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July'21

Ad Volume Analysis



#MeasuringMoments

Where Data Does the Story Telling

Ad Volumes in July'21 witnesses 15% growth over June'21.

Ad Volumes July'21 demonstrated a resurgence post 2nd wave effect, registering 15% growth over June'21, **highest since 2018**

15%

126
June'21

145
Jul'21



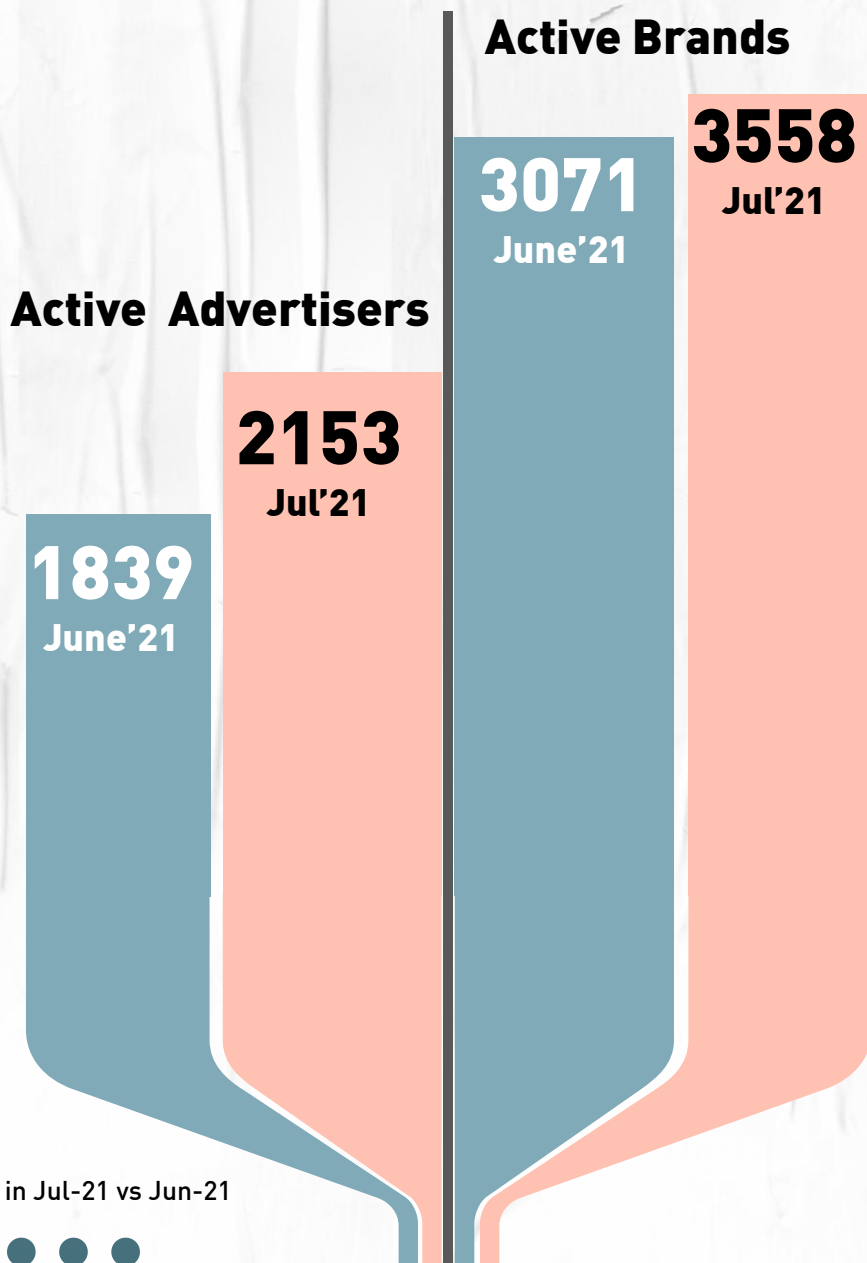
Ad Vol (Mn Sec)

#MeasuringMoments

Where Data Does the Story Telling

Jul'21 sees highest growth in number of advertisers and brands over June'21 as compared to previous years.

