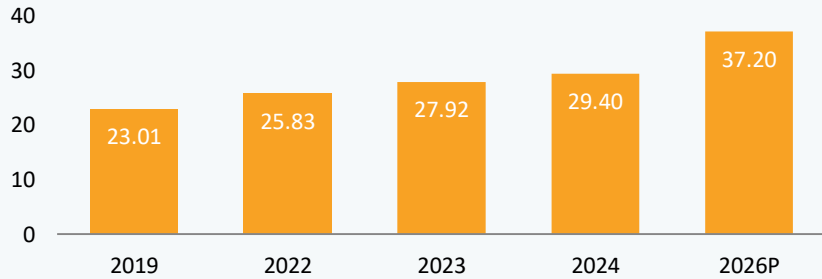


# MEDIA AND ENTERTAINMENT



## MARKET SIZE

Total Media and Entertainment Market (US\$ billion)

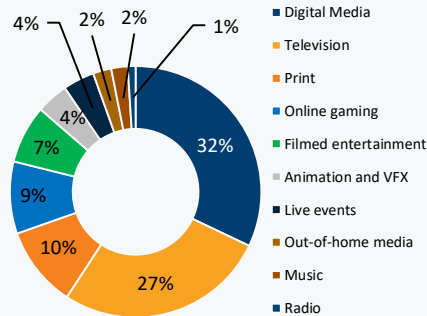


Note: P-Projected

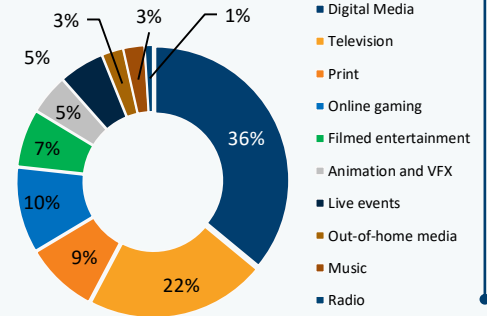


## SECTOR COMPOSITION

Share of Major Industry Segments (2024)



Share of Major Industry Segments (2027P)

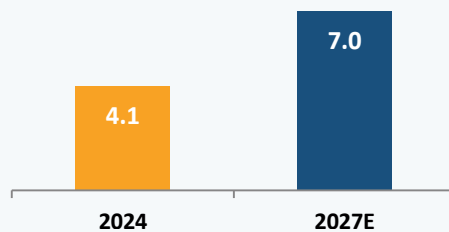


Note: P-Projected



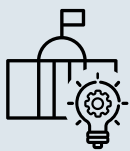
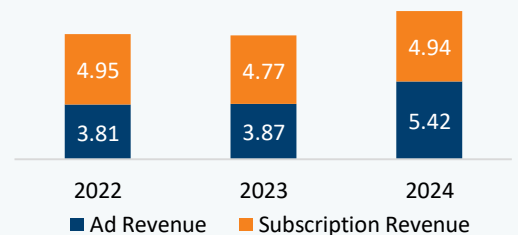
## KEY TRENDS

India OTT Video Services (Video-on-Demand and Live) Market (US\$ billion)



Note: E- Estimated

Advertising Revenue (US\$ billion)

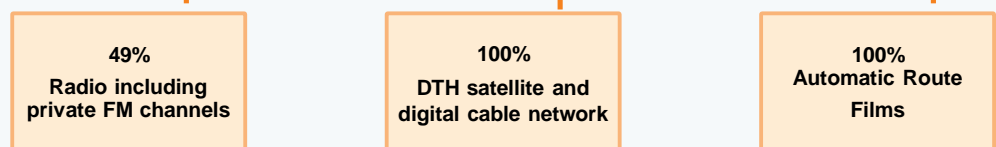


## GOVERNMENT INITIATIVES



## ADVANTAGE INDIA

### FDI Limit (%)



- **Robust demand:** According to a FICCI-EY report, the advertising to GDP ratio is expected to reach 0.4% by 2025 from 0.38% in 2019. The country's entertainment and media industry is expected to see a growth of 9.7% annually in revenues to reach US\$ 73.6 billion by 2027.
- **Higher Investments:** FDI inflows in the information and broadcasting sector (including print media) stood at Rs. 75,590 crore (US\$ 11.70 billion) between April 2000-March 2025. In the Interim budget of 2024-25 the Ministry of Information and broadcasting was allocated Rs. 4,342.55 crore (US\$ 523.20 million). The Indian gaming sector has raised a total of US\$ 2.8 billion from domestic and global investors, over the last five years.
- **Policy support:** In February 2024, the Union Cabinet approved the auction of 10,523.15 megahertz (MHz) of spectrum across bands at a reserve price of Rs. 96,317.65 crore (US\$ 11.60 billion).
- **Attractive opportunities:** The Indian M&E sector grew to Rs. 2,50,000 crore (US\$ 29.4 billion) in 2024 (a 3.3% increase). It is projected to grow ~7.2% in 2025 to Rs. 2,70,000 crore (US\$ 31.6 billion), and at a 7% CAGR to Rs. 31,00,00 crore (US\$ 36.1 billion) by 2027.