



REFLECTIONS OF Y 2023 FOR ADVERTISING IN **MOVIES GENRE**

Media: TV, Print, Radio & Digital

Period: Y 2023

Highlights

01

Ad volumes for Movie Genre in Y 2023 observed growth of 4% compared to Y 2022.

02

Hindi Movies was the leading Sub-Genre on TV during Y 2023.

03

Food & Beverages retained its 1st position with 25% share of ad volumes in Y 2023 over Y 2022.

04

Q'4 of Y 2023 had the highest count of Categories, Advertisers and Brands.

05

145+ Growing Categories registered Positive Growth during Y 2023 over Y 2022.

06

The top 10 categories together added 38% share of ad volumes in Y 2023 with Toilet Soaps leading the list.

07

Out of the top 10 brands present in Y 2023, 4 of them belonged to Hindustan Unilever.

08

470+ advertisers & 1.4K+ brands exclusively advertised during Y 2023 compared to Y 2022.

09

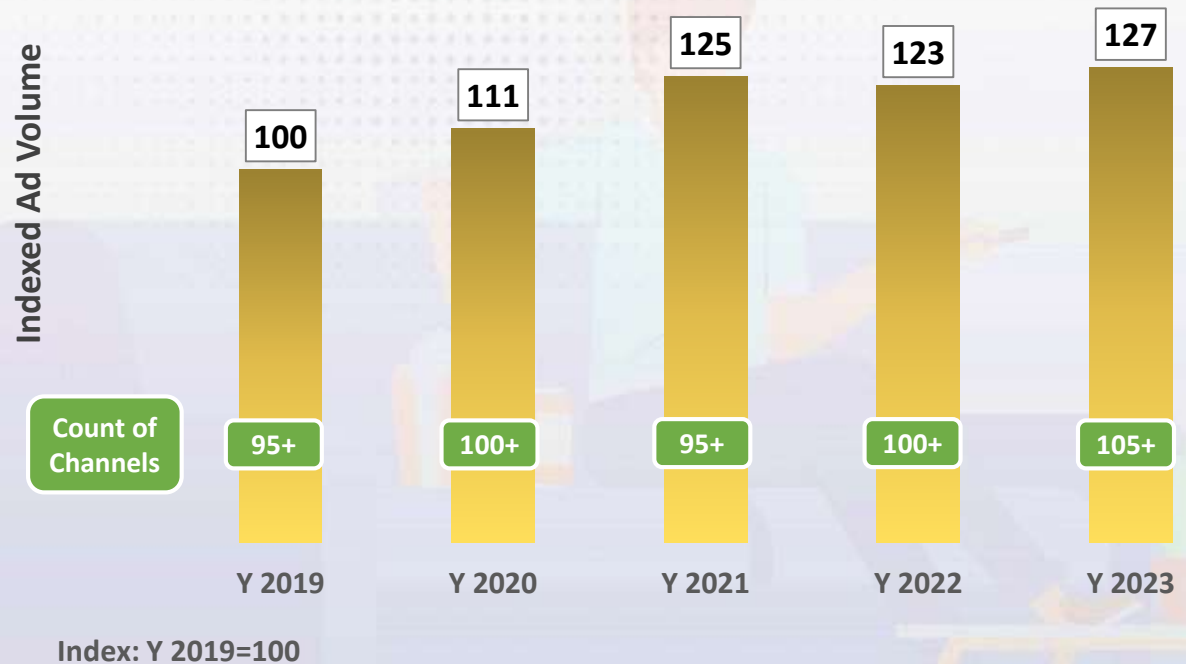
Prime Time was the most preferred time-band on Movie Genre followed by Afternoon and Morning time-bands.

