



## **Analyzing the Frequency and Types of Advertisements during Prime Time News (Context of Category and Endorsement of Ads)**

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### **Abstract**

The first official, paid television advertisement was broadcast in the United States on July 1, 1941, over New York station WNBT (subsequently WNBC) before a baseball game between the Brooklyn Dodgers and Philadelphia Phillies. TV advert is a span of television programming produced and paid for by an organization, which conveys a message, typically to market a product or service. Advertisers and marketers may refer to television commercials as TVCs.

Advertising revenue provides a significant portion of the funding for most privately owned television networks. Advertisements of this sort have promoted a wide variety of goods, services and ideas from comparatively early in the history of television.

The proposed study is based on qualitative research method with content analysis. While collecting data researcher used “Jio TV” that is jio network digital television through that researcher downloaded the all of the video content for analyzing content by making codebook.

In this study researcher has done the content analysis of prime time advertisement in news channels and find out the different-different advertisements that had come under prime time slot of two news channels that is News Nation and Aaj Tak which was selected by researcher by using convenient sampling method during 15 days or 3 weeks . In this study researcher also selected a full prime time slot (8:30 P.M. to 11:30 P.M. according to Nelsien report) out of all one hour which had been recorded high viewership by TAM. i.e. 8:30 P.M. to 9:30 P.M. because of time shortage. The exploratory research design has been used by the researcher for the study.

In this whole study research found so many variables and elements according to objectives. In all 1279 ads had been broadcasted in one hour of prime time slot in 15 days of news

channels. In overall the frequency of Some TRAI guidelines were followed or some not followed by the both the channels.

**Keywords:** News Nation, Aaj Tak, Prim Time, Category, Endorsement, FMCG, Automobiles.

## Research Objectives

- To study the type of advertisement in term of Category.
- To study the type of advertisement in term of Endorsement.

## Research Methodology

The proposed study was based on qualitative cum quantitative research method under which exploratory research design used and multiple methods will be used to collect and to find out objectives and problems. Data was collected with the help of secondary data i.e. video content. Researcher will take one method i.e. content analysis. For content analysis the prime time shows of two different channels (News Nation & Aaj Tak) had taken of two months i.e. December 2021 to January 2022, whereas the researcher will take total 15 days i.e. 3 weeks in total of two months programme. In 15 days recording research will analyze total 30 hours prime time slot that is in between 8:30 P.M. to 9:30 P.M.

The commercials of the prime time will be analyzed using *convenient sampling method*. Where researcher only analysis prime time commercial slot ads only no sponsored advertisement have been analyzed by researcher in this study.

## Data Analysis and Interpretation

Researcher has been presented only that Codebook of ads which has been consisted only those ads that was shown in full screen of television in prime time commercial slot of during 3 weeks recorded content of both channels NN and Aaj Tak. Avoid those ads in this study that was came under sponsored ads Category and it was judge on the basis of full or half screen ads with their time (in Seconds).

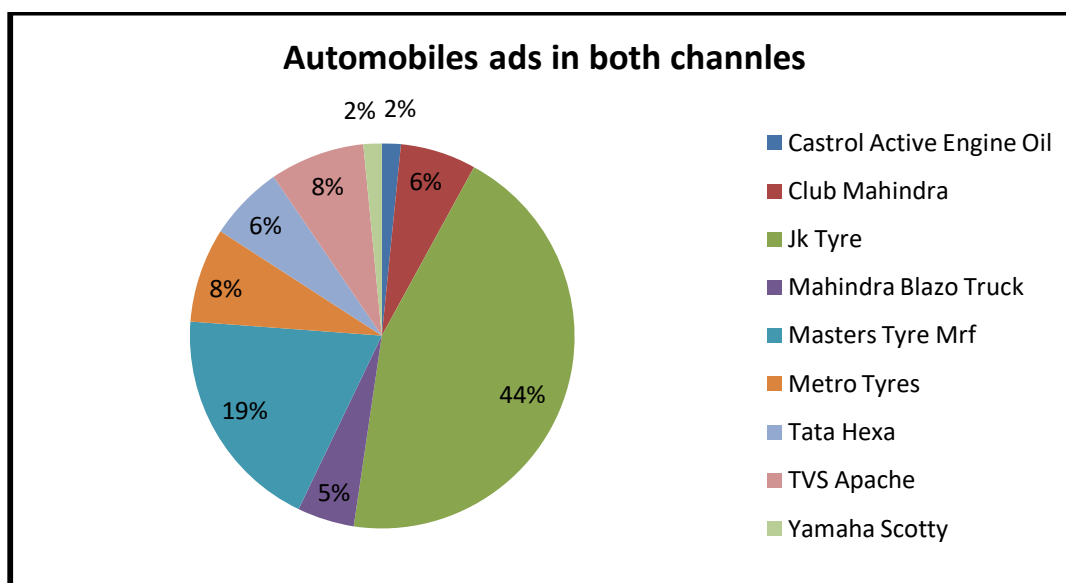
### 1. Categorized Ads

To study the type of advertisement in term of Category. Researcher has been found Automobiles, Cosmetic; FMCG (Fast Moving Consumer Good), Food and beverages, Gadget, Health and Hygiene, home décor, Lifestyle and service Categories advertisements codebook of prime time commercial slot during 3 weeks recorded content has been presented in the study of NN, Aaj tak and Combine of Both channels.

**Table 1.1: list of automobiles ads in prime time of AajTak and News Nation**

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Jk Tyre	28	44
2.	Masters Tyre Mrf	12	19
3.	Metro Tyres	5	8
4.	TVS Apache	5	8
5.	Club Mahindra	4	6
6.	Tata Hexa	4	6
7.	Mahindra Blazo Truck	3	5
8.	Castrol Active Engine Oil	1	2
9.	Yamaha Scotty	1	2
Total		63	100

**Interpretation:** Above table in Automobiles advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 9 ads replicated with 63 frequencies. Researcher found maximum 28 times (44%) “JK Tyre” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (2%) “Castrol Active Engine oil” and “Yamaha Scotty” each of these advertisements have been broadcasted in prime time slot of both channels.



