

## USER GUIDE

TVAD  
INDX

iBank  
LIVE

# TVAD INDX

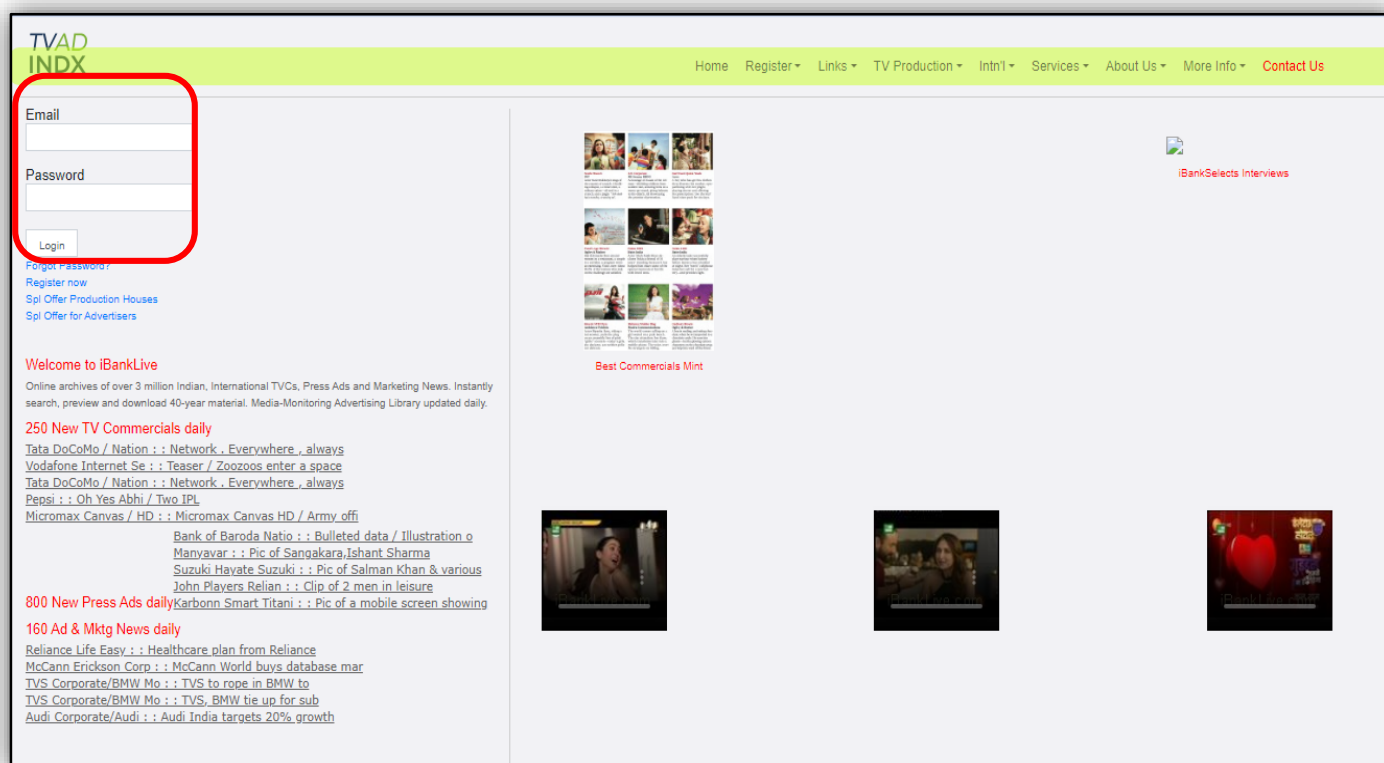
# iBank LIVE

<http://www.ibanklive.com/>

Access to TV commercials, Press Ads, and News. Allows Registered Users to search, shortlist, preview, print, and download material 24x7. Access limit: Searches: 1300; Previews: 600 TVCs Indian; Download TVCs - 300 Indian; Download Press -200

**Major Subject Areas Covered:** Advertisement, TV commercials; Press Ads, Press News

**Access Method:** Common login id User Name: **library@iimk.ac.in**; Password: **8OUCVK**; PIN: **bn8v9**)



The screenshot shows the TVAD INDX website interface. At the top, there is a navigation menu with links for Home, Register, Links, TV Production, Intl, Services, About Us, More Info, and Contact Us. Below the navigation menu, there is a login section with a red circle highlighting the Email and Password input fields and a Login button. To the right of the login section, there are several thumbnails for TV commercials and press ads. The main content area features a 'Welcome to iBankLive' message, followed by a list of news items and advertisements. The page is designed with a clean, professional layout, using a mix of text and images to present the available content.

