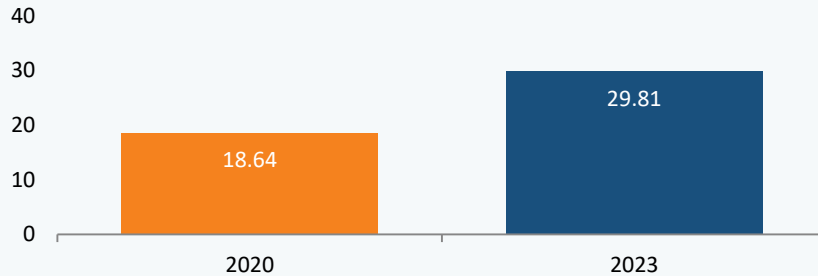


# MEDIA AND ENTERTAINMENT



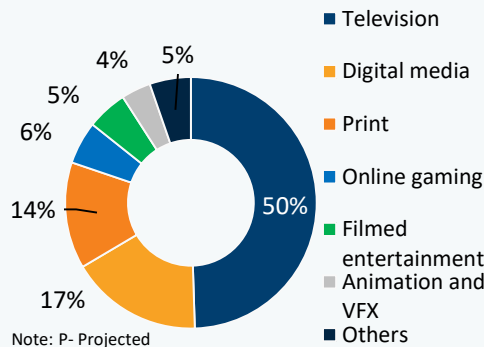
## MARKET SIZE

Total Media and Entertainment Market (US\$ billion)

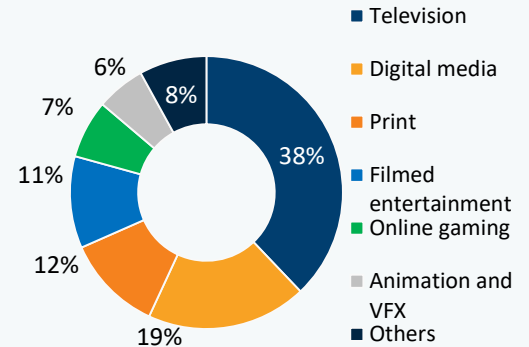


## SECTOR COMPOSITION

Share of Major Industry Segments 2020

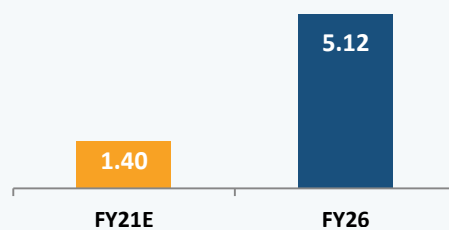


Share of Major Industry Segments 2023P

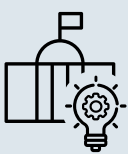
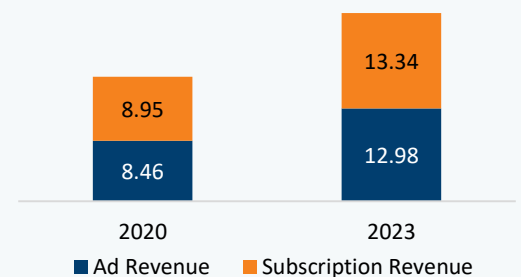


## KEY TRENDS

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

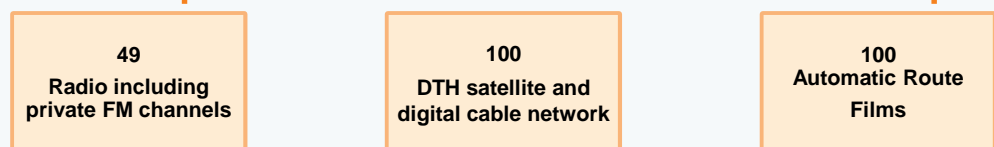


Advertising Revenue (US\$ billion)



## GOVERNMENT INITIATIVES

FDI Limit (%)



## ADVANTAGE INDIA

- 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\$ 9.6 billion between April 2000-December 2021.
- 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.