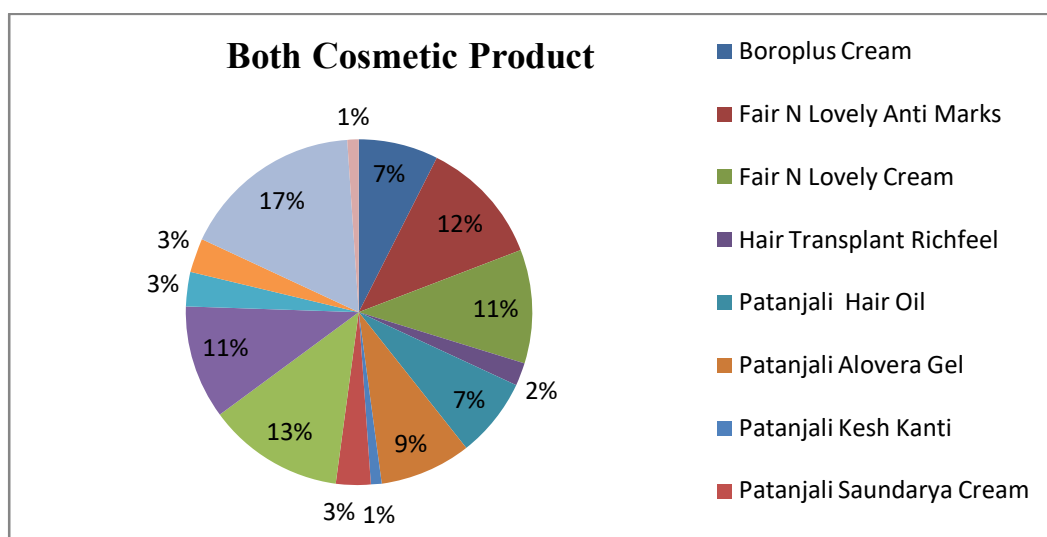
**Graph 1.1**

**Table 1.2 list of cosmetic ad in prime time of Aaj Tak And News Nation**

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Vaseline Petroleum Jelly	16	17
2.	Ponds Body Lotion	12	13
3.	Fair N Lovely Anti Marks	11	12
4.	Fair N Lovely Cream	10	11
5.	Ponds White Beauty	10	11
6.	Patanjali Alovera Gel	8	9

7.	Boroplus Cream	7	7
8.	Patanjali Hair Oil	7	7
9.	Patanjali Saundarya Cream	3	3
10.	Sunsilk Shampoo Thick & Long	3	3
11.	Vaseline Lotion	3	3
12.	Hair Transplant Richfeel	2	2
13.	Patanjali Kesh Kanti	1	1.5
14.	Vasocare Petroleum Jelly	1	1
Total		94	100

**Interpretation:** Above table in Cosmetic product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 14 ads replicated with 94 frequencies. Researcher found maximum 16 times (17%) “Vaseline Petroleum Jelly” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (1.5%) “Patanjali Kesh Kanti” and “Vasocare Petroleum Jelly” each of these cosmetic product advertisements have been broadcasted in prime time slot of both channel.



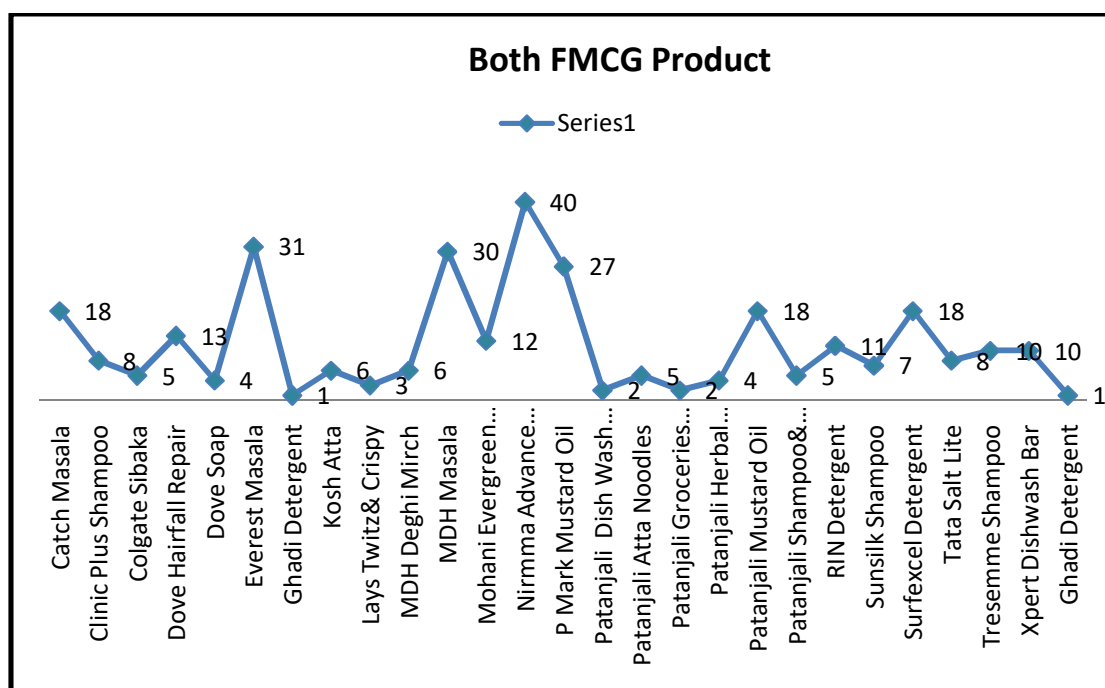
Graph 1.2

Table 1.3: lists of FMCG ads in prime time of Aaj Tak and News Nation

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Active Wheel Detergent	2	0.5
2.	Catch Masala	18	6
3.	Clinic Plus Shampoo	8	3
4.	Colgate Sibaka	5	2
5.	Dove Hairfall Repair	13	4
6.	Dove Soap	4	1
7.	Everest Masala	31	10
8.	Ghadi Detergent	1	0.5
9.	Kosh Atta	6	2
10.	Lays Twitz& Crispy	3	1

11.	MDH Deghi Mirch	6	2
12.	MDH Masala	30	10
13.	Mohani Evergreen Tea	12	4
14.	Nirmma Advance Detergent	40	13
15.	P Mark Mustard Oil	27	9
16.	Patanjali Dish Wash Bar	2	0.5
17.	Patanjali Atta Noodles	5	2
18.	Patanjali Groceries Product	2	0.5
19.	Patanjali Herbal Washing Powder	4	1
20.	Patanjali Mustard Oil	18	6
21.	Patanjali Shampoo& Oil	5	2
22.	RIN Detergent	11	4
23.	Sunsilk Shampoo	7	2
24.	Surfexcel Detergent	18	6
25.	Tata Salt Lite	8	3
26.	Tresemme Shampoo	10	3
27.	Xpert Dishwash Bar	10	3
<b>Total</b>		<b>306</b>	<b>100</b>

**Interpretation:** Above table in Fast Moving Consumer Goods (FMCG) Product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 27 ads replicated with 306 frequencies. Researcher found maximum 40 times (13%) “Nirma Advance Detergent” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (0.5%) “Ghaddi Detergent” advertisement has been broadcasted in prime time slot of both channels.

