Chapter 5 - Findings & Interpretations

5.1 Agency Profiles

5.2 Profile of Library/Information Centre/Knowledge Management Centre
   5.2.1 Naming of Library
   5.2.2 Establishment year of Agency & Library
   5.2.3 Number of Branch Libraries

5.3 Rules and Regulations

5.4 Working Hours

5.5 Membership

5.6 Physical Facilities

5.7 Finance
   5.7.1 Budget Allocation
   5.7.2 Budget for Last Three years
   5.7.3 Budget Break-up for Current Year

5.8 Staff
   5.8.1 Head of Library
   5.8.2 Staff Break-Up
   5.8.3 Manpower Engaged in Library Services
   5.8.4 LIS Professional’s Development
   5.8.5 Career Advancement Policy
   5.8.6 Criteria for Promotion

5.9 Library Management
   5.9.1 Library Committee
   5.9.2 Collection Development
   5.9.3 Selection Committee

5.10 Acquisition
   5.10.1 Category-Wise Library Collection
      5.10.1.1 Books
      5.10.1.2 e-books
      5.10.1.3 e-journals
5.10.1.4 Newspaper Clippings
5.10.1.5 Database
5.10.1.6 TV Commercials
5.10.1.7 Others
5.10.1.8 Current Periodicals

5.11 Computer Application
5.11.1 Library Management Software
5.11.2 Database
5.11.3 Information Technology (IT) Infrastructure

5.12 Information Management and Services
5.12.1 Criterion for the Information Selection
5.12.2 Sector(s) Covered by Library
5.12.3 Services in Agency Library
5.12.3.1 Lending
5.12.3.2 Print Advertisements
5.12.3.3 Television Advertisements
5.12.3.4 Online Search
5.12.3.4.1 Database
5.12.3.4.1.1 WARC
5.12.3.4.1.2 TAM
5.12.3.4.1.3 Cannes Loins International
5.12.3.4.1.4 NRS
5.12.3.4.1.5 IRS
5.12.3.4.1.6 Euromonitor
5.12.3.4.1.7 iBankLive
5.12.3.4.1.8 ISI Emerging Markets
5.12.3.4.1.9 NCAER
5.12.3.4.1.10 Questia
5.12.3.4.1.11 aMap
5.12.3.4.1.12 Market Pulse
5.12.3.4.1.13 Gunn Report
5.12.3.4.1.14 LexisNexis
5.12.3.4.1.15 MAGINDIA
5.12.3.4.1.16 Indiastat.com
5.12.3.4.1.17 CMIE
5.12.3.4.1.18 Retail Index
5.12.3.4.1.19 Datamonitor
5.12.3.4.1.20 Lurzer's Archives
5.12.3.4.1.21 Factiva
5.12.3.4.1.22 D&AD
5.12.3.4.1.23 Urban Market

5.12.3.4.2 Search Engine/Website
5.12.3.4.2.1 Google
5.12.3.4.2.2 You Tube
5.12.3.4.2.3 Afaqs
5.123.4.2.4 Exchange4media
5.12.3.4.2.5 Indiatelevision.com
5.12.3.4.2.6 Census
5.12.3.4.2.7 Ad Club Bombay
5.12.3.4.2.8 The Agency Source
5.12.3.4.2.9 In.Advertising.Yahoo.com
5.12.3.4.2.10 NCAER
5.12.3.4.2.11 IBEF
5.12.3.4.2.12 INS
5.12.3.4.2.13 ASCI
5.12.3.4.2.14 MICA Libraryonline
5.12.3.4.2.15 AAAI
5.123.4.2.16 ABC
5.12.3.4.2.17 ISA
5.12.3.4.2.18 Prasar Bharati

5.12.3.5 Radio Advertisements

5.12.3.6 Newspaper Clippings
5.12.3.7 Literature Search
5.12.3.8 Selective Dissemination of Information
5.12.3.9 Current Awareness Service
5.12.3.10 Outdoor Advertisements
5.12.3.11 Reference Service
5.12.3.12 Networking
5.12.3.13 Bibliographical Service
5.12.3.14 Indexing Service
5.12.3.15 Inter-library Loan
5.12.3.16 Abstracting Service

5.13 Meeting Information Requirements
5.14 Other Library Membership
5.15 Outsourcing of Information

5.16 Agency Creative Works
  5.16.1 Preserving Agencies' Output
  5.16.2 Old Account Information
  5.16.3 Agencies Power Point Presentations PPT

5.17 Challenges in Advertising Industry
5.18 Contribution of Library and its services to Agency
5.19 Merger & Takeovers of Advertising Agencies
5.20 Nodal Agency for Advertising Industry
5.21 User Satisfaction
5.22 Major Problems Faced
5.23 Stock Verification

5.24 Future Plans
  5.24.1 Physical Facilities
  5.24.2 Staff
  5.24.3 Services
  5.24.4 Collection
  5.24.5 Computer Application

5.25 Personal Communication
5.26 Summary
5.27 Suggestions
5.28 Conclusion
5.29 Future Research
5 Findings & Interpretation:

Chapter 4 focused on evolution of advertising and library in India. Both were discussed in four parts. For advertising it was pre-printing era, post-printing era, broadcasting era and new media. Same way library development was divided into Ancient period, medieval period, British era and Independent India. The discussion now moves to analysis and interpretation of the primary data collected from agencies. The researcher tried to elaborate the core of the study – information management in the advertising industry in India, emphasizing on each element of information management pertaining to the advertising industry.

5.1 Agency Profiles:

Data collection is vital for research. 25 samples have been chosen from advertising industry and their profiles are given in the Annexure – IV. In the first quarter (1901-1925) of 20th century none of the agencies from the selected samples existed. The first Indian advertising agency called Dattaram Advertising Pvt. Ltd. started in 1905. It remains a small agency, but it has survived under all circumstances till date. Most of the Indian leading agencies have international partners but Dattaram remains pure indigenous agency. The Table no. 21 shows the growth of sample agencies. During the second quarter (1926-1950) of the century only three agencies were established which are currently known as Ogilvy & Mather (1928), J. Walter Thompson (JWT) (1929) and Everest (1946). During third quarter (1951-1975) of the century seven agencies were established. Bates (1956) was established in fifties. During sixties two agencies were established. These agencies are DraftFCBUlka (1961) and Lowe Lintas (1969). Maximum four agencies were established during seventies in the third quarter of century. These agencies were Leo

Table No. 21 – Establishment Year of Agency

<table>
<thead>
<tr>
<th>Year</th>
<th>Establishment Year of Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1901-1925 (1st Quarter)</td>
<td>0</td>
</tr>
<tr>
<td>1926-1950 (2nd Quarter)</td>
<td>3</td>
</tr>
<tr>
<td>1951-1975 (3rd Quarter)</td>
<td>7</td>
</tr>
<tr>
<td>1976-2000 (4th Quarter)</td>
<td>14</td>
</tr>
<tr>
<td>2001 Onwards</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

Out of 25 agencies selected for study, 22 have international partners/ownerships but only three Indian agencies are indigenous. There are six major groups’ viz. Omnicom Group, USA, WPP (Wire and Plastic Products) Group, UK, Interpublicis Group, USA, Publicis Group, France, Dentsu, Japan and Havas group, France, which control major business of global advertising industry. Each group has many agencies and subsidiaries to capture advertising business. These groups also control the following Indian advertising agencies and some of them have their own branches.
• **Omnicom Group**
  
  o DDB Worldwide – Mudra Group
  
  o BBDO Worldwide – RK Swamy/BBDO

• **WPP Group**
  
  o Young & Rubican – Rediffusion Y&R
    - Everest
  
  o Ogivly & Mather
  
  o JWT
    - Fortune Communication
  
  o Contract
  
  o Grey Worldwide
  
  o Bates 141

• **Interpublicis Group**
  
  o McCann Erickson
  
  o Draft – Draft FCB Ulka
    - Interface Communication
  
  o Lowe Worldwide – Lowe Lintas
    - SSC&B Lintas

• **Publicis Group**
  
  o Publicis Worldwide
    - Publicis India
    - Publicis Ambience
    - Capital Advertising
  
  o Leo Burnett
    - Orchard
  
  o Saatchi & Saatchi
- **Havas Group**
  - EURO RSCG
- Dentsu
- Hakuhoda – Percept H

Omnicon Group has tie ups with Mudra Group and RK Swamy through its network agencies respectively DDB Worldwide and BBDO Worldwide. WPP Group has tie ups with Rediffusion Y&R, and Everest. Hakuhodo, Japan has tie-up with Percept H.

Other agencies belong to different MNC groups. WPP Group has Ogilvy & Mather, JWT, Contract Advertising Pvt. Ltd., Grey Worldwide (formerly Trikaya), and Bates 141 (formerly Clarion). Fortune Communications is the sister entity of JWT. Interpublicis Group has McCann Erickson, DraftFCBUlka and Lowe Lintas. Publicis Group has Publicis Ambience (formerly Ambience D'Archy), Publicis India, Capital Advertising, Leo Burnett, Orchard and Saatchi & Saatchi. Havas Group has EuroRSCG.

Dentsu has started its operation independently in India.

In the process of takeover, some agencies have lost their original names. These agencies are Chaitra (now Leo Burnett), Clarion (now Bates 141), and Trikaya (now Gery Worldwide). The founders of these Indian agencies were Adi Patel – Everest, Satyajit Ray, Subroto Sengupta, Tara Sinha, and S. N. Banerjee - Clarion, Bal Mundkar – Ulka, Walter Saldhana & Brendan C Pereira - Chaitra Advertising Pvt. Ltd. Diwan Arun Nanda - Rediffusion, Rajiv Gupta - Trikaya, RK Swamy – RK Swamy, AG Krishnamurty – Mudra Communications Ltd. and Ashok Kurien, Ambience Advertising.
Triton Communication Ltd., Anugrah Madison Communications Ltd., and Aadharshila have no international partners. Triton is a member of ICOM, the International Communications Agency Network Inc., Anugrah has tied up with Madison Communications Ltd. in 1998 and re-named as Anugrah Madison Communications Advertising Ltd.

Table No. 22 shows the details of the 25 head offices and their geographical spreads in India.

**Table No. 22 – Agency Branches in Various Cities**

<table>
<thead>
<tr>
<th>City</th>
<th>Head Office</th>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td>New Delhi</td>
<td>1</td>
<td>17</td>
</tr>
<tr>
<td>Bangalore</td>
<td>1</td>
<td>18</td>
</tr>
<tr>
<td>Chennai</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>Gurgaon</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Kolkata</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Ahmedabad</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Pune</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Vadodara</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Indore</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Lucknow</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Kochi</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
<td><strong>79</strong></td>
</tr>
</tbody>
</table>

Except three agencies all have their branches ranging from one to eight in different cities in India. Four metro cities have 77% of branches remaining 33% are in nine major cities of India. From these 22 agencies some of them have 18 branches in Bangalore, 17 branches in New Delhi, 14 branches in Chennai, 12 branches in Kolkata, three branches each in Mumbai, Hyderabad, Ahmedabad & Gurgaon, and, two branches in Pune, one branch each in Vadodara, Lucknow, Kochi, and Indore.
One month was spent in establishing contact through telephone with agencies. Researcher found that without contacts it was very difficult to get good response. SSC&B Lintas, Fortune, Everest, Interface communications and Orchid are sub agencies created to handle another brands in same product category. SSC&B Lintas and Fortune Communication are using the same information resources available with main agencies viz. Lowe Lintas and JWT. These two samples have been replaced by Anugrah Madison Advertising (P.) Ltd., Chennai and Aadharshila, Vadodara. Anugrah is well known rural advertising and Aadharshila is a sample from small agency. Everest and Interface Communications have InfoCell and library.

**Table No. 23 – Agency Branches**

<table>
<thead>
<tr>
<th>No. of Agencies</th>
<th>No. of Branches</th>
<th>Total Braches</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>1</td>
<td>6</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>7</td>
<td>4</td>
<td>28</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>4</td>
<td>2</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>25</strong></td>
<td>-</td>
<td><strong>79</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The table No. 23 shows number of agencies that have multiple branches. There are two agencies which have respectively eight and six branches. Four agencies have five branches each and seven agencies have four branches each. These 11 agencies have 44 branches which covers 60% of the agencies. Two agencies have three branches each and four agencies have two braches each. Three agencies have one branch each and three
agencies have no branch. First 13 agencies cover 78% of branches and remaining 12 agencies have 22% of the branches.

Electronic questionnaire was sent through e-mail but there was no response from respondents for four weeks so researcher went personally to Mumbai for data collection with printed questionnaire. During one week stay at Mumbai, data has been collected from 16 agencies. Remaining six questionnaires have been sent in by respondents. Again Researcher went to Vadodara to collect data from Aadharchila. This process took four months preparations.

The questionnaire was sent to M&C Saatchi but they did not respond to researcher. This sample was replaced by Triton, Ahmedabad which is another agency from top 25 from 2008 year list and Executive Director was interviewed. Orchid, Bangalore’s Vice President was telephonically interviewed. Two more agencies having head quarters in New Delhi and Chennai did not respond to the questionnaires. Vice President, McCann Erickson was convinced to fill up a questionnaire but he did not send the questionnaire. Human Resources Head, R. K. Swamy, Chennai was requested to send the questionnaire but they communicated that there is no guaranty that they will send information so researcher has taken the information from their Mumbai branches. One agency has clearly mentioned that “information and knowledge have competitive advantages over their competitors” so they would not like to share any information. Some respondents were ready to give interview but not ready to fill up the questionnaire. Some of the agencies took the permission from personnel department to give information. The researcher got more information from higher position respondents in the agencies but got less hard data from them. Except few libraries researcher was allowed to go inside to see the libraries. Due to confidential nature of business
outsiders are not allowed to go inside agencies and all have swipe card system for entry in all the agencies.

5.2 Profile of Library/Information Centre/Knowledge Management Centre

5.2.1 Naming of Library

Naming, also known as, branding of the library and the librarian is significant. Only dynamic agencies accept new names immediately. Naming of library and information science sector indicates scope of working. This is also equally true in advertising. Naming of a brand is very important in advertising. Sometimes producer/manufacturer appoints consultant to provide an appropriate brand name to a product to have singular meaning through out the world so it doesn't affect brand sales. Another aspect is differentiation of a brand from other brands. Library and information science sector has different names such as library, archives, information centre/info cell/ and knowledge management center/knowledge center. Library deals with print and non print materials and its organization. Archives refer to historical records of organization and its location in agencies. Info cell deals with advertising related information on a day to day basis. It covers stock acquisition, the organizing, storage, and retrieval of information in whatever format. Knowledge centre deals with process of collecting, organizing, storing exploiting and disseminating information and data held in an organization especially known to individuals as well as the general store of known information.

Table no. 24 shows the different names used by agencies for libraries. 11 agencies have traditional name libraries. This covers 49% of the total names. Four agencies have multiple names such as Library
(books/periodicals), films department library, planning library, shared drive Library, knowledge management center, InfoCell, Creative Library, Regular Library. Multiple names have 17% share.

Table No. 24 – Naming of Library

<table>
<thead>
<tr>
<th>Name</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>11</td>
</tr>
<tr>
<td>Multiple Names</td>
<td>4</td>
</tr>
<tr>
<td>Creative Library</td>
<td>3</td>
</tr>
<tr>
<td>Info Cell/Knowledge</td>
<td></td>
</tr>
<tr>
<td>Management Center</td>
<td>2</td>
</tr>
<tr>
<td>Archives</td>
<td>1</td>
</tr>
<tr>
<td>Dept. wise Collection</td>
<td>1</td>
</tr>
<tr>
<td>No Name</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

These multiple names are given in agencies due to decentralization process of working. Library looks after books, newspapers, and magazines subscribed by agency. Films department keeps short films, and television commercials produced by the film department. Planning library deals with strategic information required by agency for value addition to the client. Shared drive library gives access to digital information which is of common interest to every one in the agency. Knowledge management center deals with explicit knowledge and also keeps adding the value which is known to individuals in organization. For example consumer insights, understanding of people and culture, field experience, and language are different from person to person. To exploit the tacit knowledge many agencies have taken initiative to set up knowledge management center. Info cell provides information from newspapers, magazines, and journals on a daily basis to employees and clients. Creative library keeps only creative books and creative magazines. Regular library keeps books related to management, brands
and strategic planning. Lastly digital library means significant portion of the resources available through machine-readable-format.

**Figure No. 1 – Name of Library**

Three agencies have given names as creative library. This accounts for 13% of total names. Creative libraries looked after only the value addition in art and copywriting. This also covers TV commercial, radio commercial, print advertisement, outdoor advertising, online advertising, slogans, logo etc.

Info cell and knowledge management centers are modern names given by two agencies which account for 9% of names. Info cell also appeared once in multiple names. Functioning of these has been discussed in previous paragraph.

Archives, department wise collection and no name have 4% each, in names share. Archives cover agency’s own print ads, TV ads, radio ads, and outdoor ads. Archivist preserves agency output in guard book and digital form. Whenever it is required for presentation archivist gives information. Archivist does not look after competitors’ information. Department wise collection covers mainly two departments, Account
planning and creative. It covers small library and digital library. Digital library provides more creative aspects of agency. In no name category only one agency falls.

But agencies need information and knowledge, and most of them are managing information but there is no information management. While writing this thesis the term library will be used as generic term rather than using different terms at different times.

5.2.2 Establishment year of Agency & Library

From the sample list, first agency that established was in 1928 and last agency started functioning in India in 2003. The figure no. 2 shows the year of establishment of agencies and libraries. During initial period difference was huge between the establishment date of agencies and establishment date of libraries. This range is 2 to 67 years. Three agencies have stared before 1950, two agencies have huge gap of 67 and 59 years and one has four years gap. One of the reasons for starting libraries late could be direct selling of foreign brands in India so there was no scope of research and understanding of customers. After fifties the gap has slowly coming down to 20 years, six years, three years, and two years. There are eight agencies that started libraries in the same year of establishment of agencies. Out of these eight agencies, seven agencies are after 1984 and only one agency started in 1972. Five agencies do not have establishment dates of their libraries. Attrition rates in advertising agencies are very high so it is very difficult to remember these types of dates by respondents. Majority of libraries are handled by non-library professionals and their portfolio keeps on changing so this is another reason for not having historical information. Researcher has tried to contact senior people/founder of agencies to get establishment date of libraries.
After 1980 the media and economic scenario changed. The market became more complex and competitive. Television media came to India after 1982. The economic growth, per capita and rural incomes have gone up. Foreign brands entered Indian markets. National, regional and local market players became more active and started facing competition from Multi National Companies (MNCs). Agency needs more and more information therefore those agencies established after 1980 had minimum gap or on gap between establishment dates of agencies and libraries narrowed. Therefore, data, information and knowledge became essential for survival and growth of agencies.

5.2.3 Number of Branch Libraries:

There are 79 branches of 25 agencies. Normally libraries are with head offices and not with branch offices but agency branches need data, information and knowledge for their growth in advertising business. Agencies cannot afford to have librarians in each branch as it is not cost effective.
Three agencies have respectively six, five, four branch libraries and two agencies have two branch libraries. 60 branches have no formal libraries. Each branch keeps creative books with creative department, for general information they go to various search engines and You Tube for TVCs. Strategic planning people keep required information from newspapers, magazines, and internet. They also outsource creative works, information needed for their pitch, from monitoring services to retain clients and add value to clients, category, and brand related information. They have their own personal information management depending upon their usage habits of print and digital information. They also informally know who is doing what and their tacit knowledge in solving information requirements. One of the agencies sends a request through e-mail to all branches for help. Those executives, who had time and knew where the information is, co-operated with the information seekers. Sumit Roy opines that in the present digitized world, managers should manage their information.

But proper information management in agencies saves time, avoids duplication, and helps in taking effective and fast decision. Internet is useful but to get filtered information is time consuming process.

5.3 Rules and Regulations:

Rules and regulations are prepared by library/info cell/knowledge management center to enable the best use of resources and fairest distribution information and knowledge. Of the sample size, 53% or 12 agency libraries which were total agencies had library rules. Remaining 43% of libraries did not have written documents about the library. Non respondent to this question are 4% of the sample size. Less than 50% of the agencies are operating with closed access with the no borrowing system, therefore they did not needed rules and regulations.
One of the sample rules of advertising agencies are given over here.

1) To make sure everybody gets a chance to benefit from the library, books are issued for 7 days initially. They can be revised for another seven days if they are not in demand.

2) New magazines can be borrowed for one day only and cassette for 2 days.

3) No books/magazines/cassettes will be issued to a person who has anything overdue against his name. Books etc. will be considered lost if they are not returned for one month and cost will be deducted from the borrower’s salary.

4) Please check all items borrowed carefully before leaving the library. In case of damaged or defaced book or cassette the last borrower will be held responsible.

5) In case of loss or damage, the borrower will have to pay the price of the books plus replacing charges. If any book is out of print the cost payable will be decided by the Librarian.

6) Books from the reference sections should not be taken out of the library.

The rule was framed when VHS cassettes were in use and has not been updated to add the new materials such as CD/DVD.
After 1990s with the development of information and communication technology (ICT) the networking became possible within the head office and branches. Access to internal resources and external databases are given to agencies employees. But, most of the agencies have always feared of loosing information due to attrition rate. Therefore, they gave access to only senior people. Some agencies gave access to information cadre-wise to the employees. This is the policy matter of each agency about the access to information.

5.4 Working Hours:

Library timings in all agencies are between 9 a.m. to 6:30 p.m., six libraries followed timings from 9 a.m. to 5:30 p.m., while another six from 9:30 a.m. to 6 p.m. Four libraries worked between 9 a.m. to 6 p.m. The remaining seven libraries had timings between 9 a.m. to 6:30 p.m. Networking facilities were open 24/7 to members.

5.5 Membership:

Memberships for libraries are offered to all employees of agencies. Eight agency libraries have circulations facilities. Members are given books that range from one to four. One agency mentioned unlimited books. Other agency libraries are not issuing books but it can be read within the premises. Some libraries have closed access.

5.6 Physical Facilities:

Physical facilities for library covers stack area, reading room area and staff work area. Agencies think very commercially about space utilization. In metros, physical space is very much costly and valuable. If
a person is unproductive and close to retirement age, agency would like to pay full salary to that employee for remaining years so the space can be utilized by recruiting productive employee so agency can get more business. Most of the agencies have moved to new premises, so they made provision for libraries. Some agencies were going to shift to new premises and have also planned for libraries.

19 libraries have stack area, 11 have reading room area and only two agency libraries have staff work area. Libraries space is ranging from 25 sq. ft. to 440 sq. ft. Researcher got chance to visit physically four libraries. The security system is such in each agency no body is allowed to go inside agency beyond the reception area because of swipe card system. When researcher requested for visit to library, the response was “we don’t have librarian ask us what ever information you want.” That is also true, except one library professional all are non library professionals so senior people attended the researcher to retain their confidentiality. Agency doesn’t want to share the information with any body.

5.7 Finance:

5.7.1 Budget Allocation

Budget provision for agency libraries depends upon needs of parent organization, vision of head of agencies, actual and potential requirements of information and knowledge which includes print as well as e-resources. Agencies also outsource the information like TVCs, print advertisements, primary research etc. where another budget provision is required. Advertising professionals are more dependent on hard data and research reports rather than textbooks. Most of the agencies are linked to Omnicom, WPP, Interpublicis, Publicis, Dentsu, and Havas. Benefits also come from parent organization to group companies’ through portal
like databases, TVCs, print ads, international events, awards and case studies. These costs are shared amongst group companies. Some agencies also provide services to clients for a fee.

Libraries are not expected to make money but to provide information. Libraries have to justify the time spent. Two agencies libraries ran as cost centre. Information seekers have to fill up proper form with details such as time limit, clients, competitors’ information, pitch, client meeting, etc. Researcher has experienced leading agency’s “Resource centre.” That centre was working for all branches. For each resource service branch was charged. Resource center was subscribing multiple copies TV Ad Indx on behalf of all branches. When it subscribes multiple copies, it was cost effective for them and while charging branches the resource centre added basic cost, time spent and service change to all branches. This was economical to head office, and the branches.

**Figure No. 4 – Library Budget of Agencies**

<table>
<thead>
<tr>
<th></th>
<th>Adhoc</th>
<th>Percentage of Agency Revenue</th>
<th>Percapita</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>19</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

Budget allocation for libraries could be percentage of agencies budget, for example 10% of agencies’ budget for library. Per capita is based on professionals working with agency. For example, budget provision could be per professional Rs. 10,000=00. Another budget allocation system is
ad-hoc. This is neither percentage nor per capita, agency goes by needs. If needs are more they will spend more if the need is less they will spend less. Graph no. 4 shows the various budget systems followed by agency libraries. Ad-hoc budget provision has been made by 83% of libraries. Percentage of agency revenue has followed by 8% of libraries. Per capita is not followed by any one. Two libraries have not responded to the question.

5.7.2 Budget for Last Three years

The question related to budget was framed in such a manner that agency could give budget data in given range. An industry source has mentioned to researcher, while framing question regarding budget do not ask for exact budget data because agency will hesitate to give exact number but agencies would be comfortable to give data if the range is there. Best respondent of Information and Knowledge Center has mentioned clearly to researcher that they will not give budget data because their authority has not permitted to give financial data.

Future of agency library is heavily dependent on agency culture, head of agency and the librarian. First range taken is less than five lakh because of database cost and maximum above twenty lakh. Only Indian magazines, newspaper, books does not cost more than Rs. 1 lakh but database such as iBankLive, Indianstat.com, circulation data, IRS, TAM, aMap, Nielsen reports, IMRB syndicated reports cost more. International database like Euromonitor, World Advertising Research Centre (WARC), Cannes International, ISI Emerging Markets, etc. cost more than Indian databases.
Figure No. 5 – Library Budget for Last Three years

Budget data has shown in the figure no. 5 for last three years between five ranges. 14 agencies libraries have budget less than five lakh during 2007-08, 2006-07 and 2005-06. One library had budget between 10 to 15 lakh during 2005-06 and 2006-07. Two libraries had budget between 15-20 lakh consistently for last three years. Only one library has moved to upper bracket which spends more than 20 lakh on information and knowledge. Seven agency libraries have not responded to budget provision data because they never wanted to reveal budget data to anybody.

5.7.3 Budget Break-up for Current Year

The survey was conducted in the month of February therefore current year break-up was asked. In the previous question budget data was asked from 2005-06 to 2007-08. Figure no. 6 gives details on libraries spend on various resources.
16 libraries have answered this question. Seven have not responded to this question. There are two libraries whose spent are less than 100%. The major hurdle with agency is confidentiality and not sharing information. At down the level in-charge of libraries is interested in looking after routine because it is an additional responsibility to them. They don’t have idea of vision, mission and future plan of library from management points of view.

Table no. 25 gives the details of spent on various sources by sample libraries. This budget data is for the year 2008-09. Four libraries are spending highest on books between 50% and 75%. Seven libraries are spending between 25 and 50% of their budget. Four libraries are spending on between 1 and 25%. Books category has highest amount of spent in terms of percentage.
### Table No. 25 – Resource Wise Spends (in percentage)

<table>
<thead>
<tr>
<th>% spend on Books</th>
<th>% spend on e-Books</th>
<th>% spend on Databases (e.g. WARC)</th>
<th>% spend on CD/DVD/Film</th>
<th>% spend on Journals</th>
<th>% spend on e-Journals</th>
<th>% spend on Audio/Video equipments</th>
<th>% spend on Any other</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>10</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>20</td>
<td>5</td>
<td>20</td>
<td>5</td>
<td>20</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>60</td>
<td>10</td>
<td>15</td>
<td>5</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>50</td>
<td>15</td>
<td>0</td>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>60</td>
<td>5</td>
<td>10</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>65</td>
<td>8</td>
<td>8</td>
<td>4</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>30</td>
<td>70</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>40</td>
<td>10</td>
<td>0</td>
<td>40</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>70</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>70</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>35</td>
<td>10</td>
</tr>
<tr>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>50</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>70</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>600</td>
<td>155</td>
<td>160</td>
<td>93</td>
<td>313</td>
<td>29</td>
<td>70</td>
<td>60</td>
</tr>
</tbody>
</table>

After books the highest amount is spent on journal category. Six libraries are spending less than 25%, four libraries are spending between 25% and 50% and one library is spending between 50% and 75%. One agency library has mentioned that subscription amount is shared amongst all branches. Eleven agencies are not spending on journals.

Seven libraries are spending less than 25% on e-books and one each library is spending in the range of 25% to 50% and 50% to 75%. There are four libraries spending less than 25% on e-journals. Database category mentioned by four libraries spending less than 25% and one each library between 20% to 50% and 50% to 75%. If we combine e-
journals, e-books and databases, the spending on digital information was second highest amount after the books category.

CD/DVD/film and audio video categories have seven and five libraries. In CD/DVD/film category has five libraries are spending less than 25% and one library in the range of 25% to 50%. In audio-video category four libraries are spending less than 25% and one library is spending in between 25% and 50%. In Other category, four libraries are spending less than 25%.

As mentioned earlier the financial data and information being confidential matter, all libraries have not shared the data. Researcher had also experienced that the agencies were not ready to share balance sheet even for education purposes. Even though Mudra Communications Ltd. has created MICA, but they were not ready to share the annual report figures for educational purpose.

5.8 Staff

5.8.1 Head of Library

Library professionals are those who have minimum qualification of Bachelor of Library and Information Science and maximum qualification of Ph.D. in library and information science. Semi-library professionals are having diploma or certificate in library and information science. Non-library professionals include clerk, secretary, telephone operator, dispatch clerk, administrative staff, accounts staff and peon. Sometimes additional responsibility is given to any employee from other department of creative or account planning or a person close to management and knows functioning of agency. Information Technology expert will help
library and agency for better information management but they will not work full time for library.

**Figure No. 7 – Head of Library**

Only one library professional is working with advertising agency. She has done B.A. (Eco.), Bachelor of Library and Information Science and Diploma in marketing and advertising. She is currently pursuing her MLIS degree from the University of Aberystwyth, Wales via Distance Learning. She is also a member of Special Library Association (SLA). Another agency library has semi-library professional.

Remaining 21 agency libraries have non-library professionals. While working with agencies library-non professionals knew routine things like preservation of books, magazines, newspapers etc., but they cannot provide all services to head office and branches because of additional responsibilities, lack of LIS background, lack of commitment and not interested developing career as LIS professional.

Recently one in-charge of InfoCell is close to retirement. He is non library professional having editing and proof reading background but took lots of initiatives like helping in pitch, maintaining category information, in house current awareness service called *Keyhole* and future planning was
to have information portal for agency. To train him agency hired part
time librarian. Now agency has requested one person from creative
department to take charge of the InfoCell but that man is not taking
sufficient interest in understanding current operations. Slowly InfoCell
will be operational with minimum facilities. Slowly the responsibility of
InfoCell will be passed on to advertising professionals or outsource the
information. When head of agency changed, same motivation was not
given to InfoCell head. That way potential use also manpower depends
upon the agency head. Excellent InfoCell needs perfect combination of
organization culture, head of agency and LIS professional.

Researcher interviewed AG Krishnamurthy, Former CMD, Mudra
Communications Ltd. Researcher asked one question why agency doesn’t
appoint librarian. He opines “that advertising is a profession and not
industry therefore people attached with advertising are known as
professionals.” Krishnamurthy argued that advocates, chartered
accountants and doctors have their personal collections but they don’t
have a librarian. He also mentioned that industries like pharmaceutical,
chemical, electronic needs library but not advertising. Researcher
reminded Krishnamurthy, when was CMD, he had initiated the library,
Resource center, and the first online advertising library-MAGIndia.
Krishnamurthy confessed that all initiatives were taken by him but
MAGIndia online library was very expensive never able to recover the
cost. But researcher has understood from other sources that similar
model is perfectly working called iBankLive against MAGIndia. American
Association of Advertising Agencies (AAAA) and SLA have done lots for
advertising agencies. Advance countries treat advertising as industry but
same groups have their agencies in India but except one agency no one
has librarian.
One way, it is a big challenge for positioning the LIS profession in mind of advertising agency heads. Major role and responsibilities go to the department of library and information science and Indian Association of Special Library and Information Center (IASLIC). Simultaneously, the role has to be played by Advertising Agencies Association of India (AAAI), and Advertising Clubs to have information management in advertising industry in India.