Share of new advertisers is the highest at 40% compared to previous two years with 869 new advertisers in July'21

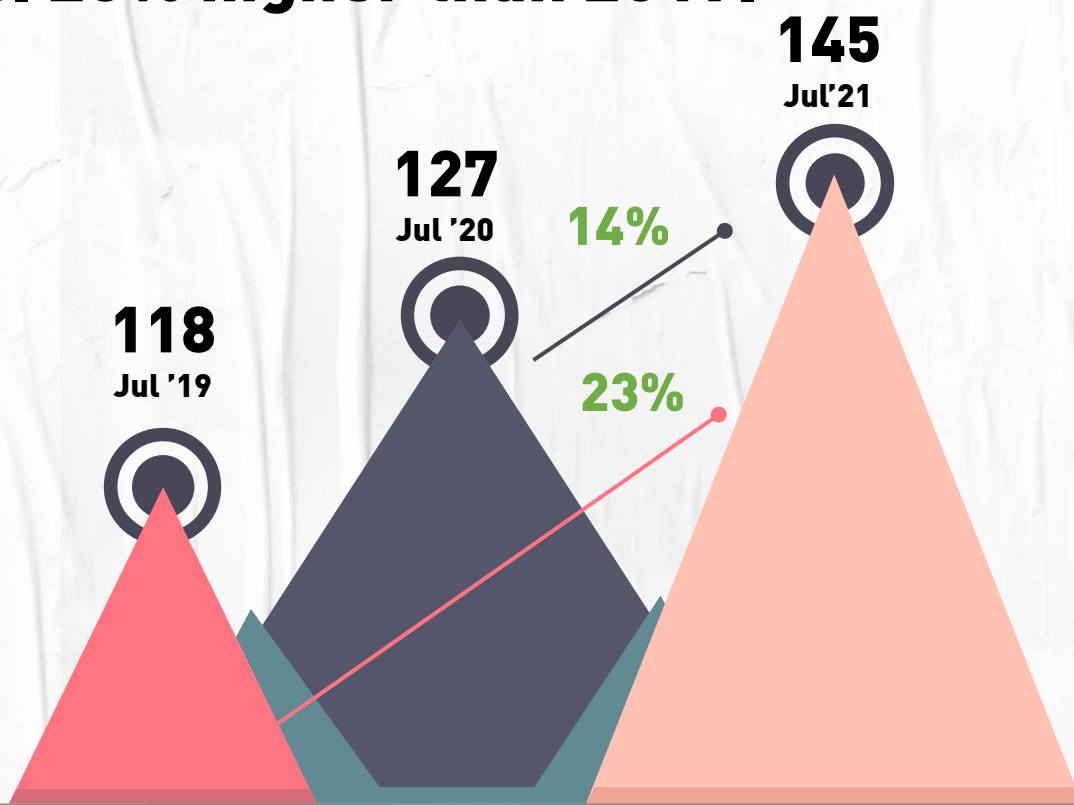


New advertisers in Jul-21 vs Jun-21



#MeasuringMoments
Where Data Does the Story Telling

July'21 Ad Volumes highest over previous years. 23% higher than 2019.



Ad Vol (Mn Sec)

