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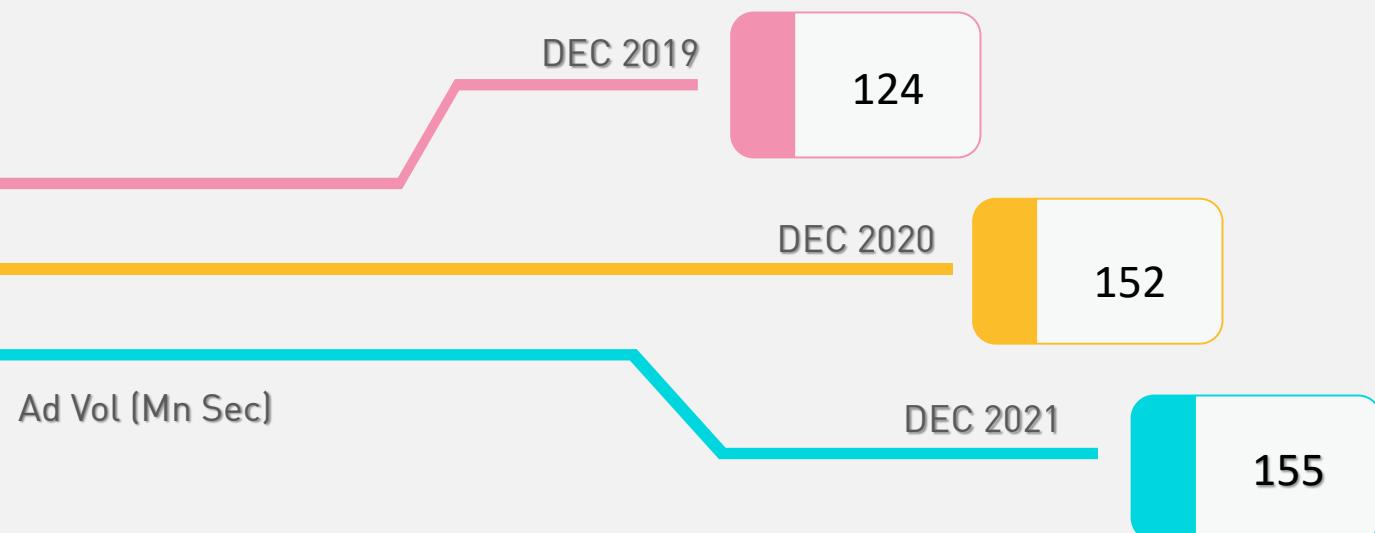
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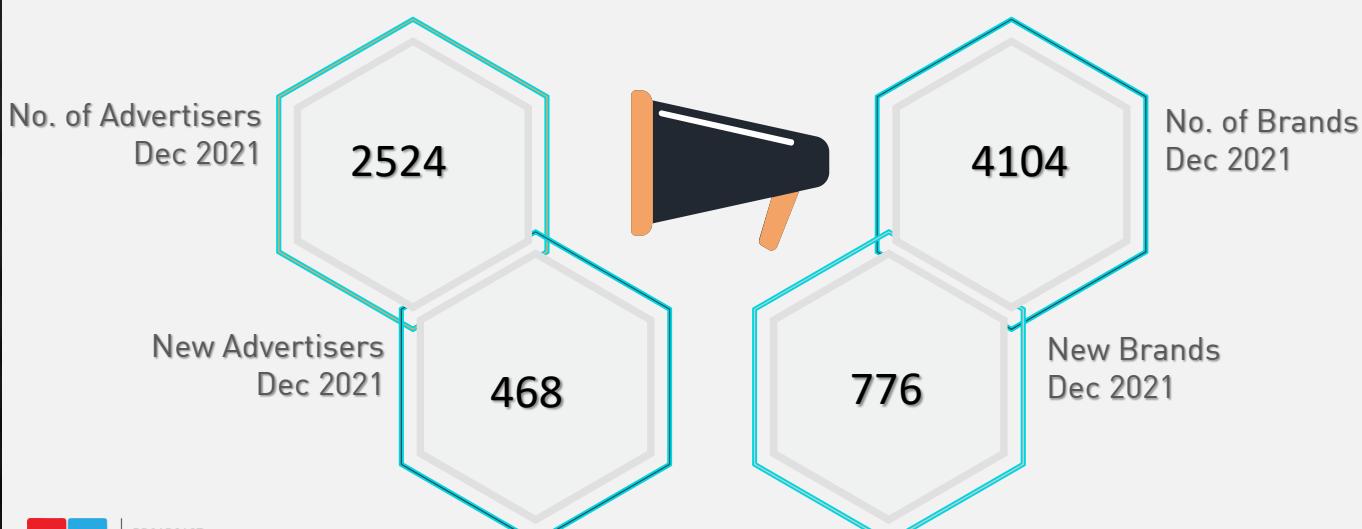
AD VOLUMES REPORT DEC 2021