5.8.2 Staff Break-Up

Libraries have been headed by one library professional, one semi library professional and 21 non-library professionals. To run and provide services to advertising professionals library needs support staff. Figure no. 8 shows the first five libraries have additional support staff to provide the services. Out of these five, one library has one professional and four non-library professionals to assist. The second has one semi-library professional and five non-library professionals to assist. Third, library has five non-library professionals including head of a library. Fourth and fifth libraries have respectively four and two non-library professionals including heads of libraries. Remaining 18 libraries has one each non library professional to run it. This trend shows that libraries are run by non-library professionals. In the process, the role of the librarian has been fragmented such as books, magazines, newspaper is one part. Second is the monitoring/ tracking of current and relevant information on various categories, brand and their preservation. Third, is preserving agency’s own creative output. Fourth one is outsourcing services in absence of services in agency library. Without a librarian, the agency library runs with minimum facilities issuing books or allowed them to read on the premises.
5.8.3 Manpower Engaged in Library Services

Services are not possible without professionals input. Three types of professionals are involved in library processes and services; library professional, semi-library professional and non-library professional. Table no. 26 shows different services and manpower engaged in it. These processes and services are mandatory, intellectual and routine.

Mandatory processes cover selection of books, technical process, and processing of library materials. These three operations are must in any library otherwise library does not exist. In selection of books, the librarian has a say in taking decision based on experience, considering vision and mission of agency, how to evaluate books based on publishers, author credibility, citations, and book reviews. Semi library professional can help to some extent in agency library. Theoretical exposure is less compared to librarian. Non-library professionals can help in placing order or getting books on approval as per seniors' instruction in agencies. These seniors are creative directors, senior managers, executives etc., who play vital role in selection. Technical process includes classification and cataloguing. This can be done more
scientifically by librarian and semi-library professionals. Two libraries are following cataloguing rules.

**Table No. 26 – Manpower Engaged in Library Service**

<table>
<thead>
<tr>
<th>Services</th>
<th>Library Professional</th>
<th>Semi Library Professional</th>
<th>Non Library Professional</th>
<th>Total Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of books</td>
<td>1</td>
<td>1</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>Processing of library materials</td>
<td>1</td>
<td>1</td>
<td>15</td>
<td>17</td>
</tr>
<tr>
<td>Technical Process</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>(Classification/cataloguing)</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Reference service</td>
<td>1</td>
<td>1</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Online search</td>
<td>1</td>
<td>0</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Selective dissemination of information</td>
<td>1</td>
<td>0</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Compiling newspaper</td>
<td>1</td>
<td>0</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>clippings</td>
<td>1</td>
<td>0</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Current awareness service</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Indexing service</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Tracking television commercial</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Networking</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Tracking radio commercial</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Lending service</td>
<td>0</td>
<td>1</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Photocopying services</td>
<td>0</td>
<td>0</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Compiling bibliography</td>
<td>0</td>
<td>0</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Inter library loan</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Abstracting service</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Anglo American Cataloguing Rules (AACR) is followed by one library and Classified Cataloguing Code (CCC) is followed by another library. Same two libraries respectively follow Dewey Decimal Classification (DDC) scheme and Colon Classification (CC) scheme. Only one library is using Sears list for subject heading. This library was supported by part time librarian in the initial stages to train non library professional. The use of
computers in these libraries makes it easy to search a book even if it is not classified. Five non-library professionals also maintained books list on Microsoft Excel. Processing of library materials include maintaining accession register, putting accession number on book, stamping, spine tag, date slip, book card, rules etc. The selection of books, technical process and processing of library materials involve all the types of professionals proportionately. Selection of books and processing of library materials involves maximum manpower.

The intellectual services are compiling bibliography, reference service, current awareness service, selective dissemination of information, indexing service, abstracting service, compiling newspaper clippings including print ads, online search, tracking radio and television commercials, and networking. LIS professional can easily understand difference between different services, usage of each service, which target users could be served, right and appropriate selection of information, delivering them in time by choosing appropriate channels of communications.

Reference service involves all types of professionals but due to Internet usage users are more self reliant in information. For example, if any user needs district information of India out of 625 districts can easily get information through portal [http://india.gov.in/knowindia/districts.php](http://india.gov.in/knowindia/districts.php). 11 professionals are involved in online search, 10 professionals in selective dissemination of information and compiling newspaper clippings, and nine professionals are in current awareness service. These services require clear understanding of users, clients, and competitors in markets and sources of information.
Indexing service, tracking television commercial and networking involves one library professional and three non professionals each in three agency libraries. Tracking radio commercial services involved one librarian and non library professionals in three libraries. Compiling bibliography involves five non library professionals; this service is more required by strategic planning. Difference between indexing and bibliography is very thin. Indexing indicates location of reference with key words and bibliography refers to list of reading materials on a given subject for e.g. impact of advertisements on children. Surprisingly, abstracting service shows zero involvement of any professionals because now a days full text databases are available so reader prefers full text. Researcher does not want to say that abstracting services are not required but due to full text databases the future trends of abstracting service will be changed. In Libraries users’ education programme has been replaced by information literacy programme. Certain services are replaced by better services and internet based services. The World of Learning has been replaced by institutes, universities, and libraries websites.
Routine services include lending service, inter-library loan and photocopying. Once the system is in order, then library professional will not have to get involved on a day to day basis. These can be taken care-off by non-library professionals as routine jobs.

5.8.4 LIS Professional’s Development

Library and information science qualification is primary condition for starting career in LIS sector. After starting a career professional update is a continuous process. Any LIS professional could pursue higher education for getting master, M.Phil and Ph.D. These qualifications help LIS professional to serve end users in better way. LIS professional can also attend training programmes like open source software (Greenstone), management, advertising and marketing related to increase the skills. LIS professionals can write paper, give presentation or attend as one of the participants to share experience and learn others experience. Visiting other libraries help LIS professionals to understand how other libraries are functioning. Visiting fairs and exhibitions help to know new titles, new software, databases and services in market. National and international membership updates on awards, seminar, newsletter, journals and latest development in LIS sector. Though the agency rules may be there for allowing for professional development but all these facilities depend upon contribution of LIS professional to agencies. It is always two ways i.e. give and take. But if contribution of LIS professional is not forthcoming or significant enough, chances are there that agency may not encourage employee.

Only one agency library has mentioned that they have facility for professional development. 17 agencies libraries do not have professional development policy. Only one LIS professional is there in one agency. That professional is a member of Special Library Association (SAL) and
also a member of Marketing and Advertising chapter. Advertising agency management has not realized the role and importance of LIS Profession. One of the reasons the researcher identified is, lack of excellent special librarians for advertising profession. However, LIS profession can convince the agency management about their role and what contribution they can make to advertising profession.

5.8.5 Career Advancement Policy

Career advancement policy does not exist with 19 agencies libraries. Four have not responded to this question. Why some one should join advertising industry when there is no future and recognition of the LIS profession. The argument goes against as well as in favour of industry.

Career opportunities are more with library and information science departments, university libraries, college libraries, public libraries, research libraries and institution libraries. Here LIS professionals get status, position and money. In academia, LIS professional have reached to a level of vice chancellor. Public libraries LIS professionals have reached to director level. In research libraries, LIS professionals are treated as scientist. Institution gives faculty status and all privileges of faculty to LIS professionals. But special librarianship can lay down own growth path by contributing to advertising agency.

Another career option available to LIS professional is as special librarian. This may be with any industry like chemicals, pharmaceuticals, engineering, electronics, petroleum, telecommunications, automobiles, consumer goods, banking and financial institutions, media, entertainment, etc. Advertising industry is another option. These are not main stream jobs like academic, public libraries, research, and institutions. Positioning of LIS professional in all these industries depend
on needs of industry, value of information and knowledge to that industry, relative scenario within competitors, approach of personnel department, and head of industry. This is treated as support service and not as main stream jobs.

Advertising industry itself is support service to advertisers/marketers. Their growth is heavily dependent on how much they spend on advertising. There are so many external and internal factors for growth and development of industry like inflation, depression, steady growth rate, and consumer spends. Advertising industry survives with more tacit knowledge of individuals. Its more need based than system base in India. Head of agency plays major role in valuing information, knowledge, and role of LIS professional. Wherever Ram Sehgal worked as head of agency like Contract, Everest etc. he had promoted library, and info cell.

Career advancement policy is necessary because LIS professional is a valuable human resource and their moral and encouragement level have to be maintained for consistent contribution. It is also necessary that library professionals must have passion to work for advertising. They cannot see themselves stagnant at the same position for long compared to others within or outside the agency. LIS professional can not become Managing Director/Executive Director/Chairman but they can see their growth path in respectable manner in any agency library. LIS professionals are dealing with data, information, knowledge, and intellectual people from creative directors and strategic planners. Industry has to maintain the dignity of the LIS profession. At the end of the day every one is working for money.
5.8.6 Criteria for Promotion

Only three agency libraries have replied the question. They say promotion is based on merit, seniority and professional appraisal only. This is really controversial that no one has replied for career development policy but three respondents have given different base for promotion. Seniority has been mentioned by executive director, professional appraisal by director information and knowledge services and merit by human resource personnel. All the three agencies are multinationals. Time bound is more with government system. Advertising industry is highly professional. Only one agency has recruited librarian and that professional has reached to a level of Director, Information and Knowledge Services, South Asia. This is absolutely based on professional appraisal. Those people who had worked with that agency and other who have come into contact are also praising the services. Seniority means number of years spent with agency and based on that promotion will be given. Merit refers to quality that individual posses based on that a person will be promoted.

5.9 Library Management

Library management covers library committee, collection development, acquisition, and computer application. These will help the researcher to understand functioning of agency libraries. Majority of investment go to print, electronic resources and for information technology platform.

5.9.1 Library Committee

Only one agency library has mentioned about library committee. 19 respondents have no library committee and three have not responded. This committee is advisory committee and not executive committee. Non-
library professional is a member of it. One agency has mentioned instead of library committee management looks into it. This committee is more related to planning and development of agency library.

5.9.2 Collection Development

Purpose of collection development is to meet the immediate and future requirement of agencies. Certain databases of generic nature will not be changed such as Indiastat.com, WARC, IRS, and ISI emerging market. Certain creative awards books are always required. But real information has to build on current accounts, potential clients, new business opportunities and related areas.

18 agencies libraries have no collection development policy. Only one agency library has positively answered the question. Agency library needs diverse subjects like marketing, branding, designing and strategy related books to equip agency’s strength. No one has written policy about the collection development.

5.9.3 Selection Committee

Six libraries have selection committee members. 14 have no committees and three have not responded to the question. The committee compositions differ from library to library.

In composition of the library committee of six agencies, majority members belong to creative team, followed by account planning, market research, media and management.
Table No. 27 – Committee Members of Six Libraries

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Committee Member of six Libraries</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Account planning, Creative staff, Market research</td>
</tr>
<tr>
<td>2</td>
<td>Creative members</td>
</tr>
<tr>
<td>3</td>
<td>Account planning, Creative staff, Market research, Media management Staff</td>
</tr>
<tr>
<td>4</td>
<td>Account planning, Creative staff, Management</td>
</tr>
<tr>
<td>5</td>
<td>Creative members</td>
</tr>
<tr>
<td>6</td>
<td>Account planning, Creative</td>
</tr>
</tbody>
</table>

Other libraries have given the process for approval but they don’t have committees. There is no uniformity of authority for giving approval in these libraries. Different authorities are creative directors, vice presidents, Head of Department, Chief Executive Officer, Managing Director, supervisor approves the request. Head of Departments/senior people are allowed to purchase books and they can give it to the library.

5.10 Acquisition

Agency libraries are procuring books through standing orders, approval, and placing direct orders with books sellers/publishers. Three libraries are using book reviews as their base to acquire books. Three libraries have placed standing orders for their books. This could be possible in creative books such as One Show, Work Book, EPICA, Best Photography, Art Director, Black Book, Logos, US AD Review, Creative, Clio Awards, Brochure Design, Post Card Design, Case Study, Catalog Design, Colour Books, T shirts, Corporate Showcase and World Brands. Six libraries are acquiring books through approval system. Book sellers are giving books to these libraries for 15 days to one month. During this period, selection of book/s has to be over and rejected books are to be returned and for remaining book/s book sellers bill the libraries. Eight libraries placed
order with book seller/publisher for their required books. Senior people in agencies frequently flying for client meetings and presentations, they are decision makers as well as authority to buy books from market. They get lots of spare time at airport so they go to book stall and buy latest titles for their libraries. Another good place for these senior executives to buy books is from Crossword. While purchasing books normally first they try with Crossword and then they go to local vendors.

5.10.1 Category-Wise Library Collection

Libraries buy and maintain different category of documents such as books, e-books, bound periodicals, newspaper clippings, audio cassettes, video cassettes, databases, TV commercials, radio commercials, outdoor advertisements, CD/DVD, project reports and any other items if agency keeps. Agency also creates in-house information from research and creative works. All these are dealing with record management. Based on the data the researcher could identify which agency library is strong or weak in record management. These records management are necessary in agency for information, collective memory, evidence and business continuity.

5.10.1.1 Books

12 Libraries have given the information regarding books. 11 agencies have not responded to researcher. Three agencies libraries have given data for two to three years otherwise nine agencies have given total books collections of their libraries. There are difference between date of establishment of some agencies and libraries. Researcher has worked out average annual addition of books to libraries based on establishment years of library and agency. The date of establishment of libraries has been considered to work out average but wherever the date of
establishment of libraries has not been given, in those cases the date of establishments of agency has been considered to find out average addition of books in agencies libraries.

Agency library established in 1988 got highest average 150 books per annum but lowest average 4 based on establishment year of agency in 1929. Library headed by full fledged librarian started in 1995 got second highest average 100 books per annum and highest average 69 based on the year of establishment in 1975. Agency library and agency established in 1972 got third highest 64 average per annum. Fourth library established in 1967 got average of 59 books per annum and 50 books per annum based on establishment year of agency in 1961.

Table No. 28 – Books Collection During Last Three Years

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1929</td>
<td>1988</td>
<td>100</td>
<td>0</td>
<td>80</td>
<td>3000</td>
<td>150</td>
<td>4</td>
</tr>
<tr>
<td>1946</td>
<td>1950</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1000</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>1961</td>
<td>1967</td>
<td>80</td>
<td>0</td>
<td>0</td>
<td>2400</td>
<td>59</td>
<td>50</td>
</tr>
<tr>
<td>1972</td>
<td>1972</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2000</td>
<td>64</td>
<td>64</td>
</tr>
<tr>
<td>1975</td>
<td>1995</td>
<td>76</td>
<td>55</td>
<td>87</td>
<td>2300</td>
<td>100</td>
<td>69</td>
</tr>
<tr>
<td>1984</td>
<td>1984</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>150</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>1985</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1000</td>
<td>43</td>
<td>43</td>
</tr>
<tr>
<td>1986</td>
<td>1988</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>500</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>1986</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>150</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>1986</td>
<td>25</td>
<td>15</td>
<td>10</td>
<td>10</td>
<td>220</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>1991</td>
<td>1991</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>500</td>
<td>27</td>
<td>27</td>
</tr>
<tr>
<td>1991</td>
<td>25</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>400</td>
<td>22</td>
<td>22</td>
</tr>
</tbody>
</table>

Fifth agency started in 1985 but did not give a year of establishment of a library so researcher has taken same base for all those libraries who
have not given their embellishment dates. Sixth library and agency started in the same year 1991 with 500 books got the average 20 addition per annum. Seventh library started in 1988 got average of 25 books per annum but based on 1986 establishment date of agency average has come down to 22. Eighth library and agency establishment in the same year 1991 got the average of 22 books per annum. Ninth library got the average of 17 and 16 per annum based on establishment years of library and agency accordingly 1946 and 1950. Libraries and agencies started simultaneously in years 1986, 1984, and 1986 got the average addition of books, 8, 7 and 6.

5.10.1.2 e-books

e-book means electronic books. This is a new electronic form of a print book. Publishers and aggregators have diversified in this business with development of ICT. It has many advantages over physical books. One can permanently buy or subscribe the books. Access of this can be given any where through Internet network in the world like databases and cost can be shared among group members. Many readers can read at a time at many places. It won’t be lost, binding will not be deteriorated. There won’t be additional cost like print copy for all branches. Agency library can replace print by providing e-books. There is a slow and steady trend in e-books direction. Researcher has subscribed to create virtual library at two extension centres and at main campus.

From 23 samples only one agency library has mentioned that they have e-books but there is no mention of number.
5.10.1.3 e-journals

Like e-book, e-journal is very convenient way of using for current and retrospective search. Publishers are giving the facility of online journals along with print version or subscriber can go alone subscribe e-journal such as Luerzers International Archive (all media, TV commercials, and print campaigns), Advertising Media and Planning (ADMAP) and Journal of Advertising Research. This saves the space, and along with current subscription it gives access to back files.

Two agency libraries have subscribed e-journals but they have not mentioned the details about it. One library said simply yes and second gave portal through which they have access and shared the cost.

5.10.1.4 Newspaper Clippings

Newspapers give current information about product categories, brands, companies, print campaigns, government policy, economy related news, etc. This will not give the research articles or research data. Indian and international newspapers are available through online like e-journals and e-books. Indian business papers are The Economic Times, The Financial Express, The Hindu Business Line, The Business Standard, The Mint and DNA which gives most of the news through their weekly supplements and some newspapers give daily columns on advertising and marketing. Two leading foreign newspapers are, The Financial Times and Asian Wall Street Journal.

As such this service has been provided by 10 libraries and five of them have responded. Remaining libraries have not responded. One library has given the details about number of newspapers it gets. Another three libraries have given qualitative statements like numbers added daily, very
large numbers, and yes. Only one library has given numbers that too total numbers of clippings are 1, 31,621 as on February 20\textsuperscript{th}, 2009 and this library is managed by library professional. This number is huge. It’s not easy to give number unless library maintains all clippings very systematically in the form of database. Researcher also maintains newspaper database on advertising, mass media and marketing at MICA. This database has 1, 41,502 records as on March 28\textsuperscript{th}, 2009. This tells us the management of micro information in agency libraries by library professional.

5.10.1.5 Database

Four libraries have answered. Two of them have said yes. Third one has mentioned number of databases two. Fourth library gave name of database. In social science and management a majority of databases came into existence after 1990 only. Once databases are accessible from cut off year for e.g. 1980 then subscriber can access all issues from 1980 onwards.

5.10.1.6 TV Commercials

This is another service which requires micro information management. There are various ways of managing and maintaining the information. Tracking of TV commercial directly from television is not easy because library needs cable connection, TV tuner card in PC/laptop, software to cut file, software to create database and lastly dedicated manpower to do this job on a regular basis. One also needs to know about brand, ad title, agency, product category, sub category, producer, client etc.

Another option is to buy/subscribe from iBankLive, New Delhi, Lalu, Mumbai, Squared Monitoring, Delhi, AdEx, Mumbai, aMap, Ahmedabad
MAGInida, New Delhi, MICA KEIC, Ahmedabad etc. on a regular basis. When library buys or download it has to be maintained properly by library other wise chances are there that library waste time, lose TVCs and money.

Six agency libraries have responded out of 23. Two have given qualitative statements such as film department got everything, and very large in number. Four libraries have given total numbers and not break-up year wise. Highest number is 1.5 lakh TVCs followed by 1 lakh, 10,000 and 30 in numbers.

5.10.1.7 Others

Bound volumes or back files of old journals and magazines are preserved in library. Only one library says yes. There could be several reasons for not having bound volumes. Slowly all journals and magazines are available in electronic form. Secondly they don’t have space to preserve like university libraries. They take required photocopy of articles and cut ads from magazine to preserve in category and brand information files. They can scan and keep it in electronic form. These jobs may be done by those people who handle brands in absence of library professionals. Completely outsource the information.

Other collection details are for audio cassette, print advertisements, CD/DVD, case studies, radio commercial, and outdoor.
Two libraries have given details about audio cassettes and CDs/DVDs. One library has only 20 audio cassettes. One can easily make out obsoleteness of old technology like audio cassettes. The audio can be preserved in CD/DVD. This technology has more advantages like compact storage, clarity, less impact of temperature, and digital technology. Another library has 20 CDs/DVDs. There is an accountability of purchase of blank CDs/DVDs but once it is issued to users no body keeps track, whether it is used for duplication or for preserving or circulation purposes. Two libraries have mentioned about radio commercials. One library says yes and second has mentioned hundred numbers. Only one agency mentioned about print advertisements, and outdoor advertisements. The same agency has also mentioned about CD/DVD collections in agency. But this library has always given the qualitative statement “very large in numbers.” Proportionately one can link this statement with advertising spends from highest to lowest spend such as press, TV, Outdoor, Radio, and Internet. One library has mentioned about 20,000 case studies.

Only three libraries are good in record management and digital management. First rank for record management goes to a professionally managed library by Director, Information and Knowledge. Second library
has semi-library professionals and knows very well about functioning of agency well. Simultaneously agency is also interested in library development. Third non-library professional is a senior member, committed to library and cleared complete backlog of digitization of agencies.

There are other two libraries in which two management level persons, one from operations and second from corporate communications took interest and completely digitized agencies output such as print, TVC, radio, outdoor, internet, events, etc. They have really done commendable jobs for their agency.

Researcher got very poor response on category-wise library collection question. There are several reasons for this poor response. Wherever permanent library professionals are there the record management is proper. Non-library professional with high commitment’s record management is good. But majority of the libraries run by other departments employees on part time basis. Additional responsibilities reduce commitment and their record management is very poor. Library is a full time job and when library deals with micro information the work load automatically goes up. If at all they are answerable, they are answerable for book records because it is considered as capital good. Rest information management responsibilities get scatted in the agencies with planning, creative, marketing research and media departments within departments again it goes to various in charge of brands. When it comes to this level it is very clear to meet immediate requirements rather than record management because they are advertising professional and not library professional.
5.10.1.8 Current Periodicals

13 libraries have given only number of periodicals subscribed by them and nobody has given the list of current periodicals by them except one library. Researcher got one list of current periodicals only from one library because one senior member has introduced researcher to InfoCell head. Unfortunately published information is also secret in advertising industry.

**Table No. 30 – Current Periodicals Subscribed by Library**

<table>
<thead>
<tr>
<th>Periodical Range</th>
<th>Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 -10</td>
<td>5</td>
</tr>
<tr>
<td>11 – 20</td>
<td>1</td>
</tr>
<tr>
<td>21 – 30</td>
<td>3</td>
</tr>
<tr>
<td>31 – 40</td>
<td>1</td>
</tr>
<tr>
<td>41 – 50</td>
<td>3</td>
</tr>
</tbody>
</table>

**Figure No. 10 – Current Periodicals Subscribed By Library**
Seven libraries have subscribed in range of eight to 24 periodicals. Six libraries have subscribed in range of 25 to 50 periodicals. Lowest number of periodicals eight is subscribed by one library. 10 periodicals are subscribed by four libraries. 24 periodicals are by one library. Two libraries have subscribed 25 periodicals. 28 periodicals are subscribed by one library. In the range of 40 to 50, four libraries are there. One library has subscribed 40 and another library has 49 and two libraries have subscribed 50 periodicals.

If list of periodicals subscribed could have been given to researcher by different libraries then researcher could have come out with core list of periodicals but that possibility has been ruled out due to lack of data. Researcher has compiled the core list of periodicals based on agency source, AAAA sources, researcher's own experience at ORG (Now A C Nielsen), and MICA. The list is given in Annexure – V covers 75 periodicals from India and international sources. Periodicals list has been divided in industry trade publications, business magazines, journals, general interest and newspapers. Industry trade publications cover 10 Indian and eight international publications. Business magazines with marketing cover 10 Indian and three international publications. General interest covers six Indian magazines. Journals cover four Indian journals and 14 international journals. Newspapers list cover 11 newspapers and six supplements from India and three international newspapers.

5.11 Computer Application

Out of 23 libraries four libraries are computerised and eight libraries have not used computer application in libraries. And nine libraries have not responded to this question.
5.11.1 Library Management Software

Selection of appropriate and standard library software helps in information management of advertising agencies. Library professional has to understand its library requirements. Library deals with audio-visual so one has to take care of attachments. Agency libraries deal with macro and micro information such as books, journals, magazines, reports, newspapers, articles, print ads, newspaper clippings, TVCs, radio commercials, outdoor advertisements, interactive advertisements, etc. Agency libraries also deal with different forms and formats such as print, electronic, digital, word, pdf, CD, DVD, cassettes. Agency library buys information.
### Table No. 31 – List of Softwares

<table>
<thead>
<tr>
<th>Software</th>
<th>Company</th>
<th>City/County</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIBSYS</td>
<td>LIBSYS Corporation</td>
<td>Gurgaon, India</td>
<td>Acquisition, cataloguing, Circulation serial, networking &amp; resource sharing</td>
</tr>
<tr>
<td>SLIM</td>
<td>Algorithms</td>
<td>Pune, India</td>
<td>Circulation to bibliographic inputs to card and label printing, users record management</td>
</tr>
<tr>
<td>Soul</td>
<td>INFLIBNET</td>
<td>Ahmedabad, India</td>
<td>Acquisition, catalogue, circulation, OPAC, serial control, administration</td>
</tr>
<tr>
<td>Libris</td>
<td>ExLibris</td>
<td>USA</td>
<td>Print, electronic, digital, cutting edge interface</td>
</tr>
<tr>
<td>Alice</td>
<td>Softlink Europe</td>
<td>Oxfordshire, UK</td>
<td>Serials, acquisitions, OPAC, cataloguing, circulation, reporting, inter library loans, administration and maintenance, optional modules and add-ons</td>
</tr>
<tr>
<td>E-granthalays</td>
<td>NIC</td>
<td>New Delhi, India</td>
<td>Admin, acquisition, cataloging, circulation, serials, articles indexing, budgets, search/OPAC</td>
</tr>
<tr>
<td>Librarian</td>
<td>CR2 Technologies Ltd.</td>
<td>Mumbai, India</td>
<td>Circulation, budget management, cataloguing, object integration like audio/video cassettes, flip charts, posters</td>
</tr>
<tr>
<td>Libsuite</td>
<td>Soft-Aid</td>
<td>Pune, India</td>
<td>Cataloguing, circulation, serial control, budget control and acquisition, bar code and smart card software</td>
</tr>
<tr>
<td>WINISIS</td>
<td>UNESCO</td>
<td>Paris, France</td>
<td>Acquisition, cataloguing, circulation, advantage of attachment and links</td>
</tr>
</tbody>
</table>

Sometimes senior people in the agency buy information from market such as primary research, print ads, TVCs, category information etc. Agency creates its own output in from of research and campaigns. All
these information have to be preserved properly in library so it can be
used as continuous link for fast decision, saves time and duplications
effort.

Only one library is using the library lib-suite software. It has features
like cataloguing, circulation, serial control, budget control and
acquisition, bar code and smart card software. Four libraries are using
Microsoft Excel for listing of books, print ads, TVCs, radio commercials,
outdoors, interactive etc. Excel sheet will tell where information lying in
an agency. It may be book/CD/guard book.

Researcher is using open source software like CDS/ISIS, WINISIS,
GENISIS and Greenstone. These software help in managing, books,
serials, dissertations, power point presentations (PPT), circulations,
newspaper clippings, print ads, TVCs, radio commercials, institute’s
archives etc. It can handle easily print, electronic and digital forms
information and formats such as PDF, word documents, MPEG, JPEG
etc.

5.11.2 Database

There are different types of database. Bibliography database deals with
only bibliographical details of periodicals such as abstract, accession
number, author, descriptors, features, ISBN, ISSN, journal name,
keywords, language, publication year, resource location, shelf mark,
source, title, and update. The above details have been taken Library and
Information Science Abstract (LISA). Bibliographic database is not
subscribed by any library in agencies. Agency needs information
instantly and every researcher needs full text information. Those who are
working on research with luxury of time can only afford to wait for full
text based on bibliographical details. This can be possible in academic
and pure research rather than advertising industry. Users' first preference would be for open access, followed by full text commercial database and lastly bibliographic database where they can take decision based on abstracts and keywords the importance of article to their research. Slowly most of the reference tools are coming out in electronic form for example, Britannica Encyclopedia, dictionaries etc. In the same way, in future all bibliographical databases subscription will gradually reduce and in lieu of that full text database will grow in numbers. The another possibility the subscription numbers will decrease so they will give free access and try to earn from full text request. Even some full text database like WARC, Emerald, and Sage allows free bibliographic search but when you search for full text immediately ask for user name and password but EBSCO does not allow any the access to their database without user name and password.

**Figure No. 11 – Database Subscription**

Creative database gives details on print campaigns, TVCs/films, radio commercials, outdoors, designs, direct marketing, media, cyber, promos, logos, slogans, and annual reports. All these referred by creative people to understand how competitor brands have advertised and differentiate from other brands. Some of the leading databases are Cannes Lions, TV
Ad Indx (iBankLive), MAGIndia, Luerzers Archives, Squared Monitoring, Visist4info, Ads of the World, You Tube, and D&AD. Nine agencies have subscribed 11 databases. The average subscription per library comes to 1.22.

Different full text databases are required for communication, new media, consumer research, marketing research, advertising research, strategic planning and management, categories information etc. These databases are World Advertising Research Centre (WARC), EBSCO, Emerald, Communication and Media Research - Sage Publication, Questia, Euromonitor, Datamonitor, ISI Emerging Markets, LexisNexis etc. 13 libraries have subscribed 22 databases. The average comes 1.69 per library.

First rank goes to numeric database, second rank goes to full-text database, and third rank goes to creative database. One of the reasons could be some awards publications are still available in print forms along with CD/DVD such as Gunn Report, Clio Award, One Show, EPICA, Black Book, Art Director, Communication Arts etc.

Advertising industry needs data related to demographic, socio-economic, per capita, consumption, categories data, market sizes, market shares, circulations, readerships, viewerships, internet usages, ad spent etc. These data are provided by Indiastat.com, Indian Readership Survey (IRS), Audit Bureau of Circulations, and Television Audience Measurement (TAM) gives ad spent data on TV, radio, press and also proves the ads on fees. aMap also provides data on viewerships. A C Nielsen gives hard data from retail store audits on brands and brands share. IMRB International provides Target Group Index (formerly Market Pulse) combining brand, media, demographics and lifestyle.
Eight agencies have subscribed 29 numeric databases and average comes to 3.62 per library which highest compared to creative and full-text. Remaining agencies have not answered this sub question. Amongst creative, numeric and full text databases, the creative has lowest number of libraries subscribed 11 databases and average comes to 1.22 per library.

5.11.3 Information Technology (IT) Infrastructure

Information technology has impacted all the sectors of society and even today’s society itself is known as the information society. It has impacted library & Information Science. Library schools are gradually introducing the course on “Library Automation and Networking” to welcome information technology. Same way IT has impacted agencies positively for better services. Today’s agencies have reached a stage of digital asset management. It has impacted advertising agencies in storage facilities of archive, software for creative art, software for media planning & buying, intranet, internet, e-mail, interactive internet advertising, sharing information with branches through networking become easy, scanner, information search becomes easy, and with the help of still and video cameras all images & videos can be easily transferred. Ultimately paper handling has come down and digital & digitized handlings have gone up. The spread of information technology is a part of diffusion of innovations process adopted by individual and groups.

IT is playing crucial role in advertising agency libraries. It helps libraries in acquisition, processing, storage, retrieval and dissemination of information. Intranet and Internet help in accessing the external and internal databases. Networking makes information sharing possible.
Agency libraries need software and hardware to make best use of resources.

