

MEDIA AND ENTERTAINMENT



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Digital and OTT

- Digital media in India stood at Rs. 234.9 billion (US\$ 3.16 billion) in 2020, increasing at a CAGR of 22% between 2019 and 2023, to reach Rs. 424.5 billion (US\$ 5.72 billion).
- The growth is driven by rising content demand by consumers in India. By 2023, the demand for original content is expected to reach >3,000 hours a year, up from 1,187 hours in 2020.
- Curated short video platforms are expected to account for 25% of the total online video viewing time by 2023.
- By 2025, regional language consumption on OTT platforms are expected to surpass Hindi language, which accounted for 45% of the total time spent in 2020.



Fast growing Gaming industry

- Gaming in India stood at Rs. 76 billion (US\$ 1.08 billion) in 2020, increasing at a CAGR of 27% between 2019 and 2023 to reach Rs. 155 billion (US\$ 2.12 billion).

Broadcasting markets

- The Union Budget 2021 allocated funds worth Rs. 4,071.23 crore (US\$ 562.80 million) to the Ministry of Information and Broadcasting.
- The allocation to Prasar Bharati stood at Rs. 2,640.11 crore (US\$ 364.96 million).
- The budget for other autonomous bodies such as the Press Council of India stood at Rs. 20 crore (US\$ 2.76 million), Films and Television Institute of India (FTII) at Rs. 58.58 crore (US\$ 8.10 million) and Indian Institute of Mass Communication at Rs. 65 crore (US\$ 8.99 million).
- The allocation for broadcasting under social services stood at Rs. 2,921.11 crore (US\$ 403.81 million).
- Information and publicity was allocated funds worth Rs. 971.26 crore (US\$ 134.27 million).
- In March 2021, Telecommunications Standards Development Society, India (TSDSI) signed an agreement with the Advanced Television Systems Committee (ATSC) to adopt ATSC standards, a first-step towards initiating the development of next-generation broadcasting standards for India.



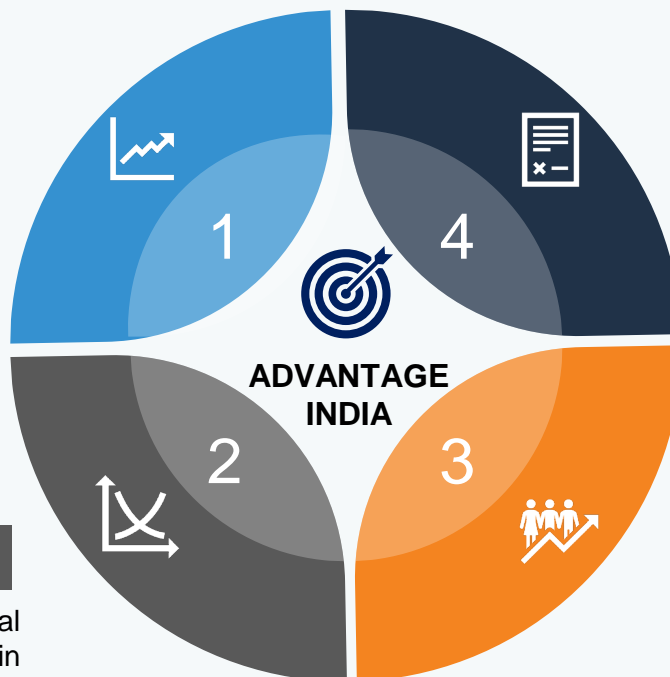
Advantage India

1. Higher Investments

- ▶ FDI inflows in the information and broadcasting sector (including print media) stood at US\$ 9.4 billion between April 2000 and December 2020.
- ▶ In the Union Budget 2021, the allocation of funds increased for autonomous bodies such as the Press Council of India (Rs. 20 crore (US\$ 2.76 million) in FY22 vs. Rs. 8.9 crore (US\$ 1.23 million) in FY21, and Films and Television Institute of India (FTII) (Rs. 58.58 crore (US\$ 8.10 million) in FY22 vs. Rs. 49.40 crore (US\$ 6.83 million) in FY21.

2. Robust Demand

- ▶ India's continued growth in digital infrastructure is estimated to result in 907 million internet users by 2023, with 829 million mobile users by 2027.
- ▶ The advertising-based video on demand (AVoD) segment is expected to rise at a CAGR of 24% to reach US\$ 2.6 billion by 2025.
- ▶ According to a FICCI-EY report, the advertising to GDP ratio is expected to reach 0.4% by 2025 from 0.38% in 2019.



4. Policy Support

- ▶ On February 25, 2021, the government outlined the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021 to establish a progressive institutional mechanism and a three-tier grievance redressal framework for news publishers and OTT platforms on the digital media.
- ▶ The Government has increased the FDI limit from 74% to 100%.

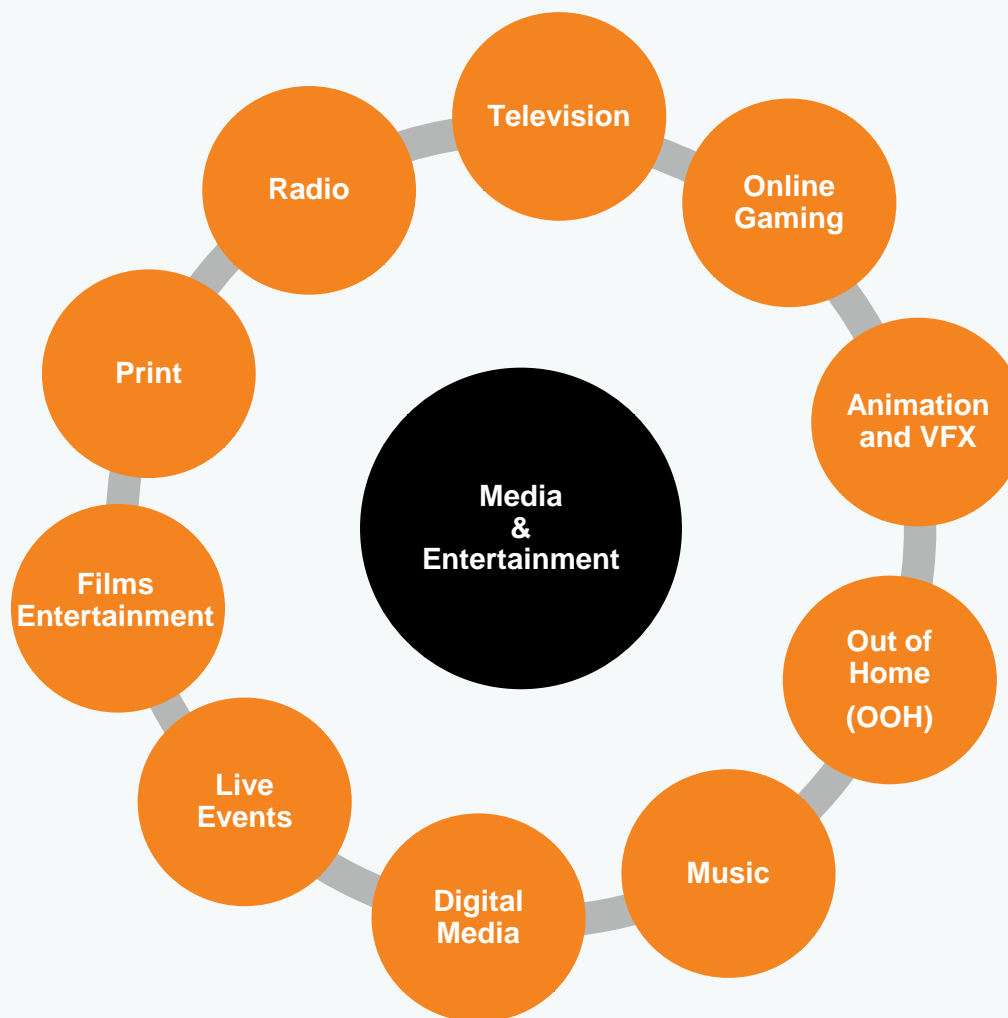
3. Attractive Opportunities

- ▶ The Indian media and entertainment industry is anticipated to reach US\$ 24-100 billion by 2030.
- ▶ According to a FICCI-EY report, within the M&E sector, TV is expected to remain the largest segment and likely to post a CAGR of 7% to Rs. 847 billion (US\$ 12.01 billion) by 2023.
- ▶ Between 2020 and 2021, the number of OTT viewers in India increased by 47%, driven by 'stay at home' restrictions; this is expected to boost market opportunities for content platforms and app developers in the country.

