



# Media and Entertainment Sector



# OVERVIEW



Contributes 1% to India's GDP



Employ 8mn People by 2025

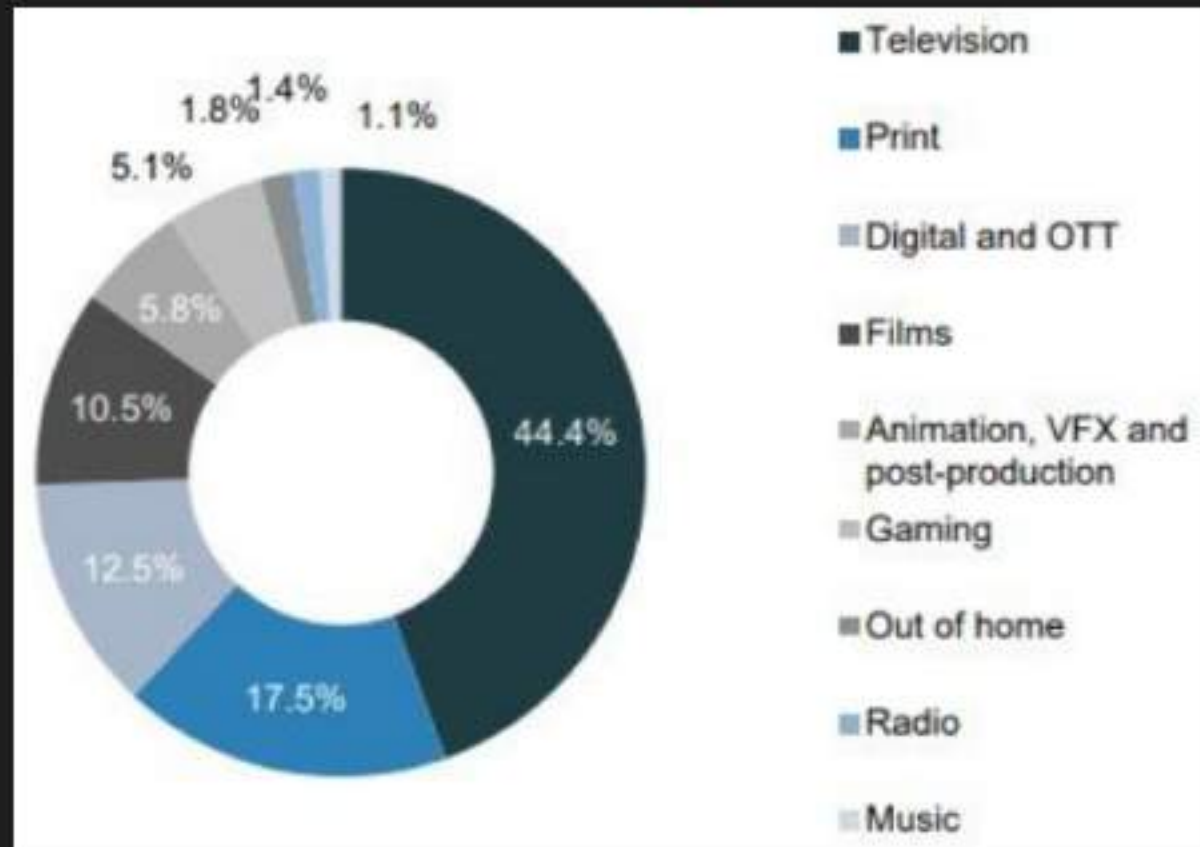


US \$9.94 Ad revenue

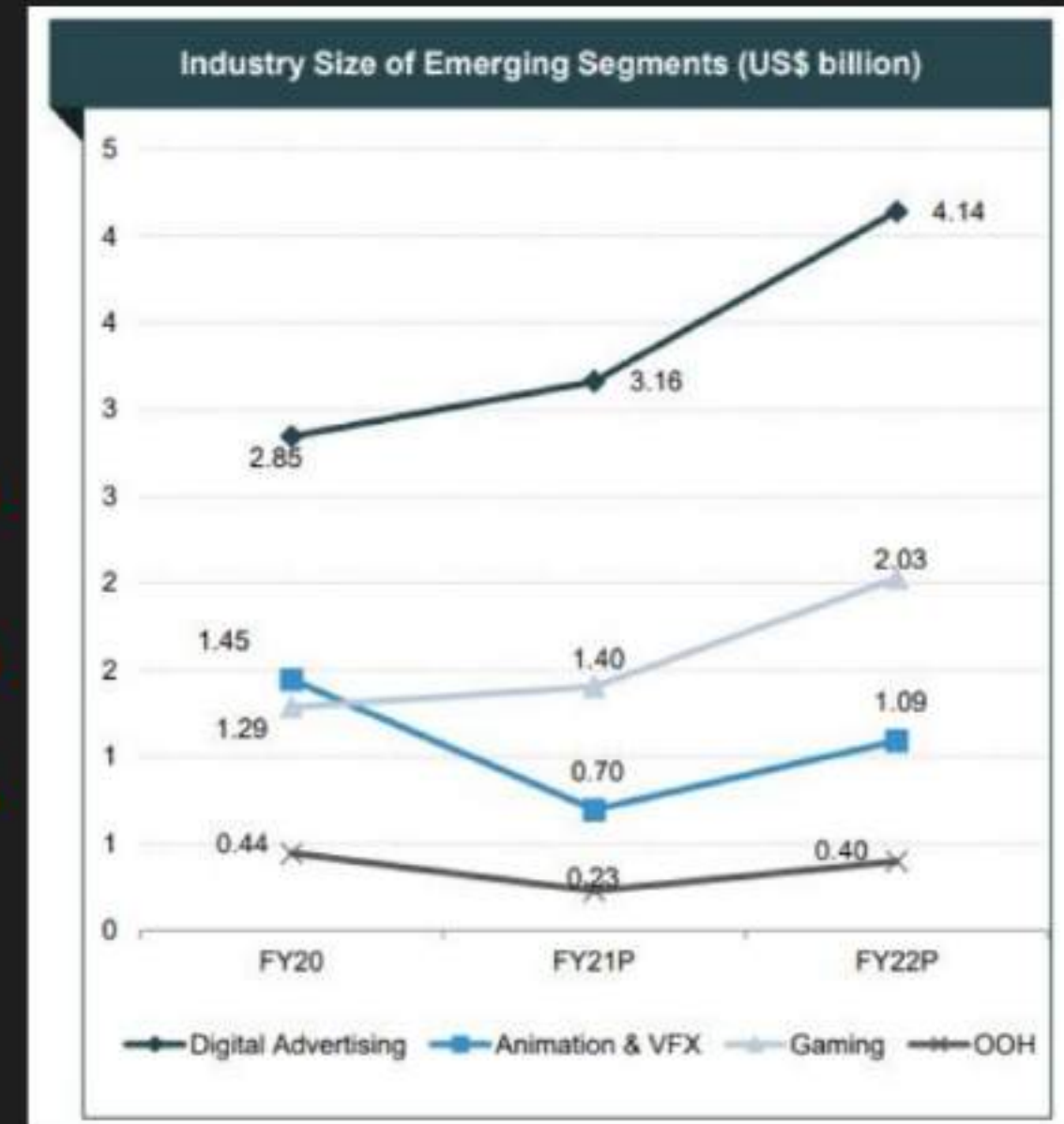


US \$25.56bn Market size

## Sector Composition



## Industry Size of Emerging Segments





# Attractiveness of the Industry

## Robust Demand

- High number of internet and mobile users
- Growth of digital infrastructure will drive up demand

## Attractive Opportunities

- Increase at a CAGR of 13.% to reach US \$43.93 bn by 2024
- Animation, Visual Effects, Gaming and Comic sector is growing at 29% and is considered the champion sector

