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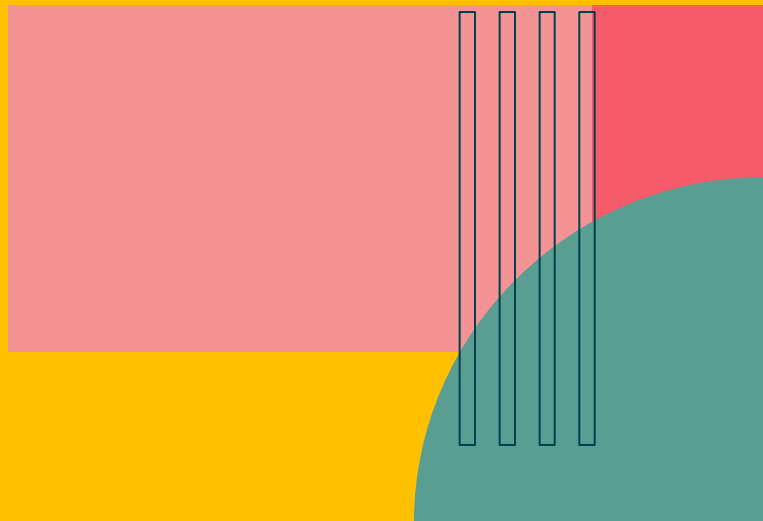
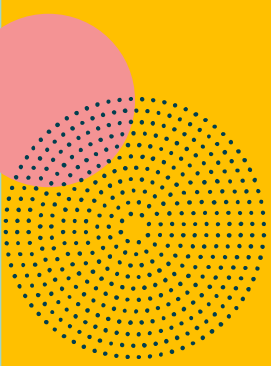


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# AD VOLUMES REPORT Q1 2022

## Television Ad Volumes Maintain a Steady Growth



# Q1 2022 Ad Volumes 20% Higher Than Q1 2020



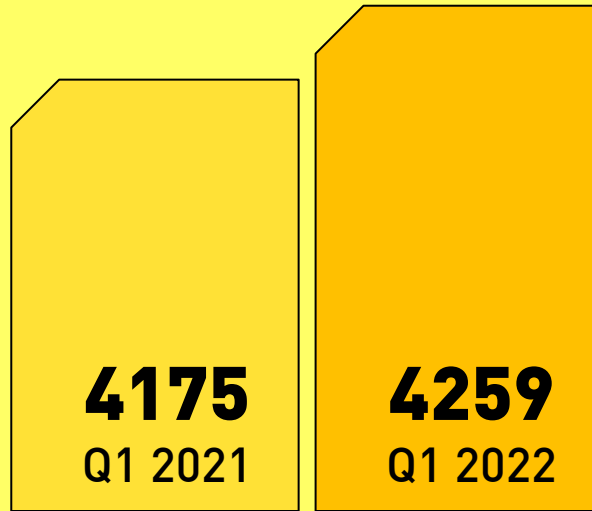
Ad volumes (Mn secs)

March'22 has highest monthly Ad Volumes in Q1 2022.

January'22 witnesses highest growth over previous years - 26% higher than Jan'20

# Number Of Advertisers On TV in Q1 2022... Higher Than Q1 2021

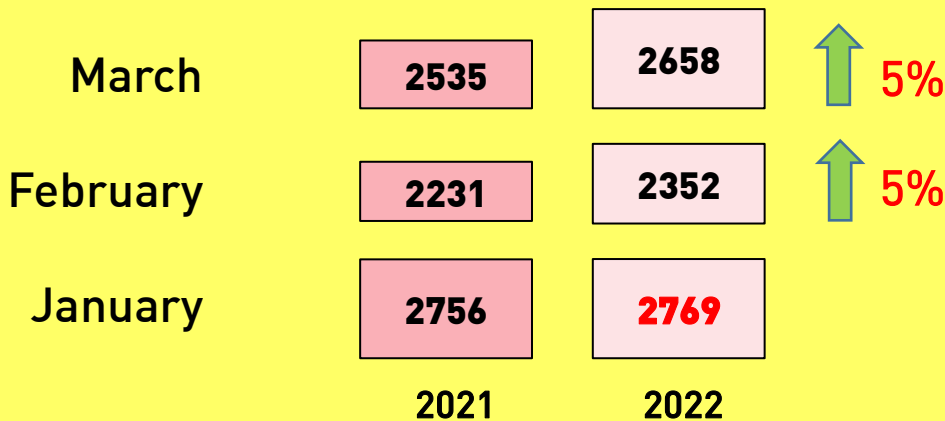
49% Advertisers are New & Returning Advertisers on TV.