Market Overview



The entertainment sector is split into ten segments

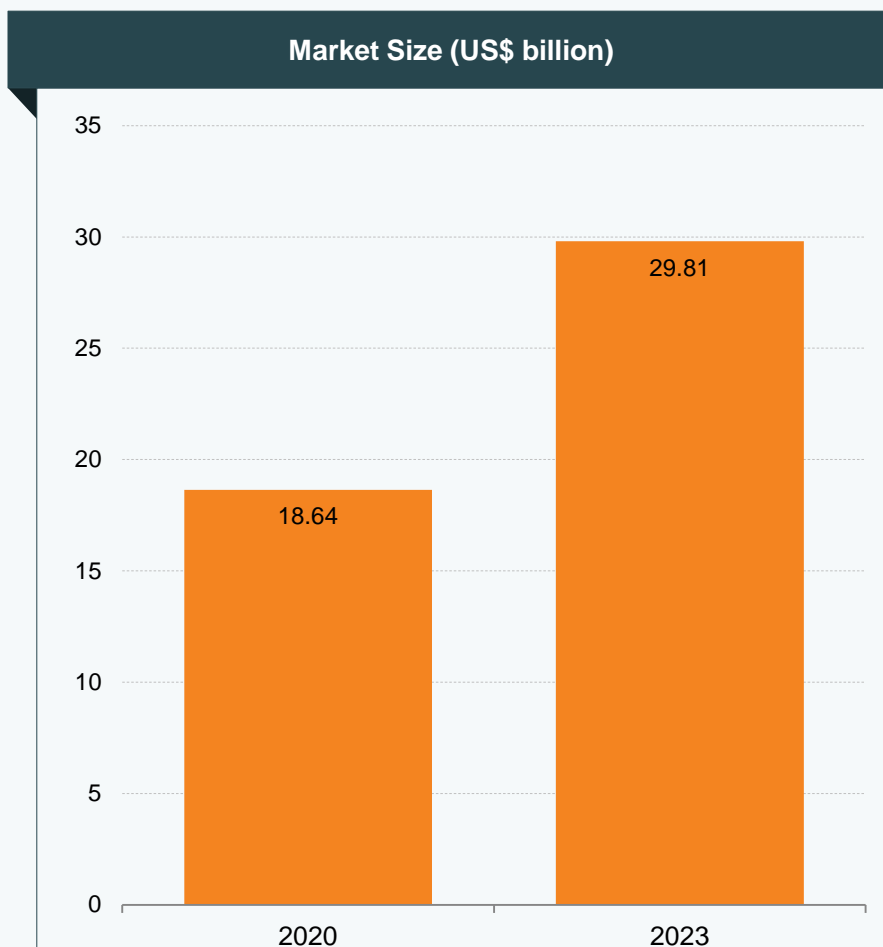


Note: VFX - Visual Effects

Source: : KPMG - FICCI Report, 2018,, EY's Media and Entertainment report 2019

Indian media and entertainment industry is growing rapidly

- According to an EY report, the Indian media and entertainment (M&E) sector stood at Rs. 1.38 trillion (~ US\$ 18 billion) in 2020 and is estimated at Rs. 1.79 trillion (~ US\$ 24 billion) in 2021. Further, it is projected to grow to Rs. 2.23 trillion (~ US\$ 29 billion) by 2023, due to acceleration of digital adoption among users across geographies.
- The market is projected to increase at a CAGR of 17% between 2020 and 2023.
- In FY20, digital and online added revenue stood at Rs. 26 billion in the M&E sector and their contribution to the sector increased to 23% in 2020 from 16% in 2019.
- In December 2020, Star Disney stated that the media & entertainment sector has the potential to increase to ~US\$ 100 billion by 2030.

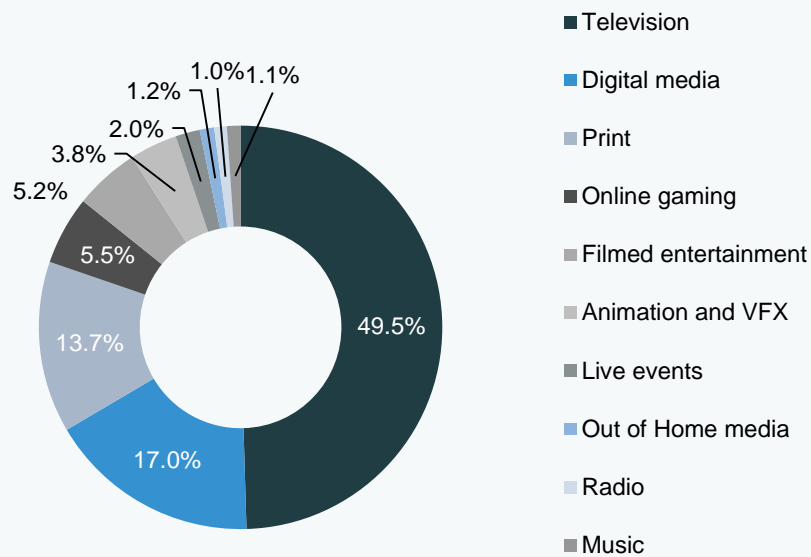


Notes: P - Projected, CAGR is calculated from Rs. figures

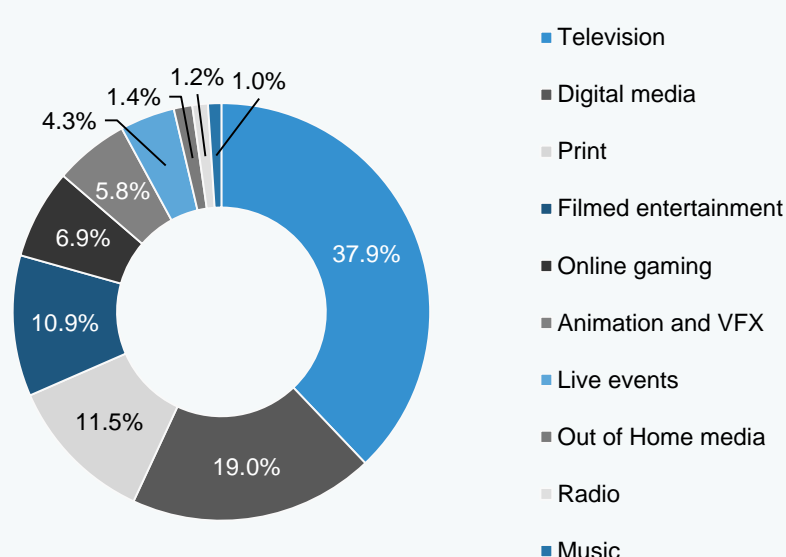
Source: EY report March 2021

Segments Of Indian Media And Entertainment Industry

Share of Major Industry Segments 2020



Share of Major Industry Segments 2023P



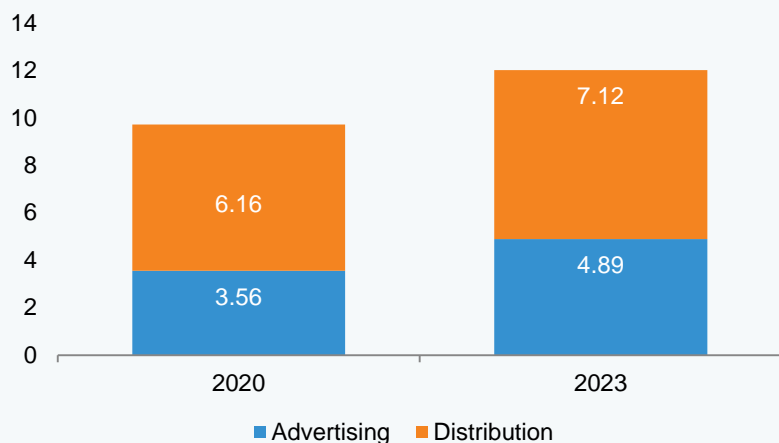
- In FY20, television, digital & print contributed ~ 80% to the total media and entertainment industry revenue.
- By FY23, the share of digital media is expected to increase to 19% from 17% in FY20 and filmed entertainment is expected to increase to 11% from 5% in FY20.