**Figure No. 12 – IT Infrastructure**

Internet Connectivity:

Internet is a network of networks. It is a new media. Majority agencies have their branches within a country and across countries. The 25 sample agencies have 79 branches in India. Internet connection is must to provide information from head quarters library to agency branches. Some agencies have country and regional head quarter. In one agency, Librarian is designated as Director – Information & Knowledge Services, South Asia. 87% libraries have internet connectivity. 13% libraries have not responded to the question. Internet helps libraries in providing information at a stretch to all connected branches and target audience.
Server:

A server is multiple combination of hardware or software designed to provide services to clients. It uses combination of operating system, application server and web server. 61% respondents have mentioned that they have a server. Information sharing without server is not possible. Server is used for storing and providing data and information to clients.

Digital Camera:

This is one of most important input device for digital images. Creative art needs images; either they use readily available images from books or take photographs with still camera. MAGINDIA librarian was using the digital camera for taking outdoor advertisements. Researcher has used digital camera for digitization of MICA archives. Camera was used to take single images. Most common format used is JPEG for preservation. 14 respondents have this facility with them.

Digital Video Disc (DVD) Reader/Writer:

DVD reader/write is essential for libraries in the present environment. 14 agencies have the facility of DVD reader/writer. Libraries can use it for storage of data, information, images, audio and videos. It has capacity of 4.7 GB single side single layer and 8.5 GB single sided double layer. Agency libraries are using for data transfer, preservation and archival purposes of market research data, surveys, print advertisements, radio commercials, television commercials, interactive advertising etc. DVD writer helps agency libraries to burn DVD for duplication so one can preserve master copy. DVD also saves the space in the libraries.
LAN/Wireless Fidelity (Wi Fi)

Local Area Network and Wi Fi are necessary for intranet and internet connectivity. LAN requires physical wire connection to use internet or intranet. The biggest advantage of Wi Fi doesn't require any wire connection, one can work without wire. Wi Fi gives mobility to intranet and internet users. The biggest advantage with libraries is users can come with their laptops and they don't need any physical connections for usage of LAN/Wi Fi. 13 respondents have these facilities in their libraries.

Scanner:

Scanner is one of the essential requirements in advertising agency libraries. 12 respondents have informed about the availability of scanner. This helps in the process of digitization. Any newspaper article, magazine article, print ad are not available in digital forms can be easily scanned and digitized in word or PDF form. This can go to respective file or database of agencies. This facility also helps in providing servicing advertising professionals. Instead of taking photocopying a paper, a scan of the same can be it sent to target audience though e-mail along with attachment.

Portal:

Many agencies have branches throughout the world. To support all the branches for data, information and knowledge head offices maintain the portals. 10 respondents have mentioned that they have portals. These portals give access to subscribed databases, newspaper and magazines articles, agencies own creative outputs, case studies, awarded print ads,
TVC, power point presentations, and day to day updates. Accesses are given to limited senior professionals of agencies due to security reasons.

Video Camera:

Eight respondents have the facility of video camera. This is another direct input for the digital information. Video camera is normally shared within the agencies. Majority of the files are kept in MPEG format. Compared to digital camera and scanner video camera has limited usage. Shooting of advertisement is done by creative professionals and commercial producers of advertising films.

TV Channel on PC:

Though press advertisement is number one, but percentage growth wise TV advertising media is fast growing. These facilities are available with three libraries. Major advantage of having channels on PC is downloading facilities for advertisements, competitors sponsored programmes, important advertising progammes etc. With the help of software one can cut the file and put it on portal for advertising professionals as an important service.

5.12 Information Management and Services

5.12.1 Criterion for the Information Selection

Agencies need information management for taking appropriate and fast decision. The responsibility of managing information management in advertising agencies goes to library/information cell/Knowledge Management Centre/Digital library. Role of library is to meet the users’ requirements. Ranganathan’s five laws tell the role of the library
professionals in agency library. These rules are 1) Books are for use, 2) Every reader his book, 3) Every book his reader 4) Save the time of reader 5) Library is a growing organism. These rules are evergreen and have very high elasticity under all circumstances because of Ranganathan’s foresight and vision. Especially in specialized library, meeting expectation of users becomes top priority because for a small users’ community, organizations invest huge money to get required, timely and appropriate information.

Two basic criteria for selection of information are actual use and potential use. Actual use means information is required for current usage. Potential use means information will be required for future business development. Main communication between client and agency is brief, without it agency can not develop the campaign. Detailed analysis of brief points will come to library to meet the immediate and future requirements. Library will try to help the account and strategic planning people on this. No library is complete in the world. If there is no information with library then it will build up their collections based on brief.

Accounts gain information tells librarians the business movement in advertising industry. Account gain may be for a new brand or for old brands seeking better results in terms of market share. Accordingly, a librarian can support proactively to an agency for better results of current accounts which agency is holdings and new business. Client’s brand is another criterion for selection of information by library to support agency. Any information appearing in newspapers, magazines, company’s website, Internet, interviews of company, CMD, Chairman, brand manager etc. will help agency to understand client more systematically. Competitor brands are another important criterion for information selection. Every agency would like to know more about their
communication strategy, target audience, campaigns, etc. During brand wars, value of information is much more to an agency and librarian such as Pepsi v/s Coca Cola, slogan, campaign strategy, target audience, segment etc.

Market size is very important because information has direct relations with market size. If market size is small, players are less therefore information will be less but if market size is big, players will be more and information will be more in print and electronic media. Researcher has faced this difficulty while serving the advertising industry. The proportion of the total quantity of sales in a market is held by each of the competitors called market share. These data are not easily available in the market. These are confidential information and in normal circumstances no body would like to reveal the information. Most authentic sources are syndicated research, government, company own sources, associations, consultants etc. Sometimes in interviews, category articles, broad information revealed by research, brand launches, brand performance reveals the market share of various brands. Library professional has to read lots when they work with specialized libraries of advertising industry other wise they will miss out information.

Market players are manufacturer of various brands such as Samsung, Godrej, LG, Videocon, Voltas, etc. in product category of refrigerator as one of the durable categories.

New product launches is going to grab market share from existing market size unless a brand has created new market. In future more market players will enter in market because of new market opportunities. Librarian has to take care of information related to products launch in existing market and new markets. This information will help while pitching for an account and for strategic planning.
Market forecast is another important piece of information where future growth of brands and product categories are forecasted for five years or 10 years. This information helps advertisers and agencies planning. Libraries will equip themselves for future information requirements.

Consumer behavior and spend are vital information for agency and advertisers because ultimately they are end buyers of all products. Partially culture, cross-culture, values of individual and society, traditions also impact the consumers buying behaviour. Media related information, are required for media management. Most times hard data are required on print, TV, outdoor, radio, interactive media and their circulations, readers, viewers, listeners, Internet usage etc. Advertising spends in various product categories give ideas to increase, decrease or keep as it is based on the competitors advertising spend data. Information related to various local, regional, national and international media are also needed by agencies.

Creative aspects related information is required by art and copywriting team members. They need new ideas, images, awarded advertisements, slogans, ad titles, etc., this information helps creative team to visualize the brand characteristics different than other brands. Time factor can be linked with Ranganathan’s fourth law “save the time of reader.” If the selection of information is based on above information criterions and coupled with proper information management will give best results to agencies. All these criterions will help agency library to crate value based information management for agency.
Figure No. 13 - Criteria for Information Selection

On X axis the criteria are arranged in descending order from left to right. Only two criteria have got less than eight preferences otherwise all got more than 10. Seven criteria got preferences from 16 to twenty. Between 11 to 15 preferences, six criteria are there. Information related to clients got the highest preferences from twenty libraries because agency business and future are dependent on client’s brand.

Second highest priority goes to competitors’ brand and consumer behaviour. Strategic planning and campaign strategy of competitors’ brand are very important for agency to decide its own strategy formulation. Consumer is the end product of any brand. Without understanding the consumer a brand can not be introduced or sold. Sometimes a brand may be very good but due to culture, a brand failure may takes place. Real value Vaccumiser and Cease Fire are excellent examples of brands failure due to culture. Creative aspects got 18 priorities from different libraries. Once agency understands the consumers’ perception about the brand next stage of information requirement is of art and copywriting. Market players got 17 preferences.
This includes all brands in a category but competitors’ brand includes particular segment such as all cars in B segments.

Actual use and market forecast got 16 preferences each from various libraries. Actual use needs immediate information related to current brands and for new business development of agencies. Market forecast information tells growth of a product category in percentage or volume terms, accordingly an advertiser with the help of agency, can calculate how much market share may be captured through brand differentiation.

New product launches and media related information got 15 preferences each from different libraries. New product launches in existing market or new market is very much important for agencies. Once the brief is ready, accordingly creative and media teams start working for media planning. Agency needs hard data related to media such as rates, readers, viewers, cinema, listeners, reach and frequency.

Brief and potential use got 14 preferences from various libraries. Once the campaign is released the brief has got no usage. Once agency gets the brief, logical process of information requirements start from client’s brand to media related, accordingly all libraries have rated their preferences. Potential use of information is required for new business development of agency. Market share has got 13 preferences from various libraries. Advertising professionals need more pinpointed information such as brand share than market size therefore it got 12 preferences.

Time factor got 12 preferences from various libraries. As such this is independent from information but information has to be delivered in time to advertising professionals in an agency. Timely, update and highly relevant information can bring advertising business to agency. Account
gains got 10 preferences from various libraries because this tells movement of agency business and others including theoretical subject such as celebrity endorsement, new media, diary v/s people meter etc.

5.12.2 Sector Covered by Library

Libraries cover macro and micro documents such as books, journals, magazines, reports, data, advertisements, newspaper clippings etc. Sectoral information goes to micro documents. Librarians have to track these from newspapers, magazines, various websites, consultancy reports, syndicated reports, Indian Brand Equity Foundation (IBEF), Federations of Indian Chamber of Commerce and Industry (FICCI), Confederation of Indian Industries (CII), etc. Librarians keep those categories information in which agencies are handling accounts and see future scope of business expansion. Advertising spend has direct relations with frequent purchases, costly purchases, mass market, niche market, luxury market, etc. Consumer spends and advertising has direct relationships. Same way information has direct relations with size of sector and usages of brands.
Highest numbers of library are preserving information on Fast Moving Consumer Goods (FMCG). This sector deals with day to day requirements of consumers’ life. This sector covers, soap, tooth paste, tooth brush, hair oil, shampoo, detergent etc. Most agencies are dealing with FMCG sector. Like FMCG, media and entertainment gets highest priority for information requirements. This sector covers audio/video markets, live entertainment, film/cinema, radio, TV, print, games, etc.

17 libraries maintain information on automobile, financial services, and retail. These sectors got second priorities for information management. Automobiles cover two wheelers, three wheelers, four wheelers, multi utility vehicles, heavy vehicles, etc. Financial services include equity and mutual fund markets. Retail market is booming business in India no doubt current depression has slowed down the growth rate because of less consumer spending.
16 libraries maintain information on durable sector. Durable covers refrigerator, television, air-conditioner, audio system, washing machines, kitchen appliances, etc. Volume wise this is another big market.

15 libraries maintain information on banking, tourism & hospitality, and food industry. Banking sector covers information on housing loan, four wheelers/two wheeler loan, education loan, personal loan, credit card, etc. It is called retail banking. Tourism and hospitality covers tourism and hotels industry. Now Indian citizens are spending more money on travel and tourism, they also go abroad during vacation/LTC. Food industry also covers edible oil, packaged food, fast food, biscuits, atta, ketchup, etc.

14 libraries maintain information on healthcare, insurance and telecommunication. Healthcare and insurance are going hand to hand. Nowadays people are very much health conscious because of work pressure and anxiety. They go for medical check ups regularly and would not like to take chance with their health. Because of this average life expectancy in India now increased to 63.9 per person. Healthcare becomes priority for many agencies. Most literate people would not like to step out without insurance including life and non-life. Good medical treatments are every expensive so every body wants insurance. Same people take non life insurance against theft, natural calamities, earthquake, riots, flood, fire etc. Telecom sector covers service providers and instruments producers. Service providers are Vodafone, Airtel, Reliance, Idea, BSNL, Virgin etc. and instrument producers are Nokia, LG, Samsung, Sony Ericsson, Virgin, Blackberry etc.

12 libraries have given priority to beverages for information management. Beverages cover soft drink, tea, coffee, health drinks, etc. Seasonal impact is there on sales of beverages.
11 libraries have given priorities to aviation and real estate for information management. Aviation industry has faster growth rate. Numbers of players have gone up so this sector becomes competitive. Apart from Air India leading new players are Jet Airways, Kingfisher Airlines, SpiceJet, and IndiGo Air. Some train fares and advanced booking fares with airlines became almost equal so travelers moved from trains to airlines. Real estate is dealing with infrastructure such as housings, malls, multiplexes, and office complexes.

10 libraries have given priorities to Gems & jewellery for information management. Logically, once housing requirements are met consumer will think about gems and jewellery. This has been gaining market in India. Indian market is more dominated by gold jewellery but now a days double income group spending on gems and diamonds have gone up.

Nine libraries maintained information on pharmaceuticals industry. Compared to healthcare less numbers of libraries are maintaining information on this category. There are two sub-categories such as over the counter (OTC) and prescribed drugs. Advertising spend is more on OTC because patient goes directly to pharmacist/chemist to buy the branded or generic product without any prescription. This sub-category includes information on analgesics, cough, cold, allergy, digestive remedies, medicated skin care creams and lotions, vitamins and dietary supplements, NRT smoking cessation aids, eye care, ear care, adult mouth, calming and sleeping products, and wound treatment.

Eight libraries are maintaining information on automation, information technology, oil & gas and education & training categories. Automation means with the help of machine, electronic device one can reduce the human intervention such as library automation, banking automation,
ATM, security system, robotic equipment etc. Information technology requires information on IT software and services such as Custom Application Development and Maintenance (CADM), system integration, IT consulting, application management, infrastructure management services, software testing, and service-oriented architecture & web services. Oil and gas sector also needs information management. Retail concept has been adopted Indian Oil Corporation and Bharat Gas, they changed petrol pumps with modern look facilities like AMT and packaged foods. Branding has been adopted for petrol and lubricant products. Some of leading brands are Pure from IOC, Speed from BP, Hi Speed, Trigger etc. Education and training institutes are one of the leading advertisers. Admission announcements to attract the students and competition among B schools have pushed advertising. Entrance exams for IITs, IIMs, and IAS have opened the coaching classes to train perspective students for written test, group discussion, and personal interviews.

Seven libraries are maintaining category information IT related services. IT services in India has been recognized by whole world. Some of the activities are Business Process Outsourcing (BPO), Knowledge Process Outsourcing (KPO), Legal process Outsourcing, medical transcriptions, software and consultancy. This makes all these centers 24/7.

Information on textile sector has been maintained by six libraries. This is one of the three basic necessities of the human life such as food, clothing and housing. This category information on garments for gents, ladies, children, formal, traditional, casual wear etc. Some of the leading brands are Arrow, Peter England, Raymonds, Allen Solley, Retu Berry, Levis, Lee, etc. Fashion Image India is one of the leading magazine and its content uses excellent marketing terms which no sectoral magazine are using.
Steel sector has been covered by five libraries. Engineering/design has been covered by four libraries. Agriculture has been covered by three libraries. This also includes rural advertising agency. Two libraries each maintain information on R&D, science and technology.

5.12.3 Services in Agency Library

In the first part information management and services criterion for information selection for micro documents have been discussed. Based on these criterions and needs of agencies sectoral information have been maintained by libraries. These services are different from industry to industry. For example, Pharmaceutical and chemical industries need more information on patents, engineering needs more information on standards, same way advertising industry needs more services on product categories, brands, creative and consumers. 16 library services have been identified for agencies. Number of services are multiplied by total 23 sample libraries (16 services x 23 sample libraries = 368 services). 23 libraries provide 40% (148) of services and 60% (219) of services are not provided.

**Figure No. 15 – Library Services**

![Status of Services in Libraries](image-url)
One of the reasons for providing 40% services is due to less library professionals being employed in agency libraries. Researcher has found out that only one library professional is recruited in one agency library and supported by four non-library professionals to serve that agency. Remaining 21 libraries are managed by non-library professionals and one more library is managed by semi library professional. Those non-professionals who provide services, have exposure to agency functioning but they do not have LIS knowledge and vision like library professionals. The following table – 32 shows that three libraries were established in 1995 and one of them is headed by library professional. 12 libraries were established before 1995 and one of them is headed by semi library professional. Other libraries are headed by non library professionals but none of them have 13 services (81.25%) like professional library and it has one of the strongest newspaper databases in advertising industry which has got total 1,31,621 online records for their users.

The library headed semi library professionals provide 75 percent services. The library was established in 2003 which provides 11 services which is 68.75% of services. Library which was established in 1972 provides 10 services which are 63.50%. Top five libraries provide 55 services (36.91) from 148 services provided by 23 libraries. Rest libraries provide 63.09% services of 148 services. Only one library has no service because MD is looking after the library. 23 libraries services are ranging from three to 13 and one library does not provide any services.
Table No. 32 – Library Services

<table>
<thead>
<tr>
<th>Est. Year of Library</th>
<th>Professional Head</th>
<th>Out of 16 Services</th>
<th>% of 16 Services</th>
<th>% of 148 Services</th>
<th>% of 368 Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>Library (LIS)</td>
<td>13</td>
<td>81.25</td>
<td>8.78</td>
<td>3.53</td>
</tr>
<tr>
<td>1967</td>
<td>Semi-library</td>
<td>12</td>
<td>75</td>
<td>8.10</td>
<td>3.26</td>
</tr>
<tr>
<td>2003</td>
<td>Non-library</td>
<td>11</td>
<td>68.75</td>
<td>7.43</td>
<td>2.98</td>
</tr>
<tr>
<td>1972</td>
<td>Non-library</td>
<td>10</td>
<td>62.50</td>
<td>6.75</td>
<td>2.71</td>
</tr>
<tr>
<td>Not Available</td>
<td>Non-library</td>
<td>9</td>
<td>56.25</td>
<td>6.08</td>
<td>2.44</td>
</tr>
<tr>
<td>1995</td>
<td>Non-library</td>
<td>8</td>
<td>50</td>
<td>5.40</td>
<td>2.17</td>
</tr>
<tr>
<td>1986</td>
<td>Non-library</td>
<td>8</td>
<td>50</td>
<td>5.40</td>
<td>2.17</td>
</tr>
<tr>
<td>1975</td>
<td>Non-library</td>
<td>7</td>
<td>43.75</td>
<td>4.72</td>
<td>1.90</td>
</tr>
<tr>
<td>1995</td>
<td>Non-library</td>
<td>6</td>
<td>37.5</td>
<td>4.05</td>
<td>1.63</td>
</tr>
<tr>
<td>1950</td>
<td>Non-library</td>
<td>6</td>
<td>37.5</td>
<td>4.05</td>
<td>1.63</td>
</tr>
<tr>
<td>1991</td>
<td>Non-library</td>
<td>6</td>
<td>37.5</td>
<td>4.05</td>
<td>1.63</td>
</tr>
<tr>
<td>1988</td>
<td>Non-library</td>
<td>6</td>
<td>37.5</td>
<td>4.05</td>
<td>1.63</td>
</tr>
<tr>
<td>1999</td>
<td>Non-library</td>
<td>6</td>
<td>37.5</td>
<td>4.05</td>
<td>1.63</td>
</tr>
<tr>
<td>Not Available</td>
<td>Non-library</td>
<td>6</td>
<td>37.5</td>
<td>4.05</td>
<td>1.63</td>
</tr>
<tr>
<td>1998</td>
<td>Non-library</td>
<td>5</td>
<td>31.25</td>
<td>4.05</td>
<td>1.35</td>
</tr>
<tr>
<td>1986</td>
<td>Non-library</td>
<td>5</td>
<td>31.25</td>
<td>4.05</td>
<td>1.35</td>
</tr>
<tr>
<td>1988</td>
<td>Non-library</td>
<td>5</td>
<td>31.25</td>
<td>4.05</td>
<td>1.35</td>
</tr>
<tr>
<td>Not Available</td>
<td>Non-library</td>
<td>5</td>
<td>31.25</td>
<td>4.05</td>
<td>1.35</td>
</tr>
<tr>
<td>1972</td>
<td>Non-library</td>
<td>4</td>
<td>25</td>
<td>2.70</td>
<td>1.08</td>
</tr>
<tr>
<td>1984</td>
<td>Non-library</td>
<td>4</td>
<td>25</td>
<td>2.70</td>
<td>1.08</td>
</tr>
<tr>
<td>1991</td>
<td>Non-library</td>
<td>3</td>
<td>18.75</td>
<td>2.02</td>
<td>0.81</td>
</tr>
<tr>
<td>Not Available</td>
<td>Non-library</td>
<td>3</td>
<td>18.75</td>
<td>2.02</td>
<td>0.81</td>
</tr>
<tr>
<td>Not Available</td>
<td>Non-library</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>148</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The details of these services by agencies are given Annexure –VI.1 & VI.2

Inverse relationship has been seen between services provided and not provided by libraries. Lending service is available in maximum 21
libraries. It covers books, periodicals: bound, periodicals: current, VD/DVD, and reference books. This is to be considered as basic service. There are only two libraries that do not provide lending service. Monitoring/ tracking print advertisements service is provided by 17 libraries. This service covers agency’s accounts and competing brands. Print advertisement share is highest in advertising industry revenue. Television advertisement is second in terms of ranking of advertising revenue. These two services are back bone to advertising agencies for creative and strategic departments. The first six services each lending, print, TVC, online, radio and newspaper clippings are provided by more than 50% of libraries. Library professionals input are required in all library services except inter library loan and lending services because once routine is established then their day to day involvements are not required. Other services need judgment about information usage so library professionals are required.
### Table No. 33 – Library Services

<table>
<thead>
<tr>
<th>Services</th>
<th>Percentage Provided From 16 Ser.</th>
<th>Percentage Not Provided From 16 Ser.</th>
<th>Ranking Of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lending service</td>
<td>21</td>
<td>91.30</td>
<td>8.70</td>
</tr>
<tr>
<td>Print Advertisements</td>
<td>17</td>
<td>73.91</td>
<td>26.09</td>
</tr>
<tr>
<td>Tracking TVC</td>
<td>16</td>
<td>69.56</td>
<td>30.44</td>
</tr>
<tr>
<td>Online search</td>
<td>14</td>
<td>60.86</td>
<td>39.14</td>
</tr>
<tr>
<td>Tracking radio</td>
<td>56.52</td>
<td></td>
<td>43.48</td>
</tr>
<tr>
<td>commercial</td>
<td>13</td>
<td>52.17</td>
<td>47.83</td>
</tr>
<tr>
<td>Newspaper Clippings</td>
<td>12</td>
<td>52.17</td>
<td>47.83</td>
</tr>
<tr>
<td>Literature Search</td>
<td>9</td>
<td>39.14</td>
<td>60.86</td>
</tr>
<tr>
<td>SDI</td>
<td>9</td>
<td>39.14</td>
<td>60.86</td>
</tr>
<tr>
<td>CAS</td>
<td>8</td>
<td>34.78</td>
<td>65.21</td>
</tr>
<tr>
<td>Outdoor</td>
<td>8</td>
<td>34.78</td>
<td>65.21</td>
</tr>
<tr>
<td>Reference service</td>
<td>7</td>
<td>30.44</td>
<td>69.56</td>
</tr>
<tr>
<td>Bib. Compilation</td>
<td>5</td>
<td>21.73</td>
<td>78.23</td>
</tr>
<tr>
<td>Networking</td>
<td>4</td>
<td>17.39</td>
<td>82.61</td>
</tr>
<tr>
<td>Indexing service</td>
<td>4</td>
<td>17.39</td>
<td>82.61</td>
</tr>
<tr>
<td>Inter library loan</td>
<td>1</td>
<td>4.34</td>
<td>95.65</td>
</tr>
<tr>
<td>Abstracting service</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>148</td>
<td>219</td>
<td></td>
</tr>
</tbody>
</table>

It has been observed by the researcher that some services are overlapping because of thin line gap and some of these services are online search, literature search, bibliographical search services. For example, impact of advertisement on sales, sources and process will be same but final output will be based on service. Online search on Internet covers open access and subscribed sources. Open access covers newspapers, creative, and leading website to find information. Subscribed sources cover subscription based e-journals & magazines, databases, creative websites etc. Literature search covers online and offline search. Newspapers as such source is one, but it has two services...
such as newspaper clippings service and monitoring print advertisements and both can be done through online and offline. Same way the reference service has been provided offline and online. In old days *Kothari Industrial Directory of India* was consulted for Foreign Missions in India but same information is being regularly updated and given officially by the Government of India website [http://goidirectory.nic.in/interindia.htm](http://goidirectory.nic.in/interindia.htm).

5.12.3.1 Lending Service

Lending service has been provided by highest number of libraries. This service includes circulation of books, bound volumes, current periodicals, reference books, and CD/DVD.

### Table No. 34 – Circulations

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>0</td>
<td>Periodicals: Bound</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1998</td>
<td>1</td>
<td>N.A.</td>
<td>Current</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1950</td>
<td>0</td>
<td>Periodicals: Bound</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1972</td>
<td>2</td>
<td>N.A.</td>
<td>Current</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1995</td>
<td>3</td>
<td>N.A.</td>
<td>Current</td>
<td>N.A.</td>
<td>CD/DVD</td>
</tr>
<tr>
<td>1991</td>
<td>1</td>
<td>N.A.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>2</td>
<td>Periodicals: Bound</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1967</td>
<td>4</td>
<td>Periodicals: Bound</td>
<td>Current (4)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1991</td>
<td>0</td>
<td>Not allowed to borrow</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Year</td>
<td>Current</td>
<td>N.A.</td>
<td>Periodicals: Current</td>
<td>N.A.</td>
<td>CD/DVD</td>
</tr>
<tr>
<td>------</td>
<td>---------</td>
<td>------</td>
<td>----------------------</td>
<td>------</td>
<td>--------</td>
</tr>
<tr>
<td>1988</td>
<td>2</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>CD/DVD</td>
</tr>
<tr>
<td>1984</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>Not Available</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1995</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1986</td>
<td>1</td>
<td>Periodicals: Bound</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>Not Available</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1988</td>
<td>No limit</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1999</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>Not Available</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>1986</td>
<td>0</td>
<td>Periodicals: Bound</td>
<td>Current books</td>
<td>CD/DVD</td>
<td></td>
</tr>
<tr>
<td>Not Available</td>
<td>0</td>
<td>Periodicals: Bound</td>
<td>Current books</td>
<td>CD/DVD</td>
<td></td>
</tr>
<tr>
<td>1972</td>
<td>0</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
<tr>
<td>Not Available</td>
<td>9</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
<td>N.A.</td>
</tr>
</tbody>
</table>

13 libraries issue current periodicals, it covers, trade, business, general magazines and journals. Periodicals are considered to be latest information communication channel. Magazines are known for current development in industry sector and latest print campaigns. Sector development helps agency for news business opportunities therefore this service is highest in demand. 11 libraries issue reference books. This is
required by the creative people for art, photos, and copywriting books. Other libraries are not issuing the books but books are read in the premises. Nine libraries are issuing books and one library gives unlimited books to their users. Eight libraries issuing bound volumes. Seven libraries are allowing the circulation of CD/DVD.

**No. 16 – Lending Library**

![Lending Library Graph]

21 libraries are issuing CD/DVD, bound periodicals, books, reference books and current periodicals. As far as the value of information is concerned the first priority goes current periodicals because of current information. Second priority goes to reference books because of creative usage. Third priority goes to books and they are used more by strategic planning. Fourth priority goes to bound periodicals due to old information but needs journals for research articles. CD/DVD got last priority because CD/DVD used for preserving purposes.

5.12.3.2 Print Advertisements

After lending service, print advertisements service is ranked as second and 17 libraries serve print ads to their agencies. These libraries provide
73.91% of service. Three libraries have answered no and three libraries have not responded to the question. Advertising expenditure wise also the print medium is first compared to television, radio, outdoor, cinema and internet. Print advertisements appeared in newspapers, magazines, and journals. Out of 17 libraries, only two libraries have provided number of dailies, weeklies, and monthlies. One use 10 dailies, 30 weeklies, and 20 monthly. Second library uses seven daily, four weeklies and two monthlies. Print advertisements service is required to know more about campaign strategy of competitors and their own brands by account planning, and creative members. Print advertisements are maintained for different 28 sectors based on information priority requirements mentioned by agency libraries such as FMCG, media & entertainment, automobiles, financial services, retail, durables etc. This helps them to understand and decide communication strategy for client’s brand.

This service needs all language papers as well as national, regional and local dailies wherever the advertisements appeared. MNC companies give ads in International editions for international coverage such as British Airways, Singapore Airlines, Emirates Airlines, etc. National players such as Hindustan Unilever Limited, ITC, Nirma, Amul, IIMs, IITs, etc. give ads in national newspapers like The Times of India, The Hindu, The Telegraph, The Hindustan Times, Indian Express, The Economic Times, The Financial Express, Business Standard etc. Regional players such as regional banks, regional newspapers, regional channels need regional newspapers for advertisements viz Gujarat Samachar, Sandesh, Divya Bhaskar, Loksattata, The Times of India (Ahmedabad edition), Indian Express (Ahmedabad edition) in Gujarat. Local players give advertisements in local edition such as British Council Library offers membership to Ahmedabad citizen will appear in local editions of Ahmedabad.
Newspapers are in print and e-paper form. Four libraries maintain print ads manually. Ads are being maintained in print form directly by cutting and pasting on the paper and preserve them in files.

Nine libraries maintain Exhibit no. 2 to preserve print advertisements. It is not like a book but it is half or full size of newspapers and hard bound so print ads can be easily preserved in it. Numbers of pages are almost 50% so when it gets full with advertisements it looks like a book and won’t look shabby.

**Exhibit No. 2 – Guard Book**

Seven libraries maintains database on print advertisement in their libraries. Digitize the print ads by scanning image and preserve them in standard format so it can be easily retrieved. Nowadays newspapers are available in e-paper form with print advertisements so it is easy to download and preserve them in standard format rather than scanning. The details are given in **Annexure – VII**. But newspapers follow various formats such as PNG (Portable Network Graphic), BMP (Bitmap), GIF (Graphics Interchange Formats), PSD (PhotoShop Designated), JPEG (Joint Photographic Experts Group), TIFF (Tag Image File Format), PCX (ZSoft PCX) etc. It is not possible to use various formats in one database so file converter has to be used to bring consistency. Researcher library download advertisements from various newspapers in PNG, BMP, Gif, PSD etc but all are converted in JPEG for print advertisements database.
So far preservation of newspaper advertisements is concerned guard books are used maximum in different libraries compared to files and digital database. But in long run guard book usage will come down because of digital usage. Digital form will save space, convenient, easy to transfer, long life etc. Print ads are stored more and more on CD, DVD, hard disk, movable hard disk, and server.

Retrieval of information is most important for any information storage. Retrieval of print advertisements is possible through date wise, product category wise and brand wise. Date wise print advertisements will tell trends and changes in creative aspects of advertisements over a period of time. Product category covers durable such as air conditioners, refrigerators, coolers, mixers, grinders, fans, television, etc. Brand wise print ads information can also be retrieved by agency libraries. For example refrigerator brands cover Electrolux, Godrej, Haier, Hitachi, Indesit, LG, Samsung, Sanyo, Sharp, Siemens, Toshiba, Videocon, and Whirlpool. Again print advertisements may be required by types, frost free, direct cool, side-by-side. Next information could be capacity wise such as 0 – 200 liters, 201 – 400 liters, 401 – 500 liters and >=501 liters. Advertising professionals may also need information freezers capacity wise such as 0 – 50 liters, 51 - 100 liters, > = 101 liters and number of doors one, two three, four and more. Additional features information could be like water dispenser, ice dispenser, door lock, clean back, deodourising, adjustable shelves, humidity control, freezer lamp, and quick freezing. This shows that information could be required from any of the above points of view.

