

Quarterly Report (Jul-Sept'23)

ADVERTISING ON NEWS GENRE



Advertising Overview on Television (News 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 GEC advertising trends in comparison to the past 3 Half Yearly Period Jan-Jun, Top Spenders (Categories , Advertisers & Brands) and Channel Genres.

Highlights JUL-SEPT'23: **NEWS GENRE**

01

NEWS Genre ad volumes saw **1%** rise in Jul-Sept'23 compared to Jan-Mar'23.

02

'**Banking/Finance/Investment**' sector entered among the top 10 list of sectors during Jul-Sept'23 compared to Apr-Jun'23.

03

'**Cars**' Category ascended to **1st** position during Jul-Sept'23 compared to Apr-Jun'23.

04

'**LIC of India**' entered the top 10 advertisers list in Jul-Sept'23 and secured **7th** position, compared to its **11th** position in Apr-Jun'23.

05

'**Lalithaa Jewellery**' was the leading brand in **News Genre**. **3** out of Top 10 brands were from '**Reckitt Benckiser (India)**'.

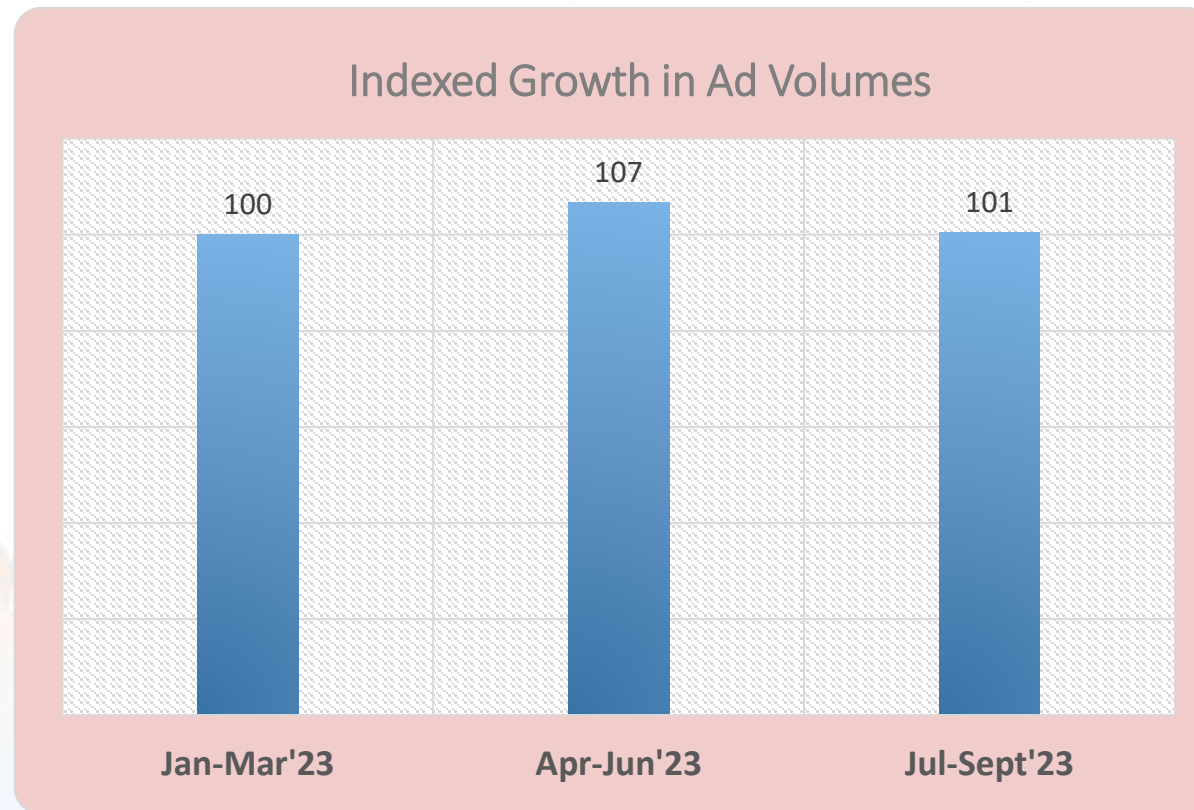
06

'**Mortgage Loans**' category saw highest increase in Ad secondages with growth of **55%**. **180+** categories registered Positive growth.

07

During Jan-Jun'23, '**Hindi News**' was the leading **Subgenre** for advertising with **17%** share of ad volumes.