Notes: P - Projected

Source: EY report March 2021

Television, one of the largest and fastest growing segments

Broadcaster Market Size Forecast (US\$ billion)

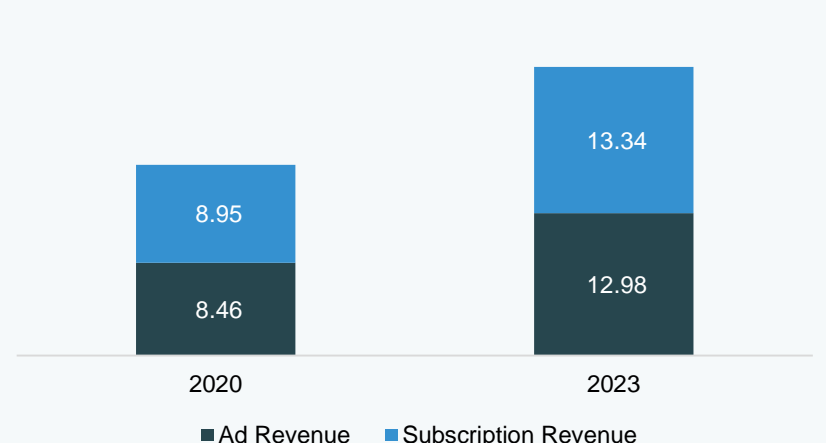


- In 2020, the television market size stood at Rs. 685 billion (US\$ 9.71 billion) and is estimated to reach Rs. 847 billion (US\$ 12.01 billion) by 2023.
- In 2020, the amount of time spent watching television in India increased by 9% YoY and the number of smart TVs sold exceeded 5 million.
- TV distribution revenue is expected to increase to Rs. 502 billion (US\$ 7.12 billion) in 2023, from Rs. 434 billion (US\$ 6.16 billion) in 2020.
- TV advertising is expected to increase to Rs. 345 billion (US\$ 4.89 billion) in 2023, from Rs. 251 billion (US\$ 3.56 billion) in 2020.

Notes: P - Projected

Source: EY report March 2021

Advertising Revenue (US\$ billion)

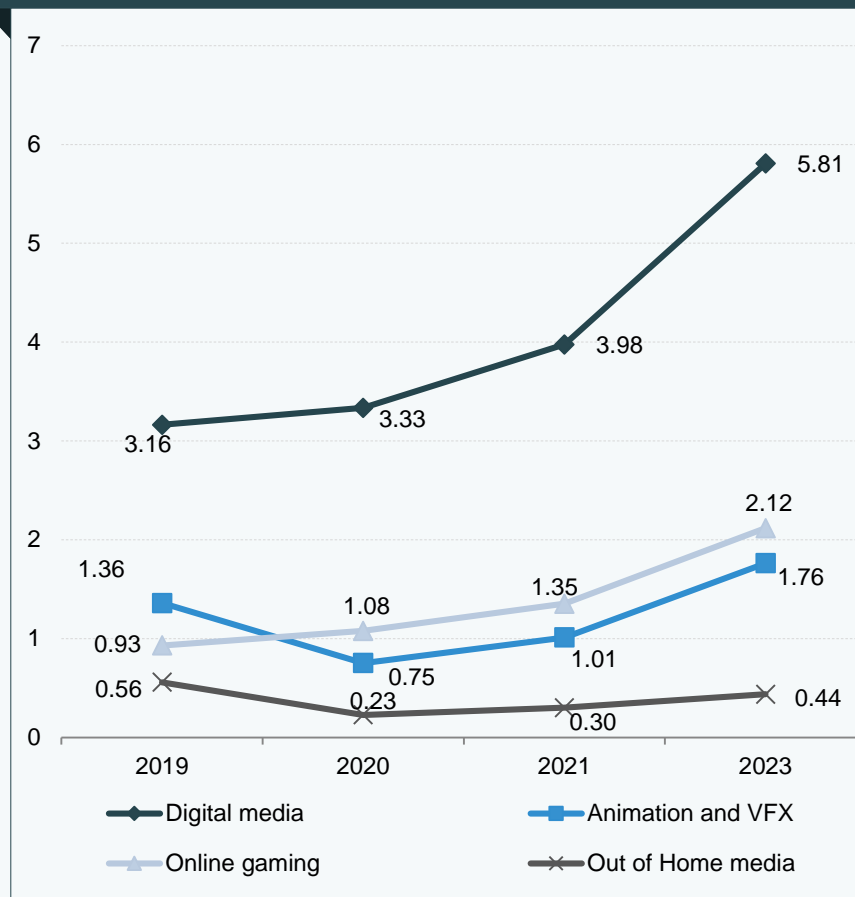


- Advertising revenue in India is projected to reach Rs. 915 billion (US\$ 12.98 billion) in 2023, from Rs. 596 billion (US\$ 8.46 billion) in 2020.
- India's subscription revenue is projected to reach Rs. 940 billion (US\$ 13.34 billion) in 2023, from Rs. 631 billion (US\$ 8.95 billion) in 2020.

Gaming and digital advertising on high growth phase

- Animation & VFX, online gaming and OOH are emerging as the fastest-growing segments.
- Between 2019 and 2023, these segments are expected to witness growth:
 - Digital media (CAGR 22%)
 - Animation and VFX (35%)
 - Online gaming (27%)
 - OOH (27%)
- The online gaming market in India is projected to reach Rs. 155 billion (US\$ 2.12 billion) by 2023, from Rs. 76 billion (US\$ 1.08 billion) in 2020, due to rapid increase in consumption.
- SME marketers increased their digital advertising spending and expanded use of online shopping channels such as Amazon and Flipkart. News organisations with a coverage of >450 million users recorded an increase in revenue from digital channels in 2020.
- In 2020, India's mobile gaming segment registered a market size of US\$ 1.2 billion and is expected to increase at CAGR of 6.1% by 2025. The country posted average revenue of US\$ 8.8 per user, with user penetration rate of 10.1%.
- In April 2021, InMobi Exchange launched in-game ads to target premium mobile users with advertisements such as electronic advertisement boards, in-game sports stadium, e-sports arena, hyper-casual gaming room, etc.

Industry Size of Emerging Segments (US\$ billion)



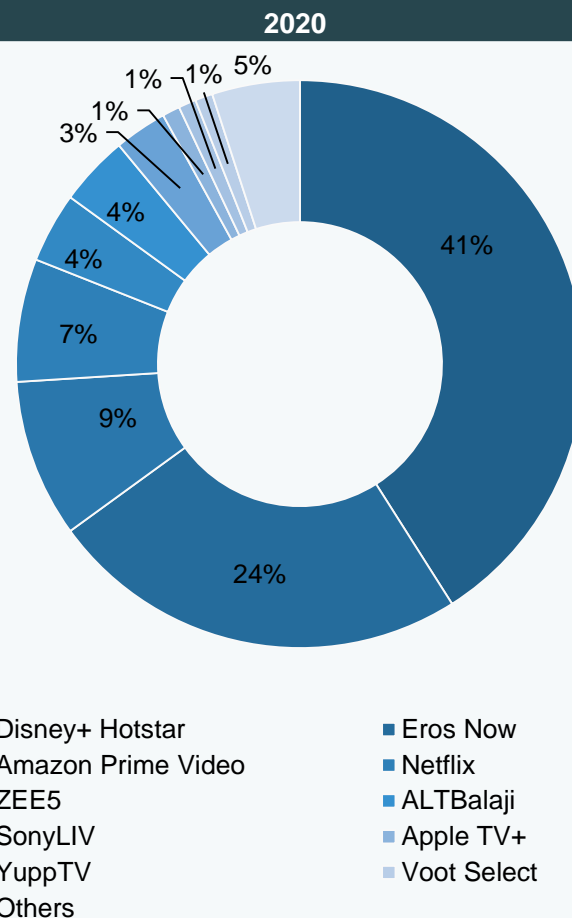
Note: VFX- Visual Effects, P - Projected, E-estimated, OOH - Out-of-home advertising, CAGR is calculated from Rs. figure

