



THINK

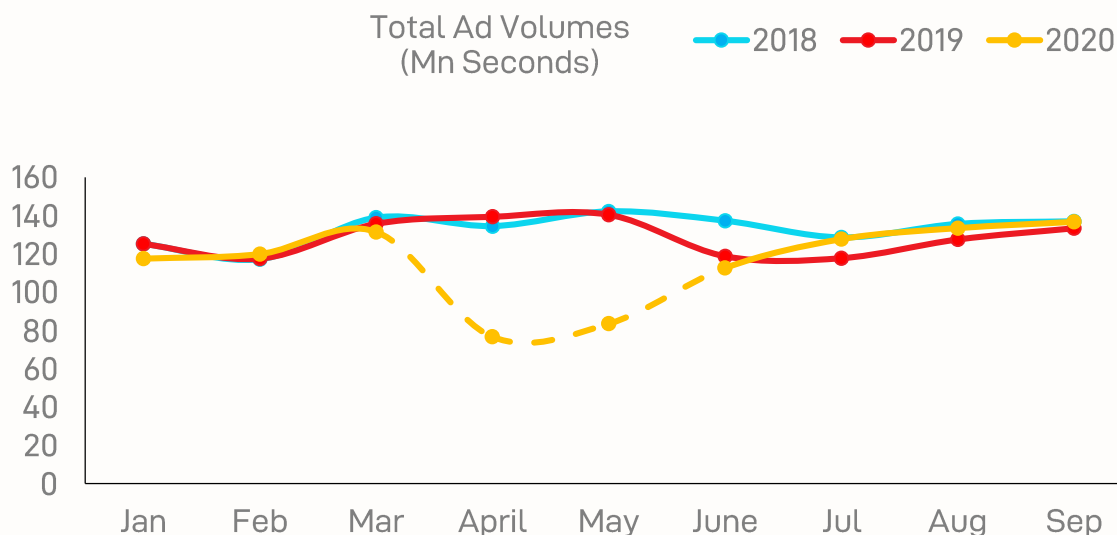
BARC INDIA
2020
ADVERTISING
REPORT
July-September 2020



AD VOLUMES

YOY COMPARISON

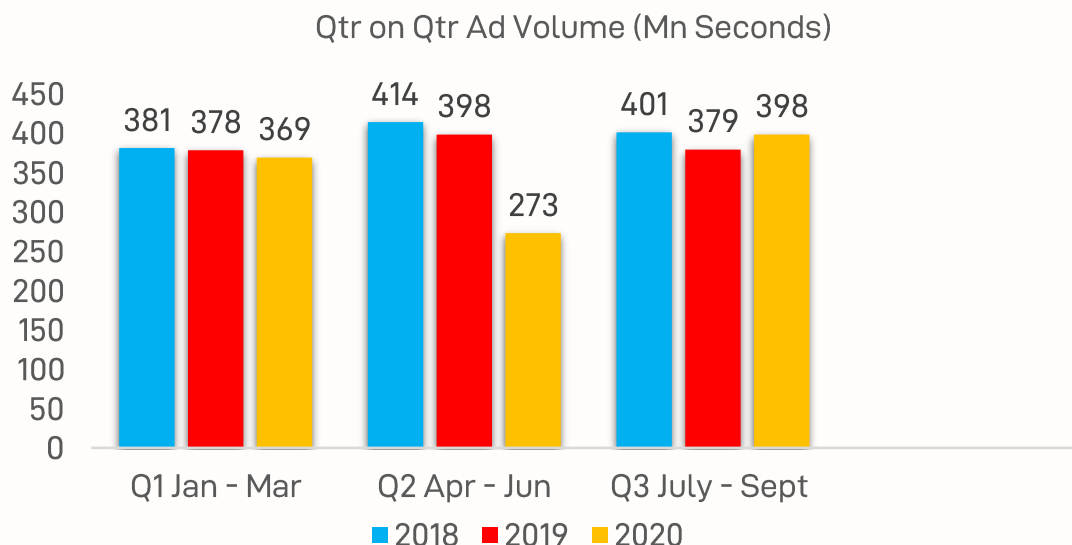
Ad Volumes recovery from mid-lockdown; higher than 2019 for every month since July