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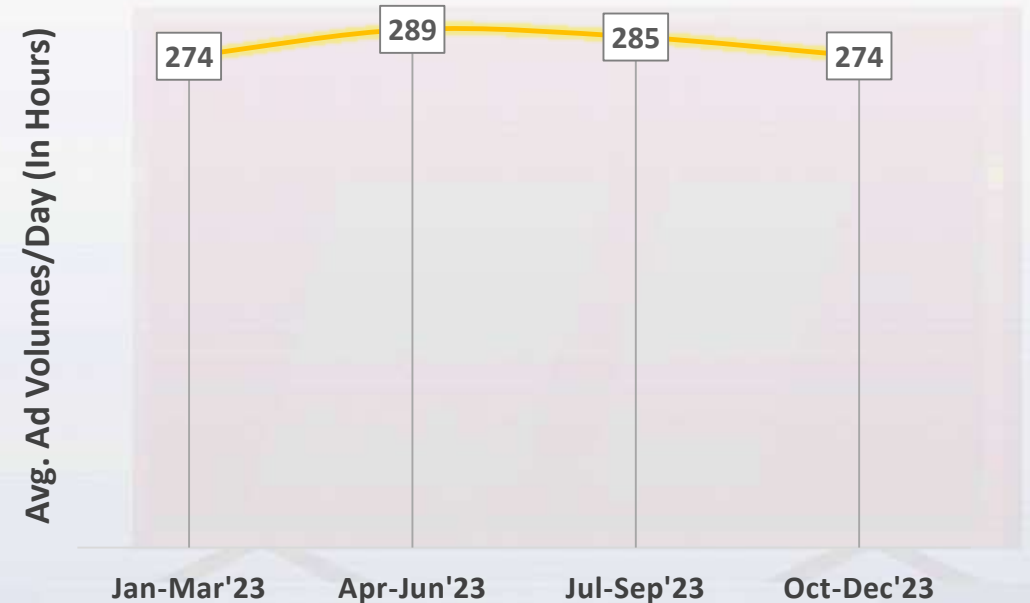
In Y 2023 & 2022, 20-40 seconds ads in Movie Genre had more than half of pie the ad volumes share.

