BARC BROADCAST AUDIENCE RESEARCH COUNCIL INDIA

What India Watches™

Businesses in Transition: Narrowing the Gap Between Traditional TV and Digital

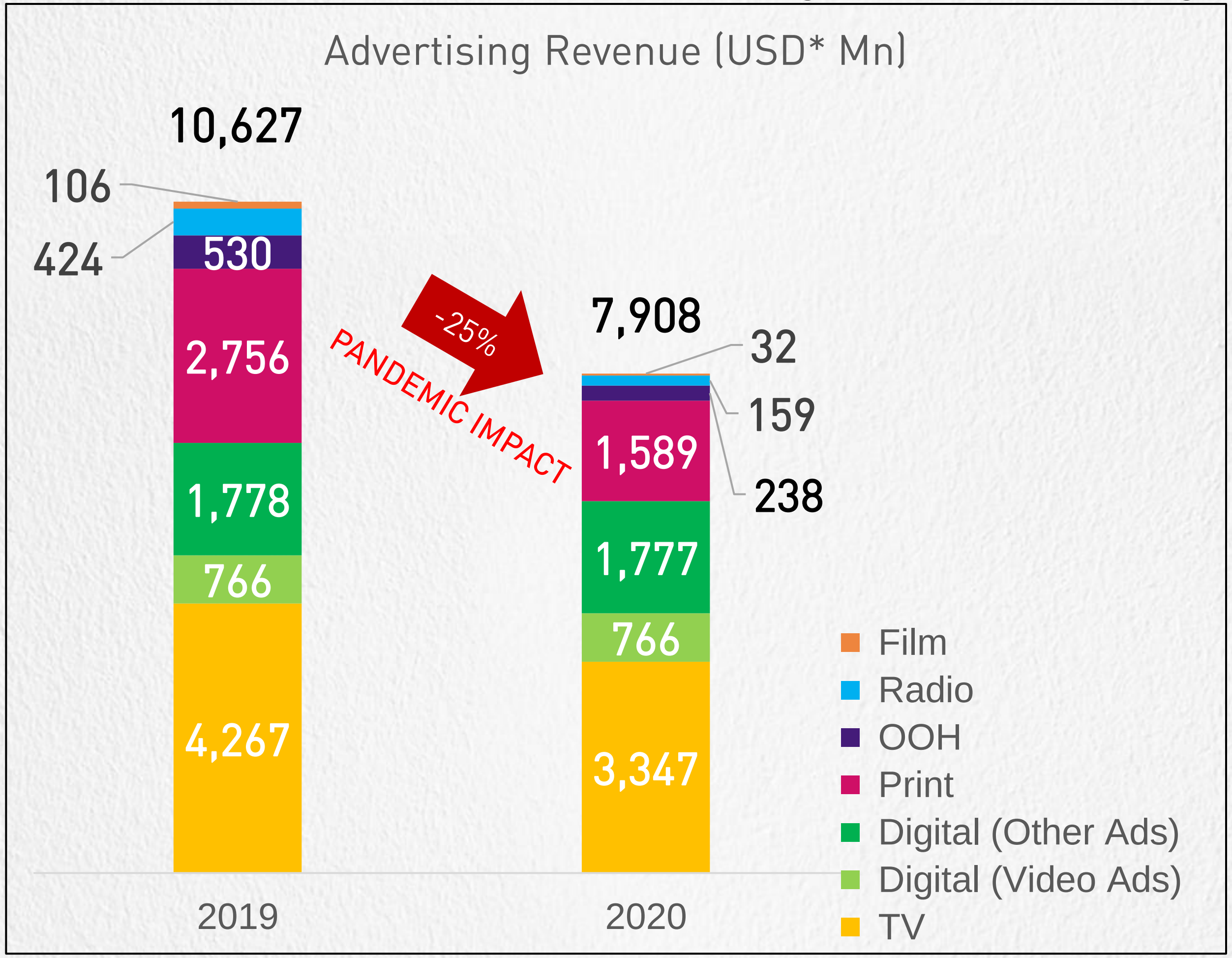
29th April 2021

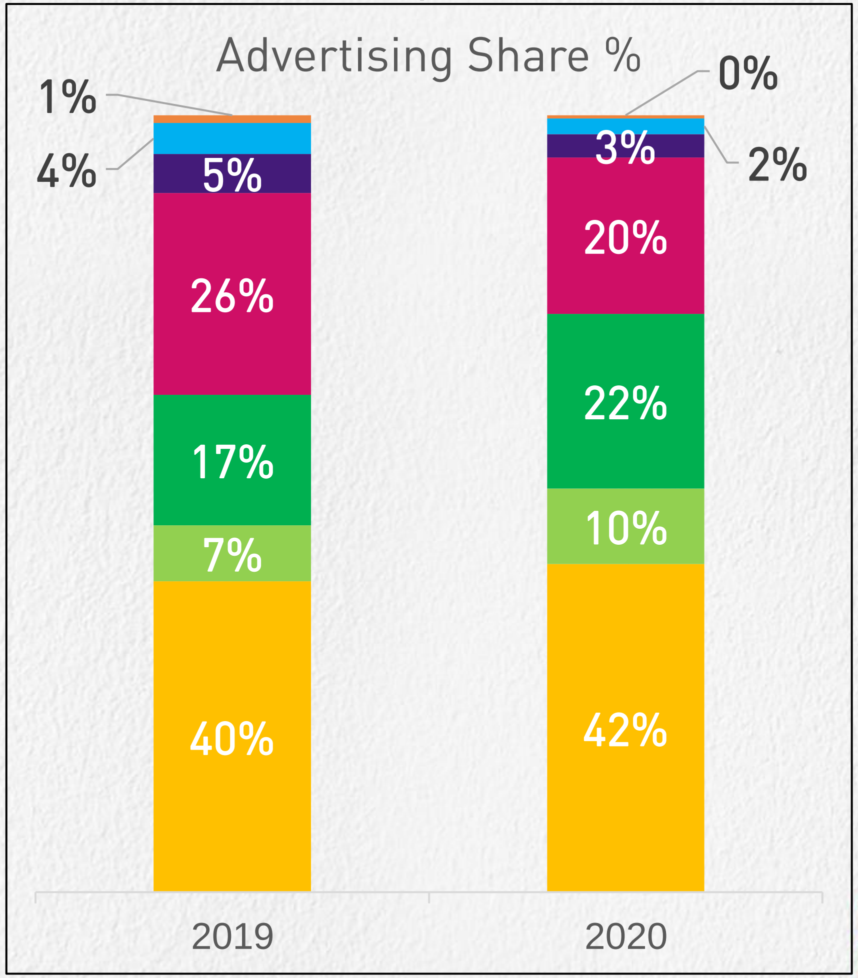
avia ASIA VIDEO INDUSTRY ASSOCIATION

VIDEO MARKET IN INDIA: THE PANDEMIC ACCELERATED DIGITAL VIDEO ADVERTISING
BUT TELEVISION STILL REMAINS THE GO-TO MEDIUM

TV continues to be a powerful medium for advertisers to reach out to their target segment(s)

