



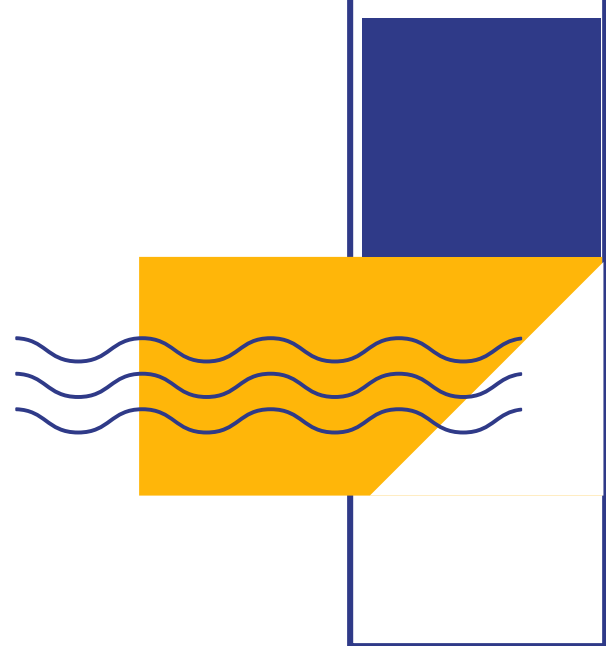
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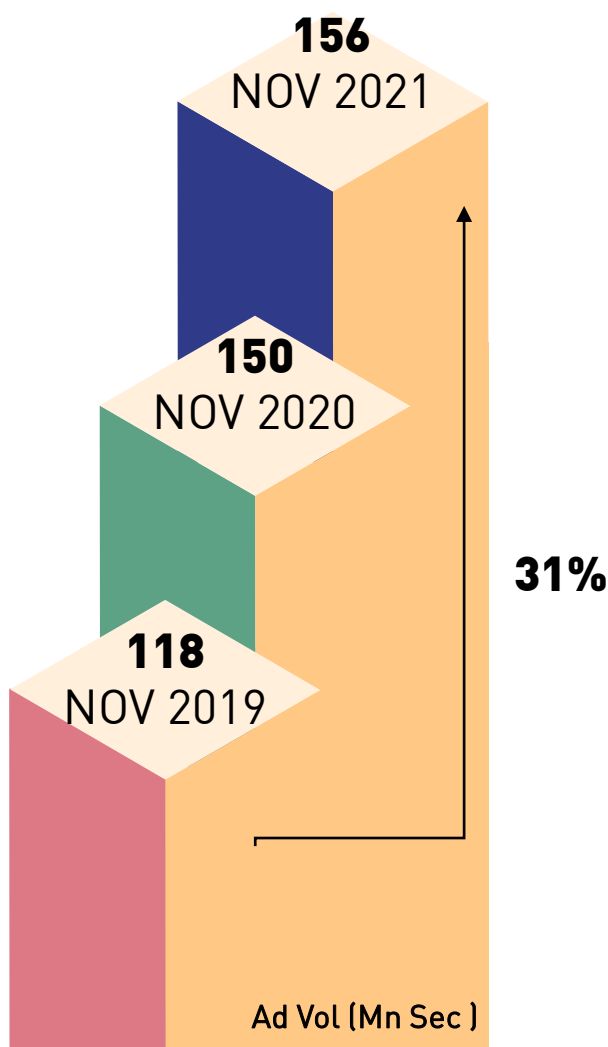
What India Watches™

