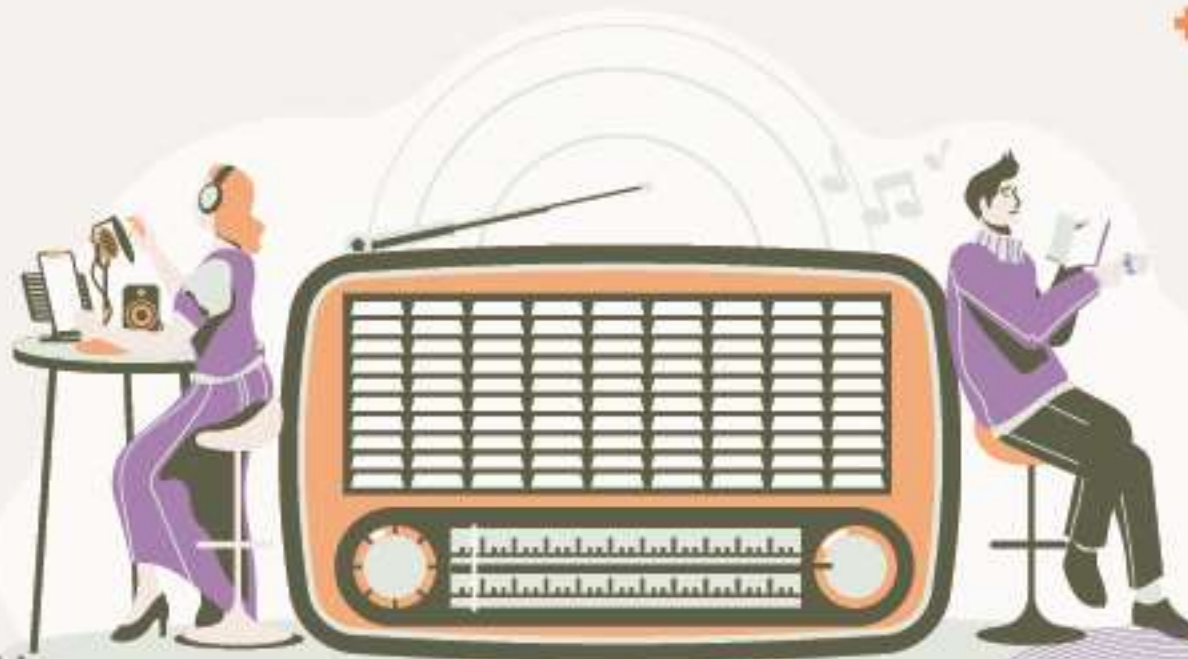


REWINDING Y 2022 FOR ADVERTISING ON **RADIO**



SOURCE: ADEX INDIA
A DIVISION OF TAM MEDIA RESEARCH

01

Ad Volumes on Radio grew by **25%** in Y 2022 as compared to Y 2021.

02

Avg. Ad volumes in fourth quarter of Y 2022 increased by **18%** as compared to 2nd quarter of the same year.

03

In terms of ad volume share, Mar'22 and Oct'22 stand out among all the months of Year 2022.

04

Services sector had 33% share of Ad Volumes on Radio, followed by Retail with 12% share during Y 2022.

05

Properties/Real Estates leads among the categories on Radio, with 14% Ad Volumes' share in Y 2022.

06

LIC topped among both advertisers and brands' list on Radio during Y 2022.

07

In terms of growth %, Face Wash category witnessed highest growth % among the Top 10 i.e. 1344 times in the Y 2022.

08

Rochaldas Sons was the top exclusive^ advertiser during Y 2022 as compared to Y 2021.

09

Gujarat among states and Jaipur among cities topped in terms of advertising on Radio in Y 2022.

10

Ad Commercials with 20 - 40 secs was the most preferred for advertising on Radio during Y 2021 and Y 2022.

