

# Advertising of Services sector\*

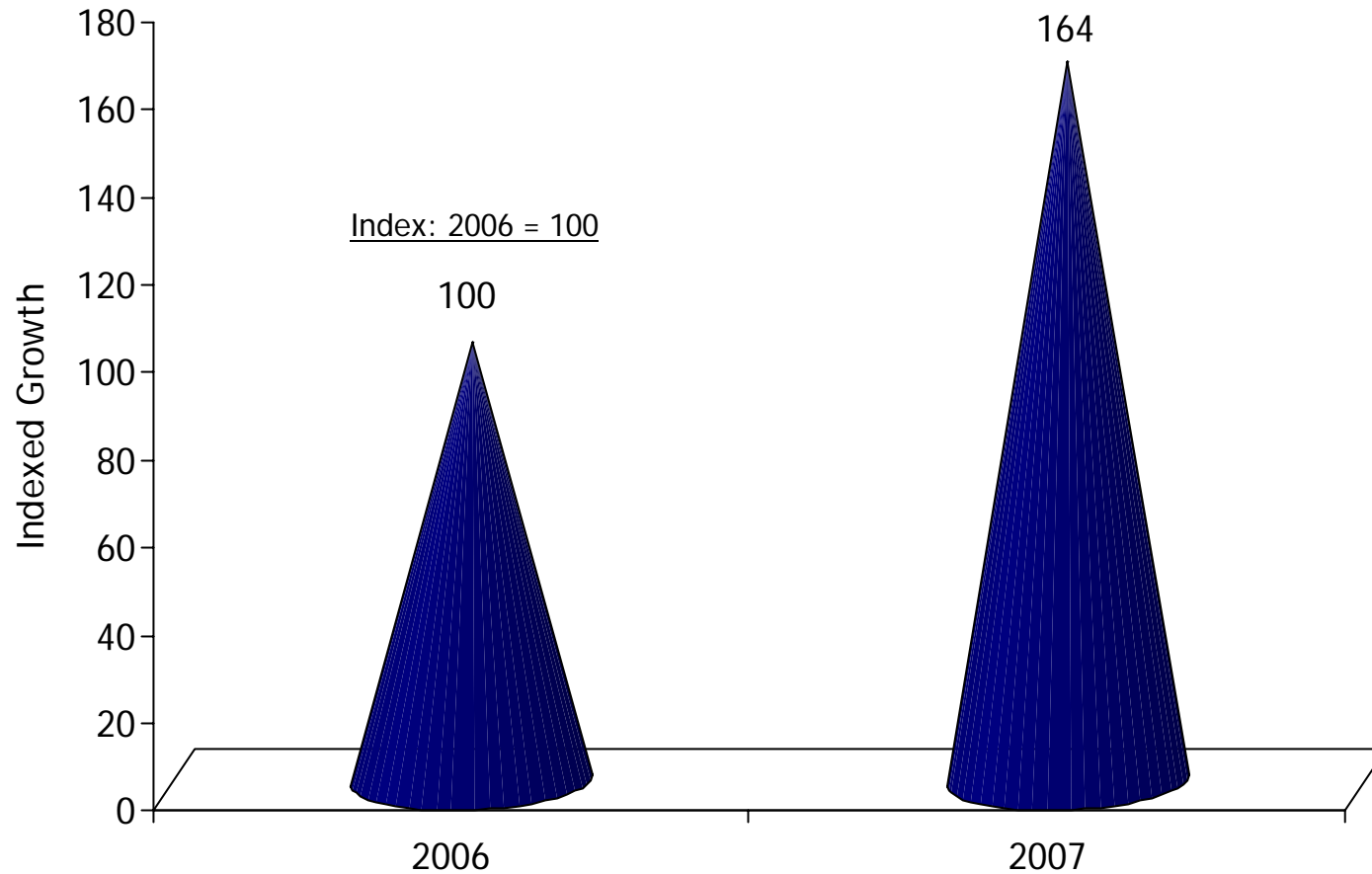
Medium: TV

Period: 2007

*Services sector\* includes categories like Properties/Real Estate, Internet /SMS service, DTH Service Providers, Hospitals/Clinics etc...*

(Note: The entire analysis is based on Secondages)

