



## Analyzing the Frequency and Types of Advertisements during Prime Time News

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### Abstract

Television advertising has been a significant source of revenue for television networks since the first paid ad aired in the United States on July 1, 1941. Advertisements, or TVCs (television commercials), are produced and paid for by organizations to market products or services to a wide audience. As of 2021, television ads remain a dominant form of communication, with brief ad spots promoting a variety of products, services, and ideas across multiple channels.

This study focuses on the content analysis of prime time advertisements aired on two major Indian news channels: News Nation and AajTak. The research examines the frequency, type, and content of ads aired during the prime time slot from 8:30 P.M. to 9:30 P.M. over a period of three weeks. The analysis aims to explore various categories of advertisements based on brand, product, and service types, with a particular focus on compliance with the TRAI guidelines and the presence of celebrity endorsements.

The research follows a qualitative and quantitative methodology, using content analysis as the primary research technique. Data was gathered from Jio TV, a digital platform, where the researcher downloaded the relevant video content for analysis. The study employs convenient sampling to select advertisements aired in the prime time window (8:30 P.M. to 9:30 P.M.) on the chosen news channels.

**Keywords:** News Nation, AajTak, Prime Time, Product and Services, Brand.

### Research Objectives

1. To analyze the type of advertisements in terms of brand.
2. To categorize advertisements based on the products and services being promoted.

## Research Methodology

This study employs a mixed-methods approach, combining both qualitative and quantitative techniques. An exploratory research design is utilized, with data collected through content analysis. The analysis focuses on advertisements aired during the prime time slots (8:30 P.M. to 9:30 P.M.) on News Nation and AajTak over a three-week period from January 2023 to February 2023.

Data was gathered from video content available on Jio TV. The researcher used a codebook to analyze ads that appeared on the full screen during prime time slots, excluding sponsored content. Advertisements were categorized based on brand, product type, and the presence of celebrity endorsements.

## Data Analysis and Interpretation

The study provides a detailed content analysis of advertisements broadcast during the prime time slots on both News Nation and AajTak. Below is a summary of the findings from the analysis of brand-based and product/service-based advertisements.

### Brand-based Advertisements

The analysis categorizes advertisements according to the brand, with a focus on those that appeared frequently during prime time. The following tables summarize the key findings regarding major brands such as HUL (Hindustan Unilever), Patanjali, and Star.

**Table 5.1: List of Hul Brand Category Broadcasted in Prime Time Slot in Both Aaj Tak and News Nation Channel**

S. No.	Ad Name	Category	Frequency	Percentage
1.	Active Wheel Detergent	FMCG	2	1
2.	Clinic Plus Shampoo	FMCG	8	4
3.	Dove Hairfall Repair	FMCG	13	7
4.	Dove Soap	FMCG	4	2
5.	Fair N Lovely Anti Marks	Cosmetic	11	6
6.	Fair N Lovely Cream	Cosmetic	10	5
7.	Kent Purifier	Health/ hygiene	14	7
8.	Lifeboy Care Soap	Health/ hygiene	17	9
9.	Lifeboy Silver Soap	Health/ hygiene	16	8
10.	Lux Cotts Wool	Lifestyle	4	2
11.	Ponds Body Lotion	Cosmetic	12	6
12.	Ponds White Beauty	Cosmetic	10	5
13.	RIN Detergent	FMCG	11	6
14.	Shampoo Tresemme	FMCG	10	5
15.	Sunsilk Shampoo Thick & Long	Cosmetic	10	5
16.	Surfexel Detergent	FMCG	<b>18</b>	<b>10</b>
17.	Vaseline Lotion	Cosmetic	3	2
18.	Vaseline Petroleum Jelly	Cosmetic	16	8
Total			189	100

**Interpretation:** Above the table shows total 18 ads with repetition of 189 frequencies of HUL brand product broadcasted in prime time slot in both NN and Aaj tak channel during 3 weeks of Content. The maximum 18 times (10%) “Surfexel Detergent” ad has been broadcasted in prime time slot and Minimum 2 times (1%) “Active "wheel” ad has been broadcasted in prime time slot.

