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Chapter 4 – Evolution of Advertising and Library

4.1 Evolution of Advertising and Library

4.1.1 Introduction

Advertising itself in the form of carvings on stones and signboards took place in the pre-printing era. Oral traditions have no recorded history. As evident at some places, signboards have survived. According to Jethwayne & Jain (2006)\textsuperscript{1} the signboards were used to identify the places, traders, and artisans, and to inform people about the location of certain goods and services. The symbol of a goat signified a dairy, a mule working in a mill signified a bakery and a cobbler would hang a shoe outside his shop to signify the shoe shop. The Greek used criers to announce the sale of slaves.

Jethwayne & Jain (2006)\textsuperscript{2} say that “Unlike in the West, the history of Indian advertising is not documented systematically. However, in last few years, the Advertising Agencies’ Association of India (AAAI) and some advertising websites have tried to put together a sequence that can be loosely termed as the evolution of advertising in India.” Doctor and Alikhan (1999)\textsuperscript{3} have put very good effort in writing Indian Advertising History. “Indian advertising begins with voices. It begins with the hawkers in the market and streets, calling out their wares as they have done from the days of Raj, of the Mughals, of the sultans of Delhi, of the Mauryans, of the Guptas right back to when cities and marketing began. These street calls were supplemented by sound effect in case of Pinjaras, the cotton carders who turned and filled up cotton in mattresses, announced their coming with loud twangs on the triangular strung tools of their trade.” As on today the scrap merchants (Pastiwalas) and vegetables hawkers use the voice to inform the customer. The pastiwalas
are buyers of old discarded items like newspapers, magazines, and scrap materials. The vegetables hawkers are the sellers of vegetables to the customers. Both of them use street calls to do the business. Shop front signage could be taken as ads for what is sold inside. The mark put by craftsmen and guilds on products to guarantee their quality would have been the first trademarks. Handbills were first painted then printed for distribution separately from the product.

4.1.2 Agency

Advertising progressed from street side sellers to four color press advertisements, satellite and terrestrial TV commercials, computerized production, printed outdoor sites, websites on the Internet and mobile advertising.

Looking at the pre-print era, information is largely speculation with no documented evidence available, but real advertising history began with first printed newspapers, such as Hickey’s Bengal Gazette in eighteenth century Calcutta. These papers were full of classified advertising – simple message typeset by newspapers and classified into different categories for the reader’s ease of references and usually printed across the full front page. This has increased demand for a bold type, ornate fonts, decorative devices, and finally simple line drawing. In the next stage, newspapers have set their studios that trained the first generation of visualisers and illustrators.

There were two types of advertisements at that time. First one was for big stores like Spencer’s, Army & Navy and Whiteaway & Laidlaw, mainly catered to the British memsahibs in the cities to outfitting the young Civil Services officers off to an obscure mofussil posting. These stores supplied everything, and the catalogues they produced to demonstrate
are early examples of marketing promotions. They also released advertisements in newspapers in the form of lists of latest merchandise arrival from UK. These gave information with little importance to brand names or detailed product specific selling.

Second type of advertising category was patent medicines. Branding in pharmaceutical has come from the secret formula of a drug. Patent will protect investor interest by not allowing any other producer to produce that drug for certain period allowing investor to recover the money invested in the development of the drug. Food makers like K. C. Das and Bhim Nag from Kolkata had followed the same branding for their sweets but these products had no durability like drugs so that was the limitations to sweet sellers.5

Advertising of certain products and services were happening in the printed newspapers. They were no advertising agencies until 1905. B. Dattaram was the first Indian advertising agency to set up its shop in 1905 but the real growth of the advertising agency can be traced back to the middle of the last century.

Ghosal (2002)6 had explained to advertising trainees of Contract Advertising that how advertising agency growth took place in India. This is because the advertising agency system itself originated and developed as a factor in the economics of newspaper and magazine publishing.

In the beginning, only advertising agents existed. Their job was to inform the advertisers about the space rates and circulations of various publications. Advertising agents worked for newspapers as a mediator for selling the space to advertisers on behalf of the newspapers and collecting money from advertisers and passing it on to newspapers. In
those days this mechanical work fetched the agent a commission of 25%.

The next stage of development was transformation of the advertising agencies from brokers to independent space buyers. In the process the agencies were getting a commission plus rate difference between the rate at which the space was purchased from newspapers and rate at which they sold the space to advertisers, so at every stage the agency was making money. But with the establishment of advertising departments in the publications, they emerged as space sellers, so the competition was between space seller and space broker. Obviously, the advantage had gone to the space sellers who were more persistent in their efforts as a result they contributed more advertising revenue to individual publication compared to space brokers. Advertising agency discontinued as space brokers but continued to give support to publications to get the commission by strengthening relations with advertisers.

Meanwhile the advertising agents moved one-step ahead and started preparing copy, layout, started planning, producing and placing advertisements. Publishers welcomed these initiatives because they were relieved from the responsibility of providing of these services to advertisers for which they were not well equipped. This system was going well because agents were guiding the advertisers on quality, space utilization, and to produce effective advertising in the newspapers and newspapers were getting their business. Now to survive in the advertising business the agent had to motivate advertisers to advertise more and more in the newspapers. Advertisers enjoyed free service made available from agencies. Some agencies realized that agency had skills to see their products from the customers’ points of view so this was another advantage to advertisers.
These activities gave birth to modern advertising agency. Even today the functions of the advertising agency are fundamentally the same as the ones of the earliest advertising agency – the planning, preparing and placing of advertising on behalf of advertisers. The modern advertising agencies become more complex and specialized because of complex marketing and selling problems, the planning, producing, and placing advertisements requires more and more specialized techniques, skills and experience. Along with bright ideas and handsome designs, agencies are also required to be more innovative and imaginative minds, true knowledge and understanding of the problems and objectives that advertisers want to address.

Good advertising is disciplined in the sense that providing truthful information about the product or services offered to customers and this truthful information motivated consumers to buy the product and service.

4.1.3 Planning the Advertising

Advertising planning of a product begins in the advertiser’s office. On discussion with client, agency would come to know about the characteristics, the strength and weaknesses of the product. Based on advertiser’s management and sales policies the broad objectives of the campaign may be defined. Agency will learn more from advertiser’s about the volume of production, the channel of distribution, areas where competition is strongest, consumer preferences and prejudices that exist for the type of product offered. In the initial stage, advertising agency will guide advertisers on how to spend money on advertising. Research is an important element of the planning process. Agency uses its own secondary resources available in library before conducting a primary research.
4.1.4 Research

Research is undertaken by agency to confirm or reject the information provided by advertisers on product and the problem attached to selling.\textsuperscript{10} At this stage research can be simple as a store check of distribution or a limited survey of consumer preferences, or it may be elaborated as a detailed field survey. This covers competitive advertising, both from the points of view of weightage as well as consumer studies.

After research, the account representative has sufficient knowledge about the problems, peculiarities of the market to be able to set up detailed and well-defined objectives for the advertising campaign. Once it has been decided that the product satisfies a need, price is competitive, packaging is attractive at the point of purchase, it is time for discussion on copy, layout and selection of media for advertising. In organized agencies, the discussion takes place between account representative, copywriter, visualiser and media planner. Based on basic thinking and discussion the creation of the advertising and media placing will start. Copywriter will start writing of the text and media people will prepare the media plan. In another words, copywriter and media planner will create the road path for vehicles of communication to be utilized for transmitting the advertiser’s message to his audience through various media – press, films, radio, point of purchase, hoarding, Internet etc.

It is the responsibility of the copywriter and visualiser to prepare the copy with visuals under the general approval of the account representative. It is the responsibility and function to arrange the elements of an advertisement, the headline, copy, illustration, package and finally advertisement should able to attract the attention of the readers and convey the silent ideas about the product or service.
Advertiser sees various copy and visuals and approves for the final campaign.

Media manager will prepare the plan based on discussion with account executive. Media manager will give relative advantages offered by the various vehicles of communication by considering their strengths and weaknesses. Various media have been discussed in Post-printing era, Broadcasting era and New media era.