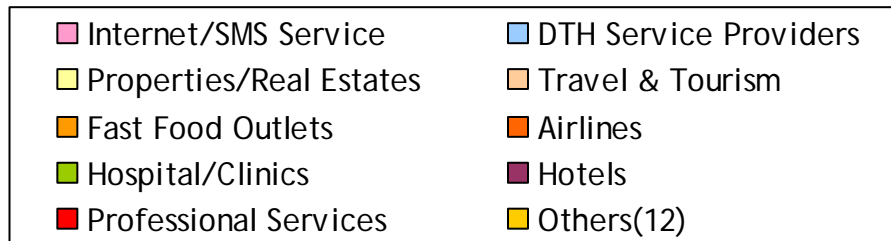
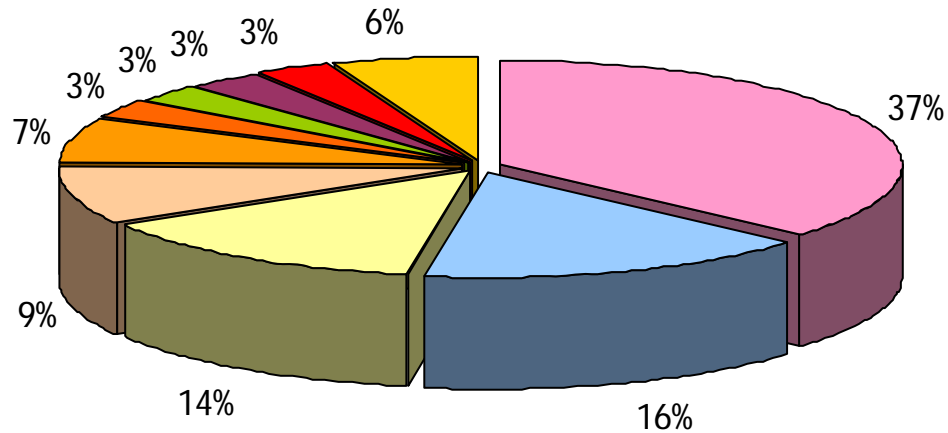
# 64% growth in **Services Sector** advertising on TV



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

Note: Figures are based on Secondages

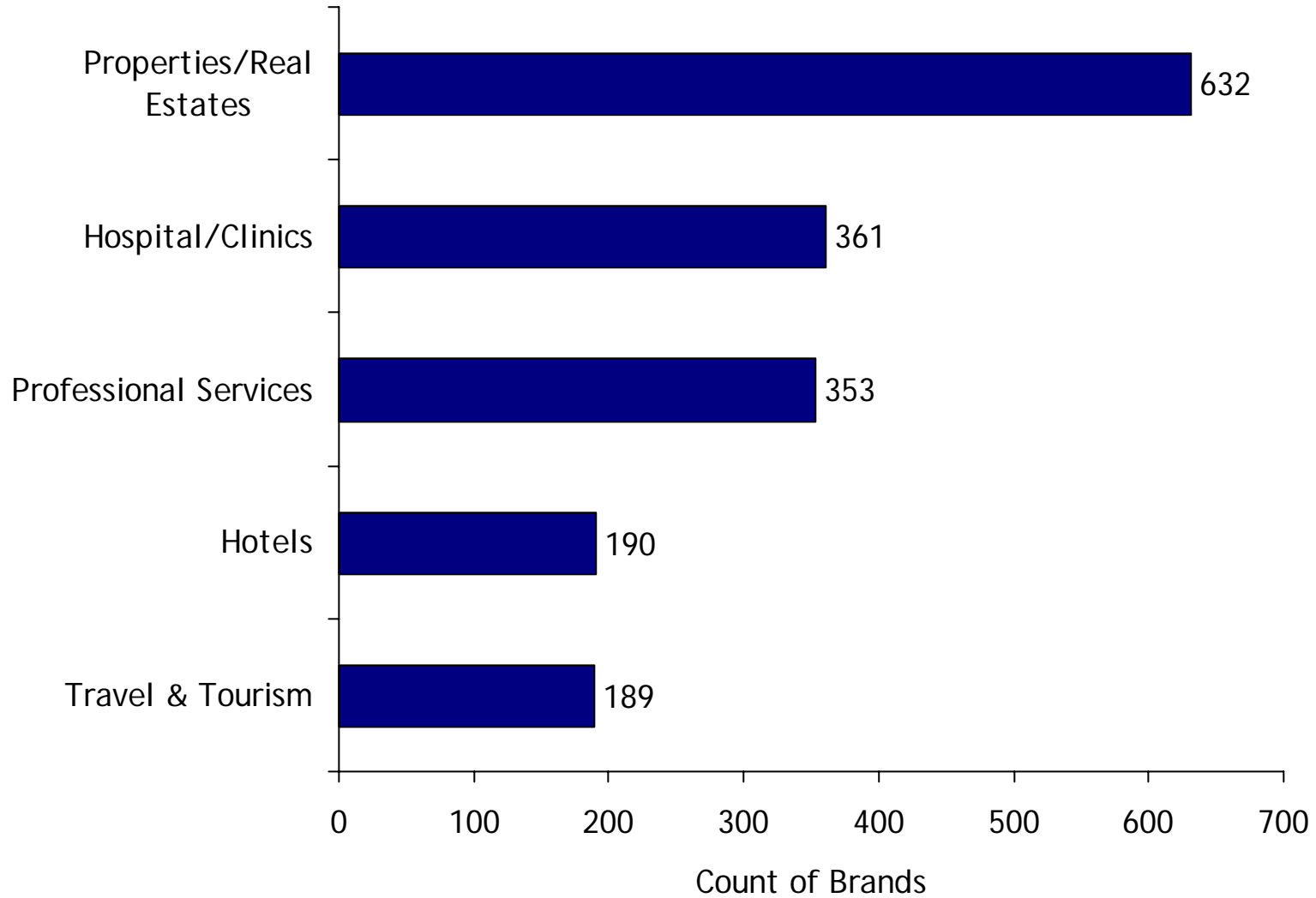
# 'Internet/SMS service' leads with 37% share of overall Services sector ad pie



