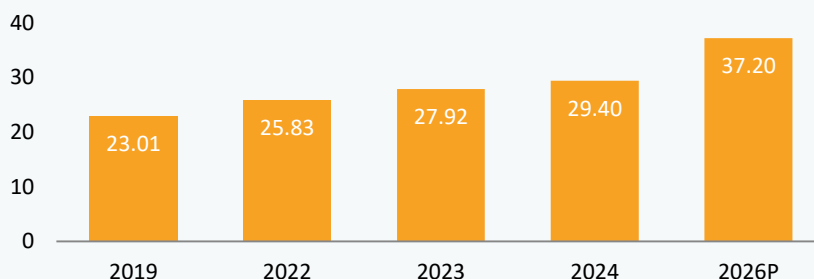


# MEDIA AND ENTERTAINMENT



## MARKET SIZE

Total Media and Entertainment Market (US\$ billion)

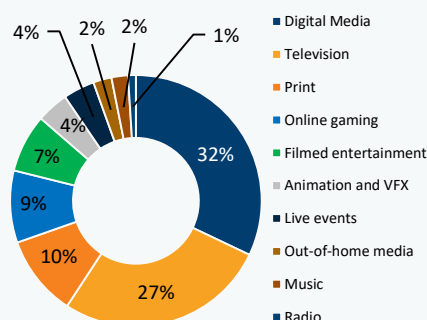


Note: P-Projected

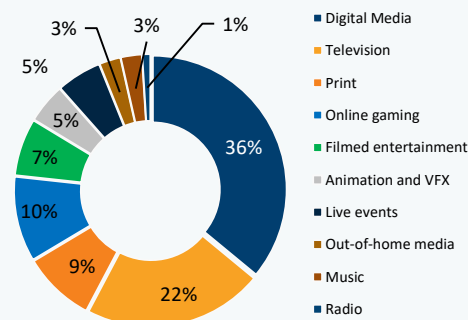


## SECTOR COMPOSITION

Share of Major Industry Segments (2024)



Share of Major Industry Segments (2027P)

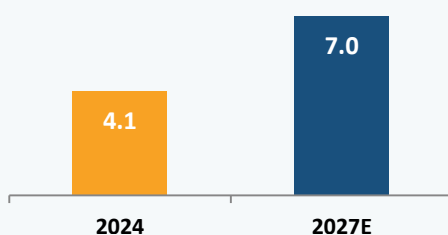


Note: P-Projected



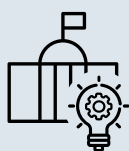
## KEY TRENDS

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



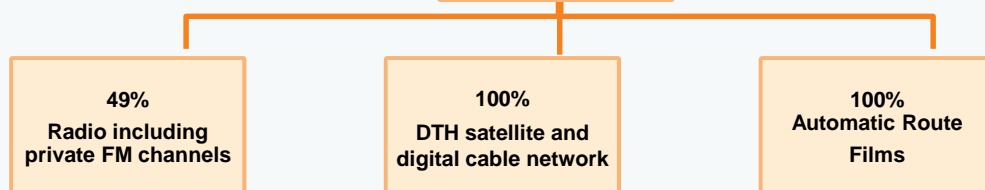
Note: E— Estimated

Advertising Revenue (US\$ billion)



## GOVERNMENT INITIATIVES

FDI Limit (%)



## 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 a report published by Telecom Regulatory Authority of India (TRAI), India's total internet users crossed 100 crore in June 2025.
- Higher Investments:** FDI inflows in the information and broadcasting sector (including print media) stood at Rs. 1,02,988 crore (US\$ 11.77 billion) between April 2000-June 2025.
- 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 crore (US\$ 11.60 billion).
- 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.