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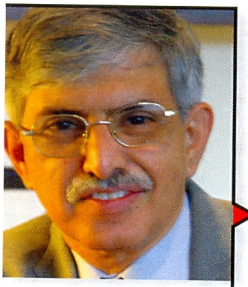
INDIA'S NO.2 BUSINESS DAILY. NOW NATIONAL.

FORECAST FOR THE NEXT FIVE YEARS

I believe...



SAM BALSARA
CMD, Madison World

In terms of the total market, from the current Rs. 21,000 crores (in 2008), I see it moving up to almost Rs. 40,000 crores in 2014, which means if we added Rs 10,000 crores in the last 5 years, we should add Rs. 20,000 crores in the next 5 years. Not bad, but not good enough for a developing nation with over a billion people and who are the centre of attention of the world today; and certainly not bad given the prevailing sentiment around the world today.

If Press and TV together accounted for 90 per cent in 2004 and 88 per cent in 2008, then in 2014 their collective share would see a decline of 80 per cent. But don't get fooled by this declining trend in share, because these two media will add in volume in the next five years, over Rs.13,000 crores. A figure that is almost double the absolute figure for all other media. The fastest percentage growth (over 500 per cent) I think will happen in Digital as it will begin to play its role in brand building and leave its obsession with lead generation, search and PPC.

You can count on our Press barons to reinvent the newspaper in terms of format and content to make us want to see it in the mornings (if not read it). I think the trend of giving the paper away for a song or virtually free will reverse, not because of anything else but because of commercial pressures. Regional language Press will gain a larger share of the advertising pie. In television too, consumers will have to pay a lot more for viewing a lot less then what they do now. Hopefully resulting in an easing of pressure on advertising rates which should help bolster return on media investment for the advertiser and consequently keep the total ad spends chugging upwards. Magazine titles will continue to multiply and so will radio stations.

ANNIVERSARY **SPECIAL**