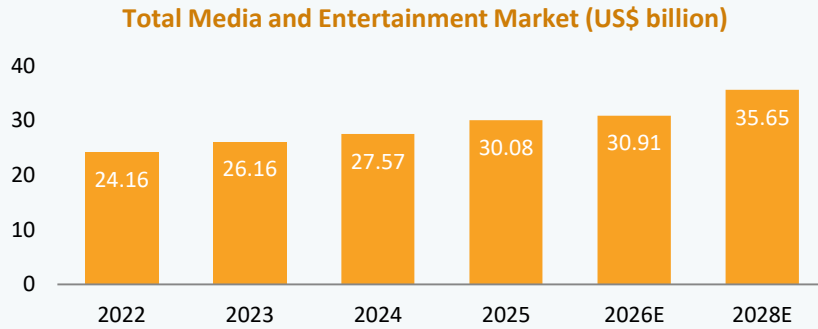


MEDIA AND ENTERTAINMENT



MARKET SIZE

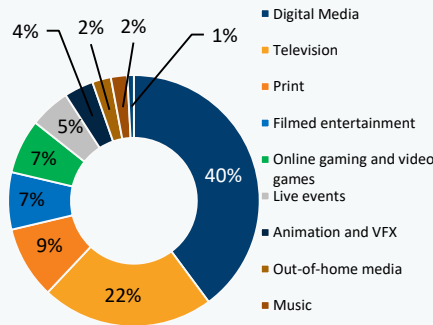


Note: E-Estimated

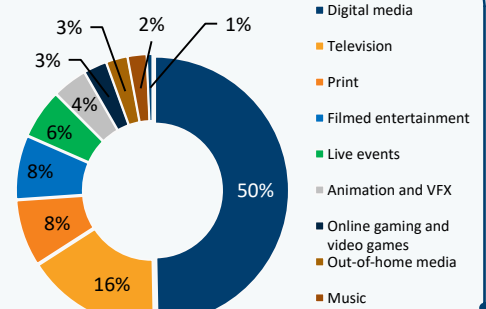


SECTOR COMPOSITION

Share of Major Industry Segments (2025)



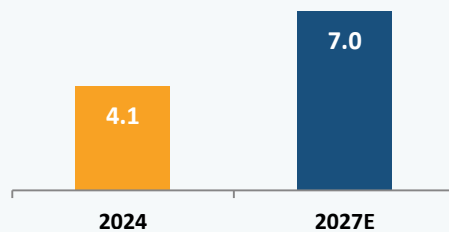
Share of Major Industry Segments (2027P)



Note: P-Projected

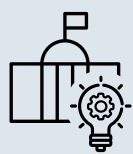
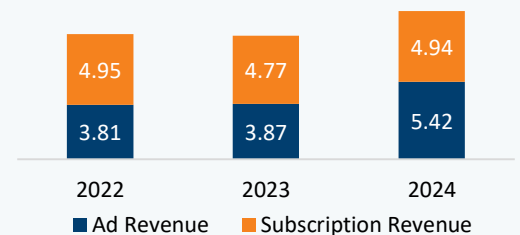
KEY TRENDS

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

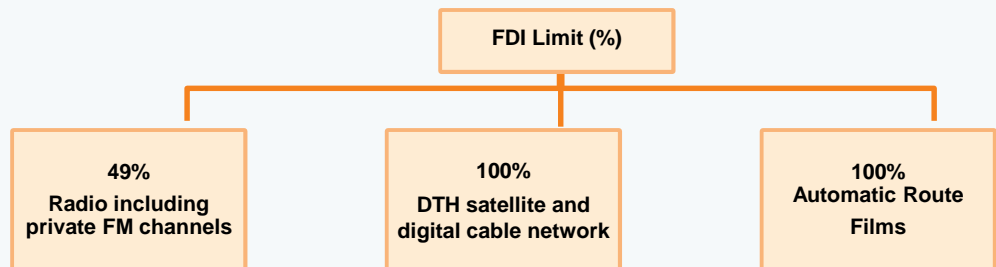


Note: E- Estimated

Advertising Revenue (US\$ billion)



GOVERNMENT INITIATIVES



ADVANTAGE INDIA

- Robust demand:** According to a report published by Telecom Regulatory Authority of India (TRAI), India's broadband internet subscriber crossed 995.63 crore in September 2025
- Higher Investments:** FDI inflows in the information and broadcasting sector (including print media) stood at Rs. 82,201.29 crore (US\$ 12,455.88 billion) between April 2000-December 2025.
- Policy support:** In the Union budget of FY26-27 the Ministry of Information and broadcasting received Rs. 4,551.94 crore (US\$ 515.07 million).
- 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.