



Switch ON Data Monetisation

REWINDING Y 2023 FOR ADVERTISING IN - **News** Genre

*Media: TV, Print, Radio & Digital;
Period: Y 2023*

Highlights : News Genre

01

Advertising in the News genre remains elevated, surpassing pre-pandemic levels with a 6% growth in 2023 over 2019.

06

On **News** genre, **Reckitt Benckiser** retained its **1st** position in Y 2022, followed by **HUL** .

02

Hindi News claimed the top spot, accounting for over 15% of the Ad Volumes in the News genre during both 2023 and 2022.

07

Lalithaa Jewellery topped among the brands; **300+** brands collectively accounted for half of the advertising volumes within the News genre.

03

The **Services** sector secured the top position in 2023, with **F&B** following closely in the 2nd position.

08

600+ Exclusive Advertisers on **National & 5,400+** on **Regional** channels of **News** genre.

04

The **Retail Outlets-Jewellers** category led the News genre in 2023, with 'Cars' securing the 2nd position

09

Prime Time had more than **1/4th** of Ad Duration in Y 2023.

05

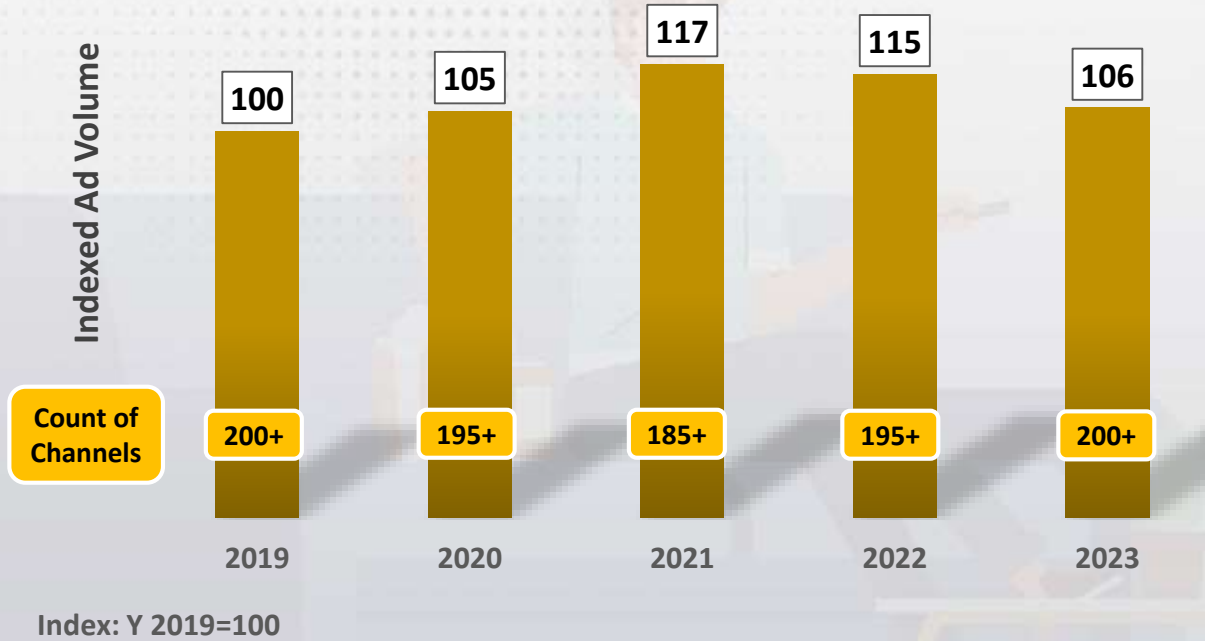
Cars Category tops in terms of highest difference in ad duration, while Honey category leads among top 10 in terms of % growth i.e. **3 Times**.