Ad Vol for Jan-Jul'21 also higher than previous years touching **1019 Mn Sec.**



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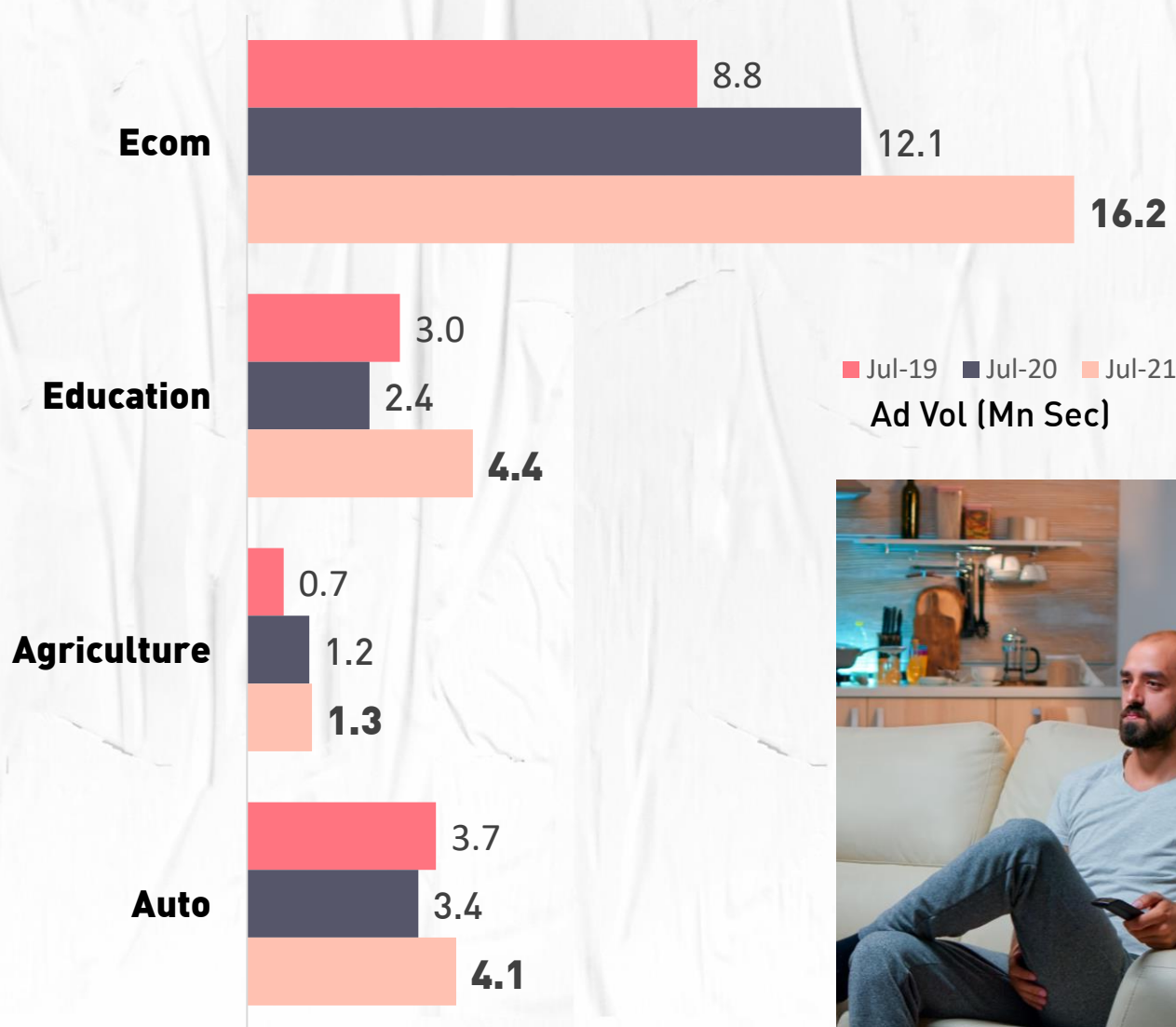
Where Data Does the Story Telling



What India Watches™

Advertiser trend as per category in July'21

- Ecom, Education, Agriculture highest in 2021.
- Auto continues its revival, month on month, post 2nd lockdown. 49% growth over April'21
- Retail, Telecom Products & Computers make a comeback in July'21 post 2nd Lockdown fall