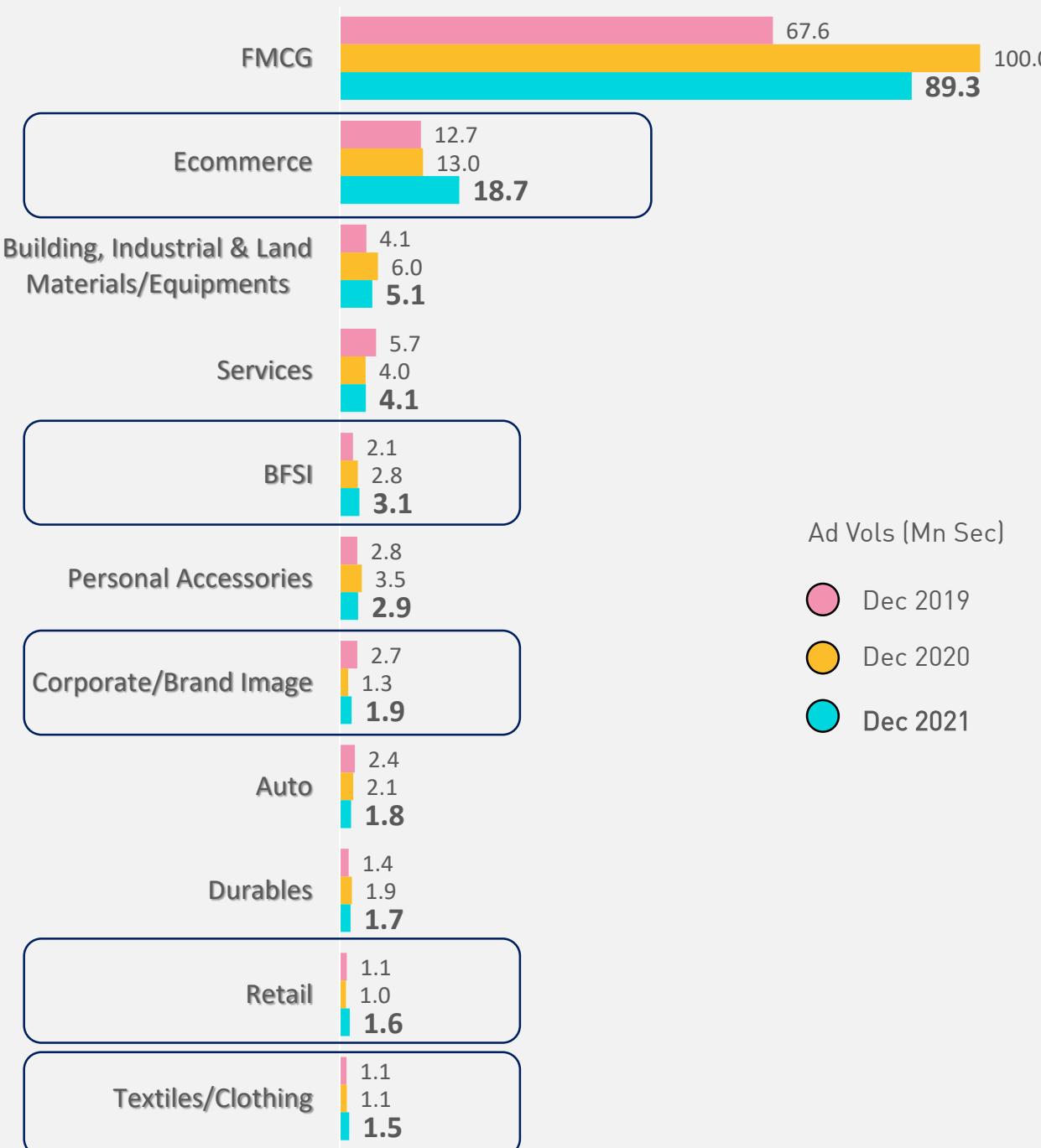
2021 closes on a high with a **25%** growth in December '21 Ad Volumes over 2019.



