

Advertising of Mobile Phones

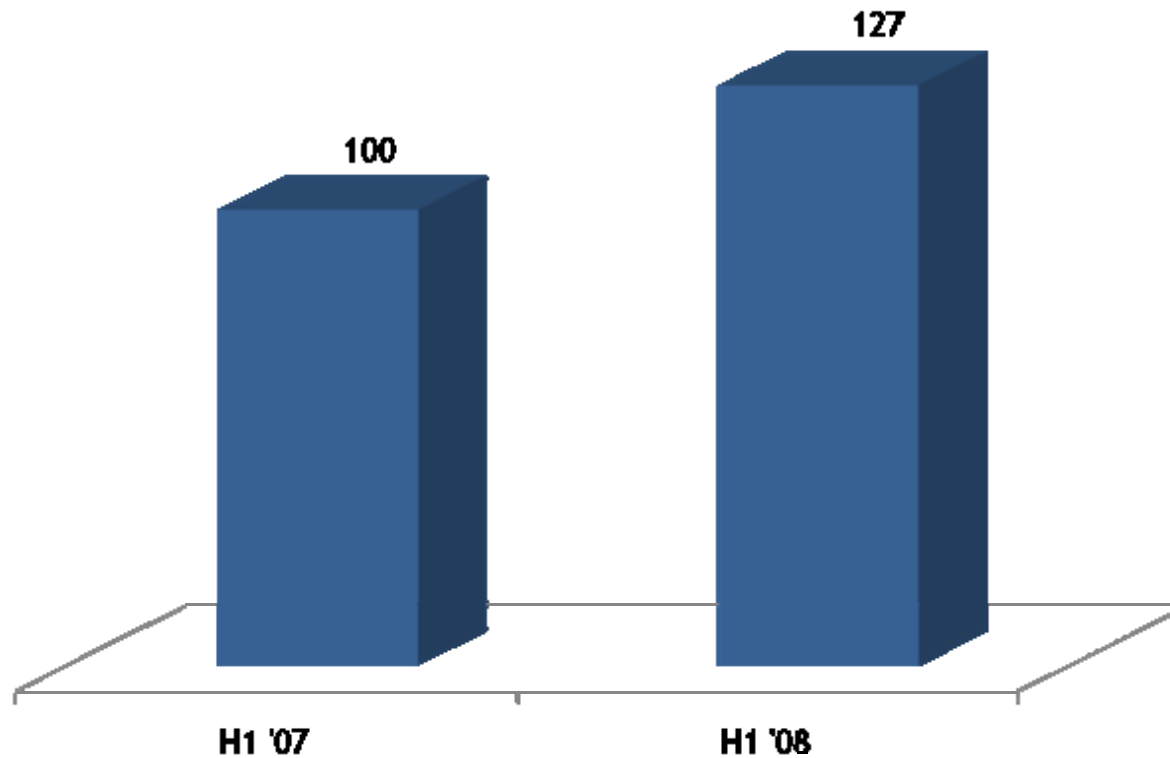


Medium: TV

Period: Jan - Jun '08

(Note: The entire analysis is based on Secondages)

