

Quarterly Report

RADIO ADVERTISING (Jan-Sep'24)



Source: **AdEx India**, A Division of **TAM Media Research**

01

Jan-Sept'24 observed **growth** in Ad Volumes by **2% on Radio Advertising** compared to Jan-Sept'23.

02

Services Sector retained its **1st** position with **30%** share of ad volumes during Jan-Sept'24 over Jan-Sept'23 on Radio.

03

Properties/Real Estates and **Hospital/Clinics** retained their **1st** and **2nd** positions during Jan-Sept'24 over Jan-Sept'23 on Radio.

04

LIC Of India was the leading advertiser during Jan-Sept'24.

05

LIC Housing Finance and **Vimal Pan Masala** ascended to **1st** and **2nd** positions in Jan-Sept'24 over Jan-Sept'23 on **Radio Advertising**.

06

In terms of growth %, **Automobile General Insurance** category witnessed highest growth % among the Top 10 i.e. **3.6 times** in Jan-Sept'24.

07

11k+ exclusive brands were present on Radio Advertising during Jan-Sept'24.

08

Gujarat was the leading state with **18%** share of Ad volumes on Radio followed by **Maharashtra** with **16%** share.

09

Jaipur retained its **1st** position during Jan-Sept'24 compared to Jan-Sept'23.

10

Evening was the most preferred time-band on Radio followed by **Morning** and **Afternoon** time-bands.

