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**FORECAST FOR THE NEXT FIVE YEARS**

OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME OUT OF HOME



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COO, Platinum Outdoor

**O**utdoor advertising which was considered as a reminder medium has now grown in stature in India over the last two decades to be a main medium for launch, positioning and repositioning of products and services. This traditional outdoor advertising has turned into Out-of-Home advertising.

According to the 2009 edition of PricewaterhouseCoopers report, the estimated size of Out of home (OOH) advertising spend is Rs 15 billion in 2008, which is projected to become almost twice its current size in 2013- Rs 25 billion. Its share in the total ad pie is expected to be about 6.8 per cent in 2013.

New organized players such as Times OOH, Clear Channel Advertising, JC Decaux, Pioneer Advertising, etc are entering the Indian OOH market and are investing in better looking international format street furniture's. The municipal machinery also recognises this and is working towards policies which would make these a part of a cityscape.

- The outdoor ad industry has been talking the digital talk for some time, but it seems it's finally becoming a reality. It is at a very nascent stage, but it is an emerging marketing channel; many refer to digital OOH as "the fourth screen," with television, computers and mobile representing the other three. This digital revolution started with the retail boom in India, but now these digital mediums are not just restricted to malls, you could now see them in local trains, railway stations and even inside city buses.

- The Industry has been insisting on greater accountability for this media, after extensive research measurement has moved from a basic opportunity to see (OTS) to something more accountable. The much awaited Indian Outdoor Survey, better known as the IOS, has now been launched by Media Research User's Council (MRUC) and Hansa Research. The availability of such measurement tools would add on to the overall growth in this segment.

The bottom line is that OOH in India is seeing an increasing growth rate.



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