

# TELEVISION ADVERTISING

## Quarterly Report (Jan-Mar'23)



# Advertising Overview on Television

A **Television** advertisement (also called a **television commercial**, **commercial**, **ad** **TV** advert or simply an advert) is a span of **television** programming produced and paid for by an organization. It conveys a message, aimed to market a product or service.

## *TAM AdEx monitors more than 600+ TV Channels*

This section mainly focuses on understanding the advertising trends in comparison to the past 5 years, Monthly Trends, Top Spenders (Categories , Advertisers & Brands), Co-Branding Ads associated with Movies & Celebrity Endorsement on TV.



# Highlights

01

Television Ad Volumes in Jan-Mar'23 declined by 4% over Jan-Mar'21 and by 3% over Jan-Mar'22.

02

Food & Beverage Sector retained its 1<sup>st</sup> position with 25% in Jan-Mar'23.

03

[Hindustan Unilever](#) was the leading Advertiser with 15% share of Ad Volumes.

04

7 out of Top 10 brands were from [Reckitt Benckiser](#) during Jan-Mar'23.

05

Home Insecticides observed highest increase in Ad secondages with growth of [3.3 Times](#).

06

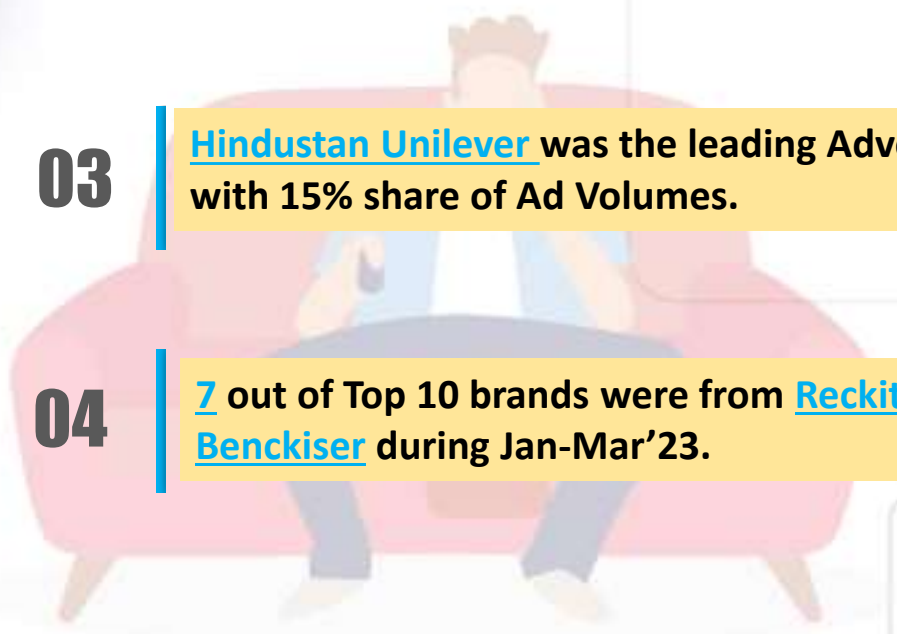
[185+](#) Top Growing Categories witnessed positive growth.

