Audit Bureau Of Circulations

Founder Member : International Federation of Audit Bureaux of Certification
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P R E S S   R E L E A S E

PRINT MEDIA IS GROWING -

2.37 CRORE COPIES ADDED IN THE LAST 10 YEARS

Audit Bureau of Circulations (ABC-India) was established in the year 1948. It is a not for profit organization and is in continuous operation since the last 69 years.

ABC is also the founder member of International Federation of Audit Bureaux of Certification (IFABC) since 1963.

Audit Bureau of Circulations (ABC) has been continuously certifying circulation figures of member publications every six months i.e. for the audit periods January-June and July-December since inception. The trend of certified circulation figures by ABC show that the print medium (member publications of ABC) is thriving, growing and expanding in India inspite of stiff competition from all other mediums namely, Television, Radio and Digital.

Publishers voluntarily enroll themselves as members of ABC to get their circulation figures audited. Audit Bureau of Circulations (ABC) certifies circulation figures after a stringent audit process through more than 90 empanelled Chartered Accountants, audit firms. ABC also has a provision for surprise press and market visits by empanelled firms of Chartered Accountants which further strengthens the audit process.

As on date, ABC certifies:-

- Daily & Weekly Newspapers	910
- Magazines & Annuals	57

	967
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Other members of ABC:-

- Media and Ad Agencies
- Print medium Advertisers
- Govt. Organisations & DAVP

ABC certified circulation figures are of immense value to advertisers, marketers and government departments (DAVP) whilst preparing their media plans since they are available across geographies for any town/district/state spread all over India.

<u>Few reasons why print publications are growing in circulation:-</u>

- **Impact of education** – Growth in literacy and education have created substantial headroom for growth of newspapers.

- **Advantage of India's Economic growth** - It is believed that the growth of newspapers in India is directly related to urbanization leading to higher aspirations, heightened interest in buying assets etc.

- **Reading newspaper a part of daily routine** combines well with ease of reading at your own time.

- **Easily accessible and available at home -** newspapers are home delivered in India, unlike in the West

- **Competitive pricing** – newspapers are the cheapest source of news.

- **Customized sections** and **pull outs** cater to various segments of readers together with localized content.

- **Power of the written word –** Newspapers have continued their strong traditions over the years to provide accurate and reliable news to their readers.

<u>As compared to the world print market, India is one of the brightest spots in the print media:-</u>

- India one of the few countries where print advertising revenue is growing
- India's paid-for daily circulation is growing whilst most other countries are declining
- No. of paid-for titles in India highest in the world & growing while no. of titles in other countries declining

More details of certified circulation figures of member publications are available on Bureau's website: www.auditbureau.org

PART 1 - INDIAN PERSPECTIVE

Print is growing at an incredible **4.87% increase in CAGR** over a 10 year period.

2.37crore copies added in the last 10 years accompanied by an increase of **251 publishing centres**.

1.1) HIGHLIGHTS OF PRINT MEDIA

(ABC Member Publications)

	2006	2016	Increase of	CAGR
Average copies per day	**3.91 cr**	**6.28 cr**	**2.37 cr.**	**4.87%**
No. of publishing centers	**659**	**910**	**251**	**3.28%**

1.2) GROWTH 2006 to 2016 - ZONE WISE

(ABC member publications)

		CAGR
▪	North Zone	7.83%
▪	South Zone	4.95%
▪	West Zone	2.81%
▪	East Zone	2.63%
	Overall	**4.87%**

In India, largely regional language newspapers have contributed to the growth.

1.3) MAXIMUM GROWTH BY LANGUAGE (2006 to 2016)

(as of ABC member publications)

	Language	CAGR
▪	Hindi	8.76%
▪	Telugu	8.28%
▪	Kannada	6.40%
▪	Tamil	5.51%
▪	Malayalam	4.11%
▪	English	2.87%
▪	Punjabi	1.53%
▪	Marathi	1.50%
▪	Bengali	1.49%

Newspapers are thinking along the lines of greater local news coverage in order to cater to every segment of consumers as well as readers.