Advertiser Count

February '22 & March '22 witnessed a growth in number of Advertisers over 2021

## January'22 witnessed highest number of Advertisers in Q1'22.



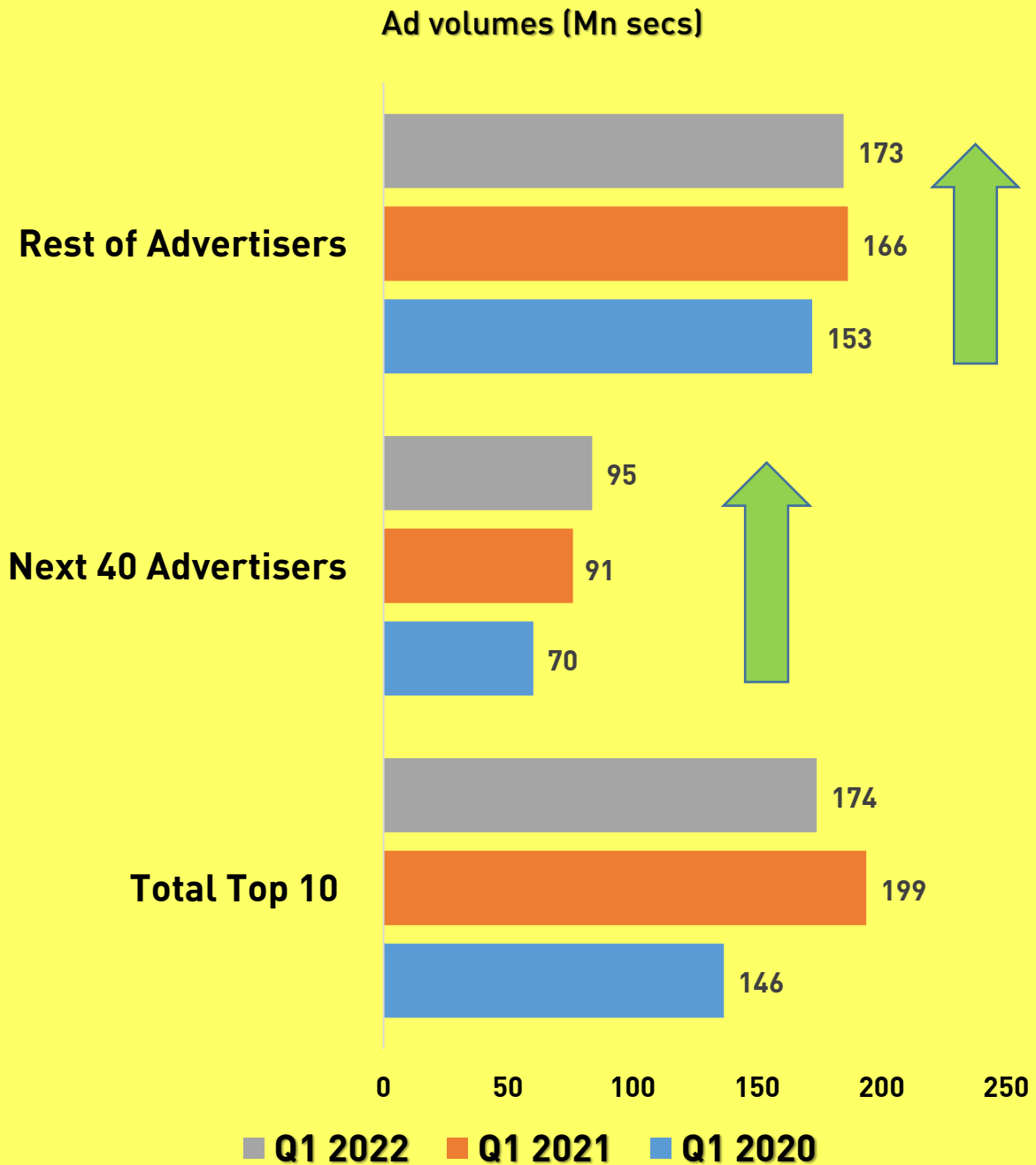
Advertiser Count

New & Returning Advertisers: Present in Q1'22 and not present in Q1'20 & Q1'21

Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS - NGOS & FILLERS

