

# Indian Advertising Market Report & Forecast 2018-2023

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## Abstracts

The growth of the advertising industry is highly dependent on the penetration of various media platforms. India, with its developing economy, provides numerous opportunities to advertisers to promote their products and services through the expanding media channels in the region. The economic growth has also led to an increase in the spending power of a significant portion of the population, creating an affluent brand conscious consumer-base. As a result, the companies are focusing on creating a strong brand-image for themselves by advertising extensively. IMARC Group's new report titled, "Indian Advertising Market Report & Forecast: 2018-2023", finds that the market reached a value of more than INR 573.5 Billion in 2017, growing at a CAGR of 11% during 2011-2017.

Over the next few years, the Indian advertising market is projected to be the fastest-growing advertising market in Asia, after China. This growth can be attributed to a number of favourable factors. One of the primary factors is the rapid penetration of smartphones and internet in the country which facilitates the use of digital advertising. Increasing population and favourable government regulations are some of the other growth driving factors. According to the report, the market is further expected to reach a value of INR 1102 Billion by 2023.

The report has analysed the market on the basis of segments, covering television, print, radio, internet/online, mobile and outdoor. Among these, print advertising currently accounts for the largest market share, representing the most popular segment. The report also provides an analysis of the competitive landscape along with the profiles of the key players operating in the market. Some of the major players covered in the report include JWT India, Ogilvy & Mather India, DDB Mudra Group, FCB-Ulka Advertising Ltd., Rediffusion - DY&R, and McCann Erickson India.

This report provides an analytical and statistical insight into the Indian advertising industry along with its various segments and sub-segments. The study, that has been undertaken using both desk-based and qualitative primary research, has analysed various aspects and provides a comprehensive understanding of the Indian advertising market. The report can serve as an excellent guide for investors, researchers, consultants, marketing strategists, media planners, advertisers, radio and television broadcasters and all those who are planning to foray into the Indian advertising market in some form or the other.

#### Key Aspects Analysed:

Understanding the Indian advertising market

#### Focus of the Analysis:

Composition of the market

Major players

SWOT analysis of the industry

Historical growth trends and driving factors

Television advertising market

#### Focus of the analysis:

An overview of the television broadcasting industry

Analysis of various sub-segments with their performance

Major industries that use television as an advertising medium

Major companies that use television as an advertising medium

Historical growth trends and driving factors

Print advertising market

#### Focus of the analysis:

An overview of the print advertising industry

Analysis of various sub-segments with their performance

Major players in each segment and their performance

Major industries that use print as an advertising medium

Major companies that use print as an advertising medium  
Historical growth trends and driving factors

Radio advertising market

Focus of the analysis:

An overview of the radio advertising industry  
Radio listenership across the country  
Major industries that use radio as an advertising medium  
Major companies that use radio as an advertising medium  
Historical growth trends and driving factors

Internet/Online advertising market

Focus of the analysis:

An overview of the Internet/On-line advertising industry  
Viewership of various websites  
Major industries that use internet as an advertising medium  
Major companies that use internet as an advertising medium  
Historical growth trends and driving factors

Mobile advertising market

Focus of the analysis:

An overview of the mobile advertising industry  
Various forms of mobile advertising  
Major industries that use mobile as an advertising medium  
Major companies that use mobile as an advertising medium  
Historical growth trends and driving factors

Outdoor advertising market

Focus of the analysis:

An overview of the outdoor advertising industry  
Analysis of various sub-segments with their performance

Major industries and companies that use outdoor advertising as an advertising medium  
Historical growth trends for each sub-segment and driving factors

Information Sources:

Information has been sourced from both primary and secondary sources:

Primary sources include industry surveys and face to face/telephone interviews with industry experts.

Secondary sources include proprietary databases and search engines. These sources include company websites and reports, books, trade journals, magazines, white papers, industry portals, government sources and access to more than 4000 paid databases.

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