Total Advertising Revenues – Segment-wise Break-up





Source: FICCI EY 2021 Report; 1 USD = INR 75

BOTH TELEVISION & DIGITAL HAVE HUGE HEADROOM FOR GROWTH IN INDIA

TV & Digital will co-exist as Video Platforms

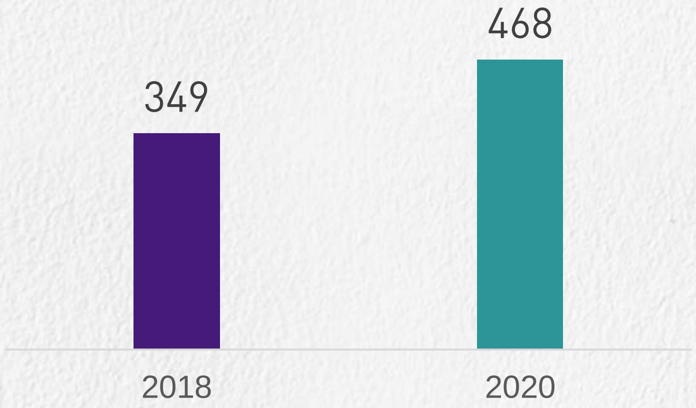
Total Households	TV Households	Individuals
298m | 298m	197m | 210m	836m | 892m

BI 2018 | UE 2020

98% Single TV households

100 Million homes yet to get TV

Total Digital Population (in mn)
(includes smartphone, desktop, laptop users)



