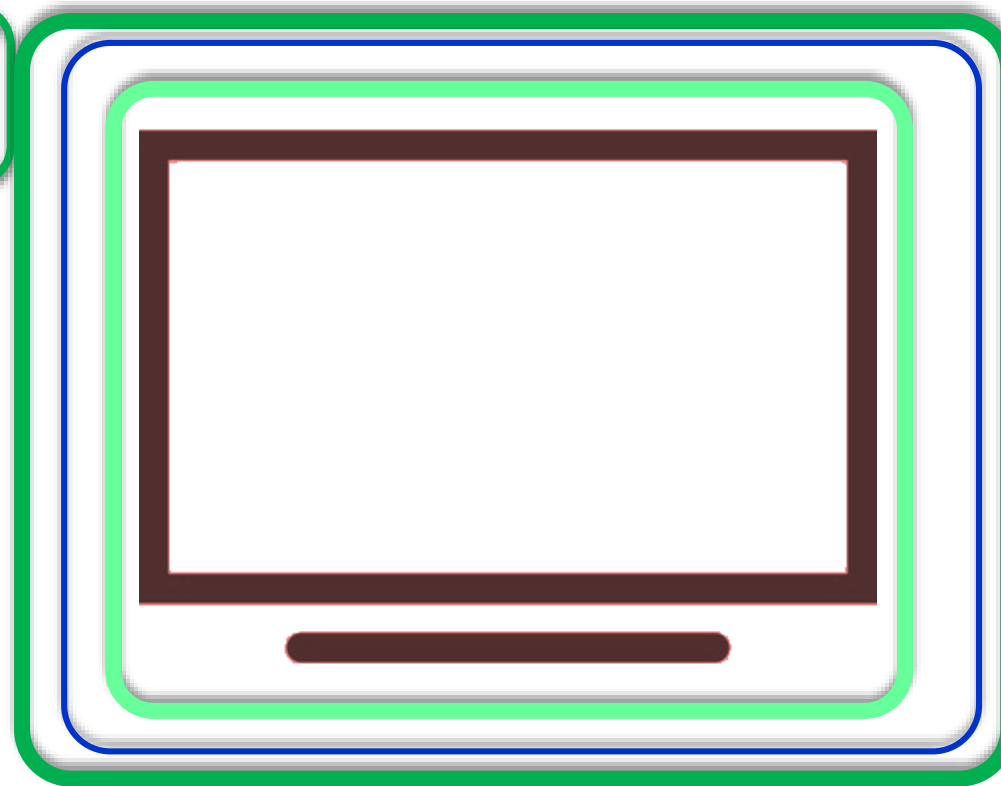
Coinswitch Kuber was top brand with **47%** share of Ad Insertions during Jul-Nov'21. Top 5 brands had more than 90% share of Ad Insertions.

8. During Jul-Nov'21, **Display** advertisement had **81%** share of Ad Insertions for Cryptocurrency category on Digital.

Among the Digital platforms, **Desktop** Display and **Mobile** Display together had more than 70% share of Ad Insertions during Jul-Nov'21.