Dec '21 witnessed **19%** New Advertisers and Brands on TV.

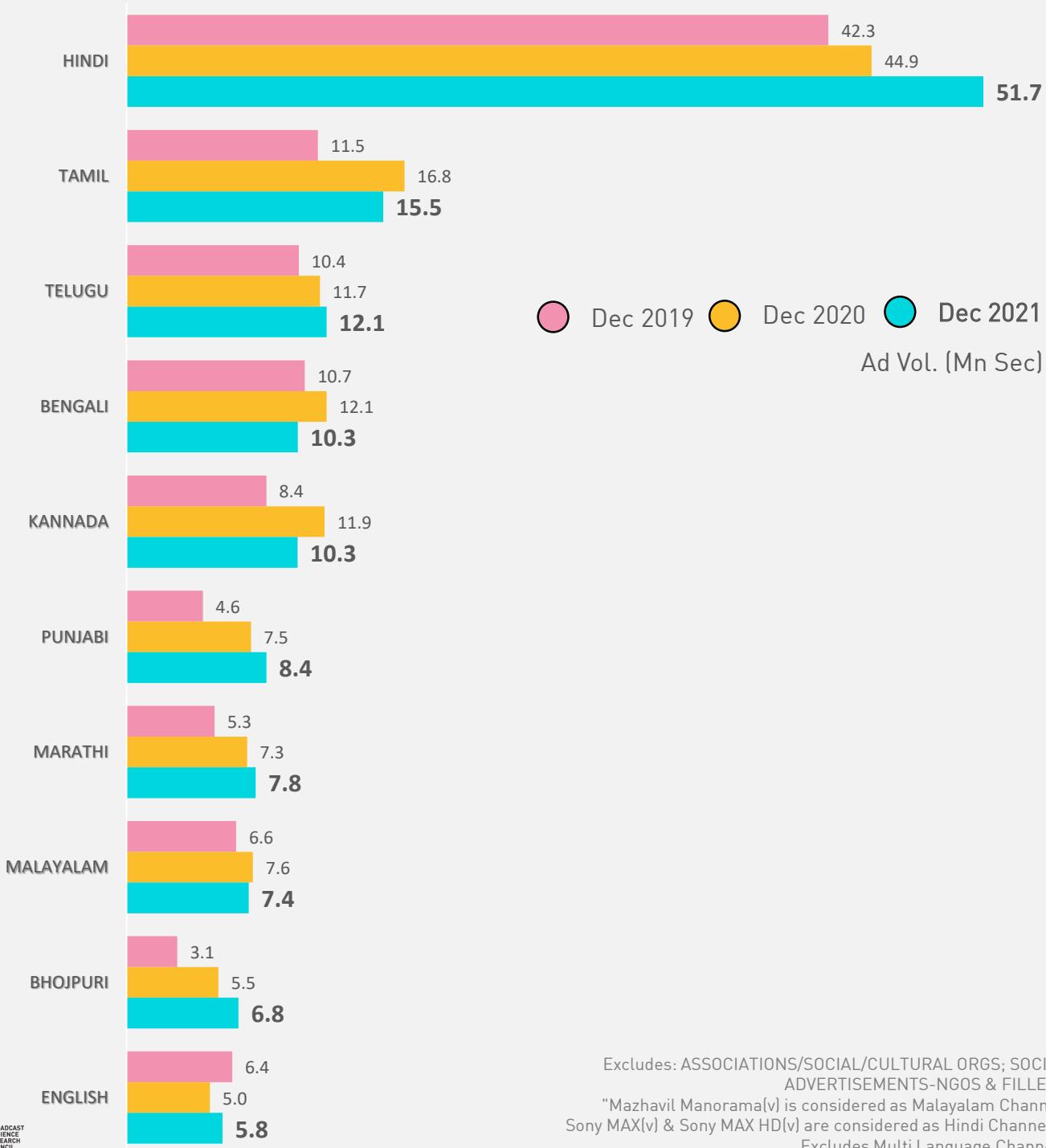


E-commerce, BFSI, Retail & Textiles witnessed the sharpest growth over previous years... more than 40% over 2019. Corporate/Brand Image up 42% over 2020.



Ad Volumes Insights : Language Channels

- 1) Hindi language channels continue to grow consistently y-o-y.
