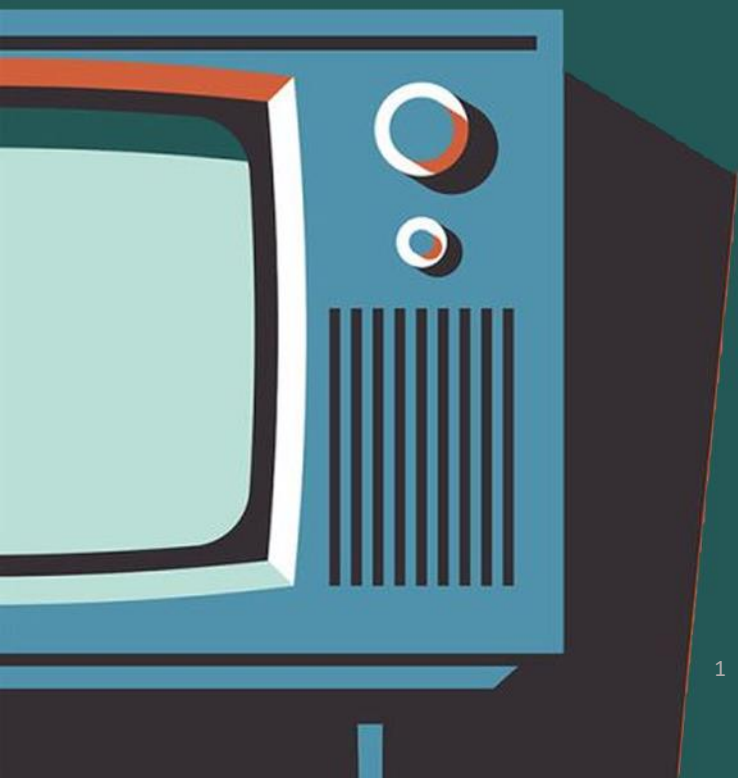




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# TV Ad Volumes Insights: The Mid-Year Analysis





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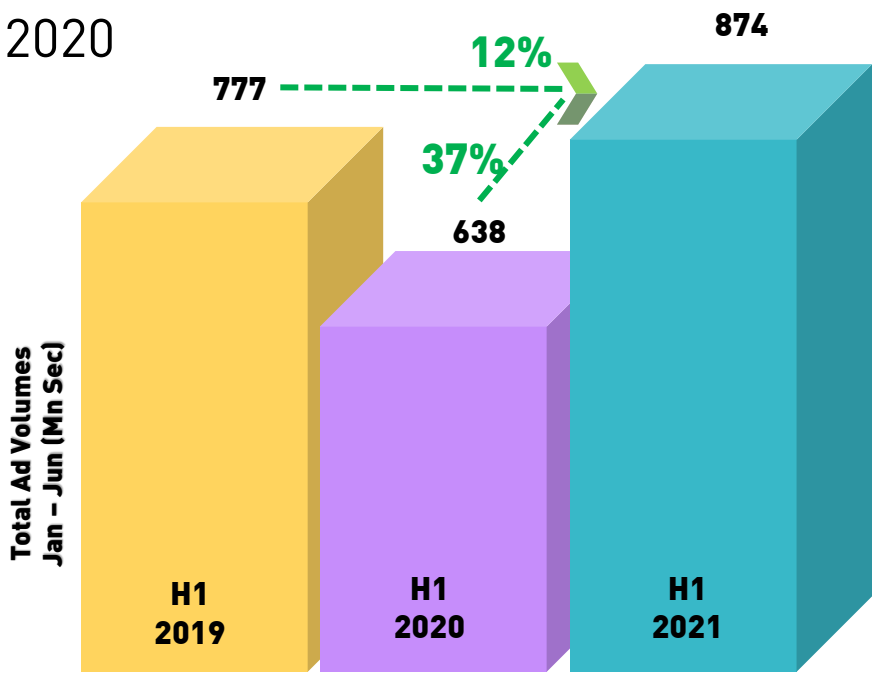
# H1'21