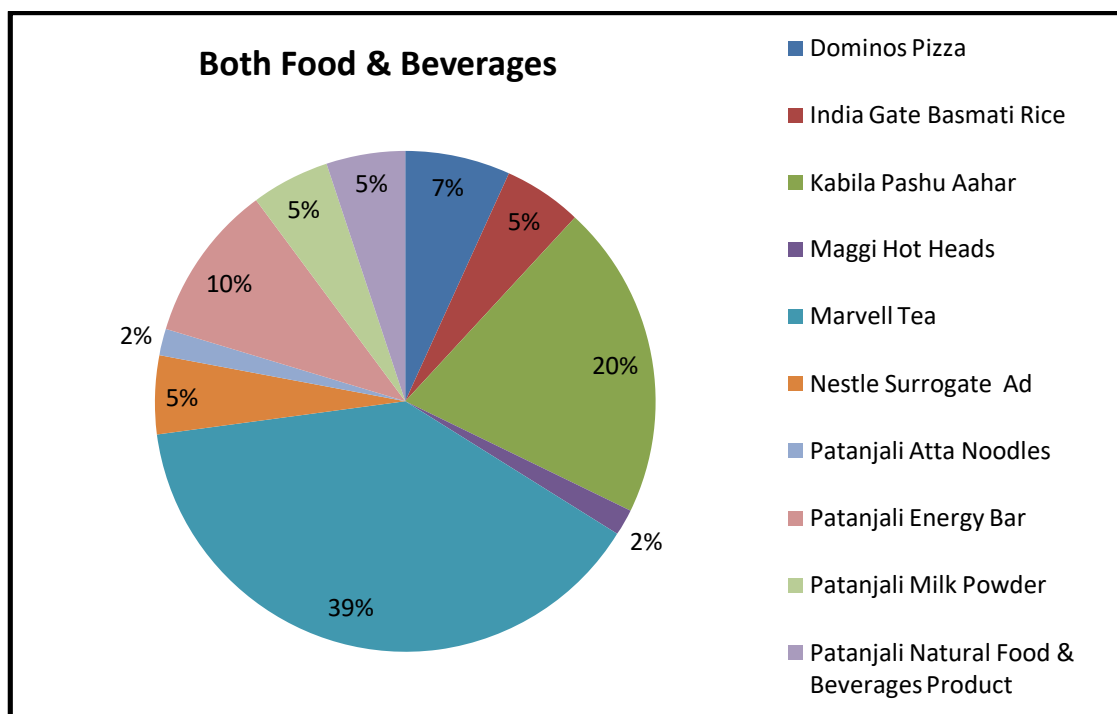


Graph 1.3

**Table 1.4 lists of food & beverages ads in prime time of Aaj Tak and News Nation**

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Dominos Pizza	4	7
2.	India Gate Basmati Rice	3	5
3.	Kabila Pashu Aahar	12	20
4.	Maggi Hot Heads	1	2
5.	Marvell Tea	<b>23</b>	<b>39</b>
6.	Nestle Surrogate Ad	3	5
7.	Patanjali Atta Noodles	1	2
8.	Patanjali Energy Bar	6	10
9.	Patanjali Milk Powder	3	5
10.	Patanjali Natural Food & Beverages Product	3	5
<b>Total</b>		<b>59</b>	<b>100</b>

**Interpretation:** Above table shows in Food & Beverages Product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 10 ads replicated with 59 frequencies. Researcher found maximum 23 times (39%) “Marvell Tea” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (2%) “Maggi Hot Heabs” and “Patanjali Atta Noodles” advertisement has been broadcasted during prime time including both channels Food and Beverages product ads.

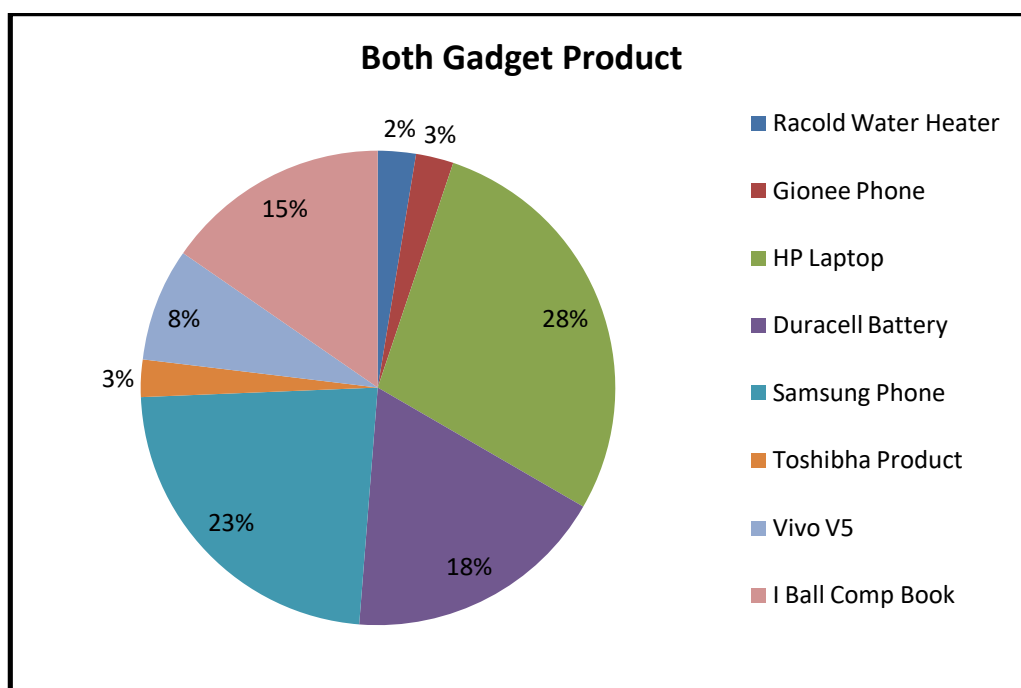


**Graph 5.58**

**Table 1.5 List of Gadget Ads in Prime Time of Aaj Tak AND News Nation**

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Duracell Battery	7	18
2.	Gionee Phone	1	3
3.	HP Laptop	<b>11</b>	<b>28</b>
4.	I Ball Compaq Book	6	15
5.	Racold Water Heater	1	3
6.	Samsung Phone	9	23
7.	Toshibha Product	1	3
8.	Vivo V5	3	8
<b>Total</b>		<b>39</b>	<b>100</b>

**Interpretation:** Above table list of Gadget Product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 8 ads replicated with 39 frequencies. Researcher found maximum 11 times (28%) “HP Laptop” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (3%) “Racold Water Heater”, “Gionee Phone” and “Toshibha Product” each of these advertisements has been broadcasted during prime time including both channels Gadget product ads.



