

Present Status Of Audio-Visual Medium Of Advertising In India

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Abstract

This paper analyses the present position of Audio-visual medium of advertising which includes television advertising, radio advertising and internet advertising with special reference to India. Though different media spread awareness, but audio-visual media in the form of T.V., Internet, Radio & Mobile plays a vital role and serves as an effective tool of communicating messages to the target audience as it has the ability to combine visual and audio communications and thus this makes advertisements as an important medium to make people aware of the product. This research paper highlights the impact and influence of different audio-visual media of advertising in the present day scenario and how each of these media contribute to the society.

Keywords: Audio-visual, Contribute, Highlight, Internet, Scenario

OBJECTIVES OF THE STUDY

1. To find the consumer attitude towards audio-visual media of advertising.
2. To study the growth and potential of audio-visual media of advertising.
3. To judge the contribution of advertising media in the promotional mix of a product.
4. To understand various changes and innovations being taken up in the field of audio-visual media of advertising.

RESEARCH METHODOLOGY

1. Both Primary and Secondary data were collected for analysis and interpretation.
2. Secondary data are used more to access the contribution of audio-visual media of advertising.

INTRODUCTION

The history of television in India is not very old i.e. it started in the year 1950's when Television transmission started. Commercial Television started in 1980's. Television broadcast first started from Delhi in September 1959. The first major expansion of television in India began in 1972, when a second television station was opened in Bombay. There are number of T.V. channel which has increased but now they have been stagnated as it is difficult to run so many channels due to tough competition. Due to large number of channels viewership is distributed as viewers go for interested channels only. The more number of channel more is the revenue collection due to advertisements.

The other major form of Audio-visual advertising is the Radio Advertising which is aptly called as ‘word of mouth’ and was welcomed in 1920. It has a colourful history of 75 years. In spite of its strong competitor namely television, still it is a vital medium of advertising as it has its own merits and specialities. The advertiser considers the use of radio as an advertising medium and he is keenly interested in the facilities provided for broadcasting and receiving the advertising messages. Radio at present covers 97.5% of the total population and 91% of total area of India. In India radio broadcasting started in 1927 with two privately owned transmitters at Bombay and Calcutta. The Government took them over in 1930 and started operating under the name, Indian Broadcasting Services. In 1936 the name changed to All India Radio and since 1957 it is known as Akashvani.

In addition to traditional forms of advertising which have been discussed earlier, there are other forms of advertising which have emerged in last 10-15 years. The traditional forms of advertising have been mentioned so emphasis is given on interactive form of advertising which is prevalent globally as on-line advertising, mobile advertising etc.

Companies can place On-line ads in three ways. They can place classified ads in special sections offered by the major commercial on-line services. Finally the company can pay on-line ads that pop up while subscribers are surfing on-line services or web-sites. These include banner ads, pop-up windows, “ticketers” and roadblock. All these years advertising was intrusive. The emergence of web altogether changed the scenario. Customers screen the ads and decide which ad to watch and which to avoid. Advertising is becoming more personalized. Advertisers adopt all means from video games to wall papers to lure the customers.

“The future of advertising is that you won’t even know it is being pushed towards you – it’ll be that personalized’ With new media primarily concerned with “narrowcast” as opposed to “broadcast” advertising, it enables a much more focussed approach to advertising, resulting in the target audience feeling a personal connection with the advertisers. One of the best examples of narrowcasting is an e-mail list. As messages are only sent to individuals who have actually subscribed to the list, this approach can cover some very personal and useful topics. Advertising on the web creates an opportunity for the advertiser to connect with their potential consumer one on one whenever the consumer wants the information. By integrating the web advertising with traditional advertising companies will be able to increase the exposure of their advertising message while in turn building the brand. The challenge in the situation is that internet based companies must be patient while building the brand image and they must spend enough money to get their message to potential consumers.

REVIEW LITERATURE

In June 2017 the National Readership Studies Council released the findings of National Readership Study 2017, to an audience comprising who's who of the media, advertising and marketing fraternity Press and Television correspondents were also invited to share the findings of the study. The NRS is the largest survey of its kind in the world, with a sample size of over 2,61,212 house to house interviews to track the media exposure and changing consumer trends in both urban and rural India.

NATIONAL READERSHIP SURVEY (NRS) FINDINGS

1. Satellite TV has grown explosively in reach from 134 million individual watching in an average week in 2014 to as many as 190 million individuals in 2017 almost catching up with the number of readers.
2. Radios reach has stagnated at 64% of the population listening to any station every day. It has improved its performance in urban India (23% listen to the medium, up from 20% three years ago) primarily due to FM. In rural areas the reach has dropped 23% of village folk listen now-a-days compared to 25% three years ago.

