



Switch ON Data Monetisation

# DIGITAL ADVERTISING

Quarterly Report: Jan-Mar'23



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

# Highlights

01

Digital Medium witnessed increase in Ad Impressions by 33% in Jan-Mar'23 compared to Jan-Mar'21.

02

Services was the leading sector with 45% share of Ad Impressions during Jan-Mar'23.

03

Ecom-Media/Entertainment/Social Media Was the leading category with 8% share of Ad Impressions during Jan-Mar'23.

04

Snapchat was the leading Exclusive Advertiser among Digital and TV medium during Jan-Mar'23.

05

When we compared Advertisers of TV & Digital medium, there were 40k+ Exclusive Advertisers present in Digital & 1200+ Common Advertisers between TV & Digital during Jan-Mar'23.

06

Hosiery Category witnessed growth by 11 Times during Jan-Mar'23 compared Jan-Mar'22.

07

YouTube leads as both a web publisher and an app in terms of ad impressions.

08

During Jan-Mar'23, YouTube alone had 36% of Ad Impressions.

09

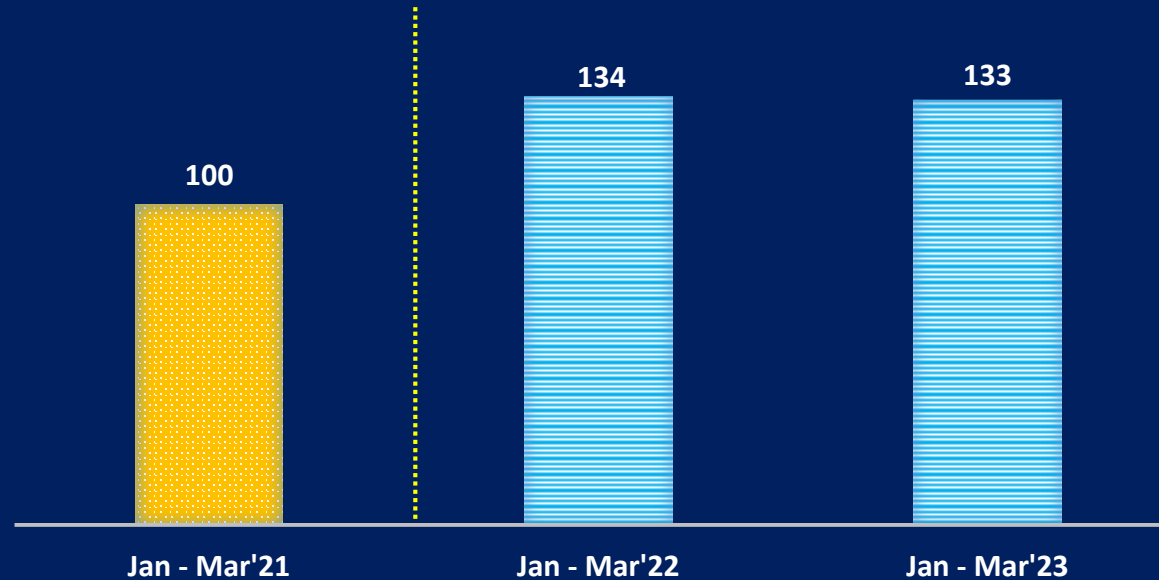
Mobile Display ascended to 1<sup>st</sup> position with 29% share of Ad Impressions during Jan-Mar'23 compared to Jan-Mar'22.

10

In transaction methods, Programmatic ascended to 1<sup>st</sup> position with 63% share of Ad Impressions during Jan-Mar'23 compared to Jan-Mar'22.

# Ad Impression Trend: Digital witnessed 33% spike in Ad Impression

## INDEXED GROWTH IN AD IMPRESSIONS



Index: Jan-Mar'21= 100

- When we compare Jan-Mar'23 to Jan-Mar'21, **digital** ad impressions surged by **33%**.
- Ad impression in Jan-Mar'23 observed minor drop i.e. **1%** compared to Jan-Mar'22.



# Leading Sectors: **Services** Sector retained it's 1<sup>st</sup> position during Jan-Mar'23

Rank	Top Sectors Jan-Mar'23		Rank in Jan-Mar'22
1	Services	45%	1
2	Banking/Finance/Investment	8%	4
3	Computers	6%	2
4	Auto	5%	6
5	Education	5%	3
6	Food & Beverages	4%	5
7	Retail	2%	9
8	Personal Accessories	2%	11
9	Textiles/Clothing	2%	18
10	Telecom Products	2%	8
	<b>Others</b>	<b>18%</b>	

- During Jan-Mar'23, **Services** Sector retained its 1<sup>st</sup> position compared to Jan-Mar'22.
- Top 2 sectors together added **54%** share of Ad Impressions on **Digital**.
- **Personal Accessories** and **Textiles/Clothing** were the only two new entrants in the Top 10 list of Sectors.