Effective media selection and evaluation requires updating of knowledge of circulations, readership, listenership, TRP, and coverage and this is possible through continuous study and long years of experience. The media department of an agency must able to interpret the factual information about the media as per the media cards. They must be able to compare and assess conflicting, and competitive circulation claims of individual units in the field and they should recommend the suitable media to the requirements of each product. The media manager and account representative have to approve the media plan submit to the advertisers for the final recommendations. This is followed by sanction of the client on media expenditure prior to the commencement on every single item like print media, television, radio, cinema, outdoor media, and new media. The media department will issue the contract as per the plan to various media.

4.1.5 Major milestone in advertising

1905  B. Dattaram & Co, India’s oldest advertising agency in Girguan Mumbai
1907  Dattaram releases India’s first press advertisement for West End Watch Co. Mumbai
1912  ITC (Imperial Tobacco Co. Ltd.) launched Gold Flake
1920  The first banner advertisement goes up on trams
1928  BOMAS Ltd. formerly D.J. Keymer & Co. set up
1929  J Thompson Walter Ltd. set up
1931  National Advertising Service Pvt. Ltd and Publicity Services as the first full service agency
1934  Venkatrao Sista opens Sista Advertising and Public Services as the first full service agency
1935  Indian Publicity Bureau established in India
1936  Krishna Publicity opens its doors in Kanpur Studio. Ratan Batra starts operations in Mumbai.
Indian Broadcasting Company charges its name as All India Radio (AIR)
1939  Lever’s advertising division launches Dalda Vanaspati, of cooking fat. It becomes the first big examples of a brand and a marketing campaign specifically developed for India.
1941  Lux signs Leela Chitnis, the first Indian actress to endorse the brand. Hindustan Thompson, J Walter Thompson, positions brown beverage Horlicks as a drink for balanced nourishment, to make it more relevant to the Indian market.
1943  Advertising & Sales Promotion Co. starts operation in Calcutta (Kolkatta)
1946  Everest Advertising opens its doors in Mumbai
1947  Grant Advertising sets up shop in Mumbai
1950  Radio Cylone and Radio Goa becomes media option
1951  Vicks VepoRub is positioned as the a rub for colds, emerging the balm market
1954  The Advertising Club, Bombay is born
1956 Clarion Advertising Services starts operations Aiyars Advertising &
Marketing sets up shop in Mumbai
1957 Vivdh Bharati launched
1960 Marketing Advertising Association Sets p in Mumbai
1961 Bal Mundkur quits BOMAS and sets up Ulka Advertising
1962 Indian television’s first soap opera – Teesra Rasta enthralls viewers
1963 Nargis Wadia sets up Interpub Mumbai. Stronach becomes the
part of Norvikson. BOMAS becomes SH Benson; Wills filter tipped
cigarettes launched and positioned as “made for each other” brand
created by JWT. HLL toys with idea of passing brand to agencies other
than Lintas.
1965 Kersey Katrak sets up Mass Communication and Marketing
1966 Government opens up broadcast broadcast media to advertisers
1967 First commercial heard on Vivdh Bharati
1968 Nari Hira sets up Creative Unit
1969 Sylvester da Cunha quits Stronach to run ASP and subsequently
sets up de Cunha Associates
1970 Frank Simoes opens Frank Simoes Associates; National
Readership Survey is out, offering advertising professionals data on
consumer’s reading habits
1971 Benson’s Advertising is renamed Ogilvy, Benson & Mather
1973 RK Swamy sets up own agency
1974 Rediffusion Advertising starts operations. MCM shuts shop
1975 Ravi Gupta sets up Trikaya Advertising. CD Ramchandran sets up
Imageads Advertising
1978 National Readership Survey provides data on reading habits and
media reach. First television commercial goes on air
1979 Ogilvy, Benson & Mather becomes Ogivy & Mather
1980 Mudra Communications opens its doors, backed by Reliance
Industries, one of India’s leading business houses. Vazir Sultan launches
Charms king-size cigarettes.
1982 With Asiad 82, television turns colour, Bombay Dyeing becomes first colour advertising on TV
1983 The India-West Indies cricket series becomes the first major sports event to get sponsorship
1984 India’s first soap opera, Hum Log was on Air
1986 Karsanbhai Patels’s Nirma detergent cakes, positioned on a price-quality platform, give their multinational competitors a run for their money. Buniyaad, the first folk-history television serial, makes waves
1989 Advertising & Marketing magazine is published from Delhi
1990 Many advertising agencies see potential in a new medium, the internet, Bennett Coleman & Co, The Economic Times introduces a weekly on advertising and marketing called Brand Equity
1991 Cable and Satellite channel Zee TV begins telecasts Satellite Television Asia Region (STAR) enters India
1992 The Bold and The Beautiful and Santana Barbara, aired on STAR become hits mainly with English speaking audience
1993 Mudra Institute of Communications Ahmedabad, a school for advertising, starts operations
1996 Indian advertising bags three awards at the 43rd Advertising Festival at Cannes. Chennai-based Sun TV is the first regional television channel to go live 24 hours a day, seven days a week
1999 Agencyfaqs.com, a portal for the advertising industry starts operations
2000 Lintas merger with Lowe Group worldwide and changes its name to Lowe Lintas and partners. Kaun Banega Crorepati is a big hit with television audiences. French advertising group, Publicis, buys Maadhyam Advertising
2001 Trikaya Grey becomes Grey Worldwide
2002 Lowe Lintas & Partner is renamed Lowe Worldwide
2003 Media operating units of the WPP Group come under one entity, Group M
2004 Colvyn Harris is named head of JWT in India after much speculation over who would lead one of India’s largest agencies after MK Khanna retired

2005 Education new hero in advertising, Internet advertising

2006 Mobile Advertising

2007 Blog Advertising

4.2 Associations in Advertising

Advertising agencies activities and services came into existence from 1905 onwards. Next stage is of growth and development of that industry. When the growth took place, industry needs support from other bodies and associations to protect their interest. To release one advertisement industry needs support from other media. The end users always come at the end. The activity starts with advertisers so Indian Society Advertisers (ISA) was formed to protect the interest of the advertisers. Advertising agencies have formed Advertising Agency Association of India (AAAI), Advertising Council of India (ASCI), and Ad Club to promote the advertising and protect their interest. To safeguard the interest of press the Indian Eastern Newspaper Society (IENS) was formed, later on it becomes Indian Newspaper Society (INS). To provide rational data on circulations to agencies, Audit Bureau Circulations (ABC) came into existence. To protect the interest of consumer Ministry of Information and Broadcasting have formed various acts, rules, codes and guidelines. Advertising deals with press, broadcasting, new media etc. The Government makes sure that apart from fact the advertisements are not objectionable to any one in the society. ASCI was set up by advertisers, agencies, media etc., to protect interest of the consumers against misleading advertising.
4.2.1 Indian Newspaper Society (INS) (1939)

The INS (formerly IENS) came into existence on February 27, 1939.\textsuperscript{18} The need was aroused to deal directly and more expeditiously with the various day-to-day problems of newspaper production. The Primary object was of serving as a Central Body for promoting common interests and freedom of newspapers in India. INS deals from newsprint to advertising, from licenses for machinery to freedom of the Press. INS today is involved in many spheres of activities. Sometimes successful, sometimes not, but untiringly using its only resource - the power of persuasion.

“INS plays vital role in advertising industry. INS grants accreditation to advertising agencies. It helps deserving cases in agencies to get the money by suspending the advertisements of the default advertisers. The society monitors payments to publications from the advertising agencies through s system of Monthly Review Verification (MRV). It enforces the accreditation rules and resolve disputes between publications and agencies.” \textsuperscript{19}
### Table No. 13 - Growth of advertising agencies accredited by the INS (1939-40 – 2007-08)

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939-1940</td>
<td>14</td>
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<td>1949-1950</td>
<td>61</td>
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<td>1959-1960</td>
<td>74</td>
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<td>1969-1970</td>
<td>108</td>
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<td>1979-1980</td>
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<td>771</td>
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<tr>
<td>2004-2005</td>
<td>775</td>
</tr>
<tr>
<td>2007-2008</td>
<td>816</td>
</tr>
</tbody>
</table>

Source: INS 04-05 and 07-08

Real growth of advertising agencies took place between 1980 to 1990. Before 1980, the Government of India was promoting the indigenous manufacturers and followed import substitution policy so there were no competition and no advertisements. For example people had to wait for Bajaj scooter after the booking for at least five to six years, so why Bajaj Auto Ltd. would advertise in any media. Since 1980 onwards the foreign companies and investment have been allowed to India, this leads to the competition and advertising agencies have grown in the country.
4.2.2 Advertising Agencies Association of India (AAAI) (1945)

AAAI was established on September 21, 1945 at Calcutta. Four agencies from Calcutta- D J Keymer, General Advertising Agency, J Walter Thomson Co., and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service – were signatories. This was shifted to Bombay in 1961. In those days, some of the advertising professionals with a great vision started AAAI to create a platform to promote advertising, as a professional activity. AAAI plays different roles as supporter, catalyst, negotiator, mediator etc. to INS, ASCI, ABC, ISA, and Indian Broadcasting Foundation (IBF).