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TV Advertising

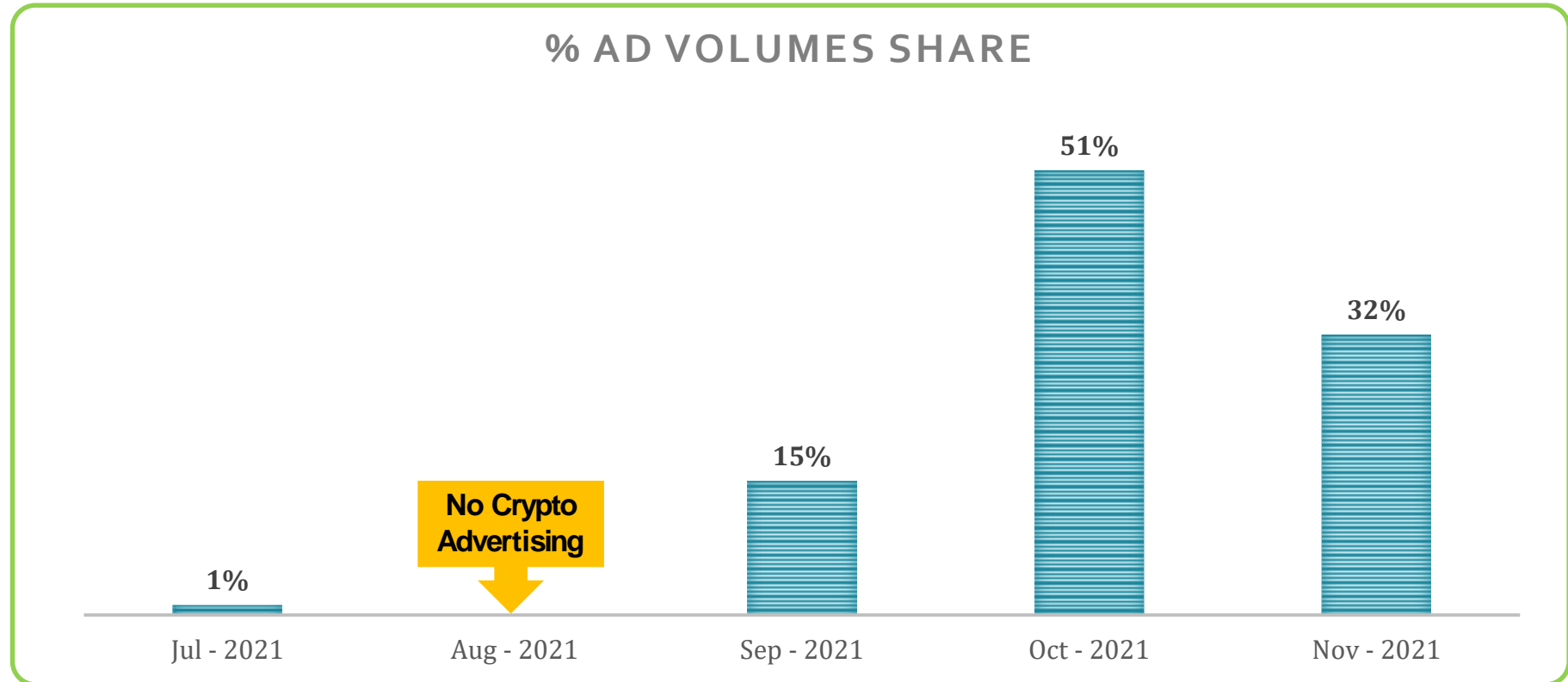


Switch ON Data Monetisation

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Period : Jul-Nov'21

Ad Volume share for Cryptocurrency on TV



Index: Jul-Nov'21=100

- In Jul-Nov'21, Cryptocurrency related advertising was maximum in the month of **Oct'21**.

Top 5 Advertisers and Brands of Cryptocurrency on TV

Top 5 Advertisers	% Share
Primestack	54%
Bitcipher Labs Llp	42%
Zeb It Service	3%
Zanmai Labs	1%
Foris Dax Mt	0.2%

Top 5 Brands	% Share
Coindcx Go App	54%
Coinswitch Kuber	42%
Zebpay	3%
Wazirx App	1%
Crypto.Com App	0.2%

- Top most advertiser accounted **half of the** advertising share of category Ad Volumes during Jul-Nov'21.
- Coindcx Go App and Coinswitch Kuber were Top 2 brands during Jul-Nov'21 with **54%** and **42%** share of Ad Volumes respectively.

Most Preferred Channel Genres by **Cryptocurrency** advertisers on TV

Channel Genres	% Share
Sports	76%
Infotainment	9%
GEC	6%
News	5%
Lifestyle	3%
Movies	2%

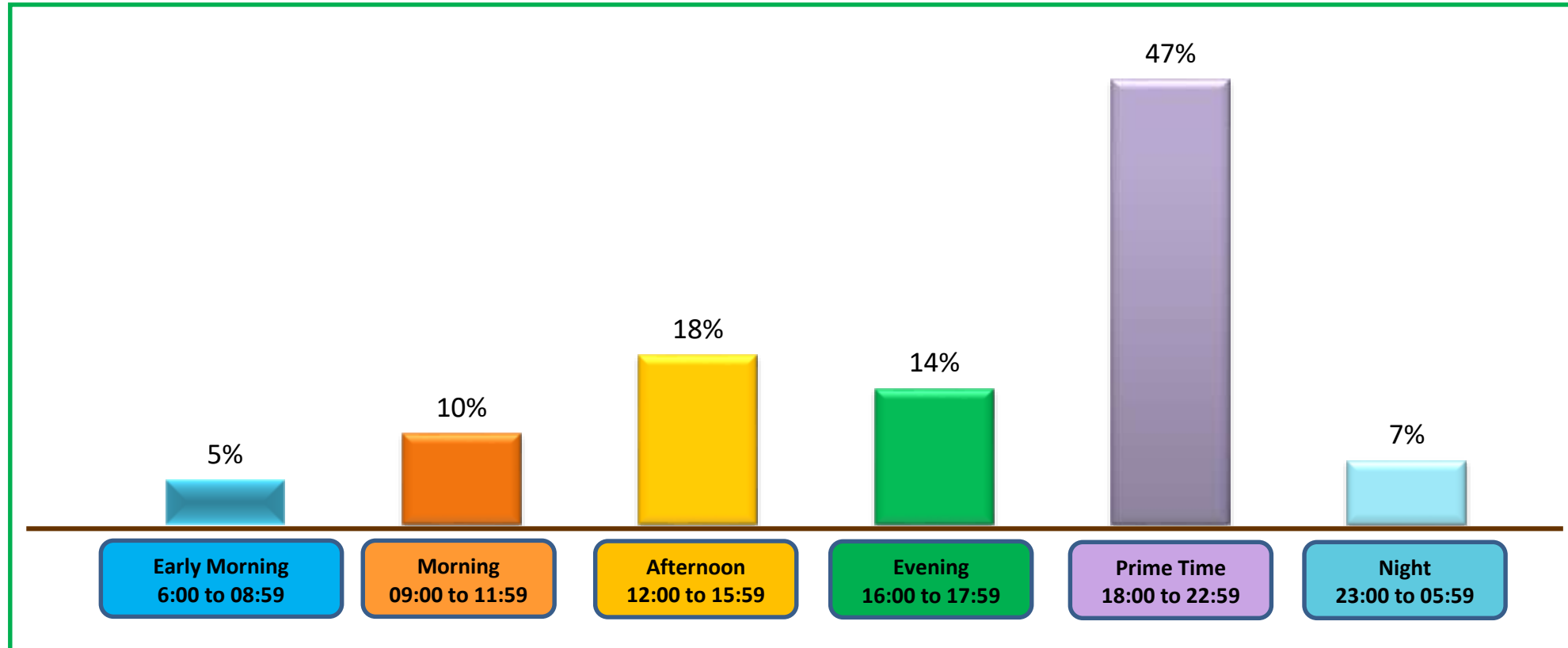
- Sports genre alone had more than **75%** share of the category's Ad Volumes followed by Infotainment on 2nd position.
- Top 3 channel genres grabbed **90+%** of Ad Volumes for **Cryptocurrency** category during Jul-Nov'21.

