

**PITCH-Madison Media Advertising Outlook 2010 estimates de-growth in 2009 of 10%; forecasts 13% growth in 2010**

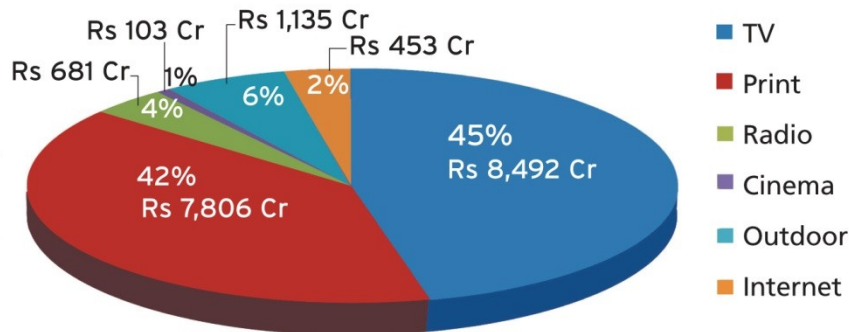
**Mumbai, February 15, 2010:**The PITCH-Madison Media Advertising Outlook 2010 is on stands now! After a tough year, 2009, the study shows a positive trend for the Indian advertising industry in 2010. The study predicts the advertising pie to be worth Rs 21,145 crore, a 13 per cent increase over 2009.

This is the 7th edition of the study, brought out by PITCH magazine (a part of the exchange4media Group) in collaboration with Madison Media.

According to the study, 2009 can best be described as an *annus horribilus*, Latin for a horrible year. Indian media and advertising industry clocked a total size of Rs 18,670 crore in 2009. Compared with 2008, where the industry size was pegged at Rs 20,717, this is a dramatic drop of full 10 percentage points.

**The FORGETTABLE Year**

The year 2009 was a watershed year for TV as it overthrew print as the leader, to emerge as the highest grosser.



Commenting on the poor performance by the Indian media advertising industry in 2009, Sam Balsara, Chairman, Madison World, said, “If I look back I cannot think of a year where the ad pie has shrunk the way it did in 2009. The fall is even more dramatic when we consider the fact that industry grew by an average rate of 15-18 per cent over the five year period – 2004 to 2008. None could have anticipated this sharp a fall.”

Some top lines from the report show that the print media was the worst hit in 2009. The medium lost a massive Rs 2,000 crore of ad revenue. Its share in the ad pie stands at Rs 7,806 crore. This means that print media in 2009 de-grew by a massive 21 per cent, when compared with 2008.

As for television and radio, the mediums just about managed to retain their share in the ad pie, with a marginal growth of 2 and 3 per cent respectively. The biggest gainer in the ad pie, however, is Internet, which grew in double digits.

Besides print, the other big losers have been outdoor and cinema.

Now, the ad industry is poised for a brighter 2010, says the Study. The study projects a 13% growth in 2010.

Anurag Batra, Chairman and Editor-in-Chief of exchange4media group shared the optimism of the PITCH Madison Advertising Outlook 2010, "We and the whole Indian Media Industry have adjusted its cost base in response to the impact of slowdown and this year's forecast of 13 percent should enable Indian Media Owners to reap the benefits and probably employ them back in reaping the strategic advantage of making adjustments last year."

Amit Agnihotri, Co-founder & Director exchange4media group & Editor, PITCH Magazine sums up the Study when he says, "Clearly the worst is over of the Indian ad industry. The important fallout of this shakeout was that media houses decided to put their houses in order. Smart operators were able to turn the crisis into opportunity. The study, which forecasts a 13 per cent growth in ad revenues in 2010, just elaborates this point."

Every year since its inception, the PITCH-Madison Media Advertising Outlook has been referred to by marketers, media owners, media buying and planning professionals for staying updated on industry trends and key developments in the various mediums. In its seventh edition, the report includes additional information such as top category spenders, biggest gainers by state and top publication gainers, amongst other insights.

### **About Madison World**

Madison World is 22 - year - old diversified communication group, with 20 units across 10 specialized functions in Advertising, Media, Outdoor, PR, Rural, Retail, Entertainment, BTL, Mobile, Events and Sports; employing over 800 communication professional across 9 cities in India, Sri Lanka and Thailand. The gross billing of Madison World is Rs. 25 billion.

### **About PITCH**

PITCH--a monthly magazine on advertising, marketing and media was launched in the first week of October, 2003 by the exchange4media group. Over the years, PITCH has earned for itself a reputation for quality reporting and in-depth analysis.

PITCH takes a close look at the evolving advertising, marketing, and media paradigm with a focus on providing insights and enabling the marketer to take effective decisions. The magazine's core audience is the marketer and it seeks to provide him with related developments in the media, advertising and marketing domain giving him the overview and written in a crispy, easy to read style. The magazine provides incisive, in-depth reports, surveys, analyses, expert views and columns and articles on a variety of subjects like campaigns, brand journeys, snippets on news, celebrity endorsements, research, features, interviews, book extracts and reviews.

**About exchange4media Group**

exchange4media Group was set up in 2000 with the aim of publishing niche, relevant and quality publications for the marketing, advertising and media professionals.

Today, exchange4media is a single stop information platform for the entire industry. Be it news, views, analytical information, in depth analysis of events or trend forecasting, exchange4media publications have credibility and loyal following.

The publication house is physically present in five locations: Delhi, Mumbai, Kolkata, Bangalore and Chennai. Presently there are five titles in its portfolio: namely PITCH, Impact, Franchise Plus, Realty Plus and exchange4media.com.