

Introduction

TV in India remains the most penetrated medium at 66% and with 100 Mn households yet to own a television it will only soar further. The year on year growth is seen across viewership – content and ads; as well as across the number of advertisers and brands wooing these growing viewers.

While spikes in viewership could be fuelled by unplanned happenings & topical events, there are special events where television plays the role of a common entertainer for the entire family where collective television viewing by the family members becomes a part of the festivities. Broadcasters on their part, make these days attractive for the viewers through compelling and clever programming and scheduling. Increase in viewers results in increase in advertisers as well.

As we step into the festive season, we aim at decoding the advertising juggernaut through this edition of THiNK and shed some light on how the viewers and advertisers evolved during festivals especially in the high decibel festival season from September to December.





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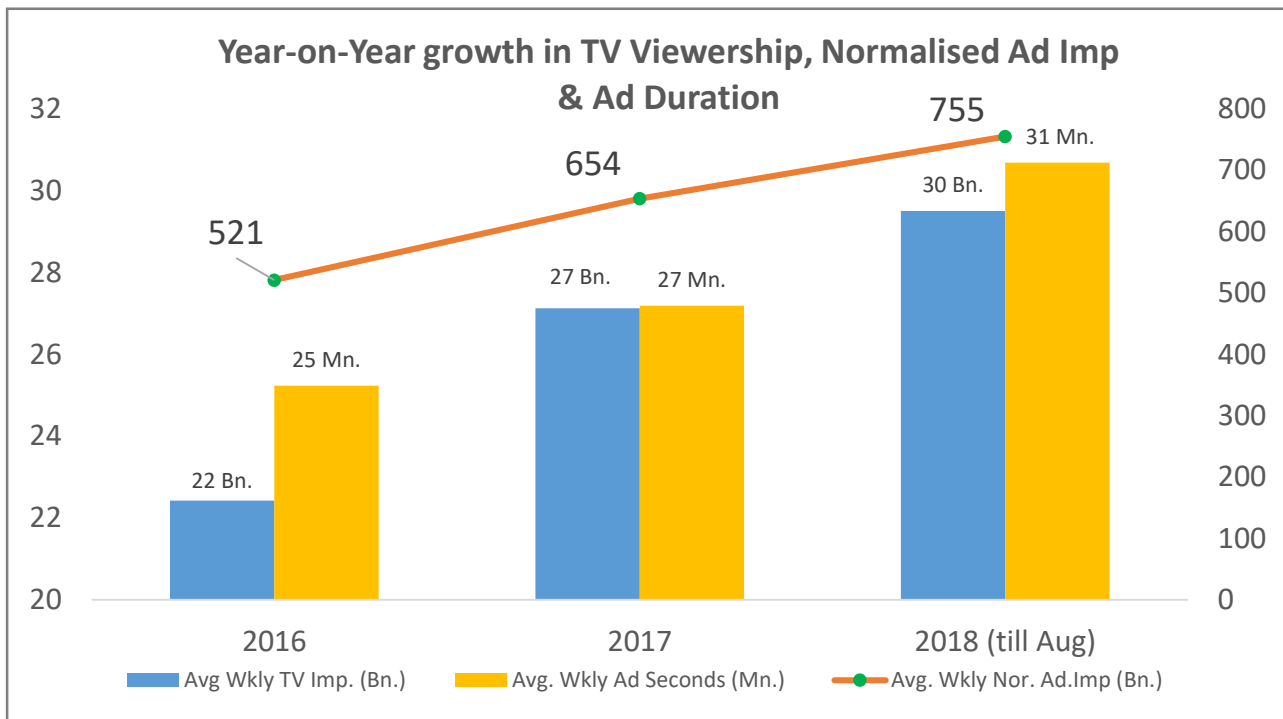
4. Year-on-Year viewership on festival days

Summary



THE TV GROWTH STORY

Year-on-Year growth in TV Viewership, Normalised Ad Imp & Ad Duration



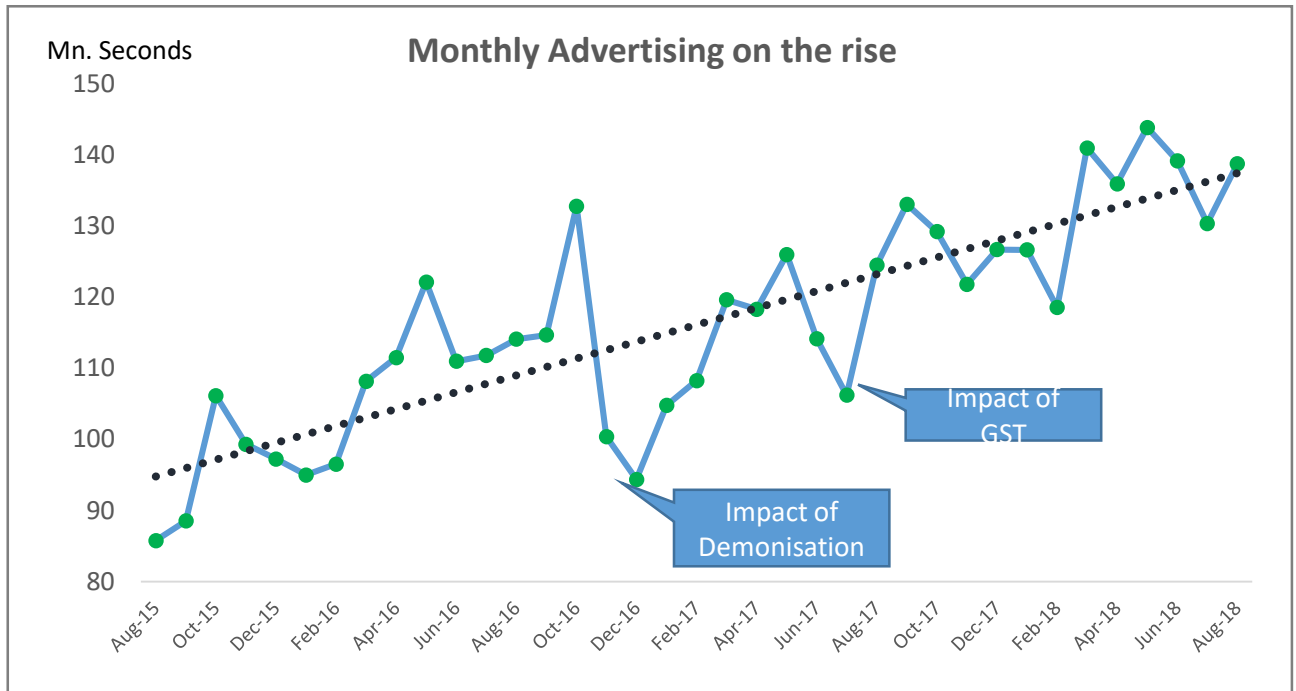
TV Impressions are split into 30 mins and aggregated for each week
 Ad Impressions are Normalised to 10 seconds

Television viewership has been rising over the last 3 years. The average weekly viewership of ads in India is growing steadily each year as well. From 2016 to 2018, the advertising impressions has increased by a phenomenal 45% from 521 Billion to 755 Billion with 2018 yet to witness its festive season. For the Jan to Aug 2018 period the average ad duration stands at 31 million per week, taking the total advertising volume to 1.07 Bn for the same period.