Source: EY report March 2021

Rising online video subscription market in India

- According to 'India: Online Video Trends and Omdia Consumer Research Highlights' report published by Omdia (published in 2021), the Indian SVOD market, with OTT video subscriptions, reached ~62 million in 2020 from ~32 million in 2019.
- Key growth drivers included rising demand for content among users and affordable subscription packages.
- In 2020, Disney+ Hotstar led the Indian SVOD market, with 41% share in the total market.
 - The company's subscription base increased from 8 million users in April 2020 to ~25 million users by the end of 2020.
- Disney+ Hotstar was followed by Eros Now, with 24% share, and Amazon Prime Video with 9% share.
- The report estimated that ~90% subscriptions for Eros Now were bundled users. The company leveraged strategic collaborations with domestic telcos, such as BSNL, Idea Cellular, Reliance Jio, and pay-TV operators such as Tata Sky Binge+, Airtel and Xstream.
- In 2020, Netflix was the fourth leading platform in India, with 7% share and 4.4 million subscriber base.

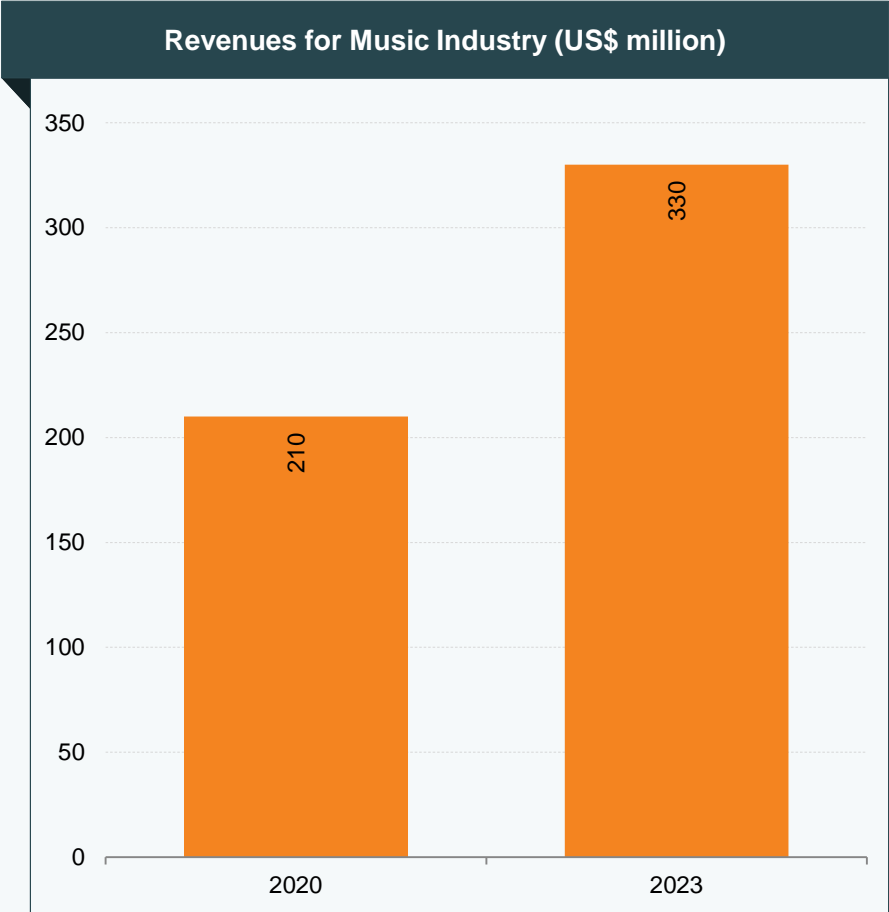
Online video subscription platform, subscription share in India



Source: 'India: Online Video Trends and Omdia Consumer Research Highlights' report, Omdia 2020

Music industry













- The music industry is expected to reach Rs. 23 billion (US\$ 330 million) by 2023, from Rs. 15 billion (US\$ 210 million) in 2020 at a CAGR of 15% between 2020 and 2023.
- Growth of the sector is attributable to the trend of platform such as YouTube that continues to offer recent and video content-linked music for free, which is expected to drive the paid OTT music sector reaching ~5 million end-users by 2023, generating revenue of ~Rs. 2 billion (US\$ 27 million).



Note: P - Projected, CAGR is calculated from Rs. figures

Source: EY report March 2021 , News Articles

Key players in the media and entertainment industry

Television	Print	Films	Music
<p>Star India Pvt Ltd.</p> 	<p>Bennett, Coleman and Co Ltd.</p> 	<p>Yash Raj Films Studios</p>  <i>yash raj films</i>	<p>Saregama India Ltd.</p> 
<p>Zee Entertainment Enterprises Ltd.</p> 	<p>HT Media Ltd.</p> 	<p>Eros International Media Ltd.</p> 	<p>Super Cassettes Industries Ltd.</p> 
<p>Multi Screen Media Pvt Ltd.</p> 	<p>Living Media India Ltd.</p> 	<p>Red Chillies Entertainments Pvt Ltd.</p> 	<p>Tips Industries Ltd.</p> 

Source: Company websites

Recent Trends and Strategies



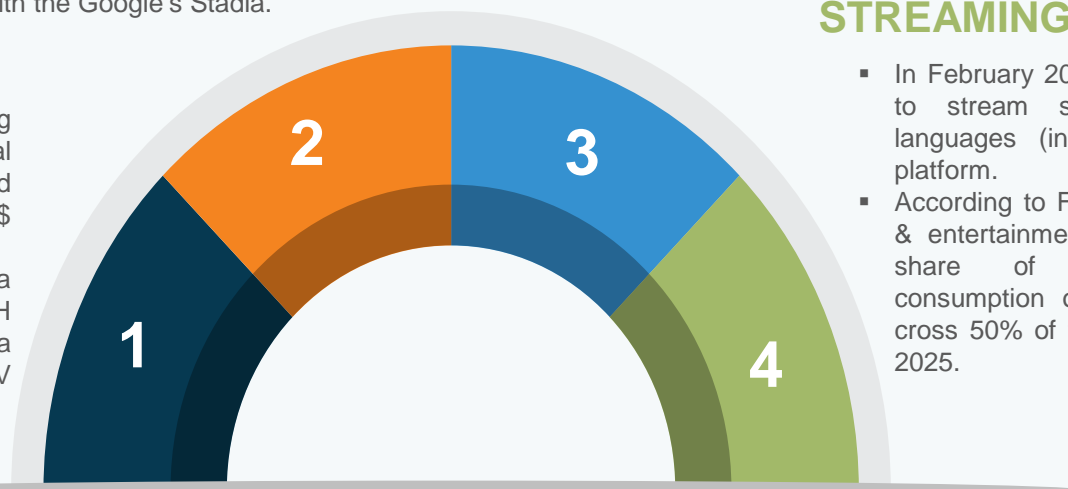
Notable trends in the media and entertainment industry

2. EMERGING STAKEHOLDERS IN CLOUD GAMING

- In May 2021, Atechnos (an India-based provider of digital transformation consulting, gaming and content distribution services) launched 'GoGames.Run', a premium cloud gaming as a service platform to offer solutions to OTT platforms, broadcast channels, telecom operators, etc.
- In November 2019, Google released its cloud game streaming service, Stadia, and in 2020 announced the streaming of games on 4G and 5G mobile data.
- According to media reports of March 2021, Microsoft is testing 1080p streaming resolution for its Xbox Game Pass cloud gaming service. According to Windows Central, the cloud gaming service is currently available in 720p resolution, but an upgrade to 1080p resolution would bring it in line with the Google's Stadia.

