

Cumulative Weekly Tracker for General E

Source : AdEx India (A Division of TAM Media Research)

Period **Y 2019*** : 1st Jan to 16th Mar,2019

Period **Y 2014*** : 1st Jan to 16th Mar,2014

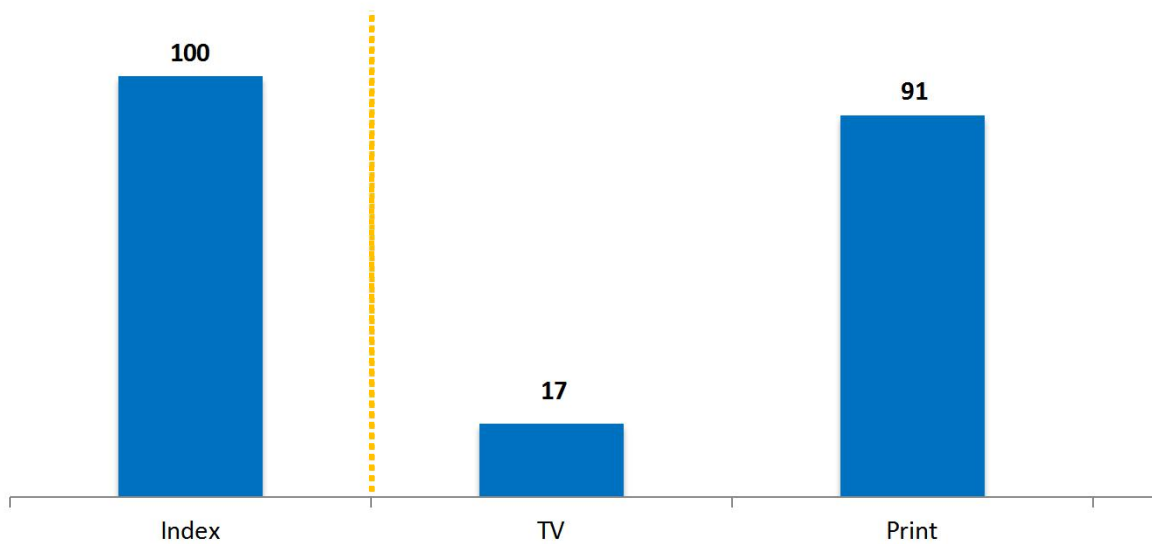
Medium : TV, Print & Radio

Category: Political Ads (For TV ads with birthday wishes, festival greetings etc. has been excluded; For Print da

General Elections :

Indexed growth of Political Ads on TV,

General Elections



Based on Ad Insertions

Political Parties Contesting in General Elections are Considered

Ir

Base: Political Ads of All the Political Parties during General Election period Y 2019 & Y 2014**

TV : All Channels

Print: All Publications

Radio: All Stations

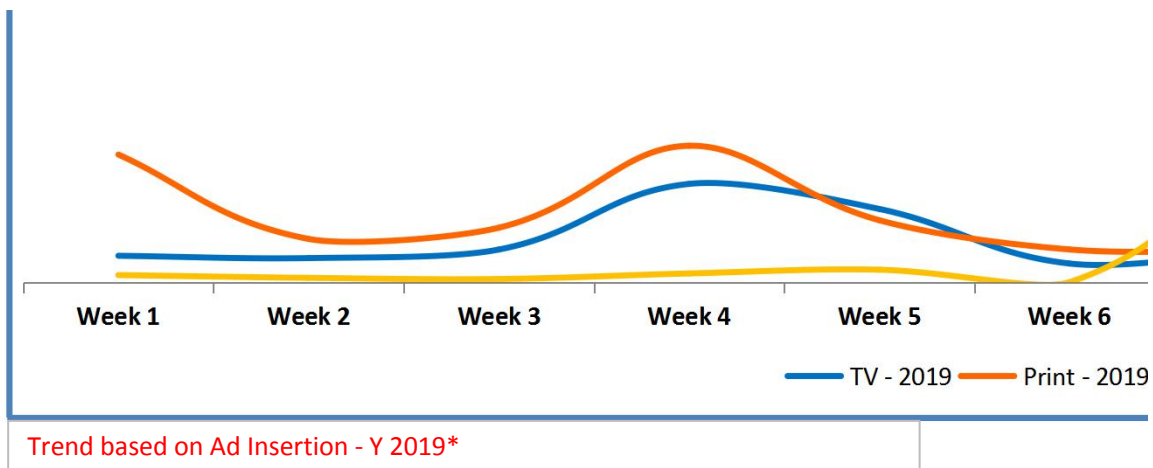
Insights:

> Ad insertion for Political Parties grew 14% on Radio, Whereas it is 9% less in Print and 83% less on TV till 16th Mar'19 compared to same period of previous election i.e. Y 2014.

