**MEDIA AND ENTERTAINMENT**

**MARKET SIZE**

**SECTOR COMPOSITION**

**KEY TRENDS**

**GOVERNMENT INITIATIVES**

**ADVANTAGE INDIA**

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**Market Size**

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

- **2021**: 21.50
- **2026E**: 53.99

**Share of Major Industry Segments 2020**

- **Television**: 50%
- **Digital media**: 14%
- **Print**: 17%
- **Online gaming**: 6%
- **Filmed entertainment**: 4%
- **Animation and VFX**: 5%
- **Others**: 6%

**Share of Major Industry Segments 2023P**

- **Television**: 38%
- **Digital media**: 11%
- **Print**: 7%
- **Filmed entertainment**: 8%
- **Online gaming**: 12%
- **Animation and VFX**: 19%
- **Others**: 14%

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

- **FY21E**: 1.40
- **FY26**: 5.12

**Advertising Revenue (US$ billion)**

- **2021**: 3.92
- **2024E**: 4.94

**FDI Limit (%)**

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

**Key Trends**

- **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.
- **Higher Investments**: FDI inflows in the information and broadcasting sector (including print media) stood at US$ 9.85 billion between April 2000-September 2022.
- **Policy support**: On February 25, 2021, the government outlined the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021. In November 2021, the government announced that it is working towards creating a National Centre of Excellence for AVGC (animation, visual effects, gaming and comics).
- **Attractive opportunities**: Between 2020 and 2021, the number of OTT viewers in India increased by 47%, driven by ‘stay at home’ restrictions; this is expected to boost market opportunities for content platforms and app developers in the country. The Indian mobile gaming market is poised to reach US$ 7 billion, in value, by 2025.