# Advertisers Beyond Top 10 Grow Y-o-Y

**Next 40 Advertisers 36% higher than 2020.**



# Most Sectors Register a Growth Over 2021

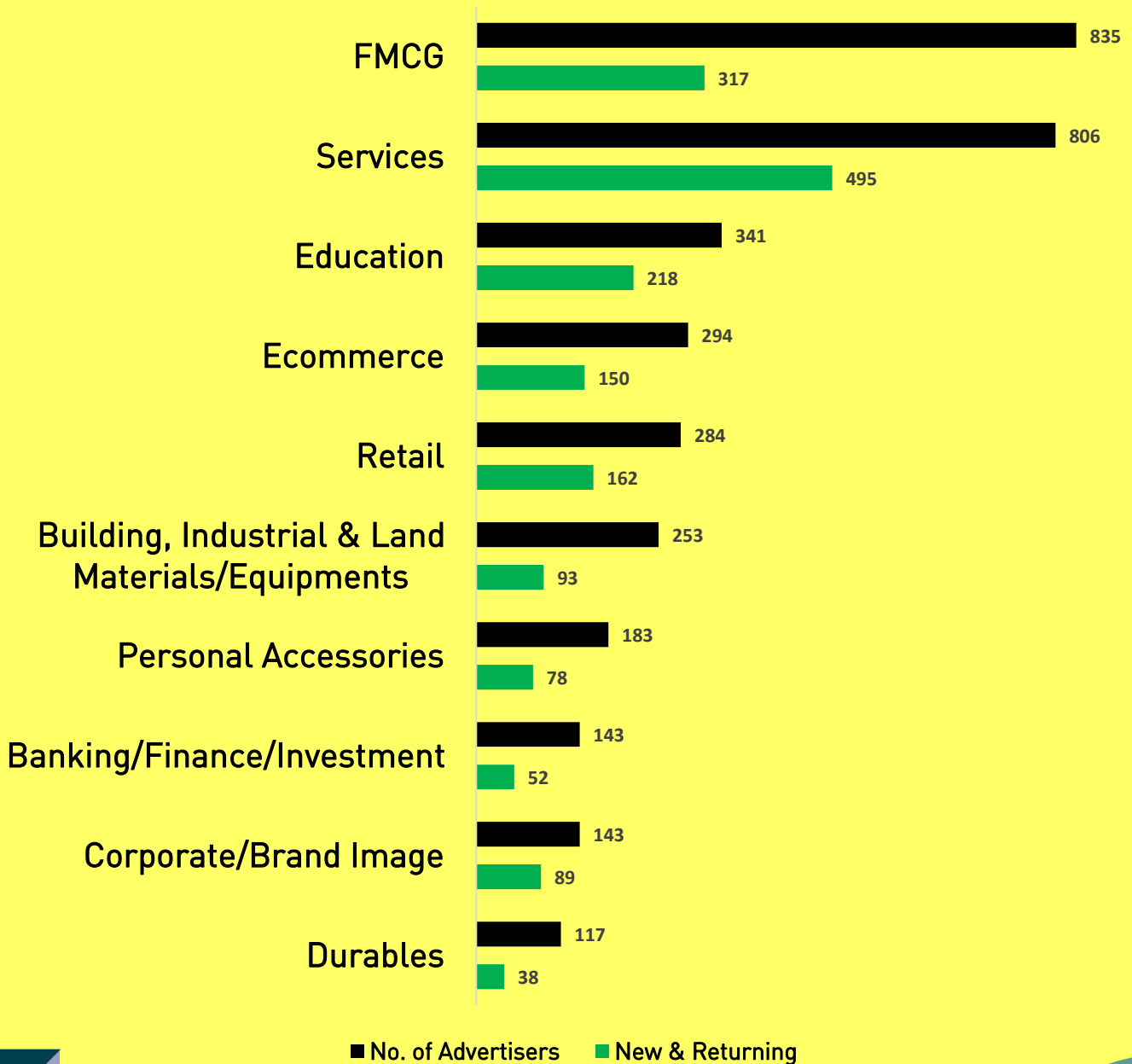
- Ecommerce grew by 40% in Q1'22 compared to Q1'21
- Corporate Brand Image, Telecom Products, Education grows exponentially over Q1'21
- Retail, Textile, BFSI register strong growth over previous years.