1. TELEVISION

- Direct-to-home (DTH) broadcasting accounts for 37% of the total television subscribers in India and is estimated at ~Rs 220 billion (US\$ 3 billion) in FY21.
- In FY20, TV penetration in India stood at 69% driven by DTH market. In FY20, DTH registered a market share of 37% to the total TV market against 34% in FY19.



3. DIGITAL AND OTT VIDEO

- Despite a slowing economy, robust growth in digital infrastructure and content supply allowed the digital segment to post a 26% increase in FY20, with digital and OTT ads increasing by 24%.
- Digital subscription, on the back of growing user adoption, continued to rise strongly at 47% in FY20, although there was some resistance due to the combined factors of OTT video players increasing their package prices and the sales impact of a slowing economy.
- In 2020, paid video-on-demand subscriptions increased by ~60% YoY due to the rising number of consumers switching to mobile/tablet/laptop screens for entertainment.

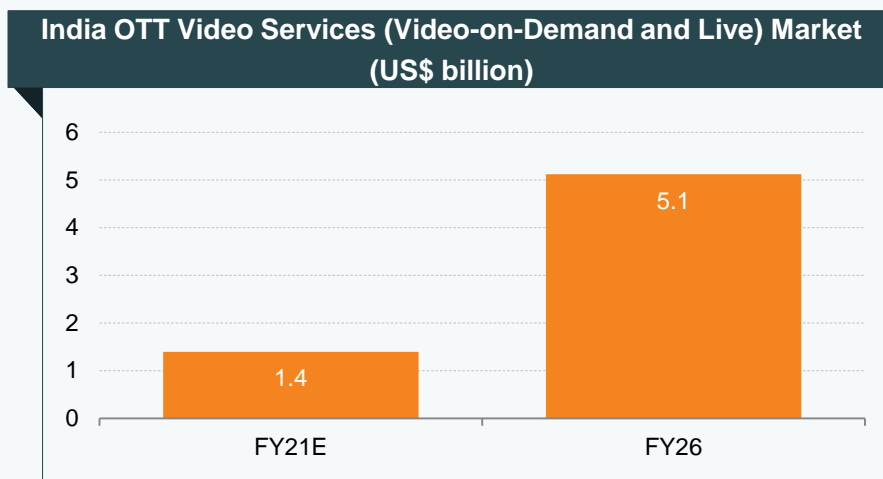
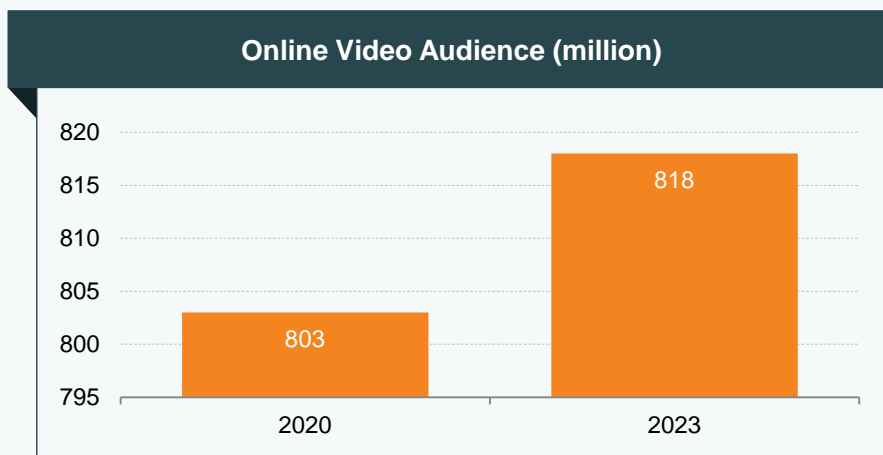
4. REGIONAL LANGUAGE STREAMING SERVICES

- In February 2021, Spotify announced to stream songs in 12 Indian languages (including Hindi) on its platform.
- According to FICCI-EY's 2021 media & entertainment industry report, the share of regional language consumption on OTT platforms will cross 50% of the total time spent by 2025.

*Source: CEAMA, Electronic Industries Association of India, Economic Times, *EY – Re-imagining India's M&E sector, National Policy on Electronics 2019*

OTT on an uptrend post-digitisation

- Growing mobile and smartphone penetration has boosted adaptation of online video viewing in India.
- By 2025, the number of connected smart televisions are expected to reach ~40-50 million. 30% of the content viewed on these screens will be gaming, social media, short video and content items produced exclusively for this audience by television, print and radio brands.
- OTT video services market (video-on-demand and live) in India is likely to post a CAGR of 29.52% to reach US\$ 5.12 billion by FY26, driven by rapid developments in online platforms and increased demand for quality content among users.
- According to the FICCI-EY media and entertainment industry survey, those who watch online videos through bundled packages (online video services bundled with mobile and broadband connections) will account for half of all online video viewers (399 million) by 2023, up from 284 million in 2020.
- As of 2020, India registered ~803 million online video viewers, including streaming services and videos on free platforms such as YouTube.



Notes: E - Estimate, P - Projected, OTT- Over-the-top content

Source: KPMG report - Media ecosystems: The walls fall down - September 2018, Boston Consulting Group (BCG), India Intelligence and Insights: Disney+ Hotstar: The Future of India's Largest Premium Digital Video Platform

Viewership in regional entertainment

Pay-per-view model

- Players are beginning to experiment with the Indian pay-per-view platform market, specifically for movie premieres.
- Players such as Disney+ are releasing movies worldwide (e.g., Mulan on September 04, 2020) in a transactional video on demand (TVOD) fashion; ShemarooMe is testing this model through its 'Box Office' feature, where direct-to-digital movies can be watched over a three-day window at Rs. 80-100 (US\$ 1.08- 1.35).



- Regional entertainment is growing and therefore, the suppliers are able to expand their forte in the products.
- Zee Television, Star TV have their regional channels both for entertainment and news.
- According to Mr. Sriram Manoharan, Founder and CEO, Contus (a SaaS company), OTT market for South India comprises ~10 million customers and has a huge potential to grow in the space. In May 2021, the company announced plans to launch GudSho, an OTT platform for content in South Indian languages.

Subscription strategies

- The smartphone package, launched by Netflix, was aimed to reach price-conscious customers and penetrate deeper into the Indian market.
- Sony Liv rebranded itself and focused on enhancing user experience with fresh original content as a part of 'SonyLiv 2.0.'
- By shifting away from delivering content through various collaborations to a single partner and direct model, ALT Balaji increased the emphasis on direct subscriptions. It entered into an agreement with Zee5 to co-create over 60 originals—to support this change in strategy—to be delivered exclusively on these platforms

Source: KPMG Report 2020



Growth drivers of media and entertainment sector in India

Rising income

India's per capita income at current prices grew 11.0% to reach Rs. 141,447 (US\$ 1,960.46) in FY19AE

During 2017-2025, elite, affluent, aspirers and next billion income classes are expected to grow at a CAGR of 11%, 9% 5%, and 2%, respectively

Investments

The Government of India increased the FDI limit from 74% to 100%

In 2019, the sector witnessed a total of 21 mergers and acquisition (M&A) worth US\$ 240 million

Government initiatives

The Government carved out National Film Policy to mainly tap potential in the animation segment

The Government has set up the National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai

The Government will formulate a plan to increase media and entertainment export to US\$ 10 billion in the next five years

The Government is taking efforts to boost 'Make in India' initiative in the media and entertainment industry