10

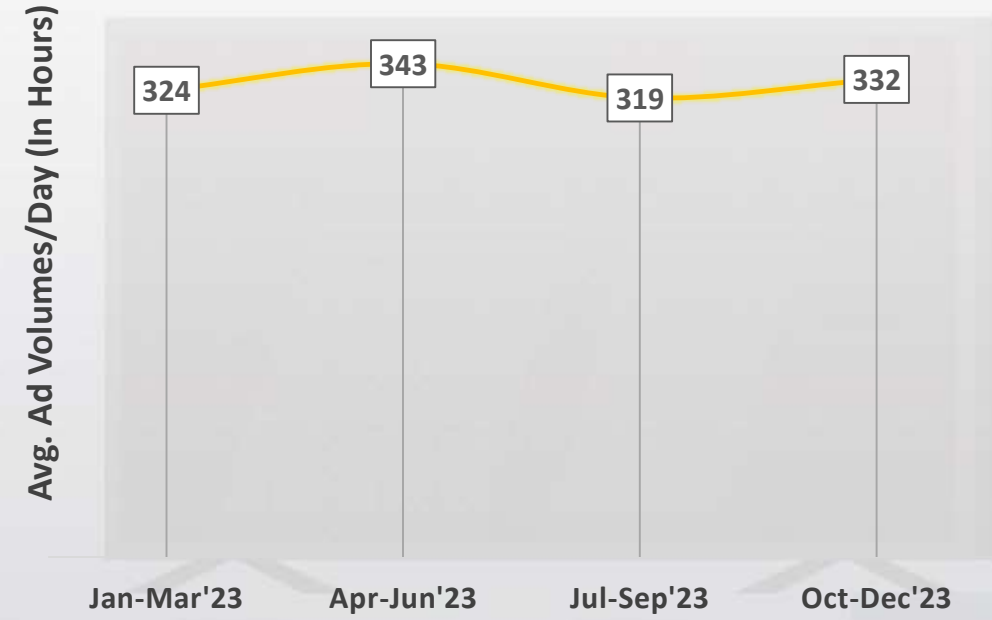
20-40 seconds ads had highest share of **64%** in 2023.

