



December 14, 2020

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, MUMBAI – 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: Presentation on “Seasonal Trends of Digital Spending”

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015 this is with reference to the subject cited above, we are enclosing a presentation on Seasonal Trends of Digital Spending proposed to be made there at, to the analysts and investor community.

The same is also being made available on the website of the Company at www.brightcomgroup.com

This is for your information only.

Thanking you,

Yours faithfully,

For BRIGHTCOM GROUP LIMITED

Manohar Mollama
Company Secretary & Compliance Officer
ACS - 39254





brightcom group

SEASONAL TRENDS OF DIGITAL SPENDING



THE SEASONALITY



December is the highest month whereas January and July are slowest.

For some Ad agencies, the end of their fiscal year is June and for others it is December. The increase in spend happens as they try to use their budgets.

The increase in December spend would be not only because of the end of the fiscal year, but because it's the largest shopping related month of the year.

Because of this, January and July tend to be the two slowest revenue months for publishes. Coming out of the holidays, people tend to give their wallets a rest.

THE SEASONALITY – BY QUARTER

JANUARY TO MARCH QUARTER (Q4):

Starts slowly in January and starts to pick up slightly around Super Bowl and Valentine's Day. sometimes Easter happens in March,

APRIL THROUGH JUNE QUARTER (Q1):

Varies month to month. June is typically one of the higher months for RPMs, as the fiscal year is ending for many Ad agencies. But, the summer slump is real, so finding content opportunities to address summer content, such as vacations, activities for kids,

JULY TO SEPTEMBER QUARTER (Q2):

The summer slump continues through July, but steadily gains traction as we move into August and September. Back to School hits in August and advertiser spend begins to pick up. September picks up even more, as advertisers are preparing for holidays.

OCTOBER TO DECEMBER QUARTER (Q3):

There has been a significant jump in RPMs, as ad spend is at its highest due to all the shopping related events. All three months are filled with buying activity.

THANKSGIVING:
23rd November

BLACK FRIDAY:
24th November

CYBER MONDAY:
27th November

SUPER SATURDAY:
23rd December

CHRISTMAS EVE:
24th December

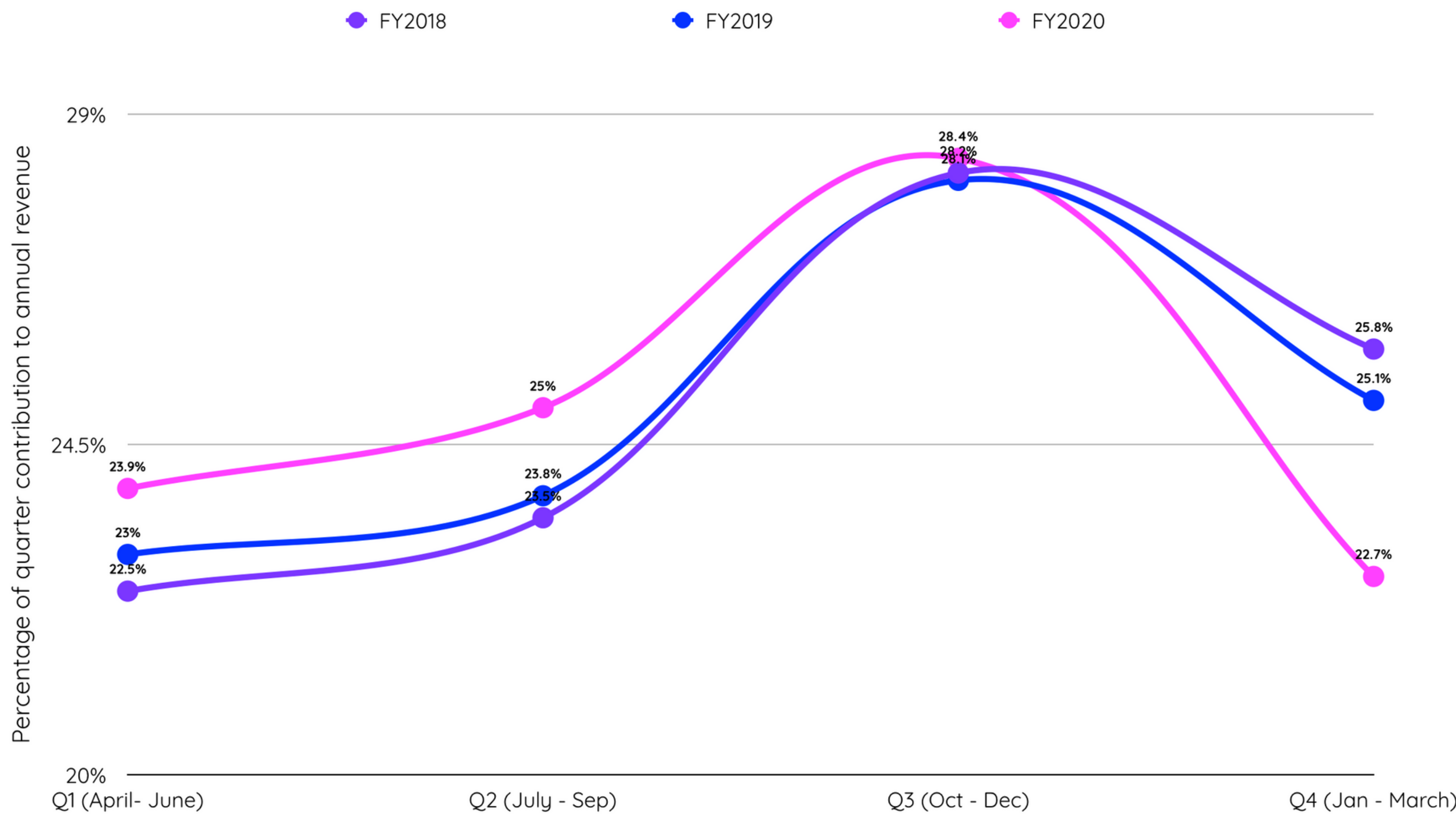
CHRISTMAS DAY:
25th December (Yes, Christmas Day! Shoppers are increasingly looking for those last bargains!)