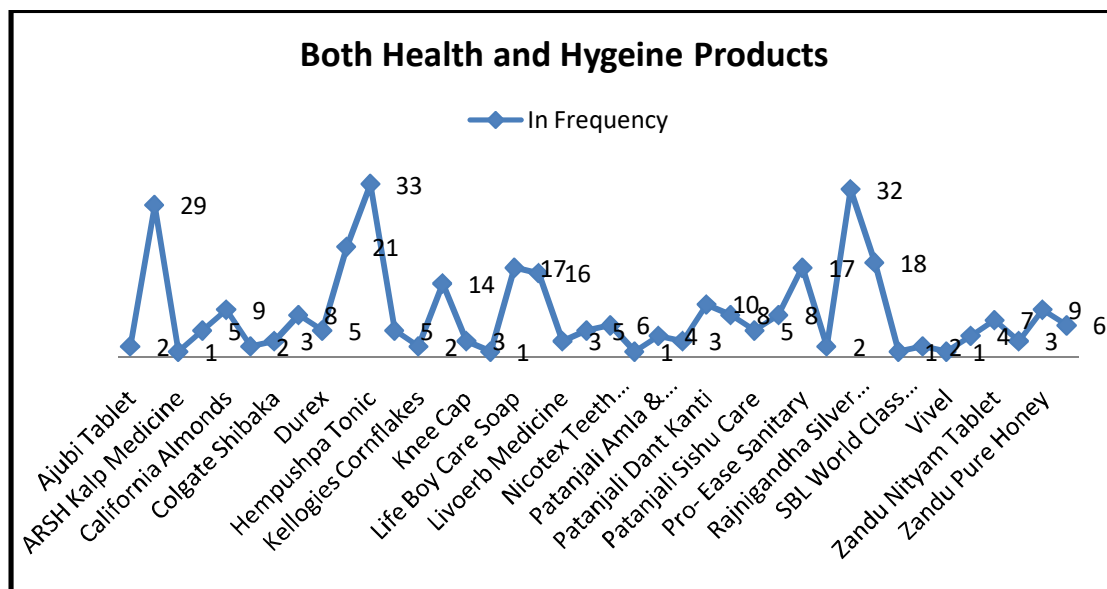
**Graph 1.4**

**Table 1.5: list of health & hygiene ads in prime time of Aaj Tak and News Nation**

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Ajubi Tablet	2	0.5
2.	Apis Honey	29	9
3.	ARSH Kalp Medicine	1	0.5
4.	Baba Elachi	5	2
5.	California Almonds	9	3
6.	Castropin Tablet & Churan	2	0.5
7.	Colgate Shibaka	3	1
8.	Dr. Ortho Oil	8	2
9.	Durex	5	2
10.	Hamdard Joshina Tonic	21	6
11.	Hempushpa Tonic	<b>33</b>	<b>10</b>
12.	Jolly Tulsi51	5	2
13.	Kellogies Cornflakes	2	0.5
14.	Kent Purifier	14	4
15.	Knee Cap	3	1
16.	Kuf Rakshak	1	0.5
17.	Life Boy Care Soap	17	5
18.	Lifeboy Silver Soap	16	5
19.	Livoerb Medicine	3	1
20.	Net Meds Medicine	5	2
21.	Nicotex Teeth Whitening	6	2
22.	Patanjali Alovera Juice	1	0.5
23.	Patanjali Amla & Alovera Juice	4	1
24.	Patanjali Bath Soap	3	1
25.	Patanjali Dant Kanti	10	3
26.	Patanjali Honey	8	2
27.	Patanjali Sishu Care	5	2
28.	Pet Saffa Churan	8	2
29.	Pro- Ease Sanitary	17	5
30.	Protein X	2	0.5
31.	Rajnigandha Silver Pearls	32	10
32.	Rajvadhya Silajit Rasyanvati	18	5
33.	SBL World Class Herbal	1	0.5
34.	Skore Condom	2	0.5
35.	Vivel	1	0.5
36.	Zandu Kesari Jiwan	4	1
37.	Zandu Nityam Tablet	7	2
38.	Zandu Pancharis Tonic	3	1
39.	Zandu Pure Honey	9	3
40.	Zandu Vigorex	6	2
<b>Total</b>		<b>331</b>	<b>100</b>



**Interpretation:** Above table list of Health and Hygiene Product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 40 ads replicated with 331 frequencies. Researcher found maximum 33 times (10%) “Hempushpa Tonic” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (0.5%) “Arsh Kalp Medicine”, “Kuf Rakshak”, “SBL World Class Herbal” and “Patanjali Alovera Juice” each of these advertisements have been broadcasted during prime time including both channels Health and Hygiene product ads.