*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler

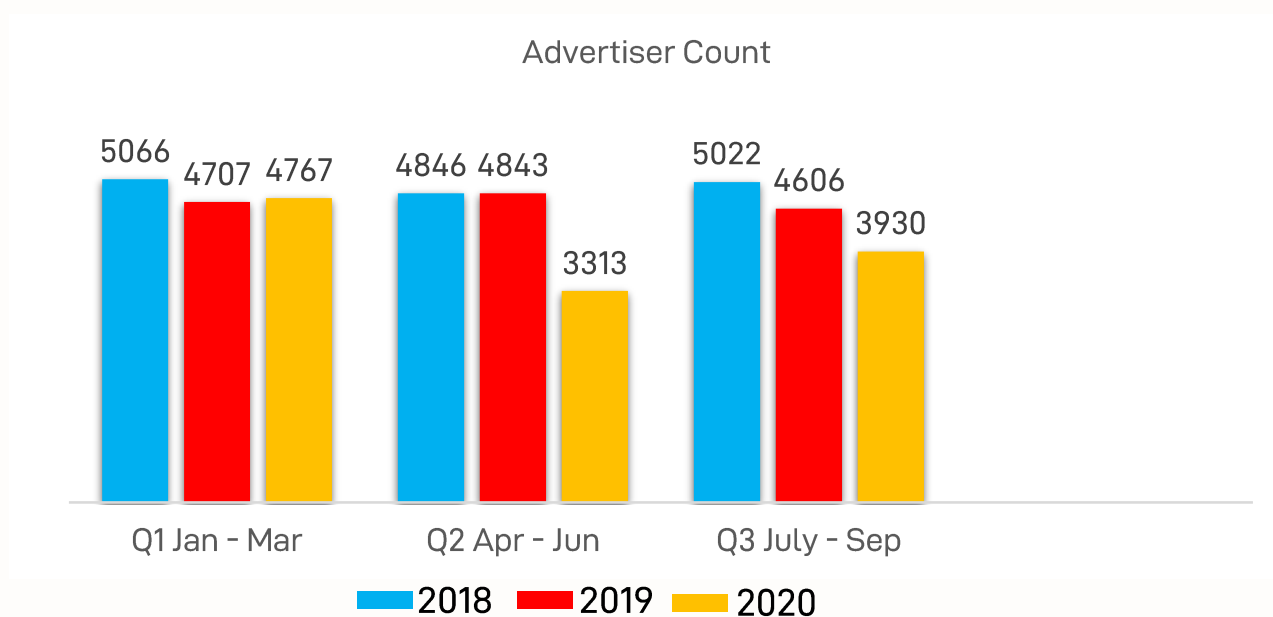
QOQ COMPARISON

46% Growth in July – September quarter of 2020; 5% Growth from 2019 (same time period)



