

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:4083
ANSWERED ON:20.04.2010
GROWTH OF ADVERTISING INDUSTRY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) the average annual growth rate of the advertising and broadcasting industry during each of the last three years, industry-wise;
- (b) the turnover (in rupees) of the said industry during the above period; and
- (c) the segments which earn the minimum/maximum profit amongst television, radio, print-media, internet associated with advertisements?

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%. So far as Broadcasting Industry is concerned, the size of the Television industry grew at a CAGR of 12% and Radio industry at a CAGR of 9% respectively during the period 2006-09.

The size of the industries as per FICCI-KPMG Report 2010 is as follows:-

(Rs. in Billion)
Industry 2006 2007 2008 2009
Advertising 165.7 196.4 221.2 220.3
Television 183 211 241 257
Radio 6 7 8 8

(c) : The profitability of the industry is not available with the Ministry.