Trends in Ad Volumes of Movie Genre: 27% rise in Y 2023 as compared to Y 2019

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

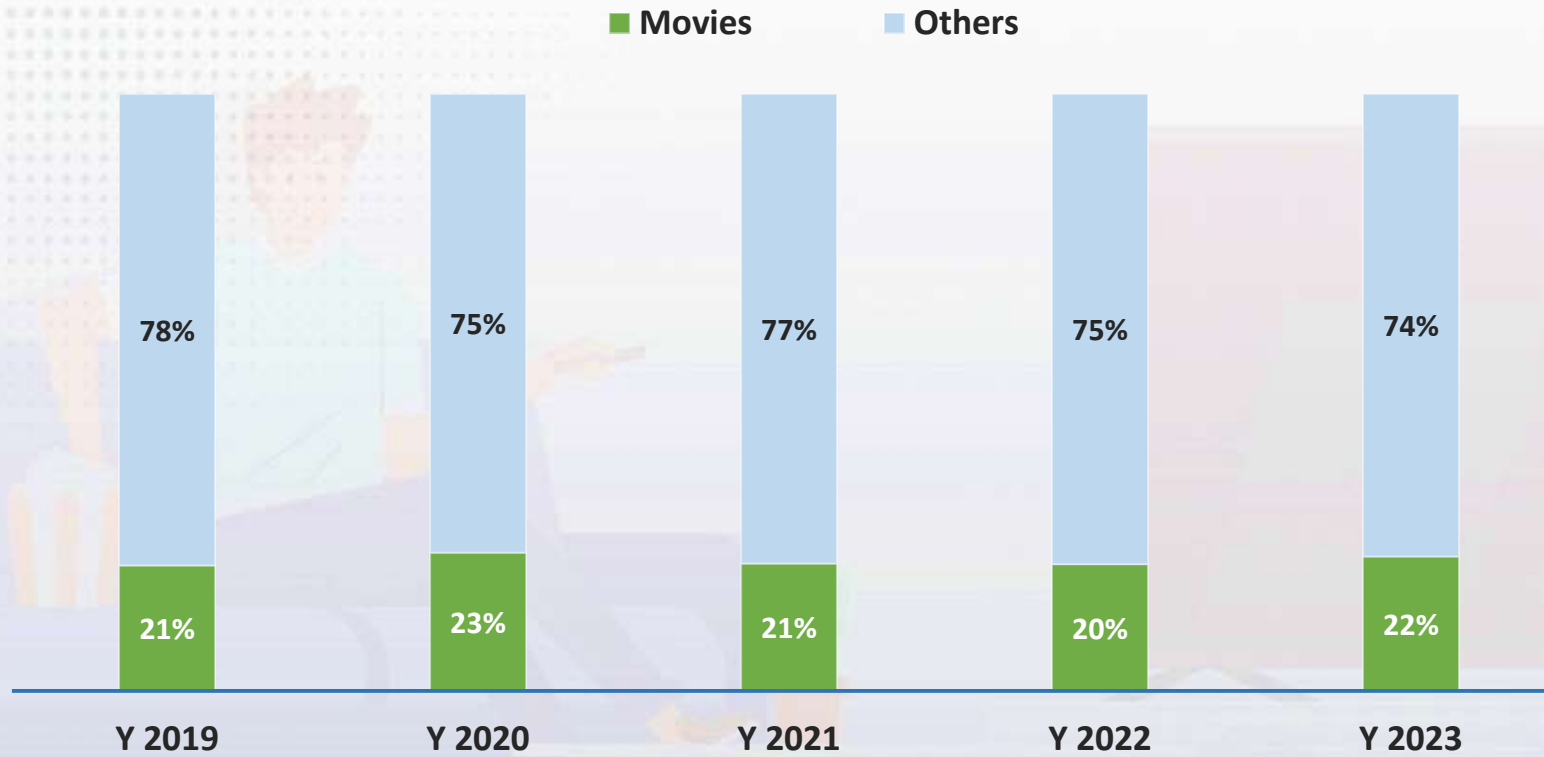


Quarterly Trends in Movies : Y 2023



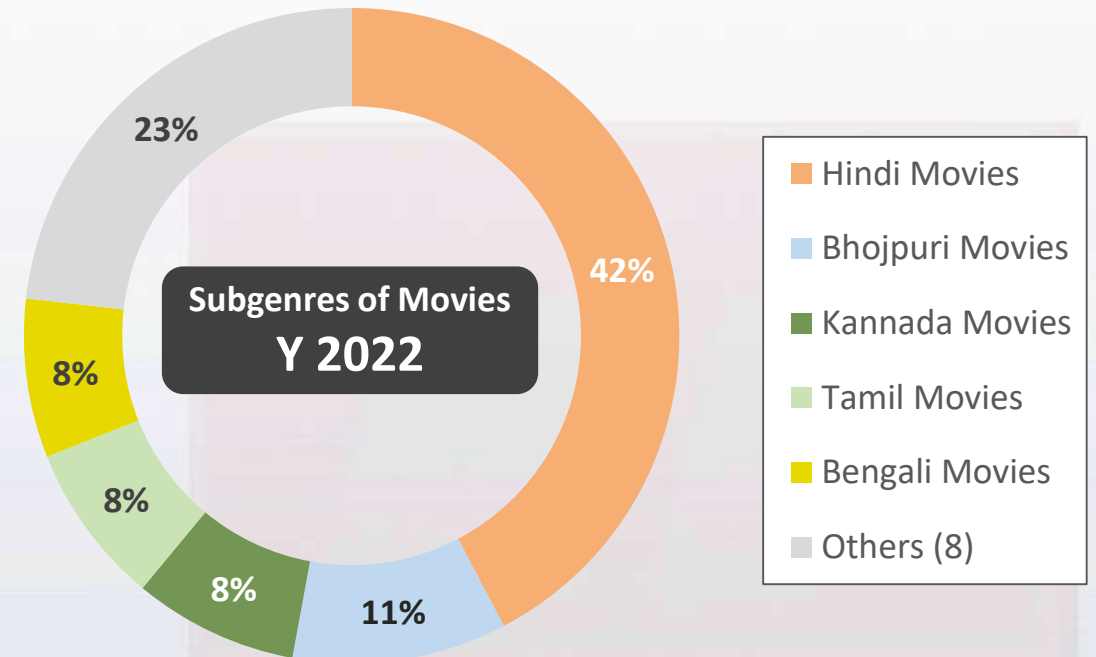
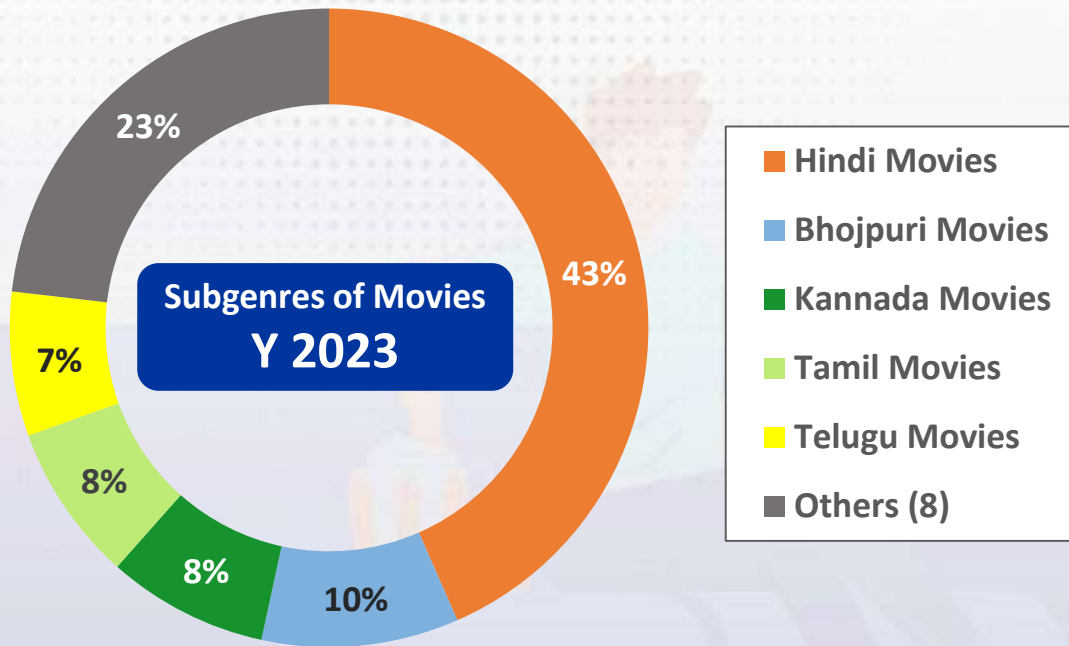
- In Y 2023, there was a 4% increase in advertising volumes compared to 2022.
- Advertising volumes in the second quarter of 2023 were 5% higher than those in the fourth quarter of the same year.

