



# Half Yearly Report (Jan-Jun'23)

## ADVERTISING ON **MUSIC** GENRE



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



# Advertising Overview on Television (Music Genre)

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 Music Genre advertising trends in comparison to the past 3 Half Yearly Period Jan-Jun, Top Spenders (Categories , Advertisers & Brands).



# Highlights JAN-JUN '23 : **MUSIC GENRE**

**01**

**Music Genre** Ad volumes witnessed growth of **9%** in Jan-Jun'23 compared to Jan-Jun'22.

**02**

'**Auto**' sector entered among the top 10 list of sectors during Jan-Jun'23 over Jan-Jun'22.

**03**

'**Toilet/Floor Cleaners**' led the categories during H1, 2023 with **9%** share.

**04**

**Reckitt Benckiser (India)** was the leading advertiser in Jan-Jun'23 with **27%** share of ad volumes.

**05**

'**Dettol Antiseptic Liquid**' was the leading brand in **Music Genre**. **9** out of **10** brands in Jan-Jun'23 belonged to **Reckitt Benckiser**.

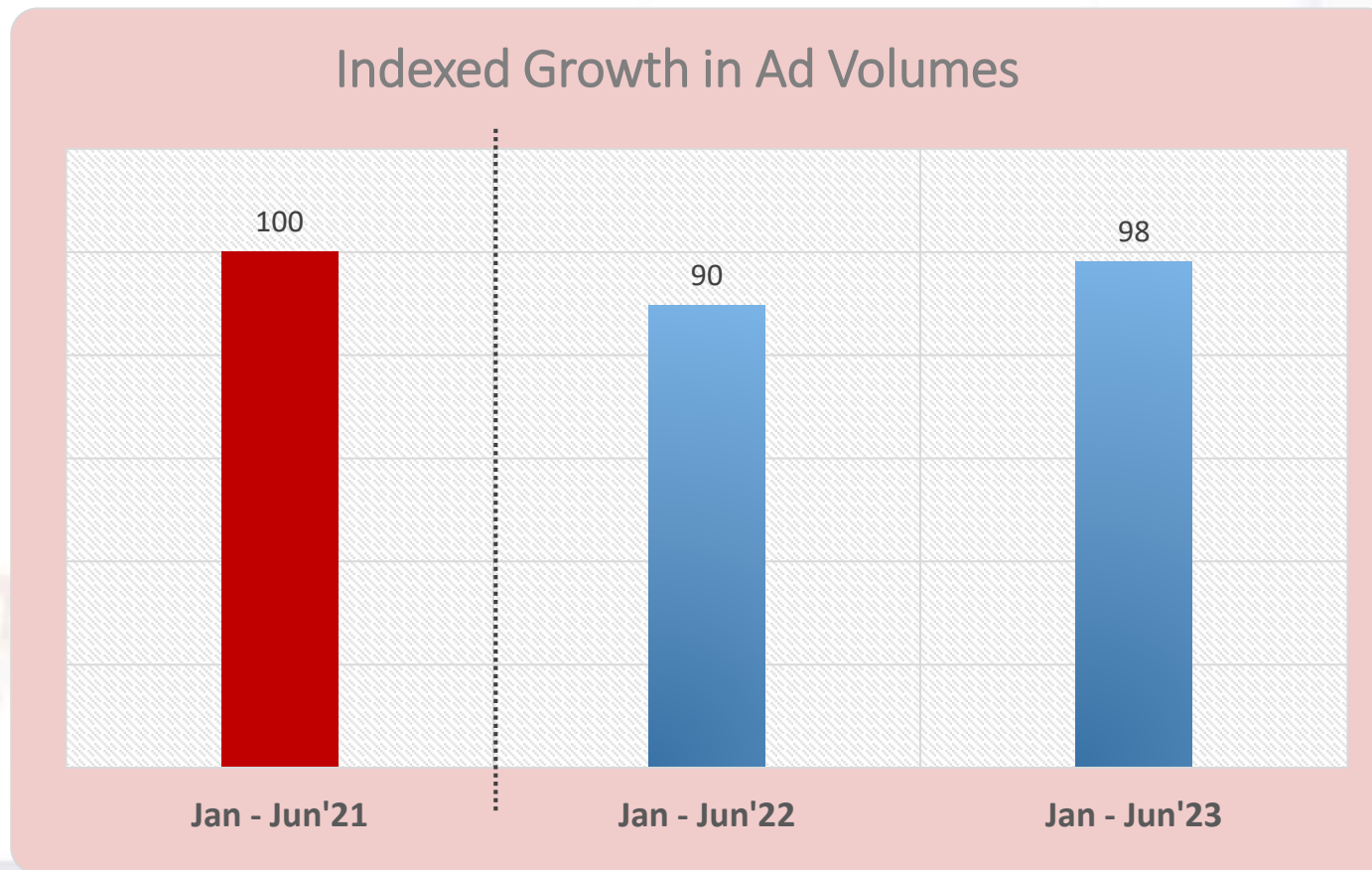
**06**

'**Toilet Soaps**' category saw highest increase in Ad secondages with 2 times growth. **95+** categories registered Positive growth.

**07**

During Jan-Jun'23, '**Hindi & English - Music**' was the leading Subgenre for with **34%** share of ad volumes.

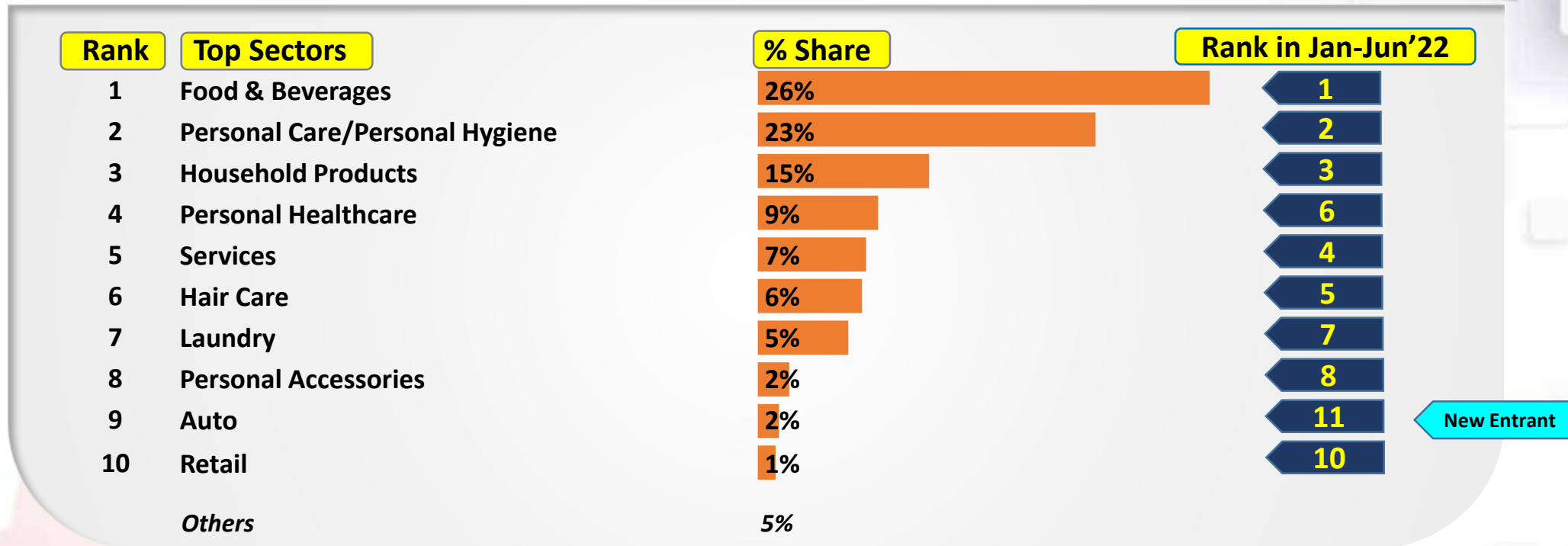
# Television Ad Volumes in **Music Genre** during H1, 2021-22-23



