Media and Entertainment

**Total Media and Entertainment Market (US$ billion)**

- **2019-20**: 23.98
- **2020-21**: 19.20
- **2021-22**: 25.56

**Note:** P - Projected

**FDI Limit (%)**

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

**Share of Major Industry Segments**

- **FY20**
  - Television: 44.4%
  - Radio: 17.5%
  - Out of home: 12.5%
  - Animation, VFX and post-production: 10.5%
  - Gaming: 8.8%
  - Print: 1.6%
  - Digital and OTT: 1.3%

- **FY22P**
  - Television: 41.2%
  - Radio: 15.9%
  - Out of home: 18.1%
  - Animation, VFX and post-production: 18.1%
  - Gaming: 9.7%
  - Print: 4.1%
  - Digital and OTT: 1.5%
  - Films: 0.9%

**Industry Size of Emerging Segments (US$ billion)**

- **FY20**: 2.85
- **FY21P**: 3.16
- **FY22P**: 4.14

**Advertising Revenue (US$ billion)**

- **2020**: 9.94
- **2021**: 7.93
- **2022**: 10.81

**Key Trends**

- Digital Advertising: 1.5% growth from FY20 to FY22P
- Animation & VFX: 4.1% growth from FY20 to FY22P
- Gaming: 7.7% growth from FY20 to FY22P

**Government Initiatives**

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

**Note:** P – Projected