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

Note: Figures are based on Secondages

# Top 5 Categories of Services sector with max. number of brands



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

Note: Figures are based on count of brands

## Top 10 advertisers share aggregates to 38% of overall Services Sector advertising on TV

Advertisers	Category	% Share
Homeshop18	Internet/SMS Service	8%
Tata Sky Ltd	DTH Service Providers	6%
Doordarshan-Prasar Bharti	DTH Service Providers	5%
New Era Entertainment Network	DTH Service Providers	5%
McDonalds Corporation	Fast Food Outlets	3%
Bennett Coleman & Co Ltd	Internet/SMS Service	3%
Ministry Of Tourism	Travel & Tourism	2%
Zapak Digital Entertainment Ltd	Internet/SMS Service	2%
Yum Restaurants India Pvt Ltd	Fast Food Outlets	2%
Yatra Online Pvt Ltd	Internet/SMS Service	2%

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

Note: Figures are based on Secondages

# Top 10 New brands of **Services Sector** on TV in 2007

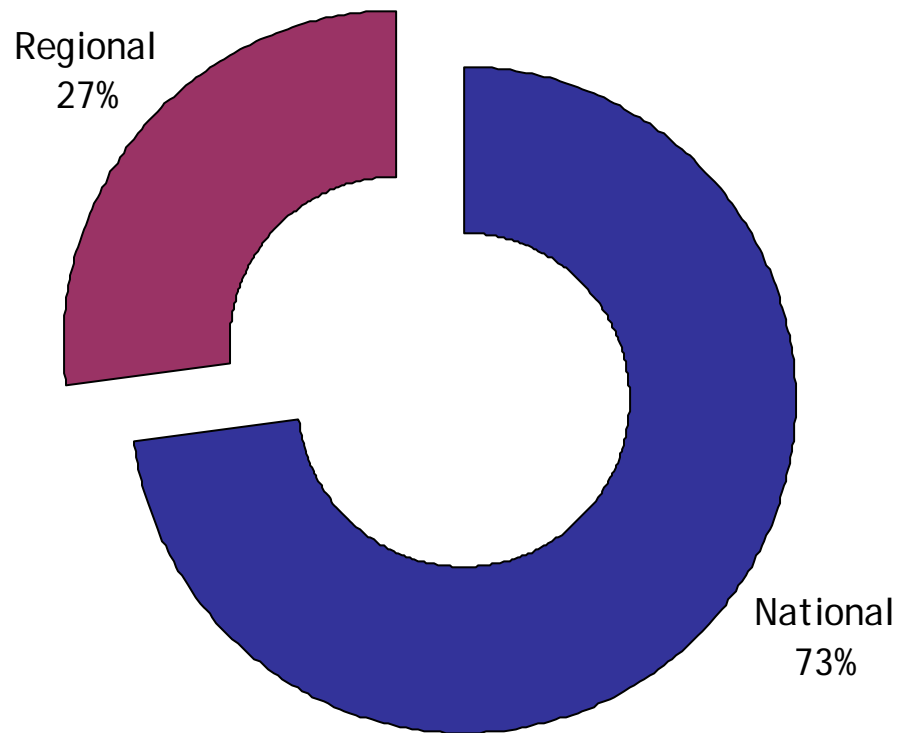
6 out of top 10 new brands belonged to 'Internet/SMS service'

Rank	New Brands
1	www.homeshop18.com
2	www.simplymarry.com
3	www.todayshop.in
4	KFC Hot & Crispy
5	Mcdonalds Mcchicken Burger
6	www.bigadda.com
7	www.indiatimesmail.com
8	McDonalds Mcdelivery
9	Ginger Hotels
10	www.magicbricks.com