*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler

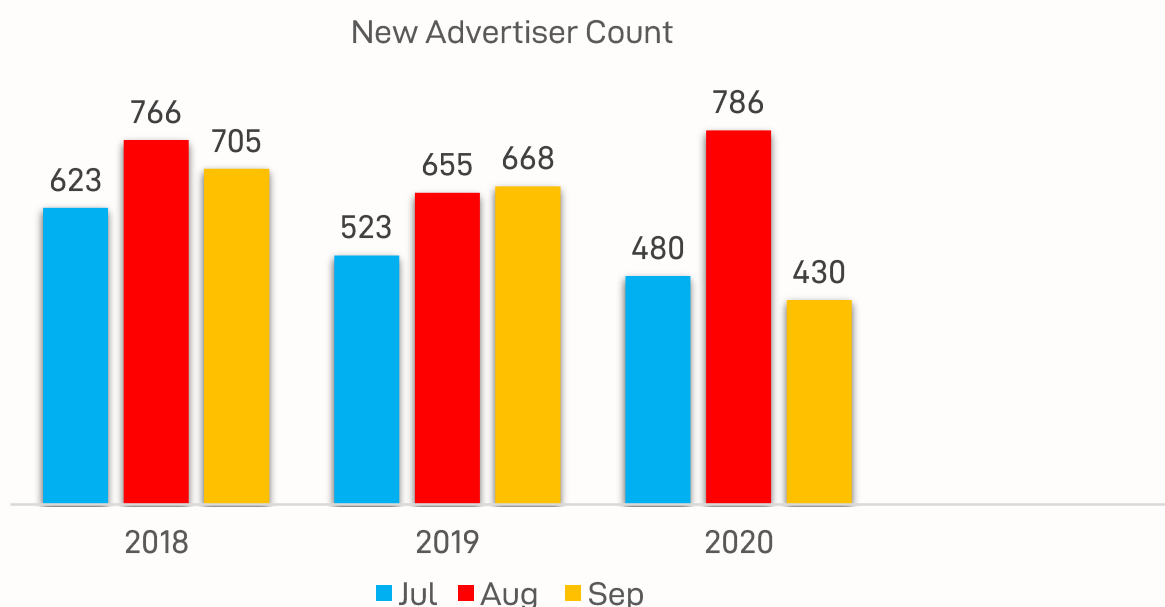
ADVERTISER COUNT INCREASED IN Q3 POST DROP IN Q2



*Advertiser Count / All Channels | Excludes Social Advertisements – NGOs, Announcements & Filler

JULY – SEPTEMBER QUARTER NEW ADVERTISERS - YOY

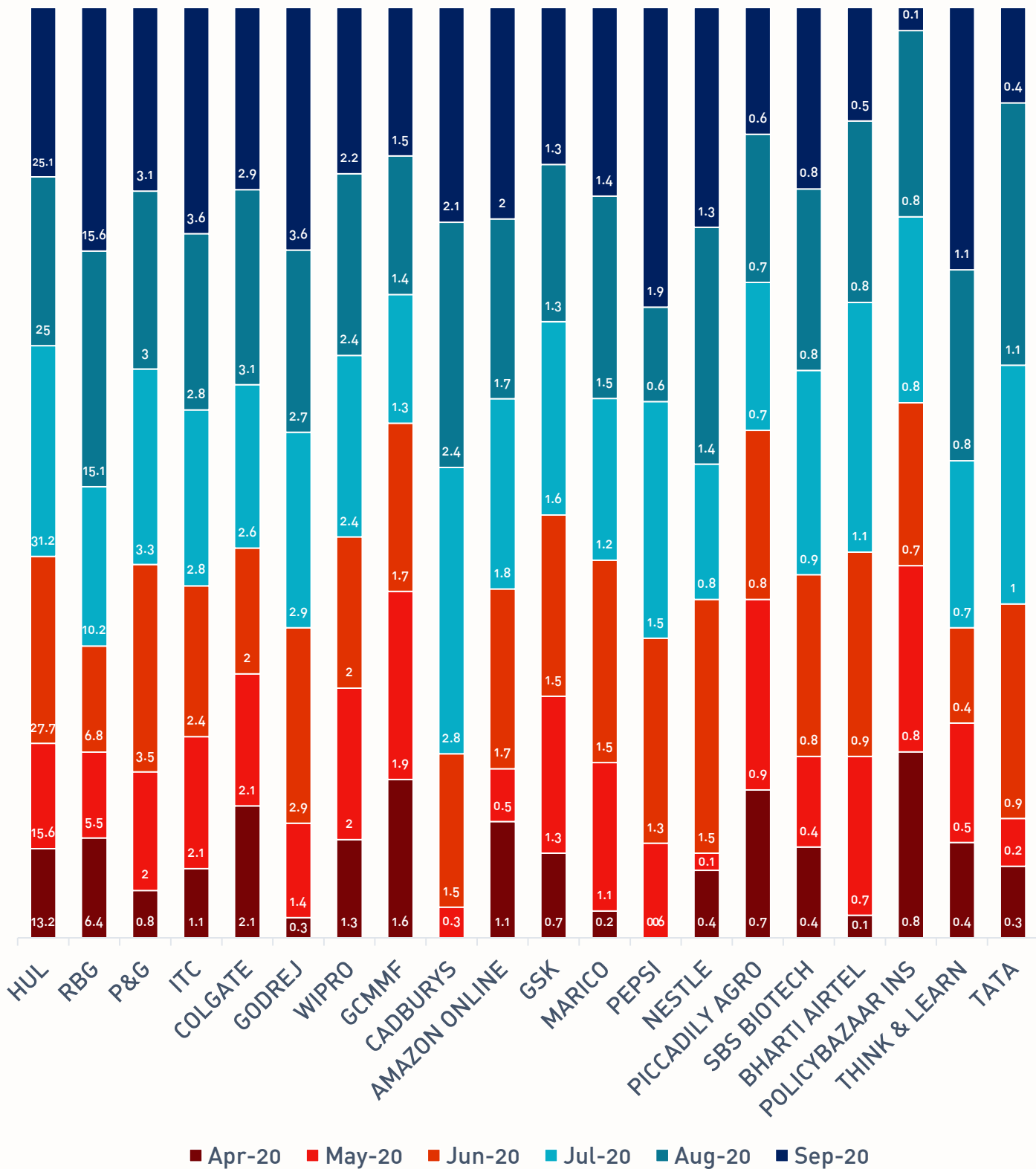
Number of new advertisers is higher in Aug 2020 vis-à- vis 2019