Monthly Advertising Duration

This growing viewership has seen endorsement from the advertising fraternity as well, with average weekly advertising volume clocking 31 million seconds from January to August 2018. The trend line for the last 36 months plotted against the monthly advertising volume is also on a growing trajectory.



The peaks in advertising coincides with planned tent pole events – be it related to sports or national interest topics like budget and elections, or with the festive season.

Here in this newsletter we deep dive into the happenings in the festive season.

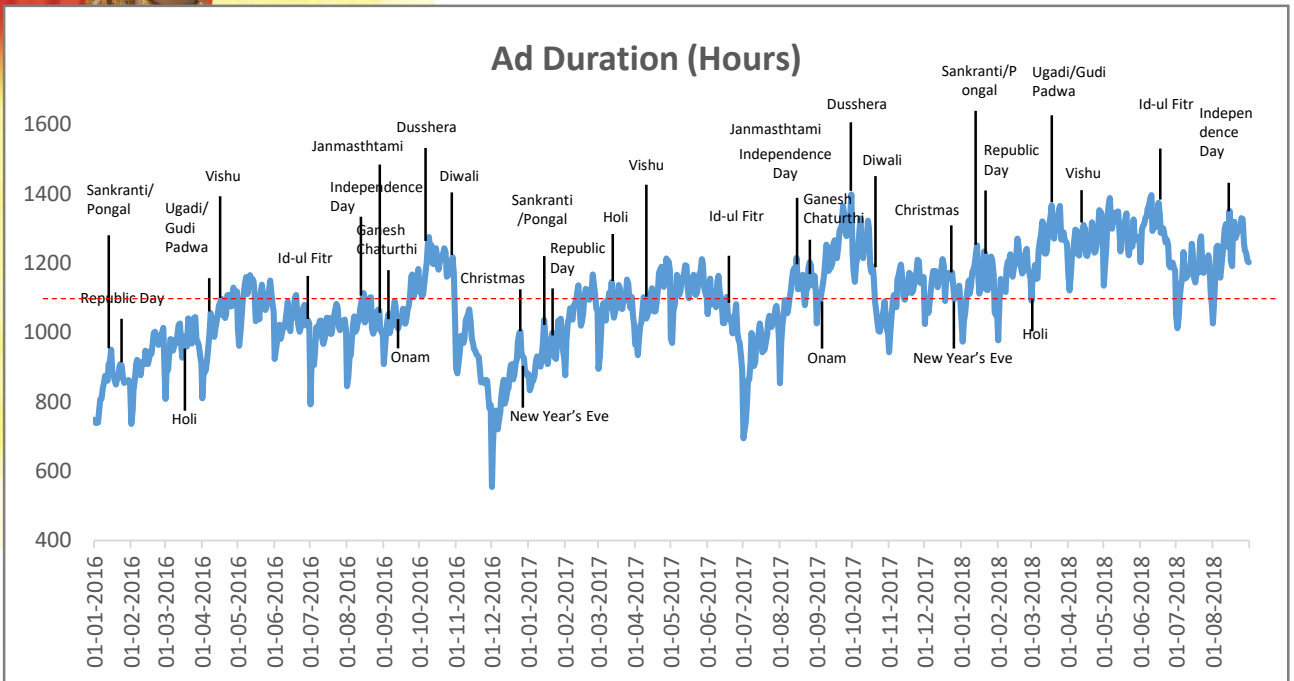


Impact of festivals on Weekly Advertising Duration



A weekly break up of the quantum of advertising juxtaposed with the festivals celebrated in the land of festivals – India, reveals more intricacies.

India is a land of diversities and this diversity reflects in the way we Indians celebrate festivals too. Some are longer, bigger, brighter, high on fun quotient while others are a tad subtle. We observe that distinct trends in terms of quantum of advertising as well as viewership emerge depending on various factors like the duration of a particular festival or whether it is celebrated indoors or outdoors with family and friends. The chart below attempts to bring alive the impact of individual festivals on advertising.



Daily Advertising duration in Hours





**QUANTUM OF ADVERTISING
IN THE CORE
FESTIVE SEASON : SEP-DEC**

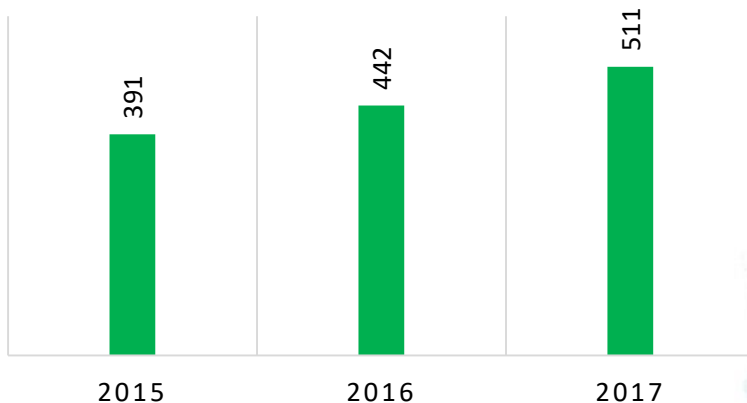


The core festival season in India

On further look at the advertising volume during some of the important festivals celebrated through the years, we find that a few festival days always have more ads than the rest. Festivals which are celebrated at home, with family gain more ad duration than the ones which are celebrated outside of home.

In the previous chart, it is established that festivals form a part of India all through the year, but the September to December period is the euphoric period for Indians when most festivals are celebrated. There is Ganesh Chaturthi in Maharashtra, Durga Puja / Navratri / Dussehra celebrated across the country, also Diwali & Christmas which have an additional bonus of kids' vacations in most parts of India. There is a culture of buying new things, gifting to family and friends and communication on latest offerings, deals et al are welcomed by consumers in these festive months. The advertisers love this spending period and loosen their purse strings too.