BOXING DAY SALES:
26th December (This often carries on in the week up to New Year)

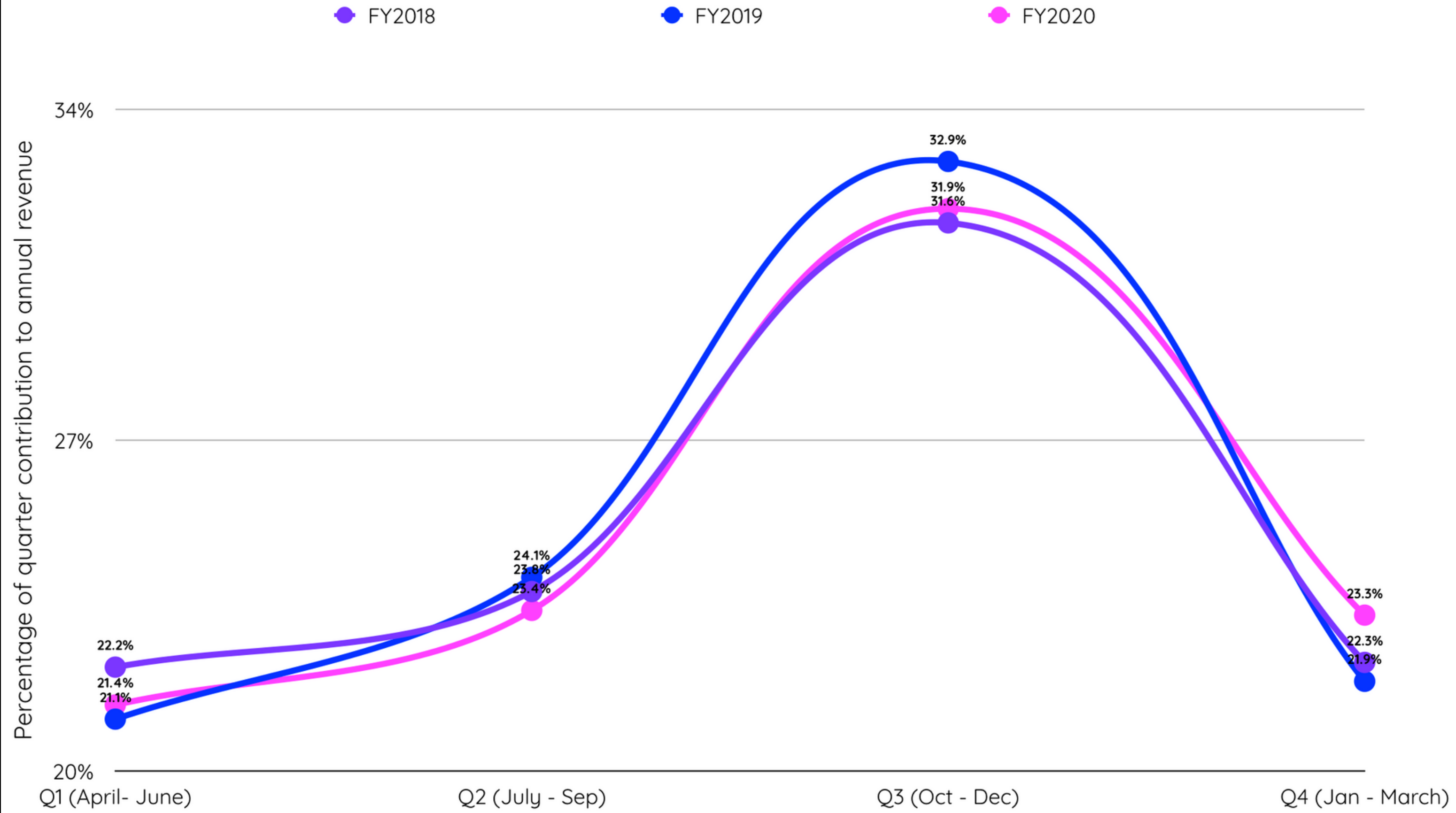


HOLIDAY SEASON - DATES

US MARKET TRENDLINES



BCG TRENDLINES





THANK YOU!