The service gap is 26.9%. This gap is not very big compared to other services. Being highest spenders on print medium it’s very difficult to survive without print advertisements service. This gap must be filled in
directly by advertising professionals looking into newspaper advertisements or outsourcing print advertisements through information brokers, iBankLive, MagIndia, MICA Knowledge Exchange & Information center, TAM’s (Television Audience Measurement) AdEx (advertising expenditure) etc.

5.12.3.3 Television Advertisements

Television is the most popular medium and second highest in ad spend by advertisers. Naturally agencies need information on television advertisements to understand communication strategy because this has high reach compared to other mediums. In case of print medium reader should be literate but it is not necessary in case of television medium because of audio video facilities. 16 libraries provide service to their agencies, four have said no and three have not answered. Percentage wise 69.56% service has been provided and there is a vacuum of 30.44%.

This service is not like newspaper advertisements. Broadcasting industry has 360 television channels. Agency needs channel, downloading facilities, software to cut ads and than to create database. These facilities are not available with all libraries so most of the libraries outsource the television commercials from information providers such as iBankLive, MagIndia, MICA Knowledge Exchange & Information center, Lalu Audio Visual Centre, TAM (Television Audience Measurement) AdEx (advertising expenditure), Squared Monitoring, afaqs etc. International exposure is possible through Cannes International, You Tubes, Ads of the World, Visit4info, Lurzer’s International Achieve, D&AD, Adforum etc. Except You Tube and AFAQUS library has to pay subscription for all portals.
Originally monthly update on all ads from various channels was compiled and made it available on VHS (Video Home Systems) cassette and followed standards such as National Television Standards Committee (NTSC) and Phase Alternating Line (PAL). NTSC was more popular in North America and Japan and PAL in rest of the world. As technology changed, ads are available in Compact Disk (CD) and Digital Versatile Disk (DVD) rather than VHS cassette. This can be viewed with the help of PC, laptop and on big screen with the help of LCD. This also can be viewed any where in the world if TV commercials are stored on server and connected with internet. Television supplier has changed marketing strategy, instead of supplying every month CD/DVD, information suppliers have developed portals and started giving online unlimited access. Another revenue model is giving limited access. Third way of providing information is off line, here information brokers maintain their own database but receive request off line and burn the CD and give it to clients. Libraries have to adopt new technology before the current one gets absolute other wise information will be lost for ever.

Standard formats used for preserving TV commercials are MPEG (Moving Picture Expert Group), AVI (Audio Video Interleave), RM (Real Media), MOV is a file extension used by Quick Time Wrapped File, VOB (Video Object), and WMA (Windows Media Objects). 16 libraries follow MPEG format for video files. Four libraries along with MPEG they use other formats such as AVI, MOV, WMA, and VOB.

For preserving TV ads six libraries use CD/DVD, two libraries use CD and one library use DVD. Four libraries have searchable database. Only on library use CD, DVD and searchable database and one library is using hard disk for preserving TV advertisements. One library provides service but it has not mentioned how they preserve it.
Those libraries using searchable database will not have problem of accessing information but those who are using CD/DVD will not have searching facilities like database. Advertising professionals need information by media – television, origin – India, product category – foods, brand – Happydent wave, client – Prefette Van Melle, ad title – Elephant, creative – names of team members, producer - , language - English, etc. Those libraries using CD/DVD are maintaining register/excel sheet to locate CD/DVD.

5.12.3.4 Online Search

Online search service is provided by 14 libraries, fourth in rank and percentage wise it is 60.96%. It has gap of 39.14%. Online search is possible due to information and communication technologies, whether it is in-house or external. But this service related to external databases subscribed by the libraries or getting facilities through their agency network. After 1990 major development took place in commercial databases. Only one library has answered this question that online search service was started in 2007.

16 databases were mentioned in the questionnaire. Respondent have added seven databases, they are iBankLive, Datamonitor, Factiva, Gunn Report, Leurzer’s Archive, British Design & Art Direction and R K Swamy Guide to the Urban Market. 23 databases are divided into three type namely full text, creative and numeric. Industry needs more data to understand brands and products in market followed by textual information related to market, consumer, brands, research, case studies, etc. so eight libraries have subscribed 29 numeric databases. 22 databases of full-text haven been subscribed by 13 libraries. Nine libraries subscribed 12 creative databases. Last priority comes to the creative databases because it deals more with awarded ads so number of
requirements is less and emphasis goes to new and original ideas. Statistical databases are Television Audience Measurement (TAM), Audience Measurement and Analytics (aMap), MarketPulse – IMRB International’s Household Purchase Panels, Indiastat.com, CMIE, and Nielsen Retail Store Audit are regularly updated. Indian Readership Survey (IRS), National Readership Survey (NRS), R K Swamy Guide to the Urban Market and National Council of Applied Economic Research (NCAER) are periodically updated. NCAER reports are India Market Demographics Report, and The Great Indian Market (2005). Second category is full text databases continuously updated and they are World Advertising Research Center (WARC), Euromonitor, Internet Securities Inc. (ISI) Emerging Markets, Questia, LexisNexis, Factiva and Datamonitor. Creative databases are Cannes Lion International, iBankLive, Gunn Reports, MagIndia, Luerzer’s Archive and D&Ad.

**Figure No. 17 – Database Subscribed by Agency**
5.12.3.4.1 Database

5.12.3.4.1.1 World Advertising Research Center (WARC)

WARC is subscribed by 10 libraries and ranked number one database for advertising professionals. It covers information on advertising and marketing communications, case studies, consumers and customers, marketing and brand management, marketing intelligence, media planning & buying, product categories, research, and media. WARC data covers media trends, global outlook, US media, forecast figure, ad-spend in 2009, media costs, global ad-spend, falling figures, and European ad-spend.

Website: [http://www.warc.com/](http://www.warc.com/)

5.12.3.4.1.2 Television Audience Measurement (TAM)

TAM is subscribed by seven libraries and ranked second out of 23 databases. It is joint venture of Nielsen and IMRB. It gives rating of TV viewership of different programmes with the help of 30,000 samples from above one lakh populations. It has division called AdEX, monitors advertising expenditure for TV, press and radio and also provides the print, and TVCs on request. Without these media data it is difficult to plan media spend for clients.

Website: [http://www.tamindia.com/tamindia/](http://www.tamindia.com/tamindia/)

5.12.3.4.1.3 Cannes Lions International

Cannes Lions International is one of the most exiting and prestigious awards in advertising industry globally and in database subscription list it stands third. It was stated in 1940 with cinema but advertising awards were initiated in 1954. It has 2,10,000 ads covers awards in Press Lions,
Outdoor Lions, Direct Lions, Media Lions, Cyber Lions, Radio Lions, Promo Lions, Titanium and Integrated Lions (breakthrough ideas), Design Lions, and PR Lions. It has 28 products and services such as savory foods, sweet foods and snacks, alcoholic drinks, non-alcoholic, household: cleaning products, household; others, home appliances & furnishings, cosmetics and beauty, toiletries, pharmacy, clothing, footwear & accessories, miscellaneous, cars, other vehicles, auto products & services, home electronics and audio-visual, retail stores, travel, transport & tourism, entertainment & leisure, publications and media, banking, investment & insurance, Business equipment & services, commercial public services, corporate image, public health, & safety, public awareness message, fundraising & appeals, best use of music. Four films apart from TV and cinema includes Internet, digital outdoor solutions, mobile phone, integrated film (TV, cinema, mobile, digital billboard), and interactive film.

Website: [http://www.canneslionsarchive.com/](http://www.canneslionsarchive.com/)

5.12.3.4.1.4 National Readership Survey (NRS).

NRS comes third in ranking and subscribed by six libraries. It covers media and product data. NRS has been published by National Readership Studies Council. Association of Advertising Council, Audit Bureau of Circulations, and Indian Newspaper Society are the members of this council. Readership survey started with NRS in 1970 followed in 1978, 1983, 1990 and 1995. Initially it was at the interval of five to eight years but due to media growth frequency has gone to two rounds in a year. This covers print, television, radio, cinema, and internet usage and comes out with readership, viewership, listenership, internet usage in rural and urban India. It also covers information on foods, clothing shoes, FMCG, durables, personal finance, telecom sector and chronic ailment product sectors. After second round of NRS 2006, the National
Readership Studies Council has not come out with any rounds but industry sources expecting announcement of new round for NRS at any time.
Website: [http://www.auditbureau.org/nrscouncil.htm](http://www.auditbureau.org/nrscouncil.htm)

5.12.3.4.1.5 Indian Readership Survey (IRS):

IRS subscribed by five libraries and rank wise it is fourth. This was initiated in 1994 by Media Research Users Council. Members are drawn from advertisers, advertising agencies, publishers, and broadcasting other media. IRS positioned with samples from urban and rural India but in the beginning NRS was from urban only. Lately NRS incorporated rural India. IRS introduced product profiles data along with media followed by NRS. IRS also covers same media like NRS such as print, television, radio, cinema, and Internet. IRS has established its leadership by introduction of rural and product profiles. In 10 years IRS has completed 18 rounds of research. IRS provides demographic data, household potential index, and local are potential. IRS Indian market & product profiles cover personal care & attire, consumer durables, transportation vehicles, connectivity, household care, food & beverage, financial services, rural assets, telecom.
Website: [http://mruc.net/](http://mruc.net/)

5.12.3.4.1.6 Euromonitor

Euromonitor was founded in 1972 and ranked fifth in subscription. It has Global Market Information Database (GMID). It provides information on various countries. It caters information on FMCG industry. 27 categories and 65 sub-categories are available in the database. Sector wise information requirements the FMCG category is the first compared
to other sectors. Consumer related information like demographic, economic, social, political, and lifestyle trends and prospects to identify macro influence their business environment. All these information will help companies to take fast decision in competitive market.
Website: [http://www.euromonitor.com/](http://www.euromonitor.com/)

5.12.3.4.1.7 iBankLive

This is subscribed by three libraries and ranked six in subscription. While discussion with industry professionals they mentioned about iBankLive as one of the best, fast and reliable source of information. The Agency Source (TAS) is one of the oldest service providers in the market since 1993. It has 500,000 TVCs, press ads, and marketing news. It provides TV commercials (national and international), press ads, press news, outdoor, radio spots, and internet ads. One of the most popular TV Ad Indx was available in the beginning in VHS video tape format. Keeping pace with technology they made it available in CD form instead of VHS. Again adopted new revenue model and made it available online with new name iBankLive to users. TAS gives option of ad-hoc and regular service to clients.
Website: [http://www.ibanklive.com/](http://www.ibanklive.com/)

5.12.3.4.1.8 ISI Emerging Markets

ISI was founded in 1994 and ranked wise it is sixth in subscription. This gives information on macro economics, banking, sectoral information, industry analyses, equity quote, and companies’ information. ISI Emerging Markets also provides the information on daily basis from newspapers and magazines from India and abroad. This is really reliable source of information for advertising professionals because researcher takes daily clippings on advertising, mass media and marketing from 13
Indian dailies and compared with ISI Emerging Markets, the results shows almost 90% coverage by ISI.
Website: http://www.securities.com/

5.12.3.4.1.9 National Council of Applied Economic Research (NCAER)

NCAER reports are purchased by three libraries and it ranked sixth in the subscription list. NCAER is an autonomous body of Government of India. For advertising industry at certain interval it comes out with a study on Indian consumers such as The Great Indian Markets 2005. Previously did the similar study on Indian Market Demographics Reports 2002. It covers information on FMCG, durable industries, household incomes and projections. These data are not available online but available in the form of report. It has covered 300,000 samples from rural and urban India. The biggest advantage of the NCAER is considered as authentic source being government autonomous body.
Website: http://www.ncaer.org/

5.12.3.4.1.10 Questia

Questia is online library which has 72,000 books and two million articles available from journals, newspapers, magazines, encyclopedias subscribed by two libraries and seventh in rank. It emphasis on art & architecture, communication, economics and business, education, history, law, literature, music and performing arts, philosophy, politics & government, psychology, religion, science & technology, and science & anthropology. It has lowest subscription cost and giving qualitative and best resources in the area of sociology and anthropology.
Website: http://www.questia.com/Index.jsp

5.12.3.4.1.11 aMap:
This is directly competing with TAM in television rating point. TAM follows people meter and aMap use Telecontrol VIII data control unit. TAM data are available on weekly basis and aMap data are available next day to client. The sample size is 10,000 in aMap and 30,000 in TAM.

Like TAM, aMap Provides information based on SEC classification, language, monthly household income, durable & vehicle ownerships, individual criteria, viewership by target, and ad archives. Ad archives will be available to members online free so that’s another advantage to subscribers in future.

Website: [http://www.audienceemap.com/](http://www.audienceemap.com/)

5.12.3.4.1.12 Market Pulse:

Market Pulse exists since 1981 from IMRB International. It is subscribed by two libraries and ranked seventh in subscriptions list. Nielsen collects the data from retail stores whereas Market Pulse collects data from housewives as respondent on household purchased of over 30 consumer products. Both are syndicated research. IMRB has built up database of over last 15 years. This provides rich insight on the consumer behaviour, changes in purchase habits and brands.


5.12.3.4.1.13 Gunn Report:

The Gunn Report is a compilation from all the prestigious awards in TV and print advertising. 2000 awarded commercials are available online from 1962 onwards. Advertising professionals use the Gunn Report for new business pitches, advertising development around the world, stimulus for speeches and presentations, creative features (e.g. Humor,
cry, erotic etc.), script comparison with awarded ads, and reviewing brand & communication strategy.
Website: http://www.gunnreport.com/

5.12.3.4.1.14 LexisNexis:

This online service is being subscribed only one agency library and ranked eight. The LexisNexis online service provides access via the web, to over 3 billion documents from thousands of worldwide newspapers, magazines, trade journals, industry newsletters, financial data, public records, legislative records, data on companies and their executives.


Website: http://www.lexisnexis.com/

5.12.3.4.1.15 MAGINDIA:

Only one library has mentioned that they subscribe MAGINDIA and its subscription rank is eight. First advertising library created by Mudra Communications Ld. for advertising industry in India. It provides advertising history, ad legends, print ads, TVCs, outdoor, international ads, Point of Purchase (POP), market overview, ad slogans, packaging, logo, annual report, mailers, awards garden (ABBY), ad show (cricket world cup 2003), multi-media, jingles, newspaper clippings and banners. This portal gives maximum information apart from TVCs and Print ads.
such as logo, slogans, annual reports, mailers but this could not positioned like iBbanklinve.
Website: http://www.magindia.com/

5.12.3.4.1.16 Indiastat.com:

This is being subscribed by one library and it’s ranked as eight in subscription. This was set up in 2000 by Datanet India Pvt. Ltd. It collects, collates and compiles socio-economic information about India, states, district, taluka, and village and makes it available online. Indiastat.com has 50 associate sites which include 19 sectors specific and 31 India/state/UT specific sites. Indiastat.com is using reliable sources for data. It has around 500,000 pages like agriculture, demographics, market forecast, health, media, economy, crime, and social welfare etc. This is not very well used site by industry because their interest is more in brands, brand shares, consumer perception etc. Website: http://www.indiastat.com/

5.12.3.4.1.17 Centre for Monitoring Indian Economy (CMIE):

This is one of the oldest services set up in 1976 on Indian economy data. It has Economic Intelligence Service, Industry Analysis Service, Prowess, and Regional services. It provides information online and also on CD. Market Share and Size of Industrial Products is useful compilation for advertising industry. They regularly come out on sales advertising ratio which is again very important for industry. National income, profiles of states and profiles of states. Prowess covers 20,000 companies. Website: http://www.cmie.com/
5.12.3.4.1.18 Nielsen’s Retail Index:

This service is used by one library and ranked eighth in the subscription list. It was earlier known as Operations Research Group in India. This was known for social science research in the county. AC Nielsen has prominent service on brand sales known as Retail Index (formerly known as Retail Store Audit). Producers need market information to plan their strategy. India has 70 lakhs retail distribution points in India. Nielsen collects the data from retailers on sales volume, distribution, selling price, promotions covering an organization's own brands and competitive brands. This report helps in understanding category, track retail performance, manage distribution, analyze promotion efficiency and effectiveness, and evaluate new launches. The data are collected from fix retail outlet on monthly basis. Retail index is syndicated study provides market structure across four regions of the county. 87 categories are available such as food & beverages, baby care products, fabric & home care products, personal care, lighting products, contraceptives, and OTC. In other products category such as auto lubricants, SIM card, writing instruments, sanitary ware, bicycle and beer. Website: [http://in.nielsen.com/site/index.shtml](http://in.nielsen.com/site/index.shtml)

5.12.3.4.1.19 Datamonitor

This is subscribed by one library and ranked as eight in the list. Datamonitor provides the market reports globally similarly to Euromonitor. Nielsen also provides market report on ad-hoc and regular basis. These are the services substitute to each other but reports are very costly and so agency can not afford all reports unless clients support agencies. Datamonitor has expertise on preparing reports, briefs, company profiles and industry profiles. Reports are available on automotive, business and consumer services, consumer packaged goods, energy and
utilities, financial services, leisure and arts, media, pharmaceuticals and healthcare, retailing, telecom, technology, Wholesale etc. The company related information to these categories is available country wise.
Website: http://www.datamonitor.com/

5.12.3.4.1.20 Lurzer’s Archives

This is one of the prestigious magazines in creative field. This service available online. The subscription is cheaper compared to other services. It has 35,000 print advertisements and 6,000 TV commercials. Spot synopses and briefs on commercials are available to subscribers. It also gives the ranking of photographer. Along with online library one can subscribe print version also.
Website: http://www.luerzersarchive.net/luerzers-archive-magazine.html

5.12.3.4.1.21 Factiva

Factiva is subscribed by one agency library and it is being ranked eight in subscription list. Factiva belongs to Dow Jones. It covers 23000 sources from more than 159 countries in 22 languages. Factiva includes newswires, newspapers, key television and radio transcripts. It provides information from must read magazines such as The Economist, Forbes, Fortune, Time, Newsweek, Business Week, Far Eastern Economic Review etc. Company’s information is provided from Reuters fundamentals, Datamonitor and D&B on company reports and historical market data.
Website: http://factiva.com/index_i7_w.asp

5.12.3.4.1.22 D&AD

Only one library is getting this publication through membership. It is ranked eight and twenty second in the list. This is non profit organization
engaged in encouraging and promoting creativity since 1962. It gives awards to outstanding creativity and set highest standard for design and innovation for enhancing business performance. The publications are only available to members.

Website: [http://www.dandad.org/](http://www.dandad.org/)

5.12.3.4.1.23 Urban Market (now Market Planning):

RK Sawmy BBDO Guide to Market Planning (formerly urban market) covers 515 districts, urban and rural, 21 states and 3 union territories. It is available in interactive CD. It is useful to advertisers, agencies, and media planners. Guide provides market potential value, purchasing power in rural and urban India, district prosperity, 24 indicators, media exposure, and maps for logistics planning.

Website: [http://www.loginads.com/rksguide/index.html](http://www.loginads.com/rksguide/index.html)

All 14 libraries allow their users to conduct online search. There are two more libraries they allow online search to users but they have not mentioned which database. Regular users know what they want and how to search the information but casual/new users face the difficulty in using right terminology for search. One library has mentioned that searching by juniors and middle managers. Agency libraries are more managed by part time non library professionals so professional touch is less. Any resources of libraries whether it is online or off line unless professional is not going through the structure of information he/she can not guide the users. Researcher has observed that most of searches are based on brand name (Zen), generic name (Automobile), advertisers (Maruti Udhyog), advertising agency (Lowe Lintas) advertising through medium (television, radio, print). These are most common search elements. Even in any marketing or advertising books apart from subject index, it gives brand index and company index. Subject wise search
could be on consumer behaviour, brand, advertising, marketing etc. and search is possible by exact phrase, all of the words, at least one word, without the words, words near search, and Boolean search and, or and not. Another search is possible by time period, and source (Admap).

5.12.3.4.2 Frequently Search Engine/Website:

Information is vital for presentations, decision making and to convince clients. Only one library has library professional and another library has semi library professional. Other 21 libraries are managed by non library professionals and many of them have multiple jobs. These professionals are attached with libraries just to look after books, magazines and newspapers. Seven out of 23 are providing more than 50% services to agencies. Advertising professionals are more habituated to work without library professionals’ help and they are more dependent on personal information management, internet based resource and outsource rather than physical resources. They take work from trainees, juniors and middle managers level employees. Micro information is more updated in internet base resources than physical resources. Chances are more to get faster information on internet due to multiple resources.

There are search engines and websites which give free updates, free information and sometimes users need to register with website and access is possible. Researcher has identified 18 search engines/websites. There are nine websites related to advertising, one related creative because users get television commercial, census related to demographic, two websites related to economic and business, one strong search engine, and four websites related media. Break up of all websites as per subjects are as under:
Advertising: AAAI, ISA, Afaqs, Exchange4media, MICA Libraryonline, Ad Club Bombay, ASCI, The Agency Source, Yahooadvertising.com,
Creative: You Tube (TVC)
Demographic: Census
Economic & Business: IBEF, NCAER,
General Search Engine: Google
Media: INS, ABC, Indiatelevision.com, Prasar Bharati

Researcher wanted to know the preferences of usage of various websites and search engine. Most of the questionnaires are filled up by senior advertising professionals so this will help in identifying the most useful website and search engine at five point scale.

Figure No. 18– Search Engines/Websites
Table No. 35 – Usage of Website/Search Engine

<table>
<thead>
<tr>
<th>Website/Search Engine</th>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
<th>Value</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>19</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>79</td>
<td>1</td>
</tr>
<tr>
<td>YouTube</td>
<td>16</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>69</td>
<td>2</td>
</tr>
<tr>
<td>AFAQS</td>
<td>14</td>
<td>3</td>
<td>2</td>
<td>0</td>
<td>4</td>
<td>69</td>
<td>2</td>
</tr>
<tr>
<td>Exchange4Media</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>6</td>
<td>56</td>
<td>3</td>
</tr>
<tr>
<td>Indiatrielevision.com</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>12</td>
<td>34</td>
<td>4</td>
</tr>
<tr>
<td>Census</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>13</td>
<td>24</td>
<td>5</td>
</tr>
<tr>
<td>Ad club</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td>15</td>
<td>19</td>
<td>6</td>
</tr>
<tr>
<td>The Agency source</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Yahoooading</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>NCAER</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>16</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>IBEF</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>16</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>INS</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>18</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>ASCI</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>17</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>MICA Libraryonline</td>
<td>1</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>17</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>AAAI</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>17</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>ABC</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>19</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>ISA</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>20</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Prasar Bharati</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>21</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>79</strong></td>
<td><strong>23</strong></td>
<td><strong>31</strong></td>
<td><strong>29</strong></td>
<td><strong>252</strong></td>
<td><strong>476</strong></td>
<td></td>
</tr>
</tbody>
</table>

Value: Always = 4, Frequently = 3, Sometime = 2, Rarely = 1, Never = 0

For 18 search engines and websites respondents gave 79 preferences for always, 23 for frequently, 31 for sometimes, 29 for rarely and 252 for never. Search engines and website values wise usage is 476.

5.12.3.4.2.1 Google

Google is considered to be the best search engine for any information and it has ranked number one by twenty agency libraries. It is like an encyclopedia for universe of knowledge, when users do not know where to look for information the Google is one place where most of times users prefer to go for information. Those who knows how to search information for them it’s a great knowledge source. 91 million searches per day on Google taking place which is equal to half of the internet searches. Google is an international brand but it has regionalized its brand from
Google.com to Google.co.in to become a national brand. From national brand it becomes regional brands because Google is available in Hindi, Bengali, Telugu, Marathi, Tamil, Gujarati, Kannada, Malayalam, and Punjabi.

Google has shown the highest usage amongst the listed. Out of twenty respondents, 19 have mentioned always, one has mentioned frequently and three have mentioned never. It is ranked first amongst the list. Google is being used always at the time of pitch because The Economic Times, The Financial Express, The Indian Express, The Pioneer, The Telegraph, The Times of India, and Mint are available free with its archive and at one search information from all papers are available on Google search engine. This is one example but it has uncounted usage for different information and it depends upon the users. The only limitation is filtration of information on Google is time consuming.

Website: http://www.google.co.in/

5.12.3.4.2.2 YouTube

This was set in 2005; it was purchased in 2006 by Google Inc. It has the largest online video library worldwide. 65,000 videos are added every day. Any one can freely upload videos on the search engine. It has three sections such as videos, channels and community. Videos cover autos & vehicles, comedy, education, entertainment, film & animation, gaming, howto & style, music, news & politics, people & blogs, pets & animals, science & technology, sports and travel & events. Advertising is not listed as one of the areas but television commercials are also included in the YouTube.

18 respondents have positively responded to the question and five respondents have said never for usage. Out of 18 positive respondents,
16 uses always, one each uses frequently and sometimes and five have never used it. Value and ranked wise it is second. Access and downloading facilities are possible by brand, generic, advertisers, agencies and countries. Creative and strategic teams have greatest advantages of instant access 24/7 to all. It can sort by newest, oldest, view count, ratings and relevance.
Website: http/www.youtube.com/

5.12.3.4.2.3 Afaqs (Formerly agencyfaqs):

After the Google search engine, this is favorite website for advertising professionals. The value and ranking wise it second. The value of YouTube and Afaqs are same. This was launched in 1999 to make the life easier for advertising, media and marketing professionals. Afaqs gives exactly what professionals expect such as news from industry, who handle brands, people movements, interviews of senior professionals from advertising, media & marketing, newsletter, storyboards, creative showcase covers recent campaigns on TV, print, OHH, digital, radio, international and unpublished. In the resources section it provides the details of various industries such as publications, ad agencies, PR agencies, TV Channels, allied services, market research firms, event management, media agencies, outdoor agencies, film production houses, direct marketing and digital & interactive agencies. One can find short profile of companies in all above areas.

14 respondents use always, three-uses frequently, two-uses sometimes and four have mentioned never used it. Due to news, interviews, resources, storyboard, and creative showcase it stood second in usage.
Website: http://www.afaqs.com/main.html
5.123.4.2.4 Exchange4media

This portal was set up in 2000 to serve advertising, marketing, media and broadcasting domain. Value wise it is 56 and in ranking it is third. It took opportunity to fill up the gap of Advertising & Marketing Magazines by Pitch, Impact and Franchise Plus. Exchange4media has rich contents but no coverage on storyboards and creative showcases. The rich contents cover newsletter, news, archive from 2000 onwards, people movement, interviews of professionals from radio, brand, journalists, OOH, and special events. Analysis section gives information on print advertising expenditure from TAM, account movements, and TV viewing behavior. E-resources give details about ad agencies, allied services, direct marking, film production house, industrial bodies, market research, media buying agencies, out of home agencies, photographer, PR agencies, publications, international representatives, and others. Lastly Radio Audience Measurement (RAM) gives data on listernership for Kolkata, Mumbai, Delhi and Bangalore. Due to storyboard and creative showcase the Afaqs is used more than Exchange4media.

17 respondents have shown positive response and six have mentioned that they have never used it. Out of 17 respondents, 10 mentioned uses always, three-uses frequently, three-uses sometimes and one-uses rarely. It is ranked third in total ranking. This portal has given more emphasis on broadcasting, print ad expenditure, TRP and RAM. Account planning and media professionals benefit more from Exchange4media.

Website: http://www.exchange4media.com/home.html

5.12.3.4.2.5 Indiatelevision.com

This was launched in the year 1999 in which the Afaqs was also established. Like Exchange4media emphasis is more on broadcasting
and media. This provides two e-newsletters one on Television and second one on Media, Advertising and Marketing (MAM). TV advertising expenditure and audience measurement of top 10 and hundred programmes are available from TAM. It also gives information on radio and cinema. Interviews from directors, executives, MAM professionals, producers, rising stars, team players, writers and young Turks are conducted and uploaded on portal. Like Afaqs it gives storyboard of television advertisements. Information regarding television industry history and future is given in editorial section.

Resource section gives general and industry information. Information resource section gives information on demographic, financial results, legal resources, opinion poll, satellite beckoner, survey, and TV glossary. Industry resources contains company information in detail such as ad agencies, creative, event organizers, hardware equipments, jobs, consumer area, products, media houses, PR firms, producers, program listing, technicians, TV manufacturers, and events.

11 respondents have positively replied to the question and 12 respondents have said they have never used this portal. It is ranked as fourth in total rankings and value wise it is 34. Out of 11 respondents, five use always, three-uses frequently, two-uses it sometimes and one -uses rarely. Some of the sections of the portals are not being updated regularly such as products price, financial results, and interviews in some sections. Indiantelevision.com wanted to become strong in content but interviews are not conducted and not updated regularly.
Website: http://www.indiantelevision.com/
5.12.3.4.2.6 Census

Census of India started from 1872 and every 10 years it is being conducted by Govt. of India. It is hundred percent survey of the Indian population. These are available freely by doing online free registration on the website. This website got 24 values. These data are on administrative division, population, economic activity, socio-cultural aspects, migration, disability, language and mother tongues, household population, area profile of India, states, & districts, village directory, and list of towns with population.

Demographic data are vital for any industry. Ultimately they are the existing and potential buyers for anything and everything. Few of them are advertisers and majority of them are buyers of advertised products. There are different terms used such as target audience, consumers, perspective consumers, entrepreneurs, socio-economic classification A1, A2, (executive, officers, professionals, & large businessmen) B1, B2, (shopkeepers, graduate, & secondary school degree) C (skilled working class, clerical and field positions or small traders), D (fewer clerical workers compared to C), E1, & E2 (unskilled workers) for the same population. Advertisers account and strategic planning, creative, and media professionals have to understand the population from the above perspectives.

10 respondents have positively responded to this question and the website is ranked at fifth. 13 respondents have never used online census data. One of the reasons for less utility of these data is due to IRS and NRS data available based on primary survey.
Website: http://censusindia.gov.in/
5.12.3.4.2.7 Ad Club Bombay:

The Bombay Ad Club details have been given in the third chapter. The most important part it plays to motivate creative and media professionals. The news section really adds value to advertising professionals. It covers industry news, event news, movers and shakers, blogs and features feature ad critic which no other does it. It offers various awards to motivate professionals such as ABBY (creative), EFIEE (ad effects), EMVIES (media) and young achievers awards. Announce acceptance of various awards entries on the website. The Solus magazine available online is another big advantage to professionals.

Eight respondents have given positive feedback about the question and 15 respondents have never used it. The website usage ranked at six. Out of eight respondents, one uses always, two uses frequently, four uses sometimes and one uses rarely. Limited use due to restricted information related to awards but it has quality contents about news.
Website: [http://www.adclubbombay.com/](http://www.adclubbombay.com/)

5.12.3.4.2.8 The Agency Source

The agency Source (TAS) was established in 1993 and launched a new website called iBankLive in 2007. TAS offers services that matching advertising professionals' expectations. Latest advertising commercials can be seen but it's of too small size and TAS wants professionals to contribute in the form of writing an article. Link section has given brands, agencies, press publications, radio stations, TV channels, and TV production. TAS has given direct link to the websites. TV production section gives about International production houses, advertising awards shows, books, education institutions and equipments reviews, shop & manufacturing.
The beauty of the website is most professionally managed, on every webpage one can find randomly between two to four TVC in very small size, which can be seen but one would not like to download or use for any presentation but only option to place order. TAS has given 12 Indian awards and 46 International awards information and link to their websites which no one has given. List of related education institutions and books are given to understand well about broadcasting area. There are various websites like Afaqs, Exchange4media, Indiantelevision.com, and The Agency Source, out of these sources Afaqs gives maximum creative, update and free information but TAS gives professional and qualitative service.