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

Note: Rank are based on Secondages

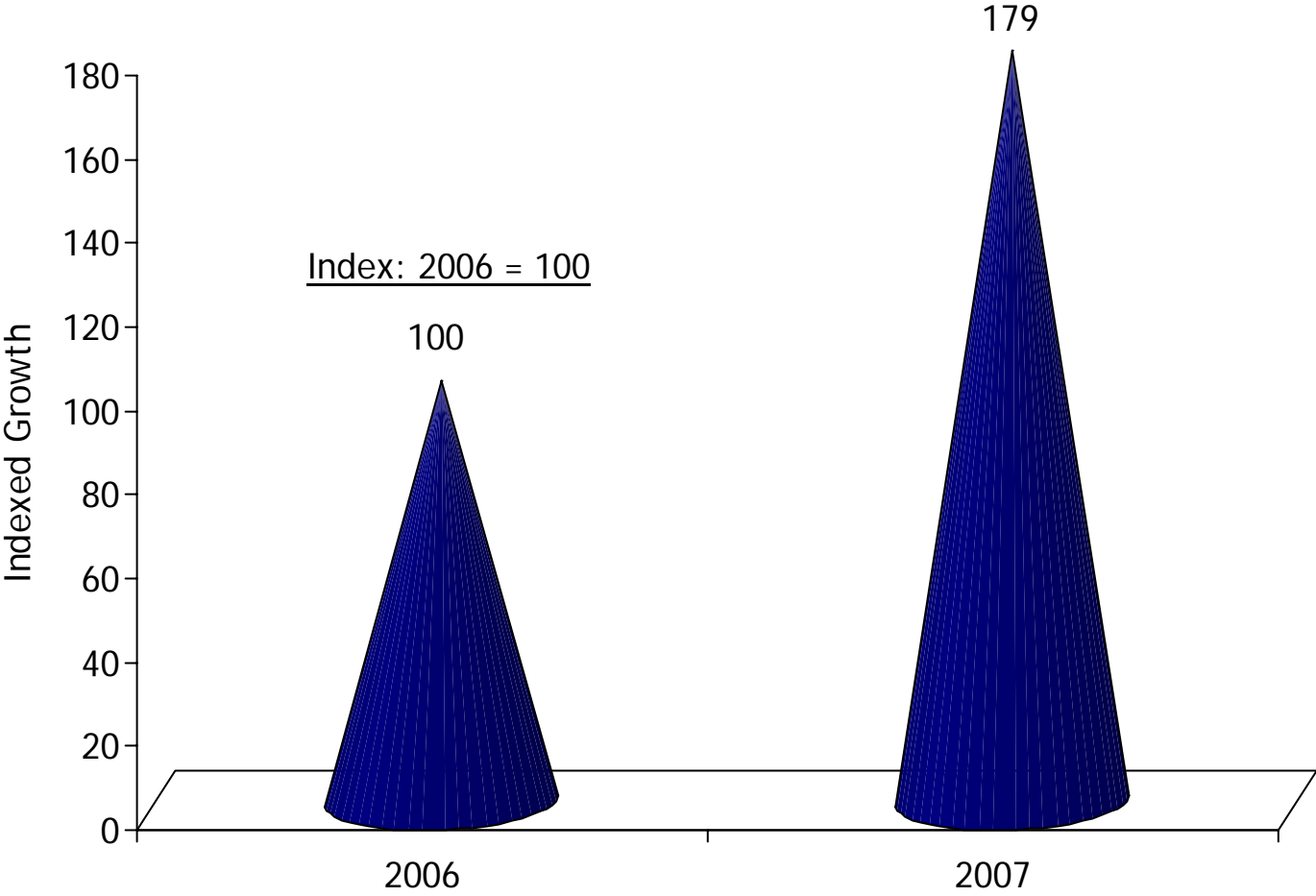
# Services sector advertising skewed towards National channels



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

Note: Figures are based on Secondages

# Average advertising frequency of Services Sector



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

Note: Figures are based on Insertions



# Highlights

- ❑ Services sector advertising on TV grew by 64% during 2007 compared to 2006.
- ❑ 'Internet/ SMS Service' with 37% share topped the category list of Services sector on TV during 2007.
- ❑ During 2007, 'Properties/Real Estate' was the top category under Services sector with highest number of brands i.e. 632 brands.
- ❑ 'Homeshop18' was the top advertiser with 8% share of overall ad volumes of Services sector on TV.
- ❑ Top 3 new brands advertised under Services sector were related to 'Internet/SMS Services' i.e. [www.homeshop18.com](http://www.homeshop18.com), [www.simplymarry.com](http://www.simplymarry.com) and [www.todayshop.in](http://www.todayshop.in).
- ❑ During 2007 Services sector advertising on National and Regional channels was in the ratio of 73:27.
- ❑ During 2007 average ads per day of Services sector grew by 79% on TV compared to 2006.