

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
RAJYA SABHA
QUESTION NO 26.07.2010
ANSWERED ON
GROWTH OF ADVERTISEMENT INDUSTRY .

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Shri Ravi Shankar Prasad

Will the Minister of RURAL DEVELOPMENT INFORMATION AND BROADCASTING be pleased to state :-

- (a) whether it is a fact that in terms of progress, advertisement industry in the country is one of the industries which maintains the highest growth rate;
- (b) if so, the details thereof;
- (c) the average annual growth rate of the industry during the last five years, till date; and
- (d) whether it is also a fact that annual growth rate of this industry is more than that of the most countries of the world?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C.M.JATUA)

(a) & (b) As per the Report on Media and Entertainment, 2010 by Federation of Indian Chambers of Commerce and Industry (FICCI-KPMG), the Compound Annual Growth Rate (CAGR) for the period 2006-2009 for Indian Advertising Industry including Television, Radio, Print, Internet Advertising and Outdoor was 10%. The size of the Indian Advertising Industry is detailed below:-

(2)

(Rs. in Billion)

Industry	2006	2007	2008	2009	CAGR (2006-09)
Television	61.0	71.1	82.5	88.0	13.0%
Print	85.0	100.0	108.0	103.0	6.6%
Radio	6.0	7.4	8.4	7.8	9.2%
Internet Advertising	2.0	3.9	6.2	7.8	56.4%
Outdoor	11.7	14.0	16.1	13.7	5.5%
Total	165.7	196.4	221.2	220.3	10%

(c). Year-on-Year Growth of Advertising Industry, as available in the Report on Media and Entertainment, 2010 by Federation of Indian Chambers of Commerce and Industry (FICCI-KPMG), is given below:-

Industry	2007	2008	2009	2010 (Projected)
Television	16.6%	16.0%	6.7%	12.0%
Print	17.6%	18.0%	-4.6%	10.3%
Radio	23.3%	13.5%	-7.0%	12.0%
Internet advertising	91.2%	60.0%	25.0%	40.4%
Outdoor	20.0%	15.0%	-15.0%	10.0%
Overall advertising industry	18.5%	12.6%	-0.4%	12.1%

(d). This information is not available with the Ministry.