## Leading Categories: 6 out of the Top 10 categories were from Services sector

### Top 10 Categories : Jan-Mar'23 [545+]

1	Ecom-Media/Entertainment/Social Media	8%
2	Ecom-Online Shopping	7%
3	Ecom-Gaming	5%
4	Ecom-Other Services	4%
5	Software	4%
6	Properties/Real Estates	3%
7	Cars	3%
8	Ecom-Food/Grocery	2%
9	Life Insurance	2%
10	Cellular Phones-Smart Phones	2%

### Rank in Jan-Mar'22

1

5

2

3

4

6

12

13

11

10

### Next 40 Categories

33%

- Compared to Jan-Mar'22, **Ecom-Online Shopping** retained its 1<sup>st</sup> position with 8% share of ad impressions in Jan-Mar'23.
- Cars, Ecom-Food/Grocery & Life Insurance** were the new entrants among the Top 10 categories in Jan-Mar'23 compared to Jan-Mar'22.
- Top 10 categories added **41%** share of **Digital** ad impressions.

# Top 10 Exclusive & Common Advertisers between Digital & TV Medium:

## Top 10 Exclusive Advertisers (Jan-Mar'23)

Snapchat Inc.
Reserve Bank Of India
Government Of Uttar Pradesh
Canara HSBC & OBC Life Insurance Company
Super Market Grocery Supplies
Khiladi.Com
M P Industrial Development Corporation
Spotify India
Tata Aia Life Insurance Comp
Government Of Madhya Pradesh

Present in Digital and not in TV

## Top 10 Common Advertisers (Jan-Mar'23)

Reckitt Benckiser (India)
Hindustan Lever
Tata Play
Godrej Consumer Products
Cadburys India
Coca Cola India
Brooke Bond Lipton India
Ponds India
Procter & Gamble
ITC

Common in Digital and TV

- There were **40k+** exclusive advertisers present in **Digital** and **1200+** common advertisers between **TV** and **Digital** Mediums during Jan-May'23.

# Top Growing Categories: 240+ Categories registered Positive Growth



Rank	Top 10 Growing Categories (Jan-Mar'23) (based on highest increase in Ad Impression)	Growth
1	Ecom-Online Shopping	73%
2	Cars	89%
3	Hosiery	12 Times
4	Ecom-Food/Grocery	65%
5	Two Wheelers	3.3 Times
6	Corporate-Financial Institute	103%
7	Aerated Soft Drink	6.1 Times
8	Airlines	5.7 Times
9	Banking-Services & Products	190%
10	Ecom-Travel & Tourism	155%

- Based on difference in Ad Impression, **Ecom-Online Shopping** leads the list of Top 10 Growing Categories in Jan-Mar'23 over Jan-Mar'22.
- In terms of growth %, **Hosiery** category witnessed highest pc growth among the Top 10 i.e. **12 Times** followed by **Aerated Soft Drink** and **Airlines** with 6.1 times and 5.7 times respectively

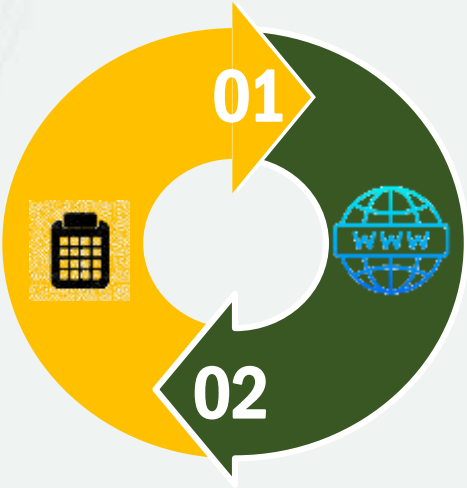


# Leading Web Publishers & APPs : Jan-Mar'23: YouTube leads as both a web publisher and an app in terms of ad impressions



## Top 10 Web Publishers

Top 10 Web Publishers	% Impression
http://youtube.com	19%
http://aajtak.in	9%
http://cricbuzz.com	2%
http://india.com	2%
http://news18.com	1%
http://indiatimes.com	1%
http://ndtv.com	1%
http://indianexpress.com	1%
http://amarujala.com	1%
http://lokmat.com	1%