The AAAI is the official, national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever increasing to the nation by working towards consumers in promoting sales, establishing sound business practices between advertisers and advertising agencies and each of the various media owners, harnessing advertising for the good of the country, prevent wasteful and extravagant advertising, small entrepreneurs to grow through advertising, encourage media and market research, serve society by meeting social responsibilities, encourage the interest of young individuals in the business of communication, building and sustaining the prestige of the advertising profession, serve as a spokesman, provide a common platform to meet on mutual growth and examine problems of mutual concern, broadening their understanding of the role of advertisers, advertising and advertising agencies, co-operate with Government in respecting rules and regulations, and truly representative of small, medium and large agencies.

AAAI covers all the areas of vital importance to the advertising. Some of these include Government and public relations, IBF/Doordarshan &
IAR/Other FM Channels, INS, professional practices, client disputes, status laws, training and development, member communications, and public service.

4.2.3 Audit Bureau of Circulations (ABC) (1948)

Audit Bureau of Circulations (ABC) of the same name operating in different parts of the world related to circulations of newspaper and magazines data. The ABC was established in 1948 as non-profit organization consisting of publishers, advertising agencies and advertisers. It has done pioneering work in developing audit procedures to verify the circulation data published by those newspapers and periodicals, which have earned the right to display its emblem.

“ABC as it is called and understood by all, is a founder member of the International Federation of Audit Bureaux of Circulations. The main function of ABC is to evolve, lay down a standard and uniform procedure by which a member publisher shall compute its net paid sales. The circulation figure so arrived at is checked and certified by a firm of Chartered Accountants, which are approved by the Bureau. The Bureau issues ABC certificates every six months to those publishers whose circulation figures confirm to the rules and regulations as set out by the Bureau.”

The ABC data are useful to advertising business community. An advertiser would like to know the facts and figures before investing his money in advertising. These data are more reliable than the outcome of opinions, claims or guesswork. These figures help advertisers to know the cost of the advertisements and the results, which he expects from the advertisement out of circulations newspapers and magazines. The circulation data covers distribution of copies in various states, major
cities, towns, and languages. Some agencies also use these data to compare the circulation trends of various newspapers and periodicals. ABC provides reliable, accurate and audited circulation figures which normally forms a sound foundation for media recommendation.

4.2.4 Indian Society of Advertisers (ISA) (1952)


The broad objectives of the ISA25 can be summarized as:

a. To promote, maintain and uphold ethical and economic discipline in advertising.
b. To represent, protect, inform and guide advertisers in all matters related to advertising.
c. To formulate and promote laws, codes and standards of advertising practice.
d. To monitor, measure and moderate the media in terms of cost, competition and viewership/readership/listenership.
e. To encourage and support the development of new media in order to propagate the fundamental right to freedom of information.

4.2.5 Advertising Club (1953)

All the advertising clubs are in major cities because advertising activities are concentrated in major cities in the India. First it was started in Kolkata in 1953 due to Britisher's influence.26 The Advertising Club
Bombay was stared in 1954 because after independence it becomes business centre in the country.\textsuperscript{27} To start The Advertising Club Bombay, they got the inspiration from The Advertising Club Calcutta. The Advertising Club Madras was started in 1956.\textsuperscript{28} The advertising Club Hyderabad was established in 1963-64.\textsuperscript{29} The Advertising Club Bangalore was established in 1978,\textsuperscript{30} to promote, improve, develop and further the science and Art of Advertising, marketing and allied fields and afford opportunities to persons in the field to know one another socially. All the clubs are engaged in promoting young professionals, training, awards, etc.

The Advertising Club Bombay is one of the active Advertising Clubs. It has Solus magazine and three prestigious awards. The EMVIEs award has been introduced last year for significant contribution in the filed of media. ABBY award is just like the Oscars of Indian ad to honor creative excellence in advertising. The third award is to recognize the effectiveness in advertising and this award is known as EFFIE.\textsuperscript{31}

4.2.6 Advertising Standard Council of India (ASCI) (1985)

ASCI was established in 1985 under the companies act 1956.\textsuperscript{32} Quantity of false, misleading and offensive advertising has resulted in establishment of ASCI. It is committed to honest advertising and to fair competition in market-place. It stands for the protection of the legitimate interests of consumers and all concerned with advertising.

ASCI has one overarching goal: to maintain and enhance the public's confidence in advertising.

ASCI\textsuperscript{33} seeks to ensure that advertisements conform to its Code for Self-Regulation which requires advertisements to be
Truthful and fair to consumers and competitors;

Within the bounds of generally accepted standards of public decency and propriety;

Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.

The Role and Functioning of the ASCI & its Consumers Complaints Council (CCC) in dealing with complaints received from consumers and industry against ads which considered as false, misleading, indecent, illegal, leading to unsafe practices, or unfair to competition, and consequently in contravention of the ASCI Code of Self Regulation in advertising.

As per the Secretary General, total complaints received by the CCC, during the past years, it may be interest to complainers that 80% of such ads have been withdrawn or modified approximately by the advertisers/agencies involved, and the concerned media have also confirmed that they would not carry such offending Ads/TVC.

4.2.7 Indian Broadcasting Foundation (1999)

IBF came in to existence in September 1999 to promote and protect the members and freedom of electronic media in the world’s largest democracy. More or less IBF works similarly like INS. It has 24 major broadcasters with more than 100 TV channels. It is enjoying the unique position as the accredited spokesman of the broadcasting industry.
Objectives of the foundation are to disseminate the knowledge, foster friendly relations among the members, protect unethical practices, legal protection, and to assist members without protection.

4.2.8 Ministry of Broadcasting and Information:

All the acts and rules related to press and broadcasting like Prasar Bharati, Conditional Access System, Cable Television Network are released by the Ministry of Broadcasting and Information. It also provides the codes and guidelines to press and broadcasting such as self-regulation, up linking guidelines, Direct-To-Home (DTH) services, foreign direct investment in print media, down linking guidelines, monitoring committee for private television channels and IPTV. Ministry of Broadcasting and Information is consulting INS, AAAI, ASCI, IBF, ISA while finalizing acts, rules, codes and guidelines.

4.3 Growth and Development of Advertising and Library Science in India

Birth of the first advertising agency B Dattaram & Co., Bombay was in 1905. First systematic approach towards library was started in 1910 with public library at State Library of Baroda. The Maharaja Sayajirao III brought W. A. Borden from USA to set up the first library in the country, though the influence from Britishers on us was tremendous in those times. W.A. Borden started the first library school of India in Baroda, the American librarian was appointed by H H Maharaja Sayaji Rao Gaekwad of Baroda as the first Director of state library department. Borden was a student in the first batch of the Albay School started by Melvil Dewey in 1887. Borden invented a system of classification known as ‘The Borden Classification scheme and Alphabetical Author’s Surname’. H H Maharaja Sayaji Rao-III founded Oriental Institute, Baroda which is an
important research institute in the field of ideological studies. This marked the beginning of advertising in 1905 and library in 1910 in the first decade of the 20th century. Age wise both had started with a minor difference of five years.

First Prime Minister Pandit Jawaharlal Nehru did realize the importance of information and libraries but his views were different for advertising. He stated to the Indian Society of Advertisers (ISA), no less that “advertising is essentially a thing to induce consumption, to make people buy things they do not want.” Another commonality between advertising and library and information science is that both deal with more or less the same media like print, TV, radio, Internet, mobile, for information, updates, awareness and knowledge and advertising agencies use these media for marketing their products to the consumers. But library uses advertising and promotion techniques to promote optimum utilization of the library resources. Library and information science preserves print resources to pass on history, culture and development of various universe of knowledge from 000 i.e. general to 900 i.e. history and geography to their users. Libraries can follow any classification scheme such as Colon Classification Scheme, Universal Decimal Classification, Dewey Decimal Classification, etc.