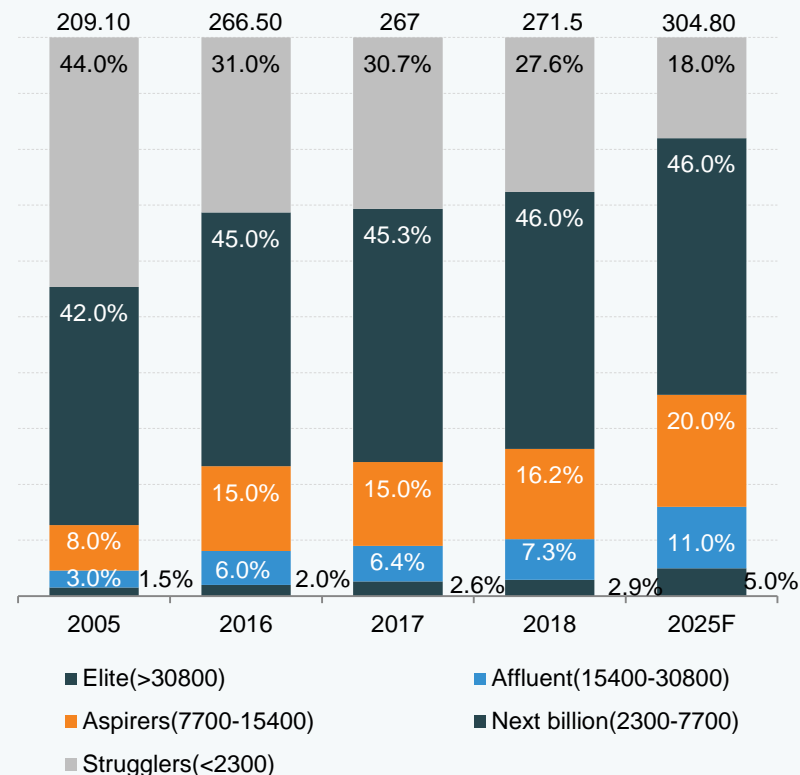
*Note: AE - Advance Estimates, PE- Private equity, VC- Venture capital
Source: M&A and Private Equity Deal insights report by Grant Thornton*

Income factor driving growth

- Apart from the impact of rising income, widening of the consumer base will also be aided by the expansion of the middle-class, increasing urbanisation and changing lifestyles.
- The entertainment industry will also benefit from a continued rise in the propensity to spend among individuals. Empirical evidences point to the fact that decreasing dependency ratio leads to higher discretionary spending on entertainment.
- Traditionally, only advertising has been a key source of revenue for the M&E industry, but off late, revenue from subscription and value added services has also contributed significantly. With consumers willing to pay for content and extra services, the subscription segment is going to play an important role in the post-digitisation era.

Indian residents shifting from low to high income groups (%)

Million Household, 100%



Note: Income distribution is calculated in constant 2015 dollars; \$1=65. Because of rounding, not all percentages add up to 100. F - Forecast

Source: McKinsey Quarterly Report, Indian Habit of Being Healthy by Red Seer

Policy support aiding sector growth... (1/2)

1

Film

- Co-production treaties with various countries such as Italy, Brazil, UK and Germany to increase the export potential of film industry.
- Granted 'industry' status in 2001 for easy access to institutional finance.
- FDI up to 100% through the automatic route has been granted by Government.
- Entertainment tax to be subsumed in the GST - this would create a uniform tax rate regime across all states and will also reduce the tax burden.

2

Radio

- FDI limit in radio including private FM channels have been increased from 26% to 49%.
- Private operators allowed to own multiple channels in a city subject to a limit of 40% of total channels in the city.
- Private players allowed to carry news bulletins of All India Radio.
- Further boost may be given to the radio sector by charging license fees on the basis of 'net income' so as to provide relief to loss making radio players.

3

Television

- Digitisation of the cable distribution sector to attract greater institutional funding, improve profitability and help players improve their value chain.
- FDI limit for DTH satellite and digital cable network was raised from 74% to 100% by the Government.
- No restriction on foreign investment for up-linking and down-linking of TV channels other than news and current affairs.

Policy support aiding sector growth... (2/2)

4

Print

- FDI investment of up to 26% in an Indian firm dealing with publication of newspaper and periodicals.
- FDI investment of up to 26% in publications of Indian editions of foreign magazines.
- FDI investment of up to 100% in publications of scientific and technical magazines/ specialty journals/ periodicals.

5

Music

- Parliamentary approval on the Copyright Act (Amendment) Bill, 2012, which strengthens the royalty claims of musicians, lyricists and others in the field.
- Policies are adopted against digital piracy and file-sharing to block illegal music websites.
- Adoption of revenue sharing model by Copyright Board requiring FM radio companies to share 2.0% of their net advertising revenue with music companies.

6

Animation, gaming and VFX

- 100% FDI allowed in the sector through automatic route provided it is in compliance with the RBI guidelines.
- The Government has carved out a National Film Policy to tap the potential of the film sector, mainly for the animation segment.
- State-level initiative by Governments to encourage animation industry.

7

Over-the-top (OTT) content

- In February 2021, the digital entertainment committee of the Internet and Mobile Association of India (IAMAI) finalised a code of conduct to form the basis for self-regulation code for OTT content. The code has been endorsed by 17 OTT platforms including Netflix, Amazon Prime Video, Disney+ Hotstar, ZEE5 and Voot.

Source: PwC India Entertainment and Media Outlook 2011, KPMG - FICCI Report 2018, News Articles

Key Government initiative

1

Animation, Visual Effects, Gaming and Comic (AVGC) Centre

- On September 2, 2020, Government of India announced its plans to develop an Animation, Visual Effects, Gaming and Comic (AVGC) Centre for Excellence in collaboration with IIT Bombay.
- The centre is expected to launch in the next 1-2 years (2021-2022).
- The AVGC sector is the fastest growing sector, rising at a rate of ~ 29% between 2019 and 2024, while the audiovisual and services sector is expanding at a rate of ~25%.

2

Merger of four government film media units with the National Film Development Corporation of India (NFDC)

- In December 2020, the Union Cabinet approved the merger of four government film media units (the Films Division, the Directorate of Film Festivals, the National Film Archives of India and the Children's Film Society, India) with the National Film Development Corporation Limited (NFDC). This will help converge activities and resources, and ensure synergy and efficiency in achieving common mandates.

3

Renaming of The Indian Broadcasting Foundation

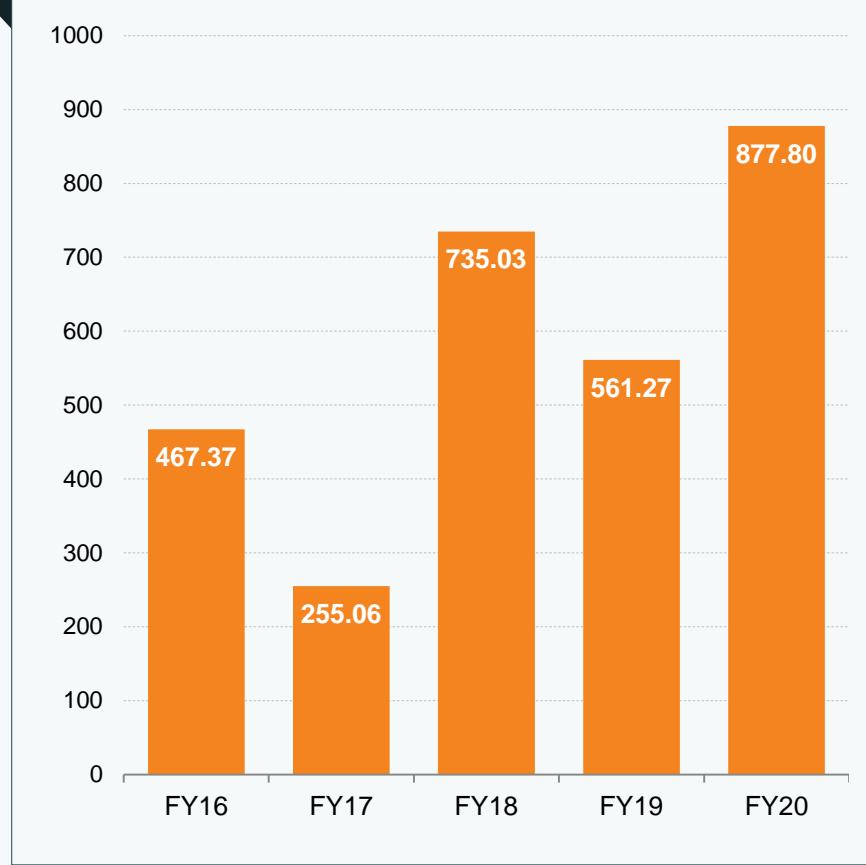
- As part of the expansion to include all digital platforms and digital (OTT) players under a single roof, in May 2021, the Indian Broadcasting Foundation (IBF) announced the move to be renamed as the Indian Broadcasting and Digital Foundation (IBDF).
- As per the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, IBDF would also form a self-regulatory body (SRB) soon.