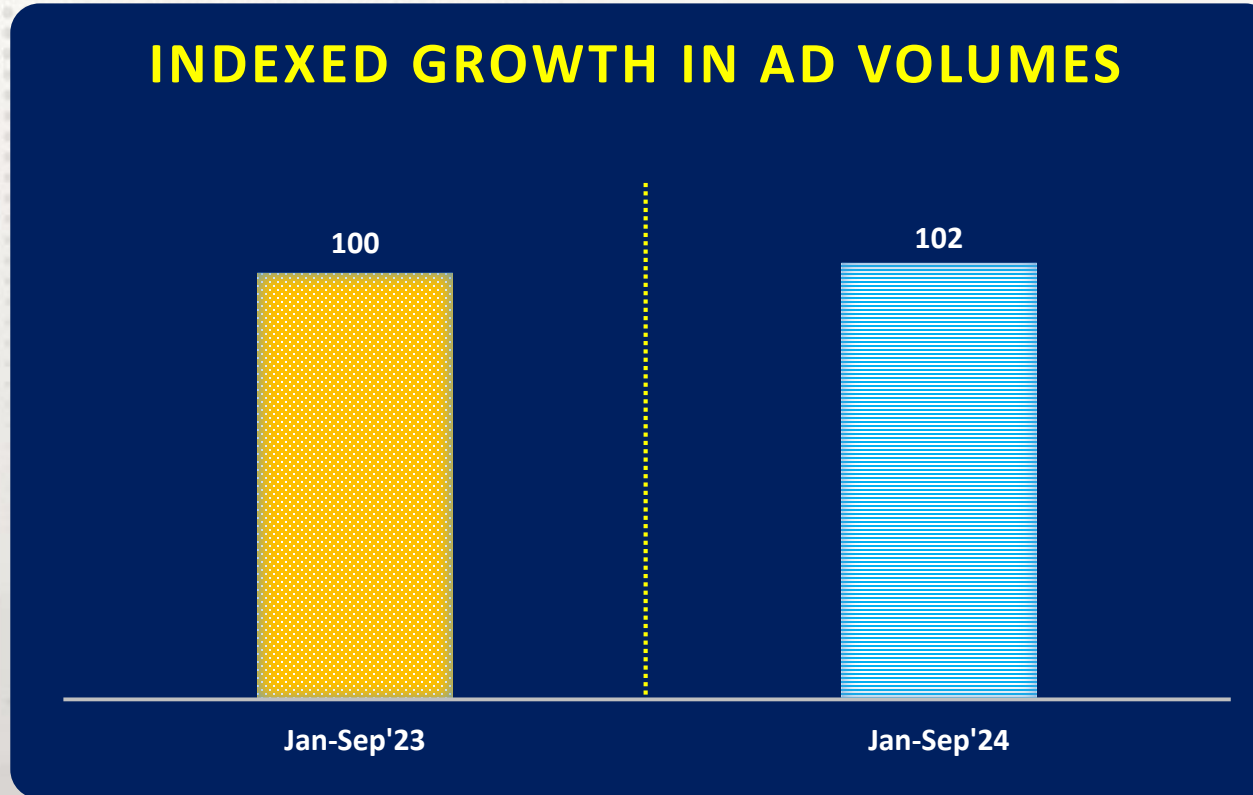


120+
Radio Stations

TAM AdEx monitors more than 120+ Radio Stations (In association with RCS India)

This section mainly focuses on understanding the advertising trends compared to past