Quantum of Advertising : Sep to Dec

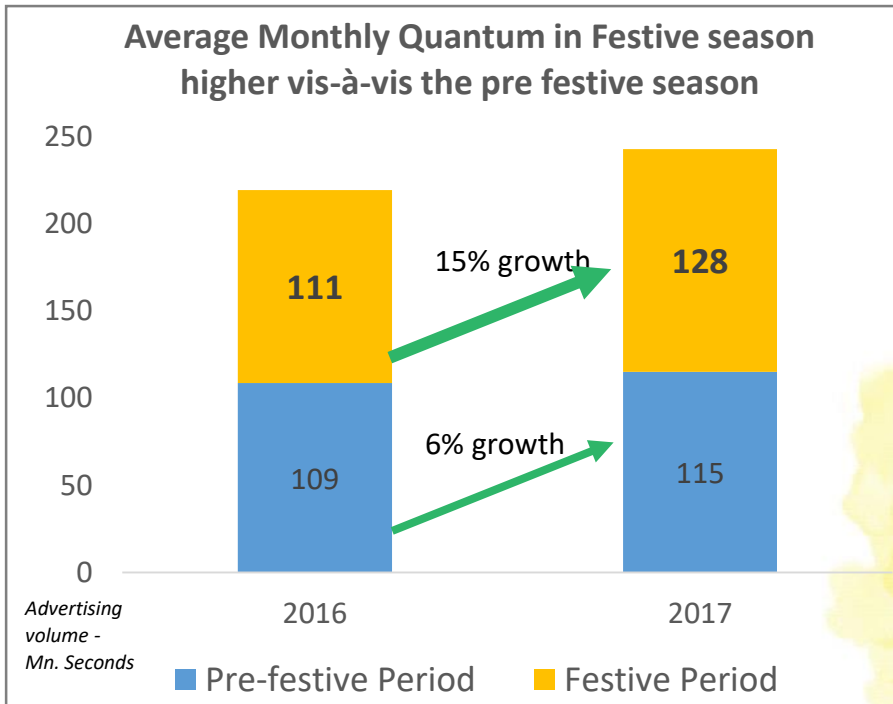


Advertising duration in Mn. Seconds

In the September to December period, the year on year growth is in double digits and stands at 13% and 15% for 2016 and 2017 respectively.



Average Monthly Quantum in Festive season higher vis-à-vis the pre festive season



Pre-festive period : Jan to Aug & Festive period : Sep to Dec

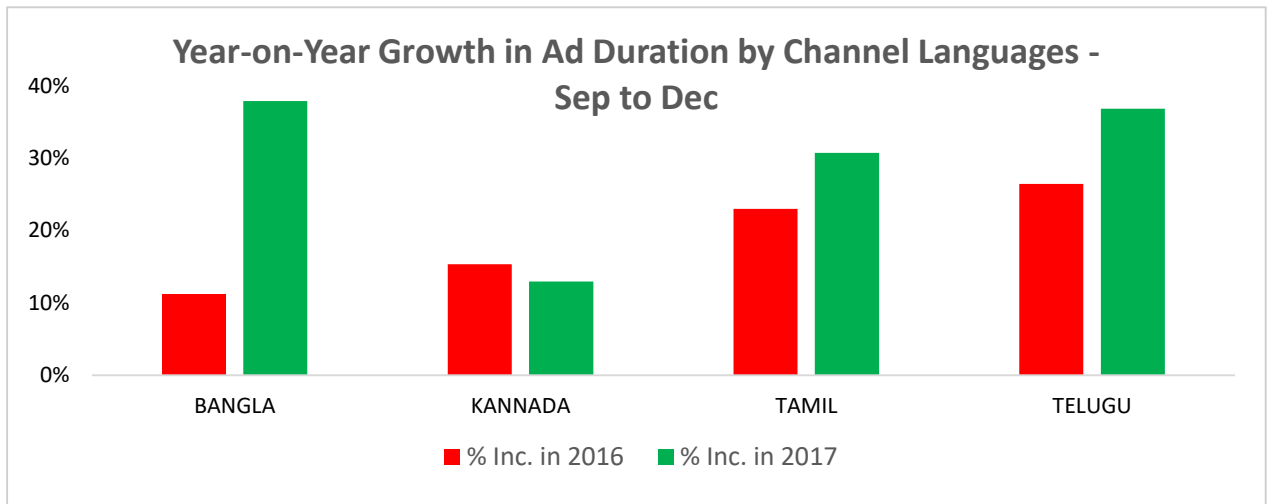
The growth rate of advertising volume in the festive period more than double for the earlier part of the calendar year : 15% in the festive period as compared to 6% in the pre festive period. So while advertising grows annually, the accelerated growth is witnessed in the Sep to Dec period.

The difference in the average monthly volume of advertising between these two period is more pronounced in 2017 where festive period sees 11% higher average monthly volume vis-à-vis the pre festive period clocking 128 Mn seconds & 115 Mn seconds respectively.