Most Preferred Program Genres by **Cryptocurrency** advertisers on TV

Program Genres	% Share
Cricket	71%
Nature/Wild Life/Environment	5%
Game Show/Quiz	5%
Business Program	3%
Soccer	3%
Reviews/Reports	2%
Cookery	2%
Science/Education	2%
Sports Magazine	1%
Mixed Martial Arts	1%

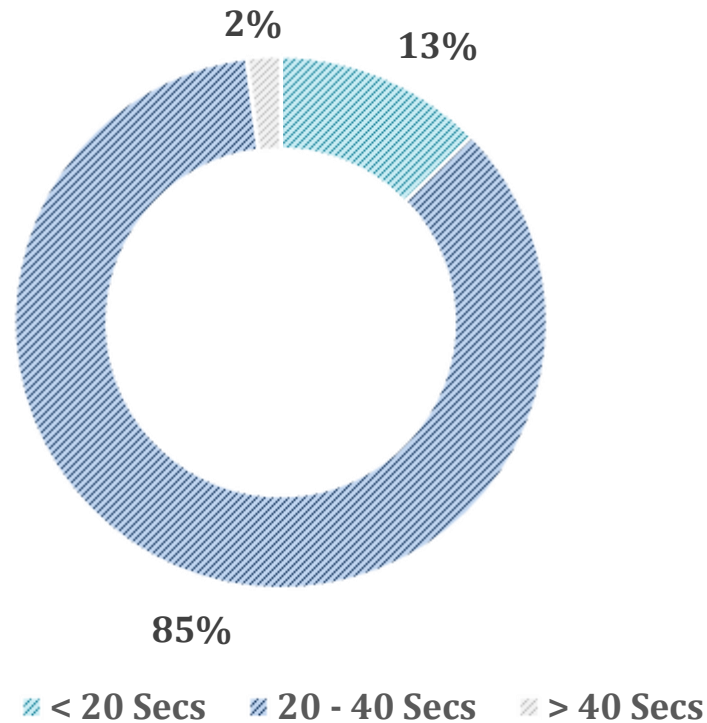
- Cricket was the most preferred program genre to promote **Cryptocurrency** on Television.
- Top 3 program genres i.e. Cricket , Nature/Wild Life/Environment and Game show/Quiz together added more than **80%** of category Ad Volumes.

Most Preferred Time Band by Cryptocurrency advertisers on TV



- On TV, Prime Time was the most preferred time-band, followed by Afternoon.
- Prime Time, Afternoon, and Evening time bands together added nearly **80%** share of Ad Volumes.

Preference of ad size by advertisers of Cryptocurrency on TV



- 20-40 Sec was the most preferred ad length by Cryptocurrency advertisers on Television.
- <20 seconds and 20-40 seconds ad size together accounted more than **95%** share of category Ad Volumes during Jul-Nov'21.