1.4) TOP 10 PUBLICATIONS AS CERTIFIED BY ABC FOR THE AUDIT PERIOD JULY-DECEMBER 2016

Sr. No.	Title	Language	Average Qualifying Sales Jul - Dec 2016
1	Dainik Jagran	Hindi	3,921,267
2	Dainik Bhaskar	Hindi	3,813,271
3	The Times of India	English	3,184,727
4	Amar Ujala	Hindi	2,961,833
5	Hindustan	Hindi	2,611,261
6	Malayala Manorama	Malayalam	2,441,417
7	Eenadu	Telugu	1,866,661
8	Rajasthan Patrika	Hindi	1,840,917
9	Daily Thanthi	Tamil	1,710,621
10	Mathrubhumi	Malayalam	1,473,053

PART 2 - THE INDIAN MEDIA AND ENTERTAINMENT INDUSTRY

2.1) Overall industry size - projections

	Overall industry size (INR billion) (for calendar years)	2016	2017P	2018P	2019P	2020P	2021P	CAGR (2016-2021P)
	TV	588.3	651.0	750.9	876.8	1014.5	1165.6	14.7%
	Print	**303.3**	**325.0**	**350.4**	**378.5**	**405.6**	**431.1**	**7.3%**
	Films	142.3	155.0	166.0	178.2	191.6	206.6	7.7%
	Digital advertising	76.9	101.5	134.0	174.3	226.5	294.5	30.8%
	Animation and VFX	59.5	69.5	81.2	95.5	111.9	131.7	17.2%
	Gaming	30.8	37.2	44.2	52.2	60.7	71.0	18.2%
	OOH	26.1	29.0	32.5	36.4	40.8	45.7	11.8%
	Radio	22.7	26.4	30.7	35.9	41.5	47.8	16.1%
	Music	12.2	14.0	16.3	19.0	22.1	25.4	15.8%
	Total	**1262.1**	**1408.7**	**1606.2**	**1846.7**	**2115.2**	**2419.4**	**13.9%**
	Source: KPMG India's analysis and estimates 2016-2017							

2.2) Advertising Revenues - projections

	Overall industry size (INR billion) (for calendar years)	2016	2017P	2018P	2019P	2020P	2021P	CAGR (2016-2021P)
	TV	201.2	225.4	256.9	298.0	342.7	394.1	14.4%
	Print	**201.3**	**215.0**	**233.3**	**254.9**	**276.2**	**296.0**	**8.0%**
	Digital advertising	76.9	101.5	134.0	174.3	226.5	294.5	30.8%
	OOH	26.1	29.0	32.5	36.4	40.8	45.7	11.8%
	Radio	22.7	26.4	30.7	35.9	41.5	47.8	16.1%
	Total	**528.2**	**597.3**	**687.4**	**799.5**	**927.7**	**1078.1**	**15.3%**
	Source: KPMG India's analysis and estimates 2016-2017							

PART 3:- INTERNATIONAL PERSPECTIVE OF PRINT MEDIA:

In the developed economies, paid circulation for newspapers is on a decline. But this trend is opposite in India. In India, the growth in paid circulation is spectacular

3.1) Circulation Growth paid-for dailies (000s)

		2013	2014	2015
	Australia	2,281 (-10%)	2,008 (12%)	1,879 (-6%)
	France	6,537 (-4%)	6,324 (-3%)	6,163 (-3%)
	Germany	17,242 (-4%)	16,307 (-5%)	15,786 (-3%)
	India	**224,338 (**14%)	**264,290 (**18%)	**296,303 (**12%) ↑
	Japan	46,999 (-2%)	45,363 (-3%)	44,247 (-2%)
	UK	9,852 (-8%)	9,820 (0%)	8,626 (-12%)
	USA	40,712 (-6%)	40,420 (-1%)	39,527 (-2%)
	Source: WAN-IFRA WPT 2016 report			

3.2) No. of titles - paid for dailies

		2013	2014	2015
	Australia	47	47	47
	France	84	84	84
	Germany	345	349	343
	India	**5,767**	**6,730**	**7,871**
	Japan	104	104	104
	UK	93	96	104
	USA	1395	1355	1347
	Source: WAN-IFRA WPT 2016 report			

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Place: Mumbai