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AD VOLUMES REPORT OCT 2021

With Festive Trends

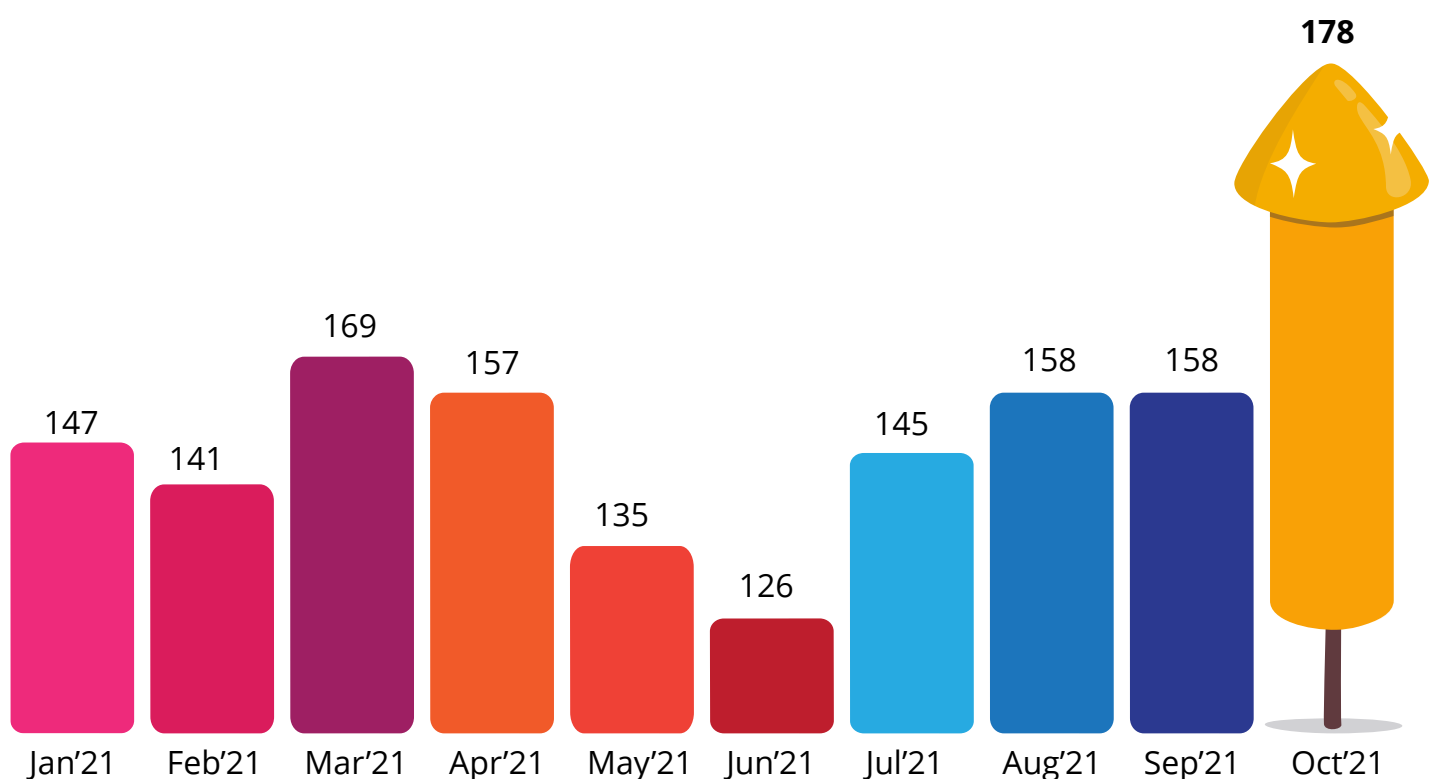
OCTOBER 2021 AD VOLUMES BREAK ALL RECORDS!

Registers Highest Ad Volumes so far.

