

A satellite view of India at night, showing the country's outline and the glowing lights of its cities and infrastructure. The lights are concentrated in the eastern and southern parts of the country, with a dense network of lights in the eastern coastal region and the southern peninsula. The rest of the country is mostly dark, with some scattered lights in the northern and western regions. The background is a dark, starry sky.

group<sup>m</sup>

THIS YEAR, NEXT YEAR

2019 INDIA

# GLOBAL AD SPEND

2018 est

4.3%



2019f

3.6%



# INDIAN AD SPEND

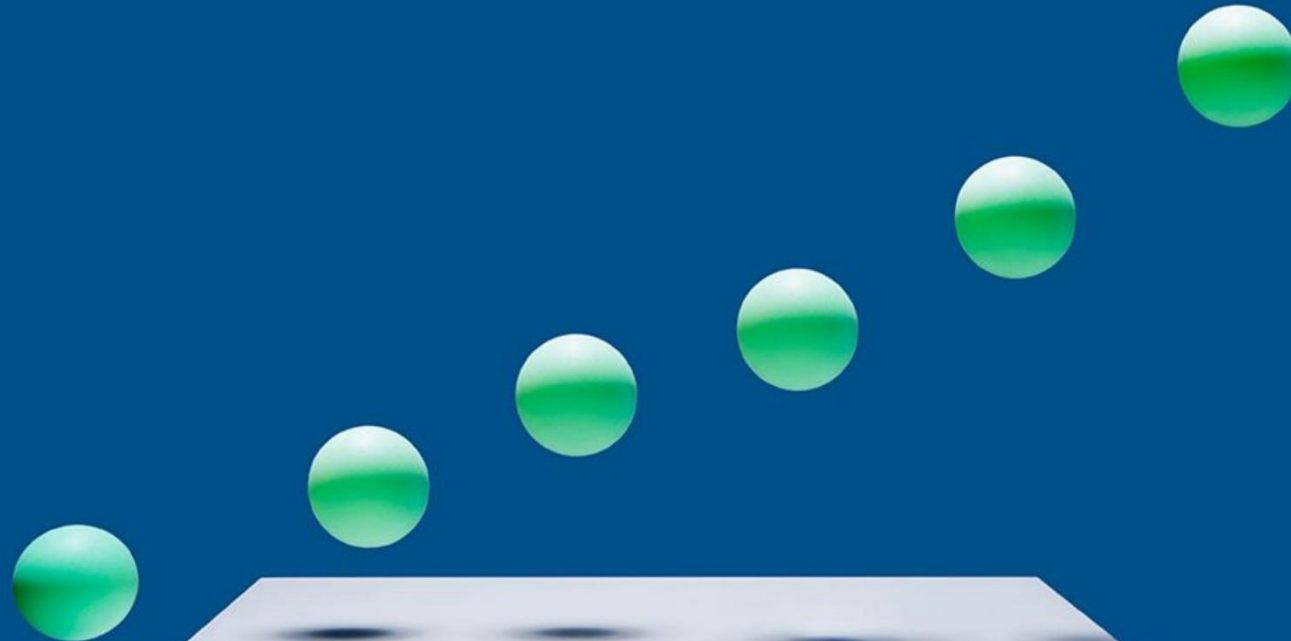
2018 est

15%



2019f

14%





Indian ADEX estimated to grow at 14% in 2019.  
The fastest Growing Ad market in the world

| Ad spend (INR crs) |        |        |        |        |        |        |
|--------------------|--------|--------|--------|--------|--------|--------|
| Medium             | 2014   | 2015   | 2016   | 2017   | 2018f  | 2019f  |
| <b>TV</b>          | 19,411 | 23,022 | 25,350 | 27,961 | 33,577 | 38,612 |
| <b>Print</b>       | 16,108 | 16,800 | 17,472 | 17,779 | 17,970 | 18,368 |
| <b>Digital</b>     | 3,402  | 4,950  | 7,300  | 9,490  | 12,337 | 16,038 |
| <b>Outdoor</b>     | 2,483  | 2,582  | 2,750  | 2,942  | 3,202  | 3,536  |
| <b>Radio</b>       | 1,808  | 1,997  | 2,240  | 2,419  | 2,709  | 3,116  |
| <b>Cinema</b>      | 340    | 408    | 560    | 672    | 806    | 1,008  |
| <b>All media</b>   | 43,552 | 49,758 | 55,671 | 61,263 | 70,602 | 80,678 |

# India the 3<sup>rd</sup> highest contributors of incremental ADEX in 2018

| Ad spend (USD mn) |          |          |             |                      |
|-------------------|----------|----------|-------------|----------------------|
| Country           | 2018f    | 2019f    | Incremental | Share of incremental |
| China             | 87,871   | 92,711   | 4,841       | 25%                  |
| USA               | 1,94,920 | 1,99,223 | 4,304       | 22%                  |
| India             | 9,515    | 10,872   | 1,358       | 7%                   |
| Japan             | 44,049   | 45,391   | 1,342       | 7%                   |
| UK                | 26,305   | 27,562   | 1,257       | 7%                   |