*New Advertiser – Advertisers not present in any of the previous months | Advertisers Count / All Channels | Excludes Social Advertisements – NGOs, Announcements & Filler

TOP 20 CONSISTENT ADVERTISERS

Top 20 Advertisers Month on Month Ad Volumes

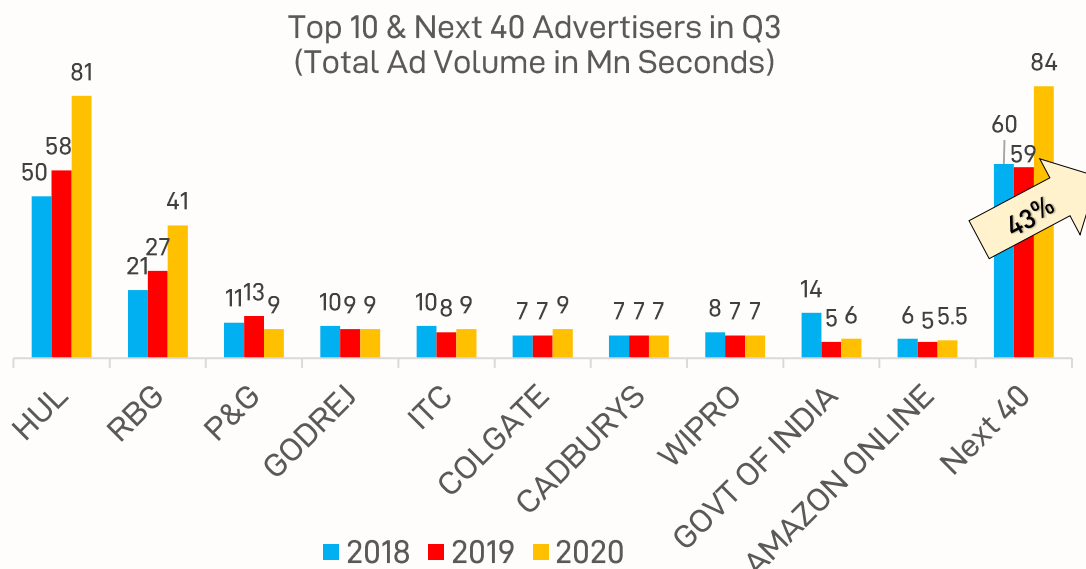


*Top Advertiser based on Ad Volumes | Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcements & Filler