years: Monthly Trends, Top Spenders (Categories , Advertisers & Brands), City & State contribution on Radio Ads.

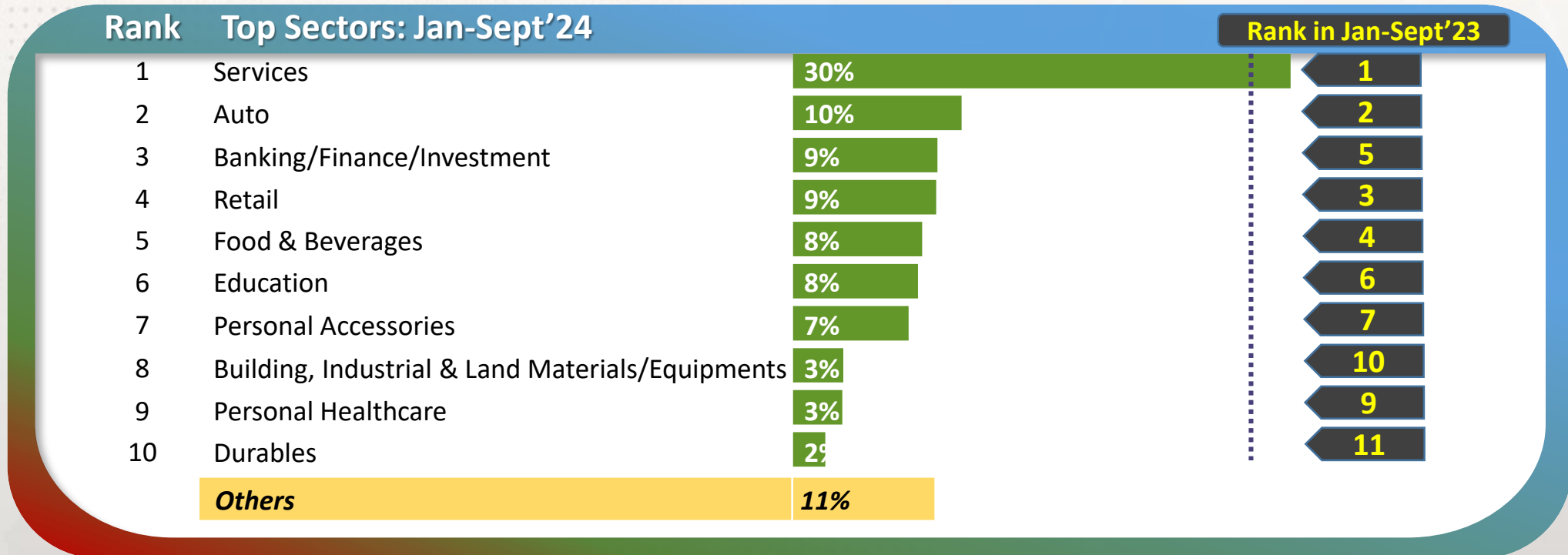
Indexed Ad Volume Growth per station in Jan-Sept'24 over Jan-Sept'23



