February 1, 2022

MEDIA AND ENTERTAINMENT

MARKET SIZE

SECTOR COMPOSITION

KEY TRENDS

GOVERNMENT INITIATIVES

ADVANTAGE INDIA

Total Media and Entertainment Market (US$ billion)

Share of Major Industry Segments 2020

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

Share of Major Industry Segments 2023P

- Television 38%
- Digital media 6%
- Print 8%
- Filmed entertainment 11%
- 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)

- 2020: 8.95
- 2023: 13.34

FDI Limit (%)

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

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.
- 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.