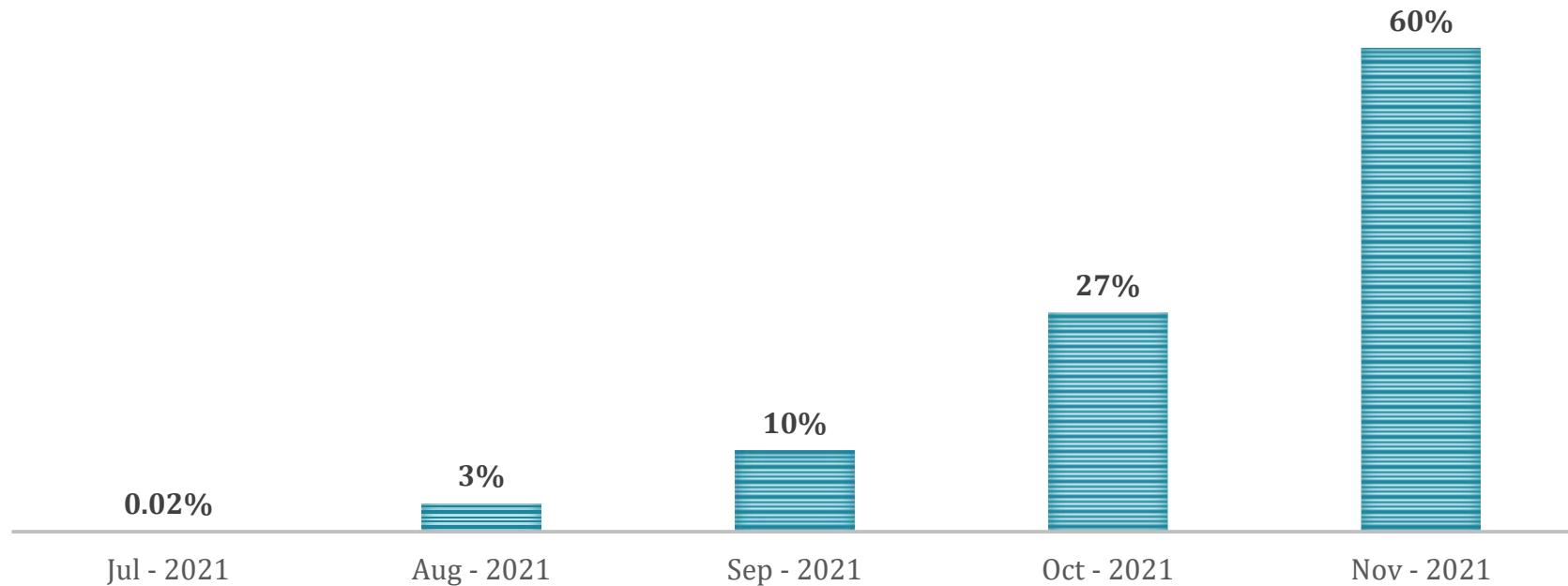
2

Print Advertising



Ad Space share for Cryptocurrency in Print

% AD SPACE SHARE



Index: Jul-Nov'21=100

- In Print medium, Ad Space of **Cryptocurrency** category saw a exponential growth during Jul-Nov'21.

Top 5 Advertisers and Brands of Cryptocurrency in Print

Top 5 Advertisers	% Share
Zeb It Service	48%
Bitcipher Labs Llp	39%
Neblio Technologies	12%
Zanmai Labs	1%
Bitsz Technologies	0.1%

Top 5 Brands	% Share
Zebpay	48%
Coinswitch Kuber	39%
Coindcx Cryptocurrency Exchange	12%
Wazirx App	1%
Bitsz	0.1%

- Zeb It Service and Bitcipher Labs were Top 2 advertisers of **Cryptocurrency** category which together contributed more than **85%** share of Ad Space in Jul-Nov'21.
- Zebpay was the top brand with **48%** share of Ad Space.
- Top 5 advertisers and brands had almost **100%** share of Print category advertising.

Newspaper: Publication Language & Genre for Cryptocurrency in Print

Publication Language	% Share
English	46%
Hindi	16%
Telugu	10%
Tamil	7%
Marathi	6%
Others (4)	16%

Focus on Advertising in General Interest Newspapers by **cryptocurrency** advertisers

Publication Genres	% Share
General Interest	88%
Business/Finance/Economy	12%

- During Jul-Nov'21, English language dailies were preferred most by Cryptocurrency category with **46%** share of Ad Space followed by Hindi dailies with **16%** share.
- Top 5 Publication languages together added **84%** share of category Ad Space.
- General Interest publication genre had more than **85%** share of Ad Space.