AD VOLUMES

JULY – SEPTEMBER FOR TOP ADVERTISERS

Advertising Volumes up on back of Next 40 as well as Top 10 Advertisers



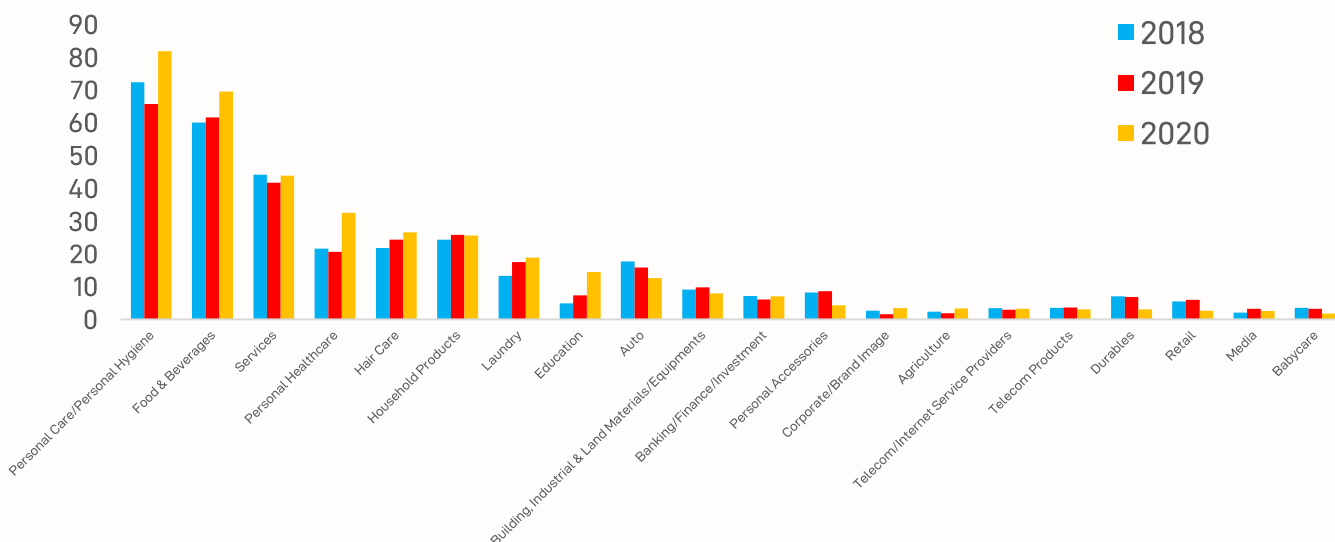
*Top Advertiser based on Ad Volumes in 2020 | Ad Volume in Mn Seconds / All Channels / Jul - Sep | Excludes Social Advertisements – NGOs, Announcements & Filler

TOP 20 SECTORS IN Q3 INDEXED 2020

Ad Volume for Top 5 Sectors in Q3 is higher than previous 2 years

Food & Beverages, Hair Care, Laundry, Education grew Ad duration year on year in Q3

Top Sectors Ad Volumes in Q3
(Ad Volumes in Mn Seconds)