**Table 5.2: List of Patanjali Brand Category Broadcasted in Prime Time Slot in Both A.T. and NN**

S.No.	Ad Name	Category	Frequency	Percentage
1.	Patanjali Alovera Juice	Health/ Hygiene	1	1
2.	Patanjali Kesh Kanti	Cosmetic	1	1
3.	Patanjali Dish Wash Bar	FMCG	2	2
4.	Patanjali Groceries Category	FMCG	2	2
5.	Patanjali Mustard Oil	FMCG	2	2
6.	Patanjali Saundry Cream	Cosmetic	3	3
7.	Patanjali Bath Soap	Health/ Hygiene	3	3
8.	Patanjali Milk Powder	Food & beverages	3	3
9.	Patanjali Natural Food & Beverages Category	Food & Beverages	3	3
10.	Patanjali Amla & Alovera Juice	Health/ hygiene	4	4
11.	Patanjali Herbal Washing Powder	FMCG	4	4
12.	Patanjali Shampoo & Oil	Cosmetic	5	5
13.	Patanjali Sishu Care	Health/ hygiene	5	5
14.	Patanjali Atta Noodles	FMCG	6	6
15.	Patanjali Energy Bar	Food & beverages	<b>6</b>	<b>6</b>
16.	Patanjali Hair Oil	Cosmetic	7	7
17.	Patanjali Alovera Gel	Cosmetic	8	8
18.	Patanjali Honey	Health/ hygiene	8	8
19.	Patanjali Dant Kanti	Health/ hygiene	10	10
20.	Patanjali Sarso Tail	FMCG	<b>16</b>	<b>17</b>
Total			99	100

**Interpretation:** Above the table shows total 25 ads with repetition of 99 frequencies of Patanjali brand product broadcasted in prime time slot in NN and Aaj tak channel during 3 weeks of Content. The maximum 16 times (17%) “Patanjali Sarsoo Tail” ad has been broadcasted in prime time slot and Minimum 1 time (1%) “Patanjali Kesh Kanti” and “Patanjali Alovera Juice” each of these ads has been broadcasted in prime time slot in both channels.

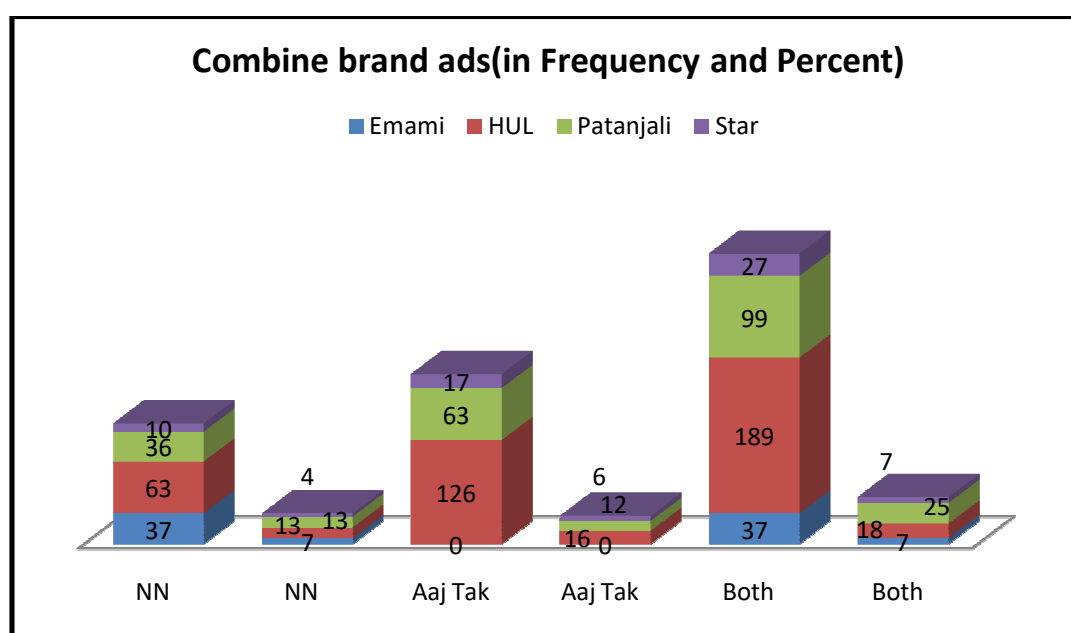
**Table 5.3: List of Star Brand Category Broadcasted in Prime Time Slot in NN and Aaj Tak**

S.No.	Ad Name	Category	Frequency	Percentage
1.	Star Plus M.S. Dhoni	Concept & Content serial	1	4
2.	Star plus Promo	Concept & Content serial	2	7
3.	Star Plus Meri Durga	Concept & Content serial	3	11
4.	Star Screen Award	Concept & Content serial	4	15
5.	Baddies Are Back Star Sport	Concept & Content serial	5	19
6.	Coffee With D	Concept & Content	6	22
7.	Star Plus Dil Hai Hindustani	Concept & Content serial	6	22
Total			27	100

**Interpretation:** Above Table shows that total 7 ads with repetition of 27 times has been broadcasted prime time slot in NN and Aaj Tak of star Service. The maximum 6 times (22%) “Star plus Dil Hai Hindustani” and “Coffee with D” has been broadcasted in prime time slot and 1 times (4%) “Star plus M.S. Dhoni” ad has been broadcasted in prime time slot.