Television Ad Volumes in **News Genre** during Jul-Sept'23 and Apr-Jun'23 Vs Jan-Mar'23



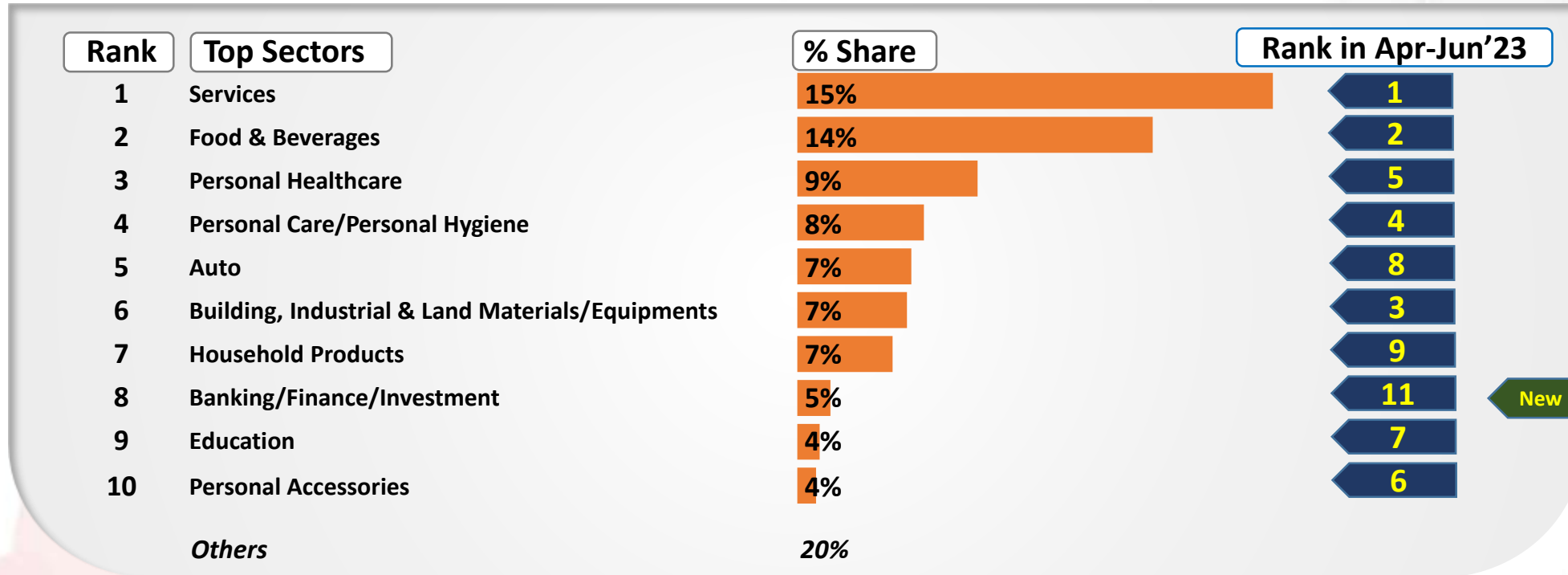
Index: Jan-Mar'23=100

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- **Television** ad volumes in **News Genre** witnessed **growth** in both Apr-Jun'23 and Jul-Sept'23 by **7%** and **1%** respectively compared to Jan-Mar'23.
- Whereas, **News Genre** observed **de-growth** in ad volumes in Jul-Sept'23 by **7%** compared to Jul-Sept'22.

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'Services' was the leading Sector with 15% share of News Genre Ad Volumes