## Higher Investments

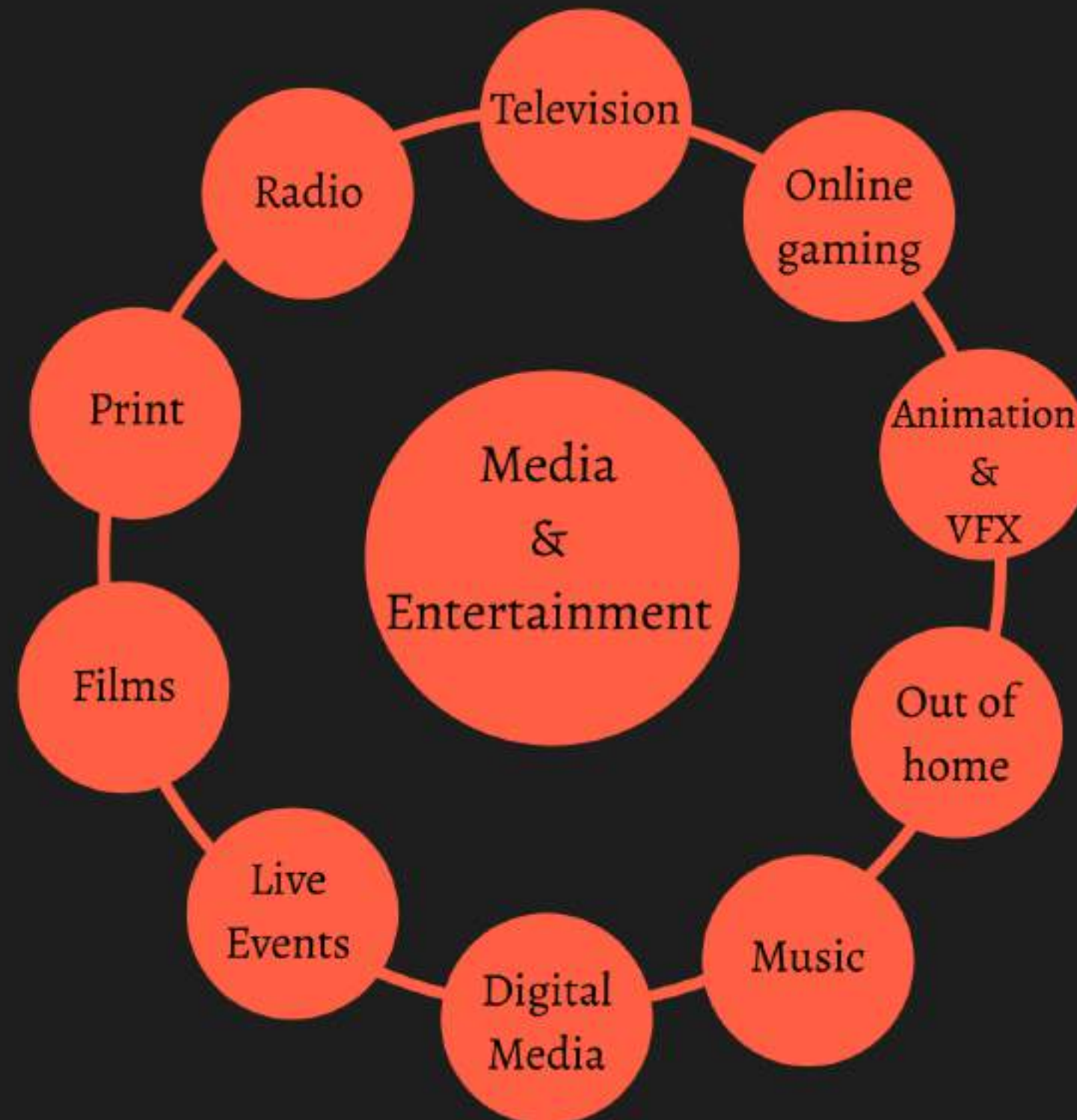
- From April 2000 to December 2019, FDI inflows have reached US \$8.71 bn

## Policy Support

- FDI limit from 74% to 100%
- Digitisation of cable distribution to improve profitability and ease of finance
- Increasing liberalisation and tariff relaxation



# Business Opportunities/ Segments





# Why Work in this Sector?



Working in media and entertainment is challenging and exciting. Media and entertainment workers are the first to learn the news and have the opportunity to help disseminate it to the public.

Many of the jobs give media and entertainment workers the chance to meet and/or work with top celebrities and newsmakers. Even receptionists and office workers can encounter celebrities during their workdays.

Being passionate about your job and the field is welcome here. Many people in the film, television, and radio business have a lifelong interest in movies, TV, and radio/music/talk shows. They love creating and producing shows that entertain, enlighten, and educate people.

Some media and entertainment jobs offer opportunities to travel for assignments. Broadcasters, reporters, writers, editors, broadcast technicians, and others involved in film, TV, and radio programming may need to travel regionally or internationally to cover events or news.

There can be flexibility to work in other media and entertainment fields. Some skills and knowledge are transferable from one industry to the next. For example, broadcasters can work in radio, television, cable, and Internet. Writers, editors, reporters, producers, directors can apply their knowledge to the publishing field, radio, TV, film, as well as the Internet.