- 2) English channels witness a sharp recovery, with a 15% growth over 2020.
- 3) Bhojpuri shows highest growth of 120%.
- 4) Punjabi grows by 83%.
- 5) Marathi achieves 47% growth over 2019.



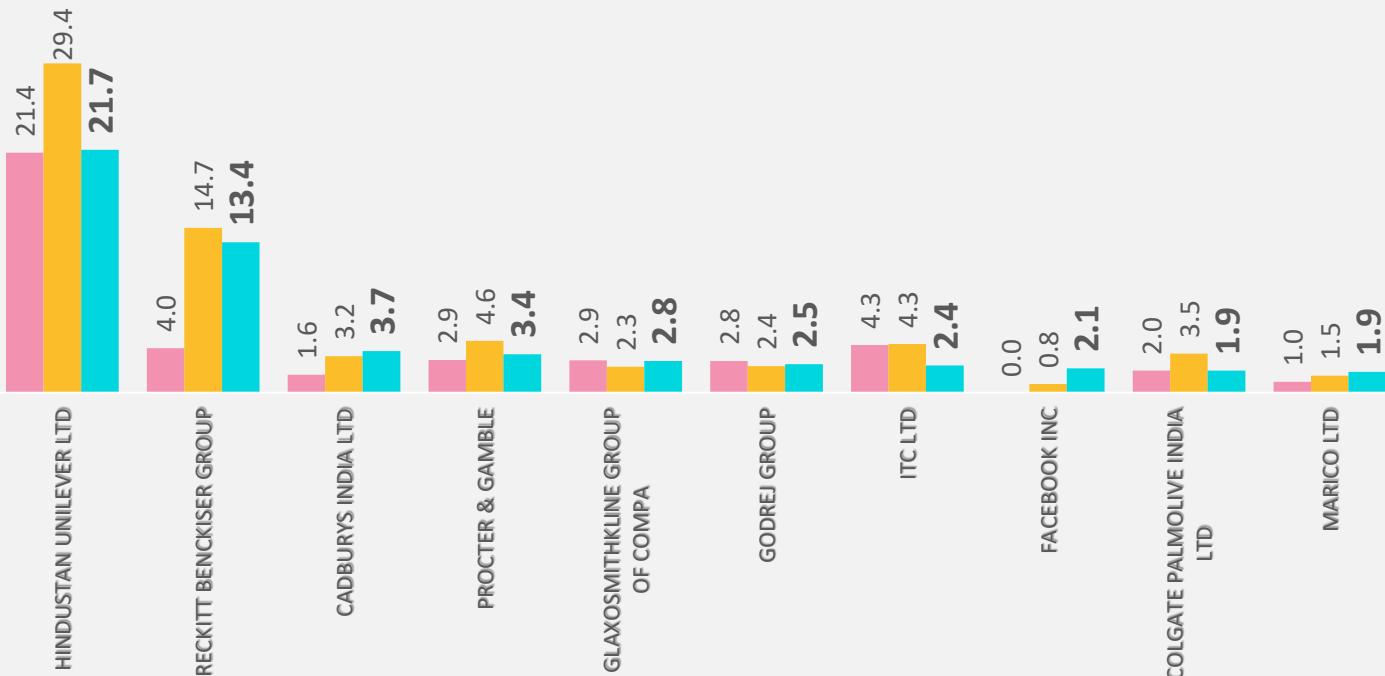
Advertisers **beyond Top 50** boost their presence on TV with a **30% growth over 2020** and a **26% growth over 2019**