11% higher than 2020
23% higher than 2019



2021 Monthly Trend



Ad Vol (Mn Sec)

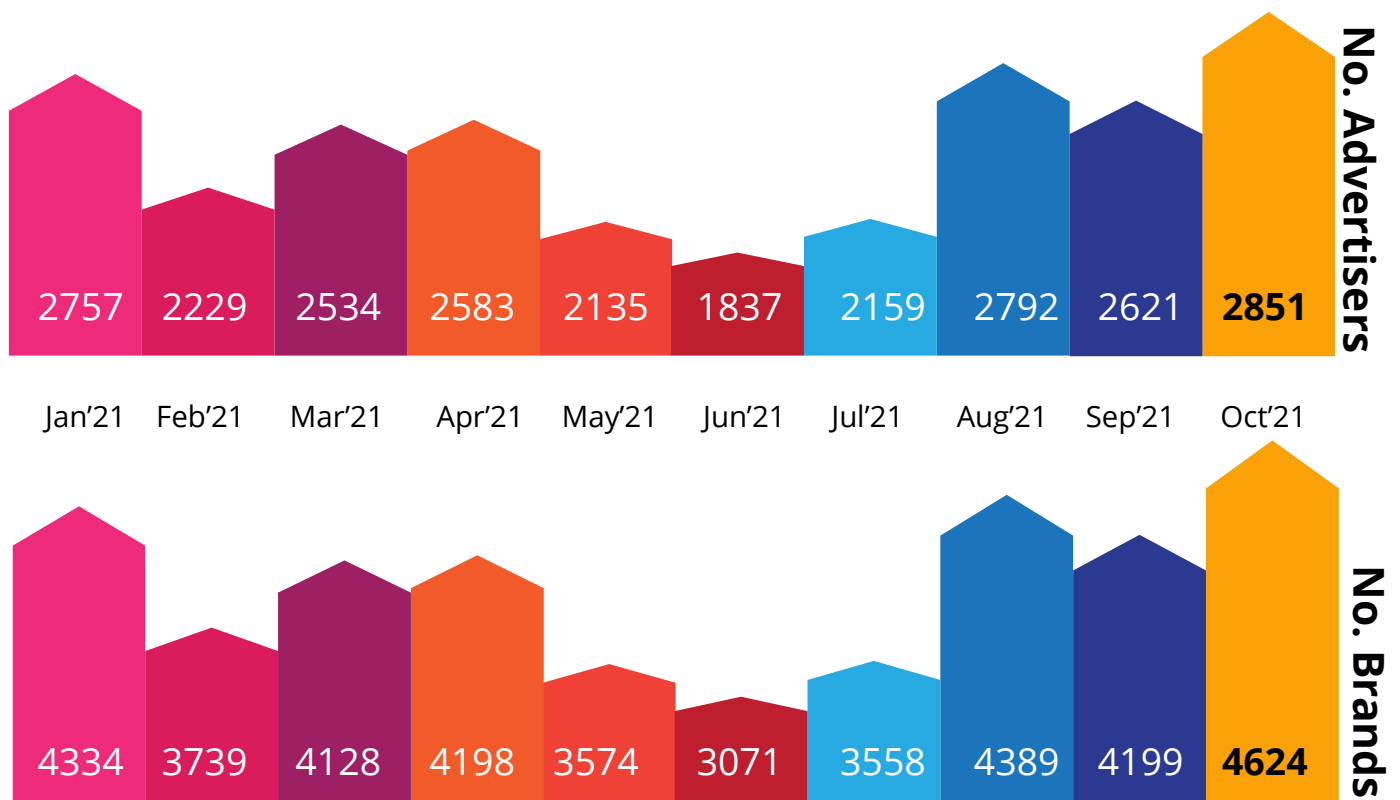
Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG; SOCIAL ADVERTISEMENTS-NGOS & FILLER