07

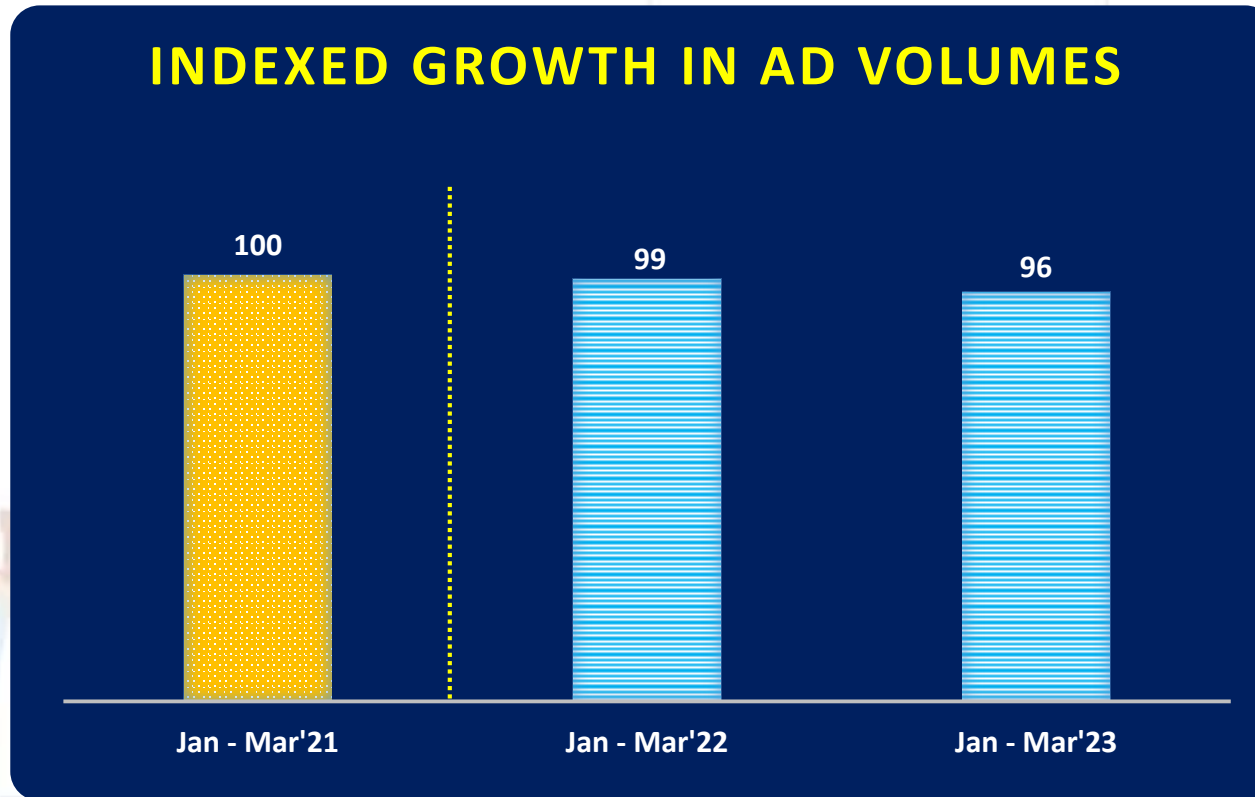
During Jan-Mar'23, GEC overtook News as the most popular channel genre in terms of advertising.

08

Top 5 channels genres accounted for more than [90%](#) share of Ad Volumes during Jan-Mar'23.



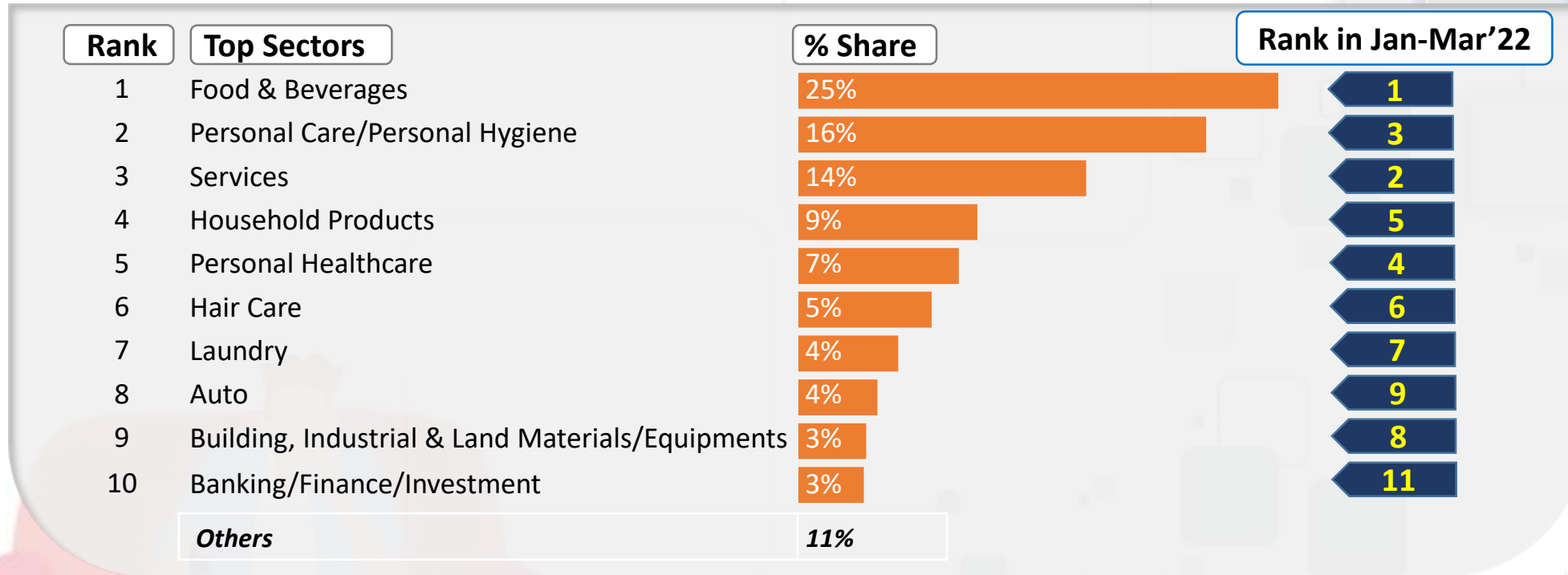
# Television Ad Volumes in Jan-Mar'23, Jan-Mar'22 over Jan-Mar'21