Source: Financial Express, Press Release

Funding growth in the Indian media and entertainment industry

- The media and entertainment industry in India put up a great show in 2020. There were a myriad of opportunities for new-age start-ups and investors to tap into, given the rising demand for services such as short-video apps, music and gaming platforms across demographics.
- According to Inc42 Plus, the media and entertainment sector received a total funding of US\$ 877.8 million across 85 funding deals in FY20, compared with US\$ 561.27 million in FY19. This was led by online video start-ups such as SimSim, Trelle and other TikTok alternatives and followed by gaming start-ups including SquareOff, Gamezop and WinZO.
- Besides video apps and gaming platforms, OTT also emerged as one of the hottest sectors in this space, with >95 OTT platforms such as Disney+ Hotstar, ZEE5, Netflix, Amazon, and Prime Video, along with local players such as BIGFlix, Alt Balaji, Voot, Spuul, Eros Now, SonyLIV, Sun NXT, Hoichoi, Ullu and MXPlayer.
- The following are a few promising start-ups in 2021:
 - Kuku FM: Vernacular non-music audio & podcast platform
 - NewsBytes: Leverages AI to create content across media formats
 - Spartan Poker: Offers cash games & tournaments to gaming enthusiasts
 - The Better India: Leverages content and creates community for D2C commerce
 - Trelle: Lifestyle community commerce platform
 - WinZO: Social gaming platform for casual gamers
- In May 2021, Kwalee, a UK-based game developer, announced to invest funds worth US\$ 30 million, over the next five years, in its operations to expand in the Indian market.

Funding Growth in Media & Entertainment Sector (US\$ Million)



Source: Inc42

Key M&A deals in the sector

Mergers and Acquisition deals

Acquirer	Target	Date	Value
ITV Network	Sports Flashes' radio business	March 2021	NA
HT Media	Mosaic Media Ventures	July 2020	NA
RP Sanjiv Goenka Group (RPSG)	Editorji	July 2020	NA
ZEE Entertainment	Margo Networks	April 2020	72 million
PVR Ltd.	SPI Cinemas	August 2018	US\$ 94.42 million
Dish TV	Videocon D2h	February 2018	US\$ 2.4 billion
Zee Entertainment	9X Media and INX Music	October 2017	US\$ 24.56 million
Delta Corporation	Gaussian Network	September 2017	US\$ 34.37 million
Dentsu Aegis Network (DAN)	SVG Media Pvt. Ltd.	April 2017	US\$ 100-120 million
Hotstar	Zapr Media Labs	March 2017	NA
Zee Media Corporation (ZMCL)	Reliance Broadcast Network (RBNL)	November 2016	US\$ 237.79 million
Eros International Media Ltd.	Puja Entertainment	June 2016	NA
PVR	DT Cinemas	May 2016	US\$ 81.89 million
Sony Pictures Networks India Pvt. Ltd. (SPN)	9X Media Pvt. Ltd.	April 2016	US\$ 33 million
Zee Entertainment	Sarthak TV	July 2015	US\$ 18.83 million
Viacom Inc.	Prism TV	July 2015	US\$ 153 million

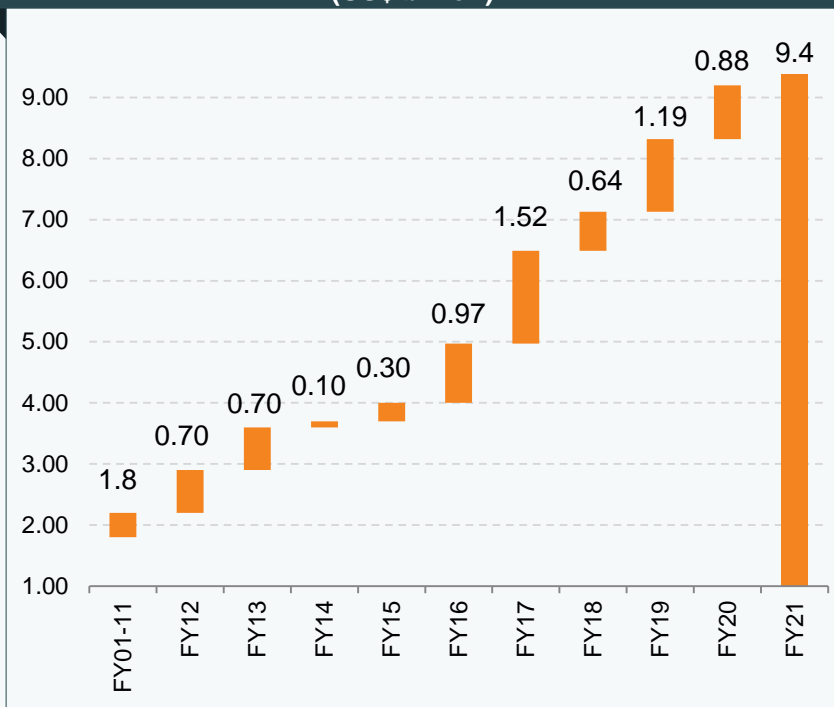
Notes: NA - Not Available

Source: KPMG - FICCI Report 2015 and 2016, News Articles

Increasing FDI inflows into the sector

- FDI inflows in the information and broadcasting sector (including print media) stood at US\$ 9.4 billion between April 2000 and December 2020.
- Demand growth, supply advantages and policy support are the key drivers in attracting FDI.
- In February 2021, Prasar Bharati (India) and PSM (the official State Media of Maldives) inked an agreement to facilitate collaboration and capacity building in the field of broadcasting.

FDI inflow into Information and Broadcasting sector (US\$ billion)



Source: Department for Promotion of Industry and Internal Trade (DPIIT)

Opportunities and Developments



OPPORTUNITIES

Growth opportunities in the media and entertainment segments

2. DIGITAL AND OOH

- Digital media is expected to reach Rs. 424.5 billion (US\$ 5.72 billion) by 2023 from Rs. 234.9 billion (US\$ 3.16 billion) in 2020, driven by the advertising and subscription segments. In 2020, digital subscriptions increased by ~50%.
- OOH (out-of-home) is estimated to reach Rs. 32 billion (US\$ 430 million) by 2023 from Rs. 16 billion (US\$ 220 million) in 2020.

3. PRINT

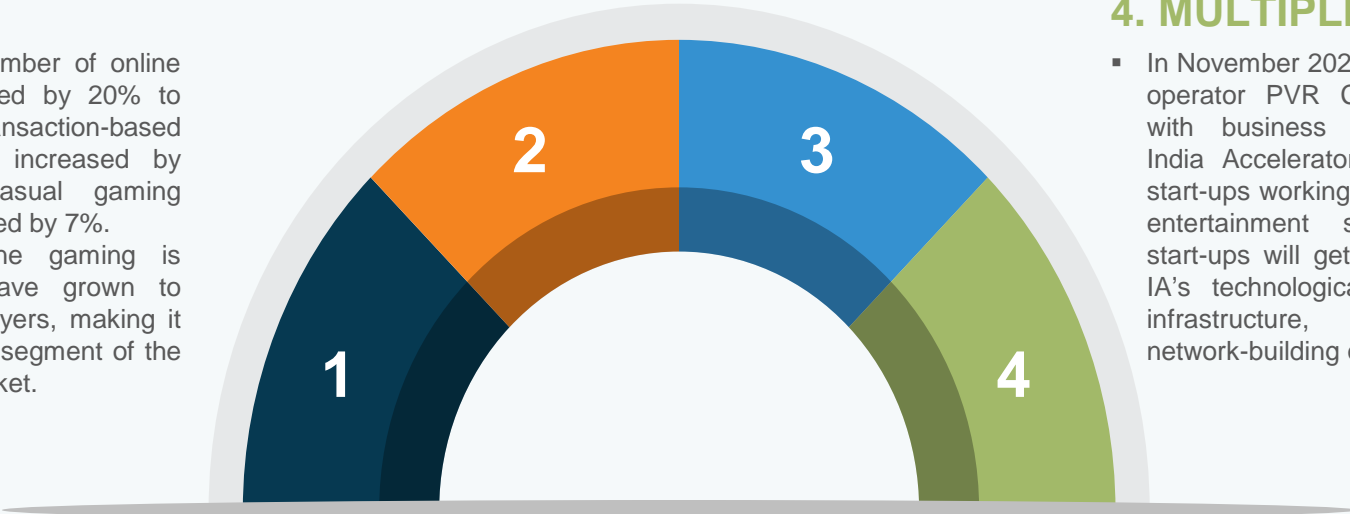
- The print industry was worth Rs. 190 billion (US\$ 2.56 billion) in 2020 and is expected to reach Rs. 258 billion (US\$ 3.47 billion) by 2023.
- According to the EY report (2021), growth in the print segment would be driven by publications by increasing the utility and highlighting that legitimate news comes at a cost.
 - The market is also expected to witness growing subscription revenues through micro-market segmentation and bundling.
 - The growth would also be driven via creation of sector-specific advertising solutions.