# AD VOLUMES REPORT NOV 2021



# Ad Volumes for Nov'21 are higher than previous years.

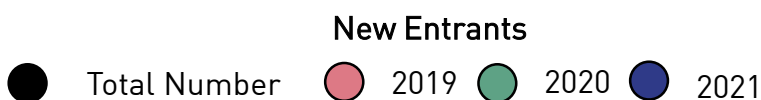
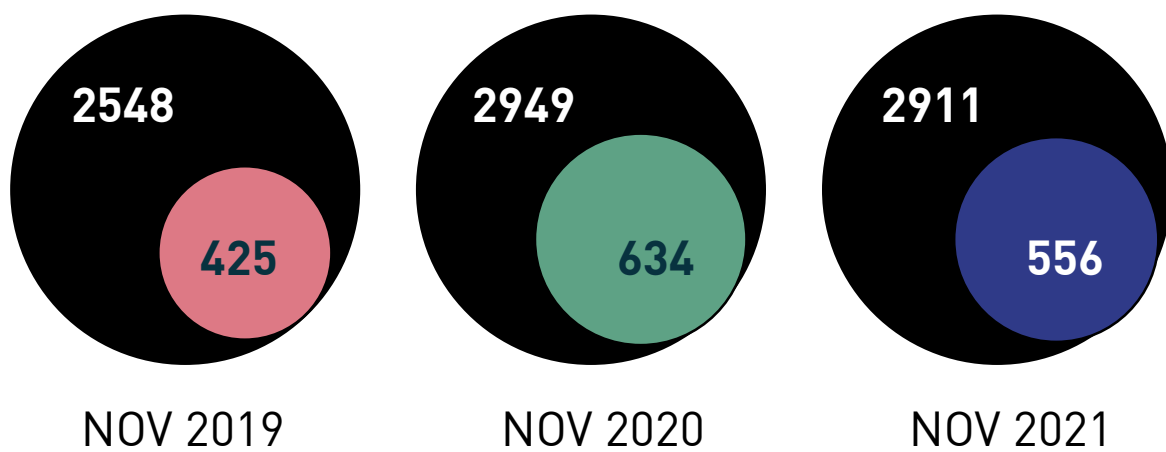
**31% higher than 2019.**



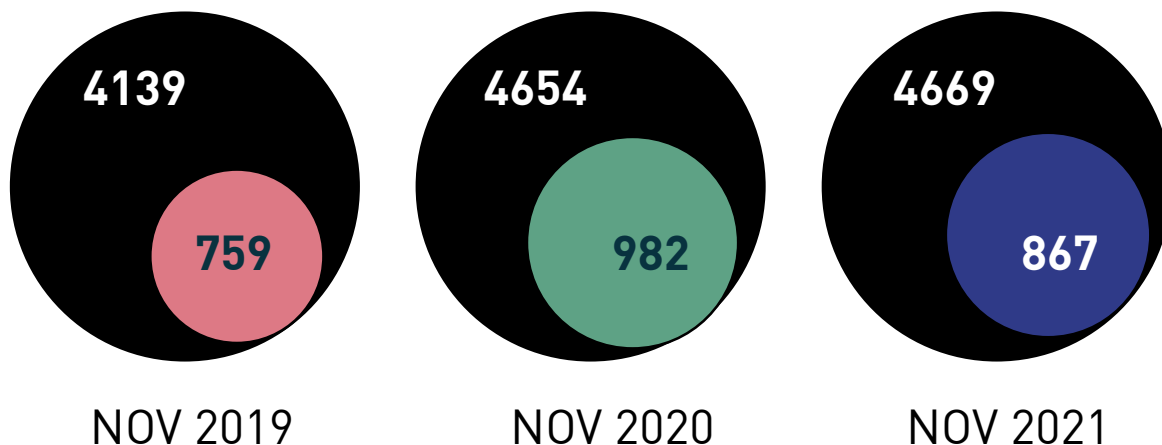
# 19% of Brands and Advertisers in Nov 2021 are new.

In 2021, November sees highest number of Advertisers and Brands on TV.