**Database Navigation:** Explore the database's interface to understand its features and options.

Email  
library@iimk.ac.in

Password  
\*\*\*\*\*


Login

[Forgot Password?](#)  
[Register now](#)  
[Spl Offer Production Houses](#)  
[Spl Offer for Advertisers](#)

**Welcome to iBankLive**  
Online archives of over 3 million Indian, International TVCs, Press Ads and Marketing News. Instantly search, preview and download 40-year material. Media-Monitoring Advertising Library updated daily.

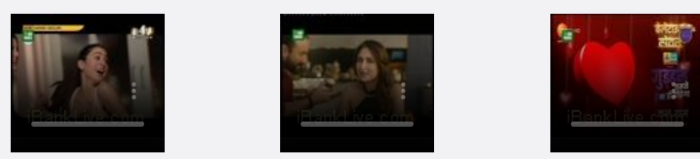
**250 New TV Commercials daily**  
[Tata DoCoMo / Nation : : Network . Everywhere , always](#)  
[Vodafone Internet Se : : Teaser / Zoozoos enter a space](#)  
[Tata DoCoMo / Nation : : Network . Everywhere , always](#)  
[Pepsi : : Oh Yes Abhi / Two IPL](#)  
[Micromax Canvas / HD : : Micromax Canvas HD / Army offi](#)

**800 New Press Ads daily**  
[Bank of Baroda Natio : : Bulleted data / Illustration](#)  
[Manyavar : : Pic of Sangakara ,Ishant Sharma](#)  
[Suzuki Hayate Suzuki : : Pic of Salman Khan & various](#)