Share of Movie Genre in overall TV Advertising: Y 2019-23



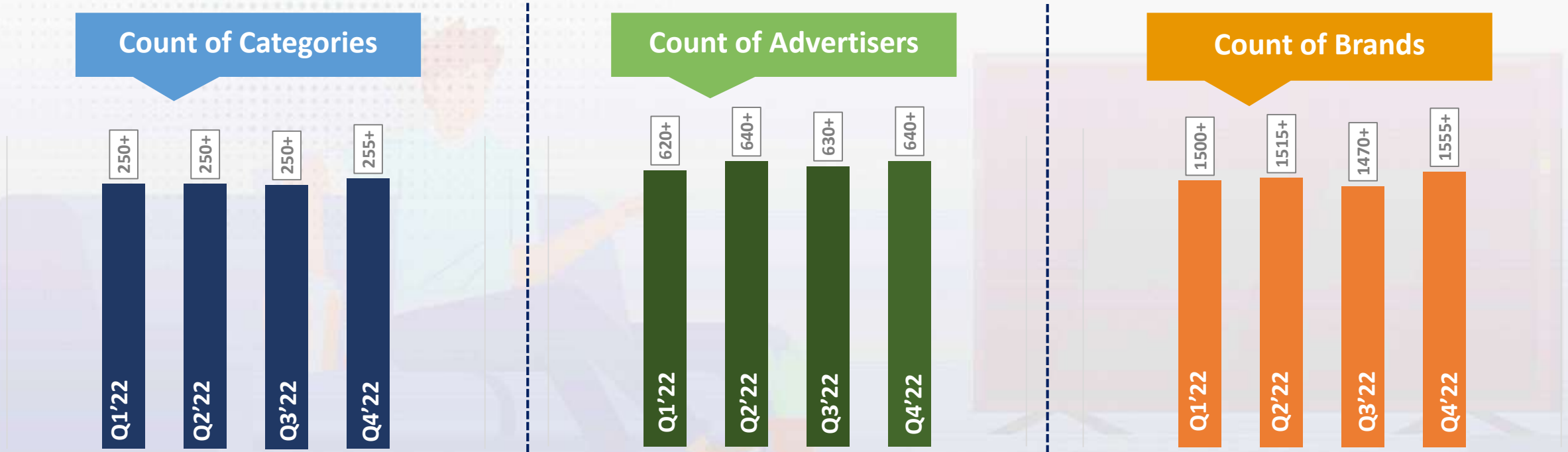
- In 2024, the **Movies Channel Genre** secured the second-highest share of advertising volumes among various channel genres.