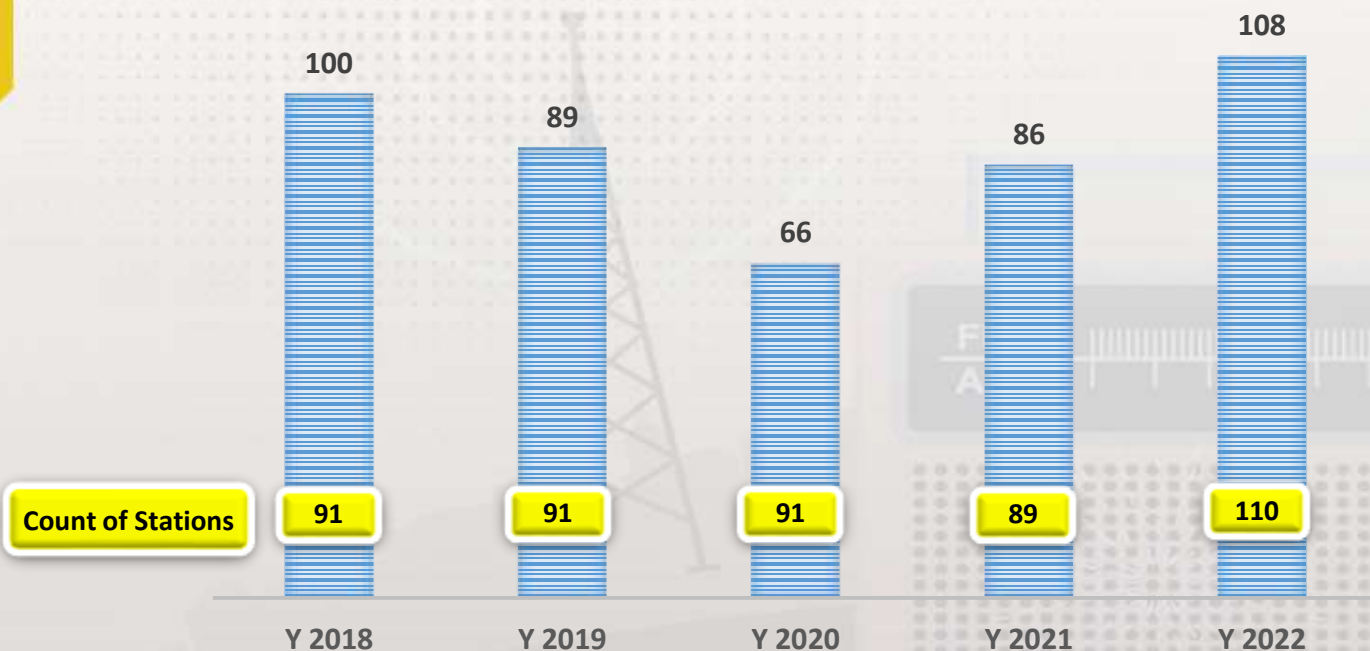


TAM AdEx monitors more than 110 Radio Stations (In association with RCS India)

This section mainly focuses on understanding the advertising trends compared to past years: Monthly Trends, Top Spenders (Categories , Advertisers & Brands), City & State contribution on Radio Ads.

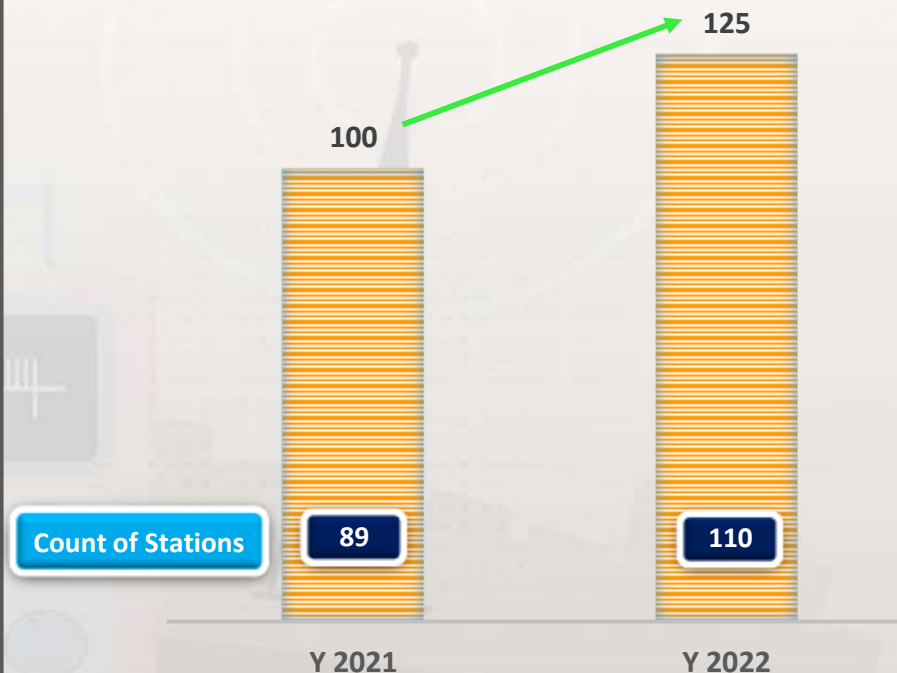
Ad Volume Trends: Advertising on Radio has grown in a V-shape during the past five years