# Ad Volume Analysis



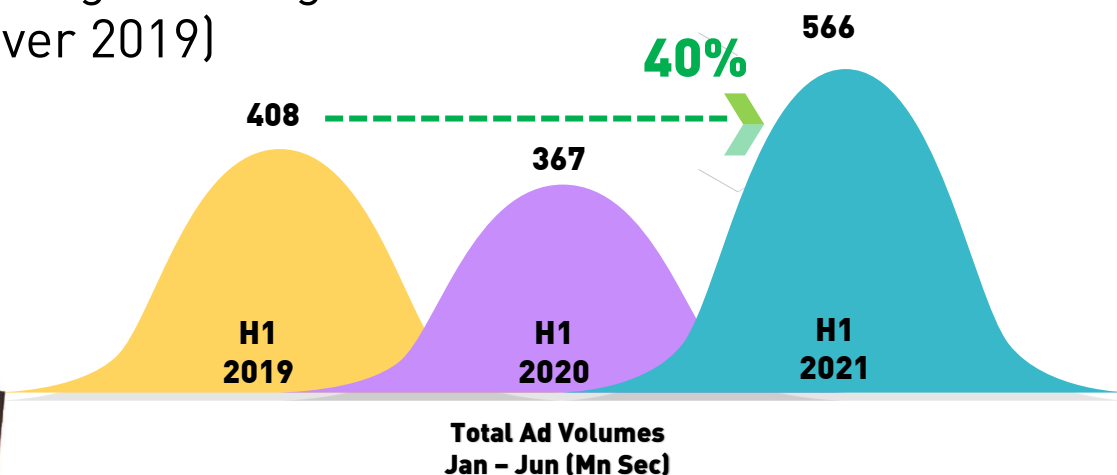
# Ad Volumes in H1 2021 higher than previous years despite Covid-19 effect in second quarter

- 12% higher than 2019
- 37% higher than 2020



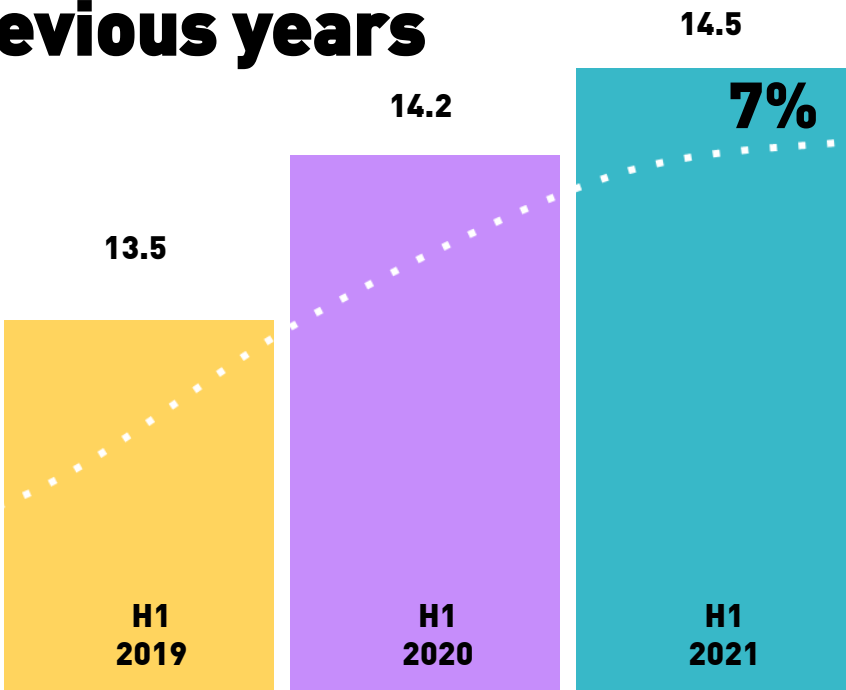
## FMCG continues to lead Ad Volumes on television.