22% of Advertisers in October'21 were new

New Advertisers & Brands : Present in Oct'21 and not present from Jan-Sep'21



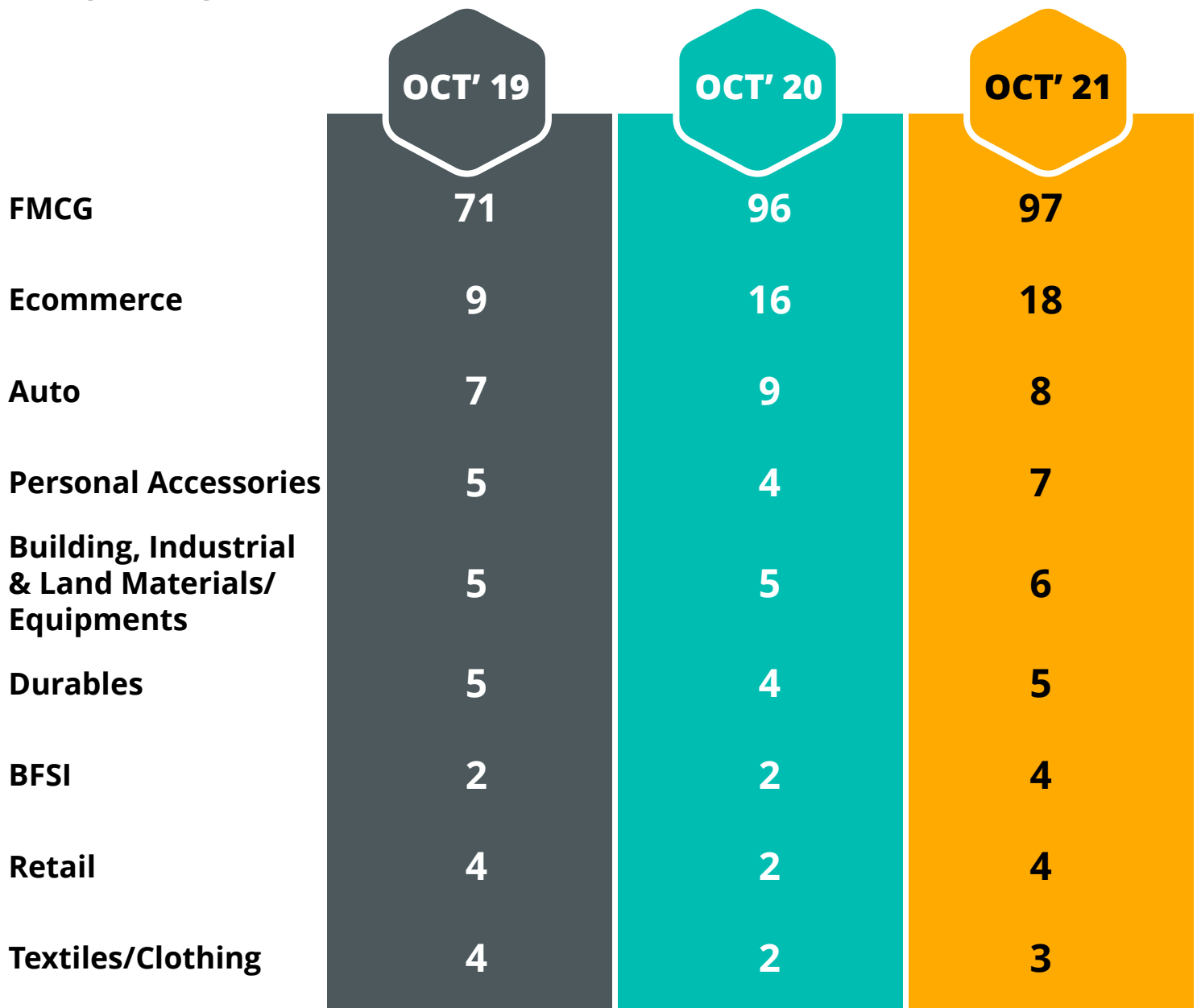
October sees highest number of Advertisers and Brands on TV for 2021.



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

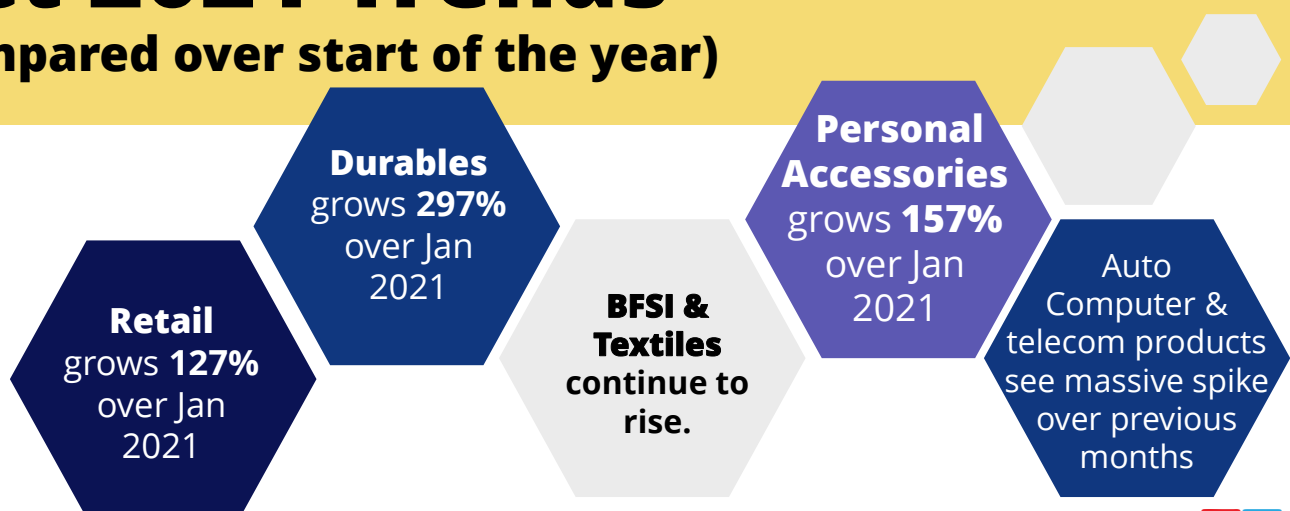
BFSI, Ecommerce double from 2019; most top sectors above 2019 levels.