Index: Jan - Jun'21 =100

- Both H1 2023 observed **9%** growth compared to H1 2022, but while comparing with Jan-Jun'21, the ad volumes dropped by 2% in H1 2023 in **Music Genre**.

# ‘Food & Beverages’: The Leading Sector with 26% share of Ad Volumes

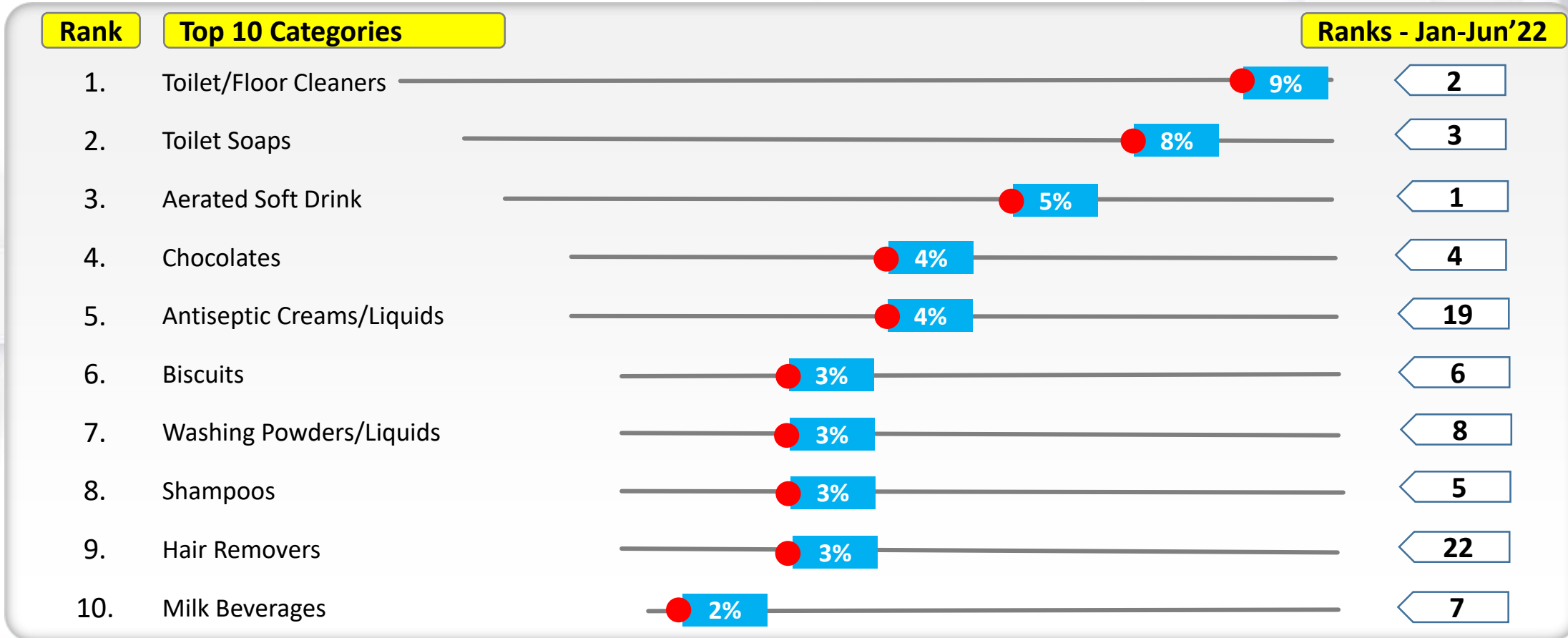


“ **Food & Beverages, Personal Care/Personal Hygiene & Household Products** retained their 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> positions respectively during Jan-Jun'23 compared to Jan-Jun'22.