Top Sectors	Q1 2020	Q1 2021	Q1 2022
FMCG	209.3	286.5	267.6
Ecommerce	30.8	35.3	49.6
Building, Industrial & Land Materials/Equip	13.1	19.0	17.7
Auto	15.3	15.3	11.5
Services	12.3	13.3	11.2
BFSI	10.4	10.2	10.9
Corporate/Brand Image	4.9	3.8	8.3
Personal Accessories	6.8	9.6	6.6
Durables	4.3	6.0	5.4
Retail	3.0	3.6	4.3
Education	5.2	2.6	4.3
Textiles/Clothing	3.2	3.1	3.9
Media	3.0	2.9	3.2
Telecom Products	3.2	1.3	2.6

Ad volumes (Mn secs)

# Advertiser Analysis by Sectors

- FMCG has highest number of advertisers on TV in Q1 2022- 835
- Personal Accessories has seen the highest growth (17%) in the number of Advertisers over Q1'21 (156)
- Ecommerce has seen highest growth (58%) in number of Advertisers over Q1'20 (186)
- Education has highest share of New & Returning Advertisers: 64%



Ad volumes (Mn secs)

New & Returning Advertisers : Present in Q1'22 and not present in Q1'20 & Q1'21  
Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER

# Ad Volumes on Channel by Languages

- Hindi, Telugu, Punjabi, Oriya, English grow y-o-y
- Oriya registers highest growth over Q1'21: 10%
- Bhojpuri registers highest growth over Q1'20: 60%