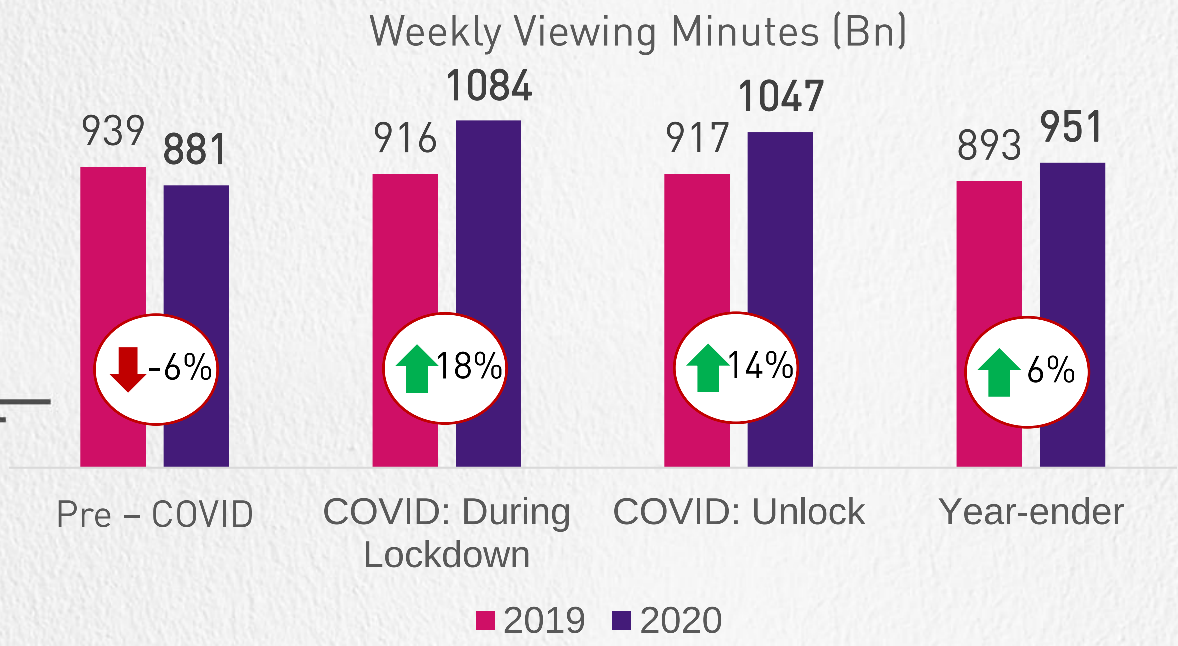
Average monthly data consumption

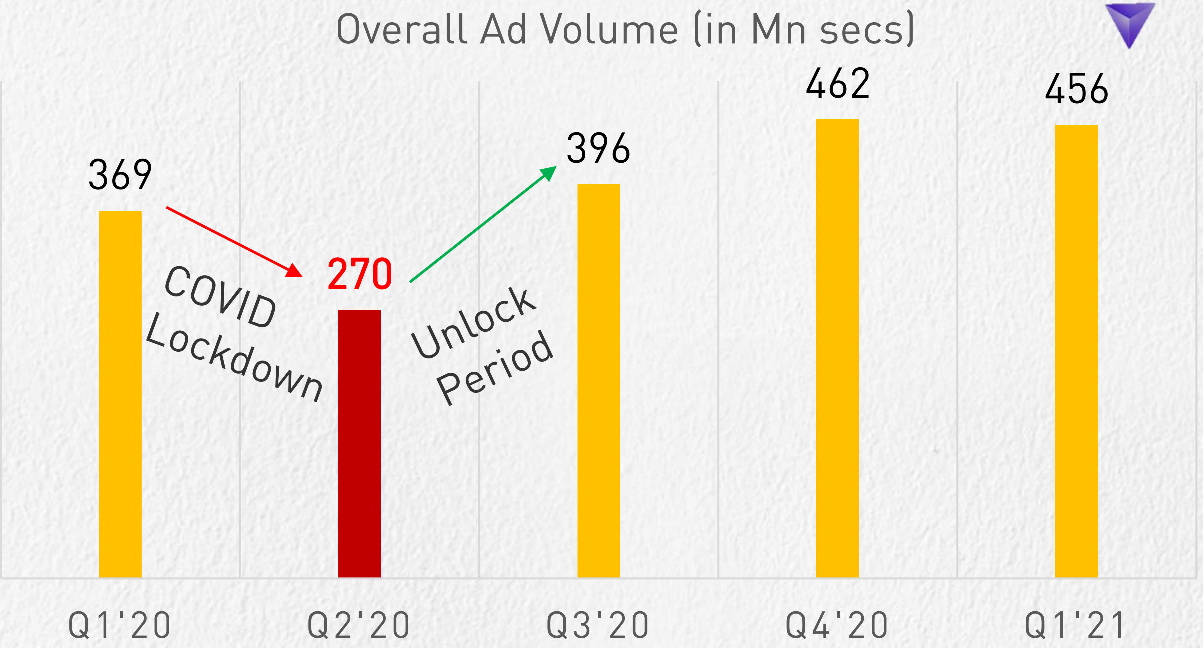
2018: **10.2 GB** → 2020: **15.7 GB**

Source: FICCI EY 2021 Report

LEARNINGS FROM COVID-19 DISRUPTIONS [1/2]