Index: Jan-Mar'21= 100

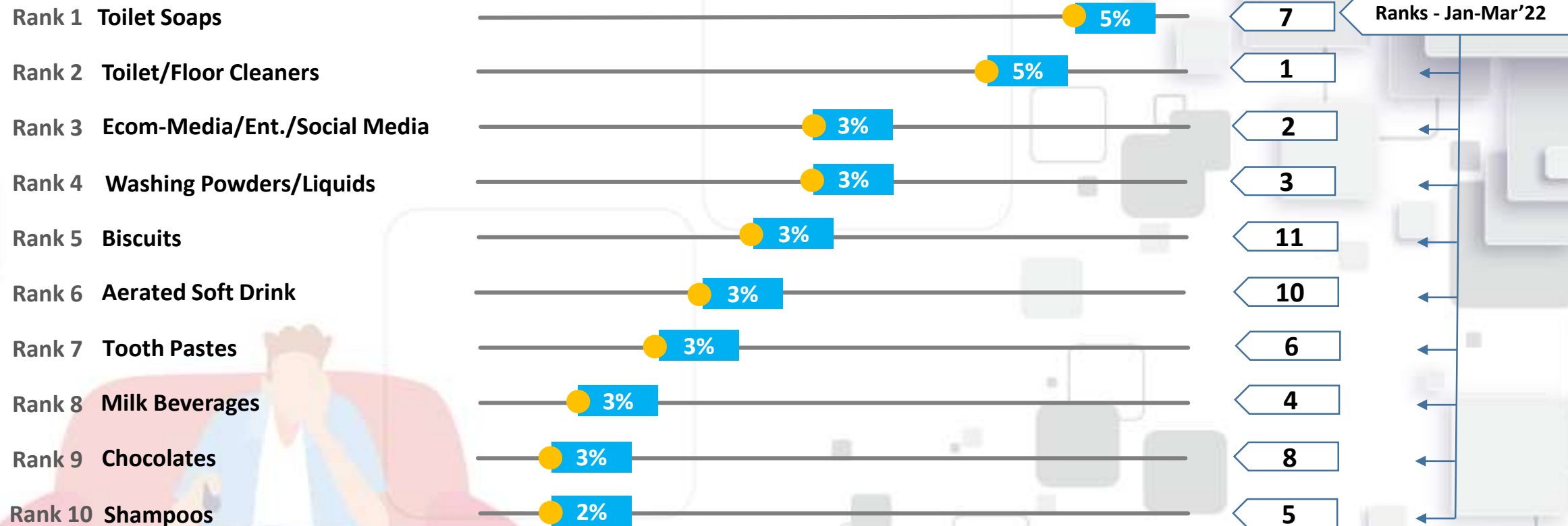
- In comparison to the previous two years, Jan-Mar'23 witnessed **4% de-growth** in Ad Volumes. Also, Ad Volumes during Jan-Mar'22 witnessed **de-growth of 1%** compared to Jan-Mar'21 .

# 'Food & Beverages' retained its 1<sup>st</sup> position during Jan-Mar'23



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▪ **Food & Beverages** was the leading Sector during Jan-Mar'23 and Jan-Mar'22.  
▪ **Banking/Finance/Investment (BFSI)** entered the **Top 10** list during Jan-Mar'23.  
▪ Top 10 sectors together added **89%** share of Ad Volumes in Jan-Mar'23.  
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# In Jan-Mar'23, 'Toilet Soaps' ascended to 1<sup>st</sup> position in Top 10 Categories



- Biscuits was the only category that entered in list of Top 10 list of Jan-Mar'23.
- During Jan-Mar'23, Toilet Soaps ascended to 1<sup>st</sup> position with 5% share of Ad Volumes.
- 4 out of Top 10 categories were from F&B sector.