Mobile Phone advertising up by 27% on TV during H1 '08



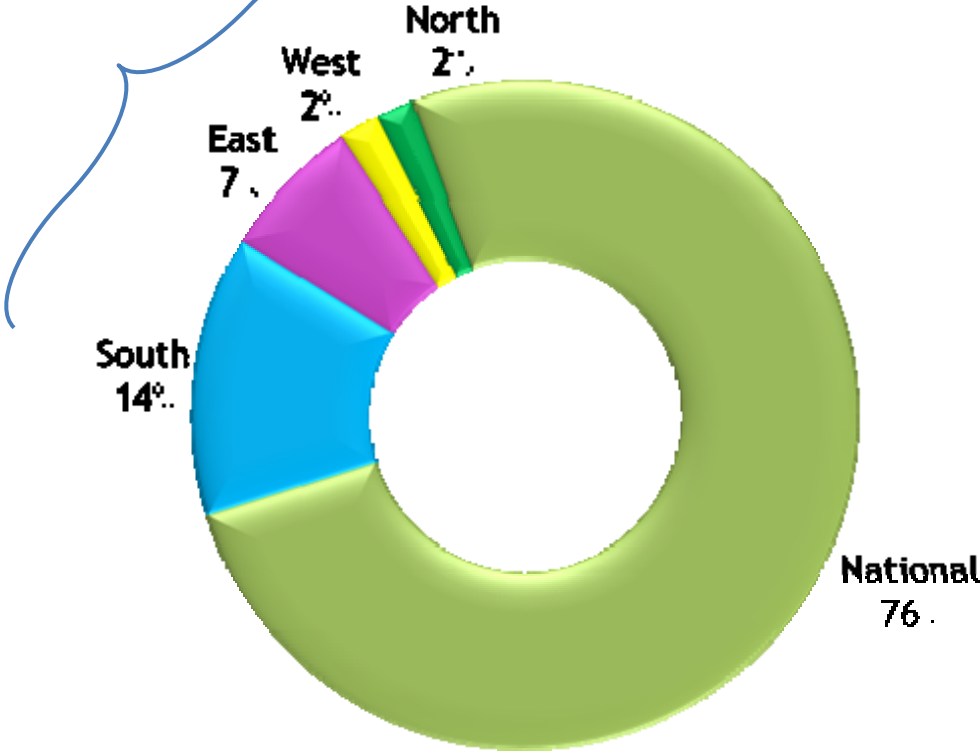
Index : Year H1 '07 = 100

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

Note: Figures are based on Secondages

24% share of **Mobile Phone** advertising on Regional Channels

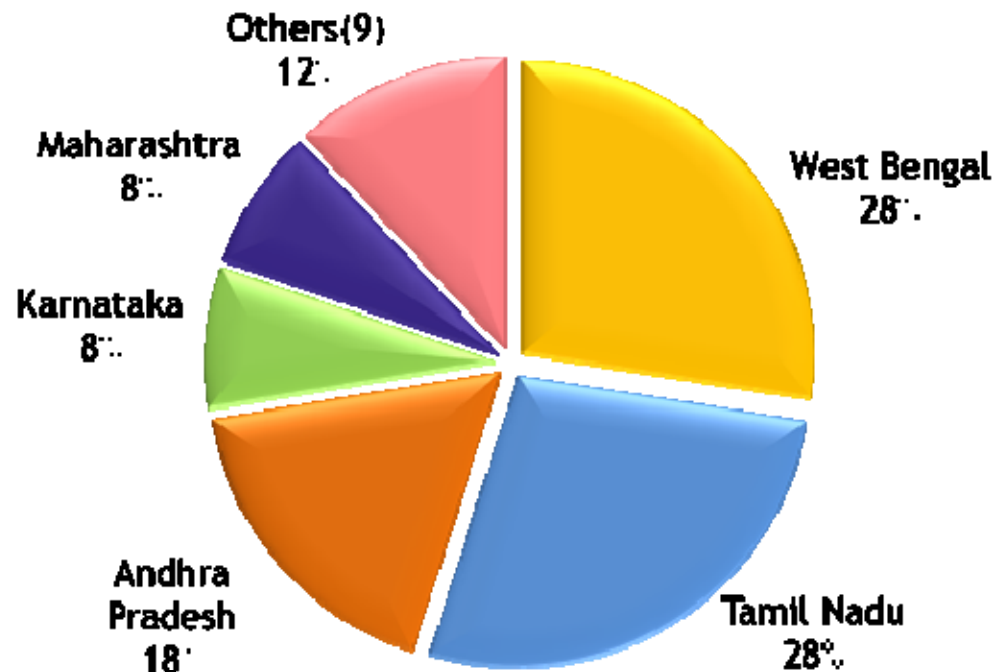
Regional Channels



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