Ad Volume Trends of News Genre: **6%** rise in Y 2023 compared to Y 2019

Indexed Growth in News : Y 2020-23 over Y 2019

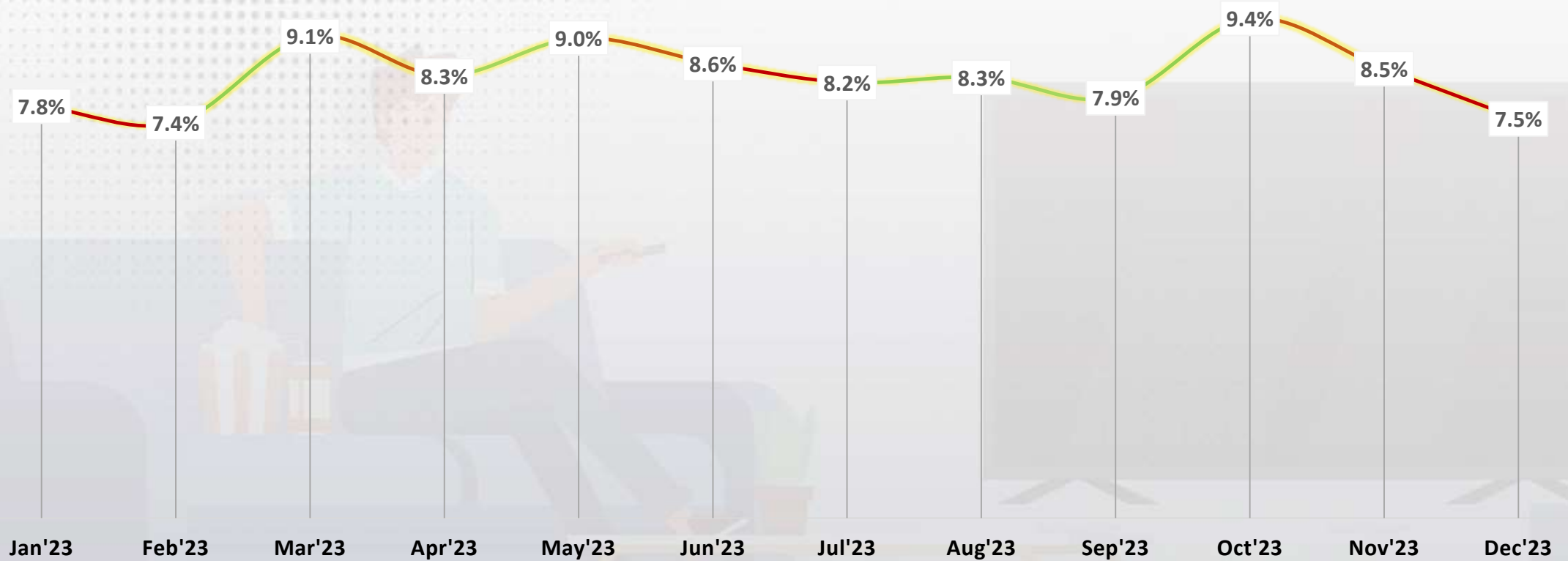


Quarterly Trends in News : Y 2023



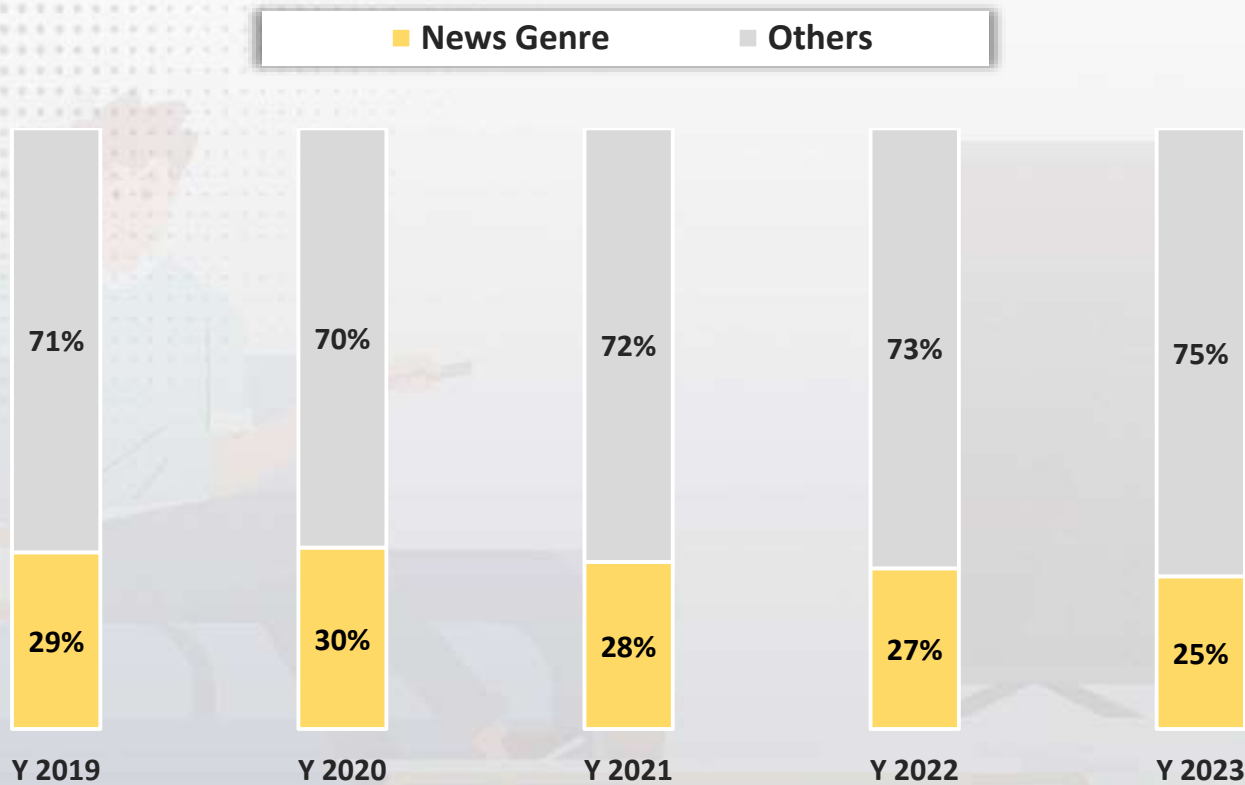
- In Y 2023, A drop of **8%** in ad volumes was seen over Y 2022 and growth of **6%** compared to Y 2019.
- Highest growth in Ad Volumes was observed in Y 2021 since Y 2019.
- 2nd Quarter of 2023 witnessed highest ad volumes (on per day basis).