Retail, Durables, BFSI, Textile & Personal Accessories, register highest growth over 2020



Oct 2021 Trends

(Compared over start of the year)



Ad Vol (Mn Sec)

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

Most language channels register consistent growth y-o-y.

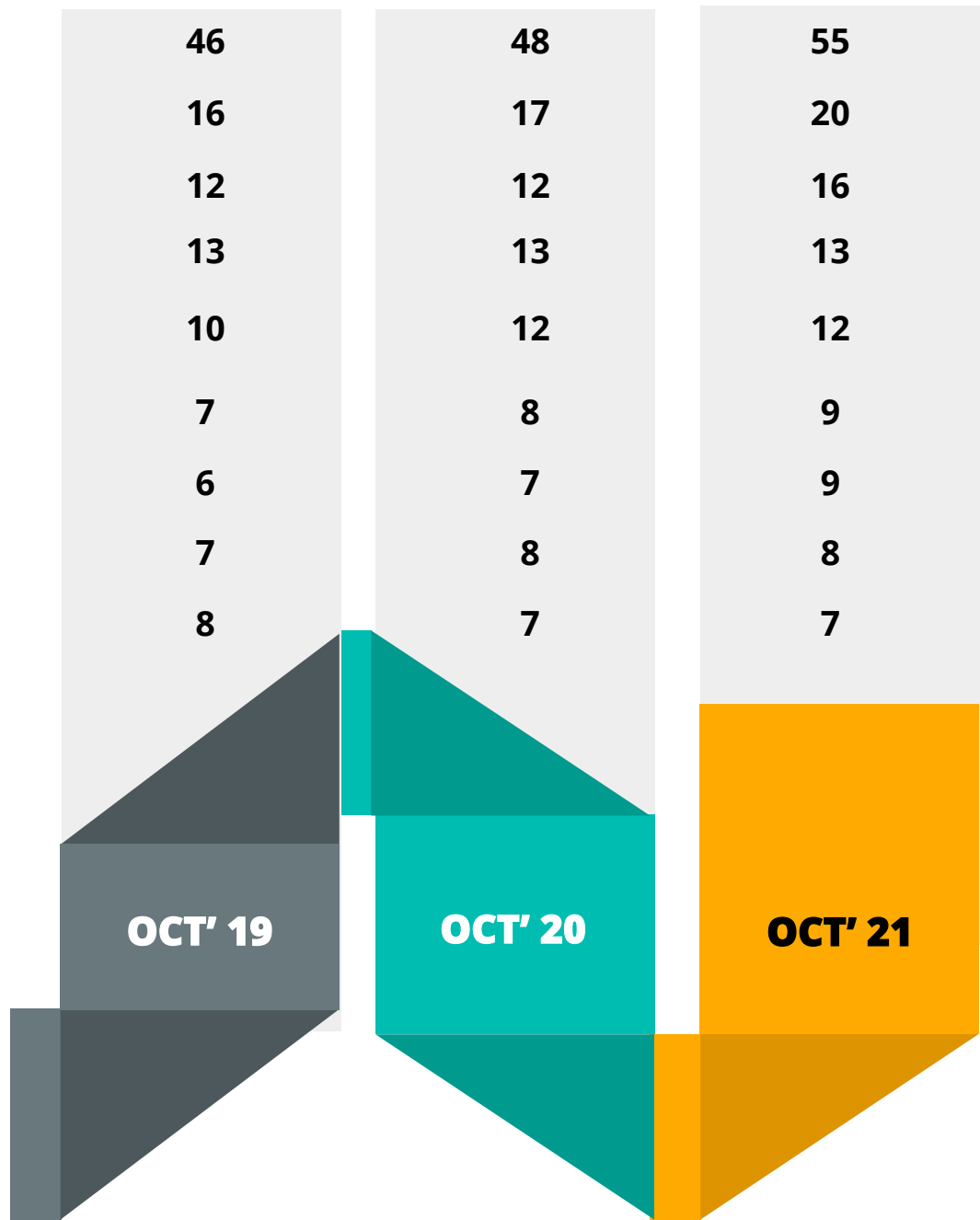
Growth across South, Marathi, Punjabi & Bhojpuri language channels show robust growth over 2019. *Ad Vol (Mn Sec)