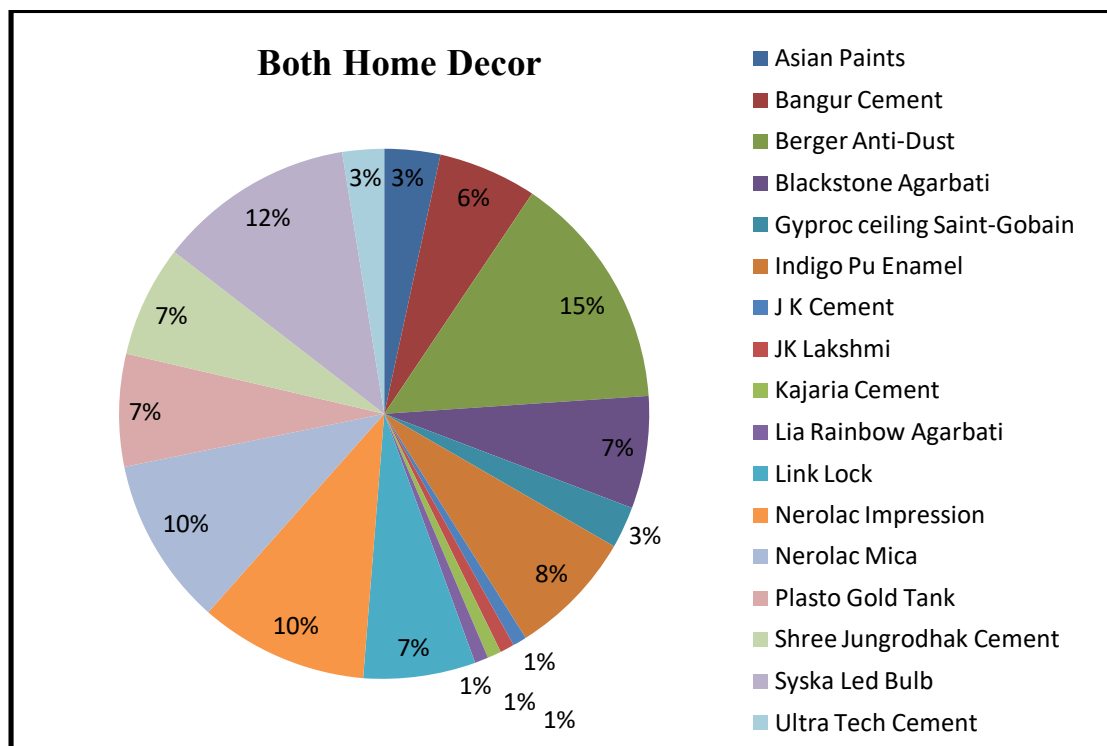


Graph 1.5

Table 1.6: list of home décor ads in prime time of Aaj Tak and News Nation

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Berger Anti-Dust	17	15
2.	Syska Led Bulb	14	12
3.	Nerolac Impression	12	10
4.	Nerolac Mica	12	10
5.	Indigo Pu Enamel	9	8
6.	Blackstone Agarbati	8	7
7.	Link Lock	8	7
8.	Plasto Gold Tank	8	7
9.	Shree Jungrodhak Cement	8	7
10.	Bangur Cement	7	6
11.	Asian Paints	4	3
12.	Gyproc ceiling Saint-Gobain	3	3
13.	Ultra Tech Cement	3	3
14.	J K Cement	1	1
15.	JK Lakshmi	1	1
16.	Kajaria Cement	1	1
17.	Lia Rainbow Agarbati	1	1
<b>Total</b>		<b>117</b>	<b>100</b>

**Interpretation:** Above list of Home décor Product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 17 ads replicated with 117 frequencies. Researcher found maximum 17 times (15%) “Berger Anti Dust Paint” advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (1%) “J K Cement”, “J K Lakshmi”, “Kajaria Cement” and “Lia Rainbow Agarbati” each of these advertisements have been broadcasted during prime time including both channels Home Décor products ad



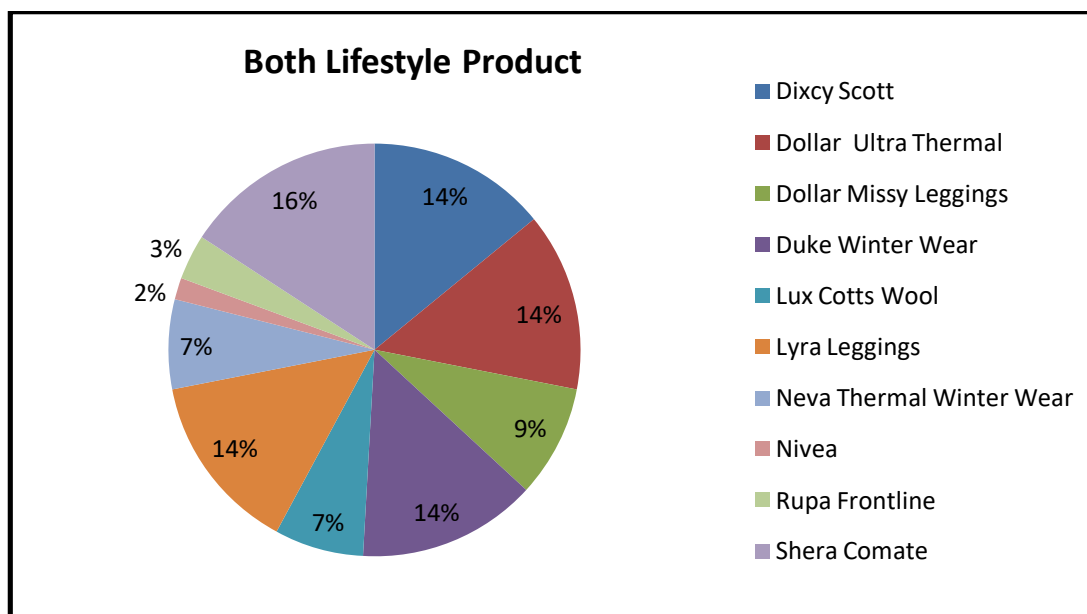
Graph 1.6

Table 1.7: list of lifestyle ads in prime time of Aaj Tak and News Nation

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Dixcy Scott	8	14
2.	Dollar Ultra Thermal	8	14
3.	Dollar Missy Leggings	5	9
4.	Duke Winter Wear	8	14
5.	Lux Cotts Wool	4	7
6.	Lyra Leggings	8	14
7.	Neva	1	2
8.	Neva Thermal Winter Wear	4	7
9.	Rupa Frontline	2	3
10.	Shera Comate	9	16
<b>Total</b>		<b>57</b>	<b>100</b>

**Interpretation:** Above list of lifestyle Product advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 10 ads replicated with 57

frequencies. Researcher found **maximum 9 times (60%)** “Shera Comate” advertisement has been broadcasted in prime time commercial slot of both channels and **minimum 1 time (2%)** “Neva” advertisement has been broadcasted during prime time including both channels Lifestyle product ads.



