LINEAR TV IS HOLDING STEADY & GROWING

Linear TV in India is still growing in the midst of the proliferation of OTT.

The ad industry Gurus recently discussed the future of Linear TV in a summit and summed up that Linear TV is still growing in India at more than 9% and will evolve.

Prasanth Kumar, CEO South Asia, GroupM noted, “During the 1990s, TV was a traditional medium. Then DTH came in 2000 and thus came various genres of TV channels like movies, music and sports etc. Later half of the 2010s, TV broadcast underwent a revolution with many more options emerging in the cable and DTH space. A lot of popular serials like ‘Saas bhi kabhi bahu thi’, and plenty of regional channels came up. Sports and global content started getting consumed in regional languages.”

“This revolution has opened up a lot of possibilities. Today, India is home to 210 million TV sets. Many new capabilities exist for TV advertisers in the coming years,” said Kumar, highlighting how the TV industry is witnessing a transformation and India is set to become the third largest TV market in the next three years.

Nicola Lewis, Global CEO, Finecast, highlighted the emerging TV viewing trends and threw insights into how Indian consumers are engaging and consuming TV content.

“Linear TV is growing at 9.7% rate and so far only 210 million households out of 320 million have TV sets which corresponds to nearly 70 per cent penetration. That means there is room to grow in 90 million non-TV households in India,” Lewis said, speaking at the summit virtually.
Atique Kazi, President Data, performance & Digital products, GroupM, hailed the Connected TV platform and said it has “unparalleled potential”.

“Television advertising in India continues to grow both on linear and even faster on connected TVs. Connected TV has a higher impact, its users are highly engaged compared to linear TV. They prefer uninterrupted consumption. Hence, to grow into the connected TV genre, brands have to find the right balance to reach people and manage brand safety as well,” Kazi said.

GroupM’s Finecast, in partnership with Kantar unveiled their study report titled ‘The Changing Landscape of Indian Television’ at the summit. The report aims to provide a roadmap in measurement and growth of TV.

According to the report, currently, there are 20-22 million addressable TV homes in India. More than 10% of TV homes are today addressable. The report forecasts that there will be 40 million addressable TV homes in India by 2025.

According to respondents, Connected TV is the preferred connection at 65%, comprising of Smart TVs, devices such as Firestick, Internet enabled set top boxes vs 35% Linear (Cable + DTH). Even though they have multiple connections for accessing TV, there is a preference to which access point they prefer most.

The report further states that when it comes to TV consumption, Connected TV is watched 12.4 hours on an average in a week and linear TV is watched 12.6 hours. Also, Co-viewing is high across genres except web-series.

The report further states that in 2023, advertisers will spend about $86 million on connected TV (CTV) advertising in India. In a report on the addressable TV market in the country, the media-buying network and market research firm Kantar estimate that India’s CTV ad spending will grow at a CAGR of 47% between 2022 and 2027.

Talking about Connected TV, Kazi observed, “If convenience is driving audiences towards CTV, addressability is driving advertisers to CTVs. India is poised to be the third-largest CTV advertising market by 2024.”