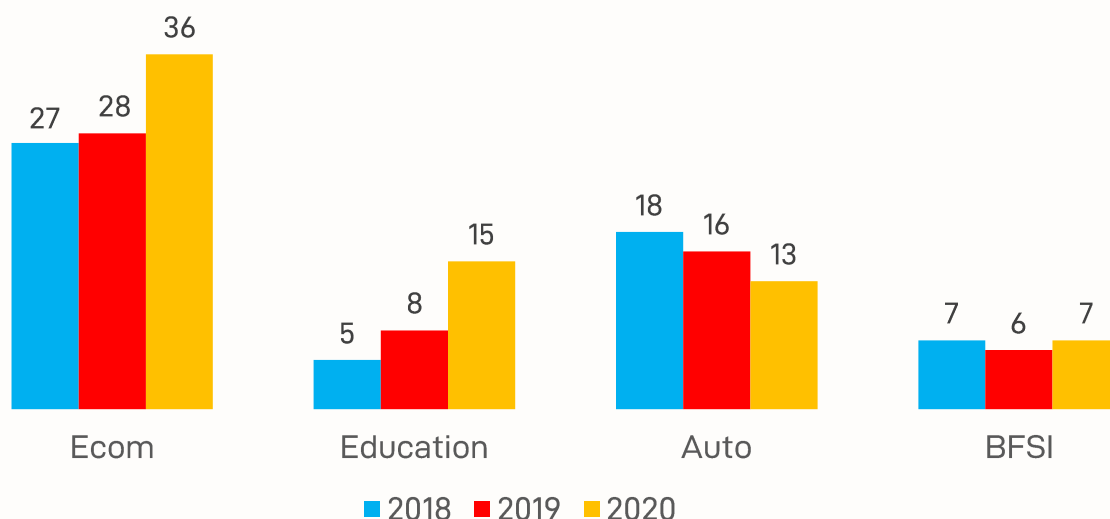


*Top Sectors based on Ad Volumes in 2020 | Ad Volume in Mn Seconds / All Channels / Jul - Sep | Excludes Social Advertisements – NGOs, Announcements & Filler

CATEGORIES IN Q3 2020

Ad Volume for E-Com & Education BSFI higher than previous 2 years

Categories Ad Volume in Q3



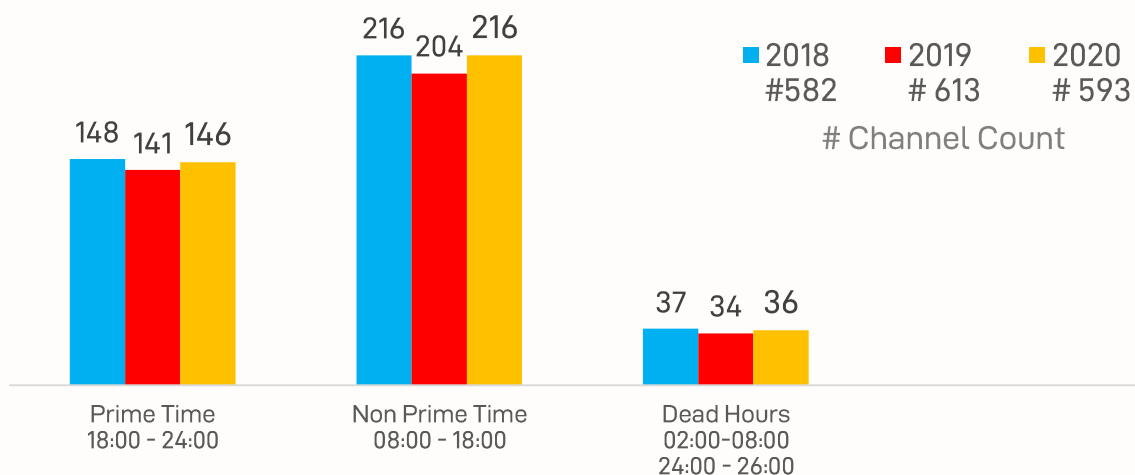
*Category based on Ad Volumes in 2020 | Ad Volume in Mn Seconds / All Channels / Jul - Sep | Excludes Social Advertisements – NGOs, Announcements & Filler

AD VOLUMES:

JUL – SEP PRIME TIME V/S NON – PRIME TIME

PRIME TIME – 4% Growth; NON PRIME TIME – 6% Growth in Ad Volumes

Ad Volumes by Slots in Q3 (Mn Seconds)