## Advertisers



## Brands

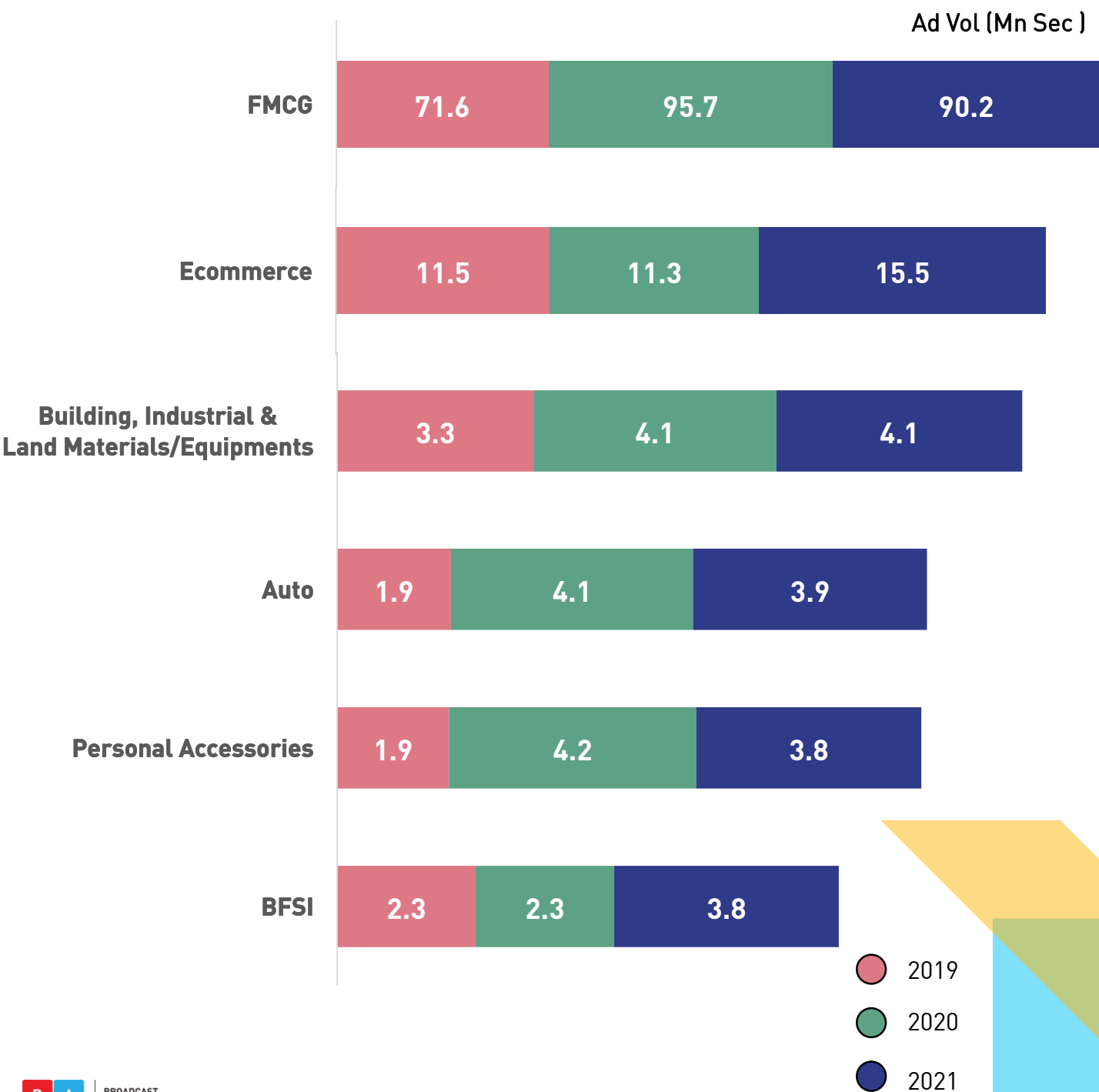


New Advertisers & Brands : Present in Nov'21 and not present from Jan-Oct '21

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

