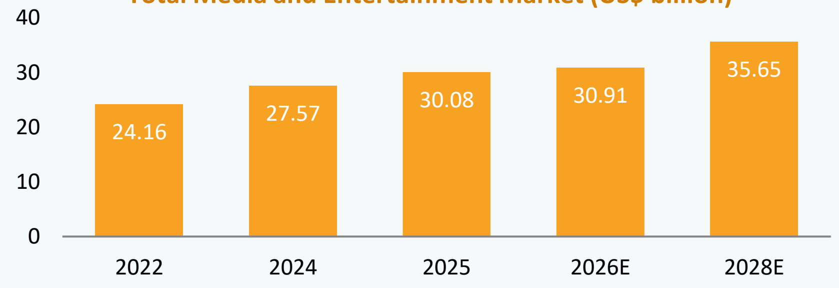
May 2026

MEDIA AND ENTERTAINMENT

MARKET SIZE

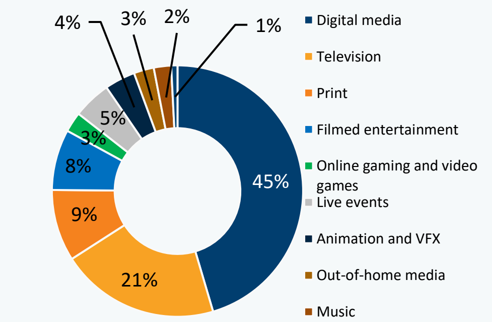
Total Media and Entertainment Market (US$ billion)



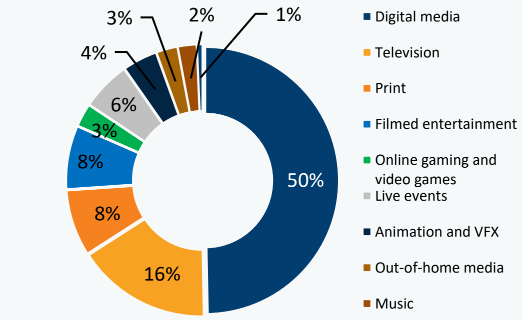
Note: E-Estimated

SECTOR COMPOSITION

Share of Major Industry Segments (2026)



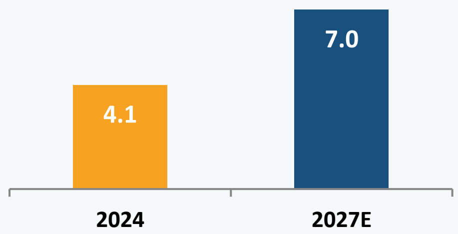
Share of Major Industry Segments (2028P)



Note: P- Projected

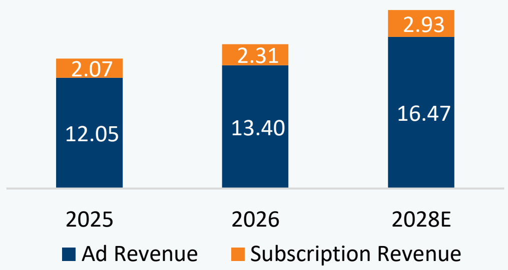
KEY TRENDS

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



Note: E– Estimated

Advertising Revenue (US$ billion)



GOVERNMENT INITIATIVES

FDI Limit (%)

- **49%** Radio including private FM channels
- **100%** DTH satellite and digital cable network
- **100%** Automatic Route Films

ADVANTAGE INDIA

- **Robust demand:** 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. According to the Telecom Regulatory Authority of India (TRAI), India's broadband subscriber base reached 106.59 crore (US$ 12.06 million) at the end of March 2026, reflecting continued growth in digital connectivity and broadband adoption across the country.
- **Higher Investments:** FDI inflows in the information and broadcasting sector (including print media) stood at Rs. 83,414.64 crore (US$ 12,588.46 billion) between April 2000-March 2026.
- **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.