Television continues to be the screen of the Indian household





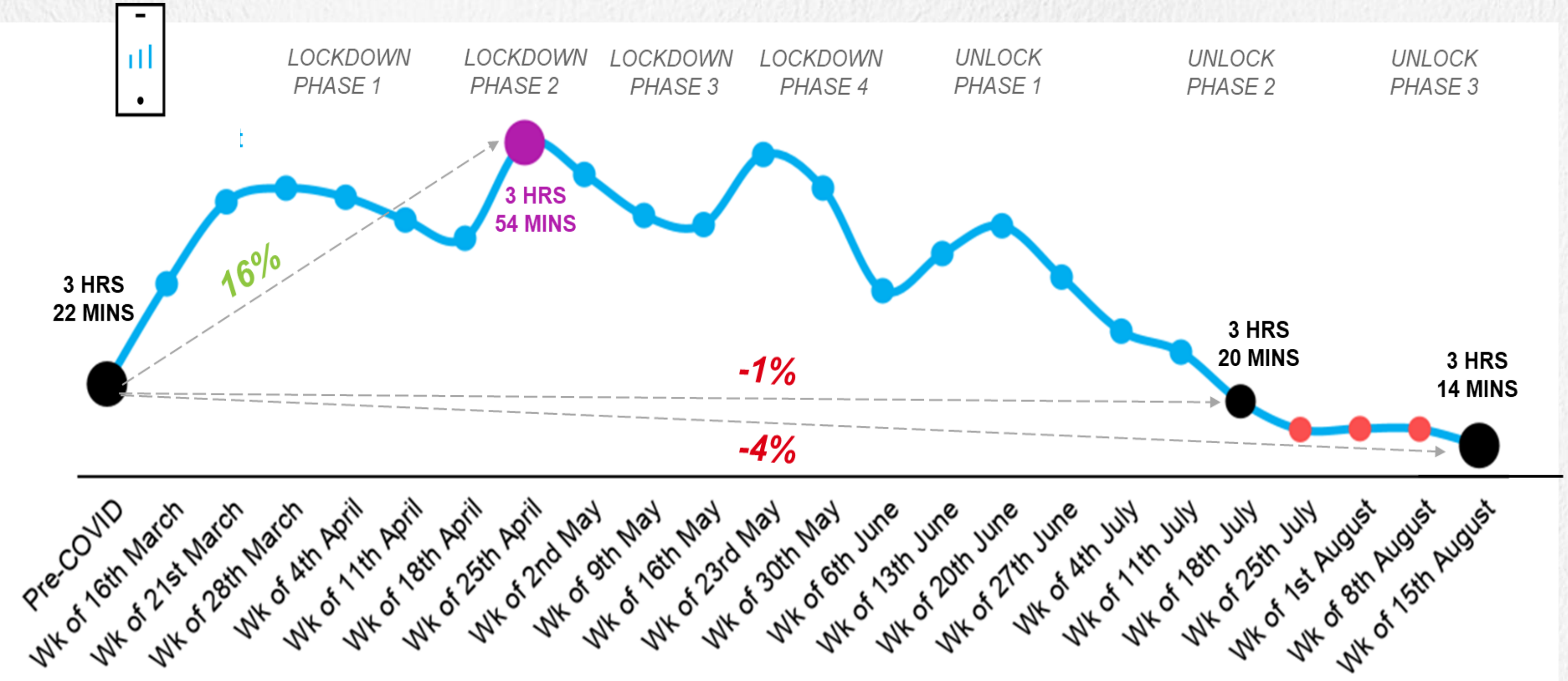
KEY HIGHLIGHTS

- Non-prime time (NPT) emerged as the new prime-time (PT)
- Brands & Govts used TV's reach & access to families for COVID safety advisories
- Re-telecast of the mythological classic, Ramayan, made it the #1 show in the world
- Exponential growth in TV advertising observed over last 6 months

LEARNINGS FROM COVID-19 DISRUPTIONS [2/2]

India's Smartphone usage reached ~4 hours/day during peak-COVID weeks

Daily Time Spent on Smartphone



Based on Nielsen Android Smartphone Panel representing 1L+, NCCS ABC, 15-44

KEY HIGHLIGHTS

- News' franchise increased to ~50% of all smartphone audience
- Lack of Live sports pushed sports audiences to more Virtual Connectedness & Gaming Apps
- App categories which saw surge in engagement – Social N/W, Gaming, Education, WFH
- Audio streaming apps declined possibly on account of travelling coming down.

INDIA's TOP BRANDS CONTINUE TO PLACE THEIR TRUST ON TELEVISION

Share of Top 10 Advertisers grew from 38% to 42% in 2020 (Ad Vols)

Rank	Top 10 Advertisers in 2020	Ad Vol (Mn Sec)	%Change vs 2019
1	HINDUSTAN UNILEVER LTD	294	30%
2	RECKITT BENCKISER GROUP	129	37%
3	PROCTER & GAMBLE	35	-12%
4	ITC LTD	35	-3%
5	COLGATE PALMOLIVE INDIA LTD	31	13%
6	GODREJ GROUP	28	-8%
7	GOVT OF INDIA	28	-8%
8	CADBURYS INDIA LTD	25	1%
9	WIPRO (G)	24	-18%
10	GLAXOSMITHKLINE GROUP	21	-29%
	Total	650	

Rank	Top 10 Advertisers in 2019	Ad Vol (Mn Sec)
1	HINDUSTAN UNILEVER LTD	226
2	RECKITT BENCKISER GROUP	95
3	PROCTER & GAMBLE	40
4	ITC LTD	36
5	GODREJ GROUP	31
6	GOVT OF INDIA	30
7	GLAXOSMITHKLINE GROUP	30
8	WIPRO (G)	29
9	COLGATE PALMOLIVE INDIA LTD	27