ADVERTISING TRENDS: Y 2018-22



Index: Y 2018 = 100

GROWTH TRENDS: 2021-22

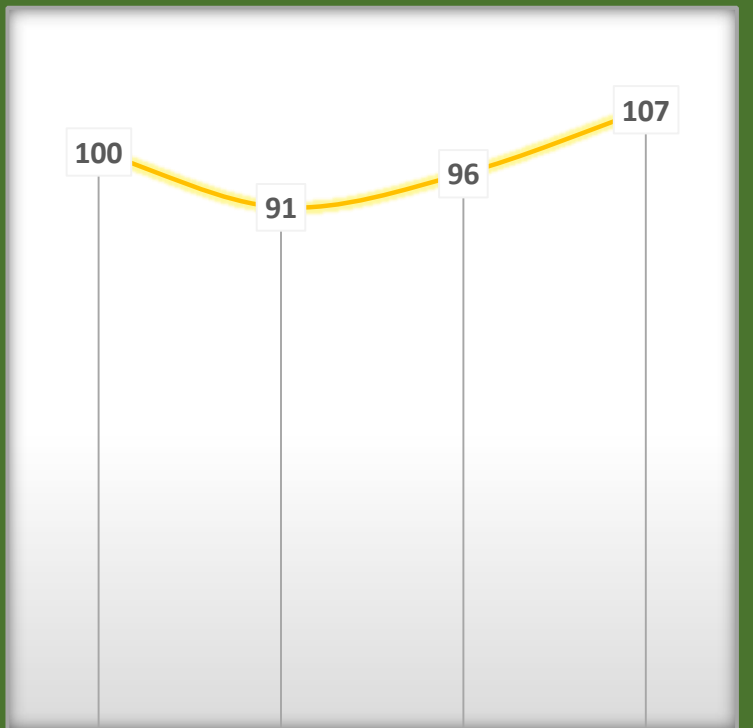


Index: Y 2021 = 100

- Radio ad volume increased by **25%** and **8%** in 2022 as compared to 2021 and 2018, respectively.
- Since Covid hit Y 2020, advertising on Radio medium witnessed more than 25% growth year on year. i.e. **29%** growth in Y 2021 over Y 2020 and **25%** in Y 2022 over Y 2021.