Index: Jan-Sep'23= 100

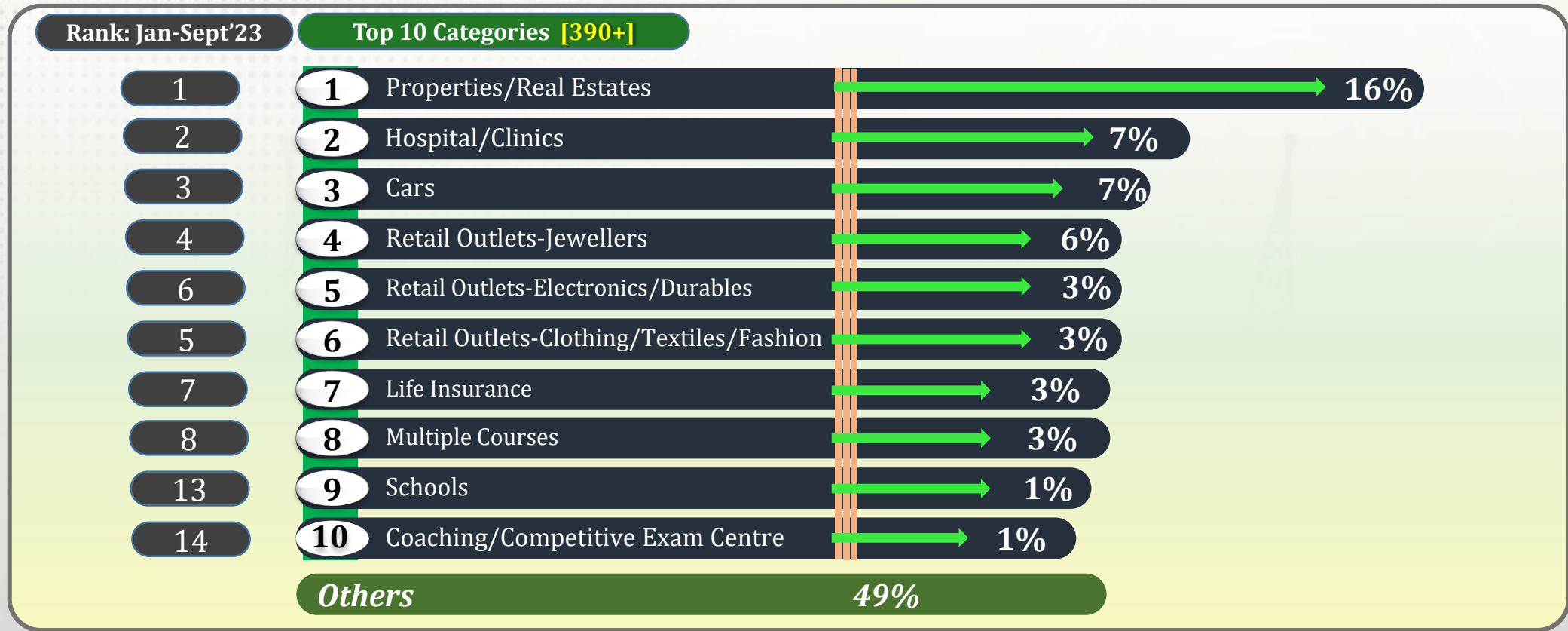
- From Jan to Sep'24, Radio advertising experienced a **2% growth in ad volumes per station** compared to the same period in 2023.

Leading Sectors: Services Sector retained its 1st position in Jan-Sep'24



- **Services & Auto** Sector retained their **top two** positions with **30% & 10%** share of ad volumes respectively during Jan-Sept'24 over Jan-Sept'23 on Radio.
- Top 10 sectors collectively added **89%** share of ad volumes in Jan-Sept'24.
- **BFSI** Sector ascended to **3rd** position with **9%** share of ad volumes compared to **5th** position in Jan-Sept'23.