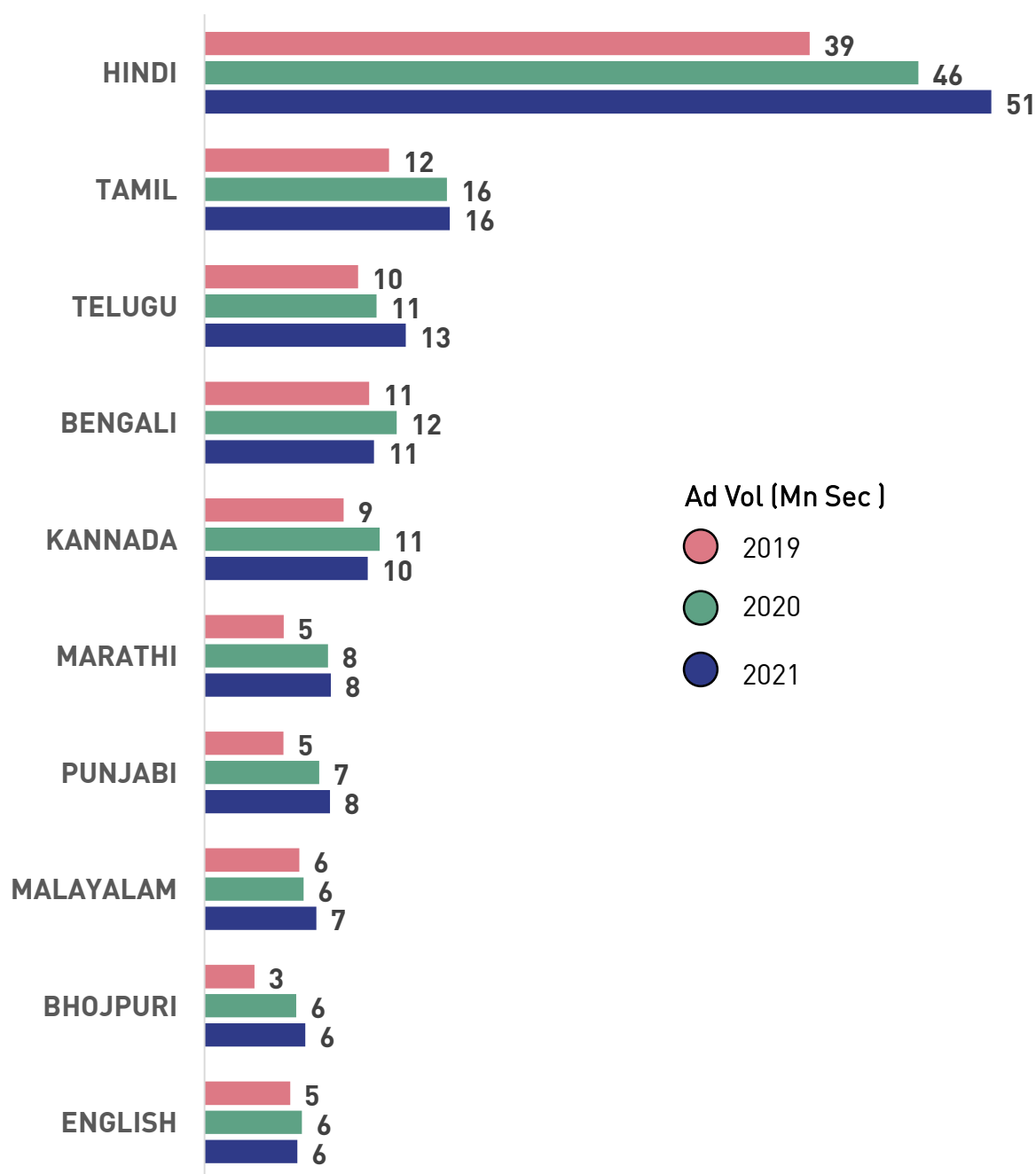
# Top Sectors

- BFSI grows by 62% over 2020
- E-Commerce registers 37% growth over 2020
- Auto, Textiles, Retail, Personal Accessories double from 2019