Monthly Share of Ad Volumes: Highest share in **Oct'23**



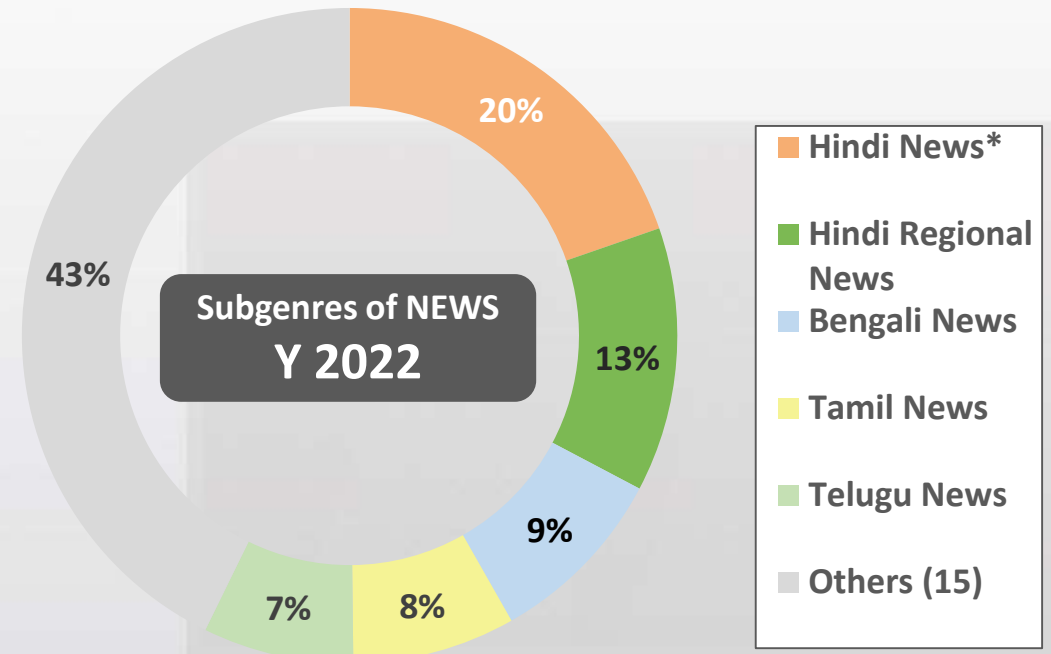
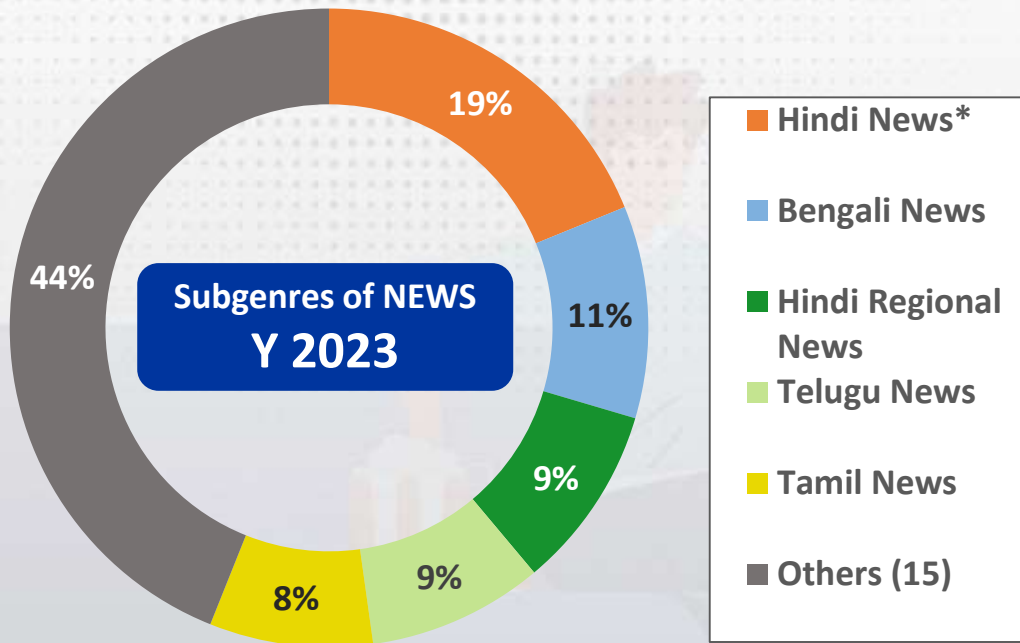
- Lowest share on **News** genre was during Feb'23.
- Ad Volumes started peaking up again post Sep'23 i.e. during the festive period.

News Genre share in overall TV Advertising: Slight decline in last couple of years



- In Year 2020, the **News** genre reached its peak (at **30%**).

Top 5 Subgenres of News: The Bengali News genre experienced a notable growth in advertising volume share in 2023 compared to 2022

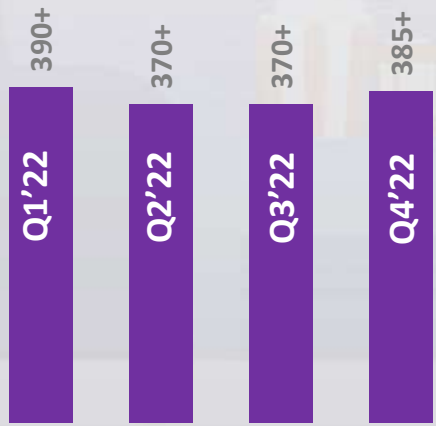


*Hindi News subgenre also includes Hindi Regional News and Hindi Business News

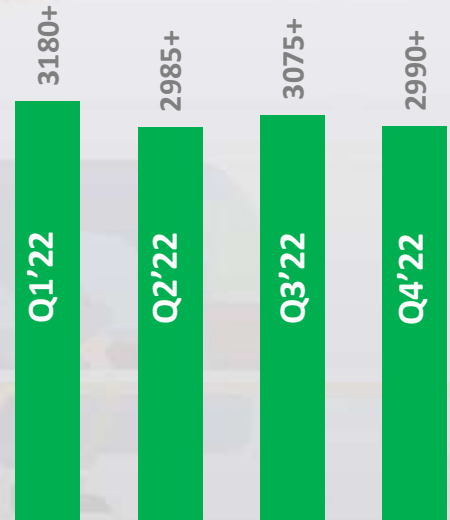
- Hindi News topped with 19% share of News genre’s Ad Volumes during both Y 2023 and Y 2022.
- Top 5 subgenres accounted for around 56% share of Ad Volumes during both the periods.