Advertising deals with consumers and LIS deals with users so both are from service sector area. Advertising deals with newspapers and magazines to advertise products and Services viz, Sony, Philips, Nestle, Videocon, Nirma, Rasna, ICICI Bank etc. Publishers they advertise their new books and book reviews in newspapers and magazines. In the same way, publishers also advertise arrival of their new journals in the last pages of journals. Broadcasting media like television and radio are used to advertise again for various brands depending on the target viewers and listeners. Internet is used by various advertisers from 1990 onwards
to display their products on their website and internet advertising banner on various portals for their brands. Internet and mobiles are used for sending and receiving e-mail and SMS. Nowadays, permissible marketing is taking place by sending e-mail and messages to customers with their permission regarding the products. Publishers like Sage, Elsevier, Harvard and Cambridge have also put their catalogues on their websites so librarians, book distributors, and booksellers will come to know the availability of book/s, out of print status and new titles for sale. Amazon.com is the leading portal for books sale on Internet. Library and information science deal with print medium for the information and knowledge. Primary sources known for publishing their original research are books and journals. Magazines like India Today, Frontline, Outlook, Business India, Business World, and Business Today deal with general information about economy, politics, business and company information useful to users for general awareness. Television is useful for watching news channels, business information, distance learning programmes, entertainments, video cassettes, CD, DVD etc. Radio is also useful for listening talks, interviews, and entertainment.

The government realized the importance of information and knowledge in 1957, when Pandit Jawaharlal Nehru spelled out clearly in his Scientific Policy Resolution in 1958. Department of Science and Technology, Council for Scientific and Industrial Research, Ministry of Industry, Ministry of Defense, Space and Atomic energy is playing vital role in strengthening their areas and libraries. Further efforts have gone in academic areas where the University Grant Commission (UGC), National Informatics centre (NIC), Information Libraries Network (INFLIBNET), All India Council for Technical Education (AICTE) are playing vital roles in developing libraries and digitization. Private industries are motivated by profit, market
leadership and maximum market share. It needs to update their information and knowledge on a regular basis to face the competition and survive. Information needs vary from industry to industry and from person to person. Present scenario is more on service sector. We have gone through agricultural society where the income was going more to national income. In the second stage of industrial society, the money was going more from manufacturing to national income. Today the services sector contributes more in national income compared to agriculture and industry. Services sector includes trade, hotels, transport and communication, financial services, insurance, real estate and business services, community, social and personal services. Average growth rate during last eight years of service sector was 8.31% whereas average industrial growth remains 5.48% and average agriculture growth remains 1.75 from 1997 to 2004 which covers provisional, quick and advanced estimates for the year 2002, 2003 and 2004. Indian market becomes the buyers market rather than the sellers market. In today’s world people talk of information society because the information has become a vital element for taking decision. Information technology and telecommunication have played significant role in bringing this change in the society. Expectations from the recruiters and users of library and information science have gone up from a book to exact information without any noise. Users expect information via wi-fi and not from LAN. They also expect same access to the library from their residence. Importance of consumer has gone up; all companies try to maintain customer relationship management, concept of service after the sales has gone up, easily loans are available for house, car, durables etc.

Thus growth and development of library and advertising may be divided into four parts as under.
Table No. 14 - Evolution of advertising and Library

<table>
<thead>
<tr>
<th>Library</th>
<th>Advertising</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancient period (3000 BC – AD 1206)</td>
<td>Advertising in pre-printing era</td>
</tr>
<tr>
<td>Medieval India (1206-1757)</td>
<td>Advertising in post printing era</td>
</tr>
<tr>
<td>British period (1757-1947)</td>
<td>Advertising in broadcasting media</td>
</tr>
<tr>
<td>Independent India</td>
<td>Advertising in new media</td>
</tr>
</tbody>
</table>

4.3.1 People, Culture and Civilization

Library is a social institution and it preserves the history and development of the civilization therefore one can see the library during ancient, medieval, British and independent India eras. It preserves knowledge and deals with intellectual community. Advertising deals with communication of message, while communication agency has to take care of people and culture of the society. Sometimes blind copying of foreign advertisement is not acceptable to the local culture. Phoenix brand Tuff was advertised in 1995 with nudity, which was not acceptable because of cultural consciousness. Amul Macho and Lux Cozy undergarments were banned in India due to objectionable facial expressions of two women and in second one due to dialogue in 2007 July.

Wiegend and Davis (1994)\(^41\) has discussed the growth of Indian library in four stages as under:

4.3.2 Ancient period (3000 B.C. – A.D. 1206)

Library development was very slow due to oral education system. “The rise and fall of Indian kingdoms resulted either in the burning or the annexing of libraries.” Each king had tried to keep the library tradition in
some form or another. These libraries were attached to palaces/courts, place of worships, and learning centers. Secular literature was almost absent in all these libraries. In those days, numbers of libraries were small in numbers but they were rich. Hieun Tsang a 7th-century Buddhist Chinese had visited Kind of Harsha Vardhana’s palace library. The other references were of Pattan, Kashmir, kamrupa and Assam.

Some of the very good university libraries were in existence at Taxshila in Gandhar, and Nalanda in Bihar. Literature growth of Sanskrit during Gupta period was on rise but literature of Jain and Buddhist literature declined. A prominent temple library existed in Nilkentaeawara Temple at Udaipur. The need for reading and writing were popularized by Jains. “According to tradition, writing (or copying) formed a source of Divine good will, and daily reading was stressed as one of the duties of a layman. Temple libraries existed in Jaisalmer, Jaipur, Agra, Patan, Khambat, Arrah and Delhi. Private individual collections were there but libraries were not a common institution in this period.”

There is no detailed information available on administration and management of ancient Indian libraries. Manuscripts were preserved on wooden shelves with pigeonholes or in leather or wooden boxes, or basement. They were bound in birch bark and palm leaves sewn together with chords. Classification of the books was based on contents and form. A crude form of bibliography or cataloging existed. Financial support was available to educational and religious libraries from the kings. “The learned believed that not all the classes in the society had equal “right” to acquire information and that it was “irreligious” to share knowledge; those who knew passed it to others only by chance (never by practice).”
4.3.3 Medieval India (1206-1757)

During this period, the Muslims had come to India and they brought strong literary and cultural tradition, which influenced the growth and development of libraries. Brahmanical and Mithila libraries flourished. Muslim rulers did not destroy the libraries but encouraged translation and translated Indian thought to the West.

Traditional Hindu centers were famous in 10th century. Sringeri Mutt (Karanatak), which had a library. Vijayanagar Dynasty Kings, Bukka and Devaraya had given grants for maintenance and renovation of the libraries. Like Nalanda and Texilia the Mithila grew during 12th and 15th century as centre of learning and represented the Brahmanical culture. Its manuscripts and collection multiplied because of the practice of requiring the students to compulsorily deposit all class notes after completion of their study and the exam was conducted from any page of a manuscript.

During Ancient period, libraries were with Palaces/courts, place of worships and learning centers but under the Delhi sultanate Khanqah libraries, Mosque libraries and private libraries were additional. Islam encourages reading and writing, each Madrasa was supported by number of books. Khanqah libraries were attached to Sufi convents spread through out the country. Private collections were notable. Gujarat and Bahmani Kingdoms encouraged reading and establishment of libraries. Education and libraries flourished during these periods. Babur established the Mogul Imperial Library in Delhi in the 16th century. Humayun, and Akbar contribution to libraries were considerable. Akbar had set up a department for this purpose and classified and catalogued 24,000 books. The collection consists of annexation, donations, and translations. The addition of
miniatures/paintings gave birth to museum. Books were increased related to Islamic law and theology. The concept of women library was also developed during this regime. After the Moghul Empire Mahmud Gawan library was disintegrated and its valuable collection was scattered. Part of it was added to the Potikhana Library in Jaipur.