* THE GROWTH OF CABLE AND SATELLITE(C&S) PENETRATION IS MORE THAN TWICE THE GROWTH IN TV OWNING HOMES

1. The penetration of paid Cable & Satellite (C&S) television households in India has emerged the growth of 173 millions by 2017 representing 91% of TV households.
2. The number of TV households in 2017 has increased from 154 million to 191 million aided by strong growth of sale of T.V. sets.
3. The share of subscription revenue to total Industry revenue is expected to increase to 72% in 2017 from 66% in 2012.
4. The television industry in India is expected to grow at 18%.

* TELEVISION AND C&S DOMINATE IN THE SOUTHERN STATES

Tamil Nadu, Karnataka and Andhra Pradesh dominate the markets with TV reach of 77%, 68% and 74% respectively. These states also have high penetration of Cable and Satellite i.e. 55%, 44% and 55% respectively.

* INTERNET REACH NOW EXCEEDS 460 MILLION

With over 460 million internet users. India is the second largest online market, ranked after China, By 2021 there will be about 635.8 million internet users. Further more, men dominated internet usage in India with 71% to women's 29 percent.

*** SHARE OF FM RADIO**

1. The radio industry in India is expected to grow from 2300 cr. in 2015 to anywhere between 5000 and 6000 cr. by 2020.
2. FM radio network covers 52 percent population and soon it will be expanded to 65% population in the country.
3. 57, AIR towers are shared with private FM broadcasters on rental basis. In addition 37 Doordarshan towers are also shared with private FM broadcasters on rental basis.
4. India had over 240 operational private FM radio stations with 100 million listenership.
5. The presence of radio stations such as Red FM, Radio Mirchi, Big FM, City FM, Hit FM, along with high number of listenership are the key reasons for flourishing growth.
6. Further adoption of FM Radio channels for advertisements and brand promotion enhances the revenue of the players in the region.

*** MOBILE PHONE : A NEW MEDIUM EMERGES**

1. Among the fast growing tribe of mobile phone owners, 75% access value added features like downloads accessing news and cricket score, SMS etc.
2. As a world wide social network, it is expected to grow from 2.34 billion in 2016 to 2.95 billion in 2020.
3. 80% of Internet users own a smartphone.
4. 48% of consumers start mobile research with search engine but 33% of directly to the site they want.
5. Users spend on average 69% of their media time on smart phones.
6. Consumer want to consume media through an app. Apps account for 89% of mobile media time with the other 11% spend on websites.
7. 71% of Marketers believe mobile marketing is core to their business.
8. 79% of people use their smart phones for reading email – a higher percentage than those who use it for making calls.
9. By 2019, mobile advertising is expected to represent 72% of all.
10. 70% of Mobile searches lead to online action within an hour.
11. Pinterest is the most used mobile social network and 64% of its referred traffic comes from either smartphones or tablet devices.
12. 57% of users say they won't recommend a business with a poorly designed mobile set.

SUGGESTIONS IN RESPECT OF AUDIO-VISUAL MEDIA OF ADVERTISING

The present millennium clearly belongs to audio-visual media which includes T.V., Cable TV, Satellite TV, Internet TV etc. The importance and relevance of this medium is beyond question. The suggestions in respect to audio-visual media with special reference to India are

1. Satellite TV has grown explosively, which provides an abundant opportunity for the advertiser to advertise his products. The frequency of advertisements on satellite TV is also much more as compared to any other medium of advertising.
2. Though the reach and frequency of radio as an audio form of advertising, the popularity of FM channels has tremendously increased. Many people are switching from TV to FM, as they find it more creative and less time consuming. Their potential can be further tapped for the sake of advertising. FM network is expanded to whole of India which provides a platform for advertisers to reach more frequently to larger section of society.
3. The growth of C & S is phenomenal and remarkable. The local cable TV networks are providing a good platform for local advertisers to advertise their product locally but more effectively.
4. Latest form of audio-visual advertising includes advertising through internet and mobile phones. Over the past 5 years, advertising budget allocated to internet media have grown spectacularly. Online advertising passes several benefits like increase efficiency, reduces costs, provides more flexibility as a global medium. It is the effective tool which present information in numerous ways like text image, videos and sound and therefore serves as the most flexible medium.

CONCLUSION

The number of TV and satellite channels along with its viewership has grown up tremendously in the last decade. Number of homes with TV has increased. It has earned an excellent consistent, successful track record of promoting products and services for over half a country which further provides an unimaginable potential for advertisers to cash on. Online advertising offers potential benefits like tracking, flexibility, interactively, so it is the developing phase in India and western developed economies have become saturated with its continuous usage.

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