Zone wise Advertising share of **Cryptocurrency** in Print

Zone	% Share
South Zone	43%
West Zone	26%
North Zone	24%
East Zone	8%

Top 2 Cities - South Zone

Bangalore
Chennai

Top 2 Cities - West Zone

Mumbai
Pune

Top 2 Cities - North Zone

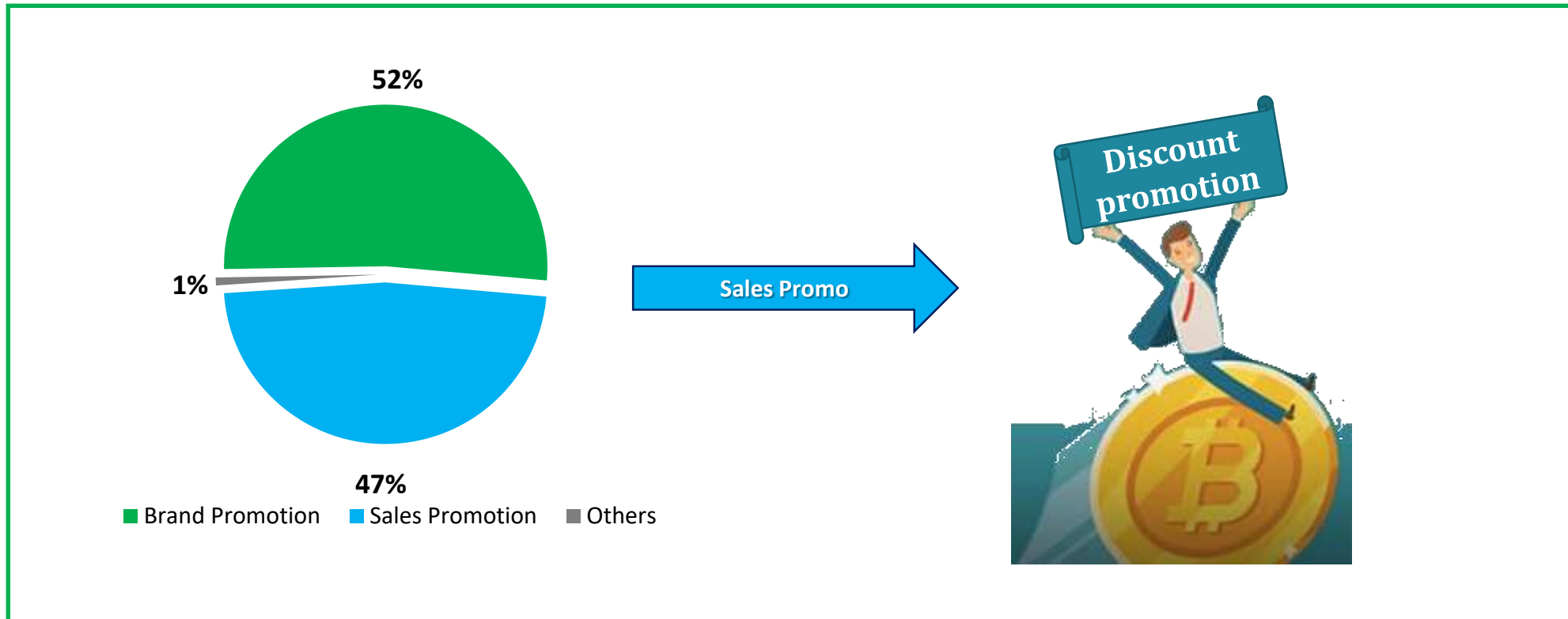
New Delhi
Lucknow

Top 2 Cities - East Zone

Kolkata
Patna

- South Zone topped in **Cryptocurrency** advertising in Print with **43%** share of Ad Space during Jul-Nov'21 followed by West Zone.
- Bangalore & Mumbai were Top 2 cities in overall India as well as in South and West Zones for the advertising of **cryptocurrency** category in Print.

Advertising Promotions of Cryptocurrency in Print



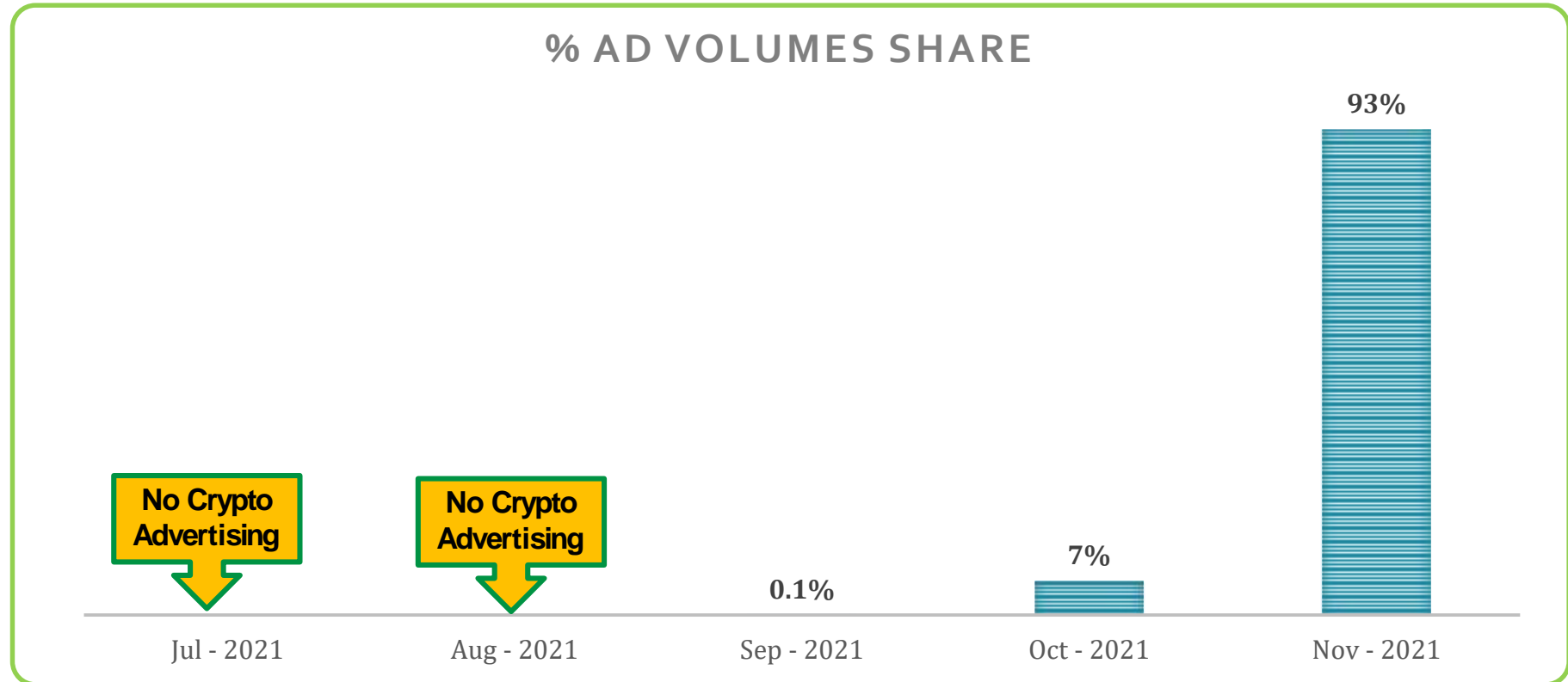
- Sales Promotion had **47%** share of **Cryptocurrency's** Ad Space during Jul-Nov'21.
- Among Sales Promotions, Discount Promotion occupied **100%** share of Ad Space share.

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Radio Advertising



Ad Volume share for Cryptocurrency on Radio



Index: Jul-Nov'21=100

- In Jul-Nov'21, Cryptocurrency related advertising was at peak during Nov'21 with **more than 90%** of the category share.
- No advertising by Cryptocurrency category in the month of Jul and Aug of Y 2021.