Note: Figures are based on Secondages

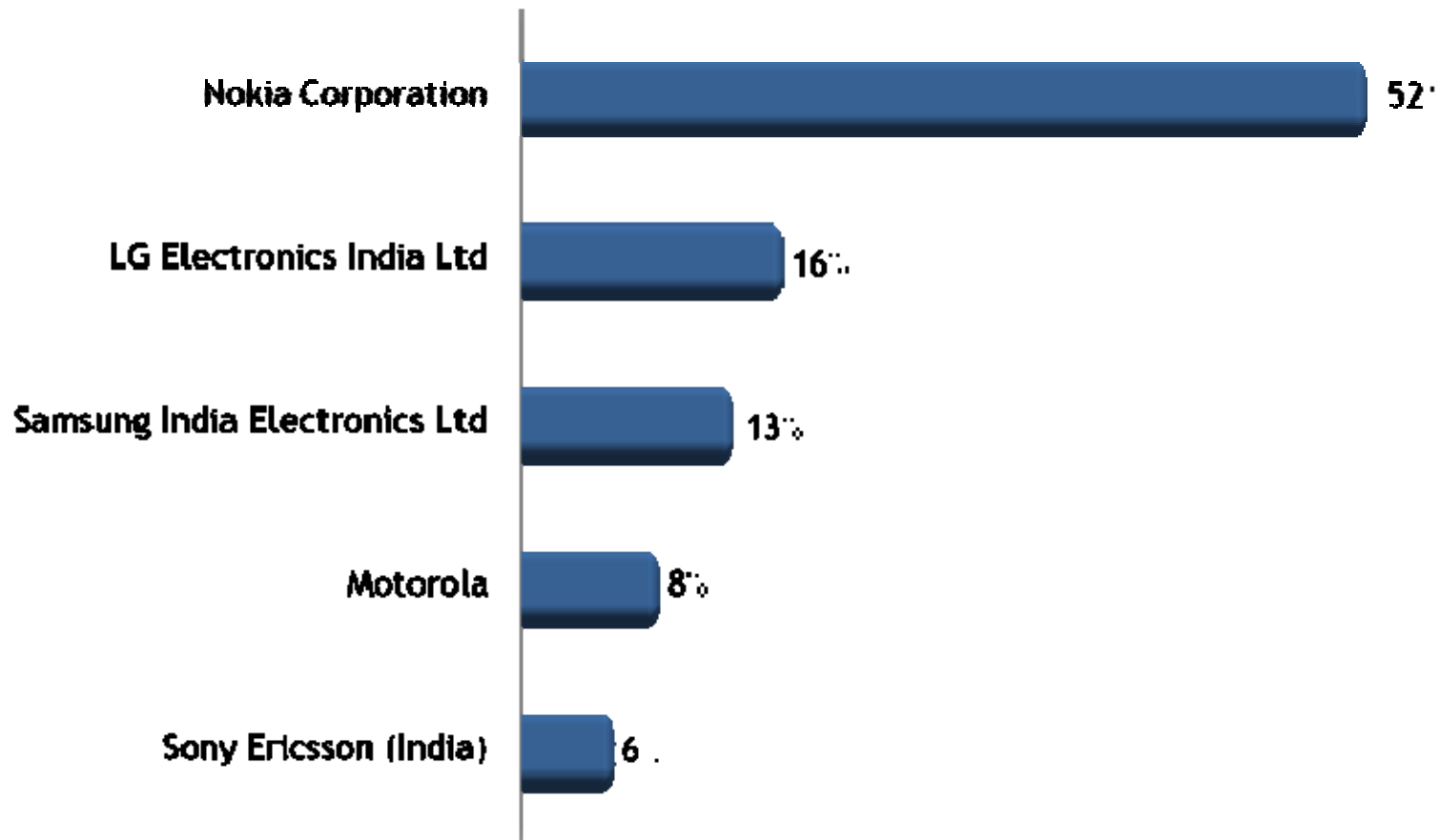
West Bengal & Tamil Nadu together accounted for 55% of **Mobile Phone** advertising share on Regional Channels



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

Note: Figures are based on Secondages

'Nokia Corporation' had advertised for more than half of the **Mobile Phone** ad pie on TV