10	CADBURYS INDIA LTD	25
	Total	569

Contribution to Total Ad Volumes (2020) → 42%

Contribution to Total Ad Volumes (2019) → 38%

Note: HUL 2020 includes brands acquired from GSK; GSK is –ve because of the acquisition

TELEVISION VS DIGITAL – EACH MEDIUM SERVES A DISTINCT USE-CASE

While TV is the screen of the Indian household

Digital video has emerged as the screen of the individual

Television

"The Screen of the Household"

"WE-TIME"

- Television advertisements help drive premium brand perception – *"If it's on TV, the brand must be good"*
- Mass broadcast of brand's message
- Preferred medium for high-spend/ impact campaigns

Digital/Smartphones

"The Screen of the Individual"

"ME-TIME"

- Digital advertisements help in niche and in 1:1 targeting
- Helps measure if an ad view translated into product purchase
- Helps in implementing an omni-channel strategy and to strengthen TV campaigns

BARC INDIA WORKING ON ONE VIDEO MEASUREMENT SOLUTION

At present, only 15-20% of digital campaigns get measured. Unified measurement is the need of the hour

There is growing interest and investment from advertisers into digital services. COVID-19 has accelerated digital services adoption across the Indian landscape

Currently, the digital service providers have their own measurement systems in place resulting in independent audience reports.

For BARC India, to accurately present ‘What India Watches’, it is imperative that the measurement adapts to the evolving video viewership in India

Work on the same has begun via its Tech-Comm; global & local platforms and measurement partners to be able to report ‘One Video’

THANK YOU!

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