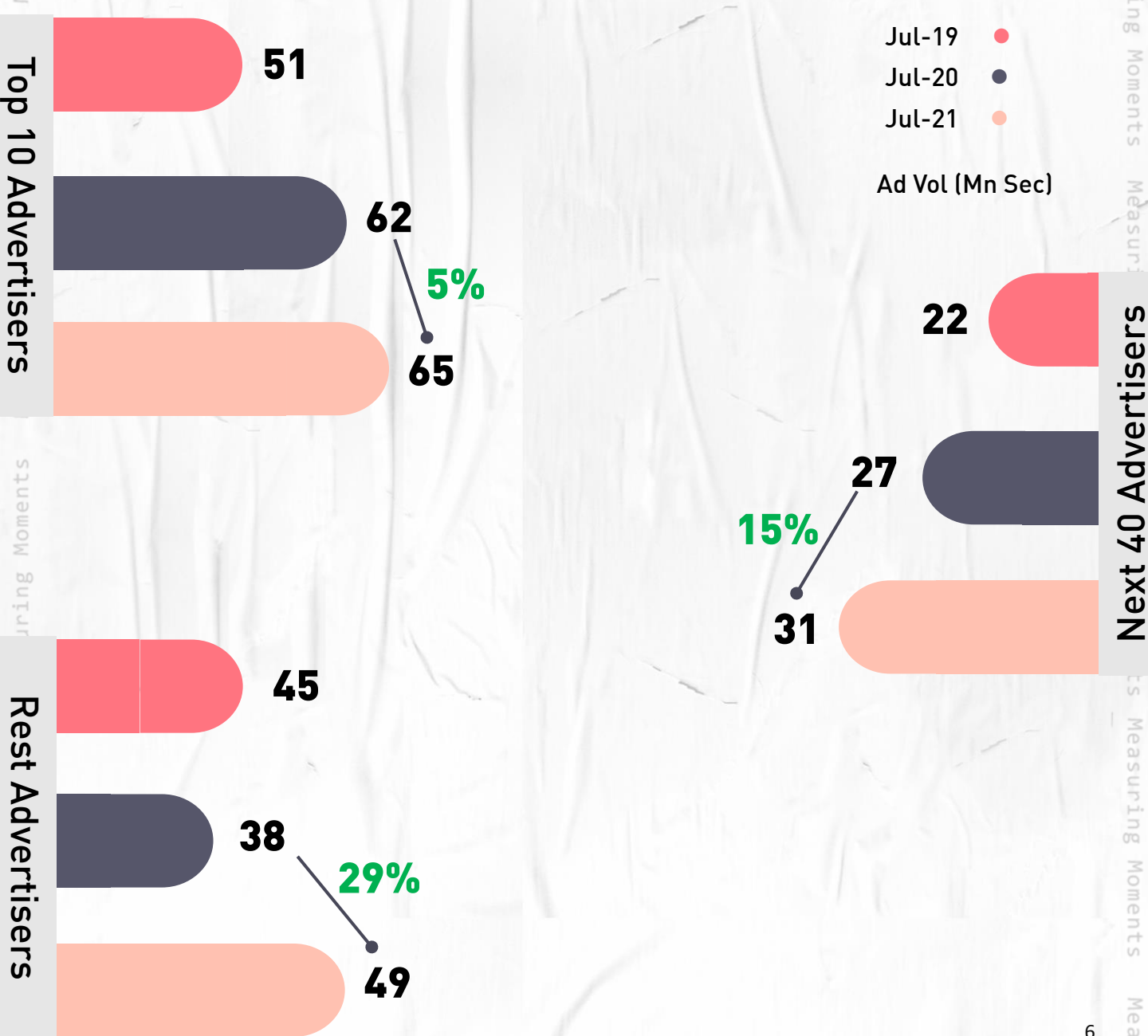


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Where Data Does the Story Telling

Advertising breadth increases manifold.