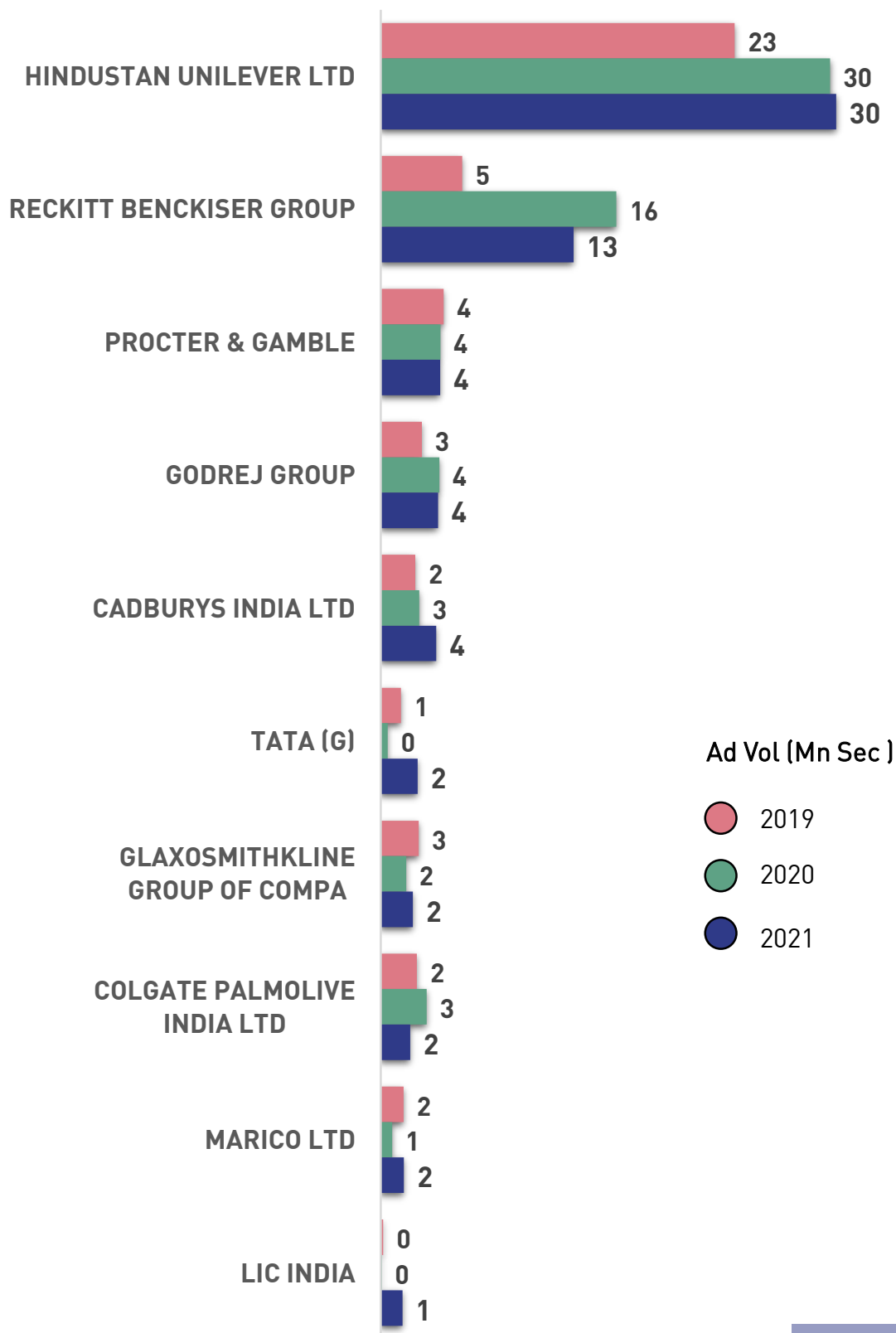


# Language channels: Ad Volumes over the last 3 years

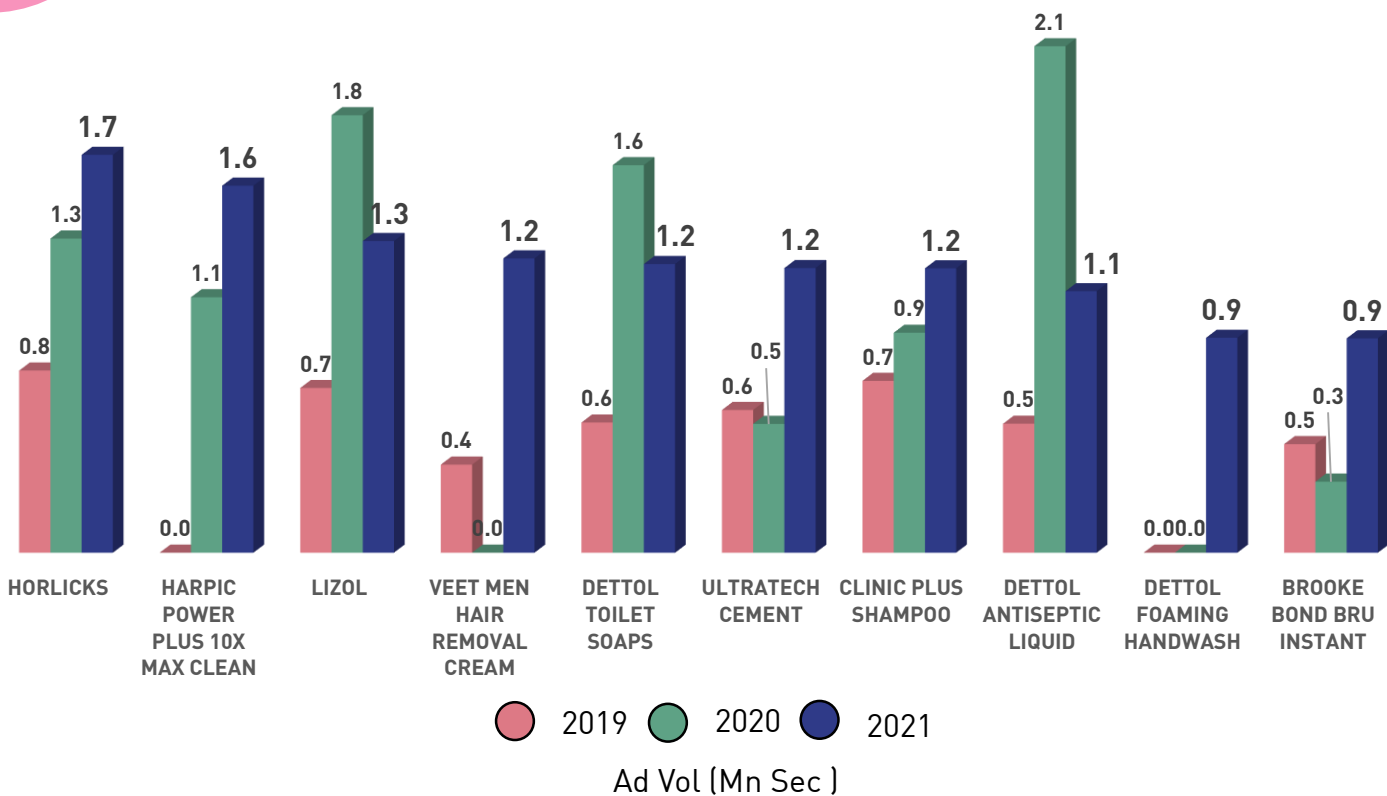
- Telugu, Malayalam, Bhojpuri, Hindi, Punjabi have grown over 2020
- All language channels have grown over 2019