Akbar had established a separate department for library administration and management of the Imperial Library. Library personnel seem to have gained importance and became known as Mushaf Burdar. But Akbar called the head librarian Nazim or Mutamad, and deputy librarian Nazim or Muhtamim. Department had other categories of staff like scribes, calligraphers, book binders, and book bearers were established. Bookbinding, including decorative binding became an art in the period. Even Mughals produced leather suitable for binding. Books were classified into three broad divisions: (1) poetry, medicine, astrology, and music; (2) philology, philosophy, Sufism, astronomy and geometry; (3) commentaries on Koran and traditions, theology, and law. Catalogue was based on author lists. Funding was from royalty or philanthropic sources. Jahangir had made it obligatory for heirless people to donate their wealth for the maintenance of a variety of institutions, including libraries. The salient feature of this period was increasing access to information.

4.3.4 British Period (1757-1947)

During the period of the British Empire, a good number of academic and public libraries were established. It started with Calcutta Madrasa and Calcutta Sanskrit College, to which libraries were attached. The libraries gradually followed a western system of management. This system was used in series of university libraries. Library professionals from the United Kingdom and the United states were invited to modernize the
academic libraries. In 1904, Indian University Act made compulsory to have college libraries and to lend the books to their students.

Public libraries were initially started with subscription-based circulating libraries. Access to the Calcutta Library Society (1818) was based on the membership fees. Public library was started in 1787 in Calcutta. The John Andrew’s Circulating Library in Calcutta was also book-selling store and lent catalogue.

Public library of Bombay was established in the early 18th century as the first free public library and Bombay branch of the Royal Asiatic Society. The National library of India (1948) formerly known as the Imperial Library in 1903 and it was started as The Calcutta Public Library (1835). The Registration of Books Act in 1867 was a major factor for growth and development of public and national libraries in India. Public libraries got special collections as gift from various book lovers. Foreign library professionals like J.A. Chapman, Asa Don Dickenson and W.A. Borden had contributed to public libraries. An American librarian Borden, initiated the concept of free public libraries for the masses in the state of Baroda in 1910. This was considered as first systematic and scientific approach to public library filed.

Amongst Indian kings Tipu Sultan, developed existing libraries by maintaining a catalogue, build large collection of books in twenty different subjects/fields, in six to eight languages. During this period notable research and special libraries were emerged like Saraswathi Mahal Library Tanjore (flourished in 18th century); the Royal Asiatic Society Library, Calcutta (1784), the Khuda Bakhsh Oriental Library, Patna, (1888), and the Theosophical Society Library Madras (1875)
Movement for forming the library associations were started at different levels like state, public libraries, national level and government libraries in the beginning of the 20th century. The first one at state-level was Andhra Desa Library Association (1914). The first all-India professional body was the All–India Public Library Association (1918), the first all comprehensive group was the Indian Library Association (ILA), founded in 1933. Another association was established in the same year was the Government of India Libraries Association (GILA).

First journal, *Library Miscellany*, was started in 1912. Major contribution to universal knowledge in classification and catalogue had come from S. R. Ranganathan by developing new *Colon Classification Scheme* (1933), and *Classified Catalogue Code* (1935). The first formal training program in country began at Baroda in 1911. The first professional training programme was started in 1915 at Punjab University and first one year diploma course in library was started in University of Madras (1937).

Leading professional leaders in this era were Venkata Ramanayya, S. Basheerruddin, Asadullah Khan, M.O. Thomas, Rahatullah Khan, Lala Babu Ram, G.T. Kale, Sant ram Bhaia, N.N. Gidwani, Wali Mohammed and N.R. Ray. Foreign consultants who visited Indian libraries included John Macfarlane, John Sargent, A.C. Burnell, and A.M.R. Montague.

4.3.5 Independent India (1947-)

Government of India appointed various committees and commissions to study libraries and their recommendations changed the working conditions of libraries and their staff. Academic and research libraries got the grants from PL 480 grants and a Wheat Loan Grant.
S.R. Ranagnathan and other library professionals had contributed to Public libraries in India. They could impress the Government to pass the library act in various states. Madras became the first with the Madras Public Library Act in 1948. Four libraries have been declared as national depository centers under the Copyright Act 1954, they are The National Library in Calcutta, Asiatic Society in Bombay, Connemara Public Library in Madras, and Delhi Public Library in Delhi.

The parent organization started funding special and research libraries. A systematic network by field emerged in social science and science and technology. For example, the National Social Science Documentation Centre (NASSDOC), founded in 1970, covers the social sciences. National Information System for Science and technology (NISSAT) founded in 1977, covers science and technology. The NISSAT network evolved into three divisions - sectoral system, regional system, and specialized services.

Library education in the country has been improved considerably after independence. Master and doctoral programs was started at University of Delhi in 1948. As per Rain’s (2005) paper at present more than 100 universities and their affiliated colleges/institutions are conducting courses in library (and – now – also information) science at bachelors as well as masters degree. M.Phil and Ph.D. programmes are also offered by over 39 universities. In 1961 the Documentation Research and Training Centre (DRTC) established in advanced training programs. The Indian National Scientific Documentation Centre (INSDOC) started in 1964. The new name of INSDOC is National Institute of Science Communication and Information Resources (NISCAIR). Due to uneven distribution of the financial support, the science and technology got maximum benefits compared to other fields.
University Grant Commission (UGC) has set up Academic Staff College in different universities. Information and Library Network (INFLIBNET) was set up in 1996 by UGC to support all university libraries in resource development, sharing and utilization at national level. INFLIBNT also helps in modernization, information transfer and access, support scholarship, national network of libraries and information centers in universities.

Library networks came into existence to support the local libraries of the major cities such as Delhi Library network (DELNET), Ahmedabad Information Network (ADINET), Mysore Library Network (MYLIBNET), Pune Library network (PUNENET), Bombay Library Network (BOBET), Bangalore Library Network (BALNET), Madras Library Network (MALIBNET), Calcutta Library Network (CALIBNET).

Between 1912 to 1987 library professionals published 84 periodicals out of which 40 could survive, 17 newsletters, and many annual reports. Indiana is one stop source for Indian books and journals. As per Indiana\textsuperscript{43}, library professionals published 92 professionals periodicals includes journals, bulletins, advances, national bibliography, book reviews, newsletters, abstracts & indexes, annuals, souvenirs, and forums.

National Knowledge commission was appointed in 2006 by the Prime Minister to improve to deal more rationally with Library and Information Services (LIS) Sector because library profession is involved in information transfer process in the knowledge economy.\textsuperscript{44}

4.3.6 Advertising

The library development has been divided in four stages such as Ancient, Medieval, British and Independent Eras. Same way the researcher has tried to divide advertising in four stages of development. But nowhere similar stages are discussed in advertising. Development of advertising are discussed from various angles such as agriculture, industrial, decade wise, communication points of view. It is more appropriate to consider the advertising through communication points of view such as Pre-printing era, Post-printing era, Broadcasting era and New media era. Rege\textsuperscript{45} had discussed the advertising history in detail.

4.3.7 Advertising in pre-printing era

Advertising of religion was started with visual communication. The Buddhists were first to realize the importance of visual communication in spreading the religion. Emperor Ashoka set up rock and pillar to communicate the teaching of Buddha.\textsuperscript{46} These rock and pillar could be termed as the forerunner of posters today. This was the inspiration to advertising but it starts with cries followed by signs and posters.

Many centuries the advertising is being used as one of the marketing tools of selling goods and services. Advertising is more concerned with business and industry. India’s major population stays in villages. Their requirements were very limited to food, shelter and clothe so scope for advertising was very limited. Most of the villages they produced the goods and consumed within the villages. The barter system was prevalent in village economy of India. A farmer was giving food grains to the shoemakers, the blacksmith, the carpenter, etc. in exchange of good grains he was taking goods from them. The concept of market expansion
was not there but whatever goods were produced by villages was sold by vendors. The spoken words or word-of-mouth publicity were earliest forms of advertising. This is nothing but verbal or oral communication. Haats (common market place) have been happening in the India from olden times. Before the pre-printing era hawkers, pedlars, and seller shouted about his wares to the people within earshot to draw the attention about their products. Some times, they hired the town criers or public criers equipped with horn or bells to go about the town shouting the message of the sellers.

Next stage of development after the town-cries was graphic shop sings. These sings communicate to customers the availability of goods or services in shops. The advantage of advertising techniques, town-cries and signs were easily communicable to illiterate people. “In the ancient, signs and signboards were used to designate stores and shops of various kinds such as dairy, bakery, wine merchant and shoemaker.”

