

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

UNSTARRED QUESTION NO:2581
ANSWERED ON:06.02.2014
GROWTH RATE IN ADVERTISEMENT INDUSTRY
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the indications of continuous growth in advertisement industry have been received in the country during the last few years;
- (b) if so, the details of assessment of rate of growth during the last three years; (
- (c) whether it is a fact that newspapers and television channels have the largest share in advertisement industry in the country; and
- (d) if so, the rate of growth of advertisement industry in these sectors during the said period?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION & BROADCASTING (SHRI MANISH TEWARI)

(a) to (d): Yes, Sir. There are many studies which give the advertising trends but the Ministry has not conducted any study in this regard. As per the Indian Media and Entertainment Industry Report 2013 released by Federation of Indian Chambers of Commerce and Industry (FICCI) and KPMG, the growth rates in advertisement industry during the period 2010 to 2012 are given in Annexure.

As per FICCI-KPMG Report 2013, print and television sector have the largest share in advertisement industry in the country. The details are given in Annexure.