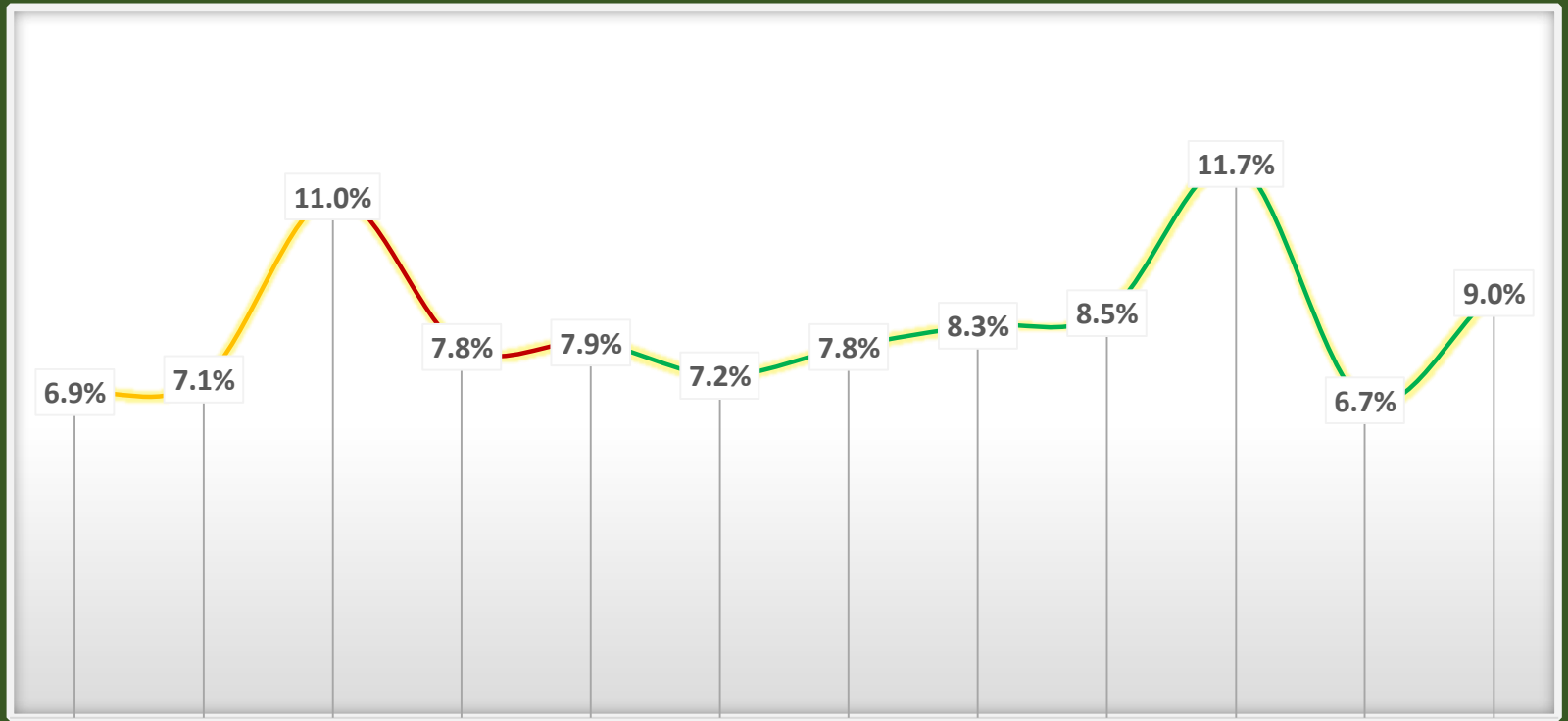
Quarterly and Monthly Trends: Y 2022

Avg. Ad Volumes (%)



Jan-Mar'22 Apr-Jun'22 Jul-Sep'22 Oct-Dec'22

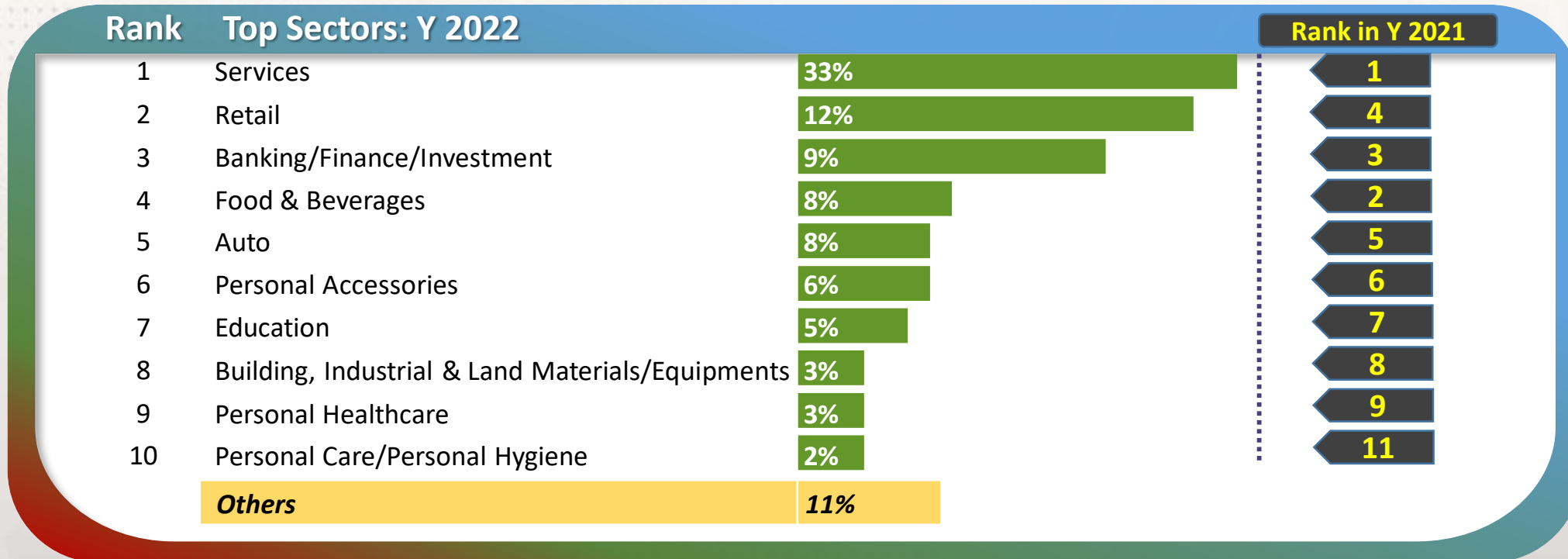
Monthly share of Ad Volumes



Jan'22 Feb'22 Mar'22 Apr'22 May'22 Jun'22 Jul'22 Aug'22 Sep'22 Oct'22 Nov'22 Dec'22