	Dec'2019	Dec'2020	Dec'2021
Top10	45	68	56
Next 40	27	34	34
Rest	51	50	65
Total	124	152	155

Ad Vols (Mn Sec)



Top 10 Advertisers



Top 10 Brands

● Dec 2019 ● Dec 2020 ● Dec 2021
Ad Vols (Mn Sec)





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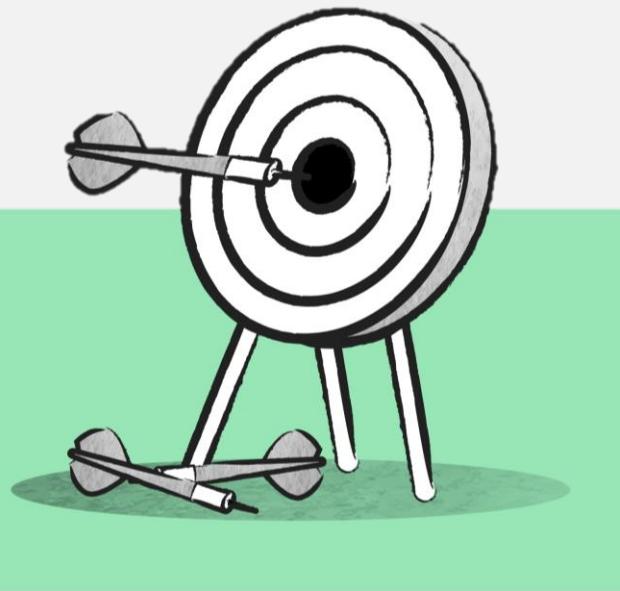