Third development in advertising communication was the wall paintings and posters. Wall paintings were used on the walls of the conspicuous places for public announcement like games, sports, performances, other places for entertainments, and taverns. Tablets made of stone or terracotta was also used for advertisements executed by sculptures with lettering and illustrations in relief. Advertising was used for sale, articles lost and found, and current news from the rules. During Middle Ages up to the middle of the 15th century advertising either was done by human voice or by hand executed signs and placards.
4.3.8 Advertising during post-printing era

4.3.8.1 Print Media

Johann Gutenberg invented printing form of movable type in 1440 in Germany.\textsuperscript{47} Printing was the solid foundation for information, education, and advertising. Printing was the foundation for increasing literacy and advertising. Until the printing was not started, reading and writing was confined to a certain class. The biggest advantage of printing was making the knowledge available within reach of many.

Portuguese brought the first press in 1556 to India but it was used for printing the religious literature and not for advertising. James Hicky started the first newspaper The Bengal Gazette on January 29, 1780 from Calcutta.\textsuperscript{48} The first issue carried few informative advertisements. *Bengal Journal* was first published 1785 and offered free advertising to Government. After six years in 1786 there were four weekly newspapers published in Calcutta. During the 18\textsuperscript{th} century, advertising in newspapers and magazines was of informative announcements like births, deaths, arrivals of ships from England, sale of household furniture, etc. *The courier* was started in 1790 in from Bombay and unlike the modern newspapers; it carried advertisements in Marathi, Gujarati, Konkani, Urdu, and Kannada. All the government advertisements were printed in the gazette that was started in 1791.

By 1830 around three dozen English dailies and periodicals were being published on regular basis. The first Indian language newspaper was published in 1833 but after a long time the advertisers began to use the language press for advertising. By mid-century the number rose to hundred, with ten from North India, seventeen from Bombay and rest seventy-three from the South. In the beginning, neither English nor
vernacular press got sufficient advertisement revenue. Due to Industrial revolution, mass production was happening and companies were looking for the buyers therefore advertising from British business houses rose sharply.

In the beginning of the 20th century, the commercial advertising was in the infant stage. The Times of India and The Statesman stated the advertising department to support the advertisers. The first advertising agency was started in 1905. During the First World War, there was shortage of goods so domestic manufacturers were encouraged to manufactured goods. As soon as the war got over the British rules wanted the British goods and American goods to be sold in India and discouraged the local manufacturers. This gave rise to advertising revenue and birth of foreign advertising agencies in India. During the Second World War, advertising was more of reminder advertising and apologies for short supply. This time advertising had gone down and size of a paper was reduced but circulation was increased amongst Indians to know more about the war. Only substantial source of advertising revenue was Government’s war-time publicity. India becomes independent on 15th August 1947. Government put the ban on foreign goods and encouraged local manufacturers. Competition among the local manufacturers stimulated the advertising, marketing research and consumer research. Commercial art was very heavily influenced by the west because of dominance of foreign agencies in India. However, slowly Indian agencies were coming out of the western influence and showing the Indian creative ability.

After post-print era and after the independence, the real growth of advertising in print medium started after 1974 onwards. Before 1974 the advertising expenditure was very low because less competition in the Indian market. Print medium covers newspapers and periodicals. The
frequency could be daily, tri and bi weekly, monthly, bi-monthly, quarterly, semi annually and annual publications. Total 78,223 publications are registered with Registrar of Newspaper of India in 2007, out of which 6,826 are dailies and 71,307 are magazines. Advertising industry is always more interested in circulations and readerships rather than number of registered newspapers and magazines in the country. It uses the Audit Bureau of Circulations, National Readership Survey (NRS) and Indian Readership Survey (NRS) data for media planning. As per the IRS the top five newspapers and magazines are given in the table no. 15. Out of total registered, ten percent of newspapers and magazines have maximum circulations and readerships in country.

**Table No. 15 - Top Five Newspapers and Magazines**

<table>
<thead>
<tr>
<th>Daily (Eng.)</th>
<th>Daily (Non-eng.)</th>
<th>Periodical (Eng)</th>
<th>Periodical (Non-eng)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Times of India</td>
<td>Dainik Jagran</td>
<td>India Today</td>
<td>Saras Salil (Hin.)</td>
</tr>
<tr>
<td>Hindustan Times</td>
<td>Dainik Bhaskar</td>
<td>Reader Digest</td>
<td>Vanitha (Mal.)</td>
</tr>
<tr>
<td>The Hindu</td>
<td>Malayala Manorama</td>
<td>General Knowledge Today</td>
<td>Grihsobha (Hin.)</td>
</tr>
<tr>
<td>Deccan Herald</td>
<td>Hindustan</td>
<td>Competitive Success review</td>
<td>India Today (Hin.)</td>
</tr>
<tr>
<td>The Telegraph</td>
<td>Amar Ujala</td>
<td>Filmmare</td>
<td>Kumudam</td>
</tr>
</tbody>
</table>

Source: IRS 2007 R2

Print media has its strengths and weaknesses. Advertisers were having limited choice like national newspaper, local newspaper and magazines. Selection of media is taking place based on brand meant for which customer, readership, circulation, frequency, etc.
Print Media

Press – Strengths

Message received at home in a relaxed atmosphere
Newspaper have a better shelf life and can be read at leisure and referred to when require
The urge to seek news puts the newspaper on a better position to be trusted
reading a newspaper becomes a matter of habit, hence it ensures regular attention
Written word had more credibility
Message carry urgency
High on national coverage

Press – Weaknesses

Suffers from the literary barrier
Newspaper become stale in a day
Lacks drama and emotions
Demonstration of product feature not effective
Overtaken by television in speed
Lacks empathetic readership
‘Bad’ news often considered good news
Average time devoted to newspaper reading is very low, hence advertisements do not strand much change of being noticed

Local/Regional Newspapers - Strengths

Strong reader loyalty
Local coverage
Regional flexibility

Local/Regional Newspapers – Weaknesses

Small circulation
Potential to be biased
Generally poor readership data

Magazines – Strengths
Selective reading
High self value
Create bond and empathy with readers
High on style, design, and colour

Magazines – Weaknesses

High production cost
Long copy and cancellation dates
Expensive advertising medium
High printing cost

4.3.8.2 Cinema Advertising

Advertising through a film combines both audio-visual media. A film is relatively permanence compared to other media. Film is a popular medium in India. Cinema slides are similar to the posters. Normally it is screened for 7 to 10 seconds are a good reminder medium of advertising. Advertising and slides have captive audience.

Development of advertising agencies, libraries and cinemas started during the first quarter of the 20th century. There are 7197 theaters and 576 multiplexes in the country. Eighty percent of cinemas are in urban
areas and rest in rural areas. In the year 1974, 1984, 1994, and 2004 the number of films were 435, 833, 812 and 934 but advertising expenditure was only Rupees seven crore in 1974. During 2007, there were 1146 feature films produced in the country and advertising expenditure was Rs. 194 crore.

Advertising expenditure has gone up when in-film branding started in movies. First, it started with Bollywood, later advertisers could see the more exposure opportunity of their brands to audience in regional films. Some of the brands are shown in the movies such as Archies in Waqt, Videocon in Hungama, Coca-cola in Taal, Cdbury in Parineetaia, Reebok in Jerry Maguire. Some of the brands in regional films are Tata Motor's Ace, Hindustan Univlever’s Brook Bond Red Label, Annapurna Atta, Pravi Masale, Ray-Ban, and Britannia.

This is another media which has enjoyed monopoly of sound, movement and colour in the absent of television but it has limitation of reach.

Cinema – Strengths

Impact of big screen with sound, movement and colour
Attracts young crowds
Theater viewing a socialising event
Selective local advertising coverage possible which can gain immediate impact

Cinema – Weaknesses

TV has eroded the cinema audience base
Show build up of audience
Audience is low and infrequent
Commercials shown either in the beginning or at the interval, when high attendance is not ensured

4.3.8.3 Outdoor Advertising

Outdoor advertising catches the attention of the passer-by for a few seconds only. Content should be enough interesting that people should stop to read it. It cannot incorporate the messages. In outdoor only words and pictures inform or remind the passers. These include shop and inn signs, hoardings/billboards and posters, and of late, metal tablets, neon signs and transit. This is one of the oldest visual communications. For posters, it started in pre-printing era but development took place in post-printing era because the printing of multiple copies can be produced with the help of printing machine. Media Research Users Council (MRUC) conducts Indian Outdoor Survey (IOS). This helps the media planner by providing the quality of an outdoor site through a visibility index and provide coverage and frequency information for an outdoor campaign across cities, by city and by location.