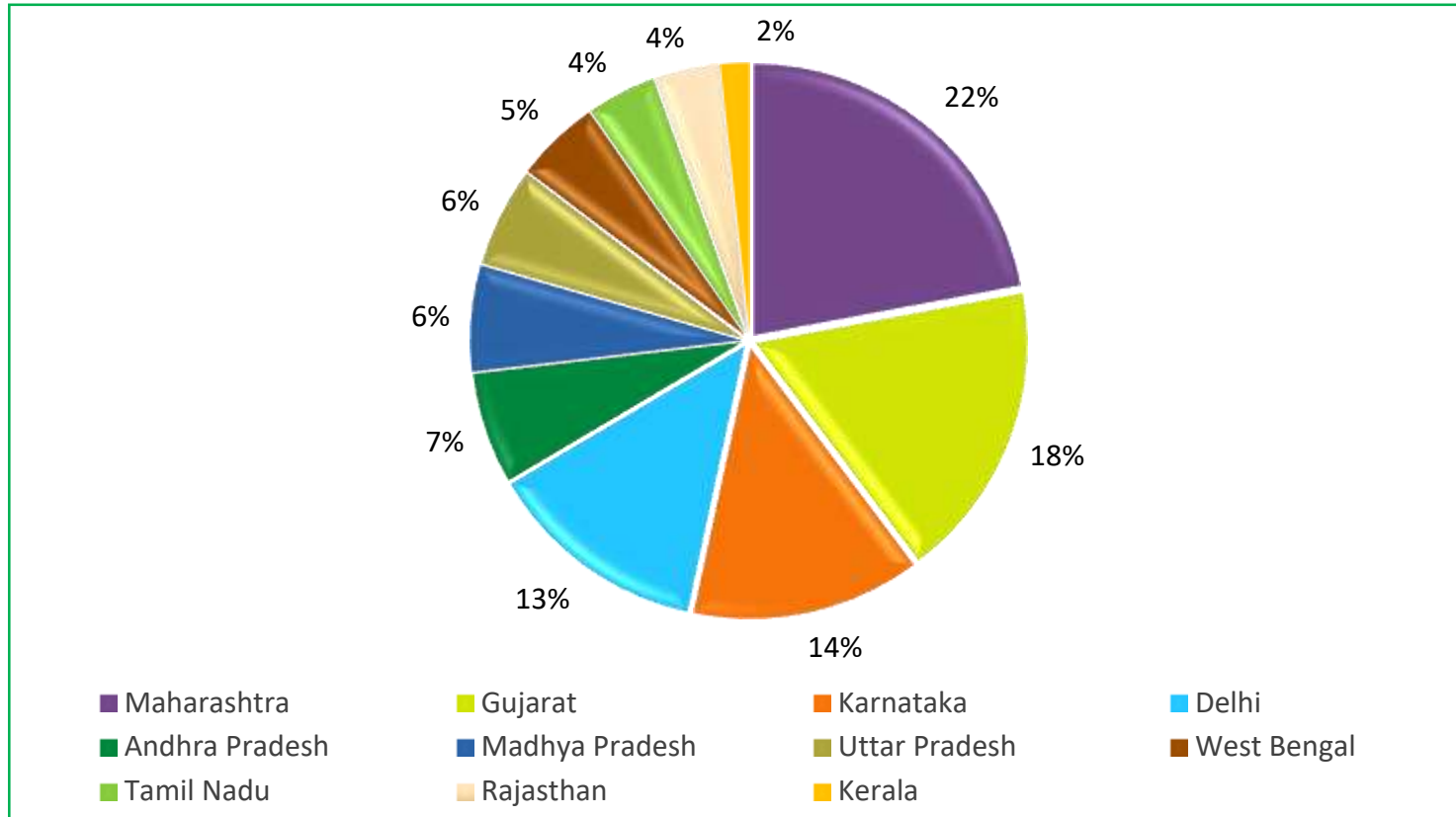
Top 5 Advertisers and Brands of Cryptocurrency on Radio

Top 5 Advertisers	% Share
Zeb It Service	59%
Primestack	41%
Coinmonk Ventures	1%
Bitcipher Labs Llp	0.1%
Guitarswap	0.02%

Top 5 Brands	% Share
Zebpay	59%
Coindcx Go App	41%
Unocoin	1%
Coinswitch Kuber	0.1%
Guitarswap	0.02%