Advertisers, other than top 50, grow exponentially over previous year

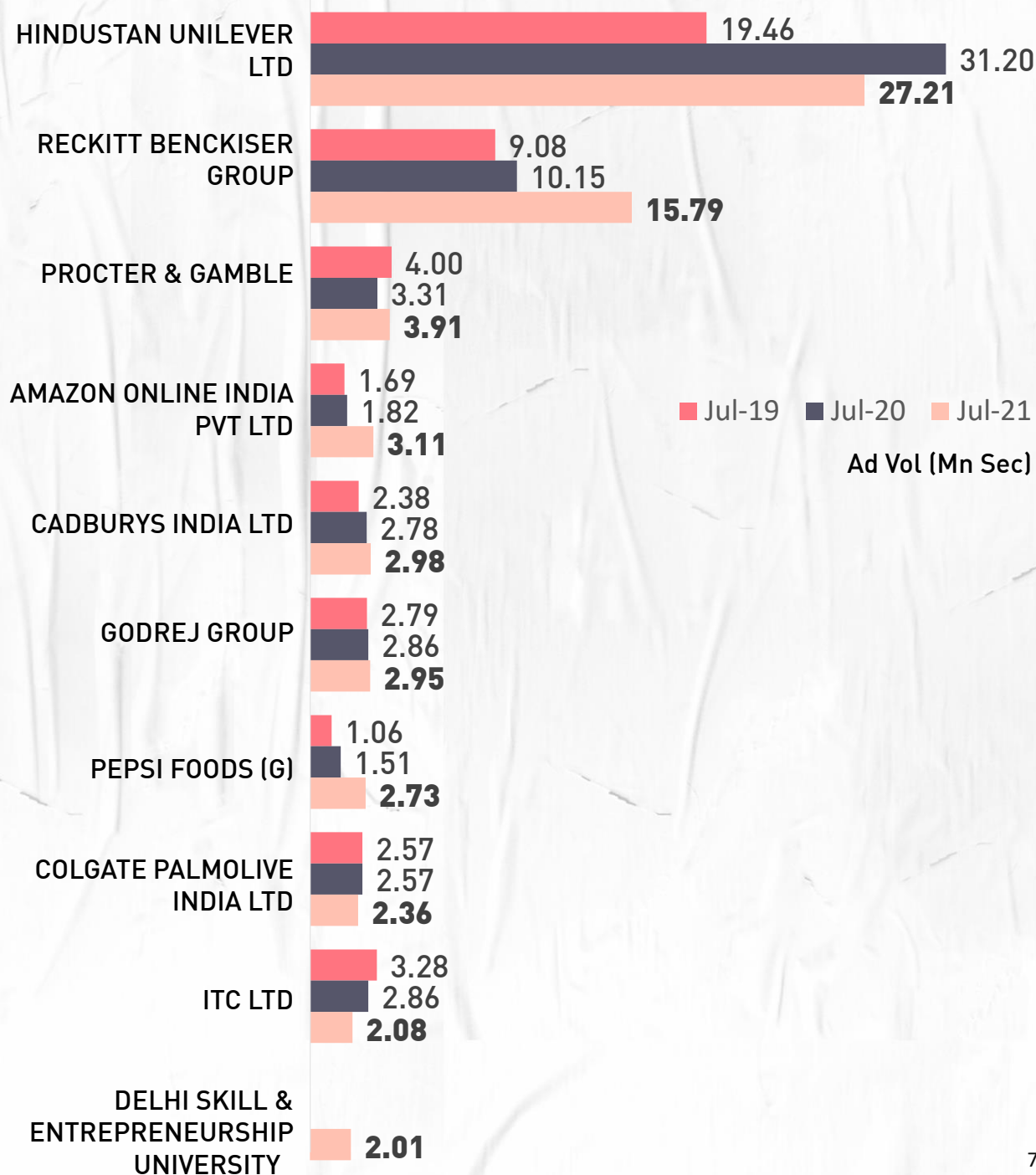


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Where Data Does the Story Telling

Top 10 Advertisers July 2021 vs previous years.