1. GAMING

- In 2020, the number of online gamers increased by 20% to 360 million, transaction-based game revenue increased by 21%, while casual gaming revenue increased by 7%.
- By 2025, online gaming is expected to have grown to ~500 million players, making it the third-largest segment of the Indian M&E market.

4. MULTIPLEX

- In November 2020, multiplex chain operator PVR Cinemas tied up with business accelerator firm India Accelerator (IA) to mentor start-ups working in the media and entertainment space. Selected start-ups will get access to PVR-IA's technological and business infrastructure, mentoring, and network-building opportunities

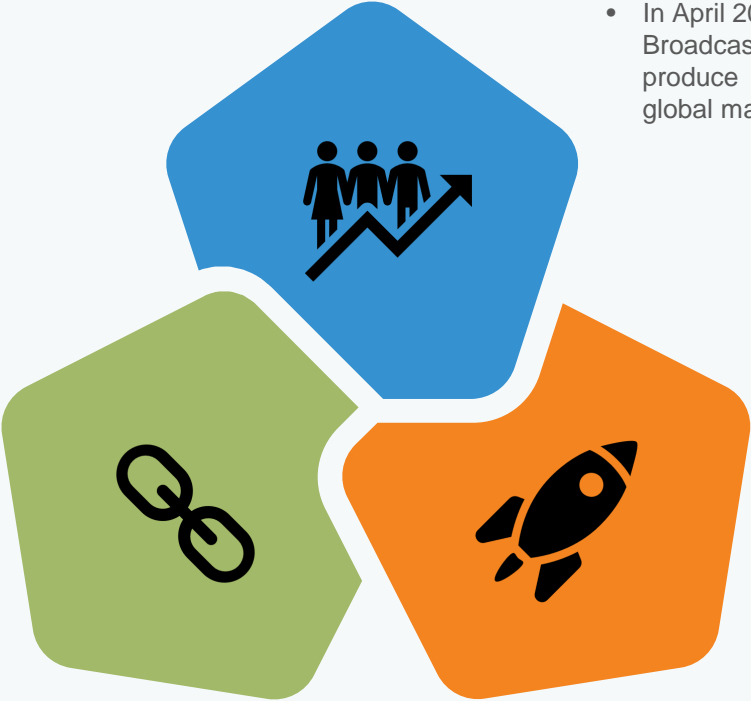


Source: CEAMA, Electronic Industries Association of India, Economic Times, *EY – Re-imagining India’s M&E sector, National Policy on Electronics 2019

New developments in the media and entertainment industry

Key Developemnts

- In May 2021, Mediabrands launched Mediabrands Content Studio (MBCS) in India. The company integrated its content division with MBCS India to more efficiently cater to clients.
- In May 2021, MBCS signed a production partnership with VICE Media, to strengthen its capabilities and position in India.
- In May 2021, Amazon India launched miniTV, a new video streaming service for its users to further strengthen its position in the country.
- In May 2021, HOTOTT Entertainment announced its plan to launch 'HOTOTT', a streaming service app, by mid-June 2021 to expand in the country.
- In May 2021, Zee Digital, the digital unit of Zee Group, announced its new milestones in the digital space, with its leading Marathi news brand, 24Taas.com, crossing 12 million unique monthly visitors.



Partnership

- In May 2021, Google collaborated with 30 news organisations to launch its 'News Showcase' feature in India to support and incentivise domestic publishers.
- In April 2021, Zee Entertainment signed a deal with Tokyo Broadcasting System Television (TBS) in Japan to produce diverse content for India and Japan and the global market.







Pay-per-view model

- In February 2021, BookMyShow launched a pay-per-view video streaming service—BookMyShow Stream. The platform aims to offer customers >2,000 movies by end-2021.
- In February 2021, Vodafone Idea Ltd. (Vi) launched the pay-per-view streaming service on Vi Movies and TV app to offer content as part of a contract with Hungama Digital Media Entertainment.

Key Industry Contacts



Key industry Contacts

Agency		Contact Information
	<p>Indian Motion Picture Producers' Association (IMPPA)</p>	<p>G-1 To 7, Crescent Tower, Near Morya House, Opp. Vip Plaza, Link Road, Andheri(W), Mumbai-400053 Tel: 91 77150 72777/ 88790 31147/ 91 22 2673 2868 / 2674 2892 Email: imppa1937@gmail.com Website: http://www.imppa.info</p>
	<p>The Film and Television Producers Guild of India</p>	<p>1003-04, 10th Floor, Sri Krishna, Fun Republic Lane, New Link Road, Andheri (West), Mumbai, Maharashtra 400053 Tel: 91-22-2673 3065 E-mail: girish@filmtvguildindia.org Website: http://producersguildindia.com</p>
 <p>THE NEWSPAPERS ASSOCIATION OF INDIA न्यूजपेपर्स एसोसिएशन ऑफ इंडिया (Regd. By Govt. of India Under Sec (Act) 200 of 1950)</p>	<p>Newspapers Association of India (NAI)</p>	<p>A - 213, Office no: 311 Shanti Gopal Chamber, 3rd Floor, Shakarpur, Delhi – 110092 Tel: 91 9990926962, +91 9810226962 E-mail: nai.newsmedia@gmail.com Website: www.naiindia.com</p>
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	<p>The Indian Society of Advertisers</p>	<p>Army and Navy Building, 3rd Floor, 148, Mahatma Gandhi Road, Mumbai- 400001 Tel: +91 (022) 2285 6045 / 2284 3583 / 2204 2116 Fax: +91 (022) 2204 2116 E-mail: isa.ed@vsnl.net Website: https://www.isanet.org.in</p>



Glossary

- AGV: Animation, Gaming and VFX
- CAGR: Compound Annual Growth Rate
- DPIIT: Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry
- DTH: Direct to Home
- FDI: Foreign Direct Investment
- FM: Frequency Modulation
- FY: Indian Financial Year (April to March)
- GST: Goods and Service Tax
- IPO: Initial Public Offering
- M&A: Merger and Acquisition
- M&E: Media and Entertainment
- PPP: Purchasing Power Parity
- US\$: US Dollar
- VAS: Value Added Services
- VFX: Visual Effects
- Wherever applicable, numbers have been rounded off to the nearest whole number

Exchange rates

Exchange Rates (Fiscal Year)

Year	Rs. Equivalent of one US\$
2004-05	44.95
2005-06	44.28
2006-07	45.29
2007-08	40.24
2008-09	45.91
2009-10	47.42
2010-11	45.58
2011-12	47.95
2012-13	54.45
2013-14	60.50
2014-15	61.15
2015-16	65.46
2016-17	67.09
2017-18	64.45
2018-19	69.89
2019-20	70.49
2020-21	73.20

Exchange Rates (Calendar Year)

Year	Rs. Equivalent of one US\$
2005	44.11
2006	45.33
2007	41.29
2008	43.42
2009	48.35
2010	45.74
2011	46.67
2012	53.49
2013	58.63
2014	61.03
2015	64.15
2016	67.21
2017	65.12
2018	68.36
2019	69.89
2020	74.18
2021*	74.94

Note: As of April 2021

Source: Reserve Bank of India, Average for the year

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