News channels saw an overall lull in ads post Diwali.

News channels saw a lull in ads and this is expected scenario in a post Diwali timeframe. A drop in ad volume during this period does not come as a surprise for the TV industry. Overall news genre dropped by 20 per cent in November 2022 over October 2022.

Gaurav Srivastava, Head-Ad Sales, North & East, NDTV, pointed out that the major reason for the decline in ad volume is that some advertisers have cut down spends because there has been a hike in the prices of raw materials. “They have to cut down their ad monies to maintain the cost of the product. Therefore there is a decline,” he noted.

“Viewership data for the news genre has always been volatile. There was previously no data, and some channels have now opted out of BARC ratings.

The shift of advertisers from television to digital media will have an impact on other genres in the near future, in addition to news. He actually predicted a drop across most genres in January-February-March.

The other side is the overall advertising scenario comes down for a while post the festive season. There has been a decline in terms of ratings per channel. Some of the broadcasters like NDTV, Zee News and iTV Network have opted out of BARC this year.

However, the industry is hopeful that advertising will bounce back for the genre soon.