Quarter wise Tally of Categories, Advertisers and Brands

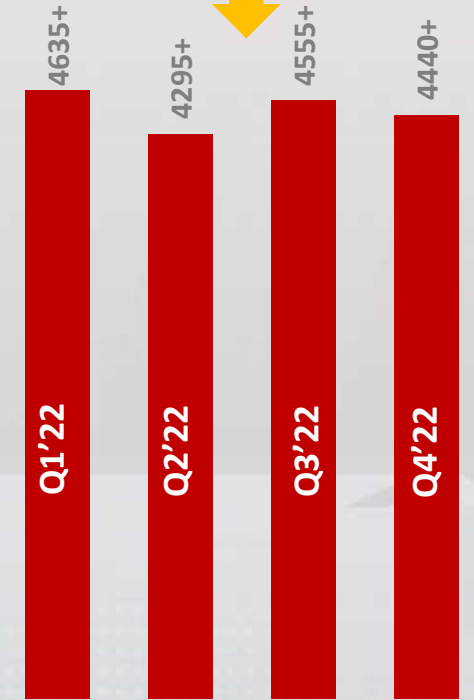
Count of Categories



Count of Advertisers



Count of Brands



Leading Sectors in News genre: ‘Services’ sector on Top with 15% share

Rank	Top Sectors – Y 2023	% Share	Rank in Y 2022
1	Services	15%	1
2	Food & Beverages	15%	2
3	Building, Industrial & Land Materials/Equipments	8%	3
4	Personal Healthcare	8%	4
5	Personal Care/Personal Hygiene	8%	5
6	Auto	7%	8
7	Household Products	6%	7
8	Banking/Finance/Investment	6%	9
9	Personal Accessories	5%	10
10	Education	4%	6
	<i>Others</i>	20%	

- Services sector maintained its 1st rank in Y2023 followed by Food & Beverages on 2nd position.
- Auto, Banking/Finance/Investment and Personal Accessories saw positive rank shift.
- Top 10 sector added 80% share in News genre.

Leading Categories : 'Toilet Soaps' ascended by 13 ranks to enter the Top 10

Rank	Top 10 Categories in Y 2023 (Total 448)	% Share	Rank in Y 2022
1	Retail Outlets-Jewellers	4%	1
2	Cars	4%	6
3	Spices	3%	2
4	Ecom-Media/Entertainment/Social Media	2%	3
5	Toilet Soaps	2%	18
6	Toilet/Floor Cleaners	2%	11
7	Building Materials/Systems	2%	5
8	Cement	2%	4
9	Multiple Courses	2%	12
10	Two Wheelers	2%	9
Next 40 Categories		39%	

- Retail Outlets-Jewellers category topped the News genre in Y 2023; followed by 'Cars' .
- Toilet Soaps, Toilet/Floor Cleaners, and Multiple Courses were the new entrants among Top 10 in Y 2023.
- Top 10 categories added 26% share of News genre's Ad Volumes.

Top Growing Categories : 185+ Categories saw Positive Growth in **News** genre

Rank	Top Growing Categories (Y2023 vs. Y2022) (based on highest increase in Ad Volumes)	Growth
1	Cars	55%
2	Toilet Soaps	65%
3	Retail Outlets-Jewellers	13%
4	Furniture Related Items	50%
5	Ecom-Wallets	46%
6	Toilet/Floor Cleaners	19%
7	Honey	3 Times
8	Biscuits	66%
9	Milk Beverages	41%
10	Schools	92%

- **Honey** saw highest rise of **3 Times** in Ad secondages, followed by **School** during Y 2023 compared to Y 2022.
- **3** out of 10 categories belonged to **Food & Beverages** sector.