FMCG shows significant growth in 2021 (40% over 2019)



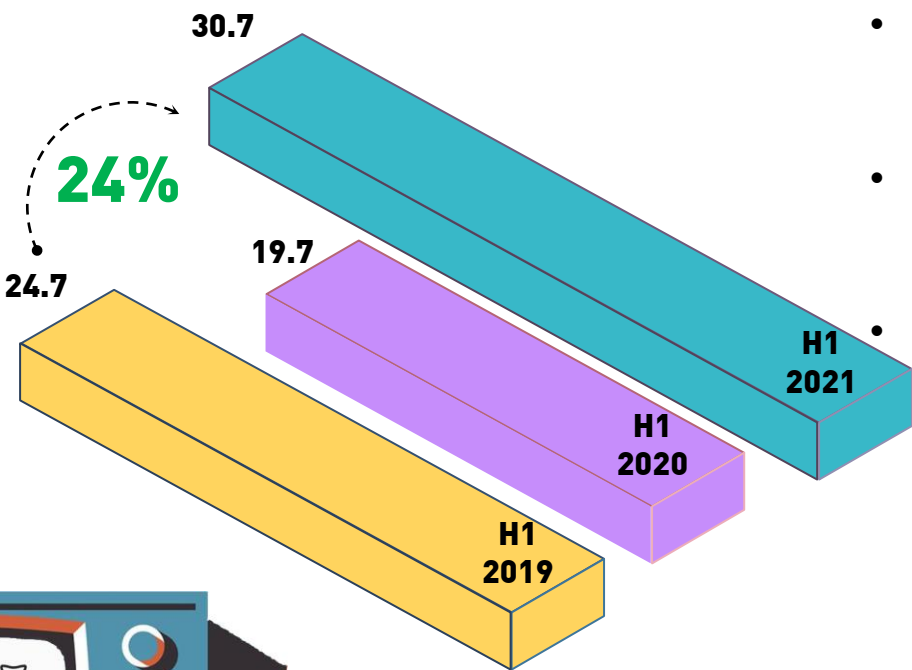
# BFSI & Building Industrial & Land Material/Equipment Ad Volumes higher than previous years

- BFSI registers 7% growth over 2019.
- Life Insurance leads sector with 29% contribution.
- Securities/Share broking category registers highest growth (4x) over 2019



**BFSI**  
Jan – June Ad Volume (Mn Sec)

- Building sector registers a 24% growth over 2019.
- Paints category leads sector with 36% contribution.
- Industrial Equipment registers highest growth (4x) over 2019