This has more visibility than cinema in the post-printing era. The most important part of this outdoor planning is based on the traffic. Normally it is on a monthly basis.

Outdoor Media (posters, billboards/hoardings) – Strengths

- High coverage on OTS
- Large sized billboards give larger than life image
- Sites can be booked very flexibly
- Twenty-four hour projection
- Good reminder medium
- A community medium
Outdoor Media (posters, billboards/hoardings) – Weaknesses

High printing cost of posters, unless on a large scale
Poor audience research
Environmentalists have launched a crusade against them as they spoil the landscape
High velocity winds often damage the boards and lead to accidents
Short-circuiting possible in monsoons
Only small messages possible
They distract drivers

Table No. 16 - Advertising Expenditure Post-Print Era 1974 – 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Print</th>
<th>Cinema</th>
<th>Outdoor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>42</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>1984</td>
<td>390</td>
<td>18</td>
<td>39</td>
</tr>
<tr>
<td>1994</td>
<td>2022</td>
<td>8</td>
<td>180</td>
</tr>
<tr>
<td>2004</td>
<td>6402</td>
<td>18</td>
<td>686</td>
</tr>
<tr>
<td>2005</td>
<td>9064</td>
<td>22</td>
<td>855</td>
</tr>
<tr>
<td>2006</td>
<td>8304</td>
<td>167</td>
<td>908</td>
</tr>
<tr>
<td>2007</td>
<td>8591</td>
<td>194</td>
<td>1062</td>
</tr>
</tbody>
</table>


4.3.9 Advertising in broadcasting era

4.3.9.1 Radio
Broadcasting covers radio and television. Both are in home and it can be switched on or off at will. Radio has better reach, it covers dales and hills because it plays with batteries. Radio broadcasting development took place first but television grew faster because it covers both, audio and visual. The first Radio Goa56 commercial radio station was set up in 1949 in Goa. Radio Ceylone came into existence in September 1950. All India
Radio created Vividh Bharati 1956/1957 as a popular entertainment channel in India to compete with Radio Ceylone. Francis Courtney was the leading contributor to the radio advertising. Francis Courtney managed the business of Radio Advertising Services until the year 2000, when Francis was 85 years old. Radio covers advertisements and sponsors programme. Some of sponsorship programmes were Twenty Question, Polson’s Quiz Kids in English and Polson’s Chanchal Baal in Hindi, Colgate Rang Tarang and Bournvita Quiz Contest. Ameen Sayani was a leading announcer of those days. One of famous programme was Saridon Ki Saathi. There were nearly 82 lakhs broadcast receiver licences in India at the end of 1979. There were 28 Vividh Bharati (Commercial Broadcasting Services) stations operating.

Frequency Modulation (FM) Radio started in 1977 at Chennai but it has opened it’s door to privatization in August 1993. As per Lintas Media Fact Book, There are 40 Vividh Bharati stations, 187 Primary Channel Stations, 19 FM-AIR stations and 120 Private-FM fully functional channels in the country. Advertising expenditure grew from Rs. 5 crore to Rs. 529 crore in 2007. For advertisers and agencies, the listenership surveys are important data source for radio advertising planning. AIR has Audience Measurement Unit which conducted the listenership survey. TAM conducts Radio Audience Measurement (RAM) and MRUC conducts listenership surveys.
Table No. 17 - Advertising Expenditure on Radio 1974 – 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Advertising Exp. on Radio (Rs. crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>5</td>
</tr>
<tr>
<td>1984</td>
<td>17</td>
</tr>
<tr>
<td>1994</td>
<td>90</td>
</tr>
<tr>
<td>2004</td>
<td>300</td>
</tr>
<tr>
<td>2005</td>
<td>375</td>
</tr>
<tr>
<td>2006</td>
<td>413</td>
</tr>
<tr>
<td>2007</td>
<td>529</td>
</tr>
</tbody>
</table>


The biggest advantage of radio is the reach. It has come out from literacy problems because it is audio based. National, regional and local campaign is easily possible.\(^{59}\)

Radio – Strengths

Wide coverage

High OTS among listeners

Advertising inexpensive compared to TV and press

Long broadcasting hours

High impact and immediacy

Radio – Weaknesses

Suffers from apathetic listeners

Audience use it as ‘audio wallpapers’

TV preferred over radio, if there is a chance

Speed of broadcast (short lead time)

Not very interactive medium

Not very innovative
4.3.9.2 Television

Most popular media amongst all Media is television. It has a great impact in terms of sound, motion and mood. It can have also a live show, a taped or pre-recorded programme and film can be shown over television. Technology advancement such as pay television, digital media and Direct-to-Home (DTH) helps advertising to grow faster in television medium. As per Kumar (2008)\(^60\) development started from Delhi Television Centre went on air in 1959. Programme was announced twice in a week for twenty minutes. The Bombay centre was started in 1972 followed by Kolkata, Chennai, and Lucknow in 1975. The commercial broadcasting was started all over country in 1976. All India Radio and Television (new name “Doordarshan”) were separated in the same year.

As per the Ministry of Information and Broadcasting,\(^61\) the private channels increased from 1 channel in 2000 to 273 channels in 2007. The Non-news and current affairs TV channel shows the growth from 1 channel 2000 to 115 channels in 2007. The news and current affairs has grown from 1 channel in 2000 to 158 channels in 2007 in India.\(^62\) There are 120 million households in the country who own television sets. This is the fastest growing medium for advertising expenditure compared to press, radio, outdoor and internet.
Table No. – 18 Advertising Expenditure on Television
1974 - 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Advertising Exp. on Television (Rs. crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1974</td>
<td>-</td>
</tr>
<tr>
<td>1984</td>
<td>31</td>
</tr>
<tr>
<td>1994</td>
<td>750</td>
</tr>
<tr>
<td>2004</td>
<td>4608</td>
</tr>
<tr>
<td>2005</td>
<td>5526</td>
</tr>
<tr>
<td>2006</td>
<td>6823</td>
</tr>
<tr>
<td>2007</td>
<td>6766</td>
</tr>
</tbody>
</table>


This has added value from audio of radio to audio-visual. Television is fastest growing media compared other media even though this media is not exceptional to strengths and weaknesses.\textsuperscript{63}

Television – Strengths

Reaches a wide audience
Sight, sound and colour give dynamic possibilities
Larger than life image
Achieves viewers’ empathy
High on credibility
Wide choice of channels without incurring extra cost
A family medium

Television - Weaknesses

Expensive with regard to time and production
Bad quality, transmission problems, and poor anchors may put the viewers off
Too much viewing bad for the eyes
Trends to make people ‘home birds’ and a social
Too much viewing can have an adverse effect on impressionable minds
Too much sex and violence can have adverse impact on society
Transient messages

4.3.10 Advertising in New Media:

4.3.10.1 Internet

New media is based on Information and Communication Technology (ICT). It covers the Internet and other important medium, which is upcoming and has a great future. Internet added value after the print mediums because print medium gave birth to information, education and advertising on paper but Internet added further momentum to their growth. This has global reach and digital in nature. Internet connections were 2000 thousand in 1995 and 18 lakh in the year 2000. As per Telecom Regulatory Authhotiy of India (TRAI), there are 92.71 lakhs Internet Service Providers (ISPs) based subscribers and 313.06 lakhs wireless Internet subscribers, who are accessing Internet mobile handset. There are 23.39 lakhs broadband subscribers in the country. There are 810 lakhs Internet users in India which is 7.1% of the population. It's ranked fourth among top Internet users, the first three United States America, China and Japan.

Internet as communication tool for advertising becomes effective form 1999 onwards.
Table No. – 19 Advertising Expenditure on Interest
1999 - 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Advertising Exp. on Internet (Rs. crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>12</td>
</tr>
<tr>
<td>2000</td>
<td>36</td>
</tr>
<tr>
<td>2002</td>
<td>45</td>
</tr>
<tr>
<td>2003</td>
<td>62</td>
</tr>
<tr>
<td>2004</td>
<td>74</td>
</tr>
<tr>
<td>2005</td>
<td>100</td>
</tr>
<tr>
<td>2006</td>
<td>150</td>
</tr>
<tr>
<td>2007</td>
<td>215</td>
</tr>
</tbody>
</table>


Internet is considered as new media. This makes the global village. This also makes global digital divide. These divides are due to money, literacy, culture, attitude to change etc. But it has many advantages and disadvantages.  