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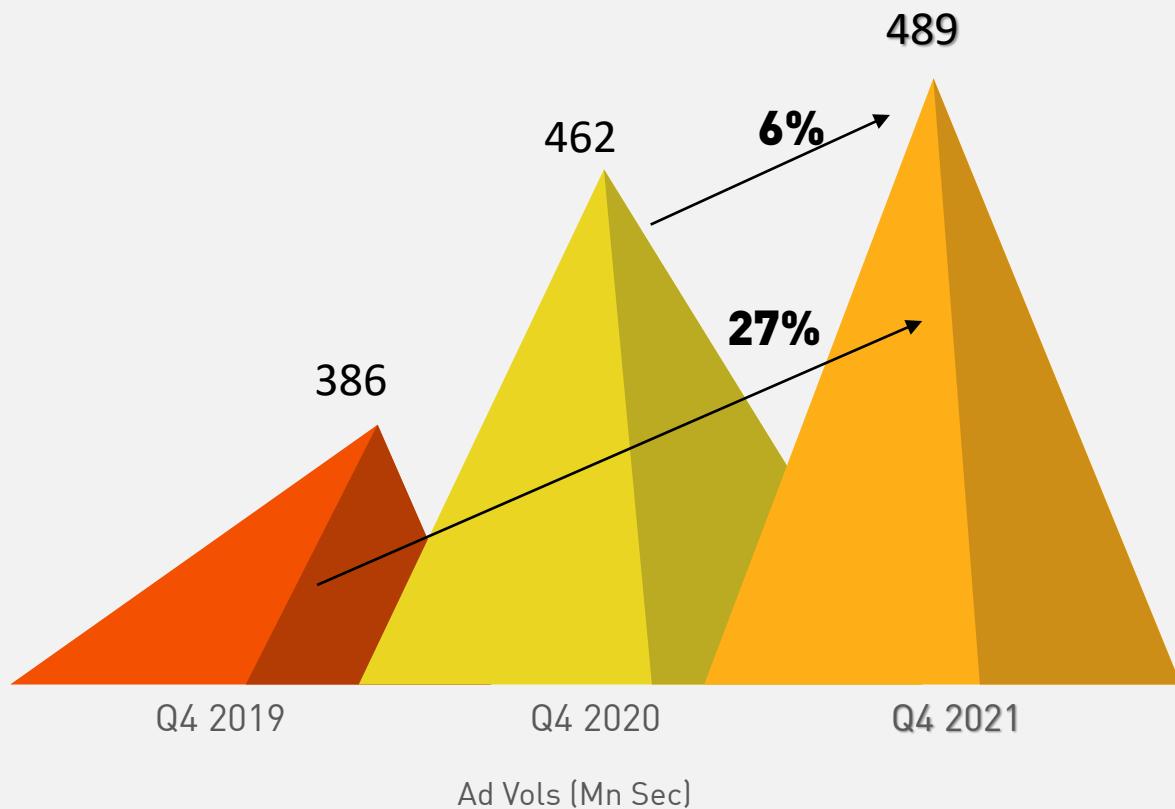
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AD VOLUMES QUARTER 4 ANALYSIS