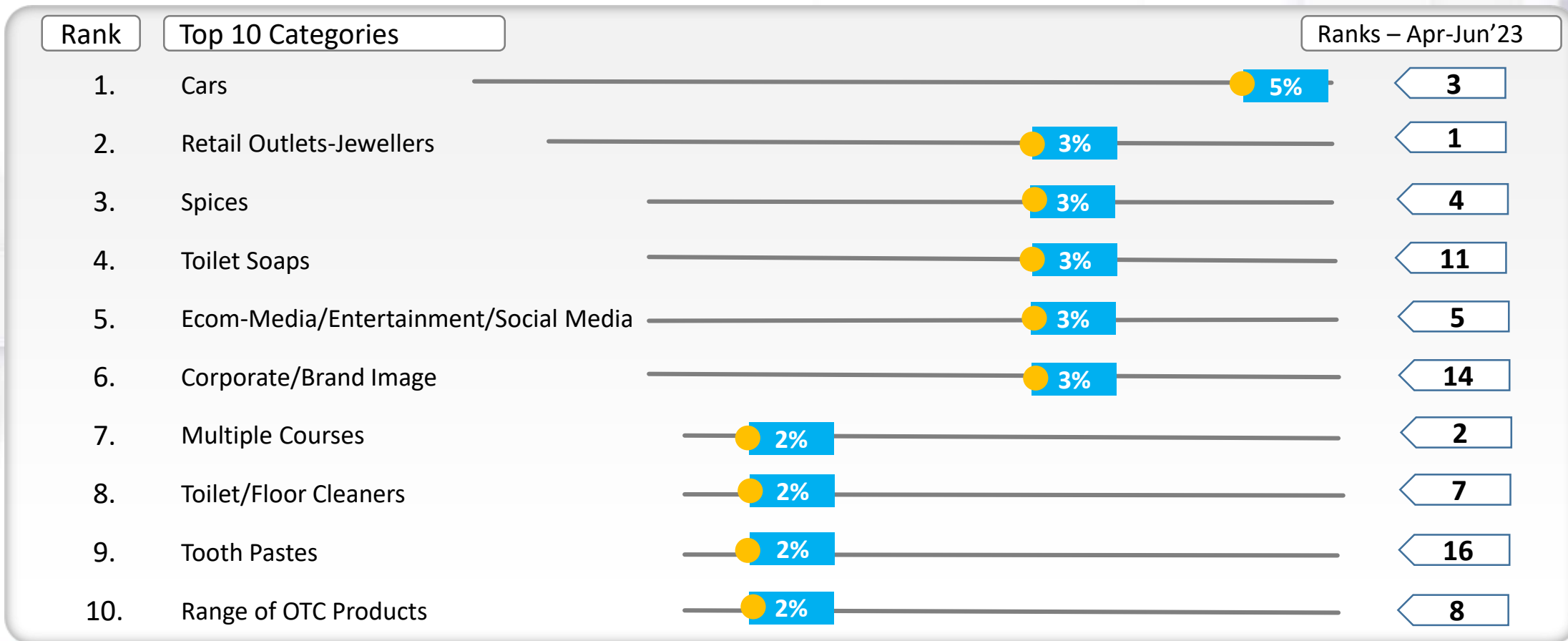


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- Services and Food & Beverages Sectors retained their 1st and 2nd positions during Jul-Sept'23 compared to Apr-Jun'23.
- 'Banking/Finance/Investment' was the only new entrant in top 10 list of sectors during Jul-Sept'23 over Apr-Jun'23.
- The top 10 sectors together added 80% share of ad volumes during Jul-Sept'23.

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'Cars' led the News Genre Categories Jul-Sept'23



New Entrant

New Entrant

New Entrant

“ During Jul-Sept'23, **Cars** ascended to **1st** position with **5%** share of ad volumes compared to its **3rd** position in Apr-Jun'23.
Toilet Soaps, Corporate/Brand Image and **Tooth Pastes** were the entrants in the top 10 Categories list during Jul-Sept'23 over Apr-Jun'23.
 Together, the top 10 categories added **27%** share of ad volumes in Jul-Sept'23.
Retail Outlets-Jewellers descended to **2nd** position in Jul-Sept'23 compared to its **1st** position in Apr-Jun'23. ”

Leading Advertisers **NEWS Genre**: Reckitt Benckiser (India) was the leading Advertiser during Q'1, Q'2 & Q'3 of 2023.



Total Advertisers: 3,174

Leading Advertisers: Jan-Mar'23

Reckitt Benckiser (India)
Life Insurance Corporation Of India
Hindustan Unilever
Patanjali Ayurved
GCMMF (Gujarat Coop Milk Mkt Fed)
Godrej Consumer Products
Vishnu Packaging
Mahashiya Di Hatti
Reliance Retail
SBS Biotech

Total Advertisers: 2,981

Leading Advertisers: Apr-Jun'23

Reckitt Benckiser (India)
Hindustan Unilever
Lalithaa Jewellery Mart
GCMMF (Gujarat Coop Milk Mkt Fed)
Godrej Consumer Products
SBS Biotech
Patanjali Ayurved
FX Mart
Mahashiya Di Hatti
Amazon Online India

Total Advertisers: 3,071

Leading Advertisers: Jul-Sep'23

Reckitt Benckiser (India)
Hindustan Unilever
Godrej Consumer Products
Patanjali Ayurved
Lalithaa Jewellery Mart
SBS Biotech
Life Insurance Corporation Of India
Mahashiya Di Hatti
GCMMF (Gujarat Coop Milk Mkt Fed)
Amazon Online India

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 ■ **Reckitt Benckiser (India)** was the leading advertiser in Jul-Sept'23 with **7%** share of ad volumes. Also, **Hindustan Unilever**, **SBS Biotech** and **Amazon Online India** retained their **2nd**, **6th** and **10th** position during Jul-Sept'23 compared to Apr-Jun'23.
 ■ The top 10 advertisers collectively added **24%** share of ad volumes in Jul-Sept'23.
 ■ During Jul-Sept'23, **Life Insurance Corporation of India** was the only new entrant in the top 10 advertisers list compared to Apr-Jun'23.
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'Lalithaa Jewellery' was the leading brand on News Genre during Jul-Sept'23

Total Brands: 4.6K+

Leading Brands: Jan-Mar'23 (8%)

