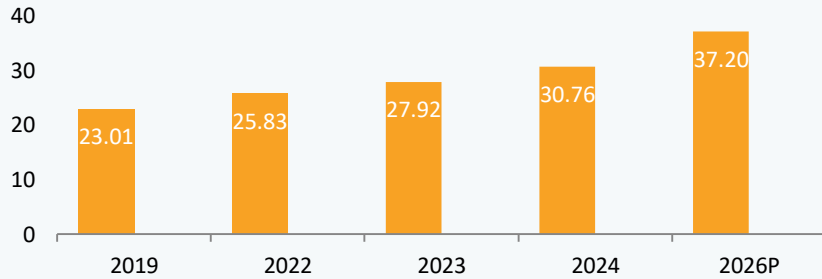


MEDIA AND ENTERTAINMENT



MARKET SIZE

Total Media and Entertainment Market (US\$ billion)

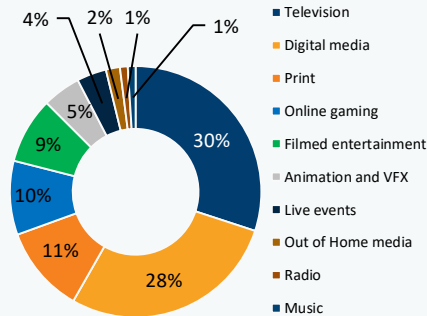


Note: P-Projected



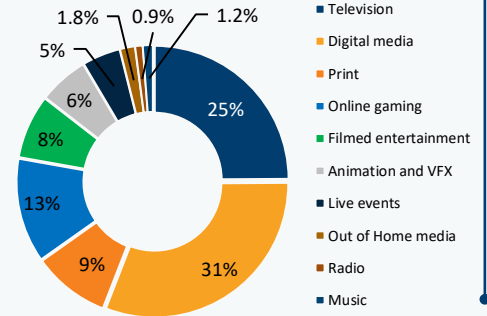
SECTOR COMPOSITION

Share of Major Industry Segments 2023



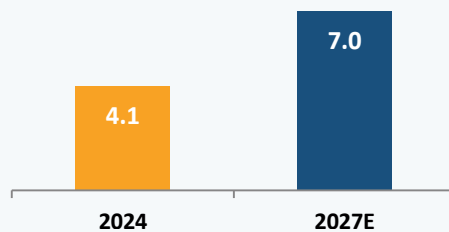
Note: P- Projected

Share of Major Industry Segments 2026P



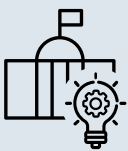
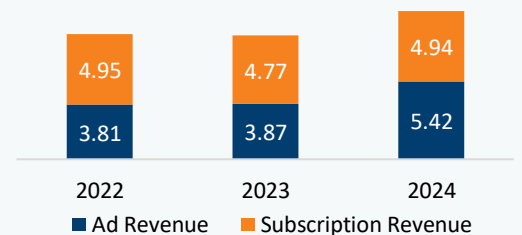
KEY TRENDS

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



Note: E- Estimated

Advertising Revenue (US\$ billion)

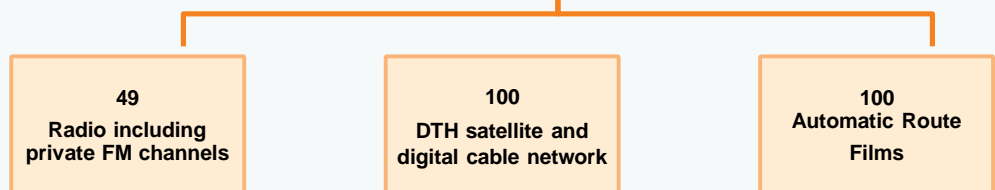


GOVERNMENT INITIATIVES



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. 74,369 crore (US\$ 11.56 billion) between April 2000- December 2024. 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 crores (US\$ 11.60 billion).
- **Attractive opportunities:** The Indian entertainment sector could unlock an estimated Rs. 50,724 crore (US\$ 6 billion) in unrealised value by FY30, according to a recent industry report. This growth potential is attributed to international collaboration, technology adoption, and strategic changes in content creation.