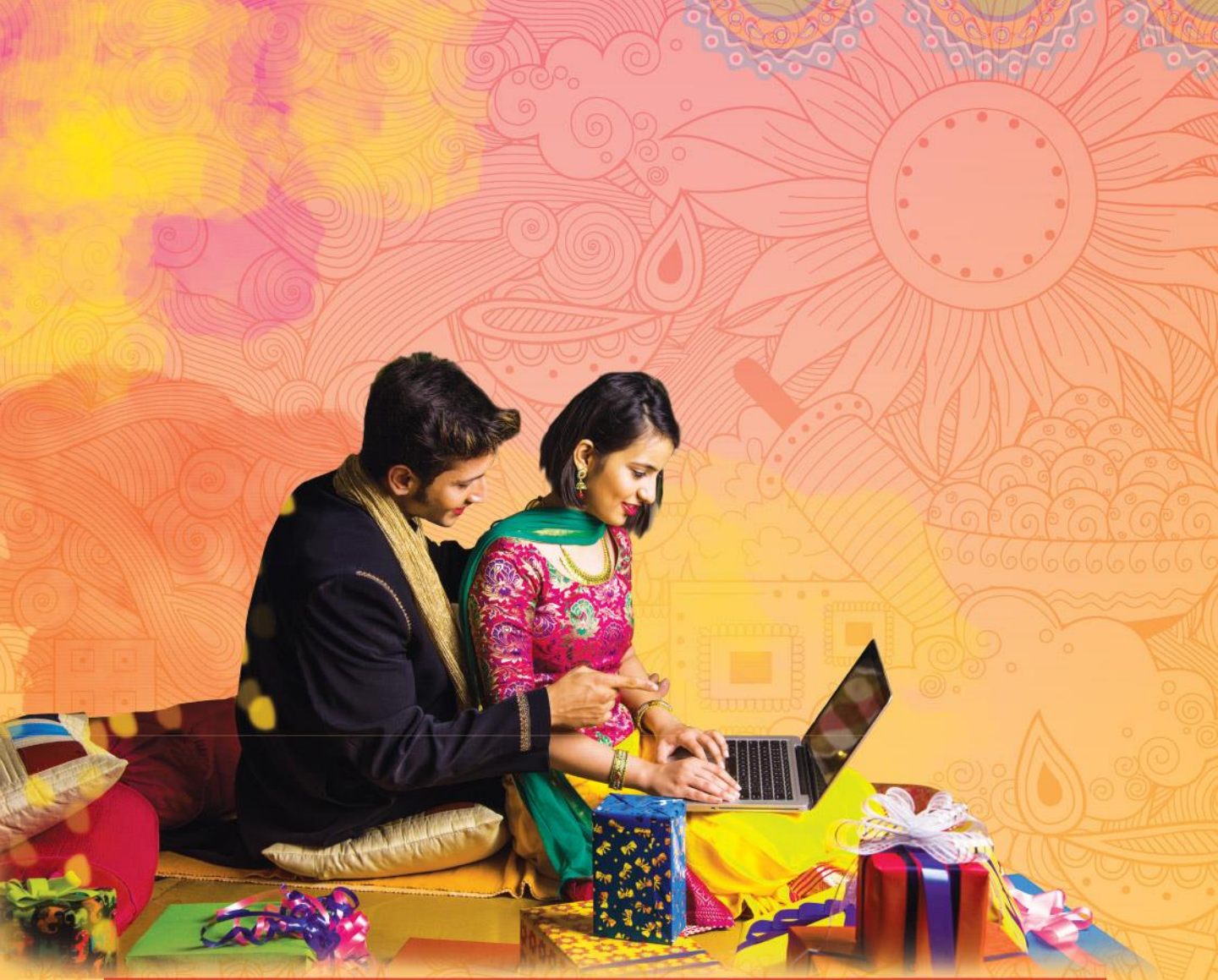


Year-on-Year Growth in Ad Duration by Channel Languages - Sep to Dec

While there is overall growth in advertising during the festive season, the growth differs across regions. The chart below depicts the growth rate of advertising volume across channels classified basis languages.

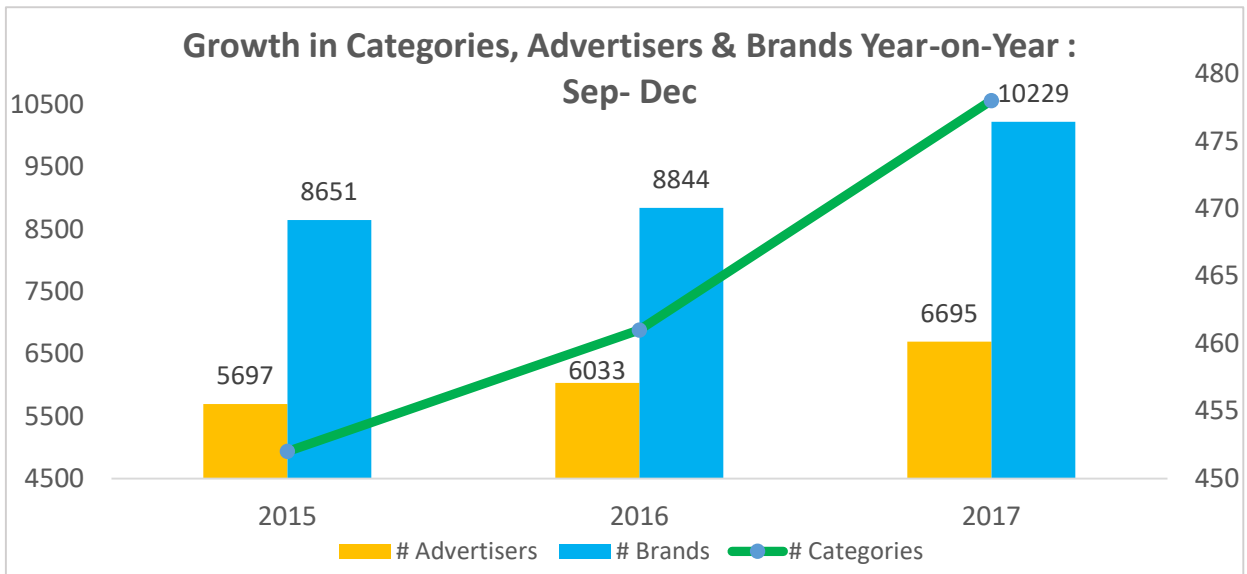


Bangla channels in the 2017 festive season have grown at 3 times the pace of growth in the previous year. Leading national broadcasters have upped their investments in the south zone where content is driven by language. Also factors like , near total electrification leading to very high television penetration accompanied by quality content and strong platforms has contributed to growing viewers in the southern states. This has led to accelerated growth in advertising volume in these states.



ADVERTISING CATEGORIES LANDSCAPE IN THE FESTIVE SEASON

Year-on-Year Growth in Categories, Advertisers & Brands : Sep – Dec



In addition to the quantum there are more categories joining the advertising bandwagon in the festive season with 26 new categories being added from 2015 to 2017. Both advertisers and brands have also gone up by 18% from 2015 to 2017 in this period.