Six respondents have given positive answer to the question but 17 respondents have never used TAS. It is ranked at seven. Out of six respondents, three uses always, one uses frequently, one uses sometimes and one uses rarely. Formerly it was providing more offline service than online therefore the less preferences of this website has shown by respondents.

Website: [http://www.ibanklive.com/](http://www.ibanklive.com/)
(Formerly: [http://www.tvadindx.com/](http://www.tvadindx.com/))

5.12.3.4.2.9 In.Advertsing.Yahoo.com

This site gives more creative showcase such as creative at Yahoo India, creative gallery, awards shows (Cannes), and it also gives featured article and original research on the website.

Seven respondents have given positive answer to the question and the portal got eight ranking in the list. 16 respondents have never used the website. Out of seven respondents, two uses always, one uses frequently,
one uses sometimes and three uses rarely. The utility of the website is low because less number of creative showcase available. Website: http://in.advertising.yahoo.com/

5.12.3.4.2.10 NCAER

NCAER information has been discussed in the previous question. There are social and commercial information on the website. Social information is free wherever the PDF is available and commercial information is available at price. It provides online working papers, discussion papers and recent releases. Media and public affairs section covers articles and NCAER in media. Library provides useful link for economy data. Resources section covers Indian Economic Forum, information links, resources for economists and economic trends.

Seven respondents are using the website and as per their requirement it is ranked eight. Out of seven two uses always, one uses frequently, one uses sometimes and three uses rarely. This information has research value and less commercial value, therefore, the website site has low usage.
Website: http://www.ncaer.org/

5.12.3.4.2.11 Indian Brand Equity Foundation (IBEF):

The role of IBEF is to create positive perception about Indian economy. Most useful information for advertising professionals is India at glance, Foreign Direct Investment (FDI), Foreign Institution Investment (FII) investment in India & abroad, agriculture, infrastructure, manufacturing, services, consumer markets, and sectoral information. Brand India section provides brochure, film, posters, and panels. News area give information related to policy, investment environment and
press releases. Resource section gives interviews, speeches and quick facts. All these information are required by advertising professionals.

Seven respondents have positively replied about the websites and ranked ninth compared to other sites. Out of seven respondents, one uses always, one uses frequently, two uses sometimes and one uses rarely. Website: http://www.ibef.org/

5.12.3.4.2.12 INS:

Indian newspaper society (INS) is giving name of the members and accreted agencies address. It monitors cycle of money transactions between advertisers, advertising agencies and media houses. It follows standard timeline decided by INS to be followed rationally.

Five respondents are using the website and based on the usage it is ranked at 10. Out of five respondents, one uses always, two uses frequently, and two uses rarely. As such INS Press Handbook gives lot of details like circulations and advertisement rate for press and billing amount of agencies. It’s available in print and CD form. Website: http://www.indiannewspapersociety.org/

5.12.3.4.2.13 ASCI:

Advertising Standard Council of India (ASCI) is useful to advertising professionals in three ways. Formulate the self-regulations for advertising professionals. How to launch complain against unethical advertisements. Decisions taken by Consumer Complaints Council are good reference materials for advertising professionals.
Six respondents are using the website and it is ranked as tenth. Out of six respondents, one uses always, three uses sometimes and two uses rarely. The usage is low because this website does not to inspire creative ideas or strategic thinking but it tells how to take precautionary measures while preparing the advertisement.

Website: [http://www.ascionline.org/](http://www.ascionline.org/)

5.12.3.4.2.14 MICA Librayonline

It is also known as Knowledge Exchange & Information Center (KEIC). Open access resources are kept online to help advertising professionals. Under useful link, KEIC has put all the Indian links related to marketing communications at one place under headings advertising, associations, brand, consumer, consultancy, economic & statistics, communication and media research, media, press, radio, television, secondary sources and Indian periodicals on Integrated Marketing Communications. It gives international associations and creative sources.

Six respondents are using the website and it is ranked tenth. Out of six respondents, one uses always, three uses sometime and two uses rarely. Low utility is due to mix of open access and paid sites given in the link. Secondly it has rich newspaper clippings, TVC, print ads online but access is restricted to faculty members and students only.

Website: [http://220.225.146.34/](http://220.225.146.34/)

5.12.3.4.2.15 AAAI:

As an association previously in the association section it has been briefly described. It helps in taking policy matter decisions. AAAI organizes workshop, contest, seminar, awards and public service advertising.
Six respondents have responded positively about the usage and website is ranked at tenth. Out of six respondents, one uses frequently, four uses sometimes and one uses rarely. American Association of Advertising Agencies (AAAA) website is more live compared to AAAI. AAAA provides futuristic and leadership content to advertising professionals in the areas of agency disciplines, agency management, awards programmes, digital initiatives, other industry associations, and thought leadership, even for libraries AAAA brought out a book on “Information Services for the Advertising Professionals.” AAAA value the LIS profession and closely working with Special Library Association (SLA).
Website: http://www.aaaindia.org/

5.123.4.2.16 ABC:

Circulations of print medium data are compiled by the Audit Bureau of Circulations. It is necessary to take the membership to use the data therefore the utility is less. Partially website gives details about NRS because ABC is one of the founder members, other members are INS and AAAI. Area and trend analysis of print medium is possible online with ABC data but access is given to members. Only members’ data are given on circulations by ABC so the media professionals prefer IRS for readership data.

Four respondents are using ABC website and it is ranked 11 in comparison to other websites. Out of four respondents, one uses frequently, one uses sometimes and two uses rarely. Non-members can able to get information about members name on the website.
Website: http://www.auditbureau.org/
5.12.3.4.2.17 ISA:

Indian Society of Advertisers (ISA) emphasis is more observatory role, there is no much details information available except the statements. Being advertisers their concerned with advertising agencies and all media. ISA deals with ethical standards, economic discipline, protect rights, inform & guide, monitor & measure, moderate media, and new media. This body conducts training programme for working professional at different places in India.

Three respondents have used the website and its rank is 12 in total 13 ranking. Out of three respondents, one uses sometime and two uses rarely this website. Its utility is very low because most of the information related to advertisers except training programme.

Website: [http://insocietyad.com/](http://insocietyad.com/)

5.12.3.4.2.18 Prasar Bharati:

The lowest rating has come for the Prasar Bharati because it is dealing with Doordarshan and All India Radio. But parent body i.e. Ministry of Information and Broadcasting deals with FM radio, Conditional Access System, Community Radio Station, Prasar Bharati, Private Satellite Channels, Content Regulation of private channels, DTH and IPTV. These are all policy level matter where associations like ISA, ASCI, AAAI, and INS play the role in influencing the government.

Two respondents have said yes and its rating is 13, the lowest. Out of two respondents, one uses sometimes and another uses rarely the website. Because of new channels and FM radios the use of the website is lowest.

Website: [www.allindiaradio.org](http://www.allindiaradio.org) & [www.ddindia.gov.in](http://www.ddindia.gov.in)
5.12.3.5 Radio Advertisements

13 libraries provide 56.52% of service to their agencies. Five libraries have answered no and five have not responded to this question. It’s fifth in number in providing the services. This is one of the oldest mass media audio medium. Growth took place after FM radio entries and private players. Advertisers will spend money when medium is effective and reach is maximum to target audience.

Like television, radio has to be monitored. Libraries have access to newspapers but all libraries do not have access to radio channels. Those agencies engaged in providing service of radio ads they are engage in this service. Libraries need downloading facilities, software to cut files, and to create a database. Most of the libraries outsource radio commercials but it has to be preserved in CD, DVD and searchable database. All 12 libraries preserve the radio commercials in MP3 formats and one library is using MP3 and WMA. Other formats are such as OGG, RM, VOB are not used by the libraries. Searching by professionals is more or less same like television.

This service has the gap of 43.48%. This gap is low due to ad spend by advertisers.

5.12.3.6 Newspaper Clippings

Newspaper clippings service is being provided from local (Mumbai Samachar), regional (Gujarat Samachar, Divya Bhaskar), national (The Times of India and The Hindustan Times) and international newspapers (The Financial Times). These cover information/news of business, companies, sectors, brands, political news, government news and policy,
society, finance, economy, etc. Special supplements in newspapers carry articles on marketing, advertising and media & entertainment particularly to business papers. Foreign business newspapers like The Financial Times and Asian Wall Street Journal also carry similar information along with industry surveys. Newspapers are now a days available in print and e-papers. Some e-papers are available to readers for week time period. Some papers archives are available to users on subscription. Some papers archives are available free to users. The list is given in Annexure – VIII.

**Table No. 36 – Newspaper Clippings Service**

<table>
<thead>
<tr>
<th>Est. Date of Library</th>
<th>Starting Date for Clippings</th>
<th>Professional</th>
<th>Daily/Source</th>
<th>System</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.A.</td>
<td>N.A.</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Display on notice board</td>
</tr>
<tr>
<td>1950</td>
<td>1950</td>
<td>Non-library</td>
<td>7</td>
<td>Database</td>
</tr>
<tr>
<td>N.A.</td>
<td></td>
<td>Indian &amp; International, security.com, Apprise weekly (CD)</td>
<td>Database</td>
<td></td>
</tr>
<tr>
<td>1967</td>
<td></td>
<td>Strategic planning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1972</td>
<td>N.A.</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Manually Google/newspaper sites</td>
</tr>
<tr>
<td>1972</td>
<td>N.A.</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Database</td>
</tr>
<tr>
<td>1986</td>
<td>1986</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Manually</td>
</tr>
<tr>
<td>1986</td>
<td>N.A.</td>
<td>Non-library</td>
<td>Cirrus, Google</td>
<td>-</td>
</tr>
<tr>
<td>1995</td>
<td>1995</td>
<td>professional</td>
<td>8</td>
<td>Database</td>
</tr>
<tr>
<td>1995</td>
<td>1996</td>
<td>Non-library</td>
<td>10</td>
<td>Manually</td>
</tr>
<tr>
<td>1995</td>
<td>N.A.</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Manually</td>
</tr>
<tr>
<td>1999</td>
<td>N.A.</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Database</td>
</tr>
<tr>
<td>2003</td>
<td>2003</td>
<td>Non-library</td>
<td>Dailies</td>
<td>Manually</td>
</tr>
</tbody>
</table>
Advertising industry is interested in information on advertising, mass media, marketing, advertisers, existing products, new product launches, people, culture, consumers, agencies, account planning, creative, market research, sectors, market size, market share, campaign, new interviews, media, circulations, readership, viewership, listenership, account gains & loss, manpower turnover, merger, takeover, tie-ups, change in logo, name, & colour (e.g. Bank of Baroda, Central Bank), new business opportunities, awards, design, art, packaging, pricing, promotions etc. Most of the information appears in business papers.

12 libraries provide 52% of newspaper clippings service to their agencies. Five libraries started their newspaper service from the years 1950, 1986, 1995, 1996, and 2003 onwards. Seven libraries have no idea of starting dates of clippings service.

Only three libraries have given numbers respectively seven, eight and 10 for newspapers they cover for clippings. Remaining libraries have mentioned just dailies instead of numbers. Out of 12 libraries, at one library clippings service is handled by a library professional and got highest clippings 1, 31,621 amongst all libraries. There are two agency libraries that take help of outside agencies for updates. Strategic planning professionals’ directly handle clippings in one agency library from national, international newspapers plus they outsource on sectoral basis. This agency gets the updates on a weekly basis. Researcher had also provided services on a day to day basis to this agency on telecom sector and milk products.

One library is exclusively dependent on Google and newspaper websites. Six libraries have said no and seven libraries have not answered the question. This service is an essential for agencies but many respondents
have verbally informed researcher that everything is available on internet so why to make duplicate efforts and some newspaper gives archives and search facilities on their websites so why to maintained the clippings. This is also one of the reasons of not having library professionals in agencies.

Five Indian business papers and two international business papers are given with their WEBSITE, free and subscription access details are given. News information is accessible in open source from 2000 year onwards. Business Standard is accessible through subscription from 1999 onwards.

Asian Wall Street Journal is not accessible for more than a month. The Financial Times is available only for current day. Subscription based archives are available to both the newspapers.

General newspapers cover seven newspapers from India. Daily News Analysis (DNA) is the latest entry in the market. Selected articles are available from The Telegraphs from 1999 onwards. Free accesses are given for full text from 2000 onwards by The Hindu, and The Times of India. DNA gives access for last one year only. The Indian Express and The Pioneer are available from April 2009 onwards. The Hindustan Times gives access for only one week.

DNA and The Hindustan Times give subscription base access from 2000 and 2004 onwards. The Hindustan Times is highly commercial amongst all the newspapers.

Five libraries maintained their clippings manually and remaining five libraries they maintained as database. One agency library is displaying clippings on notice board. Most important part of micro information
documents is in retrieving information. Five libraries maintained manual system for newspaper clippings service and two of them are able to retrieve by date wise, one is able to retrieve brand wise, third one is able to retrieve subject wise and product category wise, and fifth library retrieve clippings by brand wise and subject category wise.

Five libraries maintains database for newspaper clippings. One library can retrieve information product category wise, remaining four libraries retrieve clippings by date wise, subject wise, product category wise, and brand wise. Only one library has additional features of endorsement and keywords.

Newspaper clippings haven’t got lasting information value. Secondly newspaper print has limited life compared to books therefore it has to be weeded out after certain periods. This is applied in case of print version. Database will not have preservation problem due to development of digital format. Researcher has experienced with industry that maximum five years old information industry has asked from newspaper database but maximum information were asked for two or three years.

Only three libraries have mentioned about weeding policy for press clippings. One library has mentioned that weeding is taking place annually and in another library it’s taking place after three years. Rest of the libraries has not responded to this question.

5.12.3.7 Literature Search

Literature search is being done to minimize the gap between what someone knows and development taken place over a period of time in that subject area. Users mentioned they don’t have time to read what ever has been published on a day to day basis and development of
literature growth rate is faster than number of hours available with users. Because of time constraint one would like to be selective and read what is needed immediately by users. For day to day requirements topics are covered by SDI and CAS to save the time of readers and update them on a regular basis. Whenever new topic comes a literature search is being conducted. After brief professional has to decide about sources to be consulted and time period to be covered for a topic. For example, small is big. Here small means small packaging items used by individuals, tourism & hospitality, lubricant, aviation, religious activities etc. These items are gutka (tobacco), mukhwas, FMCG products (toothpaste, toothbrush, face cream, after save lotion, hair oil, disposable razor, soap, shampoo), food items (butter, sugar, tea coffee, powder milk, sauce, jam, pickle), lubricant and pooja samagri (materials required to perform pooja). Their market share of small packages is higher than big packages. These types of literature search spread across various sectors and time consuming.

Table No. 37 – Literature Search Service

<table>
<thead>
<tr>
<th>Literature search</th>
<th>Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 25</td>
<td>3</td>
</tr>
<tr>
<td>26 to 50</td>
<td>0</td>
</tr>
<tr>
<td>51 to 75</td>
<td>1</td>
</tr>
<tr>
<td>76 to 100</td>
<td>0</td>
</tr>
<tr>
<td>101 to 125</td>
<td>0</td>
</tr>
<tr>
<td>126 to 150</td>
<td>3</td>
</tr>
<tr>
<td>150 above</td>
<td>2</td>
</tr>
</tbody>
</table>

Nine libraries provide 39.14% of literature search service to their agencies. Literature searches are being conducted for pitch, understanding consumers, retaining clients, trends, advertising research and exploring new business opportunities. There are three libraries
conducted less than 25 literature searches. In the range of 26 to 50 no library conducts literature searches. Only one library has conducted the search in the range of 51 to 75. Between 76 to 100 and 101 to 125 no one conducts search. Three libraries conduct searches in the range one 126 and 150. Two libraries conduct more than 150 searches in a year.

This service has not been provided by 14 libraries and this has vacuum of 60.86% gap. This can be improved with the help of library professionals because their rich resource knowledge and ability to understand diverse subjects. Agency has to involve library professionals and give responsibility of performing tasks. They have been taught, how to conduct literature search. The skills required to do literature search are critical evaluation of information, value addition, avoid duplication, match each article and piece of information with the brief of advertising professionals other wise it will be a waste of time for both. In advertising industry they try to manage information through trainees and juniors rather than getting it done professionally from LIS professionals.

5.12.3.8 Selective Dissemination of Information (SDI)

Selective dissemination of information service is provided to selective group of advertising professionals based on their requests, current brands and perspective clients. The difference between CAS and SDI is that, CAS is going to every one in agency but SDI is going to only selected group of people with specific information.

Nine libraries provide 40% of total services to their agencies. Advertising professionals would expect libraries to update them on a regular interval on brands they are handling, competitors’ information, sectoral information, consumer behaviour, segmentation, etc. For this librarian has to read and browse regularly the newspaper, magazines, search
engines, website, government websites etc. From these sources one has to give highly relevant and value added information to users. SDI is provided to seven members of account planning and creative professionals.

**Figure No. 19 – SDI Service**

![SDI Service Chart]

It is also provided to six members of market research and five members of media planning department. Information priority wise account planning comes first, their interest areas are as market researcher, data analyst, qualitative focus group moderator, searching relevant information, target audience representative/voice of consumer, futurologist, media/communicator planner, strategic thinker, writer of creative brief, social anthropologist, insight miner and knowledge applicator. Creative team needs information on photographs, design, art, copywriting, competitors’ brands etc. Marketing research professionals required information based on secondary sources relevant to client’s brand, consumer perception about the brand. For primary research they are not dependent on libraries. Media planning department got last priority for SDI service because they deal with more hard data like readership data, listenership data, viewership data, ad spend, rates, etc. Compared to account planning and creative they need less information.
Seven libraries are sending SDI notifications by e-mail and one library is sending by e-mail and portal. Feedback on SDI is also needed for two reasons. Feedback tells that information given in SDI service was relevant or irrelevant. Accordingly the modification will be done from the next issue of SDI. Any change in profiles of advertising professionals should be informed to library professionals to serve them better because SDI service is based on the profiles. Any addition of new clients should be monitored. Account moved to other agency, that brand and product category information should not monitored by library professional.

Selective dissemination of information is the most important service amongst all services. SDI service has not been provided in 14 libraries. This service has 60% gap which can be filled by library professionals. This service can directly contribute to agency in terms of timely information saves the time of professionals, value addition in terms of information, this leads to fast decision, bring advertising business.

5.12.3.9 Current Awareness Service (CAS):

Current awareness service is provided in specialized libraries because of small groups of users library professional can easily keep track with users profile and interest of users. Libraries inform users about the new acquisition in libraries. These include display of new arrivals of books, periodicals, non-print materials, and CAS bulletins.

Eight libraries provide 35% services to users. This service helps in awareness and promoting immediate use and optimum utilization of resources. Four libraries display latest books in libraries for users. Two libraries display current periodicals for users in agencies and two libraries display non-prints materials like CD/DVD. Libraries use e-mail service to send CAS information. This has 100% reach rather than
limited physical visits of professionals to library and notice new arrivals in library. How many open mails and read it that depends upon interest of users. Because of intranet one can save the paper cost and printing/duplication cost.

Current awareness service bulletin is published by two libraries. 11 libraries say no and 10 libraries have not responded to this question. Only one library has given its details about daily CAS bulletin. It is compiled from newspapers and magazines. It gives gist from newspaper and source. It gives heading, title, author, magazine’s name, month & year and page number. In some case it gives bibliographical details and some case access to full text.

This service has gap of 65%. One of the reasons is many libraries do not have proper infrastructure and not having professional manpower to do this task. Lack of professionals’ link to publishers, journals contents, associations’ news information are missing such as American Association of Advertising Agencies (AAAA), American Marketing Association (AMA), Advertising Education Foundation (AEF), Association of National Advertisers (ANA), Direct Marketing Association (DMA), International Advertising Association (IAA), Account Planning Group (APG), The World Association of Opinion and Marketing Research Professionals (ESOMAR), Institute of Practitioners in Advertising (IPA), etc. World Advertising Research Center (WARC), Sage Journals, Taylor & Francis Group etc. give the free content of core journals and latest books in advertising. Some of these associations give free newsletters and alerts to professionals.
5.12.3.10 Outdoor Advertisements

OOH service has been provided by eight libraries. Six libraries have said no and eight have not answered the question. One library is outsourcing the information. Percentage wise it is only 34.78. Rank wise it is tenth in number. The gap is 65.21%.

This is not a service which can be monitored by sitting in library. Outdoor advertisements are out of home and they are on roads, airports, railway stations, bus etc. Physically one has to move out and take the photographs to provide the service. MAGIndia in charge was physically moving out on his motorcycle to take the photographs and upload OOH on the website.

It can not be preserved as it is. Photograph has to be taken and put it in digital form. This can be preserved in JPEG, BMP (Bitmap format), GIF (Graphic Internet Format), and TIFF formats. JPEG format is used by 13 libraries for preserving the OOH advertisements. Along with JPEG two libraries follow GIF and another library follows TIFF.

Access to information is possible through searchable database, CD, and DVD. In digital world convenient from is digital form and not print one. One of the interesting information to note here that there is a magazine called Outdoor Advertising but no special magazine for any other media such as radio, television, press, cinema etc. in India

More or less same access points are there with all creative advertising such as media, origin (country), product category, brand, client, ad agency, client, ad title, creative team, language, release date etc.
5.12.3.11 Reference Service

Purpose of this service is to make new users confident by giving them orientation. All advertising professionals should be given assistance by libraries whenever they want it. Apart from advertising libraries many other libraries also call it information literacy programme. Reference service is of two types, long range and short range. Long range takes time to reply to users and short range gives answer immediately to users.

Orientation program service is available in only two libraries. The reasons for not having in many libraries are not having library professionals with agency libraries. Second reason is that most of libraries are physically and collection wise too small so this service has gone to minimum level. It is provided in two libraries. In one agency the library professional is employed and at second agency they have library, highly updated portal and the person incharge, although, a non-library professional is well experienced and has undertaken the complete digitization of the library. Therefore this service is available at two agency libraries.

**Figure No. 20 – Reference Service**
There is no standard arrangement for libraries so users need help from library end. Regular users are familiar with the classification and cataloguing but even they may not know physical arrangement of libraries. This differs from library to library and that too subject to availability of space. Four libraries provide the service of help in finding documents. The library managed by library professional has given the subject on spine tag along with classification for example 659 (Advertising) so users can easily make his/her requirements without going through content. This is really an innovative way of working to make users self reliant.

Providing help in finding information is a significant responsibility of the LIS professionals. This service is being provided by six libraries. From the five services mentioned above, this very service is provided by the maximum number of agency libraries.

Guiding in Reference sources have been provided by five libraries. These are related to creative and other reference books. The most important part is contents of each book. Those library and library attached professionals familiar with the contents, similarity and differences are easily able to guide users. For specific information, there are reference books on logos, t-shirt designs, envelops, slogans, case studies on brands (e.g. Parker pen), photographs etc. These may be CD/DVD, and Internet based sources. Also to guide users on Television Audience Measurement (TAM), Audit Bureau of Circulations etc. data, one has to understand data structure for optimum utilization. Library and information science background will help in understanding faster compared to other non-library professionals.

Five libraries are promoting the use of library catalogue/OPAC. They educate and help users on how to access the catalogue/OPAC by author,
title, subject etc. In every micro area the development is taking place. Now catalogue contains image of a book, content, rating of books by readers, and recommender names.

These services are provided with the help of face to face, e-mail and telephone. Six libraries use face to face communication. Three libraries use e-mail and one library use telephone. Real quality of reference service providers will never say no to users.

Only seven libraries provide 30.44% of reference service but 16 libraries are not providing this service, it shows vacuum of 69.56%. This service has scope for contribution to agencies. This is one of the crucial services in multiple sources of information world. A resourceful librarian can really contributes in all areas of agencies such as per capita income, per capita consumption, demographic data, income break up, market share, market size, market players, lifestyle data, anthropological information etc. One librarian had helped an agency by giving a name of a bird which can say slogan on a TV programme.

5.12.3.12 Networking

Network is done to share the resources. Library automation is the primary condition for the networking. Each agency has one head office and several branches so networking helps to share more resources with less money and more information. There are twenty two sample agencies and they have 79 branches. All agencies have their websites for internal information support. As such these agencies work with marginal profit so sharing of information benefits them a lot. 12 libraries have website/network facilities; eight libraries do not have website/network facilities and three libraries have not responded to the question. 12 agencies (48%) have 49 branches. The facilities and branch coverage
under networking is 60% because remaining 13 agencies have 40 branches. It means 52% agencies do not have sharing facilities either through website and networking.

Brand monitoring service has been provided by nine libraries. This is confined to selected brands. They monitor information from newspapers, magazines, and interviews and put it on their website so all can share the information. Same way agencies own campaigns and awarded campaigns are uploaded to benefit the creative professionals in other branches. Sectoral information is uploaded by eight libraries. The sectors monitored by agencies are primarily those in which they have clients or where the future business interest lies. Five libraries use the network for document delivery. This saves time and money of the agencies. Five agencies have facility of accessing international database through networks. Four agencies have facility of accessing the national databases. They share the subscription among branches and reduce the per branch cost.

**Figure No. 21 – Networking**

![Diagram](image)

Union list of books, current periodicals and periodicals (back volumes) are available only with one library. Again this library is managed by one library professional. Lack of library professionals support the resources
are not optimally utilized. There are other resources like PPT, primary research reports, secondary research reports, etc.

Information update is being done by the eight head offices out of 12 websites. One website is being maintained by head office and branch office. One is done by the library professional. One is being done by IT department. One library has not mentioned details about the updates

5.12.3.13 Bibliographical Service

Only four libraries have found to be administering this service. Of them three non library professionals were involved and one strategic planning department was involved. None of the agencies also subscribed to any bibliographic database because full-text databases are available in the market.

5.12.3.14 Indexing Service

Indexing service has been provided by four libraries and percentage wise it is 17.39%. Six respondents are not providing this service and 13 have not responded to the question. The gap is very big of 82.61%. Rank wise this service is at 14th level. This happens with the development of technology that certain new services will grow, certain services remain as it is, certain services are replaced by new and better services and certain will be closed down. Most of the periodicals are available in print and electronic forms. Some periodicals give free access to e-periodicals along with print subscription and in some periodicals subscribers have to pay for e-periodicals but all advertising professionals may not have access in all branches therefore this service is provided. Advertising professionals do not have time to go though periodicals due to time constraint so this service helps them draw their attention about articles of their interest.
This service is provided by four libraries, one has library professional, another is info cell, remaining two agency libraries and their agencies are conscious about the information therefore this service exist. This service helps users instantly to take the decision about the utility of articles. But agency libraries are doing it because e-form is not available or not subscribed. Sometime agency library does this to inform advertising professionals about new articles related to their areas. Only one agency has given details about the list of periodicals covered by them. Titles of the two services are “Auto Cluster” and “Truffle”. Auto Clutter gives information selected brands and Truffle gives information on selected product categories.

5.12.3.15 Inter-library Loan

In specialized library scope of inter library loan is very less because of one set up library and no branch. But in advertising industry the scope is very high because of national and international spread of agency branches. Their network is like more of Multi National Companies (MNC). 25 agencies have 79 branches so total comes to 104 head offices and branches in India. Researcher has discussed earlier that agency belongs to which international group. Scope for sharing maximum resources at least cost is here but an agency needs a system and discipline. This way agency can save money, time, avoid duplication, and negotiate discount. This is applicable to physical books. This can be possible by having union catalogue/OPAC of books.

Only one agency headed by library professional sends sometimes books on inter library loan for 30 days to its five branches. Three agency libraries have no branch offices of their agencies. 19 agencies have head office and branch offices so agency libraries have full scope for inter library loan. All these libraries are headed by one semi and rest by non
library professionals so some times they may not be aware of such service unless some senior members of agency tell them because they know library and it services. They have exposure to OCLC, American Centre Library, British Council Library, and Library Congress. In India Delhi Library Network (DELMET) has strongest network in the country. Its name is Delhi but it has national networks. Other big facilities are available with INFLIBNET for Indian universities.

This is again possible if agency libraries have full time librarian to provide various services and this could be one of them. The danger in agency is the attrition rate of advertising professionals so without proper system it is dangerous to introduce the inter library loan. One person from library end should be there to sign clearance of all employees at head office and for all branches. First condition is safety of books, if this threat is there then no body would like to encourage the service. The inter library loan is possible if there are safety of books, system, time management, organization culture, and conscious users.

Current status of this service is 4.34% provided by one library professional and it has very big gap of 95.65%.

5.12.3.16 Abstracting Service

Abstracting service has not been provided by any libraries in agencies. When searchable full-text databases, e-journals and searchable PDF are available then abstracting service is not required. Publishers are moving to full text so befits go to all buyers. Even many full text publishers allow users to search freely with abstracts so they can purchase the full text articles from them. As such abstracts are prepared for macro and micro documents by libraries. Abstract tells broadly the information contained in macro and micro documents. So far commercial service or product is
concerned it will not grow but slowly it demand will decrease in future due to availability of full-text. The saved time from this service may be better utilized for another service which can add value to agencies. Only those commercials abstracting service are subscribed where numbers of periodicals are very large such as medicine and chemistry but advertising has core 14 journals does not have the large list of periodicals like medicine and engineering.

5.13 Meeting Information Requirements

25 agencies and 79 branches have in house information; additionally agencies are supported by website/networking to meet the agencies information requirements. Only 10 libraries could meet the requirements, seven libraries say no and six have not responded to the question. Again libraries are providing 40% of services so there is a gap of 60%. This gap can be filled up by recruiting suitable library professionals.

When information is being maintained at international level the local information requirements are missed out. Advertising professionals get global scenario on creativity, brands, consumer, case study, category information but agency in each county has to deals with national, regional and local brands for that they need national, regional and local information. When internal information support is not sufficient agency has to outsource the information. Only one agency library is professionally managed and another library is managed by semi-library professional and rest 21 libraries are managed by non professionals and many of them are devoted part time to library. They just look after physical resources such as books, magazines, newspapers etc. Micro information management is taken care off by account planning, strategic and creative for their areas. It is complete decentralization of information
management in the agencies in absence of library professionals. Advertising professionals do not have time and motivation to do library related jobs so they outsource the information.

10 respondents have mentioned that they meet agency requirements but out of these 10 libraries five libraries are outsourcing the information. There are some services which agency library can not do on its own and for that they need manpower, money and technology. It is better to outsource rather than doing all mentioned investment. It is always advisable to do comparative cost benefit analysis of a service before introducing it in the library.

11 respondents have mentioned various 22 sources for information. Out of these 11 respondents 10 have outsourced information and four libraries have used 12 various libraries for getting the information. This means that for getting information respondents use 48% information brokers/suppliers and 52% other libraries. For getting information, respondents have used 12 libraries. Out of these 12 libraries, Ad Club Library and client’s library are used by three-three respondents each, two have used management library, British Council library, American Centre Library, Federation Library and Academic Library are being used by one-one respondent each.

Outsourcing of information means information brokers have identified information gap in advertising industry. This void has been created because of adequate job not done by the libraries, lack of suitable manpower, need for huge investment, routine and tedious jobs, ad industry is not willing to invest on information and knowledge, and smart entrepreneurs have identified business opportunities in information areas in advertising. But these services are at micro information level rather than routine databases in management schools.
These brokers provide newspaper clippings, TVCs, print advertisements and a few also extend their services by helping agencies in pre testing and post testing of advertisements. Bombay Ad Club is used by three agencies because they have maximum creative works and case studies.

Figure No. 22 – Other Libraries Used for Information

Three agencies have been found to be using clients’ library and information resources. There are a few clients who subscribe to information for eg. Neilson reports, which the agency uses to know the market share of various brands. At times, agency outsources the information for a specific project and the cost is born by the client. Management Association libraries are used by two agencies for brands, consumer and marketing information. British Library, American Center Library and Federation Library are used by one agency each for their information needs. British Library is used more for promoting council activities rather than promoting libraries. American Centre library provides more information on cross culture and their companies. Federation library keeps more sectoral information, taxes and economic
related information. Academic library is contacted for more research and theoretical information.