- ‘**Auto**’ was the only new entered sector in top 10 list of sectors during Jan-Jun'23.
- The top 10 sectors together contributed **95%** share of ad volumes in **Music Genre** during Jan-Jun'23.

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# 'Toilet/Floor Cleaners' led the Music Genre categories during H1, 2023



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- **Toilet/Floor Cleaners** ascended to 1<sup>st</sup> position during Jan-Jun'23 compared to Jan-Jun'22.
- **Antiseptic Creams/Liquids & Hair Removers** were the only new entrants in Jan-Jun'23 over Jan-Jun'22.
- **3** out of the top **10** Categories belonged to **Food & Beverages** Sector in Jan-Jun'23.

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# Leading Advertisers: Reckitt Benckiser (India) ascended to 1<sup>st</sup> position in Jan-Jun'23

Top 10 Advertisers (Jan-Jun'23): [540+]		Rank (Jan-Jun'22)	
1.	Reckitt Benckiser (India)	2	
2.	Hindustan Unilever	1	
3.	Cadburys India	4	
4.	Coca Cola India	3	
5.	Godrej Consumer Products	7	
6.	Procter & Gamble	6	
7.	Pepsi Co	5	
8.	Wipro	12	New Entrant
9.	ITC	10	
10.	Colgate Palmolive India	14	New Entrant

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- **Reckitt Benckiser (India) & Hindustan Unilever** switched their positions during Jan-Jun'23 with **Reckitt Benckiser (India)** leading the list and had **27%** share of ad volumes.
- The Top 10 advertisers together added **70%** share of ad volumes during Jan-Jun'23.
- **Wipro & Colgate Palmolive India** were the only new entrants in Jan-Jun'23 over Jan-Jun'22.
- Apart from **Hindustan Lever, Pepsi Co & ITC** all the advertisers in the top 10 list observed positive rank shift in Jan-Jun'23.

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# 'Dettol Antiseptic Liquid' was the leading brand on Music Genre during Jan-Jun'23

Rank	Top 10 Brands (Jan-Jun'23): (1,375+)
1	Dettol Antiseptic Liquid
2	Harpic Power Plus 10x Max Clean
3	Lizol All In 1
4	Harpic Bathroom Cleaner
5	Dettol Toilet Soaps
6	Colin
7	Mortein Smart Plus
8	Dettol Lime Cool Soap
9	Maaza
10	Veet Cold Wax Strip