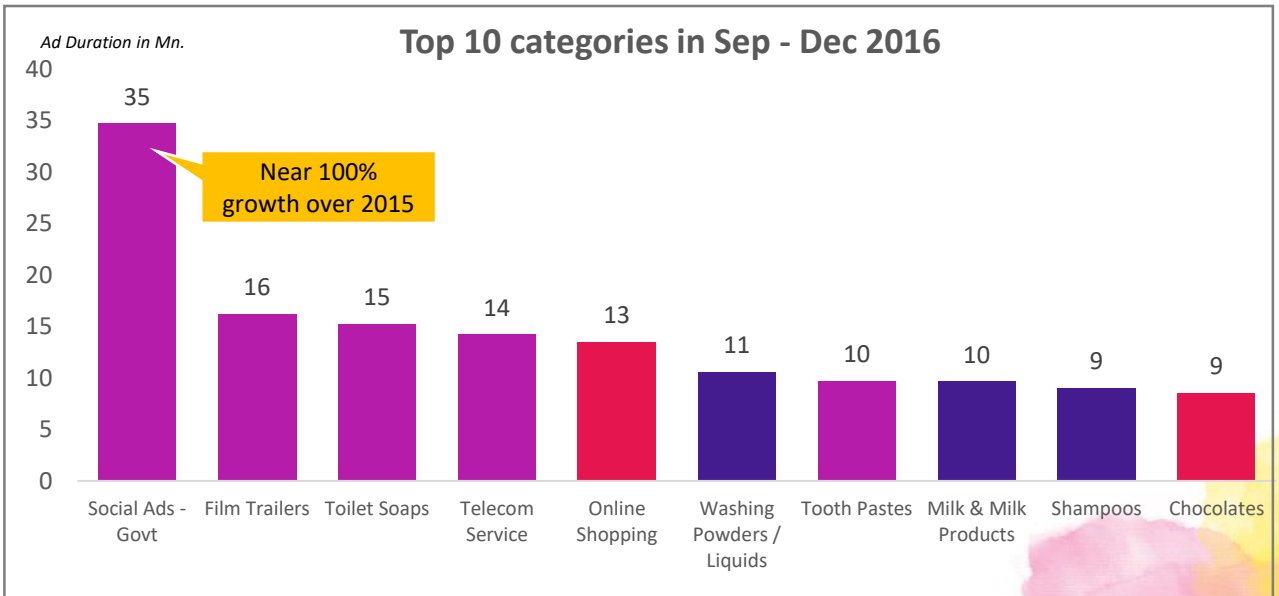
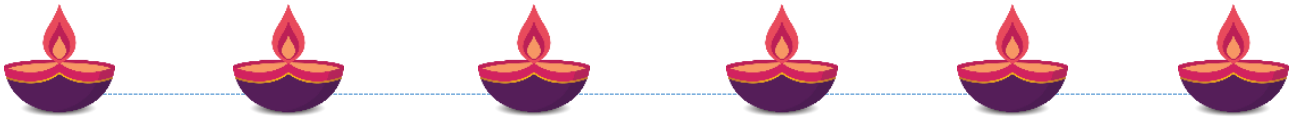
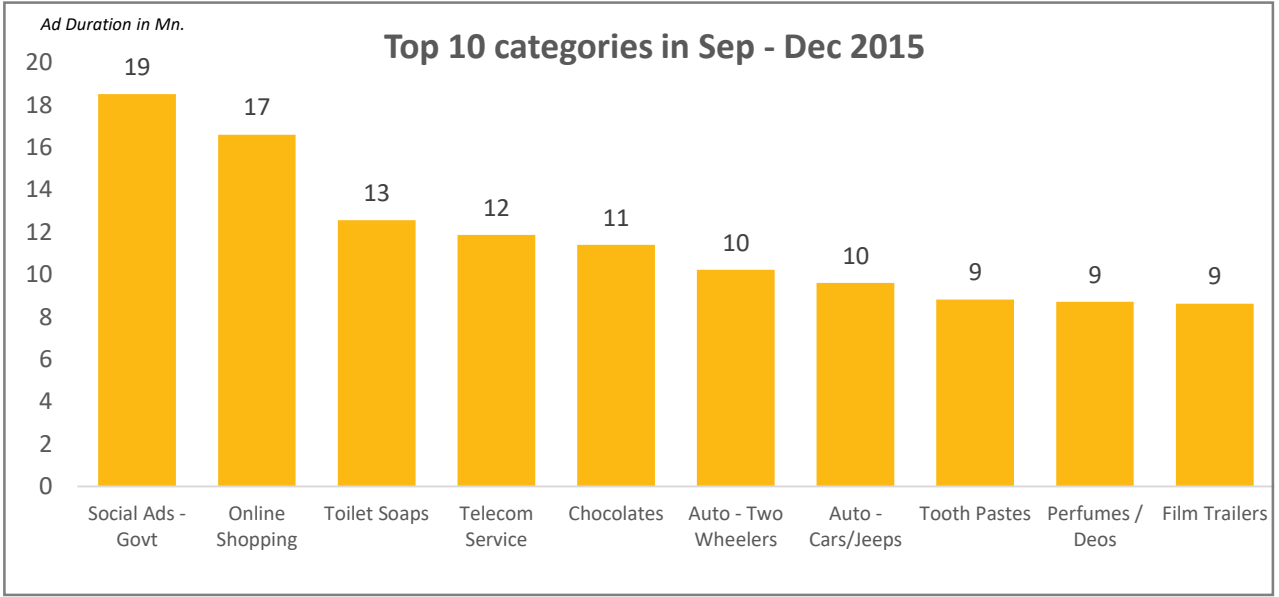
Performance of the Top 10 categories

We have seen the positive impact of festive season on the advertising volume on television, now let's delve deeper into which categories impact this phenomenon.

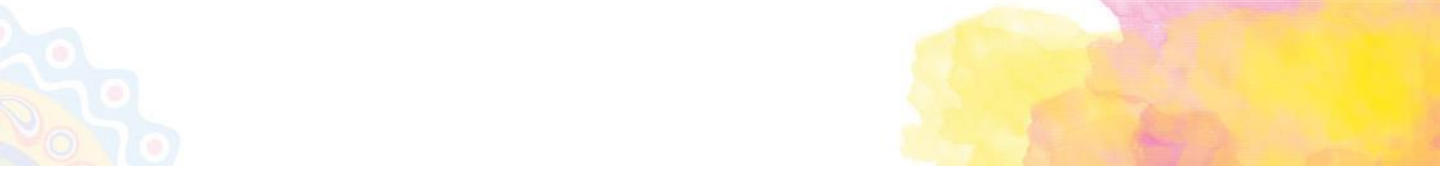
Year	Top 10 Categories (Ad Duration in Mn. Seconds)	% Contribution to Total Ad Duration	% Growth over LY
2015	117	30%	
2016	141	32%	21%
2017	150	29%	6%

Period : Sep to Dec

The top 10 categories maintain their contribution at ~30% year-on-year over the last 3 years. Social Ads by Government, Online Shopping, Tooth Pastes, Toilet Soaps and Film Trailers have consistently featured in the Top 10 categories across the 3 years.



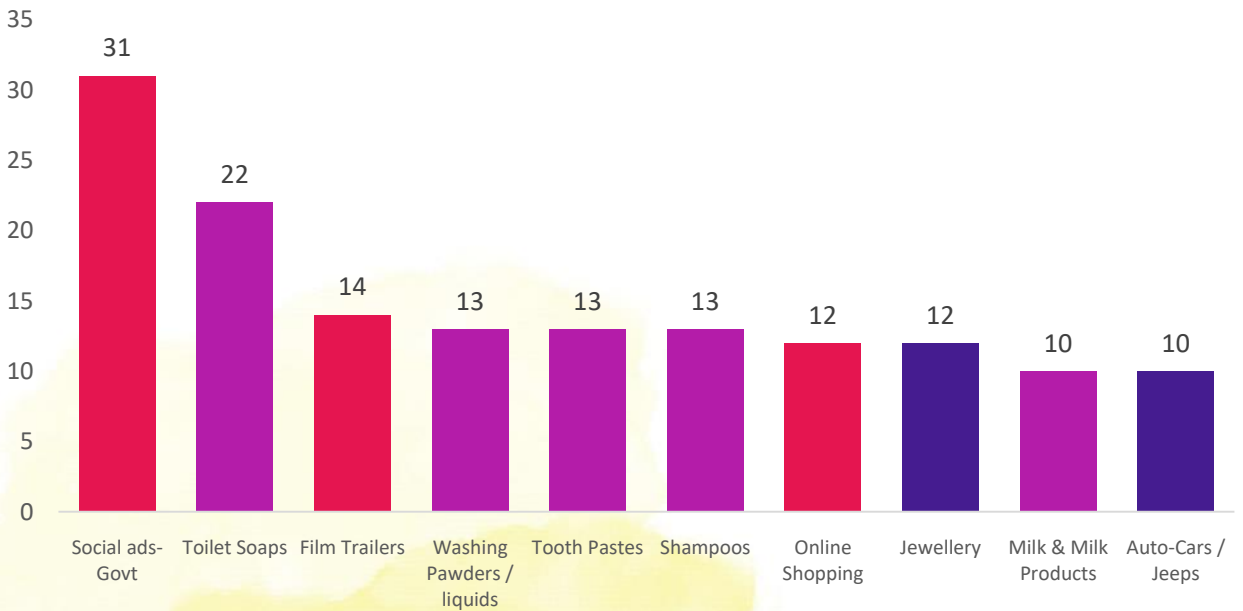
— Dropped vis-à-vis last year — Increased vis-a-vis last year — New Entrants vis-à-vis last year