Top 5 Sub-Genres of Movies Genre



- **Hindi Movies** maintained their dominance in terms of ad volumes, holding a share of over 40% in both 2023 and 2022.
- The top 4 Sub-Genres maintained their positions from 2022 to 2023.
- In 2023, the top 5 Sub-Genres collectively accounted for 77% of the advertising share.

Tally of Categories, Advertisers and Brands in Movie Genre – Quarter wise



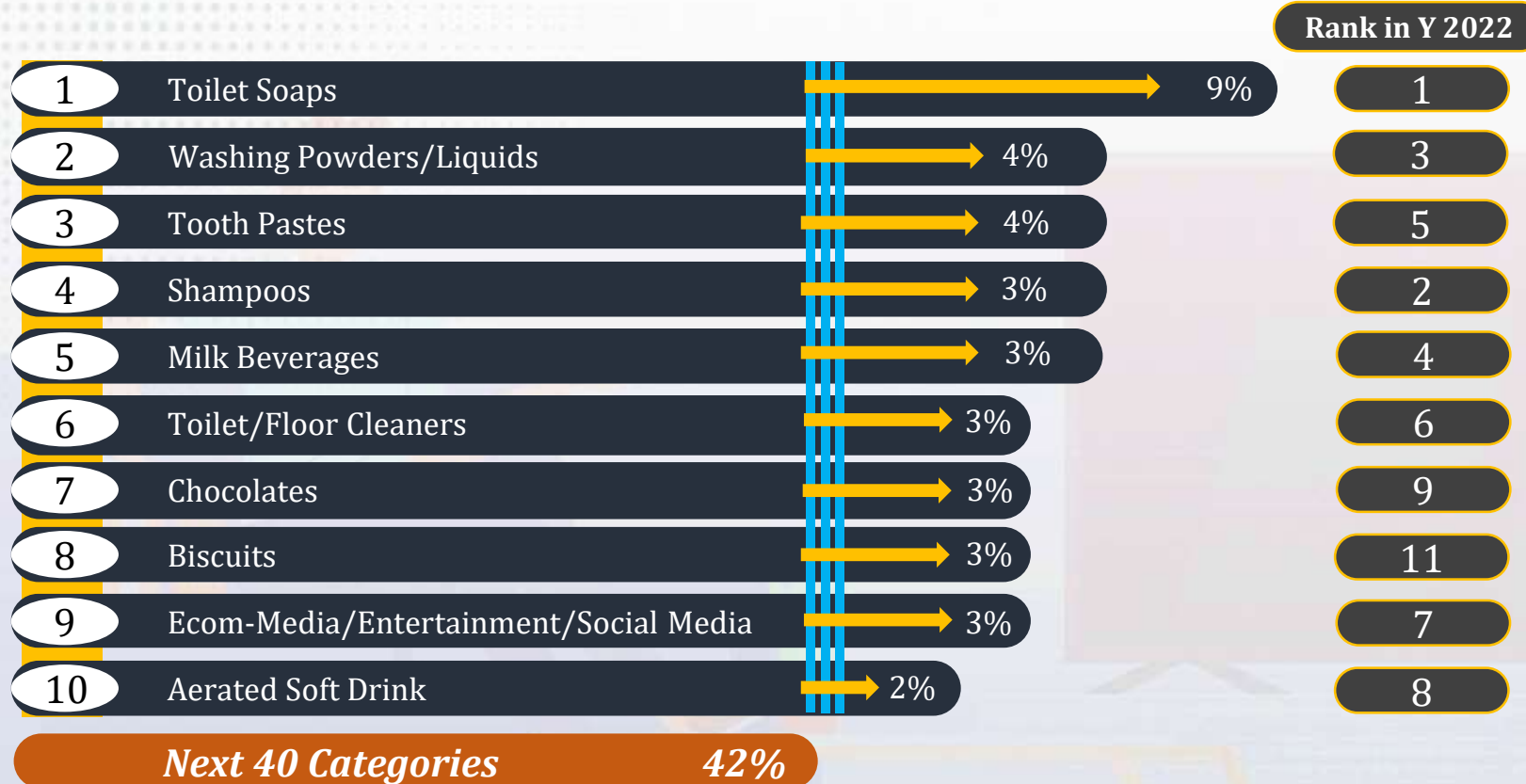
- The count of **Categories, Advertisers** and **Brands** consistently increased over the period, but, it was seen highest during Q'4 of Y 2023.