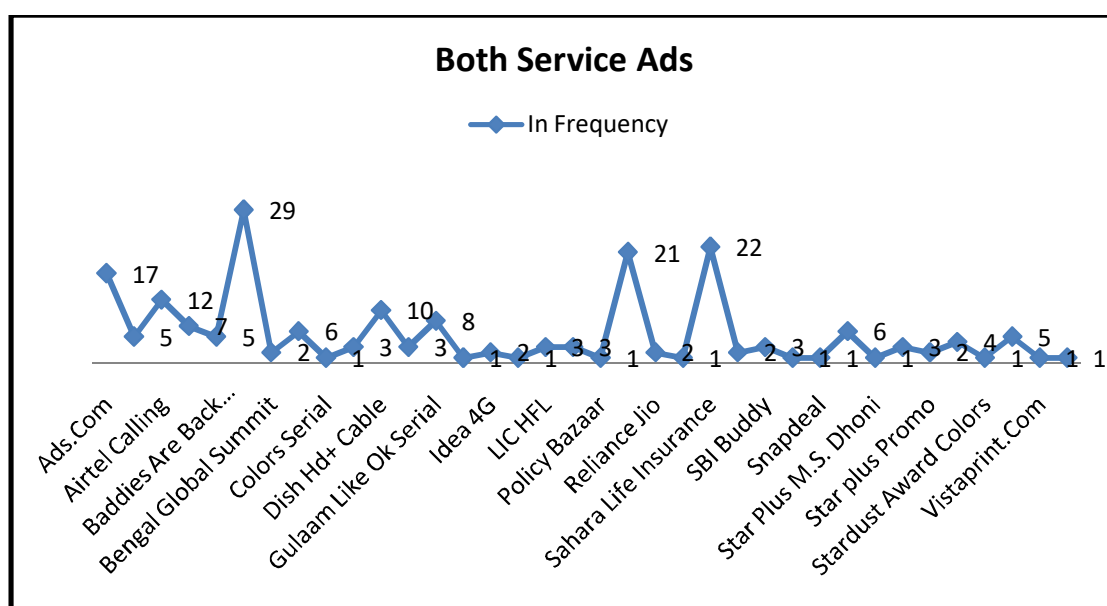
Graph 1.7

Table 1.8: list of service ads in prime time of Aaj Tak and News Nation

S. No.	Ad Name	Frequency	Percentage (In Approx.)
1.	Ads.Com	17	9
2.	Air Asia Flight	5	3
3.	Airtel Calling	12	6
4.	Baddey Chalo	7	4
5.	Baddies Are Back Khel Star Sport	5	3
6.	Baharat Matrimony	<b>29</b>	<b>15</b>
7.	Bengal Global Summit	2	1
8.	Coffee With D	6	3
9.	Colors Serial	1	1
10.	Dangal Movie	3	2
11.	Dish Hd+ Cable	10	5
12.	Elite Matrimony	3	2
13.	Gulaam Like Ok Serial	8	4
14.	Hosiyaar Serial	1	1
15.	Idea 4G	2	1
16.	Khel Power Ka Movie Z cinema	1	1
17.	LIC HFL	3	2
18.	Muthooth Finance	3	2
19.	Policy Bazaar	1	1
20.	Rajasthan Tourism	21	11

21.	Reliance Jio	2	1
22.	RR Cable	1	1
23.	Sahara Life Insurance	22	11
24.	SBI Bank	2	1
25.	SBI Buddy	3	2
26.	SBI Pay	1	1
27.	Snapdeal	1	1
28.	Star Plus Dil Hai Hindustani	6	3
29.	Star Plus M.S. Dhoni	1	1
30.	Star Plus Meri Durga	3	2
31.	Star plus Promo	2	1
32.	Star Screen Award	4	2
33.	Stardust Award Colors	1	1
34.	UTI Mutual Funds	5	3
35.	Vistaprint.Com	1	1
36.	Vodafone Super Plans	1	1
<b>Total</b>		<b>196</b>	<b>100</b>

**Interpretation:** Above table list of Service advertisements in prime time commercial slot of Aaj Tak and News Nation both channels have been total 36 ads replicated with 196 frequencies. Researcher found **maximum 29 times (15%) “Bharat Matrimoni”** advertisement has been broadcasted in prime time commercial slot of both channels and minimum 1 time (1%) “Vodafone Super Plans”, “Vistaprint.Com”, “Stardust Awards Colors” and “Star Plus M.S. Dhoni”, “Snapdeal”, “SBI Pay”,” RR Cable”, “Policy Bazaar”, ” Khel Power Ka Movie Z cinema”,” Hosiyaar Serial” and “Colors Serial” each of these advertisements have been broadcasted during prime time including both channels Service category ads.

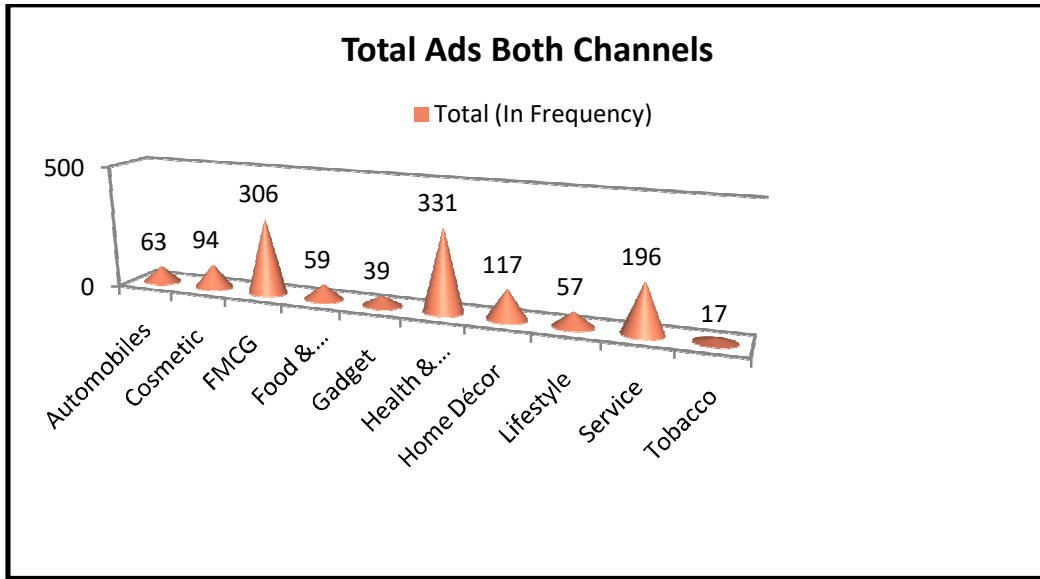


Graph 1.8

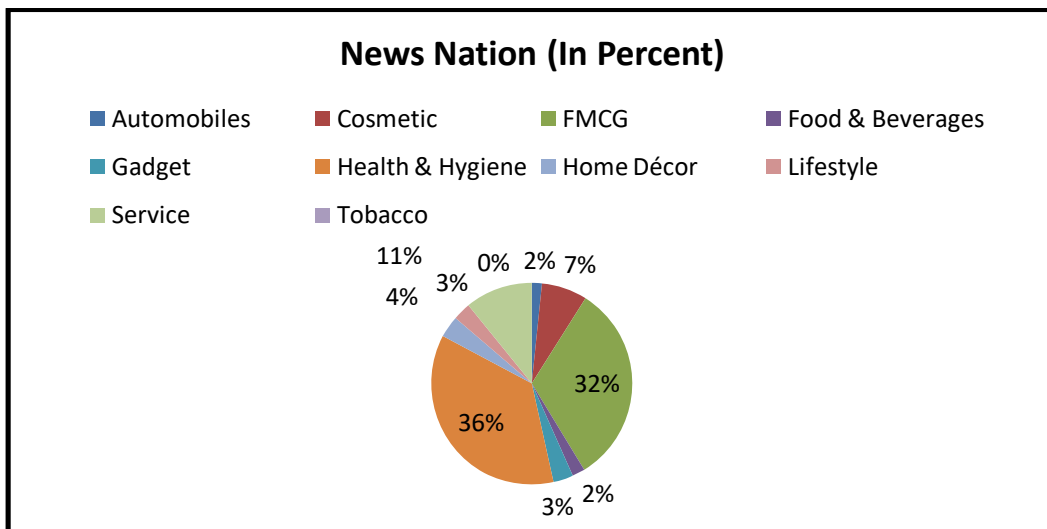
**Table 1.9: Correlation List of Both Channels Category In Prime Time Slot**