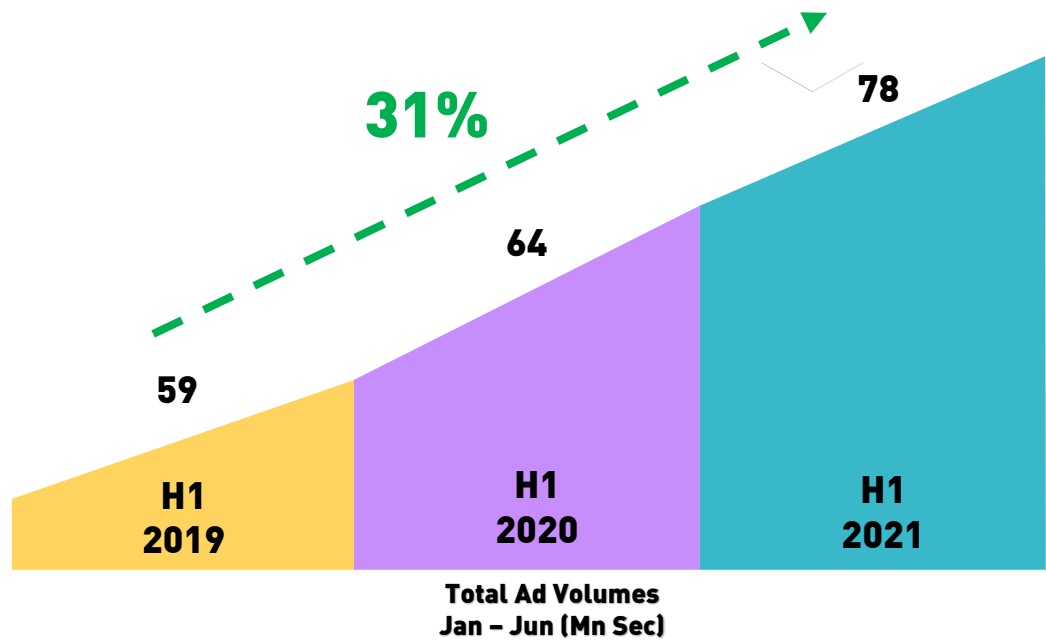


**Building Industrial & Land Material / Equipment**  
Jan – June Ad Volume (Mn Sec)

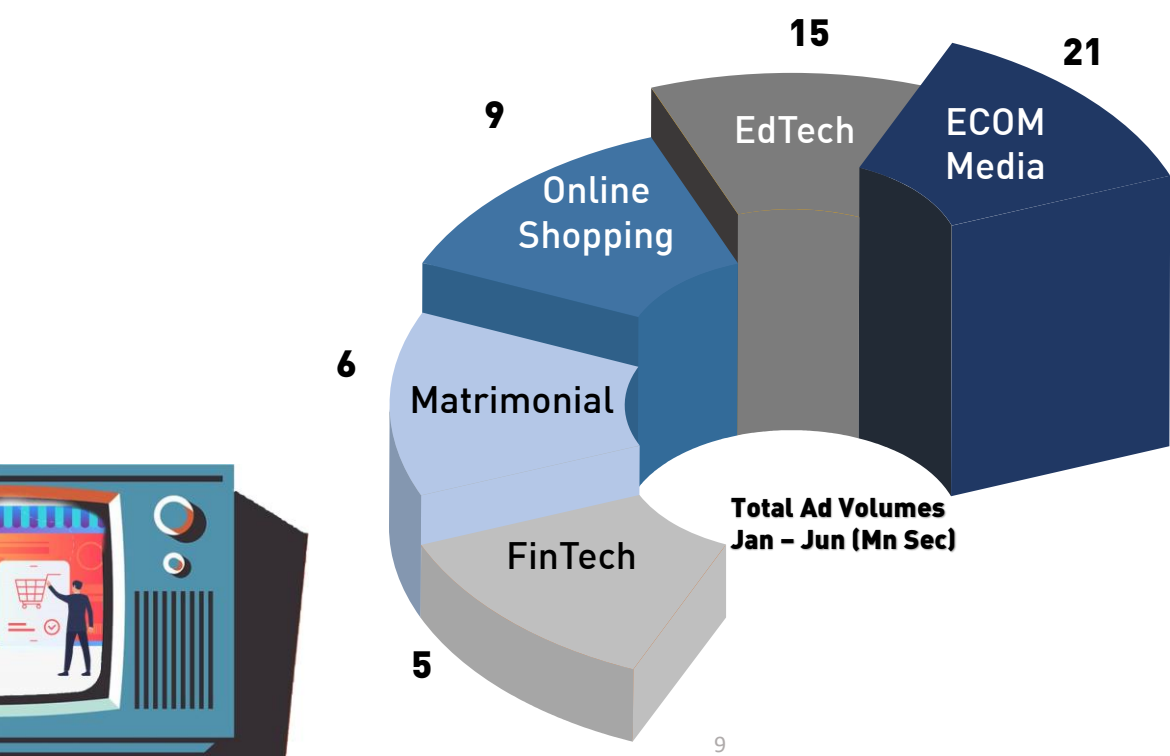


# E-Commerce Ad volumes continue to grow