**Table 5.4: Combine Table of Brand Advertisement**

Brand	NN (In freq.)	NN (ADS)	NN (In Per.)	Aaj Tak (in Freq.)	Aaj Tak(ads)	Aaj Tak (In per.)	Both (in freq.)	Both (ads)	Both (In perc.)
Emami	37	7	25%	0	0	0%	37	7	10%
HUL	63	13	43%	126	16	61%	189	18	54%
Patanjali	36	13	25%	63	12	31%	99	25	28%
Star	10	4	7%	17	6	8%	27	7	8%



## Products and Services

To study the type of advertisement in term of product and Service. Researcher has been attained two channel codebook NN and Aaj Tak products or services that ads which have been covered more than 3 brands product and services of the same type of product advertisements symbolized in prime time commercial slot of during 3 week recorded content.

**Table 5.1 List of “Shampoo” Product Broadcasting Prime Time Advertisement in NN And Aaj Tak**

S.No.	Ad Name	Frequency	Percentage	Brand	Product
	Clinic Plus Shampoo	8	24	HUL	Celebrity
	Dove Hairfall Repair	13	41	HUL	Non Celebrity
	Patanjali Shampoo& Oil	5	8	Patanjali	Non Celebrity
	Shampoo Tresemme	6	10	HUL	Non Celebrity
	Sunsilk Shampoo	10	17	HUL	Non Celebrity
Total		42	100		

**Interpretation:** Above table shows 5 ads with repetition 42 times Shampoo product has been broadcasted in prime time slot in Aaj tak. The maximum 13 times (41%) “Dove hair fall” ad has been broadcasted in prime time and minimum 5 times (8%) “Patanjali Shampoo” ad has been broadcasted in prime time slotad has been broadcasted prime time slot in NN and Aaj Tak combines Channel ads.

**Table 5.2 List of “Serial” Service Broadcasting Prime Time Advertisement in NN and Aaj Tak**

S.No.	Ad Name	Frequency	Brand	Product
1.	Baddies Are Back Khel Star Sport	5	Star	Concept & content
2.	Colors Serial	1	Colors	Concept & content
3.	Dil Hai Hindustani Serial	6	Star	Concept & content
4.	Gulaam Like Ok Serial	8	Life ok	Concept & content
5.	Star Plus Meri Durga	3	Star	Content & Casting
6.	Star Screen Award	4	Star	Content & casting
7.	Stardust Award Colors	1	Colors	Content & casting
8.	Airtel Calling	4	Airtel	Service
9.	Idea 4G	2	Idea	Service
10.	Reliance Jio	2	Reliance	Service
11.	Coffee with D	6	Star	Concept& Content
Total		43		

**Interpretation:** Above table shows 11 ads with repetition 43 times Serial Service or product ads has been broadcasted in prime time slot. The maximum 8times “Gulaam” ad has been broadcasted in prime time and minimum 1 time “Colors Serial” and “Stardust Awards” each of these ads has been broadcasted in prime time slot.

**Table 5.3: List of “Cream” Product Broadcasting Prime Time Advertisement in NN and Aaj Tak**

S.No.	Ad Name	Frequency	Percentage	Brand	Product
1.	Boroplus Cream	7	13	Emami	Celebrity
2.	Fair N Lovely Anti Marks	21	38	HUL	Non Celebrity
3.	Patanjali Saunday Cream	3	5	Patanjali	Non Celebrity
4.	Ponds Body Lotion	12	21	HUL	Celebrity
5.	Ponds White Beauty	10	18	HUL	Non Celebrity
6.	Vaseline Lotion	3	5	HUL	Celebrity
<b>Total</b>		56	100		

**Interpretation:** Above table shows 6 ads with repetition 56 times Cream product or Service ads has been broadcasted in prime time slot. The maximum 21 times (38%) “Fair N Lovely” ad has been broadcasted in prime time and minimum 3 times (5%) “Patanjali Saundaya” and “Vaseline Lotion” each of these ads has been broadcasted in prime time slot.

**Table 5.4: List of “Washing Powder” Product Broadcasting Prime Time Advertisement in NN And A.T.**

S.No.	Ad Name	Frequency	Percentage	Brand	Product
1.	Active Wheel	2	3	HUL	Non Celebrity
2.	Ghadi Detergent	1	1	Ghadi	Non Celebrity
3.	Nirmma Advance Detergent	40	53	Nirma	Non Celebrity
4.	Patanjali Herbal Washing Powder	4	5	Patanjali	Non Celebrity
5.	RIN Detergent	11	14	HUL	Non Celebrity
6.	Surfexel Detergent	18	24	HUL	Celebrity
<b>Total</b>		76	100		

**Interpretation:** Above table shows 6 ads with repetition 76 times washing powder product ads has been broadcasted in prime time slot. The maximum 40 times (53%) “Nirma advance detergent” ad has been broadcasted in prime time and minimum 1 times (1%) “Ghaddi “ad has been broadcasted in prime time slot.