# Leading Advertisers: Hindustan Unilever retained its 1<sup>st</sup> position

Top 10 Advertisers (Jan-Mar'23): [3,900+]		Rank (Jan-Mar'22)
1.	Hindustan Unilever	1
2.	Reckitt Benckiser (India)	2
3.	Procter & Gamble	3
4.	Godrej Consumer Products	6
5.	Cadburys India	4
6.	Coca Cola India	5
7.	ITC	7
8.	Pepsi Co	10
9.	Britannia Industries	19
10.	Colgate Palmolive India	9

- **Hindustan Unilever & Reckitt Benckiser (India)** retained their positions during Jan-Mar'23. **Hindustan Unilever** was the leading advertiser in Jan-Mar'23.
- **Britannia Industries** was the new entrant in the Top 10 List of Advertisers during Jan-Mar'23.



## 7 out of Top 10 Brands belonged to 'Reckitt Benckiser'

Rank	Top 10 Brands (Jan-Mar'23): [6,180+]
1	Harpic Power Plus 10x Max Clean
2	Dettol Antiseptic Liquid
3	Lizol All In 1
4	Dettol Skincare Soap
5	Harpic Bathroom Cleaner
6	Dettol Toilet Soaps
7	Thums Up
8	Maaza
9	Jiocinema App
10	Moov Strong Spray

Top 10 Brands contributed **11%** share of Television Ad Volumes

- Harpic Power Plus 10x Max Clean was the leading advertiser during Jan-Mar'23 with 2% share of ad volumes.
- 7 out of Top 10 brands were from Reckitt Benckiser.
- Among the top 10 brands, 3 of them belonged to Toilet/Floor Cleaners Category.