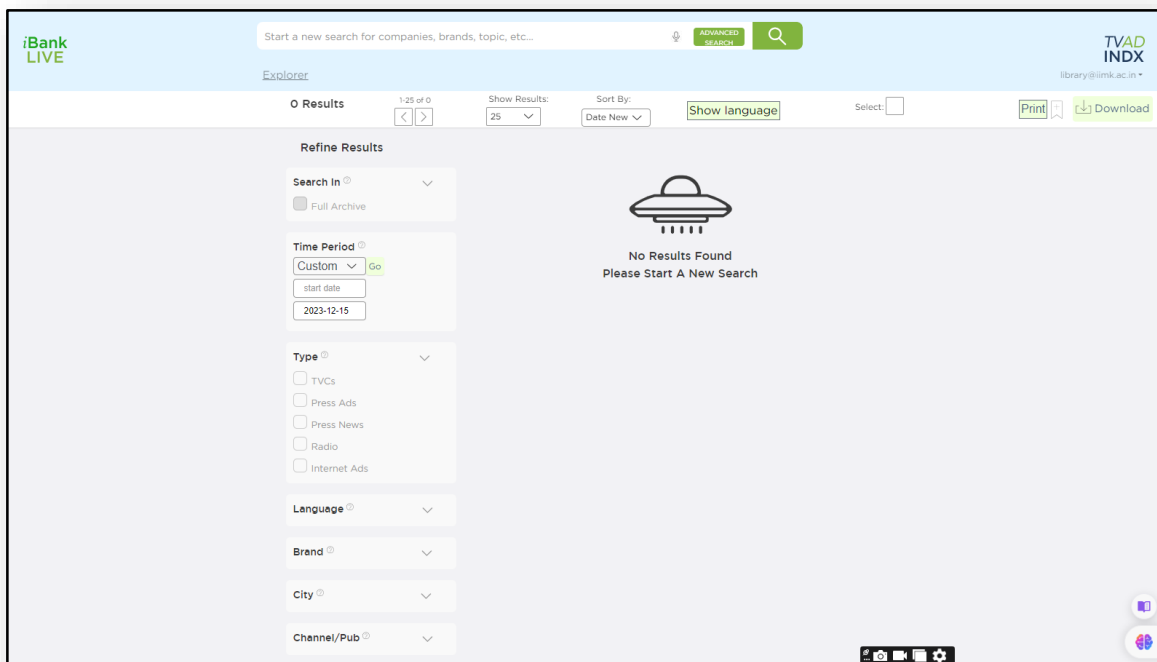


**iBankSelects Interviews**

**Best Commercials Mint**



**Basic Search:** You can start a search for companies, brand, topic, etc. The total number result will show there, click on that. You can refine your search result by time, type, brand, language etc. These search result can be print and download. For more options or additional search criteria use Advance Search Option.



The screenshot shows the iBank LIVE search interface. At the top, there is a search bar with the text "Start a new search for companies, brands, topic, etc..." and an "ADVANCED SEARCH" button. Below the search bar, there are navigation and filtering options: "Explorer", "0 Results", "1-25 of 0", "Show Results: 25", "Sort By: Date New", "Show language", "Print", and "Download". On the left, there are "Refine Results" filters for "Search In", "Time Period" (set to 2023-12-15), "Type" (TVCs, Press Ads, Press News, Radio, Internet Ads), "Language", "Brand", "City", and "Channel/Pub". The main content area displays "No Results Found" with a UFO icon and the message "Please Start A New Search".

**Advance Search:** This search encompasses all types of edits, including cut-downs, sponsors, and promos. The focus is on advertisements from manufacturers. This refined search ensures users receive targeted and comprehensive results, specifically matching the specified criteria for press ads in the given timeframe and from manufacturing entities.

**Advanced Search**

Media Type :

Period :

Database :

Main/Edits :  And Sponsors  Promos

Manufact/Retail:

Additional Search Criteria

Test Section	Select All	All Fields	Product Group	Product Category	Advertiser	Brand	Description	Secs	Region	Country	Language
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="Test Row"/>	<input type="text" value="07 Children"/>	<input type="text" value="Soap"/>	<input type="text" value="List"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="List"/>

Omit Criteria

Test Section	Select All	All Fields	Product Group	Product Category	Advertiser	Brand	Description	Secs	Region	Country	Language	Ad Agency
<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Search for TV Advertisements:** Use the search function to look for TV advertisements. You may be able to search by various criteria like brand, product, category, or date.

**Download or Save Data:** If you need to save or download data, check for options to do so. Some databases may allow you to export data for further analysis.

iBank LIVE
nestle
ADVANCED SEARCH
TVAD INDX

Explorer



9881 Results 1-25 of 9881 Show Results:  Sort By:

**Refine Results**

Search In

Time Period

Type  TVCs  
 Press Ads  
 Press News  
 Radio  
 Internet Ads

	<p>Date: 29th Nov, 2023                      Brand: Club Mahindra Ho                      Headline: Page Name : club                      Description: Escape to enchanting vistas at Club Mahindra Kanda                      Publication: Facebook</p>
	<p>Date: 29th Nov, 2023                      Brand: Club Mahindra Ho                      Headline: Page Name : club                      Description: Escape to enchanting vistas at Club Mahindra Kanda                      Publication: Facebook</p>

Media

Excel

Pdf

## Steps to Download Ads:

- (i) Select the ads you wish to download, choose "Direct Download" from the dropdown menu and click "Go"
- (ii) Enter all fields on the "Order Details" page
- (iii) Choose "Enter PIN" under the "Approval Options"
- (iv) Enter the PIN number assigned to you
- (v) Click on Debit Quota - Submit a final approval on the next page
- (vi) Click "Download" on the next page to download material immediately

### Download - Request For Approval ✕

Hi Sunitha, 1 files out of 1 files require your Download Pin:

Job Title: *	<input type="text" value="nestle"/>
Select Quota ID: *	<input type="text" value="Q/899"/> ▼
Pin: *	<input type="text" value="bn8v9"/>