65

New Media

Internet – Strengths

Global networking
Seamless coverage
No hierarchical set up for access of information
High integrity
By and large a free-to-access medium
Instant connectivity
A storehouse of knowledge
On-line marketing
Internet – Weaknesses

Low access
Information overload
Banner advertising recall not very high
Low on research, hence not a favourite medium with media planners
Message spillover to not required territories
Not a medium to suit all demographic profiles
Requires for time commitment

4.3.10.2 Mobile Advertising

Mobile makes the communication reachable compared to land line, timely and effective. It’s the third screen advertising tool after television and Internet. Internet and mobile are based on telecommunication and both are competitors to each other. Similarly, newspaper and magazine are competing with each other for advertising.

### Table No. 20 - Mobile Subscriber in India

<table>
<thead>
<tr>
<th>Year</th>
<th>Subscriber</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>18884311</td>
</tr>
<tr>
<td>2005</td>
<td>56888928</td>
</tr>
<tr>
<td>2006</td>
<td>101809676</td>
</tr>
<tr>
<td>2007</td>
<td>165093655</td>
</tr>
<tr>
<td>2008</td>
<td>261081713</td>
</tr>
</tbody>
</table>

Source: Lok Sabha Starred question No. 555 dated 05.02.2008.

Mobile advertising market is around Rs. 0.6 crore. Advertising includes Short Messaging Service (SMS), brand jingles as caller ring back tons (CRBT), product placements in mobile phone games, and banner advertisements on Internet-accessed through mobile phone. Every
month, 7.5 million new subscribers are added per month, and total
subscribers are 261 million in 2008 in the India.\textsuperscript{67}

Mobile is growing at the fastest rate. It is meant for literate and illiterate
people. Some times technology is not optimally utilized by even literate
people due to the lack of awareness. Each and every media has strengths
and weaknesses\textsuperscript{68} and the media planner has to spend the money on
basis of strengths and reach.

New Media

Mobile Phones and SMS – Strengths

A communication revolution
Reach not dependent on location
Reach the right target audience
Permission marketing possible
Emotional connotation
An all pervasive medium

Mobile Phones and SMS – Weaknesses

Nuisance value
Intuition is Privacy
A possible health hazard
Literacy barrier

4.4 History of Advertising Library

Advertising library was the out come of the need of research function in
advertising agency in USA. It started with books and magazines which
were published in good numbers during 1890 and 1910. Special librarians formed their association in 1910 and during that period there was not a single organized advertising agency library in existence but business libraries at PriceWaterhouse and AT&T had been established.

Indianapolis agency and J. Walter Thompson started their libraries in 1916 and 1918 respectively. The Associated Advertising Clubs had a small business library in 1916, it was not big in size but very effective in services. The librarian was delivering information on even a product like chewing gum rather than issuing books. This shows the importance of information in advertising. Chemical Abstracts was started in 1907, same way from 1916 onwards the indexing and cross referencing was started happening for newspapers and magazines in advertising. Researcher wants to point out that importance of abstracting and indexing was understood in those days in chemistry in science and equally well in advertising within marketing. John Cotton Data first president of Special Libraries Association (SLA) was appointed as chairman of the Library Committee of The Associated Advertising Clubs, Indianapolis and other members were from business houses and agencies. The club’s library was the best advertising library in existence in 1922. Mary Louise Alexander, who contributed maximum to advertising agency libraries, joined J. Walter Thompson in 1919 as librarian. She was associated with Barton Durstine and Osborn there she could create the largest private business library in the country. She moved to SLA in 1921 and started compiling the list of libraries in agencies. SAL appointed her as chairperson before the Advertising Division was formed. A study was published by Mary (1921) in Special Libraries in September-October 1921 about “Effective Advertising Library Service,” she reported that there were 1200 or more agencies in the country, out of which 250 were in New York City but only four agencies had library.
Mary Louise spoke many times on the value of the library to agency. Bruce Barton from Miss Alexander’s agency, and Paul T. Cherington from JWT were invited by SAL to deliver lectures. SLA has served maximum to advertising agencies. Barton Durstine and Osborn, J. Walter Thompson Co., and George Batten Company have applied the lesson, and are profiting as a result. These agencies have highly efficient librarian they became mainspring of all the market research. In those days good library were in demand. For the first time the function of the library was recognized in 1927 by Percival White, in his book Advertising research.\textsuperscript{76}

Mary Louise\textsuperscript{77} indicated that in 1930 around twelve to fifteen agencies existed in New York City plus more in Middle West. During the period 1930-1940, new eight advertising agency libraries were created in New York, Detroit, Milwaukee and Chicago. Miss Alexander’s paper in Advertising and Selling 1935 (April 25) convinced that businessman need facts, how a company library could be established inexpensively, how a trained librarian could be obtained, and how money saved by the library would pay for the library.

The main centre of core advertising libraries activities was New York City in 1940. SLA had Advertising Section of the New York Chapter. There were 63 members in 1942. This membership had grown to 112 members, but 92 of them were in New York and rest from the country.

Following are selected quotes from an article by Marion Harper\textsuperscript{78}, Jr. on “The Function of Research in Advertising” which appeared in the September, 1945 issue of Special Libraries:
To study and understand the consumer in relation to a specific problem involves research not only by the economist, but also by the psychologist, the sociologist, the statistician and others.

The function of the advertising library in such a setting is of particular importance. In our field the library is, or should be, an integral part of all research activities...The contribution made by the library staff of our own organization has been of great value to the progress and completion of many of our studies. This...is not limited to quick reference work on details. It often involves long range work in the gathering of source materials on a particular problem, and the analysis and interpretation of that material from the point of view of the interests of the many specialists studying the subject.

...the field of advertising is too wide in its interests and problems to confine the librarian’s services within artificially set limits...The efficiency of special librarians in this field should be measured not only by the range of their knowledge of the requirements of advertising but also by the range of their knowledge of the total cultural setting in which advertising operates.

During 1950s predecessors in the advertising library took some projects to strengthen the linkages. The New York Chapter conducted courses on “Advertising Sources” for sub-professionals in the libraries. Ever increasing need of advertising research and the librarians pooled their talent for in-service training programme for assistants in 1945. Delphine Humphrey, took the lead from advertising agency libraries, New York and organized panel of speaker on “development of agency library” in American Advertising Agencies Association’s seminar in May 1951. This was a big recognition to advertising librarians. It is observed from this
that Mary Louise Alexander and Delphine Humphery\textsuperscript{79} contribution to advertising agency libraries was remarkable.

Later advertising agency libraries move towards knowledge management and digital asset management. This part has been discussed in the literature review part.

4.4.1 Indian Advertising Libraries

In India the first agency was started in 1905 and today 814 accredited agencies as per INS but no history of advertising agency libraries is available. Even Indian advertising history is poorly maintained in the country. One can see the reference of a library in the flow chart of many books as part of big agency but the history is not available. There is no doubt that agencies need the facts, but how they manage is one of the research objectives. Even the emphasis on information and knowledge has been discussed but role of the librarian doesn’t go beyond showing in the organizational flow chart. Unfortunately no Indian library associations played role like Special Library Association (SLA) of USA in India. Even advertising clubs and associations have not taken any leadership in this area. But A.G. Krishnamurthy (2000)\textsuperscript{80}, former Chairman and Managing Director of Mudra Communication Ltd. started first creative online advertising library called Mudra Art Gallery India (MagIndia) for advertising industry in India.
References:


19 History of INS. (n.d.) ibid


62 *TRAi annual report 2006-07*


64 TRAI annual report 2006-07. Ibid


70 Strable, E. (Fall 1986 – Winter 1988). ibid


73 Strable, E. (Fall 1986 – Winter 1988). ibid

74 Alexander, M. A. (1921, September/October). Effective advertising library services. *Special Libraries*, 12 (7-8), 201-202

75 Strable, E. (Fall 1986 – Winter 1988). ibid