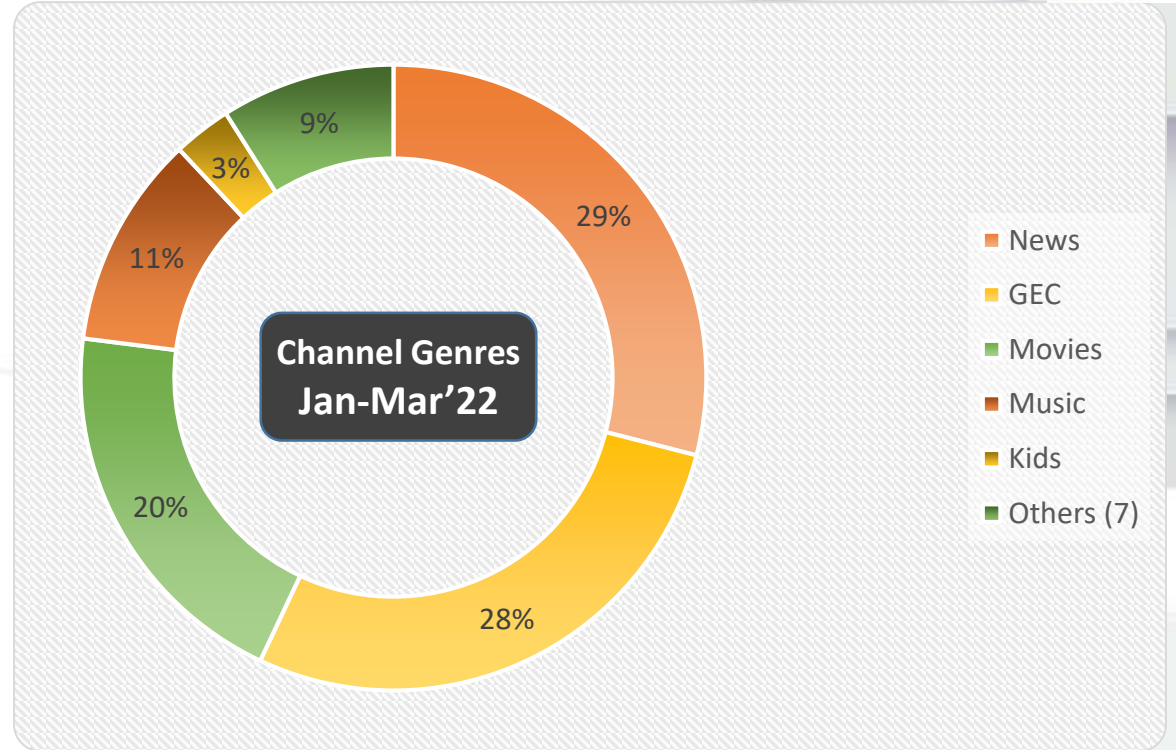
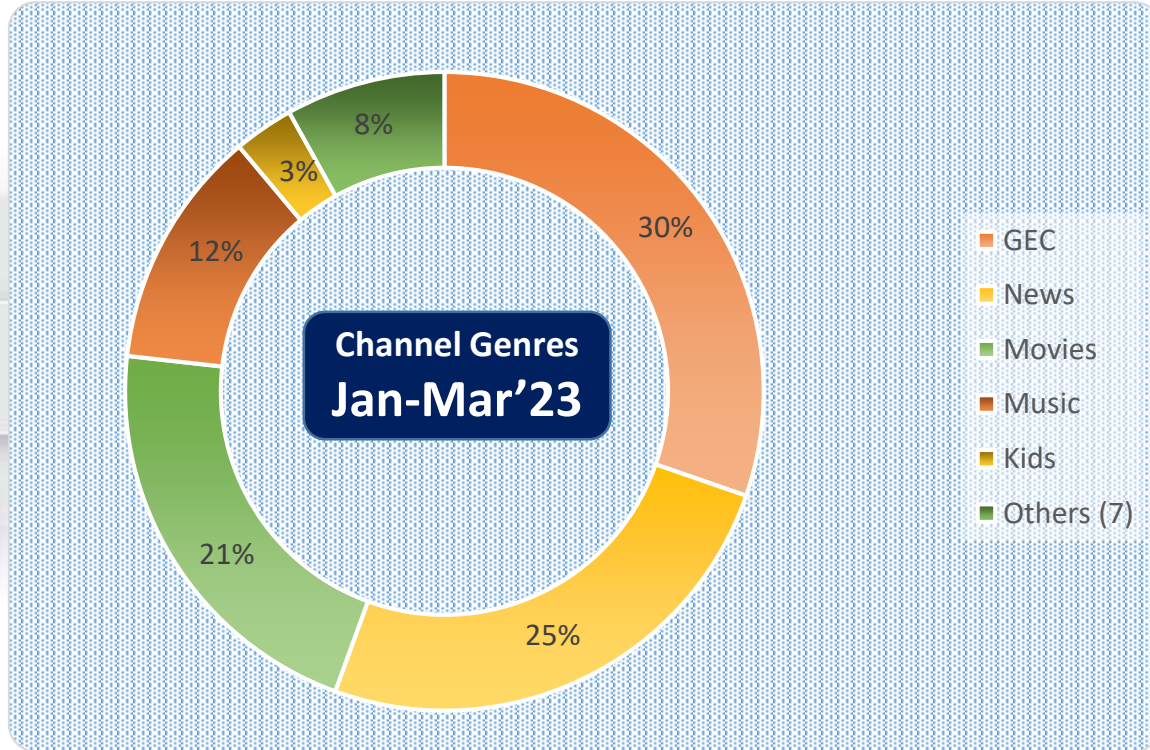


# Top Growing Categories : 185+ Categories registered Positive Growth

Rank	Top 10 Growing Categories (Jan-Mar'23) (based on highest increase in Ad Volumes)	Growth
1	Toilet Soaps	1.02 Times
2	Biscuits	49%
3	Toilet/Floor Cleaners	25%
4	Aerated Soft Drink	34%
5	Pan Masala	2.6 Times
6	Antiseptic Creams/Liquids	51%
7	Home Insecticides	3.3 Times
8	Two Wheelers	36%
9	Cars	26%
10	Vocational Training Institute	2.3 Times

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- Home Insecticides witnessed highest increase in Ad secondages with growth of 3.3 Times followed by Pan Masala with 2.6 Times growth during Jan-Mar'23 compared to Jan-Mar'22.
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# Top 5 Channel Genres Jan-Mar'23 : GEC and News had 55% of Ad Volumes



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- During Jan-Mar'23, News & GEC switched their positions. GEC was the leading channel genre with 30% share of ad volumes.
- Top 5 channels genres accounted for 92% share of Ad Volumes during Jan-Mar'23.

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