Leading Advertisers: **Reliance Retail** rose **3** positions to land among the Top 10

Top Advertisers (Y 2023) [Total 6.9K+]	Rank (Y 2022)
Reckitt Benckiser (India)	1
Hindustan Unilever*	3
Patanjali Ayurved	4
Godrej Consumer Products	6
GCMFM (Amul)	2
SBS Biotech	7
Life Insurance Corp Of India	5
Lalithaa Jewellery Mart	12
Mahashiya Di Hatti	9
Reliance Retail	13

Top 10 Advertisers contributed **21%** share of **News** genre's Ad Volumes

***Hindustan Unilever** does not includes its other brands like Ponds India, Lakme lever, Brooke bond India etc.

- **Reckitt Benckiser** retained its **1st** position, Followed by **Hindustan Unilever*** .
- **Lalithaa Jewellery Mart** and **Reliance Retail** were the new entrants among Top 10.
- Top 100 advertisers accounted for **53%** share of overall **News** genre advertising.

Exclusive^ Advertisers in the News Genre compared to other genres : Count 4.9 K+



Rank	Top Exclusive^ Advertisers (News) [Total 4.9K+]
1	Webart Softech
2	Bonnie Foi Group
3	Raja Udyog
4	Greenlam Industries
5	Maharishi Markandeshwar University Trust
6	L N Hotels & Resorts
7	Kalyani Unos Aqua Feeds
8	Rohan Corporation
9	Hella Infra Market Pvt Ltd
10	Star Cement Ltd

^ Present in News genre but not in Other genres in Y 2023

- **Webart Softech** was the top exclusive^ advertiser in **News** genre followed by **Bonnie Foi Group** during Y 2023.

Exclusive^ Advertisers in Y 2023: 3 out of 10 Exclusive Advertisers were from **Services** sector

Rank	Top Exclusive Advertisers (Y 2023) [Total 3.7K+]
1	Piramal Capital & Housing Finance
2	Bonnie Foi Group
3	Torrent Pharmaceuticals
4	L N Hotels & Resorts
5	Eenadu Television
6	Hella Infra Market
7	Pan Healthcare
8	Honda Cars India
9	Yougmedia Bv
10	Kuber Plastic

^ Present in Y 2023 but not in Y 2022

- 3.7K+ advertisers exclusively advertised during Y 2023 over Y 2022 in News genre.
- Piramal Capital & Housing Finance and Bonnie Foi Group were the top 2 exclusive^ advertisers of Y 2023 compared to Y 2022.

Leading Brands in Y 2023: **Lalithaa Jewellery** topped among the brands

Rank	Top Brands (Y2023) [Total 10.6K+]
1	Lalithaa Jewellery
2	Vimal Elaichi Pan Masala
3	Dr Ortho Oil & Capsule
4	Phonepe
5	Lizol All In 1
6	Dettol Antiseptic Liquid
7	Dettol Toilet Soaps
8	Policybazaar.Com
9	Ultratech Cement
10	Rungta Steel Tmt Bar

Top 10 Brands contributed **8%** share of **News Ad Volumes**

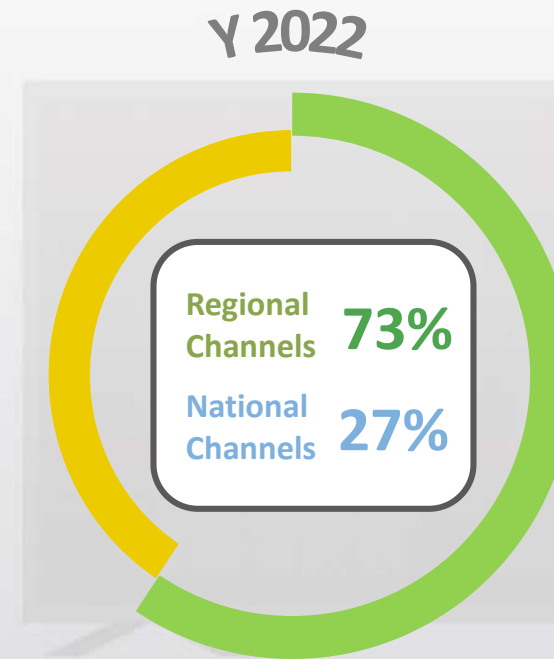
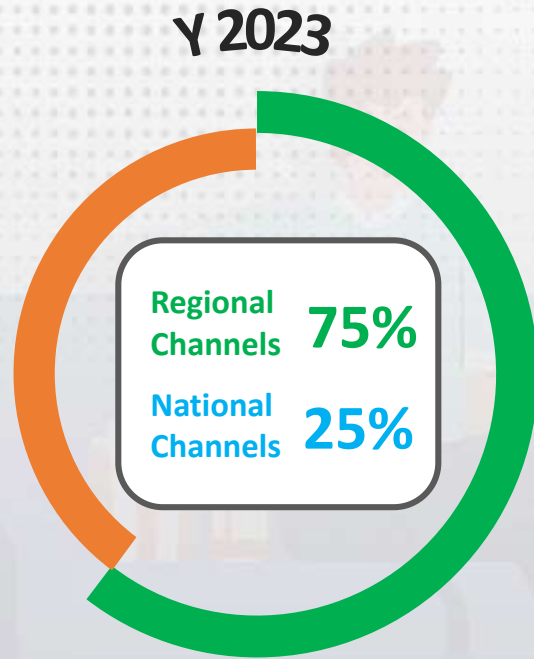
- **Around 300+** brands covered **50%** of **News** genre ad volumes in Y 2023.