## Top 10 Apps

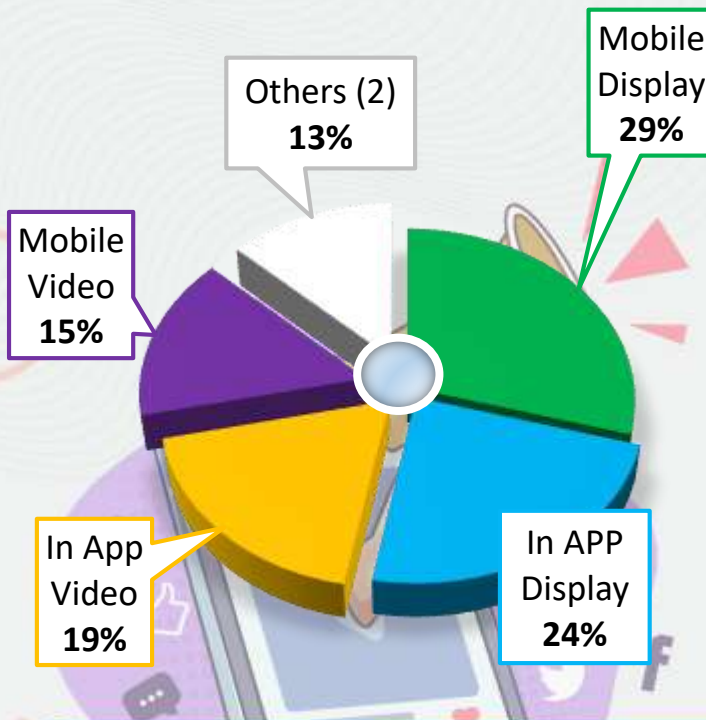
Top 10 APPs	% Impression
YouTube & Youtube Music	17%
Cricbuzz Cricket Scores & News	7%
Daily News, eBooks & Exam Prep	5%
Cricket Line Guru : Fast Live Line	3%
India News	1%
Aaj Tak	1%
Udayavani Kannada News	1%
The Navhind Times	1%
The Times of India News	0.4%
Live Train Status	0.4%

- **YouTUBE**, followed by **Aajtak.in** leads the list of web publishers in Jan-Mar’23 quarter. While among APPs, again **Youtube** leads the list followed by **Cricbuzz**.

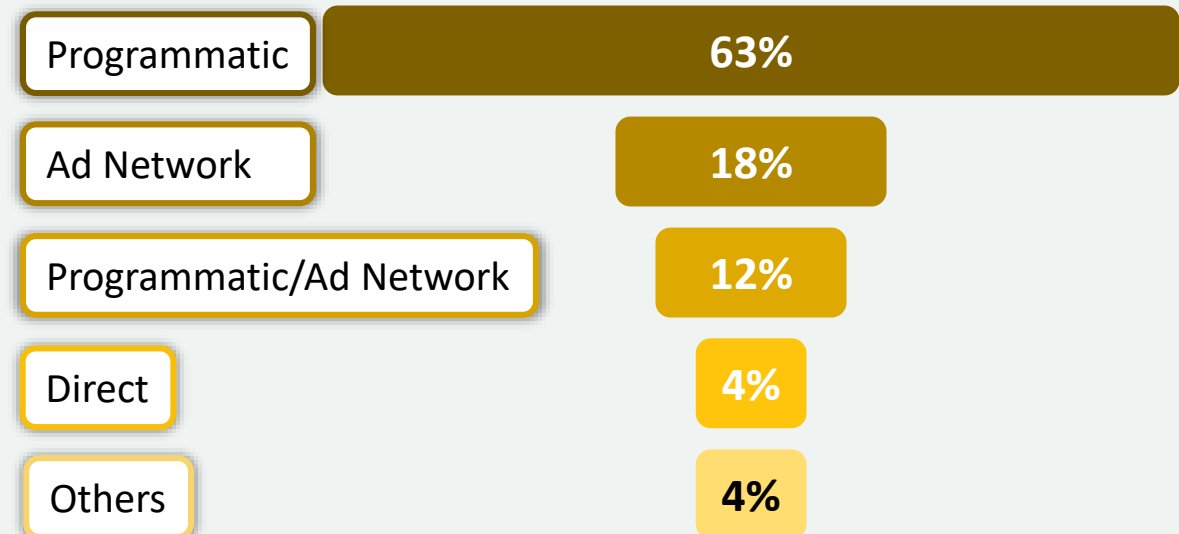


# Leading Digital Platforms and Transaction Methods for Digital Advertising: Jan-Mar'23

Digital Platforms: Jan-Mar'23



Transaction Methods: Jan-Mar'23



- **Mobile Display** was the leading Digital Platform with **29%** share of ad impressions during Jan-Mar'23 followed by **In APP Display** with **27%** share.
- **Programmatic** was the most popular method for promoting Ads on **Digital** platforms, accounting for **63%** of total ad impressions, followed by **Ad Network** method with **18%** share in Jan-Mar'23.



**Website Link:** [www.tamindia.com](http://www.tamindia.com)

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