General Elections : All Media

Weekly Trend of Po

Trend of Ad Insertion - Week



Insights:

- > Ad insertion trend of political ads in first 3 weeks of Y 2019* for TV and Print were
- TV:
 - > Ad insertions for political ads were highest on TV during 5th week and 11th week
- Radio:
 - > For the first 6 weeks of Y 2019*, Radio medium was least preferred for Political ad
 - > Political ad insertions were highest on Radio from 7th week to 10th week compar
- Print:
 - > The ad insertion in Print was highest for first 4 weeks of Y 2019* and also in 6th w

General Elections - All Media **Top 5 Political Parties across TV, Print and**

Rank	Political Parties	% Share
1	Bharatiya Janata Party	53%
2	Congress	14%
3	Telugu Desam	6%
4	Amma Makkal Munnetra Kazhagam	3%
5	Aiadm	3%
	Others	22%

Ranking based on Ad Insertion - Y 2019*

Insights:

- > The National Pa
- more than 50% sh
- > Congress stands

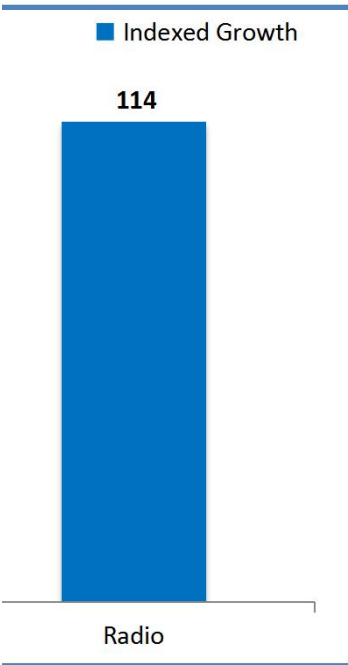


lection - Y 2019



ta festival theme ads are not considered)

Print & Radio (Y 2014* & Y 2019*)

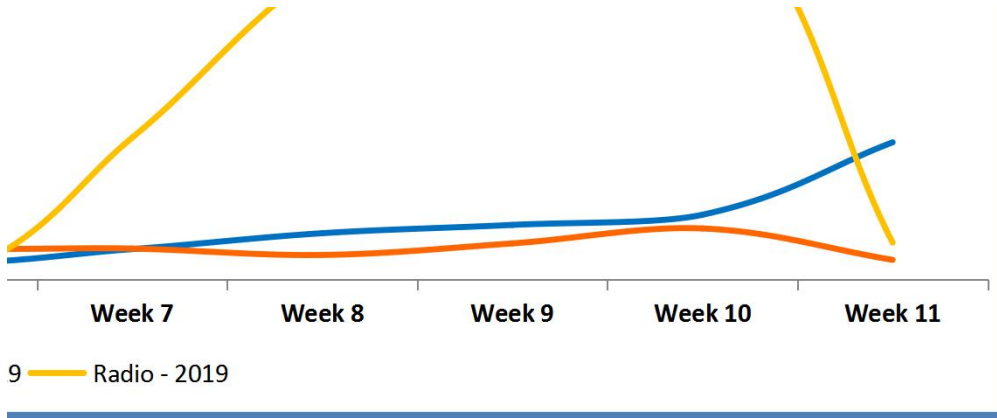


Index Period: Y 2014* = 100

Political Ads during Y 2019*

Con Week (Y 2019*)





almost same.

of Y 2019* compared to other mediums.

ds.
ed to other mediums.

Week of Y 2019*.

Radio Y 2019*

arty, BJP, dominates with combined ad insertions across TV, Print and Radio for political ads with share in Y 2019*.

2nd in terms of combined ad insertions across TV, Print and Radio with 14% share in Y 2019*.