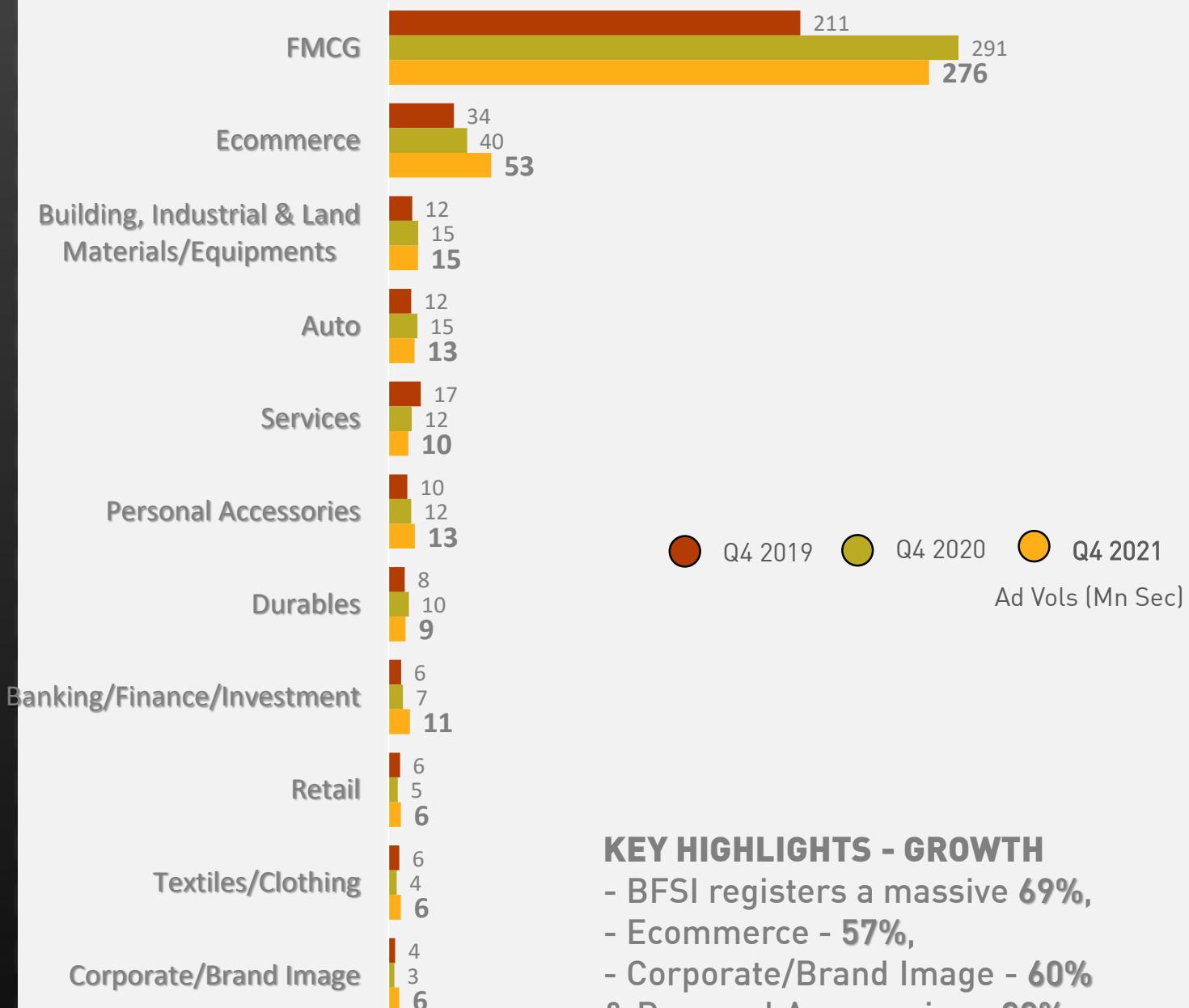
Q4 – Oct | Nov | Dec



Q4 2021 records highest Ad Volumes for a Quarter since 2019



Q4 Y-o-Y - most Sectors witness growth over previous years.