| Language | OCT' 19 | OCT' 20 | OCT' 21 |
|-----------|---------|---------|---------|
| HINDI | 46 | 48 | 55 |
| TAMIL | 16 | 17 | 20 |
| TELUGU | 12 | 12 | 16 |
| BENGALI | 13 | 13 | 13 |
| KANNADA | 10 | 12 | 12 |
| MARATHI | 7 | 8 | 9 |
| PUNJABI | 6 | 7 | 9 |
| MALAYALAM | 7 | 8 | 8 |
| ENGLISH | 8 | 7 | 7 |

Top 10 Language Channels

Mazhavil Manorama(v) is considered as Malayalam Channel.
 Sony MAX(v) & Sony MAX HD(v) are considered as Hindi Channels

Excludes Multi-Language Channels



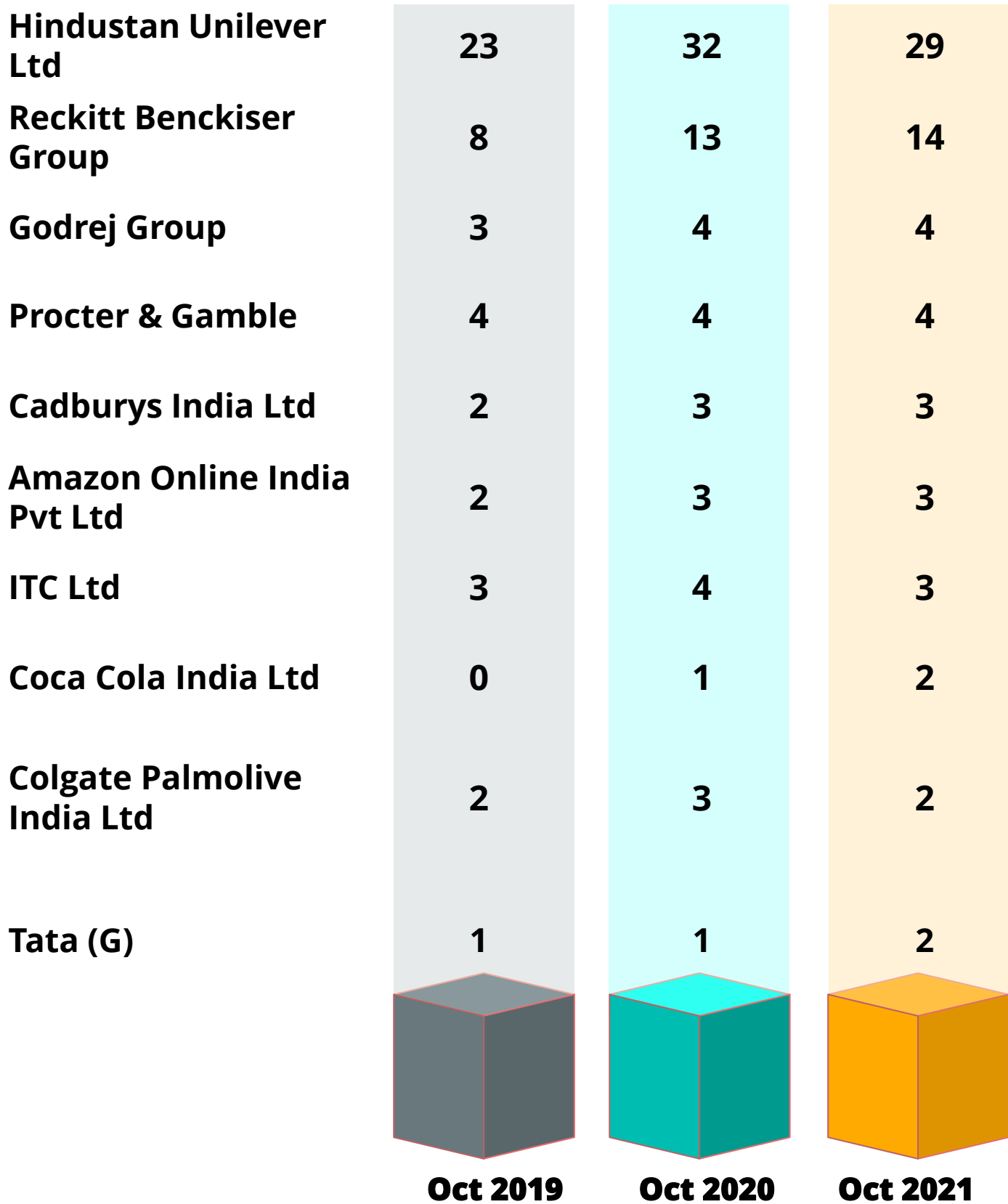
Most channels register growth in October over recent months