Category	News Nation (In Frequency)	News Nation (In Percent)	Aaj Tak (In Frequency)	Aaj Tak (In Percent)	Total (In Frequency)	Total (In Percentage)
Automobiles	10	2%	53	8%	63	5%
Cosmetic	46	7%	48	7%	94	7%
FMCG	203	32%	103	16%	306	24%
Food & Beverages	13	2%	46	7%	59	5%
Gadget	20	3%	19	3%	39	3%
Health & Hygiene	228	36%	103	16%	331	26%
Home Décor	22	4%	95	14%	117	9%
Lifestyle	18	3%	39	6%	57	5%
Service	68	11%	128	20%	196	15%
Tobacco	0	0%	17	3%	17	1%
<b>Total</b>	<b>628</b>	<b>100%</b>	<b>651</b>	<b>100%</b>	<b>1279</b>	<b>100%</b>

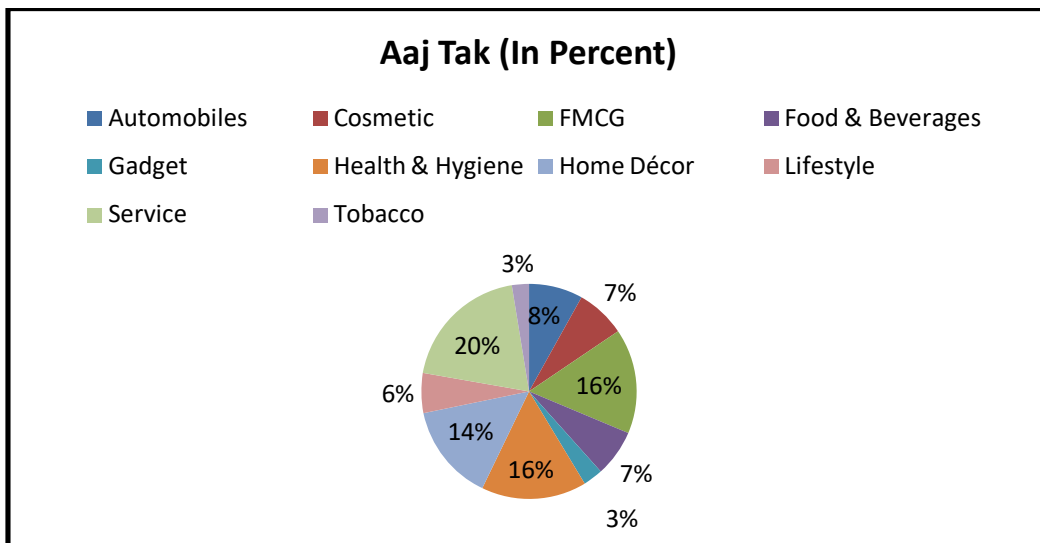
**Interpretation:** Above table shows the overall advertisements frequencies of products category in News nation, Aaj Tak and Both Channels Combine in Prime time slot Advertisements During 3Weeks recorded content. Research found overall 628 ads in “News Nation”, 651 ads in “Aaj Tak” and 1279 ads in “News Nation and Aaj Tak both” has been broadcasted during recorded content. Out of all researcher found data like, automobiles product advertisements have been broadcasted 8% in “Aaj Tak”, 5% in “Both” and 2% in “News nation” Channels. Cosmetic Product advertisements have been Broadcasted 7% in each of them “News Nation”, “Aaj Tak” and “Both”. Fast Moving Consumer Good (FMCG) product advertisements has been broadcasted 32% in “News Nation”, 24% in “Both and” 16% in “Aaj Tak”. Food and Beverages product advertisements has been broadcasted 7% in “Aaj Tak”, 5% in “Both” and 2% in “News Nation” Gadget product advertisements has been broadcasted 3% in each of them “News Nation”, “Aaj Tak” and “Both”. Health and Hygiene product advertisements have been broadcasted 36% in “News Nation”, 26% in “Both” and 16% in “Aaj tak”. Home Décor product advertisements have been Broadcasted 14% in “Aaj tak”, 9% in “Both” and 4% in “News Nation”. Lifestyle product advertisements have been broadcasted 6% in “Aaj tak”, 5% in “Both” and 3% in “News Nation”. Service advertisements have been broadcasted 20% in “Aaj Tak”, 15% in “Both” and 11% in “News Nation”. **Tobacco product advertisement has been broadcasted 3% in “Aaj Tak” only.**



