Media and Entertainment

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

- FY17: 20.23
- FY18: 21.18
- FY19: 23.34
- FY21P: 33.56

**FDI Limit (%)**
- Radio including private FM channels: 49
- DTH satellite and digital cable network: 100
- Automatic Route Films: 100

**Note:** P - Projected

**Size of Major Industry Segments**
- FY19 (US$ billion)
  - Television: 10.20
  - Print: 4.76
  - Filmed entertainment: 2.62
  - Digital media: 4.76
  - Animation and VFX: 2.48
  - Online gaming: 2.62
  - Out of Home media: 2.62
  - Radio: 2.62
  - Music: 2.62

**FY2021P (US$ billion)**
- Television: 1.76
- Print: 1.87
- Filmed entertainment: 1.99
- Digital media: 5.18
- Animation and VFX: 3.45
- Online gaming: 4.94
- Out of Home media: 1.99
- Radio: 1.99
- Music: 1.99

**Key Trends**

**Industry Size of Emerging Segments (US$ billion)**
- FY18: 1.06
- FY20P: 1.54
- FY22P: 1.77
- FY23P: 2.26

**Advertising Revenue (US$ billion)**

**Note:** P – Projected

- Animation & VFX: 1.64 2.28 2.82 3.37 4.01 4.67 5.33 6.08
- Gaming: 0.72 0.57 0.42 0.37 0.33 0.29 0.25 0.22

**Government Initiatives**

- 49%
- 100%
- 100%

**Government Initiatives**

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