HUL, Reckitt maintain Top 2 spots, Amazon, Pepsi register strong growth

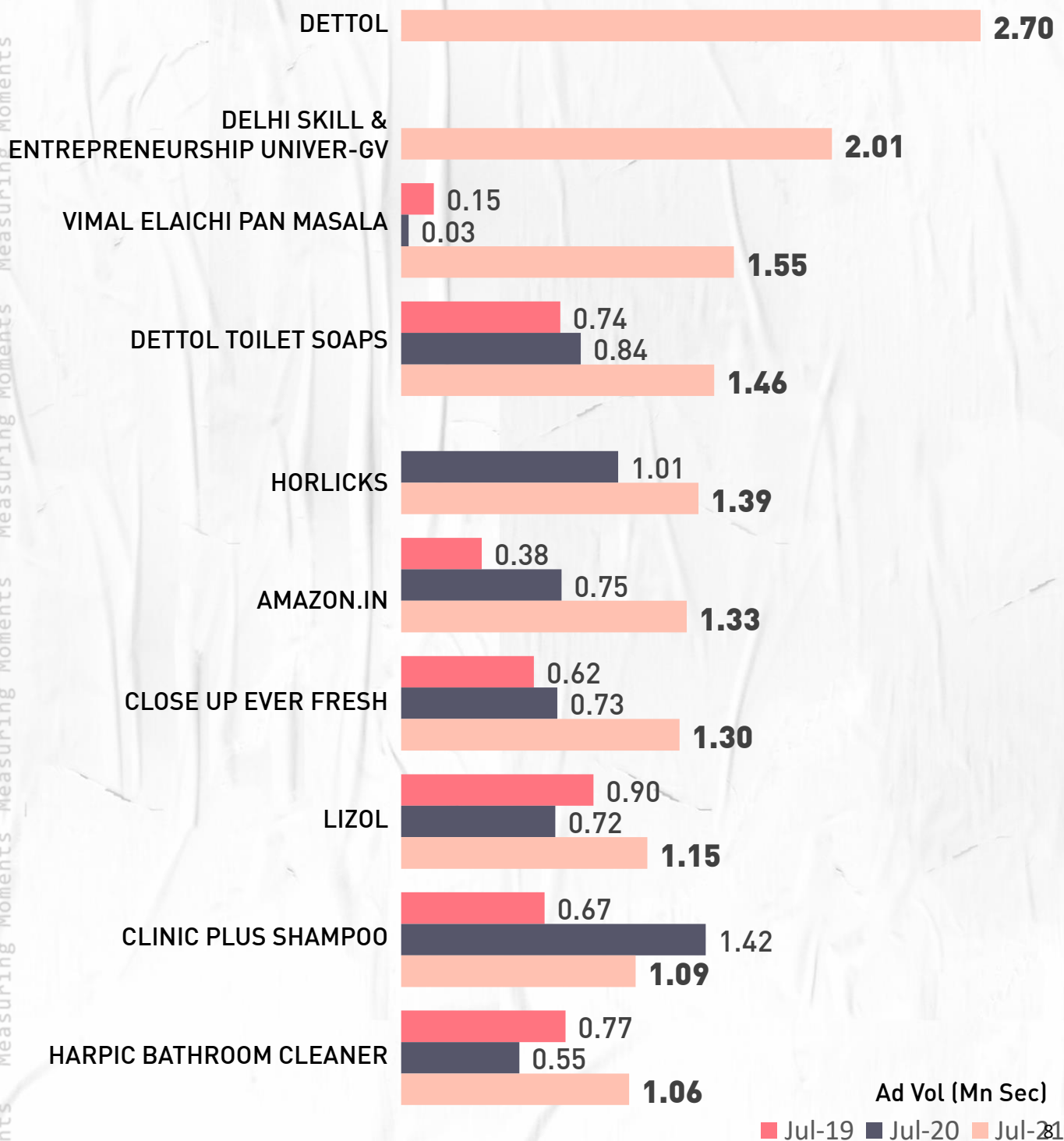


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Where Data Does the Story Telling

Year on Year most brands register strong growth.

Top 2 Brands are New entrants on the list.