KEY HIGHLIGHTS - GROWTH

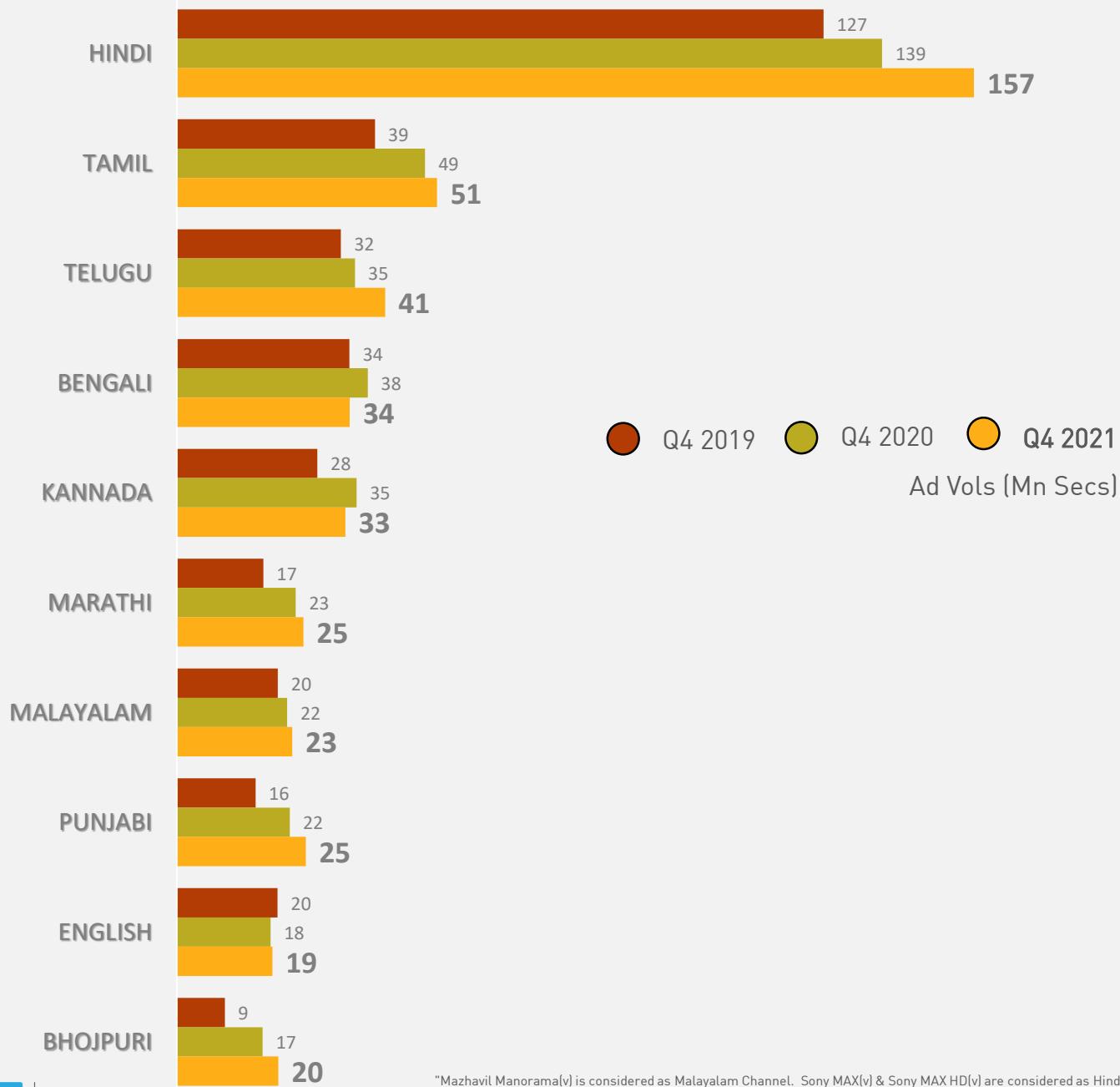
- BFSI registers a massive 69%,
- Ecommerce - 57%,
- Corporate/Brand Image - 60% & Personal Accessories - 39% growth over 2019.
- Textile & Retail show sharp recovery with 50% & 34% growth over 2020.

Q4 Y-o-Y - most Language Channels witness growth over previous years.

Hindi shows consistent growth Y-o-Y with a CAGR of 11%.

Bhojpuri, Punjabi, Marathi grow exponentially by 111%, 64%, 46%, respectively over 2019.

South Channels register an impressive 25% growth over 2019.



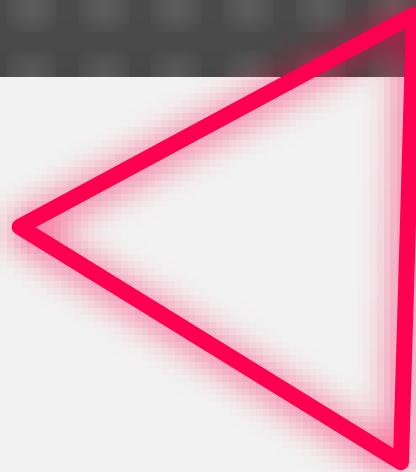
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"Mazhavil Manorama(v) is considered as Malayalam Channel. Sony MAX(v) & Sony MAX HD(v) are considered as Hindi Channels"
South channels include Tamil, Telugu, Malayalam, Kannada
Excludes Multi Language Channels
Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORGS; SOCIAL ADVERTISEMENTS-NGOS & FILLERS



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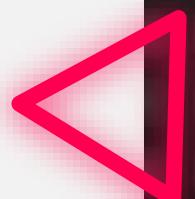
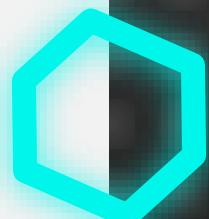
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1824 Ad Vols (Mn Secs)
for 2021

**2021 bounces back with an
impressive 22% Ad Volumes
growth over 2020!**



Stay tuned for 2021 yearly update.

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