year on year

E-Commerce Ads have grown at a CAGR of 15% & 31% over 2019

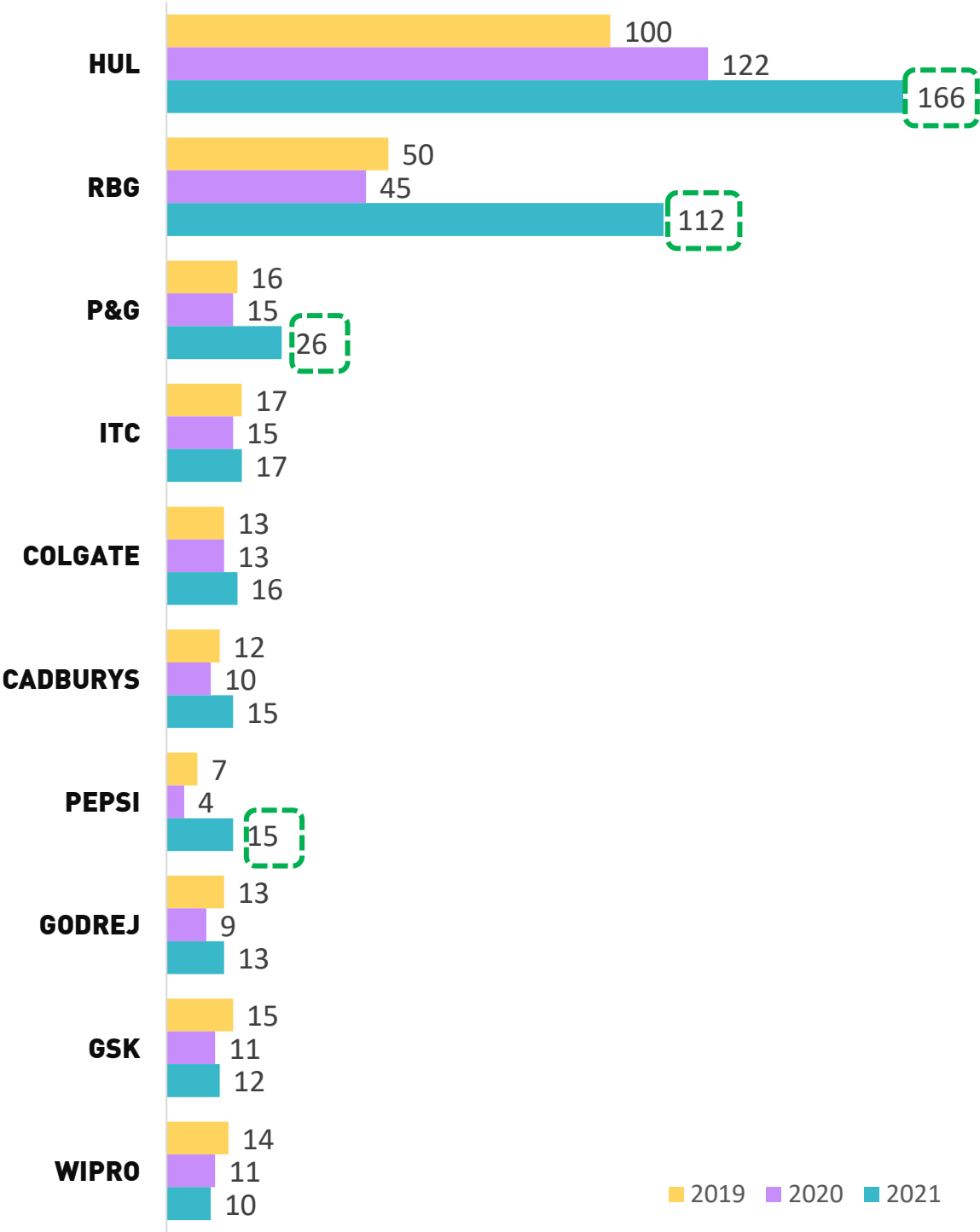


ECom – Media leads category with **27%** contribution  
EdTech grew exponentially over 2019 (7x)