Top 10 categories in Sep- Dec 2017

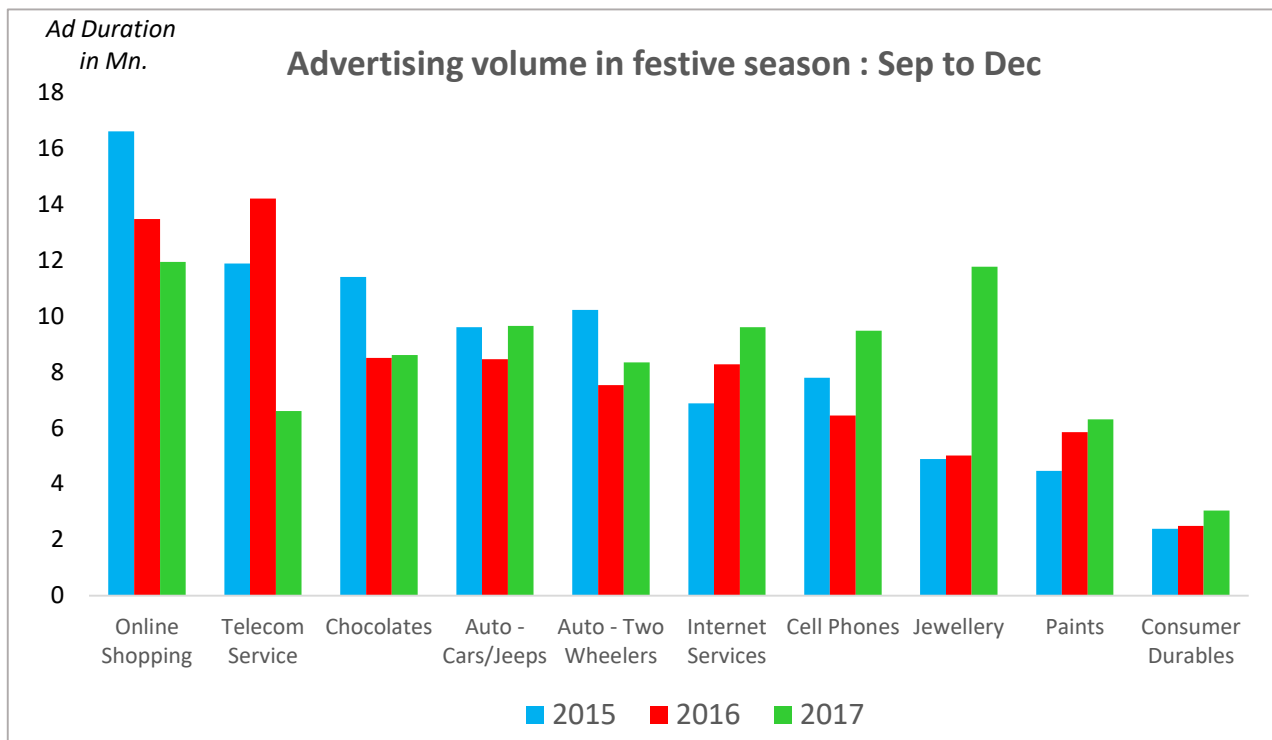
Ad Duration in Mn.



— Dropped vis-à-vis last year — Increased vis-a-vis last year — New Entrants vis-à-vis last year