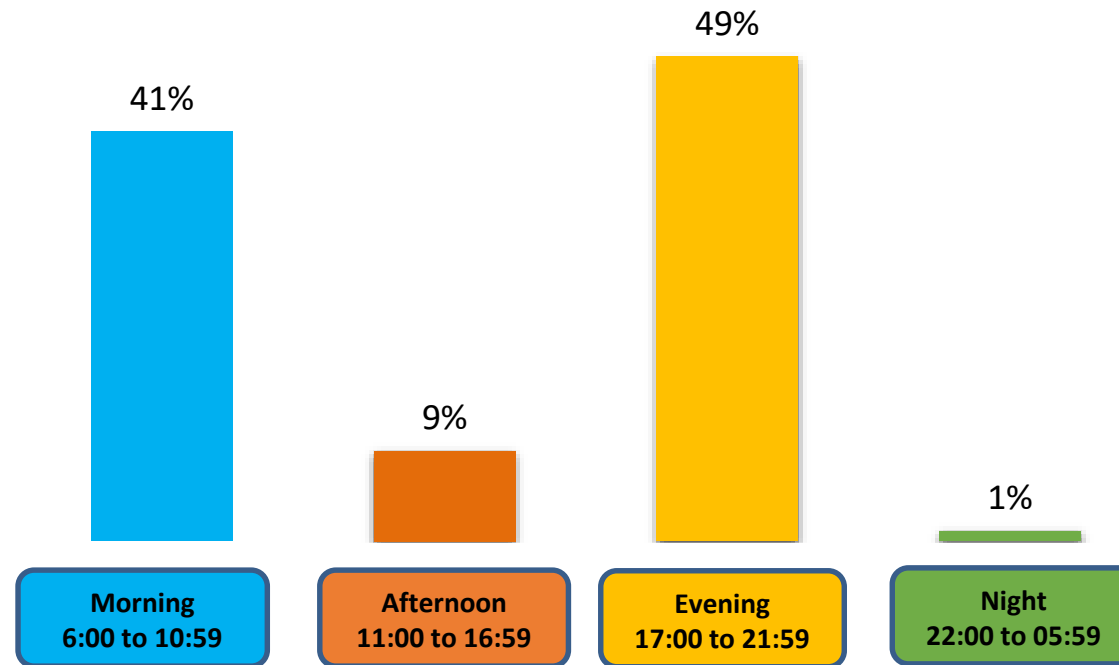
- Among the advertisers, Tictok Skill Games topped with **31%** of the Ad Volumes' share in Jan-Aug'21.
- Winzo Games was the top brand with **31%** share of Ad Volumes followed by Rummycircle.Com with **28%** share.
- During Jan-Aug'21, Top 10 advertisers and brands had almost **100%** share of Ad Volumes.

State-wise share of Cryptocurrency advertising on Radio



- Maharashtra and Gujarat hold top two position for maximum category ad volume share during Jul-Nov'21 on Radio. i.e. **22%** and **18%** respectively.
- The Top 3 states occupied more than **50%** of ad pie on Radio for the **Cryptocurrency** Category.

Time band analysis for Ecom-Gaming advertising on Radio



- Advertising on Radio was preferred in Evening time-band followed by Morning & Afternoon.
- **90%** share of **Cryptocurrency's** ad volumes was contributed by Evening & Morning time-bands during Jul-Nov'21.

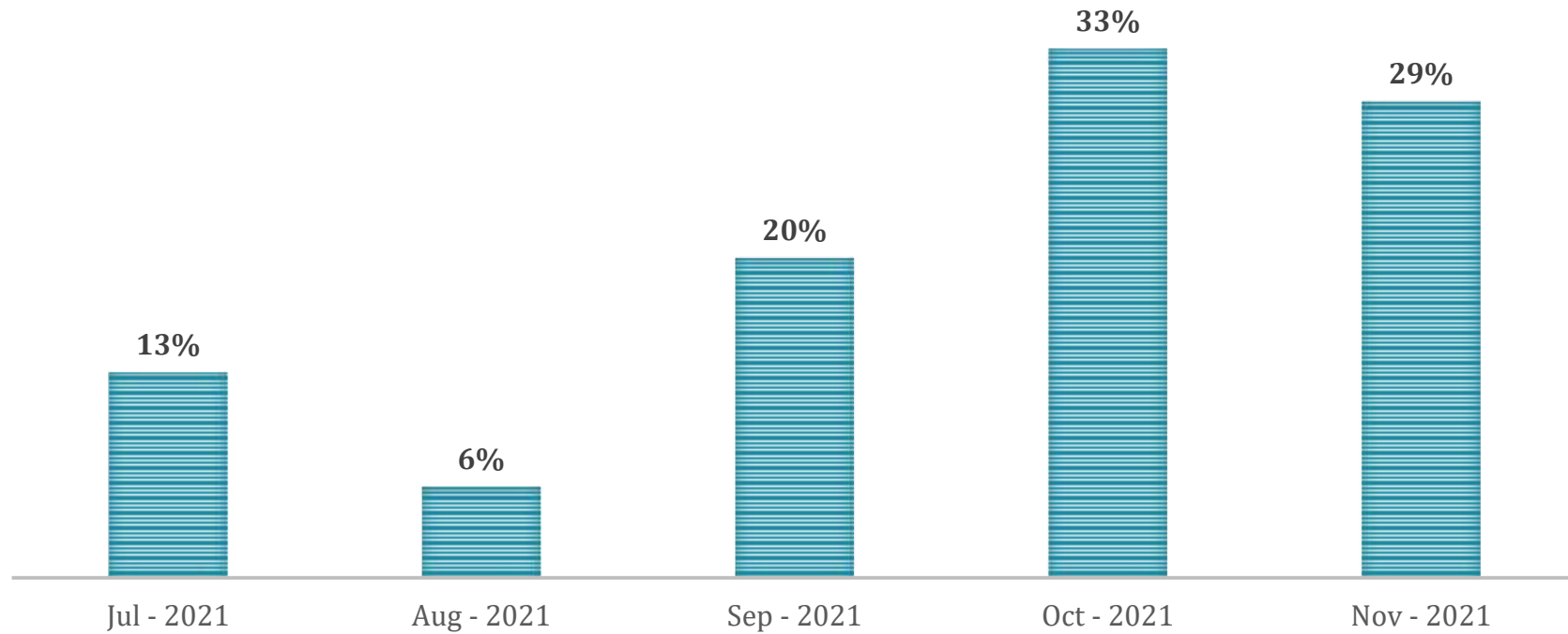
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Digital Advertising



Ad Insertion share for Cryptocurrency on Digital

% AD INSERTION SHARE



Index: Jul-Nov'21=100

- On Digital medium, category ad insertions were higher during Oct'21 i.e. **33%**.