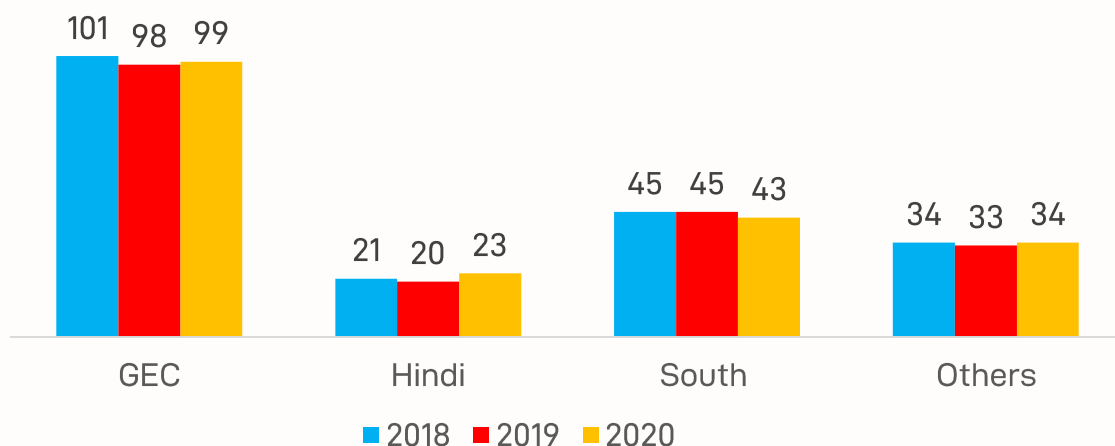


*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler

AD VOLUMES: GEC GENRE IN JUL - SEP

Hindi GEC: 13% Growth
Other GEC: 4% Growth

GEC Genre in Q3
(Mn Seconds)

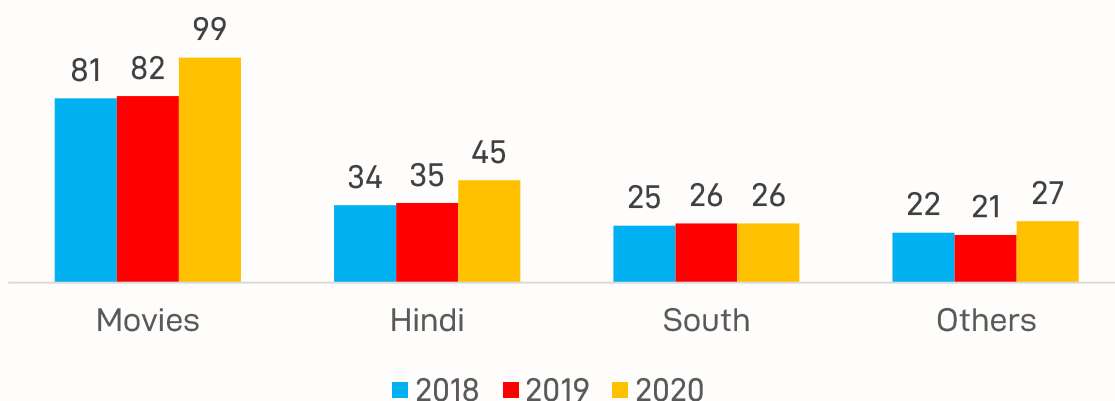


*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler | Channel Count – GEC: 143, 154, 151; Hindi: 30, 31, 34 ; South: 62, 66, 63 ; Others: 51, 57, 54