Leading Categories : Properties/Real Estates was the leading Category in Jan - Sept'24



- **Properties/Real Estates** and **Hospital/Clinics** retained their 1st and 2nd positions during Jan-Sept'24 over Jan-Sept'23 on **Radio Advertising**.
- **Schools** and **Coaching/Competitive Exam Centre** were new entrants in the top 10 list of categories in Jan-Sept'24 compared to Jan-Sept'23.
- The top 10 categories together accounted for **51%** share of ad volumes on **Radio Advertising** during Jan-Sept'24.

Leading Advertisers: LIC OF INDIA retained its 1st position in Jan-Sept'24

Total Advertisers: 8,500+

Leading Advertisers: Jan-Sep'24
LIC Of India
Maruti Suzuki India
Sbs Biotech
Lic Housing Finance
Gcmmf (Guj Coop Milk Mkt Fed)
Tata Motors
Reliance Retail
Vishnu Packaging
Hyundai Motor India
Renault India

Total Advertisers: 8,400+

Leading Advertisers: Jan-Sep'23
LIC Of India
Kedia Homes
Maruti Suzuki India
Vishnu Packaging
Reliance Retail
Sbs Biotech
Indian Oil Corporation
Lic Housing Finance
Sbi (State Bank Of India)
Tata Motors

- During Jan-Sept'24, the top 10 advertisers together covered **12%** share of ad volumes on **Radio Advertising**.
- **LIC of India** retained its **1st position** during Jan-Sept'24 over Jan-Sept'23.
- **GCMMF, Hyundai Motor India** and **Renault India** entered the top 10 list of advertisers in Jan-Sept'24 over Jan-Sept'23.
- **5k+ exclusive advertisers** were present during Jan-Sept'24 compared to Jan-Sept'23.

Leading Brands: LIC Housing Finance was the leading brand in Jan-Sept'24

Total Brands: 11,000+

Leading Brands: Jan-Sep'24

LIC Housing Finance
Vimal Pan Masala
LIC Jeevan Utsav
Maruti Suzuki Arena
Manappuram Loan Against Gold
Acko General Auto Insurance
Malabar Gold And Diamonds
Alishan
LIC
Nissan Magnite

Total Brands: 10,000+

Leading Brands: Jan-Sep'23

Kedia Sezasthan
Vimal Pan Masala
LIC Housing Finance
Mirchi Plus
Patanjali Wellness
LIC
Alishan
Reliance Digital
Nissan Magnite
HDFC ERGO Health Insurance

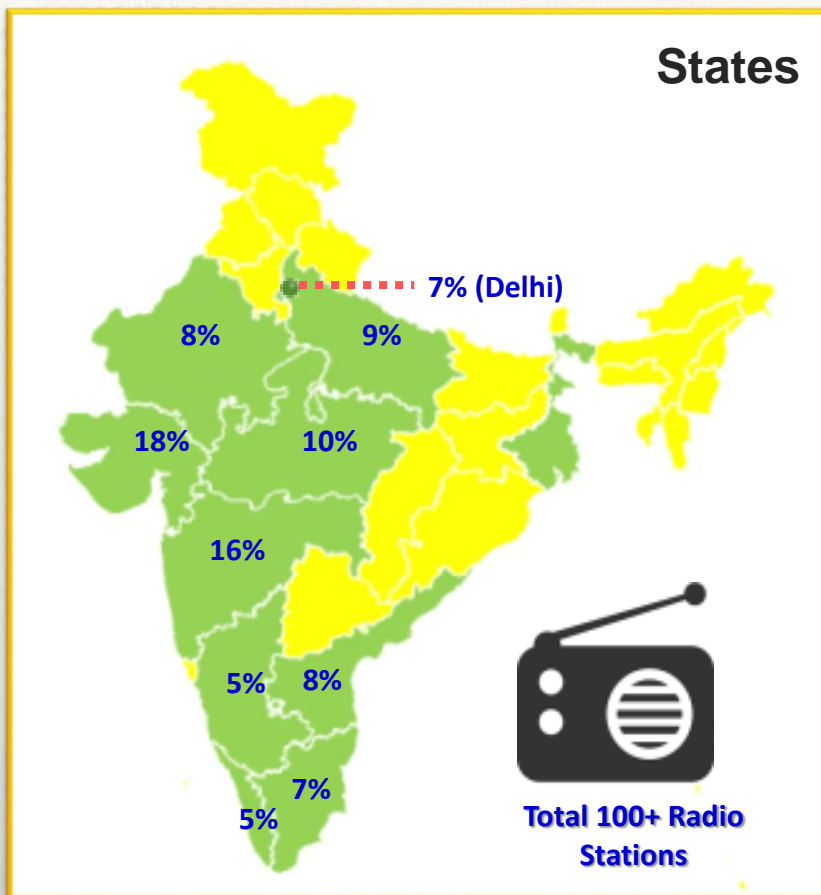
- **LIC Housing Finance** and **Vimal Pan Masala** ascended to 1st and 2nd positions in Jan-Sept'24 compared to 3rd and 2nd positions respectively in Jan-Sept'23 on **Radio**.
- Out of the top 10 brands present in Jan-Sept'24, **3** of them belonged to **LIC of India**.
- The brands **LIC Jeevan Utsav**, **Maruti Suzuki Arena**, **Manappuram Loan Against Gold**, **Acko General Auto Insurance**, and **Malabar Gold And Diamonds** featured in the top 10 list for **Jan-Sept'24**, but not in the top 10 of **Jan-Sept'23**.