5.14 Other Library Membership

No library in the world is completely self reliant, same way it is with advertising agency libraries too. To fill up the required information gap, agency libraries take membership of other libraries closely related to their areas or maximum probability to get required information. There are seven libraries identified for the memberships. Four have responded, one said no and others have not responded. Only four respondents have membership of different libraries. Maximum three memberships go with British Council Library. Bombay Ad Club has two membership and two memberships go with clients’ library. American Center Library has one membership. One respondent has critically mentioned that they were taking memberships of British Library and American Center Library but now they are not taking it because it is a mere waste of money. This indicates that required information is not available with embassy libraries so members are loosing interest in embassy libraries.

5.15 Outsourcing of Information

Outsourcing means subcontracting another agency to manage your business activities. This may be on regular basis or ad-hoc basis. As such advertising agencies are working with wafer thin profits and minimum number of people. Agencies started outsourcing in diverse areas such as telemarketing, designing, web development, concept development, and content writing to concentrate more on their core competence and increase profit.
Concept of recruiting of library professionals in advertising agencies is very random. Those CEOs who know the value of information, role of LIS professionals, how to involve them and how to take work from them have only recruited LIS professionals. Getting right LIS professional is also a difficult task because apart from LIS knowledge he/she should also have competencies in advertising subjects and IT know how. In absence of librarian, the advertising professionals maintain their own information requirements for day to day purposes. Any information requirement other than day to day, they try to get from subordinates through open access resources or other libraries. If it is difficult to find information from open sources then only they outsource it. Another crucial element is time. Agencies do not have the luxury of time to do the jobs in unlimited period. Researcher has himself worked and negotiated with many clients, after the brief, clients would ask the researcher to immediately dispatch the information within two days otherwise don’t send information. In such scenario, the researcher got maximum advantage of updating the databases regularly.

This trend has been observed by researcher that formerly more subject related, brand related and product related information is asked compared to creative works but today more creative works are in demand compared to subject related, brand and category related information. The reason for less demand for information on brand, category and subject related information is due to open access information sources. Advertising needs superfluous information and not detailed research all the times like pure research. The following table no. 38 shows the creative (print and TV Ads) outsourcing is more than subject related. Information brokers, online databases, offline information providers such as Lalu’s, iBankLive, Squared Monitor, aMap, AdEx, MICA-KEIC, Cannes Lion, Gunn Report etc. are more in creative compared to theory. Nowadays databases like ISI Emerging Markets cover all business papers
in their database so those who are subscribing the database, need not have to outsource the information.

The outsourcing value for TV commercials is 69 followed by print advertisements 68, product category/brand information 58, subject related information 58 and others include 11.

Table No. 38 – Outsourcing of Information

<table>
<thead>
<tr>
<th>Outsourcing Item</th>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Commercials</td>
<td>12</td>
<td>5</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>69</td>
</tr>
<tr>
<td>Print Advertisements</td>
<td>9</td>
<td>8</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>68</td>
</tr>
<tr>
<td>Product Category/Brand Information</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>3</td>
<td>0</td>
<td>58</td>
</tr>
<tr>
<td>Subject Related Information</td>
<td>7</td>
<td>4</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>55</td>
</tr>
<tr>
<td>Any Other</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>37</td>
<td>23</td>
<td>20</td>
<td>4</td>
<td>1</td>
<td>261</td>
</tr>
</tbody>
</table>

Value: Always = 4, Frequently = 3, Sometimes = 2, Rarely = 1, Never = 0

37 respondents for five services have always outsourced information which is 57% of the information. 23 respondents of five services frequently outsourced 26% of information. Always and frequently consist of 83% outsourced information.

Figure No. 23 – Outsourcing of Information
Twenty respondents of five services have sometimes outsourced 15% of information and four respondents of five services have rarely outsourced 2% of information. Two respondents have never outsourced the information.

Television Advertisement:

In the table no 38, the creative work are covering television advertisements and print advertisements. Agency libraries outsource television advertisement; it is first in outsourcing information. 12 respondents always uses outsourced facilities, five uses frequently and three sometimes. No one is in the list of rarely and never. Three respondents have not responded to the question. One can take chances for free current TV campaigns with four sources such as Afaqs, You Tube, company website, and agency website. For outsource of TVCs, agencies are dependent on iBankLive, Lalus in Mumbai, Squared Monitoring, aMAP, TAM AdEx, MAGINIDA and MICA Knowledge Exchange & Information Center (KEIC). Lalus started serving in 1982 onwards to Coke, Tata, Hindustan Unilever Limited, O & M, McCann Erickson, Lowe, Tata Institute of Social Science, AC Nielsen, and IMRB. Some of them are also providing the radio commercials.

Print Advertisement:

Print advertisement is outsourced by 21 respondents. Nine respondents use always, eight uses frequently, and four uses sometimes. In the categories of rarely and never, none of the respondents were present. Two respondents have not responded to the question. For outsource of print advertisement, agencies depend on local brokers, iBankLive, MAGIndia, MICA-KEIC, TAM AdEx, etc.
Product Category/Brand Information:

Product category and brand information are needed by agencies for pitch and retaining clients. Agencies libraries are tracking 28 product categories including brands. Researcher’s experience says that most of the libraries maintained information for current requirements and they use various search engines and websites discussed earlier. Number of respondents is 21 for both print advertisement and category & brand information but value wise print advertisement is 68 and category & brand information is 58. Seven respondents outsource the information always; five respondents outsource frequently, six respondents outsource sometimes and three respondents outsource rarely. Two respondents have not responded to the question.

Subject Related Information:

This could be any thing related to advertising and related areas. Some of the areas are news media, semiotics, hinglish, consumer behaviour, consumer psychology, impact of media, brands preferences, various impacts on culture, etc. Subject related has got the same numbers of respondents like TV advertisement twenty but value wise TV advertisement is 69 and subject related information is 55 only. Seven respondents outsource information always, four respondents outsource frequently, seven respondents outsource sometimes and one source rarely.

Any Other:

This is open question; any information outsourced over and above four categories is included over here. This includes radio, outdoor, internet,
etc. Only four respondents have responded to this question. Two respondents have always outsourced information and one has frequently outsourced. One respondent has never outsourced. 19 have not responded to this question.

5.16 Agency Creative Works

Agencies are consumers and creators of information and creative knowledge. Every agency creates final output in the form of print, TV radio, outdoor, cinema and online advertisements. Agencies have to archive these ads for future reference, making presentations to clients, awards winning ads, etc. Agency libraries preserve information and published creative works. Survey says that libraries have been given this type of responsibility for preserving agencies own creative output. CD/DVD has come out as the popular storage device because of digital storage. Information technology has helped in preservation and information retrieval of information. Guard book is used as second option for preserving advertisements. Searchable database is third option for preserving advertisement in agencies.

Table No. 39 – Preservation of Agency Creative Works

<table>
<thead>
<tr>
<th>Heading</th>
<th>Print</th>
<th>TVC</th>
<th>Radio</th>
<th>Outdoor</th>
<th>Online</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CD/DVD</td>
<td>10</td>
<td>15</td>
<td>12</td>
<td>9</td>
<td>11</td>
<td>57</td>
</tr>
<tr>
<td>Guard Book</td>
<td>15</td>
<td>4</td>
<td>4</td>
<td>9</td>
<td>4</td>
<td>36</td>
</tr>
<tr>
<td>Searchable Database</td>
<td>7</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>27</td>
</tr>
<tr>
<td>Digital Asset Management</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>27</td>
<td>21</td>
<td>23</td>
<td>21</td>
<td>125</td>
</tr>
</tbody>
</table>

Fourth option is digital asset management. This is new and adopted by only one agency.
Print advertisement use guard book for preserving clients' advertisement. This question has got multiple choices such as guard book, CD/DVD, searchable database, and Digital Asset Management. Out of 22 respondents, 13 respondents have mentioned that they are using single system for archiving print ads, seven follow two systems, and two respondents follow three systems for archiving. 15 agencies are using traditional guard book. 10 agencies are using CD/DVD to archive print advertisement. Seven agencies have searchable database and one has mentioned the Digital Asset Management. One agency has mentioned film department rather than giving the name of archival system.

For archiving TVCs advertisement out of 21 respondents, 16 respondents use single system, four are using two systems and one follows four systems. Four respondents are using guard book, 15 respondents using CD/DVD for archiving TVCs. Seven respondents have searchable database and one has digital asset management.

Archiving for radio advertisement 17 respondents has given answer and six have not given any details. For archiving, 13 respondents follow single system, two follow two systems and one follow four systems. 13 respondents use CD/DVD, three uses guard book, three uses searchable database, and one uses digital asset management for archival of radio.

Archiving of outdoor, out of 23 respondents 17 have answered the question and six have not responded to the question. 13 respondents are using single system; three are using two systems and one using four systems to preserve the outdoor advertisements. Nine are using guard book, nine are using CD/DVD, four are using searchable database and one is using digital asset management.
The researcher deduced the response to use of guard book with regards to electronic media as mere bibliographical details as it can not be captured physically in a guard book.

Online covers interactive advertising and out of 23; 15 respondents gave positive answer and eight have not answered the question. Out of 15 respondents 10 are using single system, four are using two systems and one is using single system. For preserving online advertisement agencies use various preserving systems. Four use guard book, eleven use CD/DVD, five use searchable databases and one is using digital asset management. One respondent has mentioned film department rather than archival system.

5.16.1 Preserving Agencies’ Output

There is no central place in agency where all information is preserved. Creative output of agencies is archived in different departments. Out of 23 respondents 21 have answered the question and two have not answered the question. In agencies various departments are involved while preparing campaigns. Out of 21 respondents 14 have single department depository system, four have double department preserving system, two have three departments depository system and one has four departments depository system.
21 agencies archives are dispersed in seven departments. Out of 21 agencies, there are 11 agencies wherein campaigns are preserved with account planning department, 10 where the preservation is under the creative department, two head offices, two branch offices, four studios, two film departments, and two IT departments.

5.16.2 Old Account Information

Advertising business keeps on moving from one agency to another agency. The moment, there is a fall in the value addition to the brand from agency to advertisers, account will move to another agency. At the time of shifting the account agency has to handover all important and relevant information to advertisers because advertiser is paying fees for that. Out of 23 respondents 20 have answered the question and three have not responded to the question. Respondents follow single and multiple departments for repository of campaigns. 16 respondents follow single department for preserving old campaigns, and one follows respectively two departments, and one uses three departments for preserving. Two agencies replied that they are giving campaign information back to advertisers but published campaign can be kept by agency who had handled the client.
18 agencies preserve old campaigns in various departments. Old campaigns of agency are preserved in various departments. Nine agencies preserve in compact storages, six agencies preserve in film/studio departments, five agencies preserve in libraries, two agencies preserve in servers, two with head office, two branch offices and one creative department.

5.16.3 Agency Power Point Presentation

Power Point Template (PPT) is one of the most intellectual outputs of agencies. Input hours depend upon the topic, knowledge of professionals in that area, literature available, resource knowledge of professionals, plus converting knowledge in templates. One of the reasons to preserve PPTs save the time of others professionals; one can use fully or partially data, ideas, etc. Every agency is making three to four presentations in a month and they have also branches and they are also making presentations so how much knowledge is being generated in agency so
sharing of this filtered knowledge among employees is necessary for benefit of the agencies. Mostly PPTs are used for pitches and for clients.

Out of 23 respondents, 16 have answered yes and seven have not responded. Only one is depositing presentations in the library. Other agencies are keeping with different departments. The sharing is based on word of mouth and key & senior professionals knows about the past history so they also guide to new comers and others those who need the information. Respondents have mentioned that in agencies PPT are preserved with six single departments, four with two departments, one with three departments, three with four departments, and in two agencies individual who handle accounts keep the PPT. This question has multiple answers so 16 agencies presentations are kept with 13 account planning departments, seven MR departments, six creative departments, and three media planning departments.

5.17 Challenges in Advertising Industry

Every industry faces challenges and advertising industry is no more exception to the challenges. First of all it is a service industry and depends on advertisers for business. Advertising professionals’ role is to build and add value to brands. This business is very sensitive to economic environment such as inflation, depression, and steady growth of economy. Any impact of economy will first come to advertising industry and advertisers will stop spending on advertisements. Current recession of 2009 has impacted the advertising revenue of press to some extent.

Libraries and professionals in libraries have to contribute constantly to their agencies. The role of the LIS professional is very important in
agency. So the impact of advertising agency work culture is always there with library professionals.

**Figure No. 26 – Challenges in Advertising Industry**

Out of 23 respondents 15 have answered this question. There are different challenges mentioned in the figure no 26. There are eight challenges researcher has identified for library professionals. They are work pressure, meeting deadlines, time management, scope of information required, team work, constant up-gradation, keeping pace with IT and job security.

12 respondents face constant work pressure. Work pressure comes when professionals have to provide maximum relevant information in short time and simultaneously multiple jobs are to be performed in libraries then work pressure comes. At the time of pitch and client presentations maximum information has to be given to advertising professionals. To complete the job one has to work late hours also.

11 respondents feel the pressure of deadline. Advertising industry has to meet the deadline because advertisers spend lots of money on advertising
so that schedule has to be maintained otherwise there will be a loss of advertising business. For example, ice cream ad has to be released when summer comes it cannot be given in winter. Role of professionals in libraries have to understand cycle of advertising accordingly one has to work. Professionals have to visualize information demand well in advance.

Time management is other important factor while working for advertising. Nine respondents have mentioned about time management. Information is critical for advertising so delivery of information has to be done in time. For example pitch comes all of sudden so one has to accommodate and handle many more such quarries in time. Along with time management output should be best, competitive, exhaustive, authentic and innovative. Regular updates and knowledge of various sources of information help professionals in agency libraries.

Another challenge is scope of information. Nine respondents have considered this as a challenge. Even though micro information management is being managed in various libraries based on information criterions discussed earlier and sectoral information requirements but there is no guarantee that query may not go beyond the information managed in libraries. Scope of information is always increasing because of change in consumers’ income and launches of new products and services in markets.

Seven respondents have mentioned another challenge as team work. Team work should be strong to make the libraries best. Librarian has to manage its own team. Very few library professionals are working with agency libraries. People come from various schools, cultures, values, knowledge, skills, different commitment levels, so one has to involve and
take the work in such a manner that libraries get the optimum output from each team members.

Constant up-gradation is another challenge faced by seven respondents. Constant up-gradation is required in library & information science and agencies business. This covers new business opportunities, new product launches, data update, reports, government rules and regulations. In LIS new update required on metadata, internet based services, networking, developing website, knowledge of digitization, users profile because advertising business keeps on changing.

Four have responded that they have to update themselves in the IT area regularly. One library has mentioned that they seek IT professional support but it does not keep pace with it. New open access resources and open source software are useful to libraries without any cost involvement. Library has to update software, hardware; IT gets obsolete so conversion of that knowledge in new form should take place regularly. The most important part in agency libraries is networking and providing information to all branches in India and abroad.

Job security is another challenge felt by four respondents. Decrease in agency business is threatening for all employees of agencies. Every agency tries to maintain their profit by cutting down the expenses, expansion plans, and lastly employees. But librarian have to be more productive and aggressive in such periods by providing maximum support to agency for e.g. in situation of depression more information should be supplied on how agency handle depression.
5.18 Contribution of Library and its services to Agency

Role of libraries are to contribute to agencies. Agencies are making investment to get data; information, knowledge and required information form their libraries for various purposes. Agencies need support from libraries for pitches, retaining clients, identifying business opportunities, and new ideas. Libraries can provide services from the various resources such as books, e-books, periodicals, e-journals, newspaper clippings, campaigns, case studies, reports, etc. Libraries provide timely support through various services mentioned earlier. Making pitch is to get new business. Retaining client means value addition to clients through agencies. Identifying business opportunities means helping in identifying in new business areas. This could be services in agency or new business opportunities with clients. New ideas are fourth area where library can contribute to agency. This may be more related to creative areas such as suggesting images, slogans, etc.

Table No. 40 - Contribution of Library and its services to Agency

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Value</th>
<th>% of Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pitch</td>
<td>11</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>62</td>
<td>30</td>
</tr>
<tr>
<td>Retaining Client</td>
<td>7</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>57</td>
<td>28</td>
</tr>
<tr>
<td>Identifying Business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity</td>
<td>6</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>43</td>
<td>21</td>
</tr>
<tr>
<td>New Idea</td>
<td>5</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>43</td>
<td>21</td>
</tr>
</tbody>
</table>

Value: Always = 4, Frequently = 3, Sometimes = 2, Rarely = 1

11 respondents contribute always to the pitch. Three respondents contribute frequently to pitch. Four respondents contribute sometimes to pitch. One respondent contributes rarely to pitch. As such value wise libraries contribute maximum 30% to pitch which is compared to retaining clients, new business opportunities and new ideas.
Retaining client is another area where agency libraries contribute second highest. Seven respondents each contributes to always and frequently in retaining clients. Three respondents contribute sometimes and two respondents contribute rarely to retaining client. Value wise it is 57 and percentage wise it is 28%.

Libraries also contribute in identifying business opportunities. Value wise it is 43 and percentage wise it is 21%. Six respondents contribute always, three contributes frequently, four contribute sometimes and two contributes rarely in identifying business opportunities.

New ideas and identifying business opportunity have same value 43 and value wise 21%. Five contribute always, six contribute frequently, one contributes sometimes, and three contribute rarely to new ideas.

5.19 Merger & Takeovers of Advertising Agencies

Merger and takeovers are taking place at national and international level. O & M and Bates 141 and JWT are some of the oldest agencies in country. There are six major groups Omnicom Group, WPP Group, Interpublicis Group, Publicis Group, Havas Group and Hakuhoda Group. In merger and takeover agency is getting support from parent agency but wont share information with other agency in the same group. For example WPP group has Rediffusion Y&R, JWT, O & M, Grey Worldwide and Bates 141. WPP Group can share the information with all group companies but companies within the group are not sharing library information because in advertising industry they are competitors to each other. For example Grey has Information and Knowledge Centre and O & M has InfoCell but they don’t share the information with each others. 11 agencies have tie-ups, mergers and takeovers. Anugrah becomes subsidiary of Indian agency called Madison.
Ogilvy & Mather – D J Meymer came to India. BOMAS had takeover by D.J Keymer which subsequently evolved into Ogilvy & Mather.


J Walter Thompson – When it came to India, it was known as J Walter Thompson. It becomes Hindustan Thompson Associate (HTA) for many years. Again it becomes J Walter Thompson in 2002. The agency has declared in 2005 that the agency will be known by acronym JWT.

RK Swamy/BBDO – RK Swamy becomes RK Swamy/BBDO in late 1980s.


Rediffusion Young & Rubican – Rediffusion becomes Rediffusion Dentsu, Young & Rubican in 1998. It has been changed to again Rediffusion Young & Rubican in 2008.

Leo Burnett – Chaitra to Chaitra Leo Burnett. From this it becomes Leo Burnett in 2000.


DraftFCBULKA – Foote, Cane and Belding (FCB) takeover the ULKA and it becomes the FCB Ulka. Draft again took over so it became DraftFCB Ulka in 2006.

Rich experience in communicating with the semi-urban and rural consumer resulted in a tie-up with MADISON COMMUNICATIONS in 1998 as their Rural Division. Anugrah Madison Advertising Pvt. Ltd. is today a part of Madison World.

Researcher wanted to find out the impact of mergers, takeovers, and tie-ups on libraries. O&M, Bates 141, and JWT are some oldest agencies in India. During 1980 to 2008, 15 times merger, takeover, tie-ups and renamed of some major agencies took place in the country. The impact could be on libraries so information becomes centralized, decentralize, increased information scope, decreased information scope, increased workload, and decreased workload.

Four agencies have responded that merger and takeover has affected the information management in their agencies and 15 have said no impact on information management. Four respondents did not attend the question. Three agency libraries have mentioned that due to merger & takeover, one library has experienced information becomes centralized and increased scope of working. Second library has experienced increased information scope. Third library has experienced decreased information scope. Two libraries have experienced positive impact i.e.
information becomes centralized and increased the scope of working. Only one library has shown the negative impact that has decreased scope of working.

Some of the national agency taken over by the MNC agencies got the advantage of accessing their international portal of information covering case studies, creative, PPT, international news, awarded ads, interviews etc. But these agencies have to manage for the local information.

**5.20 Nodal Agency for Advertising Industry**

In India the sectoral information is very strong compared to national libraries. First advertising agency was started in 1905 but till date nodal agency has not emerged in the country for advertising industry. AAAI and ASCI are the two main bodies of advertising agencies. AAAI helps agencies and government in policy matters. ASCI is related to self regulation and ethics in advertising. ISA looks after interest of advertisers. INS and ABC are interested in print media. INS gives accreditation to agencies and helps to get payment from agency and advertisers in time. ABC is related to circulations data of newspaper and magazines. Bombay Ad Club is interested in motivating advertising professionals. MICA is premier institute in the field of advertising and communication.

All associations are working for their predefined areas. No association which can support agencies from theory and practice points of view. Theory and practice means providing research, academic, creative, media, data, case study etc. support to agencies. None of the associations have developed their libraries of a sectoral level to provide support to advertising industry. Bombay Ad Club provides support and motivation to creative professionals. Library keeps few books, awarded
creative works and case studies but they don’t have librarian, space and budget. ABC only gives the circulation data and NRS data. But NRS data are not updated from 2006 onwards. For NRS; INS, AAAI, and ABC are working together to update data. ASCI come out with annual report of complaints against advertisers.

So far none of the association has taken initiatives in this direction to create sectoral information center for advertising industry. No one has appointed even librarian in any association. Researcher has taken initiatives to find out preferences of respondents from advertising agencies. Our sectoral information system is very strong in the areas of leather, food, machine tools, drugs, textiles & allied subjects, chemistry, compact disk, bibliometrics, crystallography, advanced ceramic, resources on software and bibliographic application, management science, and marine & aquatic science. All centers are attached with research and academic institutes. NASSDOC, NCB, RCSBA and NICMAN are the four centers other than pure and applied sciences. Information center should have proper infrastructure, manpower, technology, money, knowledge resources and willingness to serve the sector is must.

95.65% respondents felt the need for the nodal agency. Three felt that none of these can work as nodal agency. One has not responded to the question. Out of 23 respondents, 22 have responded to the question it means they are serious about the modal agency. Two respondents have not agreed with given agencies but they added Afaqs and exchange4media as nodal agencies. There is no archive of advertising history in the country. In absence of nodal agency information is highly dispersed and hundred percent records are not available. Is there a place that what ever has been published on advertising theory and practice from India has been preserved at one place? No one has answer to this question even senior advertising professionals.
Table No. 41 – Preferred Nodal Agency

<table>
<thead>
<tr>
<th>Agency</th>
<th>Most Preferred</th>
<th>Preferred</th>
<th>Less Preferred</th>
<th>Not Preferred</th>
<th>Total Respondents</th>
<th>% of Res.</th>
<th>Value</th>
<th>% of Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICA</td>
<td>4</td>
<td>8</td>
<td>2</td>
<td>2</td>
<td>16</td>
<td>69.56</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>AAAI</td>
<td>3</td>
<td>5</td>
<td>0</td>
<td>2</td>
<td>10</td>
<td>43.47</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Bombay Ad Club</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>10</td>
<td>43.47</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>INS</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>8</td>
<td>34.78</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>ASCI</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>7</td>
<td>30.43</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>ABC</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>26.08</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>ISA</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>6</td>
<td>26.08</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Most preferred = 3, Preferred = 2, Less Preferred = 1, Not Preferred = 0.

MICA has been preferred first by 69.56% respondents. AAAI and Bombay Ad Club have been preferred by 43.47% of the respondents but value wise AAAI got 19 values and Bombay Ad Club got 13 values. INS has been preferred by 34.78% respondents and got 11 values. ASCI has been preferred by 30.43% respondents and got 12 values. ABC and ISA got the same 26.08% but got different values as eight and six only.

None of the agencies except MICA has any infrastructure, professionals and resources to provide support to industry. MICA is an academic institution in advertising compared to other associations and all the national centers in different disciplines are with research and academic intuitions. All associations exist 1939 onwards but none of them have taken initiatives in this direction. Advertising industry differs from other industries by nature because it deals more with creative, data, micro information, consumer research, pre testing and post testing, case study, etc. Additionally it needs print and electronic resources such as books, periodicals, newspapers, magazines, journals, databases etc.
All the associations do not have separate library infrastructure, librarians, information resources and its update. The biggest limitation is predefined areas. They have never come closer to set up the nodal agency for advertising information. MICA has been preferred by 69.56% of the respondents. It has one of the biggest collections in newspaper clippings, print ads, TV commercials, case studies, books, magazines, journals, students’ dissertation, online national and international databases cover statistics, creative, market research reports, management, communications, mass media, sociology, and http://libraryonline portal on open access and subscribed resources.

5.21 User Satisfaction

User satisfaction is a measuring tool to evaluate library services. Out of 23 only one library is conducting survey and their users are fully satisfied. Another respondent mentioned that informally their users are happy. Twenty respondents are not conducting surveys and two have not responded to the question.

Nine respondents have shown interest in conducting the user survey in future. 10 responded no to the question and four have not responded to the question. One respondent has mentioned not to conduct survey because “as there is lot of feedback given by the users on jobs done.” Moreover, as we are in constant touch with them – “for some work or the other - you get an idea as to what is working and not.”

5.22 Major Problems Faced

Agency libraries run by majority of the non library professionals. Four senior respondents have mentioned that they have difficulty in data management. Decentralized video, books etc. are barriers to information
management. Lack of proper library professional, budget, and visionary approach, agency faces difficulty in accessing information. Knowledge management is done in various agencies. Advertising professionals have different caliber and input capacity to knowledge management so this leads to inconsistency in knowledge management.

5.23 Stock Verification

Stock verification is necessary to know at the end of financial year that how many books are misplaced and lost. Nine respondents are taking stock regularly and 10 respondents are not taking stock. Four have not answered the question. Out of nine, seven are taking annual stock and one is taking twice a year. In advertising agencies the turnover is very high so it is advisable for those agencies who are not undertaking the stock verification.

5.24 Future Plans

Future planning is necessary to meet the vision, mission and meet the unforeseen challenges. Libraries have to plan for physical facilities like space requirements in the coming year considering present growth and future growth of agencies. Planning for library professionals is to meet agencies requirement. Careful selection of right people is must to meet the challenges. Service is another important area at the library end to provide maximum support in time. This is real contribution of libraries to agencies. Collection development is based on the information requirements of agencies. The planning has to be done well in advance to subscribe periodicals and databases because they are very costly and need internal process because it is recurring cost to agencies. IT application is necessary to perform faster, smarter, global delivery, immediate update etc. Software and hardware are constantly updated to
get better results. IT accommodates all media and information so it becomes easy to operate with small space.

5.24.1 Physical Facilities

Seven respondents have suggested the change in their libraries. Library is a growing organism so it needs rack for storage of new books and periodicals. Agency library needs space for reading for advertising professionals. But one respondent has gone ahead and suggested ambience of library should be like the Barista and it should be in centre of the agency so it motivates constantly to professionals rather than in one corner of agency. To attract the advertising professionals in library ambience, professional touch, healthy discussion and maximum information support is must. Agency library needs space because knowledge is getting wider and wider. And moreover, Library is a growing organism. Two agencies are moving to new premises so they want best ambience so library can be optimally utilized. One respondent needs renovation in the library to look attractive. Ultimate objectives of all respondents are to attract users to libraries.

5.24.2 Staff

Seven respondents have planned about manpower. Dedicated resources are required for libraries rather than part time. One respondent has suggested the library professionals should have quality such as trust users, easy going and not to bother users. These three qualities increase the library usage. Three agencies want full time staff members to support libraries. Two libraries want to convert part time to full time employee.

5.24.3 Services
11 respondents have shared views about future plan. The services should be shared by the group. In one group many agencies are there group share the information but agencies within the group are not sharing. Internet as a tool has provided facility for social media. It allows community to share their tacit knowledge both online and in person. Information sharing is important to avoid duplication. It increases cost burden and occupies space in agencies. Agency required most frequently the TVC so such database has to be shared. Many agencies do not have rules and regulation but one library would like to prepare rules and regulation. Reading habit of professionals has gone down. This has been observed by many librarians. One library has emphasis on indexing of every piece of information for better search and retrieval. Advertising professionals are more concerned with number rather than full-text. Library tracking on category information has to be improved for better presentations and decisions. Library should provide better assistance to agency employees for optimum utilization of library resources. Three libraries have shown interest in knowledge management. Advertising professionals have different talents, field experience, skills, knowledge etc. and it has to be formalized to get maximum benefits to other professionals.

5.24.4 Collection

Six agencies want to improve their collection developments. Three libraries want to improve their books collections and one wants to improve magazine sections. Two libraries want to create database and digital archives for their agencies. One agency wants to discontinue the Euromonitor because of under utilization by agency.
5.24.5 Computer Application

Usage of computer in library will improve storage and retrieval system. It needs hardware software and networking system for global access. Relevant software is necessary. It could be commercial or open source. One agency library needs to develop a portal for their agency. A sound library system has been suggested for their library. Single sever is needed to support all the branches. FTP server will be required and monthly updates help the agency for retrospective and current information. Digital asset development will be adopted by the agency. This saves time of creative people, it acts as archive and clients and agency professionals can access any where in the world. Networking amongst branches is essential for sharing the information and knowledge. This saves time, money and avoids duplicate efforts of professionals. One library has invited researcher to set up their knowledge management for their agency.

5.25 Interviews

(A. Desai, personal communication, February 19. 2009)

Library is a Part time job. Information is required on market, brand, design and strategy. Normally one book is allowed to borrow. General information is to be circulated and client related information goes to client’s file. Agency has two files one related to billings and second one is related client and competitors’ information. It has two drawers in the cabinet to keep negatives, photos and other related information. One person to update all clients files and updates the information on day to day basis. Creative outputs are preserved category wise but not searchable database.
Agency should archive lost accounts properly because no agency knows that when the same brand or similar brand comes back to them. If it happens sometimes the old team members may not be there in agency so if the old account information is not properly archived then agency will loose benefit from old experience and agency can not save the time

(D. Amin, personal communication, February 13, 2009)

They have Central Information System. It covers TVC, Print and books. Creative and intellectuals views are open to all but inputs authorities are given to CEO, Account Head, Account Planner, and Junior Account Planner. People who work have different competencies so archiving is not consistent. Knowledge base is different across branches in different cities. Central Management System has Mumbai and Delhi Centers. Information is replicated every three months on Central Management System and it has access to WARC and competitors information.

(S. Chacko, personal communication, February 10, 2009)

Junior has to take the permission from HOD to procure a book. HOD and CEO are decision makers in purchasing books. Agency buys books from Crossword. Percept advertising has done complete archival of all the clients right from 1984 to 2008 on FTP server1002. It covers clients, print ads, TVC, radio, outdoor, and PPT details. All the information is available in CD/DVD with Head – Corporate Communication. Agency team has worked for 15 months to compile information. To get the details about the Percept’s old campaign one has to write to Head-Corporate Communication. They have small library where all employees can sit comfortably and read the newspaper and books.
Archival system will be available to all employees as searchable database for agency’s own information. Every month the updates will be taken from all the branches and information will be added to portal. They are going to appoint the librarian. Commendable job is done by percept.

(S. Bora, personal communication, February 13, 2009)

Mudra maintains portal called “Lighthouse.” This gives clients information including DDB information. Agency and their units’ information are available to senior advertising professionals. They have subscribed Datamonitor for market information. Newspaper Clippings managed by their subsidiary called “Cirrus” but simultaneously they search information from Google. Agency outsources information when client is of International category. Lalu’s and iBankLive are used for TVC. Agency is working on knowledge management but advertising professional are partially involved with no library professional is working with agency. Mudra.crm is not now updated regularly; the advantage of this was every one can upload information.

