

## Ad volumes on TV grows by 16% in the last two weeks; Online shopping grows too

**29<sup>th</sup> May 2020, Mumbai:** This is the **ninth** edition of the report on ‘Crisis Consumption on TV and Smartphones’ jointly released by BARC India and Nielsen Media.

BARC India is the official currency on Television Measurement in India and Nielsen Media runs a 12000 strong smartphone panel in India passively capturing smartphone behaviour.

**Some of the Key Highlights of TV and Smartphone consumption during the ninth week of Lockdown are as follows: -**

Considerations:

	BARC India	Nielsen Smartphone Panel
Coverage	All India (Urban + Rural)	All India (Urban 1 Lakh plus)
TG	ALL NCCS 2+ years	1. NCCS ABC 15-44 years 2. Android Smartphone Users
Time Period	<b>PRE COVID</b> - 11th Jan 2020- 31st Jan 2020	<b>PRE COVID</b> - 13th Jan 2020 - 2nd Feb 2020
	<b>COVID DISRUPTION</b> <b>Week 9 – 16<sup>th</sup> May 2020 to 22<sup>nd</sup> May 2020</b>	

1. After seeing huge peaks in previous weeks, gradual drop seen in TV Viewership (1 Trillion viewing minutes) and Smartphone consumption (3 hrs 43 minutes/day) this week although the consumption is still more than pre-COVID periods
2. TV viewership growth over Pre-COVID levels in NCCS A is higher than NCCS CDE, especially in Megacities
3. Primetime TV viewership is 13% lower than pre-COVID levels (an effect of no original programming) - decline is more in the South (-18%) than in HSM (-11%)
4. Social N/W, Gaming, Education, on Smartphone continue to be at much higher levels vs Pre-COVID Period.
5. News genre stabilises both on TV and Smartphone after seeing peaks in previous weeks while Movies & Originals gain big, grow their share in VOD pie
6. Revival post Lock down evident on Smartphone behaviour - Online Shopping begins to Move up after the COVID led crash.
7. Overall AD VOLUME on TV has grown in the last 2 weeks – 16% growth in total FCT in week 20 vs. week 18 - 38% growth in new brands vs. week 18.
8. Top 10 advertisers have been consistent on TV throughout the COVID period (week 12 to week 20). Top 40 show significant growth in Ad Volumes

### **About BARC India**

Broadcast Audience Research Council (BARC) India is a Joint Industry Company founded by stakeholder bodies that represent Broadcasters, Advertisers, and Advertising and Media

Agencies. Built upon a robust and future-ready technology backbone, BARC India owns and manages a transparent, accurate, and inclusive TV audience measurement system. Apart from the currency products to the TV industry, BARC India also provides a suite of Insight products designed for Broadcasters, Advertisers and Agencies. The Big Data and Insights generated by BARC India powers efficient media spends and content decisions in a highly dynamic and growing television sector. Winner of numerous awards for its technology, innovation and Human Resource practices, the company has grown substantially since its inception.

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