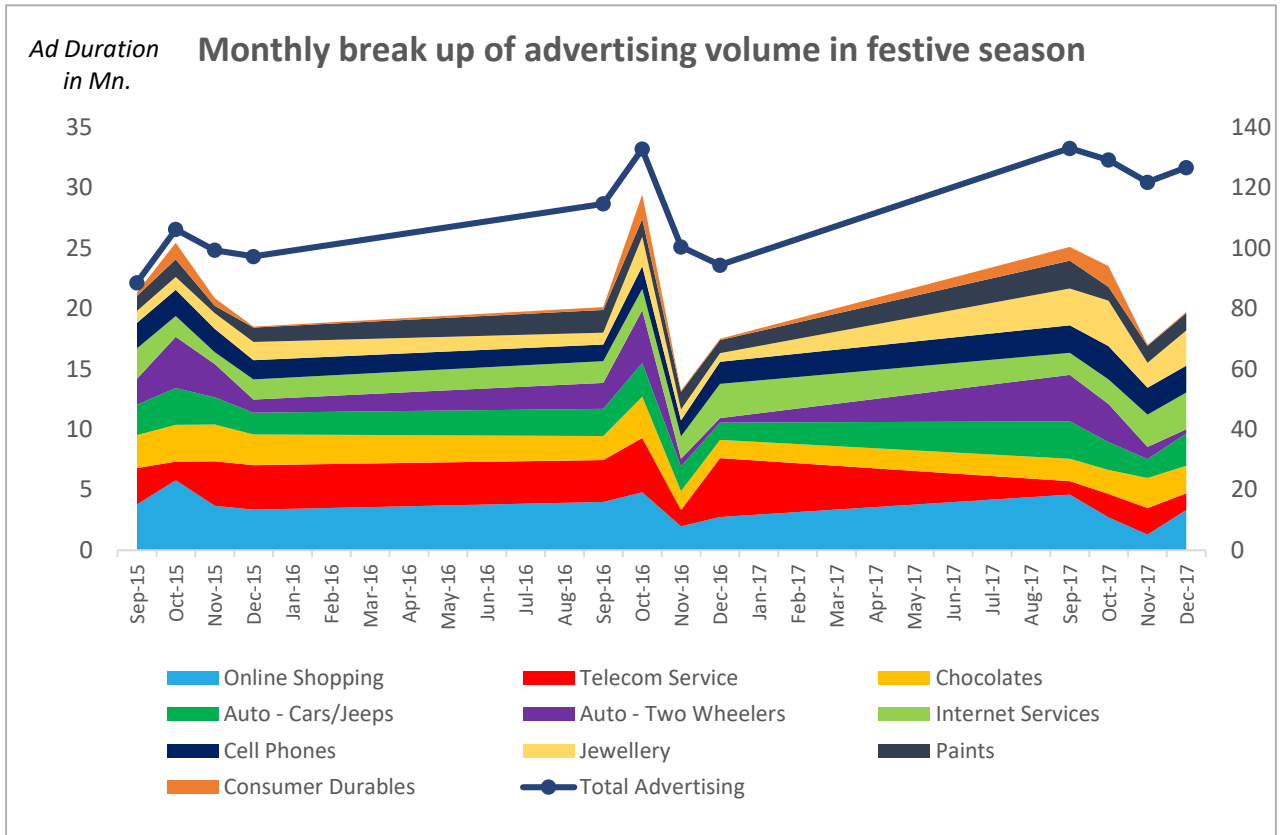


Performance of Categories consumed in the festive season



Online shopping, auto, telecom and chocolates sector continue to be the mainstays of the festive season. Contribution of categories like Internet Services, jewellery, paints grow over the years. Jewellery emerged as the close second category for the 2017 festive season, just below online shopping. Online shopping portals now advertise all around the year and hence have reduced dependency on the festive season alone. Consumer durables maintains status quo with not much movement in advertising seconds across all years.



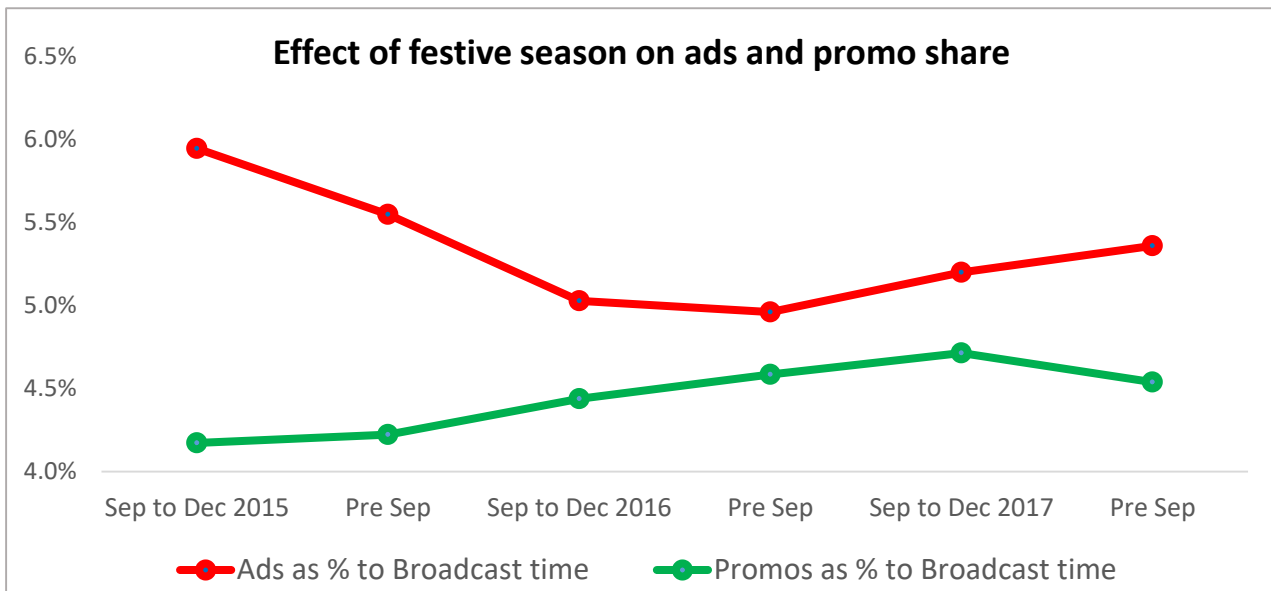


With more and more advertisers jostling for the viewers' eyeballs, mind space and attention the festive season witnesses more and more action across years and the contribution from the usual suspects of festive advertising is reducing over the years.



Interplay of advertising and promo time on channel FCT

As we have seen in the earlier charts the advertising volume has risen steadily in the festive period – September to December. The broadcasters use this period for announcing special programming, blockbusters, festival omnibuses in addition to the regular programme line up.



What's interesting to note is the play between the volume of advertising seconds and volume of channel promotions. While the combined volume from advertising and promotions range from 9.5% to 10.1% in the Jan -Aug period and Sep-Dec period across 2016, 2017 and 2018; the share of channel promotions went higher in the post demonetisation period to accommodate the slight slump in advertising volume.