Advertising on National & Regional Channels of News genre

National TV Advertisements means airing or telecasting of an advertisement on National television channel – that are visible nationwide and are broadcasted in languages like Hindi or English.

On the other hand, Regional channel cater to viewers from particular regions such as Punjab, Bihar, Maharashtra etc. The channels are telecast in the local language depending on the region such as Punjabi, Bhojpuri, Marathi etc.

National & Regional Channels: Regional News Channels had more than **70%** share of Ad Volumes



- Regional and National channels had **75%** and **25%** share of Ad Volumes respectively in **News** genre during Y 2023.

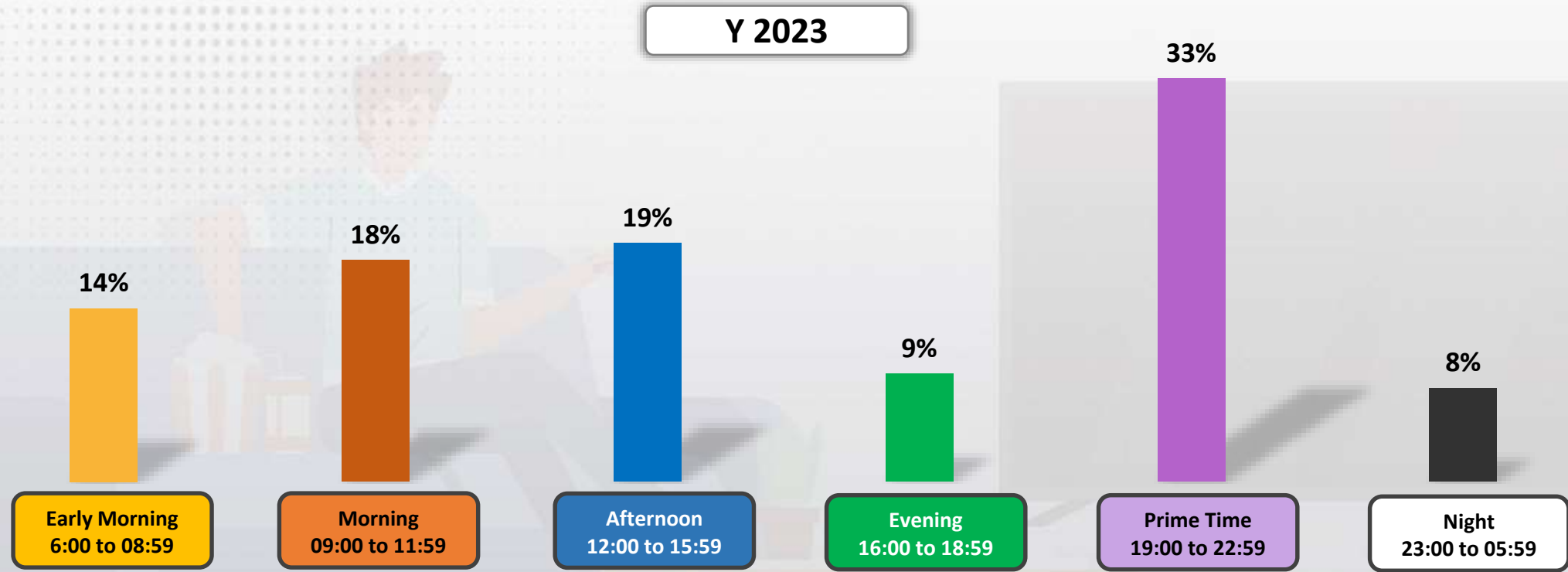
Y 2023: **600+** Exclusive Advertisers on National & **5400+** on Regional channels of News genre

Rank	Exclusive Advertisers (National Channels)	[Total 600+]
1	Nims University	
2	Webart Softech	
3	L N Hotels & Resorts	
4	Bbc Global News	
5	Vihan Modular	

Rank	Exclusive Advertisers (Regional Channels)	[Total 5400+]
1	Lalithaa Jewellery Mart	
2	Wipro	
3	Ponds India	
4	Attica Gold Company	
5	Lakme Lever	