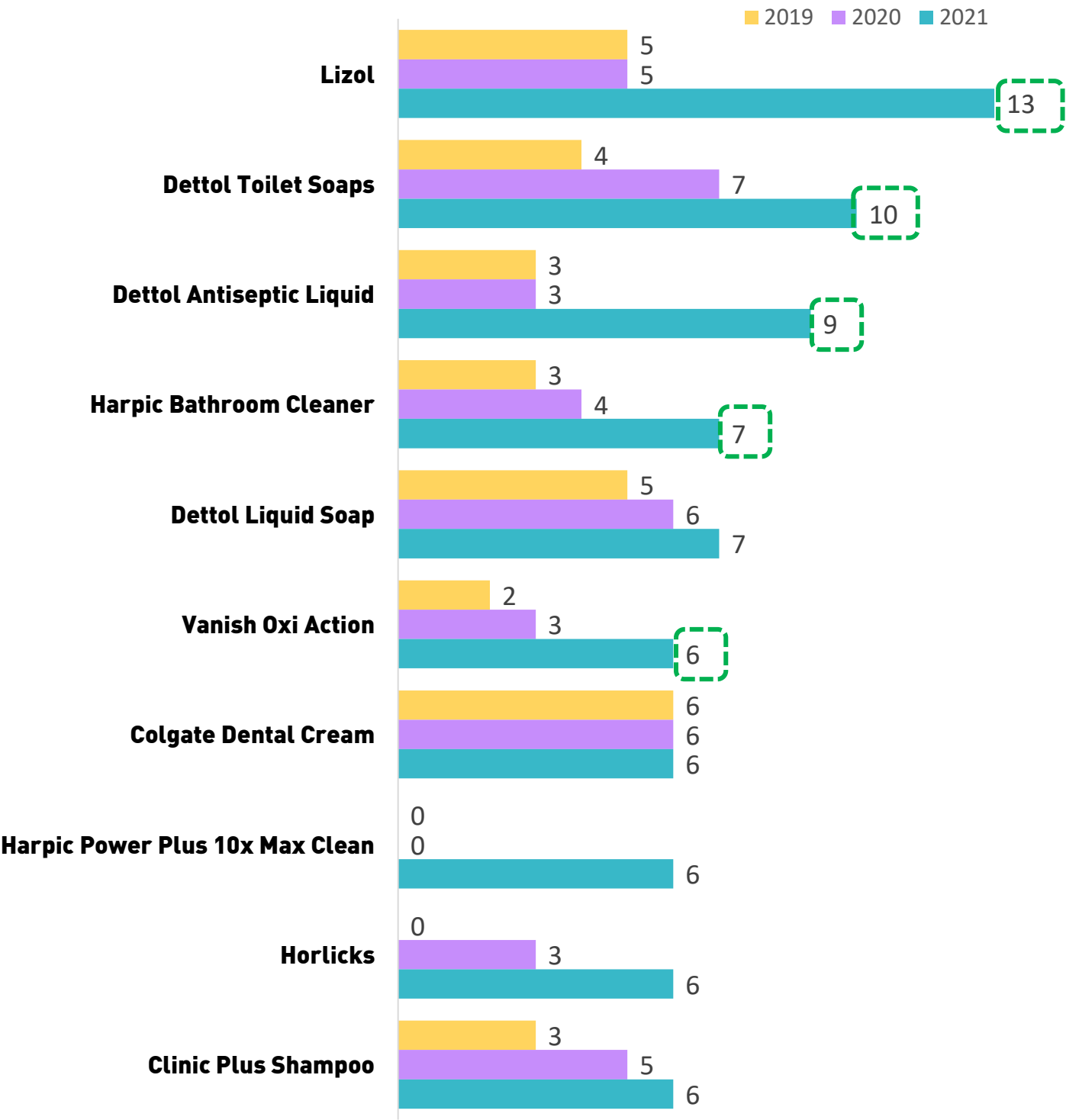
Excluding: ASSOCIATIONS/SOCIAL/CULTURAL ORG, Fillers, SOCIAL ADVERTISEMENTS-NGOS

# HUL, Reckitt Benckiser, P&G, Pepsi have shown maximum growth over previous years



# Top Brands have grown exponentially over previous years

7 of Top 10 brands are Reckitt, 2 are HUL.



Top 10 Brands Excludes: Govt, Media & Film Trailor Advertisers  
Excluding: ASSOCIATIONS/SOCIAL/CULTURAL ORG, Fillers, SOCIAL ADVERTISEMENTS-NGOS



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