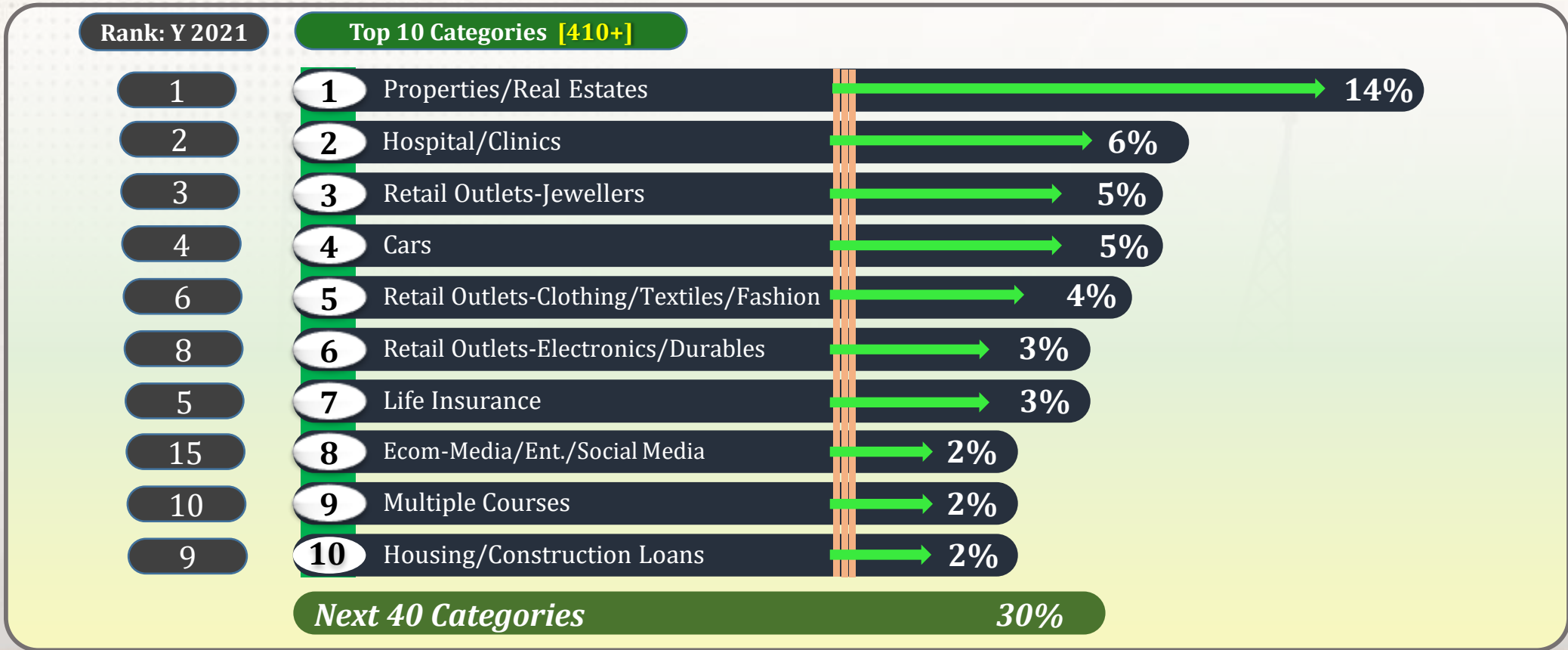
- Avg. Ad volumes in fourth quarter of Y 2022 boost by **18%** as compared to 2nd quarter of the same year.
- **In terms of ad volume share, Mar'22 and Oct'22** stand out among all the months of Year 2022.

Leading Sectors: Services sector tuned to the top position in Y 2021-22



- **Services** sector had **33%** share of Ad Volumes on Radio followed by **Retail** sector with **12%** share during Y 2022.
- Top 3 sectors together accounted more than **50%** share of Ad Volumes.
- **F&B** slipped to fourth place in Y 2022, where the **Retail** sector took its place.

Leading Categories : Properties/Real Estates tops categories on Radio with 14% ad volume share



- Properties/Real Estates, Hospital/Clinics, Retail Outlets-Jewellers and Cars maintained their ranks.
- Ecom-Media/Ent./Social Media ascended by 7 positions to rank 8th on Radio in Y 2022.
- More than 410 categories advertised on Radio during Y 2022.

Leading Advertisers in Y 2022

Top 10 Advertisers (Y 2022) [10100+]		Rank (Y 2021)
1.	LIC of India	1
2.	Maruti Suzuki India	2
3.	Vicco Laboratories	8
4.	Reliance Retail	17
5.	SBS Biotech	16
6.	LIC Housing Finance	6
7.	Sobek Auto India	43
8.	Mother Dairy Fruit & Veg	3
9.	GCMMF (Amul)	5
10.	SBI (State Bank Of India)	4

Top 10 Advertisers contributed to **14%** share of Ad Volumes on Radio

- **LIC** topped the advertiser list of Y 2022 followed by **Maruti Suzuki**. **LIC** and were on top even last year.
- **Vicco Laboratories**, **Reliance Retail**, **SBS Biotech** and **Sobek Auto India** observed positive rank shift as compared to Y 2021.
- More than **10K** advertisers tune in Radio for advertising in Y 2022.