**Table 5.5: list of “Soap” Product Broadcasting Prime Time Advertisement in NN And Aaj Tak**

S.No.	Ad Name	Frequency	Percentage	Brand	Product
1.	Dove Soap	4	10	HUL	Non Celebrity
2.	Life Boy Care Soap	17	44	HUL	Non Celebrity
3.	Lifeboy Silver Soap	16	41	HUL	Celebrity
4.	Patanjali Soap	1	2.5	Patanjali	Non Celebrity
5.	Vivel	1	2.5	ITC	Non Celebrity
<b>Total</b>		39	100		

**Interpretation:** Above table shows 5 ads with repetition 39 times Soap product ads has been broadcasted in prime time slot. The maximum 17 times (44%) “Life boy Care” ad has been broadcasted in prime time and minimum 1 time (2.5%) “Patanjali Soap” and “Vivel” each of these ads has been broadcasted in prime time slot.

**Table 5.6: Combine Product broadcasted in both Channels**

S. No.	Product	NN	AAJ Tak	Both
1.	Cream	26	30	56
2.	Honey	31	-	31
3.	Masala	<b>85</b>	-	<b>85</b>
4.	Medicine	40	-	40
5.	Shampoo	18	24	42
6.	Soap	17	22	39
7.	Tonic	56	-	56
8.	Washing Powder	30	46	76
9.	Service	17	26	43
10.	Cement	-	8	8
11.	Paint	-	<b>37</b>	37
Total		320	117	437

## Findings and Conclusion

- Emami brand broadcasted total 7 advertisements with repetition of 37 times products in Prime Time slot in NN.
- HUL (Hindustan Unilever) brand broadcasted total 13 ads with repetition of **63 times** product in NN and total 16 ads with repetition of **126 frequencies** of product in Aaj tak.
- Patanjali brand broadcasted total 13 ads with repetition of 36 times product in NN and total 12 ads with repetition of 63 frequencies of product in Aaj Tak.
- Star brand broadcasted total 4 ads with repetition of 10 times Service in NN and total 6 ads with repetition of 17 frequencies of product in Aaj Tak.
- HUL brand broadcasted **total 18 ads with repetition of 189 frequencies** of product in prime time slot in both NN and Aaj tak channel during 3 weeks of Content.
- Patanjali brand broadcasted total 25 ads with repetition of 99 frequencies of product in prime time slot in NN and Aaj tak channel during 3 weeks of Content.
- Star brand broadcasted total 7 ads with repetition of 27 times of service ad in prime time slot in NN and Aaj Tak.
- Total 85 times masala product ad has been broadcasted in prime time.
- Total 6 ads with repetition 56 times Cream product or Service ads have been broadcasted in prime time slot in both Channels.
- Total 5 ads with repetition 42 times Shampoo product has been broadcasted in prime time slot in NN and Aaj tak.
- Total 6 ads with repetition 76 times washing powder product ads has been broadcasted in prime time slot.

- Total 5 ads with repetition 39 times Soap product ads has been broadcasted in prime time slot.

## Conclusion

According to Objective researcher found that in there has been mainly **four popular Emami, HUL, Patanjali and Star brand** recorded that was frequently broadcasted with their different- different product and services. And rest of the brands had least frequency of products broadcasted. So in this objective we found the most popular brands that was recalled or reminded their viewers again and again about their product or brand existence in the market and reserved big pie of the ads in 15 days analysis of an hour prime time slot of both News Nation and Aaj Tak. In **both channels HUL (Hindustan Unilever) brand Advertisements** of the product and goods has been recorded **189 (54%) highest frequency as well as in separate channels** Codebook in prime time slot during 3 weeks.

According to objective researcher found that in there has been mainly ten popular products and services were Cream, Honey, Masala, Medicine, Shampoo, Soap, Tonic, washing powder, Serials, paint, Plan Service and cement recorded that was frequently broadcasted with their different- different brands and rest of the product has been lowest frequency of brand broadcasted. so in this objective we found the most popular product and services that wasevoke their viewers again and again about their product and its brand existence in the market and reserved a big piece of Apple in the advertisements industry in 15 days analysis of an hour prime time sot of both channels separately and compile. In **News Nation masala product** ad has been broadcasted **4 Brands with 85 times** i.e. highest frequency and in **Aaj Tak Washing powder 5 Brand has been broadcasted with 46 times** i.e. highest and in overall both channels maximize frequency 85 times of masala product has been recorded. So it concludes that the most popular product in prime time advertisement has been “Masala (Species)”.

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