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

Note: Figures are based on Secondages

New Brands of **Mobile Phone** advertised on TV during H1'08

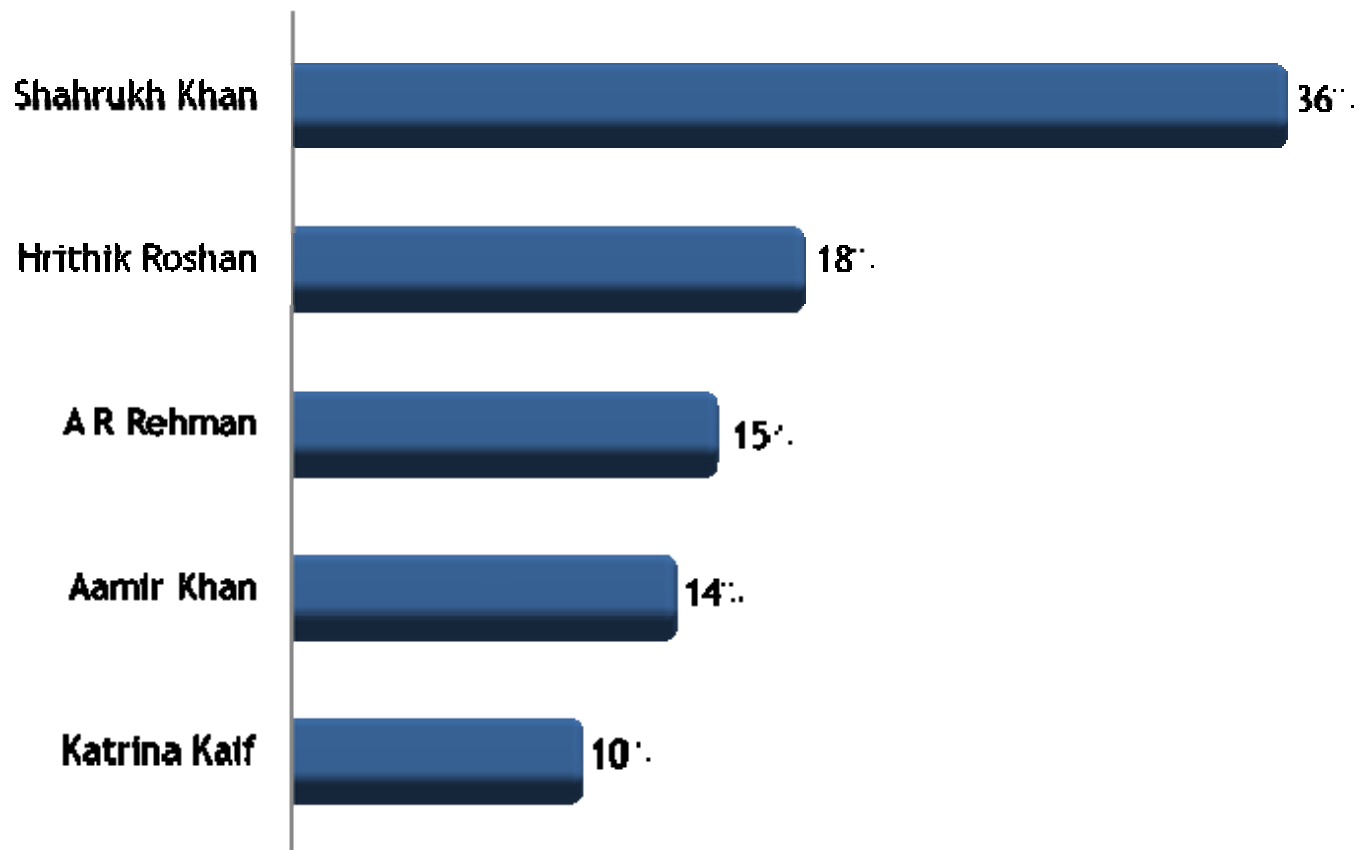
3 brands each belonged to 'Nokia', 'Samsung' and 'Motorola'

Rank	New Brands
1	Nokia N82
2	Samsung Guru 100
3	Nokia Maps And Navigation
4	LG Viewty
5	Motorola Motoyuva W270
6	Samsung Beat 450
7	Motorola Motoyuva W230
8	Samsung Guru 200
9	Motorola Moto ROKR E8
10	Nokia 2505 CDMA

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

Note: Figures are based on Secondages

Shahrukh Khan had 1/3rd share of Celebrity endorsement of **Mobile Phones** on TV



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

Note: Figures are based on Secondages

Highlights

- ❑ **TV ad volumes of Mobile Phones grew by 27% during Jan-Jun'08 compared to Jan-Jun '07.**
- ❑ **3/4th of Mobile Phone advertising on National channels during H1 '08.**
- ❑ **National Channels had the largest share of Mobile Phone TV ad pie followed by South & East Zone channels with 14% & 7% share respectively during H1 '08.**
- ❑ **'Nokia Corporation' way ahead of other advertisers of Mobile Phones on TV during H1 '08.**
- ❑ **'Nokia N82' topped the chart of new models of Mobile Phone advertised on TV during H1 '08.**
- ❑ **'Shahrukh Khan' was the top celebrity endorsing Mobile Phones on TV during H1 '08.**