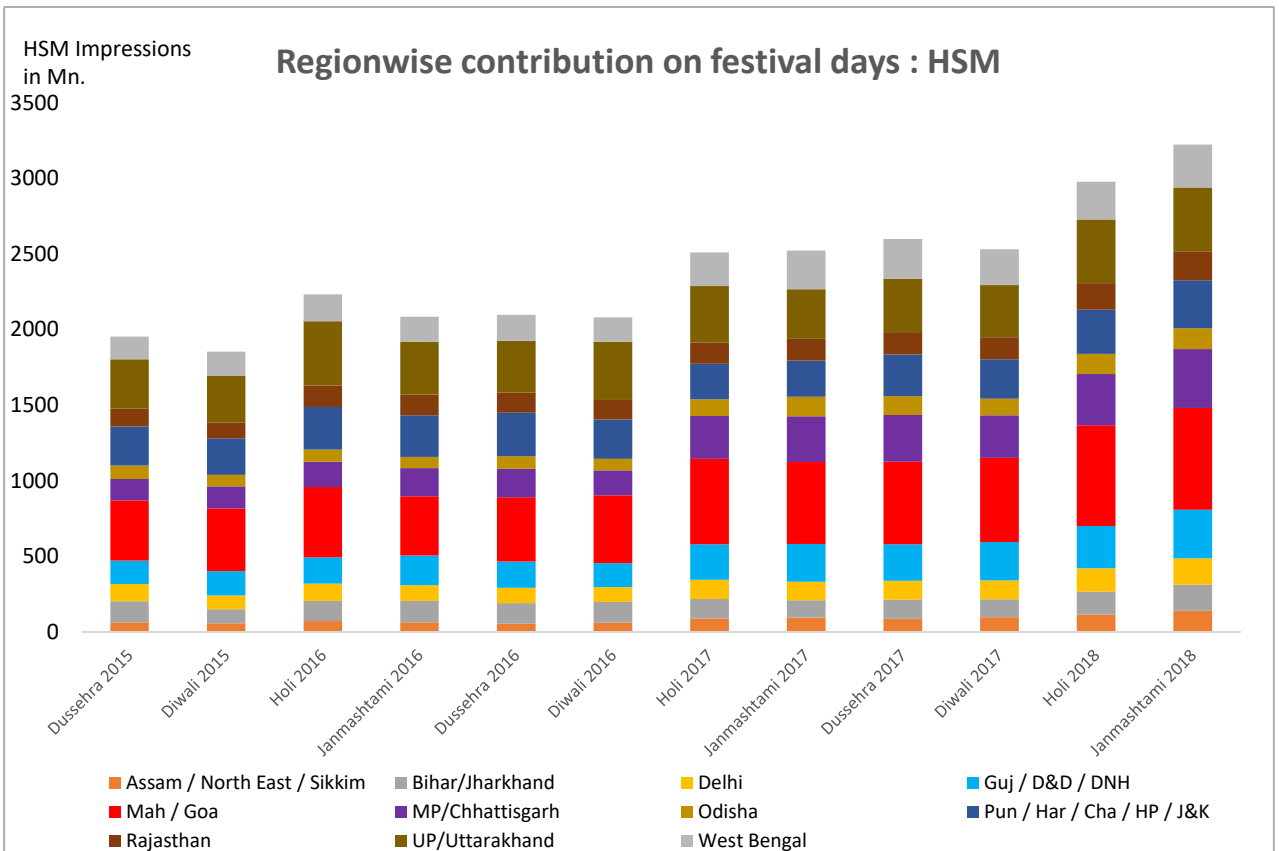


**YEAR-ON-YEAR VIEWERSHIP
ON FESTIVAL DAYS**

Where are viewers coming from?

Having looked at the advertiser appetite for the festive season, we now set to explore the viewership on festival days.

The first stop is the region wise contribution to festivals celebrated in the Hindi speaking markets across the year.

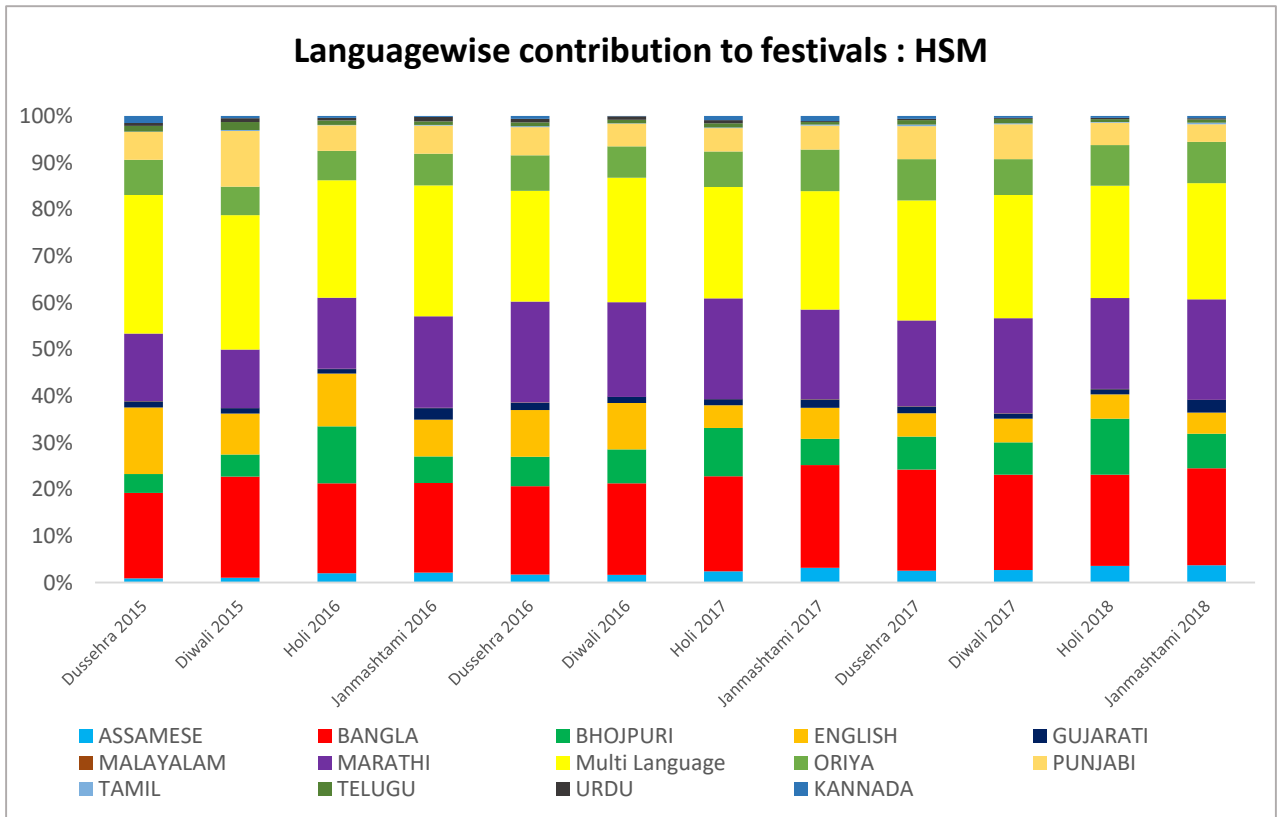


Maharashtra, UP / Uttarakhand followed by Guj / D&D / DNH and MPCG and are the biggest contributors to viewership on festival days. Festival viewership is on the rise in 2018 as compared to 2017. For 2018, Holi and Janmashtami viewership in HSM markets have increased by 19% and 29% respectively.





Hindi is the most preferred choice in the Hindi speaking markets on festival days too with over 70% viewership coming from Hindi channels. But with the growing advent of regional channels, improvement in programming quality and television penetration growing in the bottom of the pyramid, there is an increased focus on regional language channels. The chart below gives the language break up of viewers on festival days in the Hindi speaking markets – Hindi has not been included in the chart.




Marathi & Bangla channels stack up next in viewership after Hindi channels. The multi feed channel strategy led by the kids' genre seems to be working, we have also seen that kids viewing increases on festivals as most schools are shut and kids are at home on these days. Share of English channels on festivals drops over the years.





Summary

- Television Viewership is on the rise for both content as well as ads.
 - Advertising volume has grown consistently over the last 3 years and stands at 1.07Bn Seconds for the Jan-Aug 2018 period; up 16% for the same period last year.
 - Both, quantum of television advertising as well as television impressions increase on festivals.
 - Potential of the festive period is noticed by heavy weights of television categories like government led social ads and CPG categories like toothpastes and toilet soaps: and consistently feature in the top 10 categories advertised across three years from 2015 to 2017.
 - Categories catering to self-consumption like smart phones growing at a faster rate as compared to household led consumption categories like consumer durables.
 - Kids' viewership goes up on festivals on the back of schools being closed and kids spending time watching television.
 - While Hindi channels have lion's share in HSM viewership – contribution from regional channels is growing, this impact can be seen on festival days too.
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