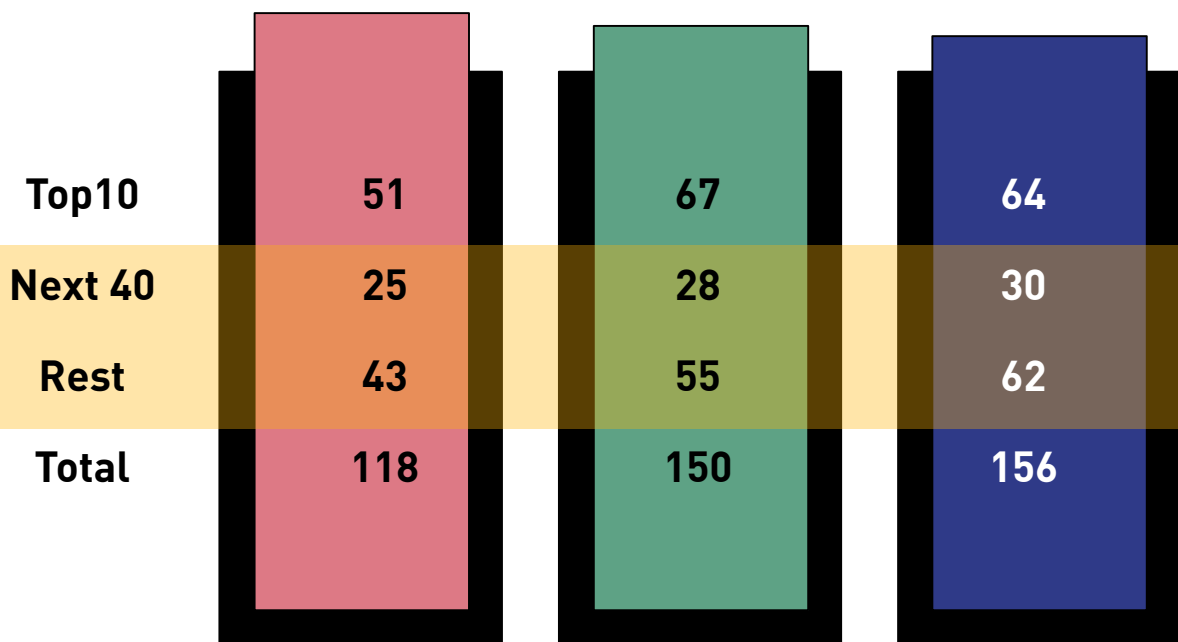
# Top 10 Advertisers



# Top 10 Brands



## Y-O-Y growth observed for Advertisers beyond Top 10





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