Leading Brands in Y 2022

Rank	Top 10 Brands (Y2022): [13,000+]
1	LIC Housing Finance
2	Vicco Vajradanti Paste
3	Olxautos.In
4	Vicco Turmeric Face Wash
5	Dava India
6	Alishan
7	Ultratech Cement
8	LIC
9	Vimal Pan Masala
10	Reliance Digital

Top 10 Brands contributed
7% share of Radio Ad
Volumes

- **LIC Housing Finance** topped the brand list of Y 2021-22. **2** out of 10 Top brands were related to **LIC India**.
- During Y 2022, there were total **13K+** brands present on Radio.
- **3** out of Top 10 brands were from **Retail** sector and **2** each were from **BFSI** and **Personal Care/Personal Hygiene** sectors.

Top Growing Categories : 250+ Categories registered Positive Growth

Rank	Top Growing Categories (Y 2022) (based on highest increase in Ad Volumes)	Growth
1	Properties/Real Estates	80%
2	Hospital/Clinics	73%
3	Retail Outlets-Clothing/Textiles/Fashion	89%
4	Retail Outlets-Jewellers	60%
5	Cars	50%
6	Ecom-Media/Entertainment/Social Media	2.5 times
7	Retail Outlets-Electronics/Durables	65%
8	Face Wash	1344 times
9	Ecom-Auto Products & Services	98%
10	Digestives	4.1 times

- **Properties/Real Estates** among categories saw highest increase in Ad secondages with growth of **80%** followed by **Hospital/Clinics** with **73%** growth during Y 2022 as compared to Y 2021.
- In terms of growth %, **Face Wash** category witnessed highest growth % among the Top 10 i.e. **1344 Times** in the Y 2022.
- **4** of the Top 10 categories belonged to **Services** Sector and 2 from **Retail** sector.

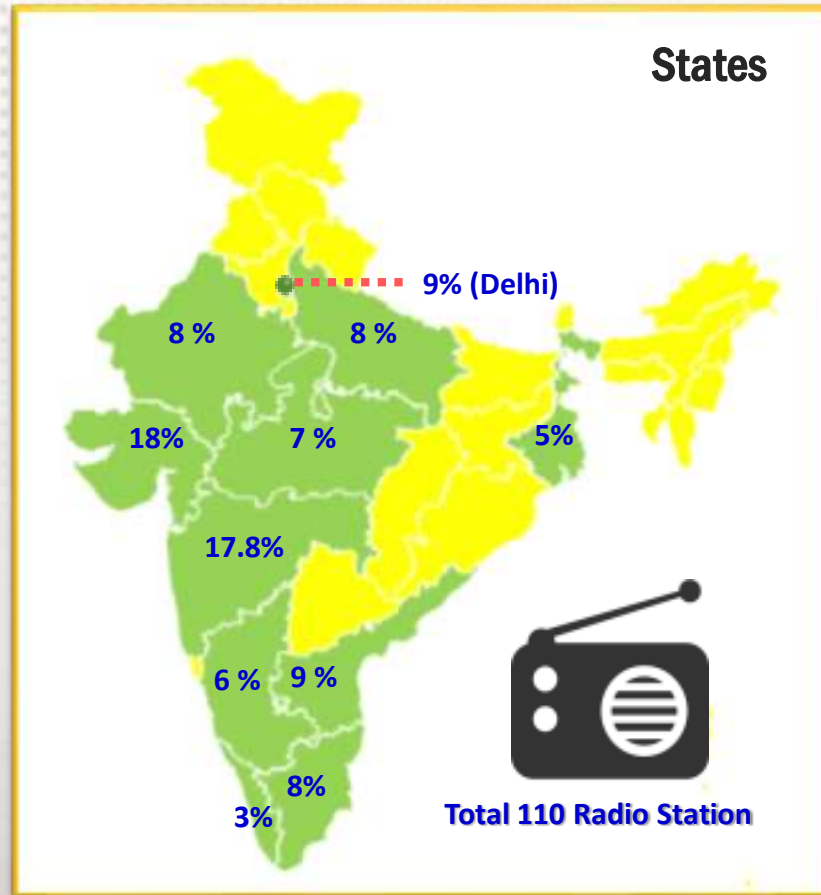
Leading Exclusive[^] Advertisers in Y 2022

Rank	Top Exclusive Advertisers (Y 2022): [6,300+]
1	Rochaldas Sons
2	Deskera Systems India
3	Life Insurance Council
4	National Engg Industries
5	CKD Builders & Developers
6	AMFI (Asso of Mutual Funds In India)
7	Cashgrail
8	1xbet
9	Pmsport N V
10	Samanvay Realty

[^] Present in Y 2022 and not in Y 2021

- **6.3K+** advertisers exclusively aired during Y 2022 as compared to Y 2021 on **Radio**.
- **Rochaldas Sons** was the top exclusive[^] advertiser during Y 2022 as compared to Y 2021.
- **6** Advertisers among the Top 10 exclusive belonged to **Services** sectors.