Hindi, Tamil, Telugu, Kannada, Marathi, Punjabi, English & Oriya register highest Ad Volumes of 2021 in October

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

Top 10 Advertisers

Ad Vol (Mn Sec)



Top 10 Adv excludes : Govt, Media, Film Trailer Advertisers.

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

Top 10 Brands

Ad Vol (Mn Sec)

| | Oct 2019 | Oct 2020 | Oct 2021 |
|--|----------|----------|----------|
| HORLICKS | 0.3 | 1.3 | 2.1 |
| AMAZON.IN | 0.8 | 1.8 | 1.9 |
| DETTOL TOILET SOAPS | 0.6 | 1.7 | 1.6 |
| HARPIC POWER PLUS 10X MAX CLEAN | 0.0 | 0.5 | 1.2 |
| CLINIC PLUS SHAMPOO | 1.0 | 1.0 | 1.1 |
| LIZOL | 0.9 | 1.5 | 1.1 |
| HARPIC BATHROOM CLEANER | 0.5 | 0.4 | 1.0 |
| LALITHAA JEWELLERY | 0.1 | 0.3 | 1.0 |
| SURF EXCEL EASY WASH | 1.0 | 1.3 | 1.0 |
| BOOST | 0.2 | 1.0 | 1.0 |

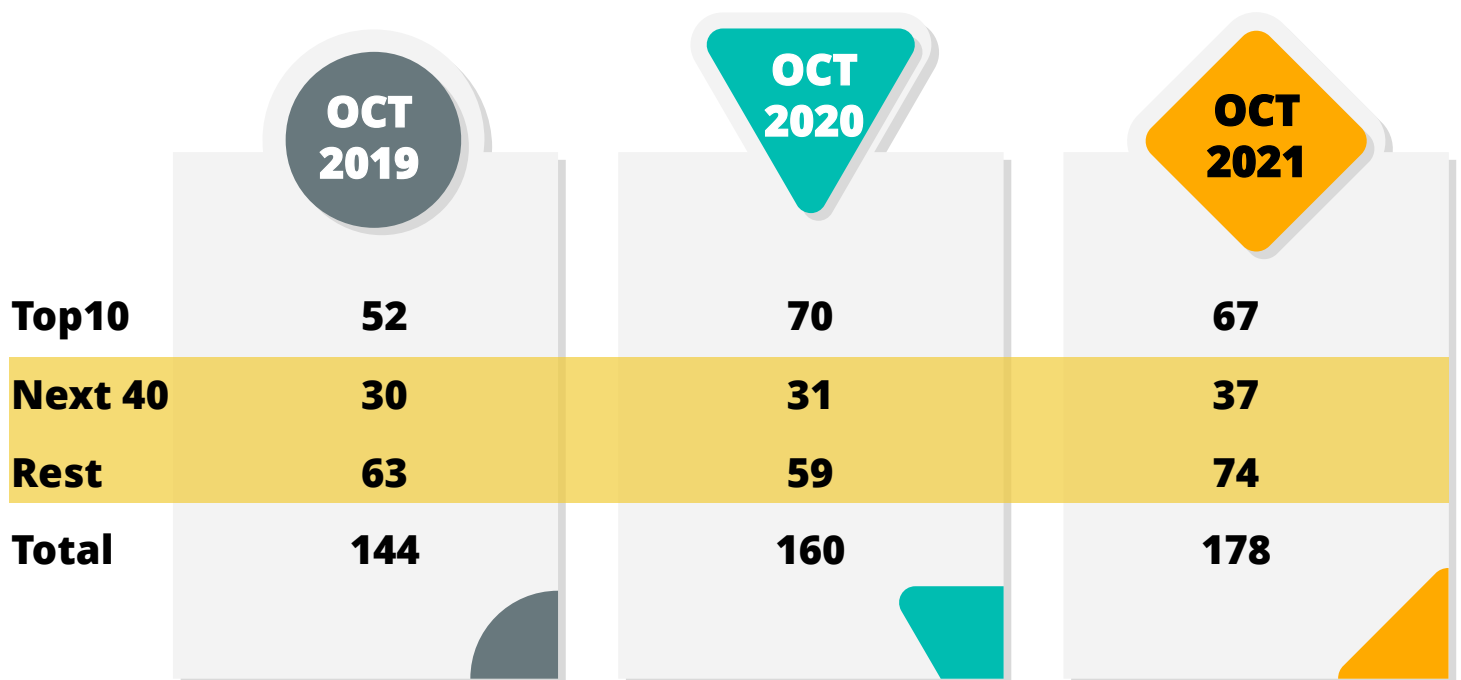
Top 10 Brands excludes : Govt, Media, Film Trailer Advertisers.

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

Advertisers beyond Top 10 register strong growth over 2020.

Ad Vol (Mn Sec)

Top 10 remains steady.
Next 40 grow by 17%.
Rest of the Advertisers witness 26% growth.
 (Growth% - Oct 2021 over Oct 2020)



Top 10 & Next 40 Excludes : Govt, Media & Film Trailor Advertisers

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



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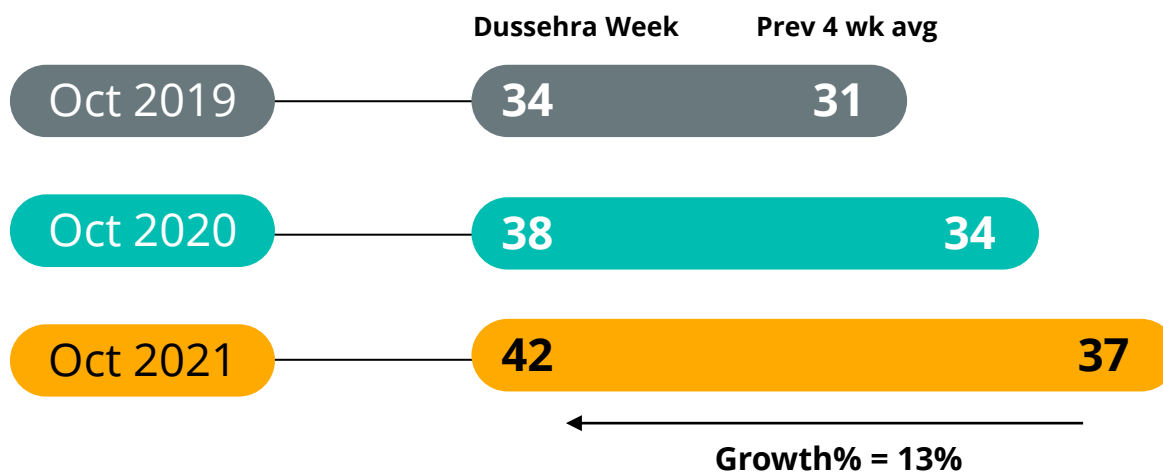
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FESTIVE SEASON AD VOLUMES ANALYSIS