Top 10 Brands contributed **18%** share of Television Ad Volumes

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- Apart from **Maaza**, all the brands mentioned in the top 10 list belonged to **Reckitt Benckiser (India)**.
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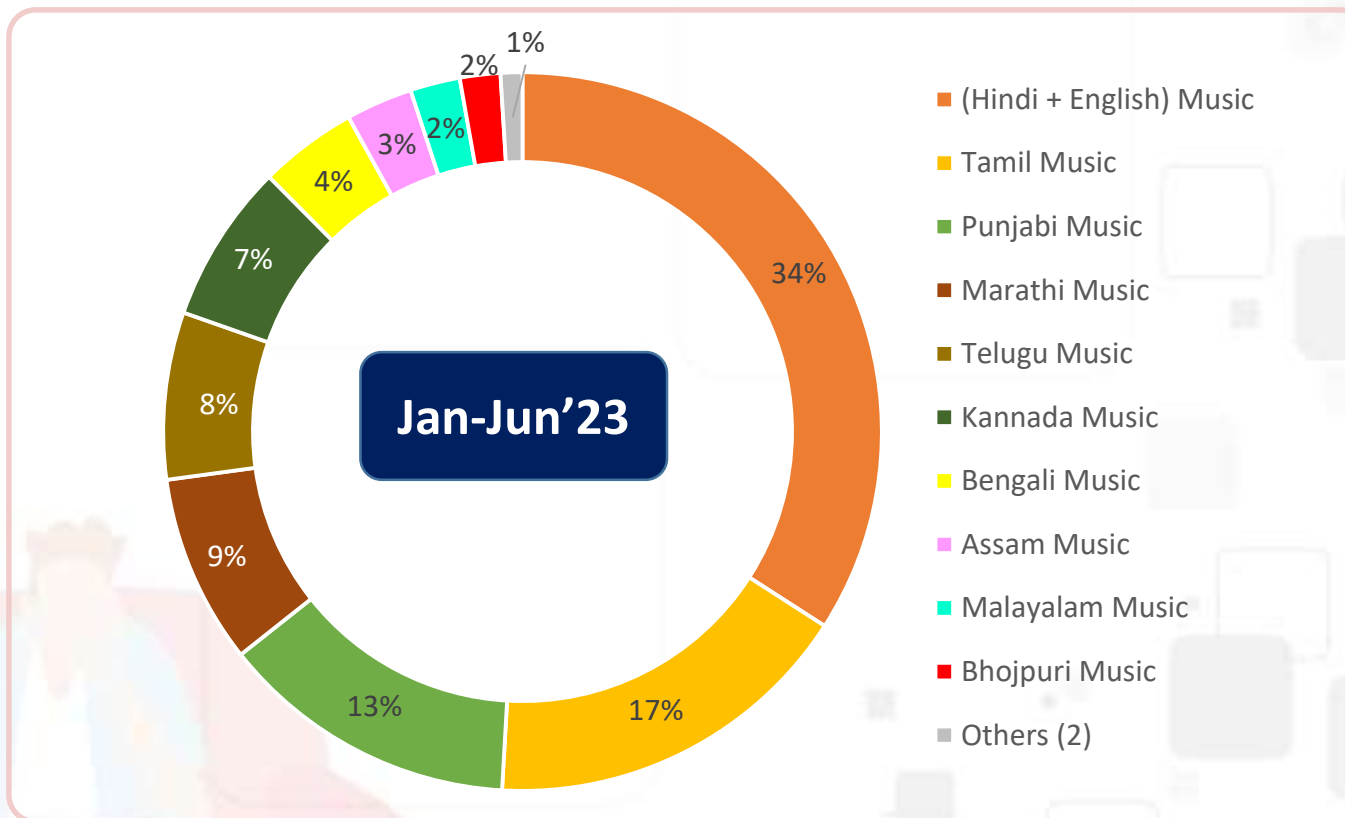


# Top Growing Categories : 95+ Categories registered Positive Growth

Rank	Top 10 Growing Categories (Jan-Jun'23) (based on highest increase in actual Ad Volumes)	Growth
1	Toilet Soaps	2 Times
2	Toilet/Floor Cleaners	77%
3	Antiseptic Creams/Liquids	3 Times
4	Hair Removers	2 Times
5	Home Insecticides	6 Times
6	Mosquito Repellents	73%
7	Condoms	3 Times
8	Two Wheelers	90%
9	Tooth Pastes	31%
10	Pre Post Wash Products	36%

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▪ **Toilet Soaps** category saw highest increase in Ad secondages with growth of **2 times** followed by **Toilet/Floor Cleaners** with **77%** growth during Jan-Jun'23 compared to Jan-Jun'22.  
▪ In terms of growth percentage among the top 10 Growing Categories, **Home Insecticides** witnessed surge by **6 Times** followed by **Antiseptic Creams/Liquids** and **Condoms** by **3 Times** each.  
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# Top 5 Channel Subgenres in Music: Jan-Jun'23



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- During Jan-Jun'23, (Hindi + English) **Music** was the leading Subgenre for advertising with **34%** share of ad volumes.
- Top 5 channels Subgenres accounted **80%** share of Ad Volumes during Jan-Jun'23.

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