Top Growing Categories : 150+ Categories registered Positive Growth

Rank	Top Growing Categories (Jan-Sept'24) (based on highest increase in Ad Volumes)	Growth
1	Cars	60%
2	Retail Outlets-Jewellers	50%
3	Properties/Real Estates	11%
4	Hospital/Clinics	18%
5	Mortgage Loans	3.2 Times
6	Life Insurance	34%
7	Retail Outlets-Electronics/Durables	29%
8	Multiple Courses	30%
9	Corporate/Brand Image	2.9 Times
10	Automobile General Insurance	3.6 Times

- **Cars** among categories witnessed highest increase in Ad secondages with growth of **60%** followed by **Retail Outlets-Jewellers** with **50%** growth during Jan-Sept'24 compared to Jan-Sept'23.
- In terms of growth %, **Automobile General Insurance** category witnessed highest growth % among the Top 10 i.e. **3.6 times** in Jan-Sept'24.

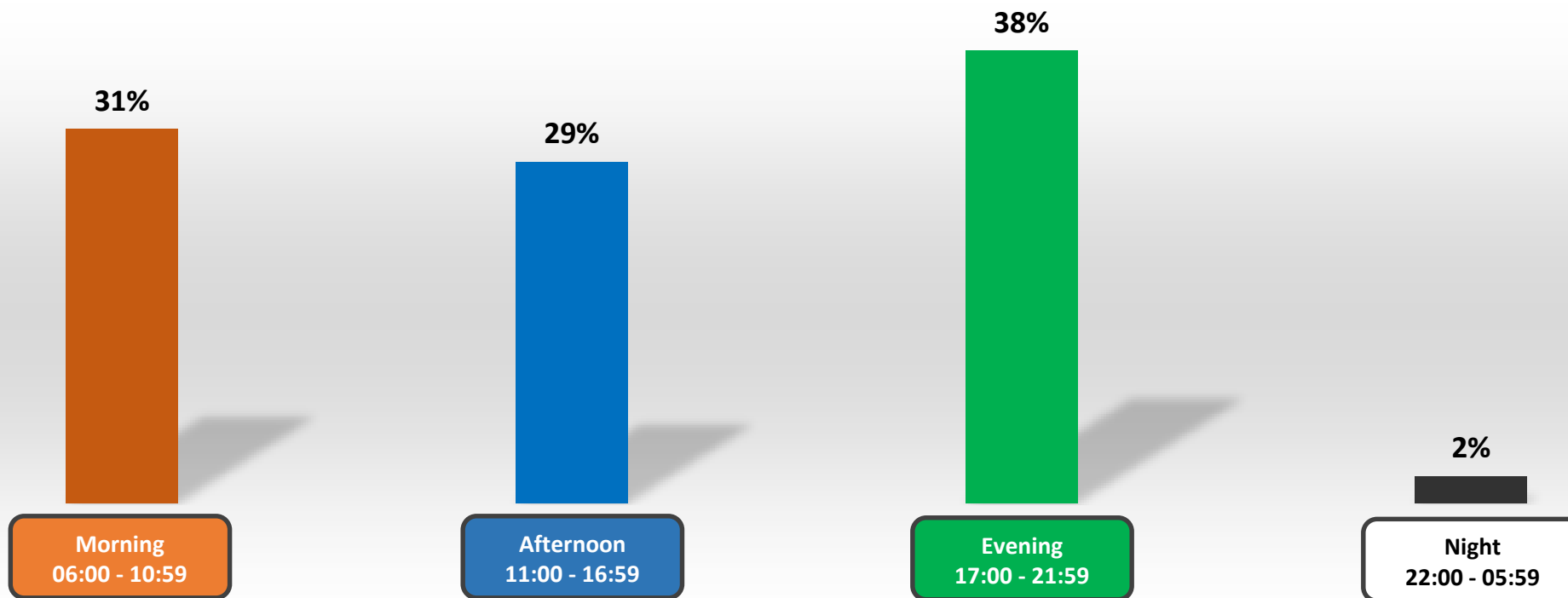
Leading States and Cities on Radio Advertising during Jan-Sept'24