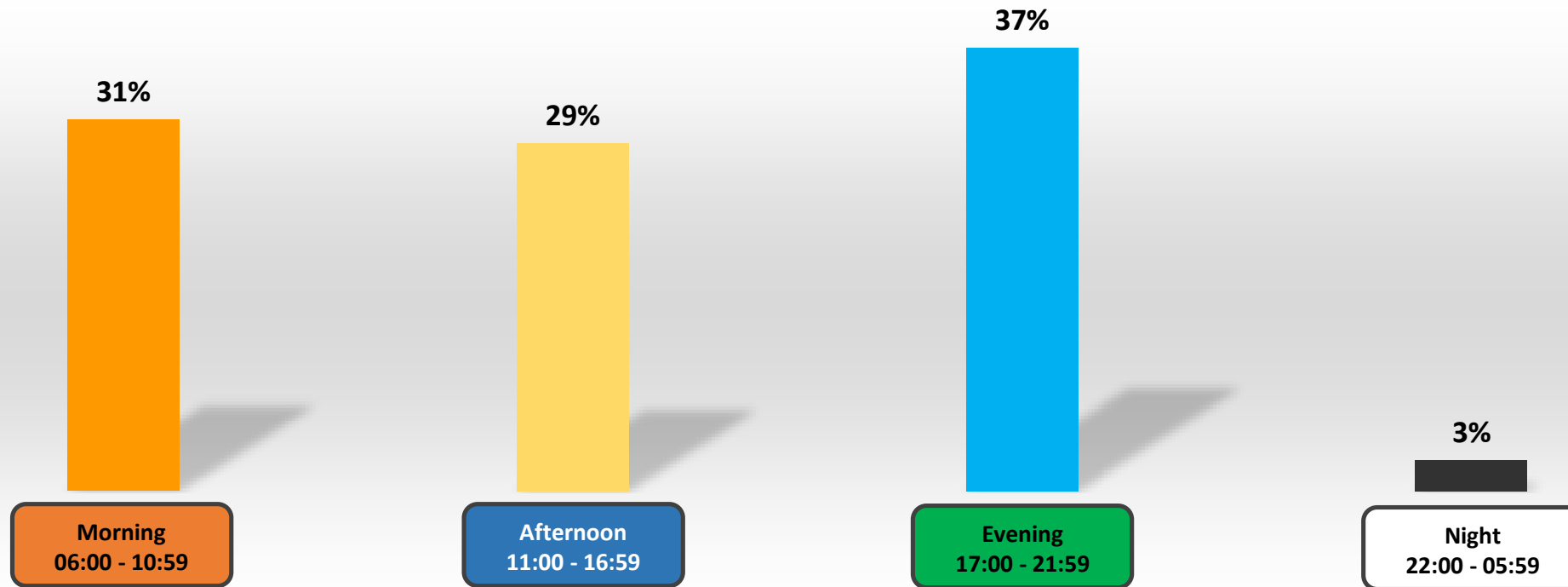
Advertising in leading States and Cities on Radio



Rank	Top Cities (Y 2022)
1	Jaipur
2	New Delhi
3	Nagpur
4	Indore
5	Vadodara
6	Bangalore
7	Hyderabad
8	Ahmedabad
9	Surat
10	Pune