(Chandan Nath, personal communication, February 9, 2009)

He feels that instead of library being in one corner each section’s collection should be in front of them and workstations so this will be a good inspiration to them for optimal usage. This will increase the utility instead of people going to library let the books go closer to them.

(R. Sharma, personal communication, February 9, 2009)

Agency has closed access. Receptionist looks after the library. Request goes to boss to procure a book. Information is available on common drive – TV commercial, radio and print. Library does not maintain information.
Factiva and Dialog are the online resources for the agency.

(S. Ambat, personal communication, February 12, 2009)

Knowledge Cell

Three senior people started the Knowledge Cell. Three hard disks on one machine and created a server. It contains all information on retail, brands, competitors’ information, PPT and TVCs in any format. Uploaded information was shared with IPG, Lowe and McCann. It was started as Centre for Marketing Intelligence (CMI). Information leads to intelligence and it leads to knowledge. Digital information provides most of the sources. Multiple copies can not be purchased in agency. Accountability went up in agency. People mentalities were to hoard the knowledge and not to share the knowledge. Agency has to create the culture to share the work.

Knowledge Centre added value to agency and in return KC got respect. Due to value addition KC has been treated as part of the system and function. Insight was quarterly publication. Across departments how much to disseminate and share was most important. Value addition and relevant information are most important in KM. Less is more important, it means pin pointed information are vital for agency. Technology is bad habit.

To access the information one has to login and time sheet should be there. This helps in ranking the utility of information. Purpose was to analyze the information. Knowledge management objective was to simplify the knowledge and put relevant information in front of users. Physical library and digital data are vital. Books are not sharable. One has to read and put the executive summary for more usage.
In agency all are working or all are not working. This means that there is no constant workload.

How does progress happen? There is a terminal cleverness but advertising industry needs individual cleverness.

Ad industry is hype. Industry wants least amount of paper works. Well read people have gone. Industry needs instant information. You come up with you are. Look at the option. Cost has gone up but quality of the ideas has come down.

(S. Mukherjee, personal communication, February 9, 2009)

Two librarians were there and currently a person from accounts is looking after the library. Books are arranged according to serial number in the library. Creative budget is unlimited. Any employee can recommend a book and admin people are involved in maintaining it. Users can themselves go to the market and buy a book from Crossword. Library is open to all.

JWT had librarian and she was doing professional jobs and information dissemination was not done by her so the benefits were going to the decision makers.

Very few people are interested in library. Agency’s creative output is stored in film dept. WPP comes out with as internal publication on brands called Brandz. Russell davies saves information for you on Account Planner. When the agency looses the account all the information has to be handover to client.
Internet has started changing the scenario. Information is dynamic and filtering information is very critical and time consuming. One can archive on net. So many alerts are there in Google. Any information better than Google will always acceptable to users. Outsource is done by the agency. 5% of the people they read for knowledge. Most people read business books to prepare power point presentation. Advertising professionals need information only for business purposes.

(Head InfoCell, personal communication, February 11, 2009)

They have creative library and general library. Creative library looks after by secretary in the creative dept. and general library is looks after by a peon. O & M has Info Cell Head, supported by two subordinates and two temporary employees. To purchase a book request goes from subordinate to superior and followed by purchase. Truffle is internal portal where information related to articles, research and awards related information are kept.

Ogilvy InfoCell (OIC) – During pitch time OIC plays vital role in giving category information to client servicing team. They have introduced the form with CC to business head for the accountability purposes. Time management is must for them. OIC provides specific information rather than bulk. If given sufficient time OIC would like to rewrite the information so it can be meaningfully used. From 1999 onwards OIC started counting man days (time spent/number of hours) while working on a category so accountability comes. OIC will not spend time in searching information from Google because same thing can be done by every body but if the value addition is to be done then only OIC can help. The bases for all compilations are secondary sources. OIC believes in value additions only. The head is professional; she knows how to present the data. She does editing of newsletters. OIC also serves the clients. All
industry news and international news she circulates before 11 a.m. It gives one line gist. She said that we have information on hand we will do the analysis of it.

- Accountability
- Time spent
- No of request
- Month wise break up: Time and number of request
- Request from client
- Detailed break up by office and division.

Services
- Alerts (Stop/Cheee)
- Newsletters (Howzzat)
- Hot prospects (perspective clients maximum two clients)
- Routine update
- Request from clients
- Special request
- Access network out side India

(K. Jeswani, Personal communication, February 11, 2009)

Lalu is the person who provides the TVCs. There is no digital information management but only information management. Duplication of information issue was discussed but agency is worried when the cost is reflected in the balance sheet. So far it is intangible assets they are not worried.
Everest has InfoCell but no body comes to read. There is a lack of interest in reading. Reading habits of advertising professionals have gone down. TV and movie have played vital role in doing that. Their interest lies in Forbes, Society and lifestyle and no body takes interest in reading. Info Cell provides information on existing clients and PPT. Access is given to service and creative depts. When ever they want to make presentation, they inform Info Cell and it compiles information give it to client servicing.

(LIS schools are producing graduates but they are not suitable to advertising industry. Students come to LIS field to get jobs. They don’t have any desire to contribute to advertising profession. Passion to work is lacking. Non library professionals work better than LIS professional. The LIS schools have to look into syllabus, Selection procedure, and students’ quality. LIS has moved from books to information and from information to Digital.

Grey has Information and Knowledge Centre. It has also portal, which gives information on books with images of cover pages and status of availabilities. List of journals and newspapers are listed with product categories so users don’t face any problems. TVC and print ads are covered there. All the articles are scanned and converted in PDF. It is a searchable database. They have subscribed monitoring service though Squared Monitor. They have given all the policy issues and link to parents’ organization. It has 1,31,624 clippings articles. Access is given up to second level through user name and password.
The questionnaire looks like more academic but every employee has right to grow in agency and librarian is no more exception to others. At the end of the day every body is working for the salary.

(V.K.K Aiyer, personal communication, February 11, 2009)

There is no information management. Archive of last 20 years (1988 onwards) on Excel and CDs for TVCs and radio commercials. Guard book for print ads. Size of the guard book is of same size of the newspaper so paper can be kept without folding it. The information is kept year wise, creative wise, and brand wise. Studio keeps 3000 CDs of released ads. Pitch and PPT presentation are kept properly in CD. Colaba has got compact storage where last 20 year records are kept. Apart from creative development, the release reports are kept. Year wise minutes books are maintained in the offices. Every piece of information is available there but it’s not organized properly so it’s not possible to retrieve the information easily. Work flow process management is required.

General Manager – Operation (GMO) is in charge of library. At the time of pitch, GMO takes out the relative works of various clients done by the agency. Every piece of information is on CD/DVD and guard book. Books are kept in four cupboards. Around 300 books are there. Photocopies of newspaper clippings are displayed on the notice board and to various offices. Client expects that agency should have proper information management.

(L. Rameshan, personal communication, March 13, 2009)

It is called Hansa Info. Four persons are working with it. It’s not a regular library. They give only data. It has subscribed databases such as WARC, Datamonitor, IBankLive, Indiastat.com, and CMIE. It preserves
print ads and newspaper clippings from 1990 onwards. It’s in guard book and CD/DVD. It provides support for pitch and research (literature research). They are more involved in providing the research support. Management believes in investing in knowledge resources. It has been accepted as part of the system. Current management realizes the value of networking. It is open to all in house. BBDO network is also accessible. Duplication has to be taken care of because resources are scarce. Information and knowledge have competitive advantages so we would not like to share the information management. R K Swamy has strong information management base right from the beginning.

(A. Damani, personal communication, February 12, 1009)

In absence of librarian/information manager/knowledge manager no body knows how much resources they have. It will be the initiatives of an individual to know what is available in agency. No orientation programme at entry level. Optimum utilization of resources becomes difficult because the library charge has been given to account person to maintain library. He does newspaper clippings. There is no information management but they manage the information for business through Google. One has to check the access of all newspaper archives and periods availability. Some are available free, some are available for week time and some are available on subscription basis. Archive access is not available for unlimited period. No body knows that they have library and not seen any one going towards that. Due to his initiatives Saatchi subscribes WARC. Agency subscribes to Cannes Lion but no body knows about it unless you go and ask the creative people about it. Library has been treated as step child.

Library has been treated as step child but it should be the heart of agency. It should be in the centre and around all the departments should
be there. It should be motivational force to advertising professionals of agency. It should not be in one corner where no body knows and no body goes. This should be inspiration force to them to go to library and read and increase the knowledge.

(T. Chauhan, personal communication, February 12, 2009)

Agency knows that how to run its own business. Most important part in agency is agency client relationships. This is softer part of the agency. It’s called soft skills. Account management team has to mention, how to handle clients. The main purpose of documentation is to prevent know how loss to agency. Organization doesn’t know how to handle the situation. Person goes the business also goes. But other person may not have same skills and understandings about the client. Soft skills information will help successor in handling client successfully. No body does this so attitude to change is necessary to set precedent in the agencies. Agency has to institutionalize this process then only system will be established. One has to understand personality traits of advertiser’s executives. Data enables to win the account. How to use and interpret the data is most important. Advertising agency is not interested in investing in agency.

(V. Wadgaokar personal communication, September 8, 2007 & February 12, 2009)

Information is required priority wise. First priority goes to audio-visual followed by print, radio, books, magazines, journals and newspapers.

Agency needs information on brand on which they are working and nearer brand for e.g. Soap and cosmetics. An award is another priority. Effectiveness and creativity are necessary for image building and impress
the client. These awards are given by Bombay Ad Club, like EFFIE and creative awards. Even AAAI has also introduced the awards. New product idea has to be introduced to the client. Successful advertising case has to be shown to the client. Every month value addition has to be done to client from agency’s end.

Librarian role is vital in database creation in the advertising agency. In the next round discussion on 4th February, 2009 the matter related to librarian appointment and in absence of librarian jobs dispersed amongst different teams. He mentioned that no body wants to read. In Leo no librarian is there so senior people are allowed to buy books from market and money was reimbursed but there is no guarantee that books will be deposited in library. This is another loss to agency and very difficult to judge in terms of value.

Mr. Vidhyadhar has also mentioned that it’s very difficult to get right support staff for advertising industry including librarian. Many agencies have not appointed librarian in head office so branch offices are out of question. Librarian jobs get dispersed in this manner, secretary/clerical/administration/creative looks after books. Client servicing and strategic planning looks after newspaper clippings, competitors’ information and journals articles. Some times they outsource the monitoring service. Creative people look after creative part. There is no complete digital asset management of client’s account with agency. Mumbai is the hub of advertising industry and we would like to maintain all information over here and same can be distributed to branch offices on need bases. Draft FCB Ulka has appointed the librarian but she does very traditional job.

Main issue regarding TVC duplication was raised by DraftFcbUlka. Buying of films are done by film dept. and servicing dept. Film dept.
needs enough time to pull out the ads. TV Ad Indx is a ready made source to get ads because they have searchable database. It’s easy to choose and agency gets the CD from them. Service is fast and good. Draft and Interface Communication Bangalore and Mumbai branches are handling two different brands of a soap category. Same way Interface Communication, Delhi and DraftFCBUlka, Mumbai both are dealing with Telecommunications. This is another category where chances of duplicate information are there. There is a chance that multiple copies of buying of soap TVC ads took place in agency. To avoid duplication and multiple spending there should be a central database in agency. Currently they have decentralized system so nobody knows who has what? Due to tension of meeting some times it’s very difficult to check internally the availability of TVCs. If database exist then it will be possible to avoid duplication cost and effective usage. This is possible with the help of intranet.

(M. Bhatt, personal communication, February 12, 2009)

InfoCell was there. Most of the presentations look similar due to the same source like Google. Presentations also lacks in originalities. No new ideas seen. Because of Internet people have stopped thinking. It has affected the creativity e.g. take an image a person drinking water. Due to readymade image creative people have stopped thinking of another angle and alternatives.

(M. Paresh, personal communication, February 12, 2009)

Many of the agencies e.g. O & M, Contract, Rediffusion, have moved to new premises. Now they have space to invest in library, InfoCentre. And InfoCell, but they don’t get right people so they don’t want to invest blindly on manpower. After recruiting manpower, agency is interested in
results. Agency would not like to take risk so far as results are concerned. Simple librarian will not able to work with industry.

(D. Sinha, personal communication, February 13, 2009)

Bates has no librarian. The library is in one room. Books are not classified. All branches have their own collection. All are working independently so there are chances of duplication effort. This can be avoided by appointing librarian.

2000 ads are there. Information is on Intranet. Process has been decentralized. It covers industry reports, category reports and executive summary.

(Darshan, personal communication, March 10, 2009)

They keep beta version and monitor 6 to 7 channels. They maintained internal searchable database and ad can be searched by product category, punch line, and celebrity. Quality is good and locally supply is available in Mumbai. In their collection between 70 to 80 thousands Indian ads and 30 to 40 thousands of foreign ads are available with them. Lalu’s charges Rs. 125 per foreign ad and Rs. 75 for Indian ads.

According to their experience agencies are highly unorganized because O & M has asked for the same ad for three times produced by them e.g. Cadbury. This is 20 years old ad where they distribute the Cadbury in jeep. Duplication cost comes over here. Another example of Coca Cola and Fateh Ali Khan ads was asked by several times by the agency.

No librarians are there in agency so our business runs on repetition of orders. Some time the agency which has handled the account they are
also asking for the same ads. It means agency doesn’t archive properly the old ads.

(N. Yagnik, personal communication, February 15, 2009)

Agency does not want information management because if information is systematically organized then advertising professionals move away with maximum information. Security may help agency prevent the loss of information.

(R Narshimhan, personal communication, February 16, 2009)

How to capture and retrieve the information in agency? General data and how to update? Feelings of an agency are that I am paying to advertising professional and I don’t want to appoint other persons to support them, let them handle the information.

ORG-IMS
Nielsen – Online (health care is with Nielsen)
TAM

The portal should have demographic, consumer expenditure, socio-economic and advertising expenditure, print, TV, radio, OOH and online info.

(Mona, personal communication, April 7, 2009)

Leo kept information regarding 20 awards and creative magazines in the library. Account planning and strategy hardly subscribe physical copies but preferably keep digital subscription. Through Leo Burnett Notepad gives access to international database, news, events, campaign, awarded
ads, case study etc. national creative director brings awarded books and CDs from all over the world. Four to five disk covers complete information of the library. Art people need still books on art, design work, Cannes awards, awards of the year (ad club), and picture library. Art people also prefer the digital information. Chaitra becomes Leo Burnett; all the old materials were digitized. iBankLive provides all the information related to newspaper clippings, print ads, TVCs, radio commercial etc. Google and You Tubes give most of the information free.

(R. Rakshit, personal communication, March 17, 2009)

Mona is the Brand Manager for the Leo Burnett & Orchard. They have robust system of information management. There is a global pool for sharing the information resources, like international databases as well as agency’s own information amongst employees. This covers case study, category information, existing client, etc. Orchard has 1000 books in library and administration is in change. Clippings are available online. The qualities of people are very good and expert in different subject category. Employees upload the information rather than download the information. It is a part of the policy that those who adds the value to portal should be paid. Power point presentations are available through Leo Burnett portal. All the employees are given username and pass word to access the information. All the policy makers institutions are useful depends upon the quality of person and kinds of information required by them.
(Rajan, personal communication, July 15, 2008)

Creative department needs books for inspiration and reference. Account planner requires data for planning, market study, account shift, market, creative ads, case study, and complete details of a product. Sources were ORG, Journals, technical data book.

Books were supplied by the book sellers on approval. The approach followed was like it, keep it. Now a days CD, DVD, Digital media etc are available. Secretary/receptionist is given responsibility to look after the books. A register was maintained. Books were preserved in the cupboard and not allowed to take home. Two things were registered, one reference books and second one was photos. JWT and O&M were having the library in those days. Those who maintained structured library/information they got the results. Agencies interests are in the results and services. Information was considered highly perishable in advertising industry. They would like to have the information to create an impact on client only. This information vary from client to client depends on the knowledge of the client and shift no account has no value to them.

(S. Roy, personal communication, July 15, 2007)

Advertising in 1970s
Concept of HRD and library were not there in the old days in the advertising industry. But manpower was given due respect and importance in the industry. The advertising industry was dominated by well read professionals like Mr. Shumonto Goshal, Mr. Shunu Sen, Mr. Alyque Padamsee, Mr. Gearson Da Cunha, Mr. Mani Ayer etc. They had voice over advertisers because of their knowledge. Books and newspapers were considered as the vital sources of information right from the beginning. The CEOs’ executive secretaries were maintaining their office
library containing books and newspaper clippings. Account department needs to maintain the billings records and newspaper advertisements appearing in different 18 languages as a proof. Agency was getting 60 days credit but client had to pay the bill within 45 days. Account department realized the importance of information and found it useful for other purposes so instead of maintaining only of the client’s ads they started maintaining the other ads as well as newspaper clippings. This gave the birth to a good library for current information. This understood that clipping service become library. Systematic library approach was initiated Mudra Communications Ltd in the ad World. Ogilvy and Mather (O&M) were maintaining the newspaper clippings and they considered this as public relations (PR) activities for the clients. All other major agencies had started this as PR activities.

During the mid 80 agencies realized the importance of knowledge. The agency’s account department becomes account planning division. Account planning head needs information on market share, market size, brand share, TV ads, press ads, readership data, editorial view to measure the pulse of the market like company performance, festival moods of the consumer etc. Other dependable sources like India Today, The Economic Times, Business India, and Google search engine came in to existence. Advertising agencies got the benefits of progress in economy which leads to new business opportunities, new companies, new brands, merger and takeover. Agency has to tackle the issues like ad with fees, quality control, fees with 15% percentage. The major problem faced by the agency was the shallowness of the knowledge. This has step down the reporting of agency head from chairman & managing director to branch manager level. Again the ad industry will try to climb by taking brand value, essence of brand, integrated marketing and integrated marketing communication. Agencies have diversified to PR, event, media buying, health communication etc. Today’s approach is towards the
consultant to the client. Mudra Institute of Communications, Ahmedabad (MICA) is trying to help ad agencies by producing brand communicators.

Agency gets most of information through Internet so it’s called power through Internet. Every manager expected to be knowledge manager so they don’t need librarian/Information Manager/Knowledge Manager. Account planning people are also responsible for repository in agencies. More than six months old information is not required by agency. Tacit knowledge is more important in advertising. Google can support the agency information requirements. Loss of information due to manpower is still an issue with advertising agency.

MICA-KEIC can play a role in archival of advertising history. When information becomes old it has little business value but more historical value. Advertising industry does not have any archival system and nobody knows that so far how much has been lost.

(M. Shah, personal communication, September 6, 2007)

To create print/TV/radio/outdoor advertisements advertising agency requires two types of information, knowledge base and mandatory information related to product and product category. When agency is working on a particular brand like Asian paint’s, it needs knowledge based information on paints industry such as paints category, different types of paint, household and industrial. No need to have knowledge in depth (formulation part) but its necessary to have knowledge in width. This will increase the effectiveness of the campaign. Amongst the search engines, Google is always preferred first to see any information in the advertising agency. But the problem with Google is filtering process you get many hits but to find out relevant information it takes too much time.
Other sources are Magindia, Adforum, WARC, etc.

Agency knowledge is people driven. Building knowledge is harder process. Agency looses maximum information during the manpower turnover. While leaving the agency sometimes they don't handover knowledge properly, so a new person will take time to gain the similar knowledge. One can reach to crystal/refined knowledge after the three processes. 1) Search 2) Understand the knowledge 3) crystal/refined knowledge. If person is not handing over the charge properly then to create refined knowledge one has to follow the same process which was done earlier by somebody.

Agency has started issuing the laptop to the senior persons who are involved in the creative output. This way the knowledge remains with the agency. The agency’s IT Dept will take the backup of the official work available on each laptop issued to the key persons on a server. This may cover the power point template presentation (PPT) and creative works. It becomes easy to retrieve the knowledge. Standardizations of the files and folders will also help in identifying the knowledge.

Agency would like to know the information about client and competitor. Competitors will tell you that up to what extent agency can cover the information. To get better results, agency has to know the strength and weaknesses of the brand. Even consumer views will give them better insight and understanding about the product. A client will give the feedback about the product. Ad agency will also find out the perception about the product. Sometimes ad agency hires the market research firm to know the perception about the product. In case of small sample the agency itself conducts the survey. So far sharing of information is concerned everybody has its own style of working and ultimately
knowledge lying in mind of human being is based on experience, know how, skills, and wisdom.

Print creative work:

The agency preserves the creative works in the guard book as well as in the digital form. Digital guard book is more update than the print guard book. They maintained the print guard book because in case the digital failures happened then the print one will work as backup.

TV and Radio Ads

Television and radio ads are preserved in the multiple back up. Master copy is with senior most person of the team. To create campaign the thought process has gone into the same, the same thought process has been preserved in the soft form. Senior person in the agency is a great source of tacit and explicit knowledge.

Why not librarian in the ad agency?

Librarian is seen as an expense and not as investment.

(A. Mahale, personal communication, January 13, 2009)

Ambience doesn’t have the librarian. In a month average three pitches are happening and account executive and his subordinates have to go through the search engines and various libraries like Asiatic Library, British Library etc. for information. In agency’s meeting, management talks about need of the information management, proper library, librarian but idea never gets turn into realities.
Creative agency works with very thin margin. In long term we would like to have database in the agencies but due to thin margin it does not allow us to go for information management.

Big agencies manage the information but small and medium agencies are facing problems for managing information, internally and externally. Scope for training the SME agencies can be explored with the help of open sources software and open access information so it can compete national and MNC agencies in the country.

Dennis initially suggested that librarian role is limited. Instead of librarian, agency can expect the role as information manager and knowledge manager. They can’t afford librarian because they have to maintain the profit. Everything is of short term business and agency has to maintain the profit. Market situations are changing every four or six months so it needs update of knowledge all the times. Databases like Agency source Index, Newspaper archives from press etc. are easily available to users through Internet on choose and pay basis so why the librarian is required. Every thing is available on Google why the librarian is required. The information required at the time of pitch was not required again, but how to share and store is some times an issue which required attentions. Again physical space is a constraint in agency. Real help is needed when agency is looking for secondary data and primary data on consumer research, they need librarian/information manager/knowledge manager who can give highly relevant information to
account executives so agency can save some money on research and can go for only missing part of the consumer information. Agency gets the information through local market research and spent on every research between Rs. 30,000 to 40,000. This money can be saved by the librarian by updating regularly information on sectoral and consumers information. For creative they have to spend money on photographs which is essential.

(S. Pillai, personal communication, January 1, 2009)

There is no proper information management in agency. Due to turnover of manpower, agency loose lots of information. There is no central repository of information. Mr. Sumit was looking for the information on usage of Internet by youngster. He had worked for four to five days and prepared the PPT. One day before the presentation another colleague came form Mumbai to Delhi, while discussion it comes out that similar data and PPT presentation were available on the same topic with his colleague. Nobody knows where the data and information is lying in agency. There is no database in the agency. This is clear cut duplication because there is no central information storage at main branch library. Agency professionals feel that they don’t need help and they know everything. Realization of information and knowledge is happenings on ad hoc basis. There should be two types of information, on is sharable and another should be non-sharable. Information sharing is based on the hierarchical level. Two server should be there, one for sharable and second one for non sharable. Certain client’s information is not sharable like special market reports. Hardcopy should be provided by a server head with two person’s signature. Nestle’s confectionery wanted new packaging so Lowe requested the London office and London office gave four PPT on confectionary packaging. Lintas has put together all the information. Knowledge sharing should be on regular basis amongst
colleague. Knowledge is power but only if it can be extracted quickly and effectively from an ever growing mass.

(A. Halve, personal communication, January 22, 2009)

Creative people win account and account executive they loose the account because of the bad services. Formerly they pay high salary and recruited IIM graduates so they know the value of information and knowledge. But now a day they go to second or third level institute for recruitment so rigor of knowledge is less compared to premier education institute. They give more salary to creative people so they want to balance with account executives. This is one of the reasons for not having interest in knowledge and Information and compromising with whatever knowledge available on Google. (Kanti, personal communication, January 10, 2009) We realized the importance of Information & Knowledge therefore Mudra has appointed CKO to tap the in-house knowledge. Every branch has library and the budget is allotted to them. Mudra has not appointed the librarian in any branch.

One of the reasons they moved to number two because they realized the importance of knowledge therefore they appointed Chief Knowledge Officer. Agency invested in manpower by recruiting from MICA instead of going to second or third level management institute.

(S. Chakrabarty, personal communication, January 5, 2009)

IT department has taken responsibility to do the information management but another problem is of managing books at different level. Who will do classification and cataloguing because each branch has different requirements? Digital books are another solution.
The Notepad of Leo Burnett is the interface for the Leo’s employees. It acts as intranet portal, digital libraries, and useful to planners. It keeps all the advertising awards information, best of the year, competitors' information, category information, campaign, news, advertising news, biggest online library and archives. Access is not given to all employees but it based on seniority and protocol. It means it is need based. So the information will not be misused by any body. Clients are also giving access to their information if the account is with Leo. Real problem arises when agency works on new ideas and new business then rigorous research work is taking place and Google is always preferred source followed by company website and databases.

(K. Trivedi, personal communication, January 10, 2009)

They have not appointed the librarian. Since librarian is not there the books are not classified and catalogued. They have accession list and they help the users. No body comes to read. They come to refer the case studies from Welinkar, SP Jain, NMIM and other management institutes. Publishers send the list and they select the books. It has one of the best collections on advertising. They don’t have network with other ad clubs though Bombay Ad Club has put all the ad clubs in other cities and their office bearer on the website.

(A. Dasgupta, personal communication, March 15, 2009)

To appoint a librarian is a big security risk because he has access to all the information. There are equal chances that he can move away with all
the information. But other advertising professionals will not have same access like librarian so chances of loosing information are in part rather than full. Advertising industry is very much worried about the manpower turnover and loss of information. Agency accepts theoretically that they should have in-house repository for the agency but no agency put into the practice. The Digital Asset Management will definitely help agency to maintain in-house information. Small agency strongly opposed to afford the librarian. Every thing is available on net and account planning team divide the work among team members, take out relevant information and help each other to get maximum information. Necessity of librarian has been shown to look after in-house information. Advertising professionals are not clear that how to utilize the library and information science professional in agency.

Three most important things are identified 1) loss of information due to turnover 2) duplication efforts due to lack central information management 3) repository system to help archive of the agency

(M. Manjawala, personal communication, January 30, 2009)

During last 10 years lots of development took place in the filed of Information and Communication Technology (ICT). One should know how to search the information. Google is one of the best examples. There is a need of librarian but nomenclature has to be changed instead of librarian it should be Chief Knowledge Officer/Agency Knowledge Officer/Information Manager. Agency needs a librarian who can compile the information for the agency. Agency prepares lot of presentations and these presentations should be archived at one place. If this is not happening then for an agency there is a learning curve again and again. Knowledge sharing should be based on seniority and protocol. Grey Notepad is the right example. Grey archives all the campaigns,
competitive environments compiled by the agencies. Clients are given access to their information on the website.

At the time of pitch, verbal message or e-mail request goes to all the branches for information, data, case study, etc. If a person has time and remembers then only one gets information otherwise one has to ignore support and start working for a pitch. In agency everybody works but information is highly dispersed so recall is difficult therefore a central repository is necessary. Access may be given as per protocol so due to turnover too much loss of information will not be there. CKO should be well acquainted with technology and new development in agency so he can provide all relevant information at a touch of a button. Mr. Mahesh has also pointed out that due to turnover in manpower agency losses lot of information and to prevent the same CKO and central pool should be there. All the information should be on public domain but it should be well protected and access can be given to right people. This strengthens the agency knowledge base and saves time. Out sourcing is happening at the time of big pitch and client is more important to agency.

Mr. Mahesh has suggested that Bombay Ad Club should take the responsibility for the Information Centre because it’s a biggest Ad Club in the world. Information Centre needs budget and infrastructure that Ad Club doesn’t have and committed people.

In today’s world digital information has greater advantages like easier, much faster, great speed, compared to fax and type matter. Agency also realizes the importance of information and knowledge. IT people in Mumbai head office they are working it’s a gradual process. In top 30 agencies the average 5 pitches are happening in a month, so chances are there for duplication efforts. It’s very difficult to calculate the cost of intangible assets sitting out side the agency. If we put the all the
branches and total pitches from the duplication cost a good CKO can be appointed. Advertising professionals saved time can be utilized for better services, new ideas, etc.

(A. D'souza, personal communication, February 10, 2007)

Advertising history starts from 1905 onwards. Information harnessed value of the agency and Leo Burnett is the example of it. Agency has not understood the value of it so far. Advanced ad agency had grown because they have invested in information and knowledge. Situation was pathetic. Advertising industry started in 1905 as advertising moved to Integrated Marketing Communications (IMC). Agency moved from information to knowledge. In 1900 competition was low so information was very low in terms of content, value and importance. Evolution is in marketing environment. Information, knowledge and dissemination become participative and technology becomes the key factor. Movement of business needs information and how it has been handled. Getting information is harnessing and disseminating is co-learning. Evolution – merger – takeover – glocalization of information – diversification – cultural interaction – Information and knowledge is vital.

(S. Tendle personal communication, February 2, 2009)

Mr. Tendle had worked with advertising industry from 1967 to 2001 and now he is one of the faculty members at MICA. Librarian job was done by secretary. Books procured by agency were preserved by register number, brand, and broad subject wise. Agency activities were divided in clients servicing, market research, copywriting, art, and media. Client servicing department was keeping track with competitors’ information. Client was giving information about his own brand. Guard book was maintained to keep the print advertisements for client’s brand. Negative film was also
maintained so duplicate copy could be easily made. Print ad number in guard book and negative film number remains the same so searching becomes easy. For competitors information also guard book was maintained by client servicing department. Account Planning emerged as new specialization from 1985 onwards.

When colour television and satellite television did not exist, the foreign awarded ad film show was conducted by Blaze Films Company once in a year. Most of ad films in theater were released through Blaze because of his credibility in the market. But it was very difficult to monitor advertisements appearing in theater unlike print advertisements.

Market research was another department to conduct primary research for agency. Now a day agency out source this parts. They conduct only small research by account planning teams.

During 1967 to 1975 copywriting and art were different departments. First copy was written then the art works was done. Visual was created based on copywriting. After ICT arrivals instead of guard book ads are preserved in CDs with the help of register. Till 2001 searching was done through register. When complete documentation becomes possible then it leads to information overload.

Media was simple compared to present complex situation. In absence of TV only print medium was having maximum reach so tools like Audit Bureau of Circulations, National Readership Survey, Press Audit from ORG, INFA yearbook, IENS yearbook were used for media planning.

Old accounts information is not preserved properly because agency looks for dumping place and they don’t take care about seasonal impact on it. Ulka’s old information was washed out in the Mumbai flood and founder
of Ulka Mr. Bal Mundkur is searching for the old information because he is writing a book on advertising. Same had happened with Mudra, the researcher was involved in putting the old records into order. It took 10 days with a team of 10 people.

(V. Mehta, personal communication, January 3, 2009)

Strategic department will needs maximum information. Pitch is done on personal basis. DVAP, BSNL, Doordarshan etc. appoint agency on rotation basis. Small agencies go the Google and use visuals from there. Most of the ads are sales promotion rather than brand image building. Torrent and Samsung they have in house agency do the work. Grey librarian is doing again good job. Grey brings out monthly bulletin for in house employees. Knowledge sharing was done amongst all the team work. Consumer is the king and client voice is final. It means agencies are not in position to convince clients due to lack of knowledge or insufficient theoretical and practical resources in library.