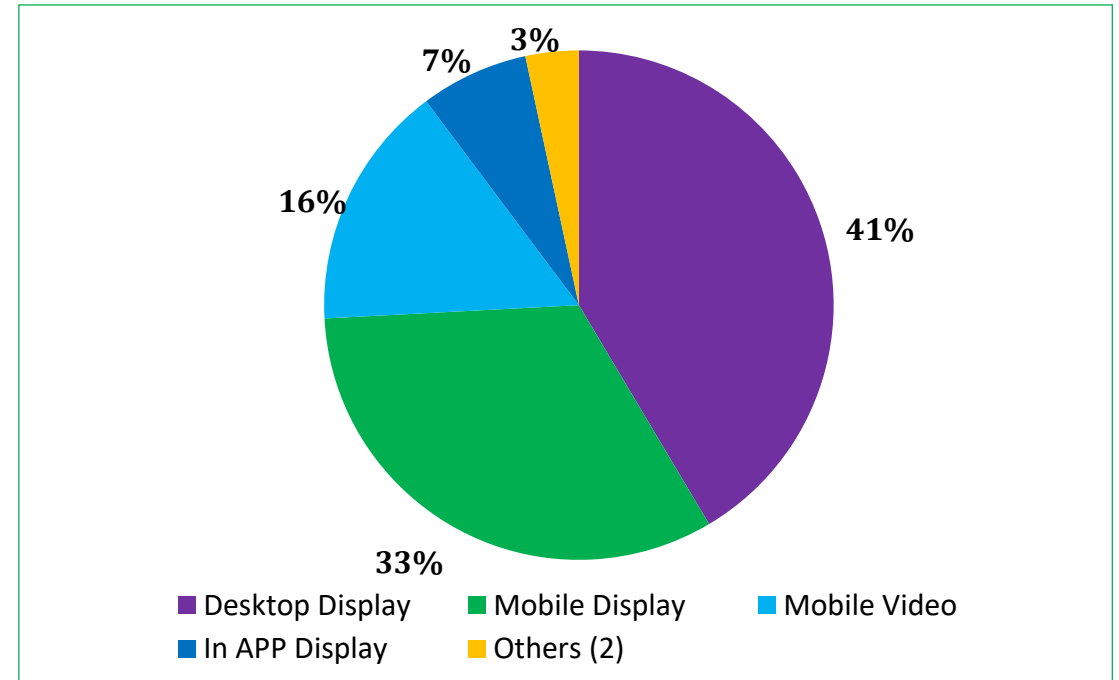
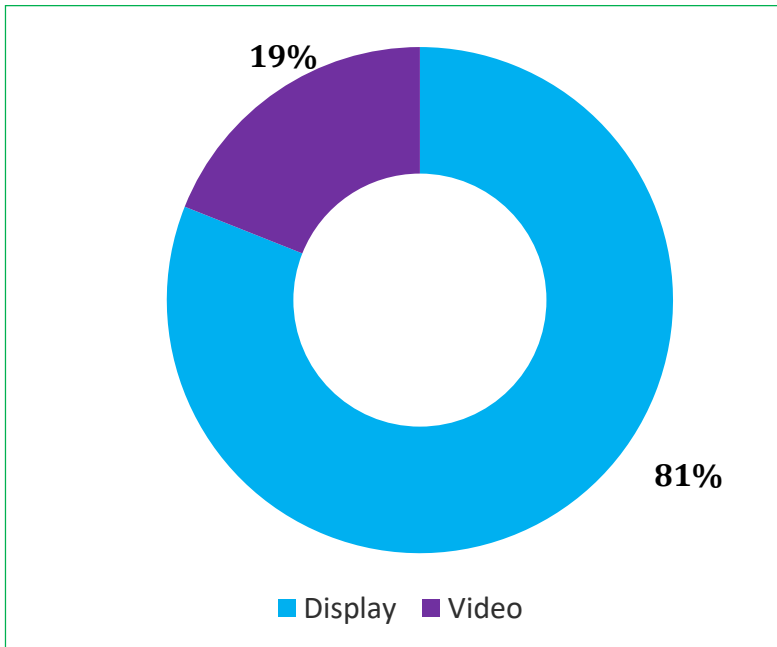
Top 5 Advertisers and Brands of Cryptocurrency on Digital

Top 5 Advertisers	% Share
Bitcipher Labs Llp	49%
Neblio Technologies	17%
Coinswitch.Co	14%
Zanmai Labs	7%
Zeb It Service	6%

Top 5 Brands	% Share
Coinswitch Kuber	47%
Coindcx Cryptocurrency Exchange	17%
Coinswitch.Co	14%
Wazirx App	7%
Zebpay	6%

- Bitcipher Labs and Neblio Technologies were top 2 advertisers of **Cryptocurrency** category which together added **66%** share of Ad Insertions during Jul-Nov'21.
- Coinswitch Kuber was top brand with **47%** share of Ad Insertions during Jul-Nov'21. Top 5 brands had more than **90%** share of Ad Insertions.

Utilization of Digital Platforms by Ecom-Gaming category



- During Jul-Nov'21, Display advertisement had **81%** share of Ad Insertions for **Cryptocurrency** category on Digital.
- Among the Digital platforms, Desktop Display and Mobile Display together had more than 70% share of Ad Insertions during Jul-Nov'21.



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