Vimal Elaichi Pan Masala
ITV Media Institute-VC
Jiocinema App
Dettol Antiseptic Liquid
Lizol All In 1
Harpic Power Plus 10x Max Clean
Policybazaar.Com
Dalmia Cement
Action TESA HDHMR Board
LIC-Corporate

Total Brands: 4.2K+

Leading Brands: Apr-Jun'23 (10%)

Lalithaa Jewellery
Phonepe
Dr Ortho Oil & Capsule
Dettol Antiseptic Liquid
Lux Cozi
Lizol All In 1
Ultratech Cement
Patanjali Dant Kanti
Adani Group
Harpic Power Plus 10x Max Clean

Total Brands: 4.5K+

Leading Brands: Jul-Sep'23 (9%)

Lalithaa Jewellery
Dettol Toilet Soaps
Policybazaar.Com
Patanjali Dant Kanti
Adani Group
Lizol All In 1
Dettol Antiseptic Liquid
Dr Ortho Oil & Capsule
LIC-Corporate
Ultratech Cement

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- During Jul-Sept'23, **4.5K+** brands were present on Television Advertising for **News Genre**.
- Compared to Apr-Jun'23, **Dettol Toilet Soaps, Policybazaar.Com** and **LIC-Corporate** were new entrants in the top 10 brand list during Jul-Sept'23.
- Lalithaa Jewellery** retained its **1st** position during Jul-Sept'23 compared to Apr-Jun'23.
- Out of the top 10 brands, **3** of them belonged to **Reckitt Benckiser (India)** in Jul-Sept'23.

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Top Growing Categories : 180+ Categories registered Positive Growth

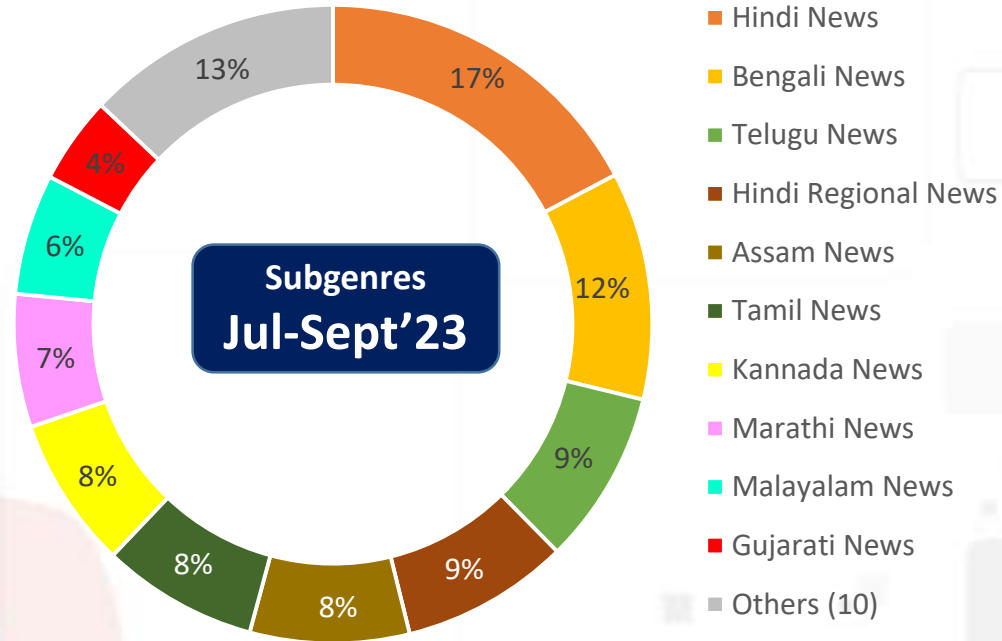
Rank	Top 10 Growing Categories (Jul-Sept'23) (based on highest increase in actual Ad Volumes)	Growth
1	Cars	33%
2	Pesticides	4 Times
3	Toilet Soaps	42%
4	Corporate/Brand Image	47%
5	Ecom-Financial Services	44%
6	Rubs And Balms	2 Times
7	Mortgage Loans	55%
8	Ecom-Online Shopping	48%
9	Milk Beverages	46%
10	Cellular Phones-Smart Phones	5 Times

“ ‘Mortgage Loans’ category saw highest increase in Ad secondages with growth of **55% on** Television Advertising for **News Genre** .

■ In terms of growth % among Top 10 categories, **Cellular Phones-Smart Phones** witnessed highest growth of **5 Times** during Jul-Sept'23.

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Top 5 Channel Subgenres in NEWS: Jul-Sept'23



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- During Jul-Sept'23, '**Hindi News**' was the leading Subgenre for advertising on **News Genre** with **17%** share of ad volumes.
- Top 5 Channel Subgenres accounted for **54%** share of ad volumes during Jul-Sept'23.

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