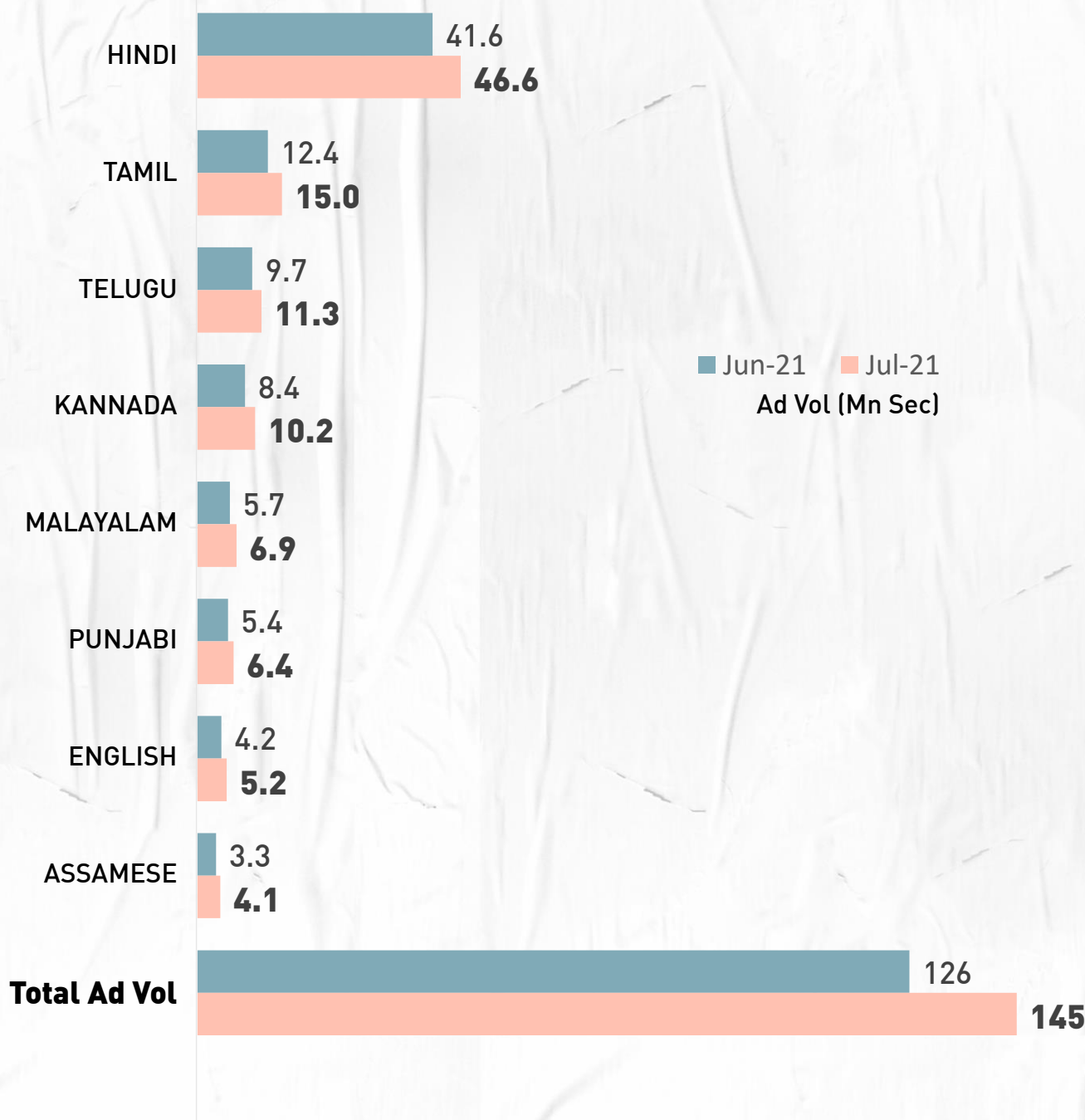


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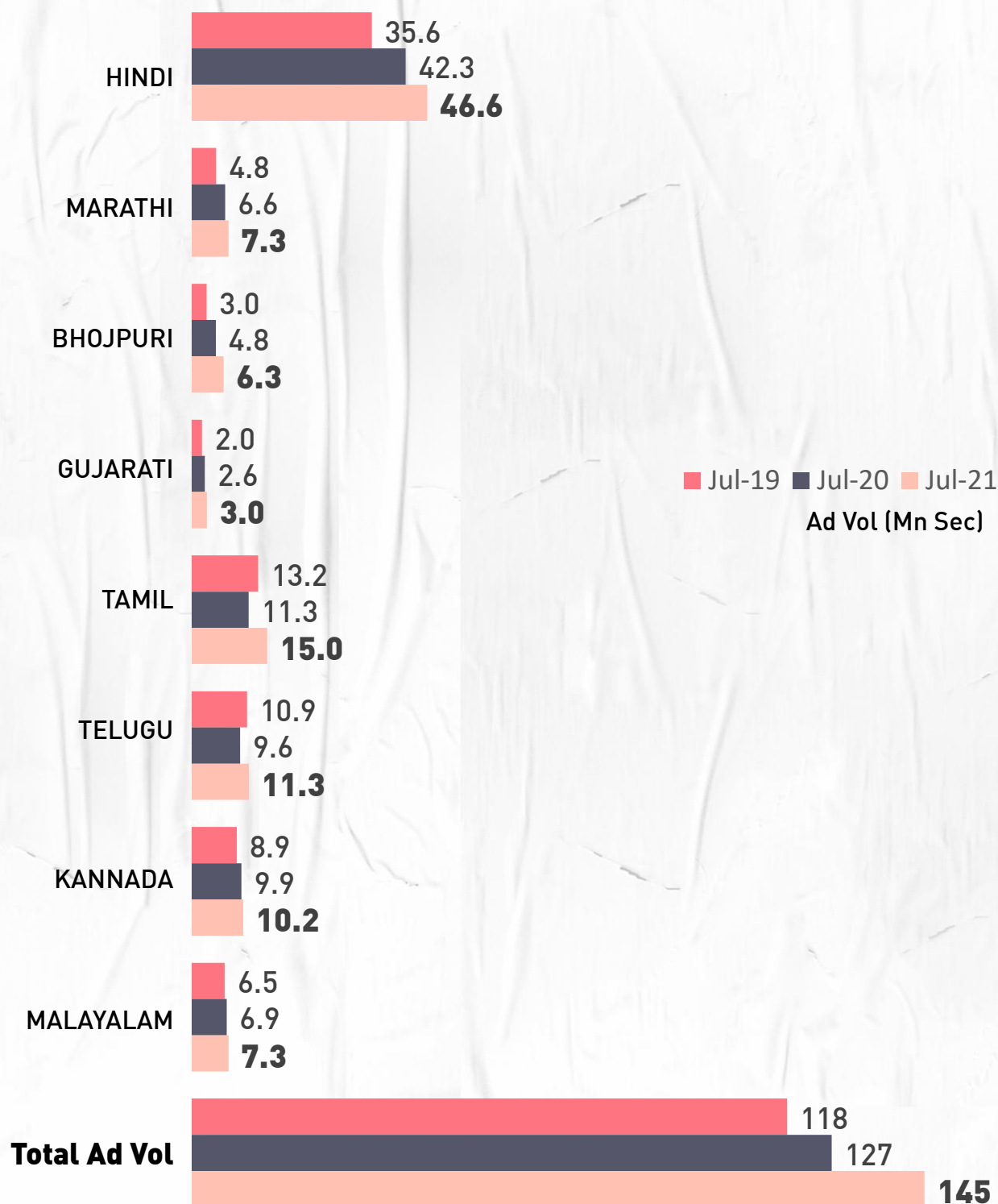
Where Data Does the Story Telling

July 2021 vs June 2021

Punjabi, Assamese, English and Southern Language Channels lead the recovery.



Marathi, Bhojpuri & Gujarati language channels register highest growth over 2019.



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Where Data Does the Story Telling



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