Leading Sectors: 'Food & Beverages' topped with 25% share of Movie Genre's ad volumes

Rank	Top Sectors – Y 2023	% Share	Rank in Y 2022
1	Food & Beverages	25%	1
2	Personal Care/Personal Hygiene	24%	2
3	Services	9%	3
4	Personal Healthcare	8%	4
5	Household Products	8%	6
6	Hair Care	7%	5
7	Laundry	6%	7
8	Auto	2%	8
9	Building, Industrial & Land Materials/Equipments	2%	9
10	Banking/Finance/Investment (BFSI)	1%	12
	<i>Others</i>	7%	

- During Y 2023, the **Top 4** Sectors retained their respective positions compared to Y 2022.
- The combined contribution of the top 10 Sectors accounted for 93% of the advertising volumes in 2023.
- Among top 10 sectors, the **BFSI Sector** was the sole newcomer in 2023 compared to 2022.

Leading Categories: Toilet Soaps (9%) led the Movie Genre in Y 2023



- **Toilet Soaps** retained its 1st position with 9% share of ad volumes in Y 2023 compared to Y 2022.
- **Washing Powders/Liquids** ascended to 2nd position with 4% share of ad volumes compared to its 3rd position in Y 2022.
- Together, the top 10 categories covered 38% share of ad volumes in Y 2023.
- In Y 2023, **Biscuits** was the only new entrant with 3% share of ad volumes over Y 2022.

Growing Categories: 145+ Categories registered Positive Growth on Movie Genre

Rank	Top Growing Categories (Y2023 vs. Y2022) (based on highest increase in Ad Volumes)	Growth
1	Toilet Soaps	54%
2	Washing Powders/Liquids	15%
3	Energy Drink	99%
4	Biscuits	23%
5	Air Fresheners	3 Times
6	Tooth Pastes	13%
7	Hair Dyes	40%
8	Talcum Powders	57%
9	Hair Oils	18%
10	Home Insecticides	84%

- During Y 2023, **Toilet Soaps** saw the highest increase in Ad secondages as compared to Y 2022, followed by **Washing Powders/Liquids** with **54%** and **15%** ad volumes growth respectively.
- In terms of growth % among Top 10 categories, **Air Fresheners** topped with highest growth of **3 Times**.

Leading Advertisers: FMCG Players reign the Top 10 list

Top Advertisers (Y 2023) [Total 1.1K+]	Rank (Y 2022)
Hindustan Unilever	1
Reckitt Benckiser (India)	2
P&G	3
Godrej Consumer Products	5
Cadburys India	4
Coca Cola India	6
Pepsi Co	10
ITC	7
Colgate Palmolive India	8
Nestle India	11

Top 10 Advertisers contributed **57%** share of **Movies genre's Ad Volumes**

- **HUL** was the leading advertiser with **22%** share of ad volumes in Y 2023.
- Along with **HUL**, **Reckitt Benckiser (India)** and **P&G** retained their respective positions in Y 2023 over Y 2022.
- **Nestle India** was a new entrant and secured **10th** position in Y 2023 compared to its **11th** position in Y 2022.

Exclusive^ Advertisers in the Movies Genre: Y 2023

Rank	Top Exclusive^ Advertisers (Y 2023) [Total 35+]
1	Devdarshan Dhoop Industries
2	My Vishwa Technologies
3	Columbia Pictures
4	Seeds Of Innocence Fertility Clinic
5	Thilagaraj Textiles (Sivakasi)
6	Vee Bee Visa Consultants
7	Wide Wings (Chennai)
8	Solo Paints
9	Bhagyashree Sindur/Alta
10	Kare U

^ Present in Movies genre but not in Other genres

- In the Movie genre, **Devdarshan Dhoop Industries** stood out as the primary exclusive advertiser among the 35+ advertisers prominently featured in the Y 2023.