(P. Mudholkar, personal communication, February 4, 2009)

Mr. Mudholkar looks after newspaper clippings. Media coordinator maintains the box files of newspapers database clients wise. They also maintain the softcopy but its not searchable database. Industrial data/brand data of their clients and competitors information also maintained at branch level. The Director, Information & Knowledge knows about the branch accounts and monitoring done also on regular basis. Budget comes from the head office. TV ads, programmes, and coverage's in television are purchased from TAM and aMap. Every month branch office has to submit all PPTs and campaigns to Information and Knowledge Centre. Maximum information is required by strategic planning people for existing and new pitch. Information request goes to
resource management centre. Due to merger and takeover the information has been provided by WPP. Access has been given to head and immediate to head of branch.

The “Critical Data File” is not maintained by the branch which covers information on and about brands and client. It covers history, market share, market size, etc. Most of the information is lost due to turnover of manpower therefore the “Critical Data File” should be maintained.

Mr. Mudholkar has mentioned that information and knowledge is backbone to agency. Those agencies don’t invest in information and knowledge it becomes a design studio (Tatiatod agency) and in long term they want grow. When agency has stop contributing to strategic inputs to client therefore consultancy firms like E & Y, McKinsey, etc. have come up.

(R. Segal, personal communication, May 12, 2007)

In old days information was preserved in war room. The war room was providing all information to decision makers to manage successfully a campaign. It keeps world wide data on all products category including print and TV ads. Information was sourced from magazines. It took 10 days to get information from USA, it covers tapes, company write up and other related information.

InfoCentre was set up in 1973. Product categories information was maintained in Contract. Print ad was maintained in guard book. Online information was available to the Contract employees.

Reddifusion has also planning for infoCentre. Grey advertising agency has set up the Information and knowledge Centre for Asia funded by
Grey. Large top 10 agencies have engaged the qualified librarians. Motivation to read was lacking. Three most important things required by agency 1) ability to write 2) observation 3) willingness to share. Problem arises with agency client relationships when they started giving importance to bottom line. Some of them are not giving emphasis on brand but they give emphasis on bottom line.

(P. Arora, personal communication, March 10, 2009)

Lintas IMAG has only creative books. Planner has to dig out information and no documentation system. During a pitch, Google is used for searching information but it is time consuming process. First two pages are normally referred. If the knowledge management is there, it saves lots of time. In Google, credibility is another question. Where ever she had worked, there was no information management. She tried to developed knowledge centre and developed category information management. Client servicing people make the presentations but client is interested in only creative part. They are not bothered about the data and information. Agency becomes a studio and no originality left. Client doesn't give time to agency. Today's sluggish economy agencies are bagging for the business. Agency has started accepting the tender's job from Ministries.

(S. Vij, personal communication, March 13, 2009)

Mudra has just started Knowledge Management. 30 to 40 knowledge agents/workers will be identified though out different braches as per subject experts to give inputs. Only useful information should be kept in KM. Filter will be done by champions at final stage to look into the value addition then it will be allowed in knowledge store. Gatekeeper will be there to make sure that right and required information should go into KM. Cirrus will be knowledge store. Information will be maintained on
main product categories, sub and sub categories. For e.g. skin care product category includes brands, company will be maintained. Consumer will have 18 sub groups like behaviour, attitude, geography, etc. Knowledge will be shared with all employees. This should be knowledge digest on various subjects, PPT, TVCs, print ads, radio outdoor etc. Knowledge portal will be there to display the knowledge. TV ad Index has rightly identified product categories for TV ads and all relevant ads will be taken from them.
5.26 Summary

01. Agency libraries are specialized libraries. Out of 25 agencies 23 have responded to the questionnaire and two have been interviewed.

02. Out of 25 agencies, 22 have international partners/ownerships and three agencies are indigenous.

03. 22 agencies have in all 79 branches. Three agencies have no branches.

04. Eight agencies have started the libraries with establishment year of agencies, 10 libraries have the difference of 2 to 67 years between establishment year of agencies and libraries and five libraries have no establishment year.

05. 53% agency libraries have rules and regulation. Remaining 43% of libraries have not written documents about the library. Non respondent to this question is 4%.

06. All the libraries timings are between 9.30 a.m. to 6.30 p.m.

07. Memberships are offered to all employees of agencies.

08. 83% of libraries have ad-hoc budget, 8% of libraries follow percentage of revenue and two libraries have not responded to the question. Maximum budget is spent on books, followed by journals, databases, e-books, CD/DVD/film, audio-video equipments, others and e-journals.
09. One library has six non library professionals, two libraries have five non library professionals, one library has four non library professionals, one library has two non library professionals remaining 18 libraries each has one non library professional not fully devoted to libraries.

10. Maximum non library professionals are involved in mandatory and routine jobs and very few professionals are involved intellectual services.

11. Two LIS professionals are working in agency libraries. There is no clear growth path unless LIS create its own growth path by contributing to agency. Three libraries have mentioned that promotion is based on merit, seniority and professional appraisal.

12. One agency library has library committee and one agency library has collection development policy. Six libraries have selection committee.

13. Agency libraries are procuring books through standing orders, approval, and placing direct orders with books sellers/publishers.

14. Average 4 to 67 books are added per annum. One library has e-books but it has not given number. Two libraries have subscribed the e-journals. 10 libraries have newspaper clippings but only one library has records of 131,621. Four libraries have between 30 to 1.5 lakh TVCs, two libraries have mentioned very large in number. One library has subscribed two databases and another has given the names of databases but no one has given starting dates. One library has 20,000 case studies. One library has 20 audio visual materials. One library has 100 radio commercials. For print advertisements, outdoor and
bound volumes three libraries have qualitative statement like yes, very large, etc. 13 libraries have subscribed periodicals in the range of 8 to 50 periodicals. No body has given the list except one library. The records management is poor except books.

15. One library is using Lib-Suite software and other four libraries are using Microsoft Excel for record keeping. Nine libraries have subscribed 11 creative databases, 13 libraries have subscribed 22 full text database and nine libraries have subscribed 29 numeric databases.

16. 16 criterions for information selection have been prioritized by libraries. The first priority goes to client’s brand followed by competitors’ brands, consumer behaviour, creative aspects, market players, actual use, market forecast, new product launches, media related, brief, potential use, market share, market size, time factor, account gains and others.

17. Based on the above criterion agency libraries maintain categories information. The first category ranked by agency libraries is FMCG, followed by media & entertainment, automobiles, financial services, retail, durable, banking, food industry, tourism & hospitality, healthcare, insurance, telecommunication, beverage, aviation, real estate, gems & jewellery, pharmaceuticals, automation, information technology, oil & gas, education & training, IT related services, textiles, steel, engineering /design, agriculture, R & D, and science & technology.

18. Existing information management supports 40% of services to advertising agencies. The mandatory process is compulsory in agency libraries for books selection, technical works (classification &
cataloguing), processing of materials. Technical work is done in two libraries and sears subject heading is used by one library.

19. Out of 16 services, lending service and inter library loan are routine services. Remaining services are intellectual services and those services consist 33.93% of total services. This percentage is not attractive and leaving the space for improvement for 53.57% in intellectual services.

20. 16 services have been listed in question. Four libraries provide between 10 to 13 services, 14 libraries provide between 5 to 10 services, 1 to 5 services are provided by four libraries and one provides none of the services. 18 libraries provide =>50% of services.

21. Amongst library services, the service maximum offered is lending service (91.30%), followed by print advertisement (73.91%), monitoring TVC (69.56%), online search (60.86%), tracking radio commercial (56.52%), newspaper clippings (52.17%), literature search (39.14%), SDI (39.14%), CAS (34.78%), outdoor (34.78%), reference service (30.44%), bibliographical compilation (21.73%), networking (17.39%), indexing (17.39%), inter-library loan (4.34%), and abstracting service (0%).

22. Online search service covers the commercial database subscription. First rank goes to WARC, followed by TAM, Cannes Lion, NRS, IRS, Euromonitor, iBankLive, ISI Emerging Market, NCAER, Questia, aMap, Market Pulse, Gunn Report, Nexis Lexis, Magindia, Indiastat.com, CMIE, Nielsen, Datamonitor, Lurzer’s Archive, Factiva, D&AD and Urban Market.
23. Search engines/websites/portal another online source of information for open access resource. First rank goes to Google (79 usage value) followed by You Tube (69 value), AFAQS (69 value), Exchange4media (56 value), Indiatelevision.com (34 value), Census (24 value), The Agency Source (18 value), iyahooadvertising (16 value), NCAER (16 value), INS (12 value), AD Club (19 value), IBEF (14 value), ASCI (12 value), MICA Libraryonline (12 value), ABC (7 value), AAII (12 value), ISA (4 value), Prasarbahrati (3 value).

24. Information technology is backbone to web based, intranet and digitization services. Internet connectivity is with 20 libraries. 14 libraries have server facilities. Digital cameras facilities and DVD reader/writers are available with 14 libraries. LAN/Wi-Fi is available with 13 libraries. 12 libraries have scanner. 10 libraries have portal for information. Eight libraries have video camera and three libraries have TV channel facilities on their PC. Some of the items such as camera, digital camera, and portal are sharable with libraries.

25. 10 libraries meet the information requirements of agencies. Seven libraries could not meet the requirements, and six libraries have not responded.

26. To meet the agency information requirements, 10 libraries outsource the information, and three libraries each uses Ad Club library and clients’ libraries. Two libraries use management library. One library uses federation library.

27. Three agency libraries took the membership of The British Library, two have Ad Club membership and one has with client’s library.
28. Agency libraries outsource maximum television commercials (69 outsource value) followed by print advertisements (68 value), product category/brand information (58 value), subject related information (55 value) and others (11 value). Agency libraries always outsource 57% information, frequently outsource 26% information, sometime outsource 15% information and 2% libraries outsource information rarely.

29. To preserve agencies own creative output of TVCs, print, radio commercials, outdoor, and online advertisements they use CD/DVD, followed by guard book, searchable database and digital asset management.

30. Out of 21 respondents 14 have single department repository system, four have two departments repository system, two have three departments repository system and one has four departments repository system.

31. 18 agencies preserve old campaigns of lost accounts in various departments such as nine compact storages, five libraries, two film departments, two servers, two head office, one branch office and one creative department.

32. Agency Power point presentations in the form of PPT are an outcome of intellectual filtrations of so many minds. 16 have said yes but only one agency is submitting PPT to library rest they keep with them only.

33. 15 libraries have answered the question. 12 libraries feel constant work pressure; 11 feel pressure of meeting deadlines, nine libraries each feels pressure of time management and scope of information
requirements. Seven libraries each, face the challenge of working with team and pressure for constant update of knowledge. Four libraries feel constant pressure of IT update and job security.

34. Special agency libraries have to contribute to agencies. 19 libraries each have contributed maximum to pitch and retaining clients, value wise it is 62 and 57. 15 agencies have contributed in identification of business opportunities and value wise it 43. 14 agencies have contributed to new ideas and value wise it is 43.

35. Three agency libraries experienced the impact of merger & takeover. Two libraries have experienced positive impact i.e. information becomes centralized and increased the scope of working. Third library has experienced decreased information scope.

36. Advertising industry does not have nodal agency therefore preferences were asked from respondents. The first preference goes to MICA (69.56%), followed by AAAI (43.47%), Bombay Ad Club (43.47%), INS (34.78%), ABC (26.08%), and ISA (26.08%)

37. Only one library is conducting users’ survey and their users are happy. 20 libraries are not conducting survey and two have not responded to the question.

38. Four libraries have four different major problems. These problems are data management; decentralize information leads to barrier to communication, lack of proper library professional, budget, and visionary approach agency faces difficulty in accessing information. Due to different caliber input to content for knowledge management creates in consistency in knowledge management.
39. Stock verification is taken by nine agencies. Out of which seven libraries are taking annually and one is taking twice a year. 14 agencies are not taking stock regularly.

40. Future planning has to be done carefully because agency works with thin margin. Seven libraries want change in physical facilities but emphasis is on ambience of libraries. Seven libraries want more manpower to serve their agencies better. 11 respondents want services to be improved in a manner that resources are optimally utilized. Major concerns are sharing of information, social media, rules and regulations, improving reading habit, indexing, tracking category information, assistance to users, and knowledge management. Six libraries want to improve the books collection, magazines collection, database creation and digital archives. Six libraries have mentioned about future changes they need in IT area. They would like to have relevant library software, develop portal, a sound library system, single server to access information, and a 24x7 library.
5.27 Suggestions

1. Advertising Industry is not fully utilizing the services of LIS professionals. Out of 23 agencies only one agency has library professional. There is a tremendous scope for improvement in services by introducing more LIS professionals to advertising industry.

2. Agencies want latest terminology like infoCell, Knowledge management but they need three basic necessities such as LIS professionals, libraries structure with IT and information resources followed by all latest terminology.

3. Agencies have IT professionals at vice president, group-head, chief operating officer etc. but only one Information and knowledge center is using library software and others use Microsoft Excel. Enough room is there to improve computer application in library/information centre/knowledge management centre.

4. 22 agencies have 79 branches. 10 libraries have portal but 13 libraries have no portal to support the head office and branches. Agency can appoint LIS professionals in their agencies to develop a portal and they have already strong base of IT to backup libraries. Portal should be live with interviews of in-house subject experts, daily news, new emerging areas, etc.

5. Agency libraries are working between 9:30 to 6:30 but advertising professionals are working after office hours so digital library will help them 24X7 through portal.
6. Agency library should buy/subscribe more digital books, periodicals, materials etc. so it can be easily shared with branches without increasing cost.

7. Record management is poor and that can be improved by recruiting LIS professionals and this will be one of the responsibilities of job profiles.

8. Agencies have to develop the culture of information sharing and repository in library, though head office, all branches, departments can continue to preserve in their own way but one additional copy has to be in library. This helps in common sharing and impact can be seen in long term. This includes agencies output such as campaigns, PPT, primary, secondary research etc.

9. Limited role is played by LIS professionals in advertising industry. Only one librarian is working with agency and semi library professional working with another agency library. Agencies are not recruiting the librarians.

Advertising agencies have libraries for the sake of name but except two none of them are scientific libraries. Agencies will have to be convinced that why they should have libraries and librarians. While discussions more than 50% of them have said that librarians are not required but when researcher put forward facts as mentioned below to them, later on they got convinced.

Partial responsibility goes to IASLIC to convince advertising industry. Advertising associations, Ad Clubs and agency heads have to be convinced by library association like Indian Association
of Special Library Association (IASLIC) that how scientific library and LIS professional will be useful to advertising industry.

Recommendations for library, Librarian and quality of librarian are based on interaction with advertising professionals, articles, Special Library Association (SLA) and AAAA. Articles by Frankenstein, (1945),1 Raynolds (1945)2, Lybeck (1964)3, Christianson (1988)4, and Reed (2001)5 discussed about the library and librarian in agency libraries.

Reasons to have advertising agency library:

a) Research activities in advertising, marketing research, consumer research, creative etc. need advertising agency libraries.

b) When agency is in a single room, each member in that room knows who has what. But when agency grows from a single room to multiple rooms, branches in various cities and branches in various countries it becomes difficult for each member to remember who has what, under these circumstances it is necessary to have a library in advertising agency.

c) Corporate library (Tata Sons Ltd.) is at once place due to centralized decision making process but it is not possible in advertising agencies because of multiple branches and each branch is handling different brands so the resources requirements are different. This leads to duplication, so to avoid duplications and effective use of sources advertising agency needs a library.

d) Loss of information and knowledge to advertising agency due to frequent manpower turnover in agencies. To prevent this loss
advertising agencies should have libraries with central repository system.

 e) Library is the information bureau of the agency.

 f) Library provides relevant readings/information to agency employees and making them more valuable to employees and themselves.

 Need for advertising Agency Librarian:

 a) Librarian is information resource expert and uses his knowledge to fulfill agency’s information needs.

 b) Agency will have desired information when ever they want it.

 c) Librarian will procure relevant information economically and efficiently.

 d) Advertising agency librarian will use procured information regularly and effectively for agency so cost will come down.

 e) Research could be avoided with the help of librarian’s resource knowledge.

 f) Total cost of outsourcing information can accommodate librarian who can save money of the agency.

 g) Librarian can contribute to agency at the time of pitch, monitoring current accounts, competitors’ information, creating in-house database etc.

 h) Librarian can keep agency younger in information.

 i) Librarian can play vital role in saving time and trouble of creative team.

 j) Librarian can create network amongst main branch and sub-branches. This helps the agencies to know where information is lying and only value added information can be procured and duplication can be avoided.
k) Like media planner, librarian also deals with newspapers, magazines, academic journals, CDs/DVD, publishers’ databases, aggregators’ databases, etc. He has to select best sources in achieving objective of agency and makes it more competitive compared to other agencies.

l) Librarian keeps on posting current information from reliable information sources related to the business of all branches.

m) Librarian maintains relations with other libraries and takes the advantage of their resources.

Feedback from LIS professional engaged in advertising industry opines that LIS schools candidates are not well equipped to work and take the responsibilities of agency libraries. The following qualification, experience, and qualities will help agency in identifying the right candidate.

Quality of Advertising Agency Librarian:

a) Passion to work for challenging job.

b) Master of Library and Information Science with economics or marketing background and relevant experience is more preferable.

c) Good communication skills and ability to work in a team is must.

d) Time management is must with advertising agency librarian.

e) Librarian should be proactive and self motivated person.

f) Advertising agency librarian has to keep pace with day-to-day development of agency, information sources, and IT usage in agency library.

g) Vision to fill up information gap all the times.
The LIS schools produce LIS professionals, they are more suitable to school, college, university and public libraries. Syllabus covers library automation but they are lacking in communication skills, terminology, and resource knowledge of advertising tools. This can be done by conducting training programmes with help of IASLIC. This has been discussed with Dr. J N. Satpati, President, IASLIC and agreed to support training programme for advertising agency libraries. Apart from IASLIC other bodies are such as AAAI, Ad Clubs, and MICA are to be involved.

10. Nature of the advertising business is such that challenges, merger, equity partnerships is continuous process. To meet the challenges LIS professional has to get more acquainted in advertising filed, contributes more value added information services to agency and to make friendship with IT for instant delivery of information. LIS professional has to be proactive and deliver more than expectations and make advertising professionals more dependent on Library system. All the jobs of agency library have to be done on a day to day basis. Work done in time saves number of search hours in future.

Technology obsolescence rate is high so data conversion should take place in time otherwise information retrieval becomes impossible.

11. The reading habits of advertising professionals have gone down. This has brought down reporting level with advertisers. Agencies should invest in information & knowledge and LIS professionals for better business results.
12. Information sharing of published information should be there amongst group members. When two agencies (Grey and O&M) from a same group (WPP Group) are invited for a pitch then no need to share any resource but from a group (WPP Group) only one agency (Grey) is invited then other agencies in the same group should share the resources to get business for a group.

13. Any discipline’s knowledge has historical, current and future value. Advertising industry has no nodal agency or information clearing house therefore a question was asked to know the preferences of the respondents. MICA got the first preference, followed by AAAI, Bombay Ad Club, INS, ASCI, ABC, and ISA. Even respondents gave preference to Afaqs, Exchang4media and none of the above.

14. Libraries like The British Council, American Centre, Management Library, Federation Library, and other association libraries have very limited resources for advertising information, more outsource are done compared to going to various libraries and taking memberships. These are the reasons agencies need nodal agency for information support. Creative support is easy to get but difficult to get theoretical support.

15. Respondents have given highest priority to MICA-KEIC. Other associations and bodies have pre defined areas to work and they are not investing in knowledge. MICA being the premier academic school it invests in knowledge. AAAI, Bombay Ad Club, ISA, ABC, and INS should declare MICA-KEIC as nodal agency for advertising industry. The present status of MICA-KEIC is sound but additional money is required for physical infrastructure, manpower, server and bandwidth etc. When information becomes old it has little
business value but more historical value. Advertising industry does not have any archival system and nobody knows that so far how much has been lost. MICA-KEIC can work as Archive/repository and clearing house of advertising information.

Nodal agency needs books, journals, e-resources, and databases on advertising and related fields. It needs physical infrastructure to house the printed resources and IT infrastructure to store, and access e-resources and online resources. Nodal agency needs money and manpower mange to serve advertising agencies.

It has books on advertising and related areas. KEIC always try to keep leading publishers and authors’ books on advertising. It has core journals on marketing communications and national and international databases. The collection development is based on communications, mass media, marketing, advertising, consumer, people, culture etc. It has one of the largest newspaper database, TVC database, Print ads database, etc. The details of this information have been discussed in the first chapter. KEIC has portal http://libraryonline gives useful links to the open access sources and websites related to primary data in Annexure - III. Additionally it has national and international memberships of International Communication Association, American Academy of Advertising, Association for Education in Journalism and Mass Communication, Broadcast Education Association, Advertising Research Foundation, etc.

The membership will be offered to agencies as under:

a. The member has to pay entry fees and annual membership fees.
b. Member has to upload the data of new campaign as per metadata standard on http://Libraryonline

c. Members will be allowed to access all databases where the copyright problem does not arise.
d. Free update to members on selected sectors.
e. Articles for research purposes on payment.
f. Members will have free access to physical resources of KEIC.

Advertising is service oriented industry dealing with account planning, client servicing, research, creative and media but now a day media buying and selling is a separate profit making activities and outside dealing with clients and media houses to some extent. Agency libraries deal more with micro information unlike any academic institution dealing with books. So the academic standard can not be applied. It provides information support to inside and outside (clients) agency. Inside agency library professional has to take care of branches and networking.

MICA-KEIC can provide training and consultancy to advertising agencies.

16. This model includes library/Info Centre/Knowledge Management and repository for agencies creative, PPT, primary and secondary research, etc. It means acquisition, process, storage, retrieval and disseminates the information. Repository means agencies output will be kept in library like other materials so it will be easily retrieved anywhere by advertising professionals without waste of time. No human being can index all the information and keep it in mind for ever and no employee is going to stay with agency for ever
these are the reasons one has to submit all the information to library for future usage and reduce one’s botherations.

Researcher has discussed with several senior advertising professionals. Their views about libraries requirement are dependent upon billings, manpower size of agencies and their departments. Special Library Association (SLA) had also taken agency billings as norms for deciding libraries for advertising agency. Agency has several departments such as general management, creative department, client servicing, media group, production, support services, marketing service, support IT, finance, HR, and specialized unit.

As per INS Press Handbook 2007-08 accredited agencies are 816 and their financial break-up are as under.

<table>
<thead>
<tr>
<th>Table No. 42 - Billings of Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billings</td>
</tr>
<tr>
<td>0 – 5</td>
</tr>
<tr>
<td>5 – 25</td>
</tr>
<tr>
<td>25 – 100</td>
</tr>
<tr>
<td>Above 100</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

621 agencies have not given any billing details to INS. It does not give the details about manpower. This is usual practice of advertising industry, not to share information freely.

Ad Agency Reckoner Survey 2008 by The Economic Times has mentioned that some of the agencies have not shared by information regarding manpower and about agency also.
Table No. 43 – Manpower Engaged with Agency

<table>
<thead>
<tr>
<th>Manpower</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 250</td>
<td>2</td>
</tr>
<tr>
<td>250 – 500</td>
<td>3</td>
</tr>
<tr>
<td>500 – 750</td>
<td>3</td>
</tr>
<tr>
<td>750 – 1000</td>
<td>2</td>
</tr>
<tr>
<td>Above 1000</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>11</strong></td>
</tr>
</tbody>
</table>

Researcher got this data from Ag Agency Reckoner Survey 2008. The ranking is given for 25 agencies but details about manpower are shared by only 11 agencies.

Table No. 44 Model for Agency Library and Manpower Requirement

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billing in Rs. Cr.</th>
<th>Support Staff</th>
<th>Assistant Librarian</th>
<th>Head Librarian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Shop</td>
<td>1- 5</td>
<td>-</td>
<td>-</td>
<td>1 (1 year Exp.)</td>
</tr>
<tr>
<td>Small</td>
<td>5 – 25</td>
<td>1</td>
<td>1 (No Exp.)</td>
<td>1 (2 year Exp.)</td>
</tr>
<tr>
<td>Medium</td>
<td>25 – 100</td>
<td>3</td>
<td>1 (1 year Exp.)</td>
<td>1 (5 year Exp.)</td>
</tr>
<tr>
<td>Large</td>
<td>Above 100</td>
<td>4</td>
<td>2 (2 year Exp.)</td>
<td>1 (10 year Exp.)</td>
</tr>
</tbody>
</table>

At center point the librarian is responsible for information delivery to advertising professionals. Lybeck (1964) discussed the advertising agency library staff recommendations. This has helped the researcher in developing the manpower projection. The above table shows the break-up of agency in four categories such as
trade shop, small agencies, medium agencies, and large agencies. Experience refers to art, business, marketing, industry, media libraries. Master degree is minimum qualification for LIS professional for Assistant and Head Librarian. Agency librarian needs to be accurate, quick, thorough, adaptable, resourceful, imaginative etc. Also expected to have retentive memory, work under pressure and with constant interruption.

For Trade shop only one library professional has been recommended with one year experience. For small agencies below Rs. 25 cr. one non library and two library professionals are recommended. For medium three non library professionals and two library professionals are recommended. For large agencies four non library professionals and three library professionals are recommended. Non library professionals can be increased or decreased depends on the workload of agency. All the clerical works and routine jobs have to be done by them and library professionals will do the value addition jobs in library. Library professionals will save the time of advertising professionals and add value to them by proactive way of working.

Salary should be sufficient and negotiable to attract the LIS professionals to advertising industry. Industry should take care of experience, knowledge and job responsibility. He should report to the head of the agency to work smoothly as well as efficiently.

Some of the latest titles used for librarians are Information Coordinator, Chief Librarian, Manager of Information Services, Information Specialist, Business Analyst, Knowledge Management Head, Knowledge Manager, Digital Asset Management (DAM)
Librarian, Director Library Services, and Manager of Online Services.

17. Library deals with external resources like books, periodicals, e-books, e-periodicals, publishers’ databases, aggregators’ databases, and commercial vendors to meet agencies' information requirements. Sometimes even after acquiring external resources, the library doesn’t meet agency’s information requirements, so it creates in-house tailor made databases to fill up vacuum. Librarian/Information Manager/Knowledge manager plays an important role in identifying gap and filling it up with appropriate sources combinations.

Library also manages internal resources of agencies. Agency brings out final campaigns for client and archives all campaigns as agency’s intellectual output like institution repository. This process is more or less same like university or institution brings out their publications. In academic institution there is an institutional repository system. This allows institute to know at the end of the day the intellectual output of that institute. Institutes output could be journals, newsletters, case studies, books, working papers, etc.

Before final campaign, agency goes through rigorous process. First advertiser invites agency for pitch based on invitation or invites many agencies for pitch based on competition. Brief will be given to agencies from advertiser end. Based on presentation/s advertiser will select the appropriate advertising agency to work on a brand. Advertiser gives detail brief once agency has been selected. From agency’s end account executive will start working on brief of client. Agency will conduct primary and secondary research to reconfirm the client’s brief and to know more consumer perception about
brand. Agency shares the market research output with client and comes out with final brief. Account executive gives brief to creative team and media teams to give final output. Creative team converts brief into campaign. Media team prepares media plan based on target group given by client. Meanwhile the pre-testing of advertisement will take place. When client will give final clearance to creative and media plan then campaign will be released. This will be followed by post testing and understanding impact of advertisements on sales. Finally team involved in it also to be listed so in future agency can know who has worked on which brands.

The most important part of advertising business is agency client relationships. It is called soft skills. Account planner has to mention about client, their nature, knowledge level, liking and disliking, expectation of clients from agency. This information helps to successor in handling clients.

This process involves account executive, marketing research, copy writer, art director, and media planner. To reach final stage of a campaign, agency will have brief, market research report, client’s data, word file, number of Power Point Presentation (PPT), print advertisement, television advertisement, radio advertisement, online advertising, out door advertising etc. All advertisement may be in various formats like MPEG, JPEG etc. It is very much necessary to integrate the information right to advertiser's brief to campaign at one place like institution repository so agency doesn’t face any difficulty in locating information. But agency output is not like journals, books, newsletters etc. It’s like nuts and bolts. Only one person involves in the beginning to an end is account executive in agency. Responsibility of maintaining this information goes to account executive.
After lots of discussion with industry professionals like Mani Ayer, ex MD, Ogilvy & Mather, Subhash Tendle, ex Creative Director, FCB Ulka, Pankaj Gutpa, Business Manager, Fulcrum of Mindshare, Prof. Suraj Commuri, The State University of New York, Albany and others, the researcher has developed the Digital Assets Management (DAM) for advertising to maintain internal outputs of agencies. This has been developed based on the information flow mentioned above and output at various stages in agency. The Greenstone Digital Library software has been used to develop the internal output of the agencies. This software is developed at New Zealand Digital Library Project at University of Waikato. It is Open Source multilingual software.

Figure No. 27 Digital Asset Management
Digital Asset Management model has been developed to maintain the agencies output. It covers information from pitch to release of campaigns, and how brand has performed in market after release of campaigns. This has been developed in greenstone which is open source software. This is a low cost solution to agencies. This is as good as institutional repository system. This model helps agency to preserve the in-house experience and knowledge.
5.28 Conclusion

Services of LIS professionals are not fully utilized by agencies. One each Library and semi-library professionals are working. This leads to inadequate information management in advertising agencies. 23 agency libraries provide 40% of services. The LIS professionals' job is distributed amongst advertising professionals for intellectual works. They take work from trainees and juniors. Maintenance jobs with secretary, administration, accounts, telephone operators, peon, person close to retirement, and person who don't have sufficient workload. Third option is of outsourcing information.

Free update professionals get from Google, afaqs, exchange4media, indiatelevision.com, iBankLive, keeps on sending information updates. More and more users go to these websites. Commercial information are available on payment to users. Databases are underutilized by professionals.

Except five agencies, eighteen agencies have inadequate information management but they manage the information and agency business is growing. They are managing the information through internet, outsource, groups sharing, and gut feel. Internet surfing needs time and filtering process to reach the final text and in the process all agencies look similar to clients. Internet and Google made people to stop thinking. Partially it has affected the creativity.

American Association Advertising Agency (AAAA), Special Library Association (SLA) and Library Schools are working very closely to serve the advertising industry in USA. But LIS profession has to position themselves in the mind of AAAI, Ad Clubs, and Agency Head in advertising industry in India. LIS Schools may revise its syllabus in
specialized library and related information resources in such a manner that they can produce best LIS professionals for advertising industry. Another option could be to organize training programme for advertising libraries with the help of MICA-KEIC, IASLIC, AAAI, and Ad Clubs.

Due to turnover and absence of repository system chances of duplication costs goes up but difficult to know actual cost because of intangible assets. This is one of the strongest reasons to recruit LIS professionals.

Due to turnover advertising professionals do not take the ownership of agency and also their commitment level is low therefore information sharing becomes difficult. This is one of the reasons agency could not create system. In the process where ever they go they have to work from scratch for information. If they follow the system every where, they will find Information Management in order. Agency takes initiatives but people don’t support the agency and sometimes vice versa, then what to do. But attitude to change is must for everybody especially for those in advertising industry. Here the LIS professional can helps to agency in creating information management.

Advertising industry needs experienced librarians. Model Library/Info cell/Knowledge management centre, for trade shop, small agencies, medium agencies, and large agencies have been suggested for agencies. MICA-KEIC has been suggested for archival and information clearing house on advertising theory and practice. Similarly, there are many corporate and they have corporate libraries but none of them have set up Information Center. IIMA Library had set up the National Information Center on Management (NICMAN) because of the resources available with IIMA Library same way MICA Library can take lead. Digital Asset Management (DAM) has been suggested by researcher on Greenstone open source software to avoid information loss in agency.
5.29 Future Research:

1) Agencies growth and survival in absence of LIS professional and information management system.
2) Scope of networking among the group and agencies.
3) Information outsourcing in advertising industry.
4) Personal information management of advertising professionals
5) Role of advertising and library associations in information management in advertising industry in India.
6) Expectations of industries from LIS professionals and LIS schools.
7) Scope of a nodal agency in advertising industry.
Bibliography:


References:


6 Lybeck, P. (1964, May -June), op cit