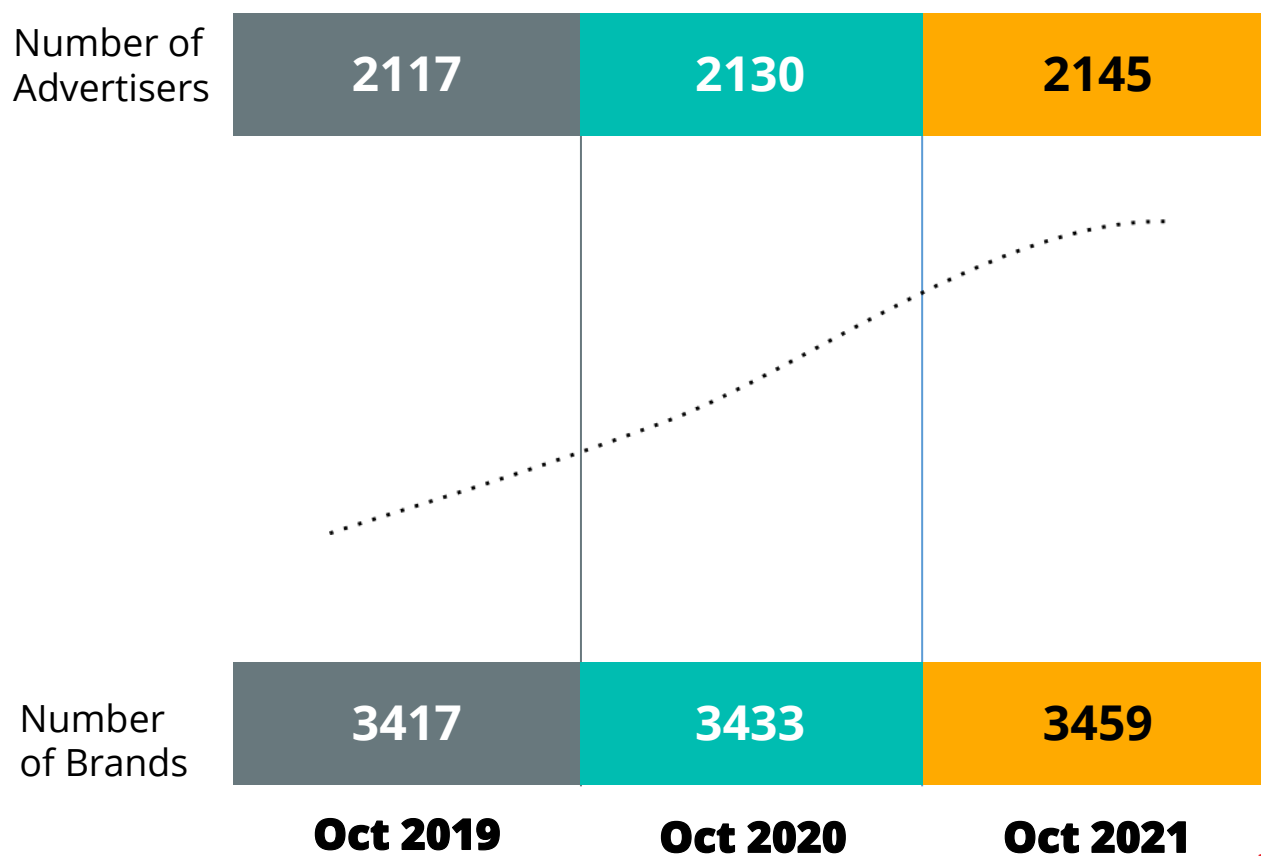


Dussehra Week 2021 witnesses 25% growth over 2019

Ad Vol (Mn Sec)



Number of Advertisers and Brands during Dussehra week 2021 highest as compared to previous years



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

Growth observed in Ad Volumes and Advertisers during Dussehra week 2021, at pan India level

Ad Volumes Growth% - Dussehra week over prev 4 weeks

| | Ad Volumes Growth | Advertisers Growth |
|---------|-------------------|--------------------|
| Hindi | 12% | 7% |
| South | 16% | 30% |
| North | 17% | 3% |
| West | 17% | 9% |
| East | 12% | 6% |
| English | 23% | 6% |

South includes Tamil, Telugu, Kannada and Malayalam Language channels.

North Language includes Punjabi Language channels.

East includes Bengali, Oriya and Assamese language channels.

West includes Marathi and Gujarati language channels

NOTE

Dussehra Week period

| | |
|------|---------------|
| 2019 | 2nd-8th Oct |
| 2020 | 19th-25th Oct |
| 2021 | 9th-15th Oct |

Ad Vol (Mn Sec)

Mazhavil Manorama(v) is considered as Malayalam Channel.

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