

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

LOK SABHA

**UNSTARRED QUESTION NO. 2469
TO BE ANSWERED ON 30.11.2016**

BUSINESS ADVERTISEMENT

2469. SHRI RAM KUMAR SHARMA:

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

- (a) whether the advertisement business has increasingly been growing in the country during the recent years;
- (b) if so, the details thereof along with the estimated annual business amount since 2009 to 2014 and the first six months of the year 2016-17; and
- (c) the share of the individual contribution of print, TV and other sources in total business?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) to (c) Directorate of Advertising and Visual Publicity (DAVP) being the nodal multi-media agency of Government of India is mandated only to disseminate the information about Government Policies, Schemes and Programmes. DAVP only issues advertisements through various mediums, viz., Print, Audio-Visual, Outdoor Publicity, Printed Publicity, SMS, Internet, Digital Cinema, Community Radio Stations etc., as per the requirement of the client Ministries/Departments, target audience, allocated budget etc.

However, as per the Report of Indian Media and Entertainment Industry, 2015 released by Federation of Indian Chambers of Commerce and Industry (FICCI-KPMG), the growth rate in advertisement industry and the total business in this industry during the year 2009 to 2014 is placed at Annexure.

ANNEXURE AS REFERRED TO IN REPLY TO PARTS (a) to (c) OF THE LOK SABHA UNSTARRED QUESTION NO. 2469 TO BE ANSWERED ON 30.11.2016

GROWTH OF ADVERTISEMENT INDUSTRY

THE INDIAN MEDIA AND ENTERTAINMENT INDUSTRY SIZE (INR BILLION) FOR CALENDAR YEARS 2009 TO 2014:

Media Industry	2009	2010	2011	2012	2013	2014	Growth in 2014 over 2013
TV	257.0	297.0	329.0	370.1	417.2	474.9	13.8%
Print	175.2	192.9	208.8	224.1	243.1	263.4	8.3%
Films	89.3	83.3	92.9	112.4	125.3	126.4	0.9%
Radio	8.3	10.0	11.5	12.7	14.6	17.2	17.6%
Music	7.8	8.6	9.0	10.6	9.6	9.8	2.3%
OOH	13.7	16.5	17.8	18.2	19.3	22.0	14.0%
Animation And VFX	20.1	23.7	31.0	35.3	39.7	44.9	13.1%
Gaming	8.0	10.0	13.0	15.3	19.2	23.5	22.4%
Digital Advertising	8.0	10.0	15.4	21.7	30.1	43.5	44.5%
Total	587	652	728	821	918	1,026	11.7%

ADVERTISING REVENUE

(INR Billion)

Type of Media	2009	2010	2011	2012	2013	2014	Growth in 2014 over 2013
TV	88.0	103.0	116.0	124.8	135.9	154.9	14.0%
Print	110.4	126.0	139.4	149.6	162.6	176.4	8.5%
Radio	8.3	10.0	11.5	12.7	14.6	17.2	17.6%
Out Of Home	13.7	16.5	17.8	18.2	19.3	22.0	14.0%
Digital Advertising	8.0	10.0	15.4	21.7	30.1	43.5	44.5%
Total	228	266	300	327	362.5	414	14.2%