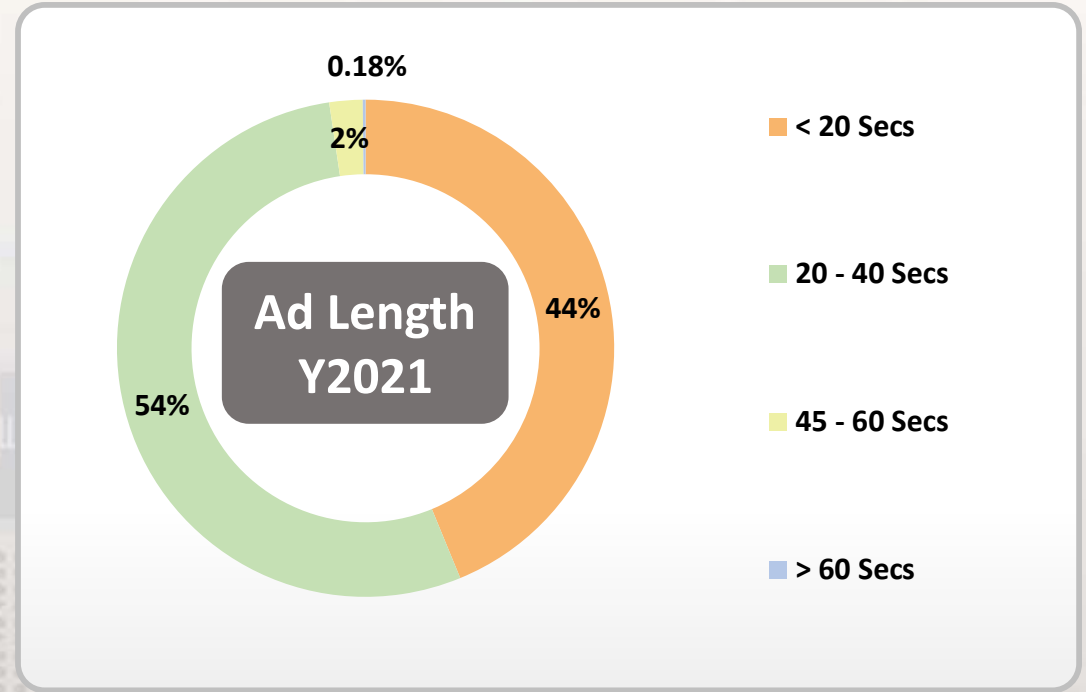
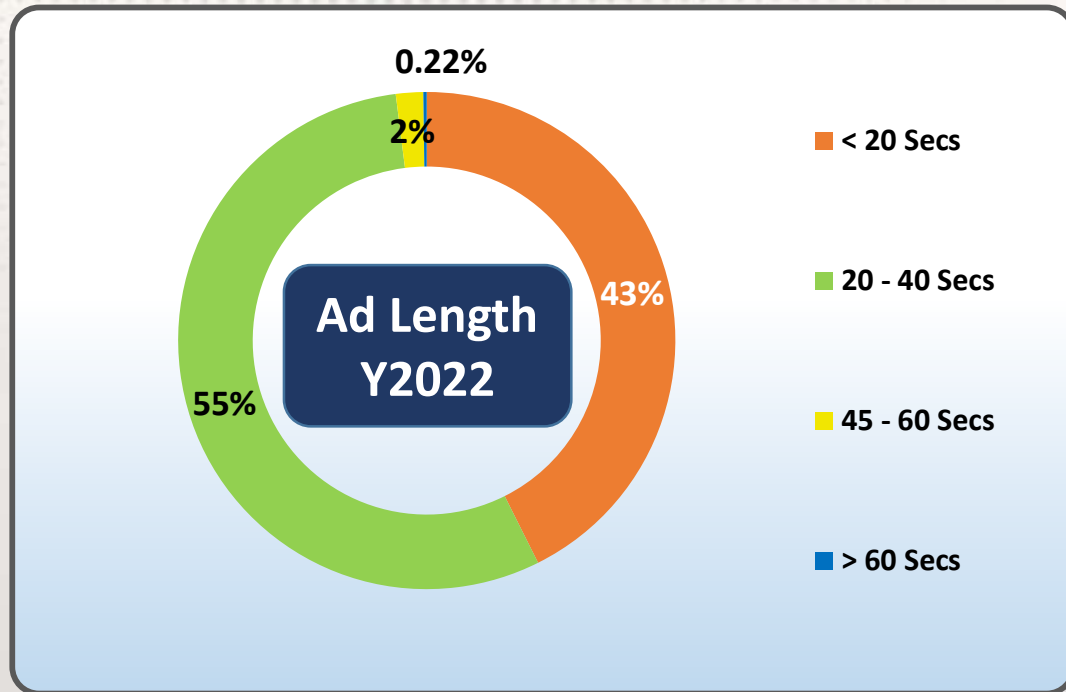
- **Gujarat** State was on top with **18%** share of Ad volumes on **Radio** closely followed by **Maharashtra** with **17.8%** share.
- Top 5 States accounted more than **60%** of total Ad Volumes and South **Radio** Stations accounted for **26%** share on **Radio**.
- **Jaipur** topped among the 18 cities on **Radio** followed by **New Delhi** on 2nd position.
- Top 10 cities accounted for **67%** of total Ad Volumes on **Radio**.

Advertising share by Time Bands on Radio



- **Evening** was the most preferred time-band on **Radio** followed by **Morning** and **Afternoon** time-bands.
- **Evening & Morning** time bands together added more than **65%** share of ad volumes.

Ad Size on Radio: Y 2022 and Y 2021



- Ad lengths on **Radio** saw almost similar ad insertion share trend in both the years (Y 2021-22).
- Ad Commercials with **20 - 40 secs** was the most preferred for advertising on **Radio** during both the years.

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