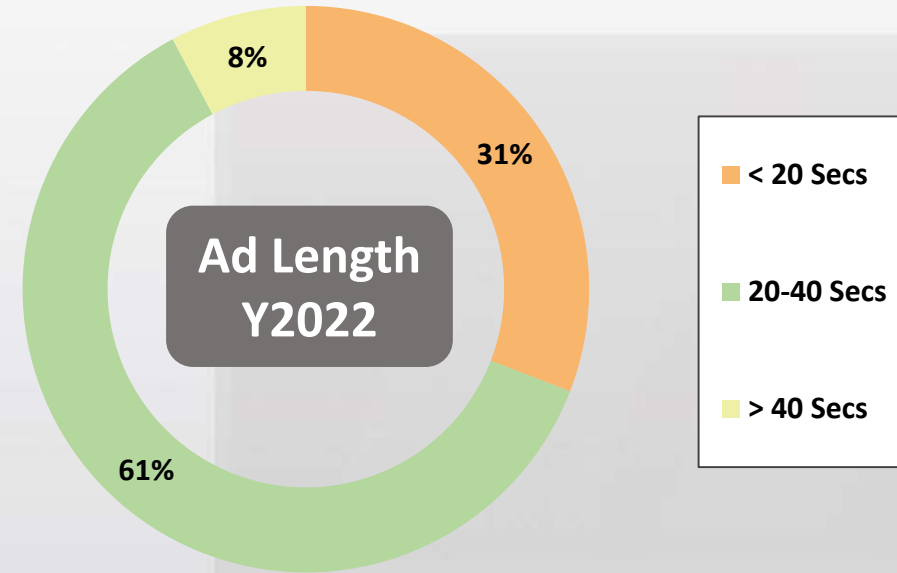
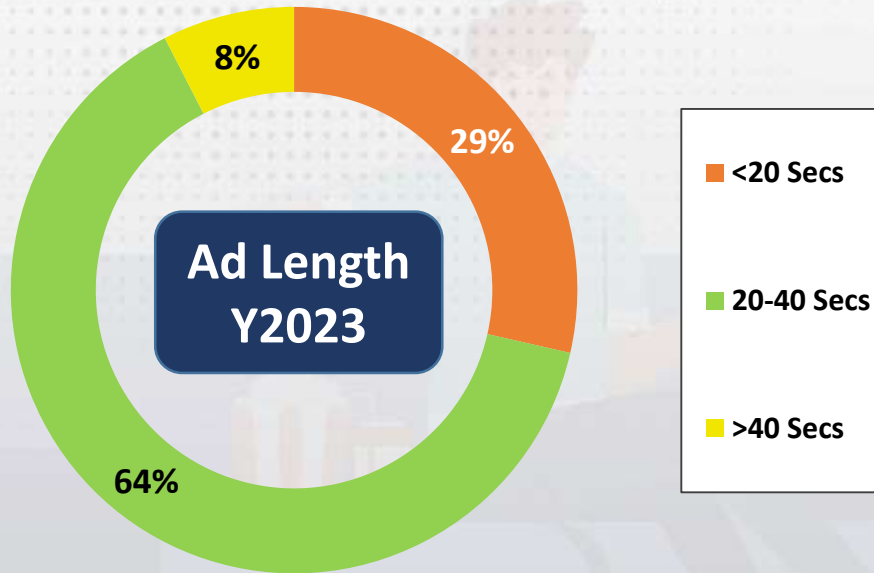
- **Nims University** and **Lalithaa Jewellery Mart** were leading Exclusive advertisers on National and Regional News channels respectively during Y 2023.

Ad's share by Time Bands : **Prime Time** had **1/3rd** of Ad Duration



▪ Prime Time, Afternoon & Morning time bands together added **70%** share of ad volumes.

Ad Size in the News Genre : **20-40 seconds** ads were most preferred



- 20-40 seconds ads had highest share of 64% in 2023.

DISCLAIMER

TAM has made every effort to ensure that the information in this report is appropriate/correct, however TAM does not assume and hereby expressly disclaim any and all liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause. The content of the report is only for information and awareness purposes only and not intended to substitute any professional advice regarding its usages. Before any reference or use of this report in manner kindly connect with TAM Media Research Pvt. Ltd. All rights including copyright reserved with TAM Media Research Pvt. Ltd.





TAM

Switch ON Data Monetisation



AdEx India
A Division of TAM Media Research



RAM
Radio Audience Measurement



RPD
For Geo-Targeting



Digital AdEx



TAM Sports
measuring sports sponsorship ROI



STRATEGY Group
for business solutions



eikona
Earned Media
Brand Reputation Management through Measurement