# India is the 10<sup>th</sup> largest market in ad spends

| Country   | Ad spend (USD mn) |          |     | Rank |
|-----------|-------------------|----------|-----|------|
|           | 2018f             | 2019f    | YoY |      |
| USA       | 1,94,920          | 1,99,223 | 2%  | 1    |
| China     | 87,871            | 92,711   | 6%  | 2    |
| Japan     | 44,049            | 45,391   | 3%  | 3    |
| UK        | 26,305            | 27,562   | 5%  | 4    |
| Germany   | 20,343            | 20,524   | 1%  | 5    |
| Brazil    | 18,593            | 19,076   | 3%  | 6    |
| France    | 13,541            | 13,708   | 1%  | 7    |
| Australia | 11,713            | 12,232   | 4%  | 8    |
| Canada    | 11,044            | 11,648   | 5%  | 9    |
| India     | 9,515             | 10,872   | 14% | 10   |

# While digital is driving growth, TV continues to grow at a steady pace

|           | Ad spend (INR crs) |        |        |        |        |        |            |            |            |             |              |
|-----------|--------------------|--------|--------|--------|--------|--------|------------|------------|------------|-------------|--------------|
| Medium    | 2014               | 2015   | 2016   | 2017   | 2018f  | 2019f  | 2015 vs 14 | 2016 vs 15 | 2017 vs 16 | 2018f vs 17 | 2019f vs 18f |
| TV        | 19,411             | 23,022 | 25,350 | 27,961 | 33,577 | 38,612 | 19%        | 10%        | 10%        | 20%         | 15%          |
| Print     | 16,108             | 16,800 | 17,472 | 17,779 | 17,970 | 18,368 | 4%         | 4%         | 2%         | 1%          | 2%           |
| Digital   | 3,402              | 4,950  | 7,300  | 9,490  | 12,337 | 16,038 | 45%        | 47%        | 30%        | 30%         | 30%          |
| Outdoor   | 2,483              | 2,582  | 2,750  | 2,942  | 3,202  | 3,536  | 4%         | 6%         | 7%         | 9%          | 10%          |
| Radio     | 1,808              | 1,997  | 2,240  | 2,419  | 2,709  | 3,116  | 10%        | 12%        | 8%         | 12%         | 15%          |
| Cinema    | 340                | 408    | 560    | 672    | 806    | 1,008  | 20%        | 37%        | 20%        | 20%         | 25%          |
| All media | 43,552             | 49,758 | 55,671 | 61,263 | 70,602 | 80,678 | 14%        | 12%        | 10%        | 15%         | 14%          |

# Share of Adspend

|           | Share of ad spend |      |      |      |       |       |
|-----------|-------------------|------|------|------|-------|-------|
| Medium    | 2014              | 2015 | 2016 | 2017 | 2018f | 2019f |
| TV        | 45%               | 46%  | 46%  | 46%  | 48%   | 48%   |
| Print     | 37%               | 34%  | 31%  | 29%  | 25%   | 23%   |
| Digital   | 8%                | 10%  | 13%  | 15%  | 17%   | 20%   |
| Outdoor   | 6%                | 5%   | 5%   | 5%   | 5%    | 4%    |
| Radio     | 4%                | 4%   | 4%   | 4%   | 4%    | 4%    |
| Cinema    | 1%                | 1%   | 1%   | 1%   | 1%    | 1%    |
| All media | 100%              | 100% | 100% | 100% | 100%  | 100%  |



# Key Highlights

1. 2019, while global adex growing at 3.6%, Indian adex estimated to grow at a strong 14%.
2. Growing at a higher pace than last 4 years CAGR growth. Expected Growth across all media.
3. Adex growth approx. 2x of estimated GDP growth
4. Digital at 20% media mix. It takes 37% of incremental adex in 2019
5. India 10<sup>th</sup> largest market in ad spends, 3<sup>rd</sup> highest contributor to incremental ad spends, the fastest growing major ad market in the world.
6. FMCG, Auto, Digital Economy & Retail (Ecommerce, Tech/ Telco, Retails) drives 2/3rd of the Spends.

# Exclusions and Disclaimers

## **Media ADEX reported excludes:**

- Print - tender notices, appointments, classifieds/ matrimonial
- Radio - activation spends
- Digital - ad spends by SME segment
- Outdoor - wall painting

## **DISCLAIMER:**

All rights reserved. This publication is protected by copyright. No part of it may be reproduced, stored in a retrieval system, or transmitted in any form, or by any means, electronic, mechanical, photocopying or otherwise, without written permission from the copyright owners.

Every effort has been made to ensure the accuracy of the contents, but the publishers and copyright owners cannot accept liability in respect of errors or omissions. Readers will appreciate that the data are as up-to-date only to the extent that their availability, compilation and printed schedules will allow and are subject to change.