Leading Brands in Y 2023: Dettol Toilets Soaps topped among the 3,000+ brands advertising in Movie Genre

Rank	Top Brands (Y2023) [Total 3K+]
1	Dettol Toilet Soaps
2	Glow & Lovely Advanced Multivitamin
3	Santoor Sandal And Turmeric
4	Dettol Antiseptic Liquid
5	Harpic Power Plus 10x Max Clean
6	Close Up Ever Fresh
7	Lifebuoy Toilet Soap
8	Surf Excel Easy Wash
9	Colgate Dental Cream
10	Lizol All In 1

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

- Compared to Y 2022, **Dettol Toilet Soaps** retained its **1st** position in Y 2023.
- **Sandoor Sandal and Turmeric, Lifebouy Toilet Soap** and **Colgate Dental Cream** were new entrants during Y 2023 over Y 2022.
- Out of the top 10 brands present in Y 2023, **4** of them belonged to **Reckitt Benckiser (India)** and **4** belonged to **Hindustan Unilever**.

Leading Exclusive^ Advertisers and Brands: Y 2023

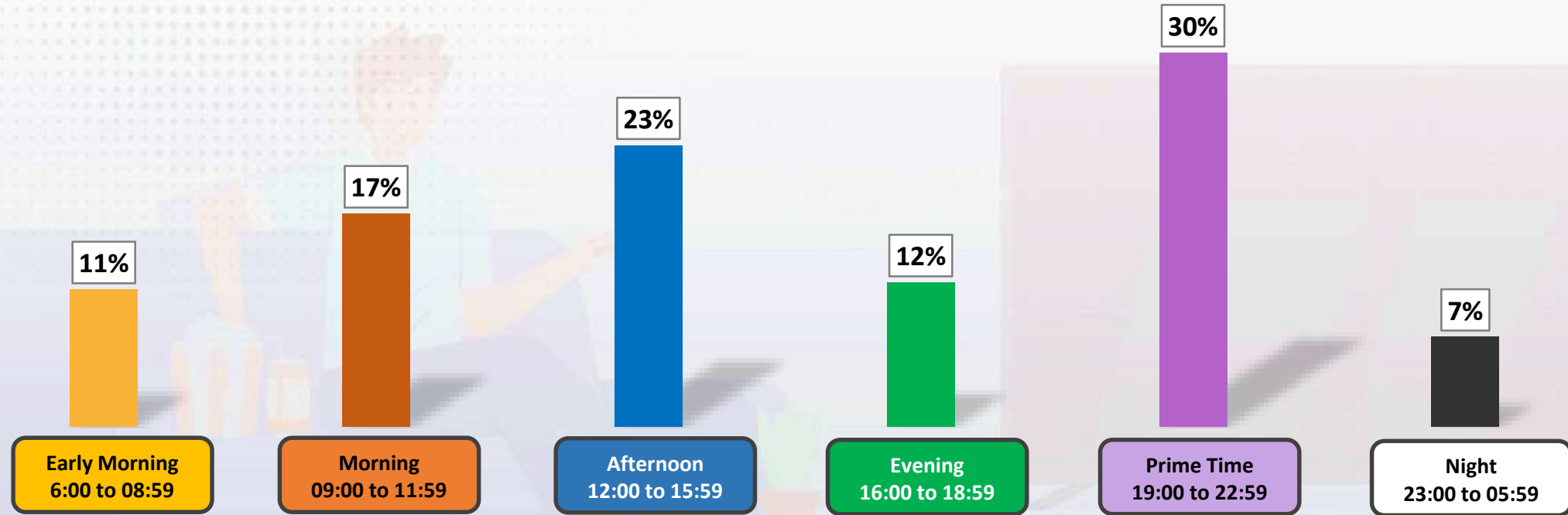
Rank	Top Exclusive Advertisers (Y 2023) [Total 470+]
1	Piramal Capital & Housing Finance
2	Junglee Games India
3	Varmora Granito
4	Baazi Networks
5	Devyani Food Industries
6	Indeed Ireland Operations
7	Kotak Mahindra Bank
8	Samsonite India
9	Honda Cars India
10	Bandhan Bank

Rank	Top Exclusive Brands (Y 2023) [Total 1.4K+]
1	Lux Jasmine & Vitamin C+E
2	Good Knight Mini Refill Liquid
3	Dettol Lime Cool Soap
4	Dettol Skincare Soap
5	Cinthol Lime Fresh
6	Dettol Liquid Soap
7	Veet Professional
8	Mortein Smart Plus
9	Moov Strong Spray
10	Godrej Selfie Shampoo Hair Colour