Graph 1.9.1



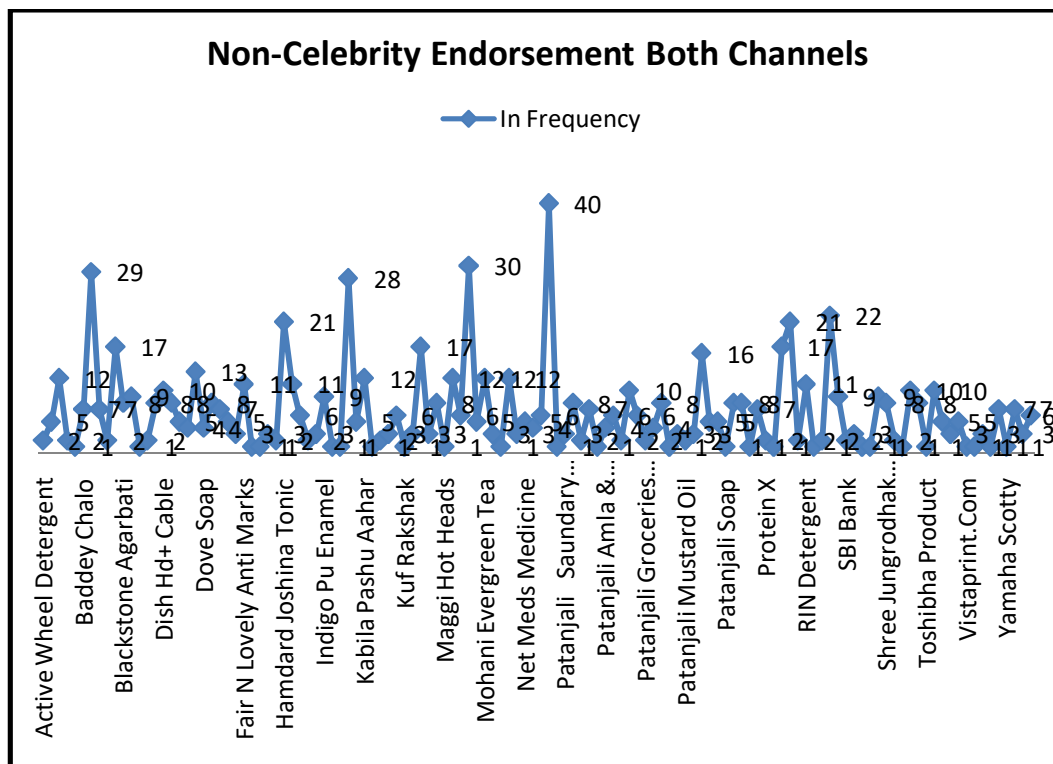
Graph 1.9.2



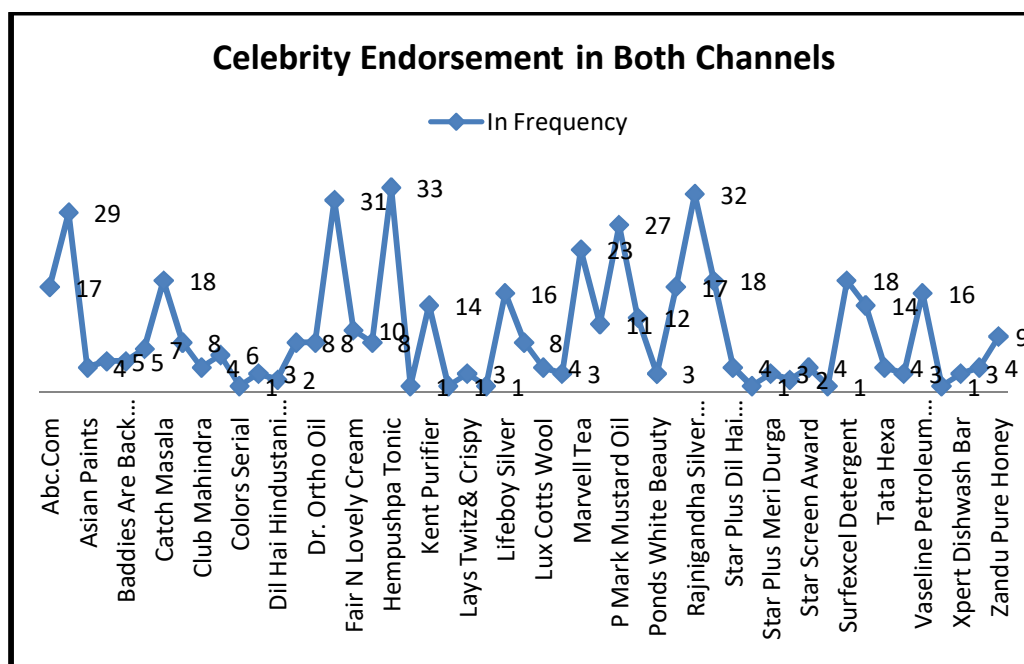
Graph 1.9.3

## 2. Endorsement Ads

To study the type of advertisement in term of Endorsement. Researcher has been presented only that Codebook of endorsement ads which has been recorded in prime time commercial slot of during 3 weeks recorded content of both channels NN and Aaj Tak and took Combine codebook as well to analyze the whole recorded data with cross check of other codebooks for the reliability of the content.



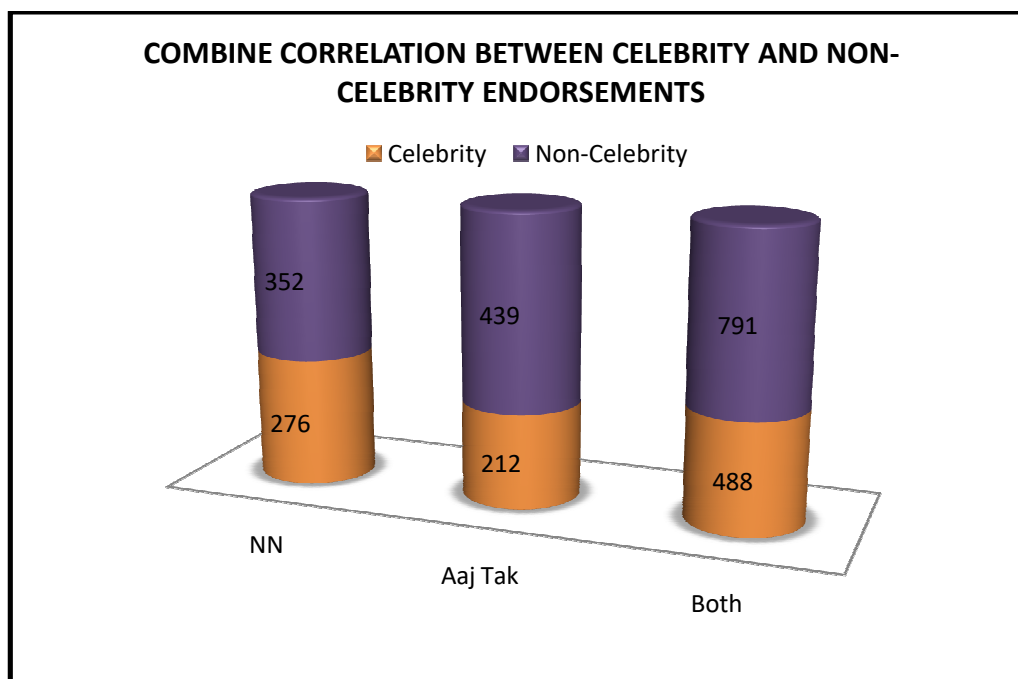
Graph 2.1



Graph 2.2

**Table 2.3: List of Combine Correlation Between Celebrity and Non-Celebrity Endorsements of Product/ Service Both Channels**

Endorsement	News nation (In Frequency)	News Nation (In Percent)	Aaj Tak (In Frequency)	Aaj Tak (In percent)	Total (In Frequency)	Total (In percent)
Celebrity	276	44%	212	33%	488	38%
Non-Celebrity	352	56%	439	67%	791	62%
Total	628	100%	651	100%	1279	100%



**Graph 2.3**

## Findings and Conclusion

According to objective research found some category of the advertisements according to product and services of the brand. The recorded categories were Automobiles, Cosmetic, FMCG, Food& beverages, Gadget, Health & hygiene, Home décor, Lifestyle, Service and Tobacco in prime time slot of both News Nation and Aaj Tak channels. In **News Nation Highest** frequency of **Health and Hygiene** Category has been recorded **228** times and in **Aaj Tak highest** frequency of **Health and hygiene and FMCG** both has **103** Frequencies and in overall **both channels combine** has been **Health and Hygiene** Category has been recorded **331** frequencies i.e. is highest. In earlier study researcher found that FMCG Category has been recorded highest frequencies but in my research we can see Health and Hygiene has covered big part of the advertisements now a day's which shows the viewers are concerned for their health firstly then they think about other things , now FMCG is on second most important category. The government of India run campaign related to Cleanliness "Swaach Baharat" but it is all about for stay health but in our health and hygiene category mainly products are related to medical.



According to objective research found most of the product and services has not been endorsed by Celebrity person. The frequency of endorsement of **non celebrity** has been **352, 439 and 791** respectively in **News Nation, Aaj Tak and Both Channels combine** and the frequency of endorsement by **celebrity** has been **276, 212 and 488** respectively in **News Nation, Aaj Tak and both channels** respectively. Hence, **most of the advertisements have not been broadcasted ads with celebrity endorsement and it is not the reason of any product market increment and decrement it all depends on product and brand.**

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