AD VOLUMES: MOVIES GENRE IN JUL - SEP

Movies Genre : 20% Growth
Hindi Movies: 28% Growth
Others: 27% Growth

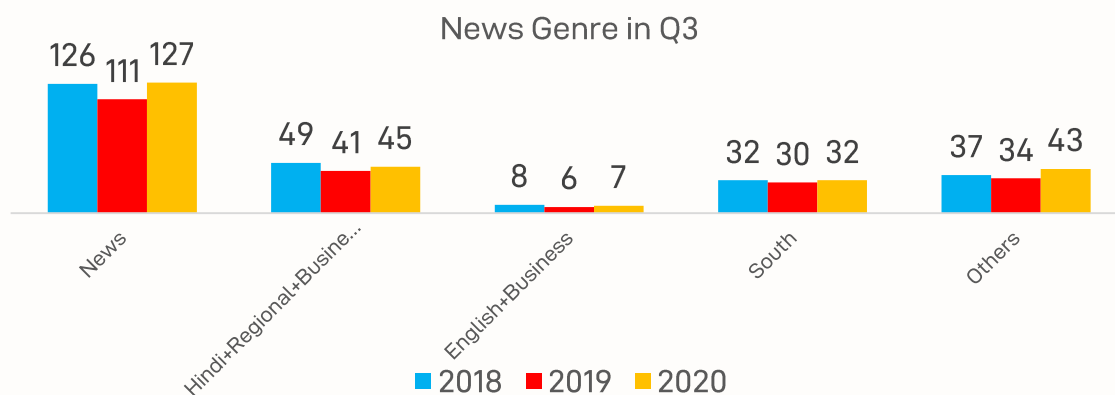
Movies Genre in Q3



*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler | Channel Count - Movies: 94,102,109 ; Hindi: 35, 39, 41 ; South: 27, 29, 29 ; Others: 32, 34, 39

AD VOLUMES: NEWS GENRE IN JUL - SEP

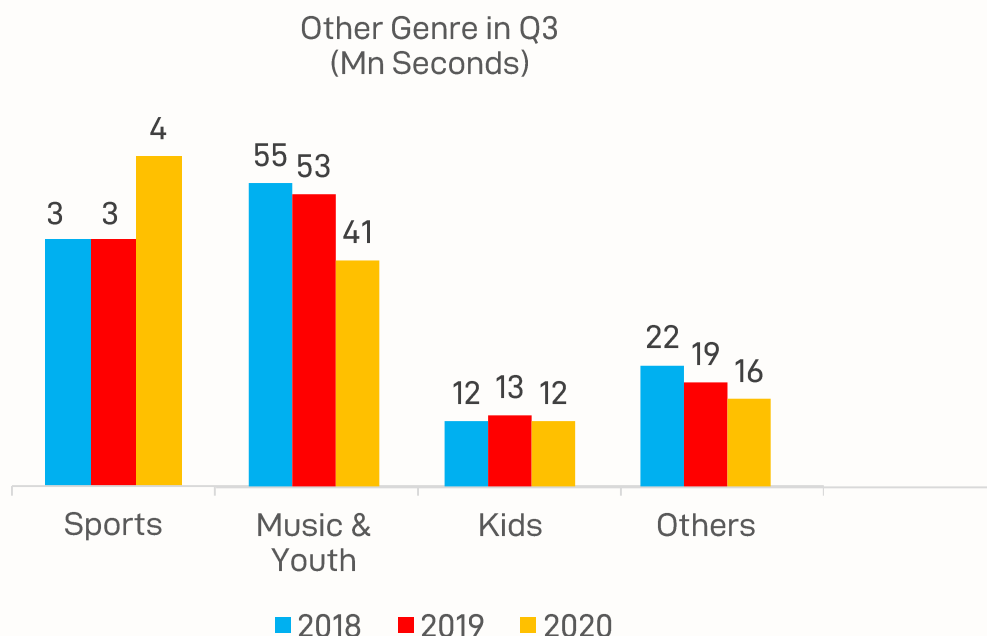
News Genre: 15% Growth
Hindi + Regional + Biz: 10% Growth
English + Business : 17% Growth
Others: 26% Growth



*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler | Channel Count – News (1): 190, 193, 181 ; Hindi + Regional + Business (2): 68, 78, 69 ; English + Business (3): 17, 18, 16 ; South (4): 56, 49, 46 ; Others (5): 49, 48, 50

AD VOLUMES: OTHER GENRES IN JUL - SEP

Sports: 16% Growth



*Ad Volume in Mn Seconds / All Channels | Excludes Social Advertisements – NGOs, Announcement & Filler | Channel Count – Sports (1) : 27, 29, 29 | Music & Youth (1): 55, 57, 51 ; Kids (2) : 17, 16, 16 ; Others (3): 56, 62, 56

CONTACT US

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