

Indian Advertising Industry Dominated by Ten Agencies: Rocsearch Report

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Press release from: [RocSearch](#)

India, 11 October, 2007: RocSearch, a fast-growing, UK-based, business research and analytics firm, released a report examining the change in Indian advertising spends over the years.

The RocSearch study begins with a historical overview of the Indian advertising industry and concludes with an outlook on the industry. It includes a summary of the issues faced by advertisers, such as, plugging the revenue gap caused by a ban on liquor and tobacco ads and retaining creative talent.

The report looks at the trends and key drivers and their impact on the industry and conducts a detailed external and internal study of the Indian advertising industry within the PEST and Porter frameworks.

The key findings of the study reveal that below-the-line (BTL) activity is growing faster than above-the-line (ATL) advertising. The study also highlights how mushrooming of TV channels has brought down the spot rates of niche channels for advertisers.

The study notes that print and TV form the two largest media in terms of advertising revenues. The share of radio and online advertising in the total advertising pie is growing at a rate faster than the industry growth rate (10-12%).

The report provides a summary of operations and competitive strategies of leading agencies, including JWT, O&M, and Lowe's. It explores the competitive landscape, currently comprising ten dominant agencies.

India has been cited as an emerging outsourcing hub for content development and production because of its low-cost advantage in creative talent, strong software and animation skills, and multi-cultural understanding of the creative team.

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About RocSearch

RocSearch is a fast-growing, UK-India based professional services firm providing research and analytics support services to Research and Consulting firms, Brand & Marketing Communication firms, Investment Advisory firms and Corporates. It provides business, market, financial and emerging markets research and analytics services with a focus on fact-based problem solving.

RocSearch helps support business development, client engagement, product development and thought leadership initiatives of clients globally. Its India-based knowledge centre is equipped with a growing analyst team capable of fulfilling dynamic custom research requirements and adapting to client-specific processes.

[You can find this press release here](#)