Rank	Top Cities (Jul-Sept'24)
1	Jaipur
2	New Delhi
3	Nagpur
4	Surat
5	Ahmedabad
6	Hyderabad
7	Indore
8	Pune
9	Bangalore
10	Vadodara

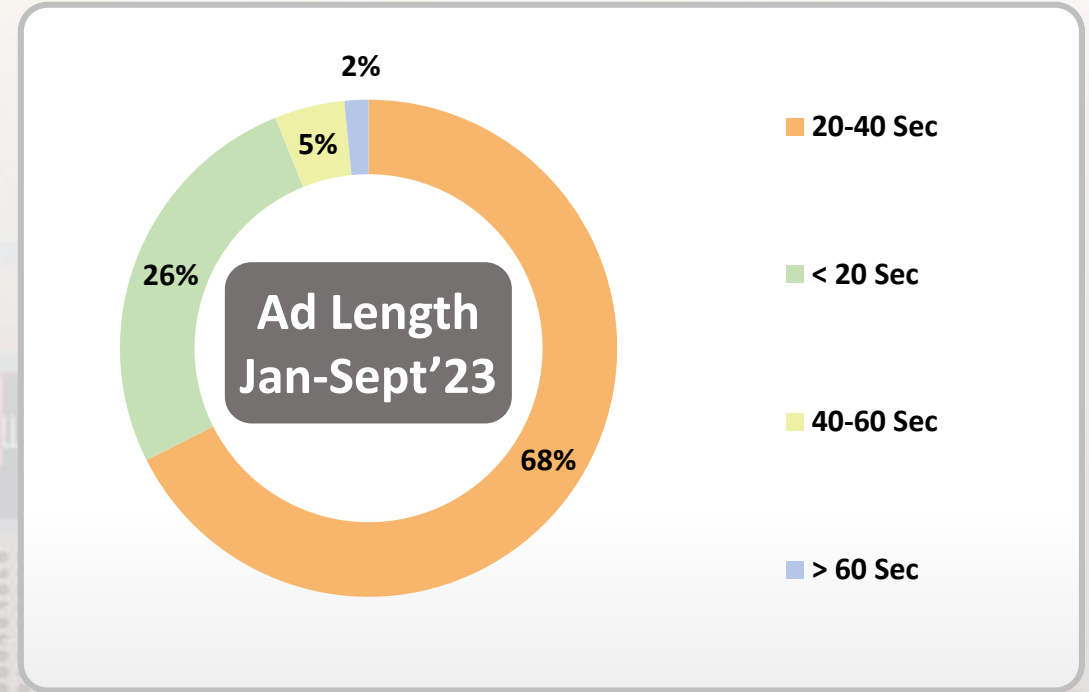
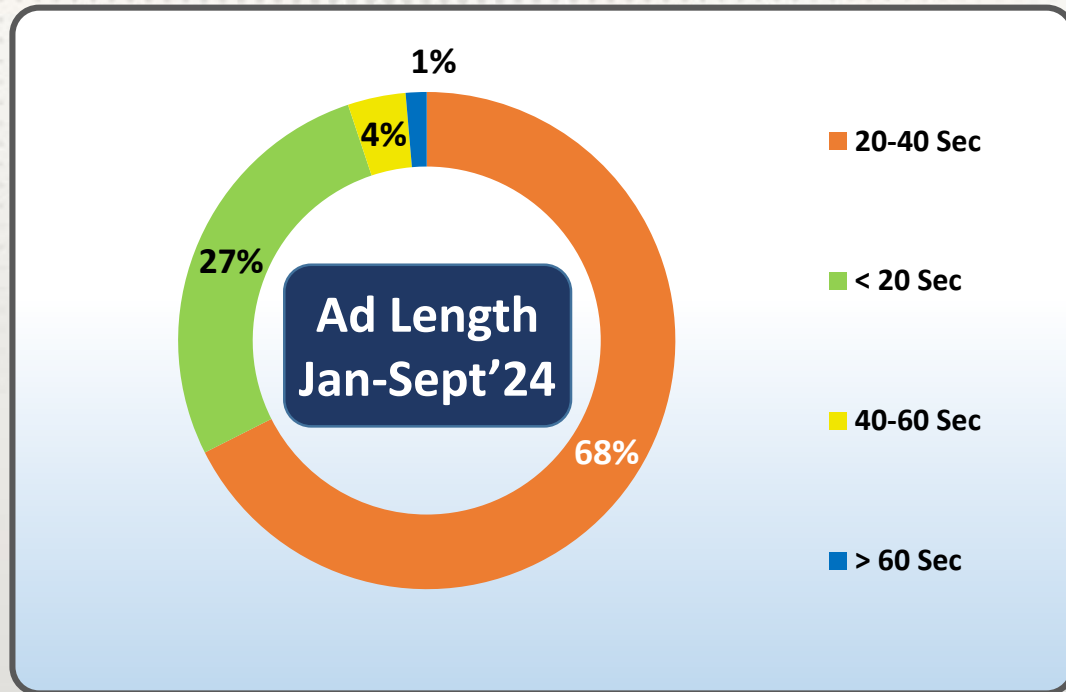
- Compared to Jan-Sept'23, **Gujarat** and **Maharashtra** retained their **1st** and **2nd** positions with **18%** and **16%** share of ad volumes respectively in Jan-Sept'24.
- Top 5 States together contributed **62%** share of ad volumes in Jan-Sept'24.
- Jaipur** retained its **1st** position with **8%** share of ad volumes in Jan-Sept'24 compared to Jan-Sept'23. Also, the top 10 cities together covered **62%** share of ad volumes in Jan-Sept'24.

Advertising share by Time Bands on Radio



- **Evening** was the most preferred time-band on **Radio** followed by **Morning** and **Afternoon** time-bands on **Radio Advertising**.
- **Evening & Morning** time bands together added **69%** share of ad volumes.

Ad Size on Radio: Jan-Sept'23 and Jan-Sept'22



- Ad Commercials with **20-40 seconds** was most preferred for advertising on **Radio** during both the Periods Jan-Sept'23 & Jan-Sept'24.
- Together, **20-40 seconds** and **<20 seconds** ad size added **95%** share of ad volumes on **Radio** in Jan-Sept'24.

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

eikona
Earned Media
Brand Reputation Management through Measurement

STRATEGY Group
for business solutions

For any queries write to: taminsights@tamindia.com

Website Link: www.tamindia.com