^ Present in Y 2023 but not in Y 2022

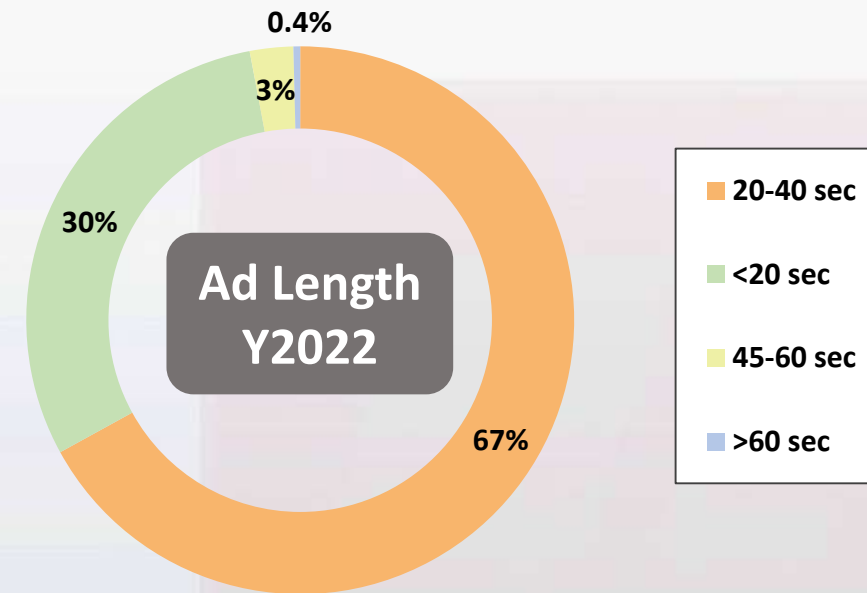
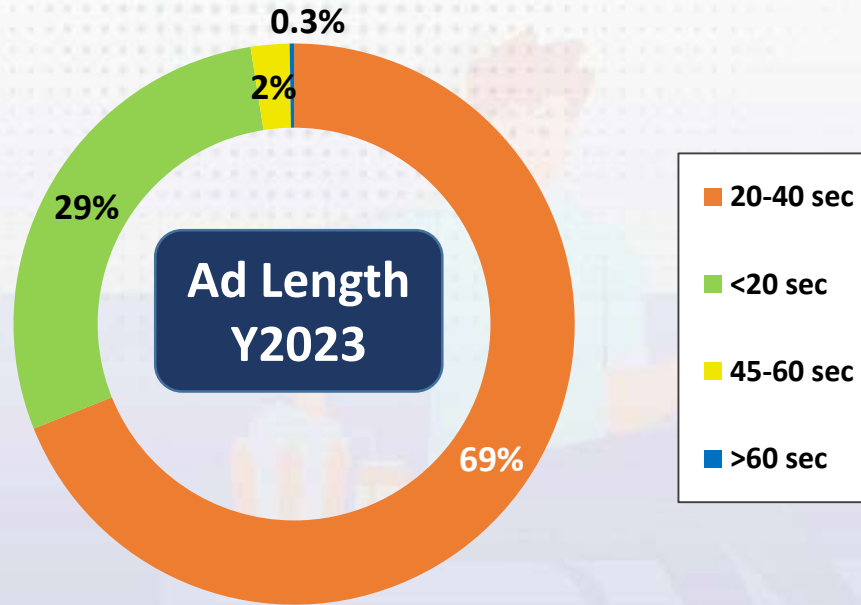
- **470+** advertisers & **1.4K+** brands exclusively advertised in **Movie Genre** during Y 2023 as compared to Y 2022.
- **Piramal Capital & Housing Finance** and **Lux Jasmine & Vitamin C+E** were the top exclusive^ advertisers and brands respectively during Y 2023 as compared to Y 2022.

Advertising share by Time-Bands in Movie Genre



- **Prime Time** was the most preferred time-band on **Movie Genre** followed by **Afternoon** and **Morning** time-bands.
- **Prime Time, Afternoon & Morning** time bands together added more than **70%** share of ad volumes.

Ad Size in Movie Genre : Y 2023 and Y 2022



- In both 2023 and 2022, ads lasting for 20-40 seconds dominated the advertising landscape of the Movie genre on TV, accounting for over half of the total ad volumes.
- Following closely, commercials lasting **less than 20 seconds** emerged as the second most favored choice for advertising on Movie channels in both years.

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