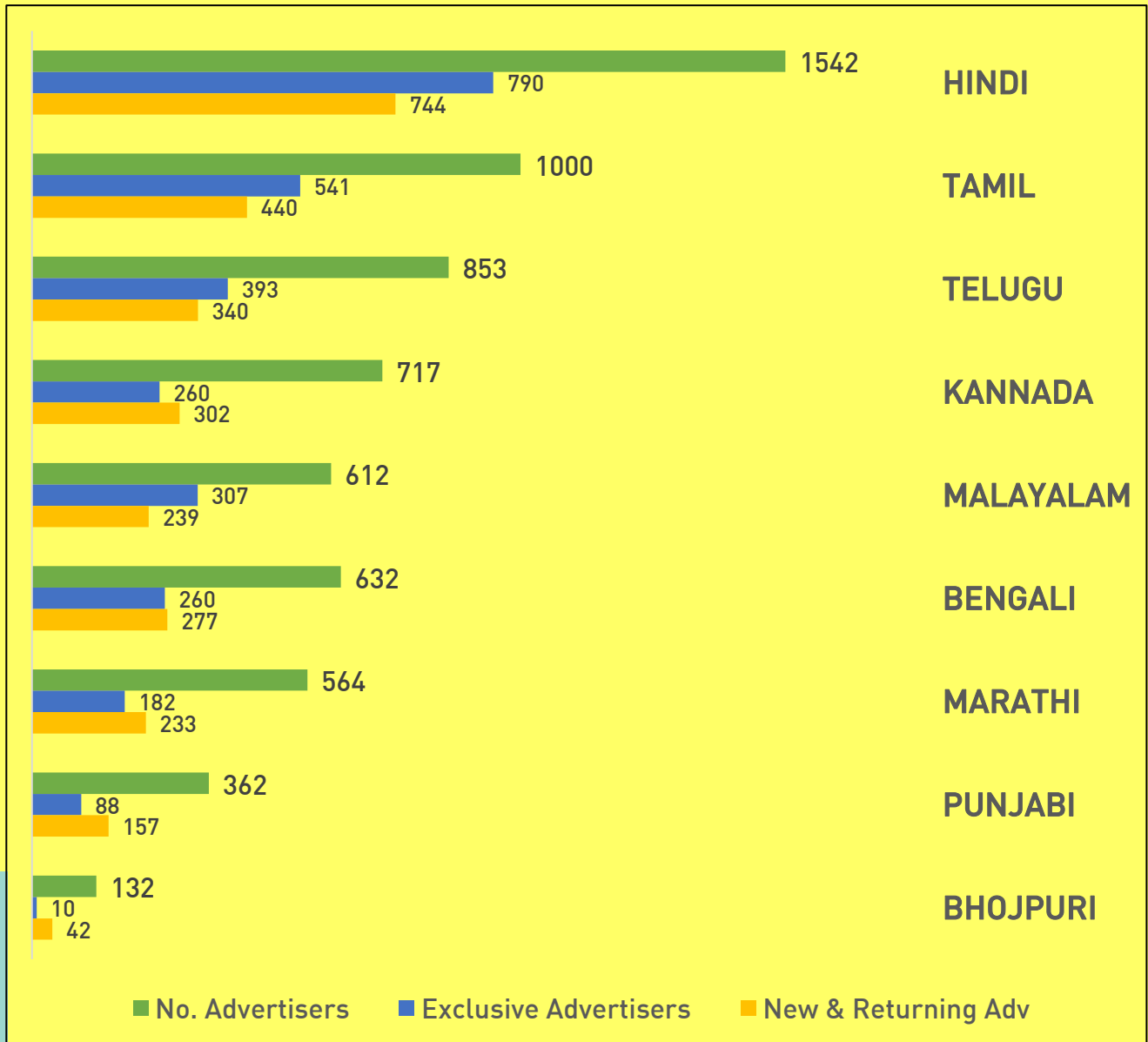
Ad volumes (Mn secs)



	Q1 2020	Q1 2021	Q1 2022
<b>HINDI</b>	122	132	136
<b>TAMIL</b>	38	54	46
<b>TELUGU</b>	31	36	38
<b>BENGALI</b>	32	38	31
<b>KANNADA</b>	26	34	30
<b>PUNJABI</b>	15	22	23
<b>MARATHI</b>	17	23	22
<b>MALAYALAM</b>	18	23	22
<b>BHOJPURI</b>	11	17	17
<b>ENGLISH</b>	15	14	15
<b>ASSAMESE</b>	10	17	14
<b>GUJARATI</b>	6	10	10
<b>ORIYA</b>	6	7	8

# Advertiser analysis on Channels by Language

- Bengali registers highest growth (16%) in number of Advertisers over Q1'21 (543)
- Punjabi registers highest growth (18%) in number of Advertisers over Q1'20 (307)
- Hindi has highest share of New & Returning Advertisers: 48%
- Tamil highest share of Exclusive Advertisers: 54%



Exclusive Advertisers : Not present on any other Language Channel for Q1 '22 period.  
 New & Returning Advertisers : Present in Q1'22 and not present in Q1'20 & Q1'21

Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER



# Contribution of Local Language Commercials to Total Ad Volumes

Telugu 94%	Tamil 93%	Kannada 92%	
Malayalam 91%	Hindi 90%	Bengali 88%	
Marathi 81%	Oriya 79%	Assamese 78%	
Bhojpuri 79%	Punjabi 59%	Gujarati 53%	English 47%

Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER



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