# Challenges

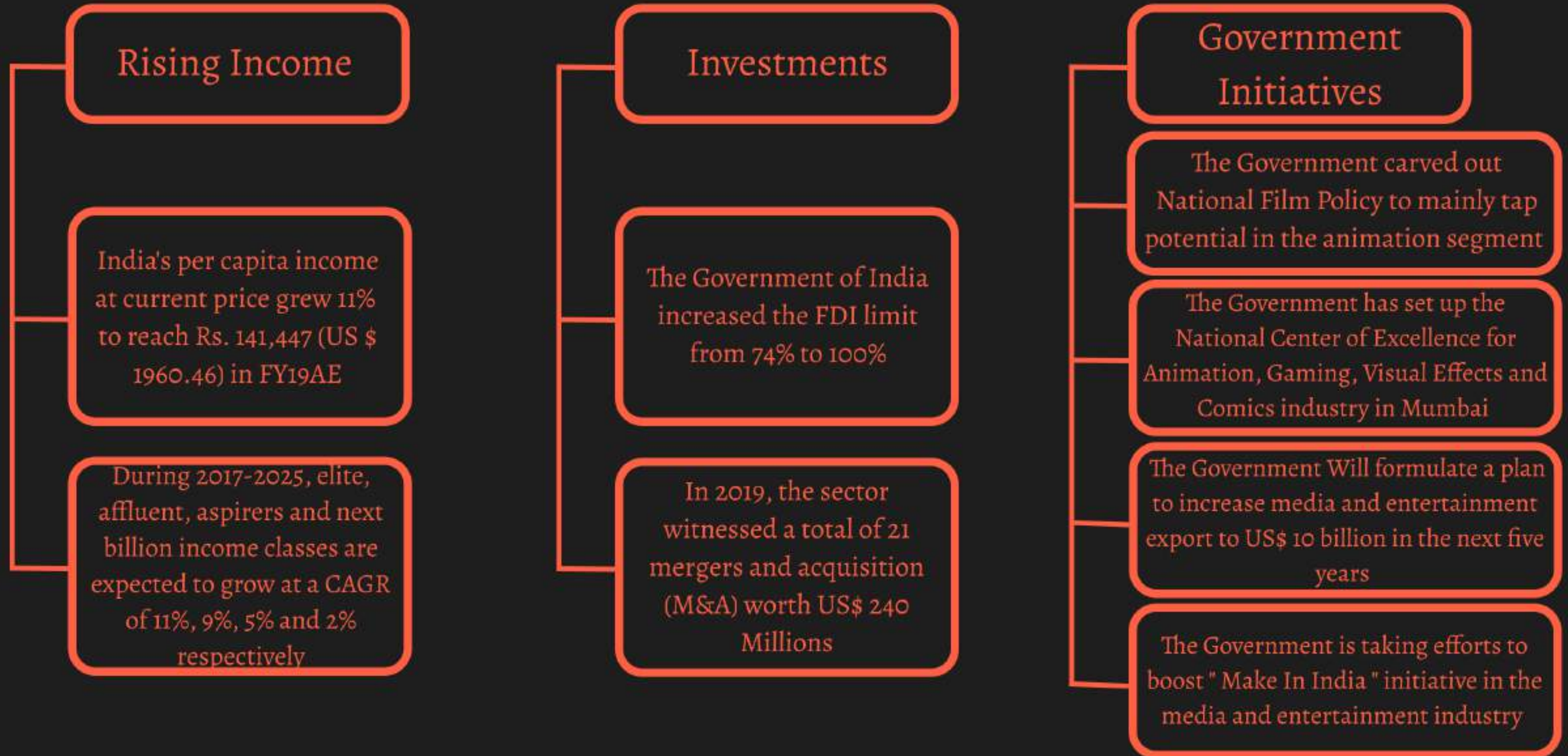


- Entry-level pay for media and entertainment jobs is usually low. Tons of people consider this a glamorous field—everyone wants to work here so there are far more job candidates than there are jobs to fill. On the positive side, with increased skill and experience comes more responsibility and higher wages.
- The work hours will be long, very long, especially for those new to the industry. The “pay your dues” attitude prevails. Everyone has to put their time in to make it in the business. It’s going to be challenging but if you can be patient and maintain a positive and helpful attitude, people will want to work with you and you’ll have more opportunities for job growth.
- Some jobs, particularly in TV and radio broadcasting, have late-night, middle-of-the-night, and early-morning shifts. Workers must be prepared to adjust sleep schedules and their lives to accommodate work.
- Competition is fierce. If you can’t accept the work conditions, countless candidates are in the wings ready to step in and do your job...and they’ll do it with great enthusiasm. It’s a buyer’s market for media and entertainment companies.
- There’s little opportunity to settle down and get comfortable in your work because the jobs in media and entertainment are constantly evolving and being redefined. For instance, journalists no longer simply report the facts—many are now expected to post on Twitter and Facebook, and newspaper reporters often double as cameramen, shooting videos for Web sites. No matter what level they are at in their careers, media and entertainment workers need to constantly hone their skills by taking classes and knowing how to use the latest technology.





# Growth Drivers





# Government Initiatives

## Make in India Initiative

- On September 2, 2020, Government of India announced its plans to develop an Animation, Visual Effects, Gaming and Comic (AVGC) Centre for Excellence in collaboration with IIT Bombay
  - The centre is expected to launch in the next 1-2 years (2021-2022)
- The AVGC sector is the fastest growing sector, rising at a rate of ~ 29% between 2019 and 2024, while the audiovisual and services sector is expanding at a rate of ~25%.













- The Telecom Regulatory Authority of India (TRAI) is set to approach the Ministry of Information and Broadcasting, Government of India, with a request to Fastrack the recommendations on broadcasting, in an attempt to boost reforms in the broadcasting sector. The Government of India has agreed to set up National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai. The Indian and Canadian Government have signed an audio-visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity, respectively.
- The Government of India has supported M&E industry's growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74% to 100% in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.





# Key Players



Television	Print	Films	Music
<p>Star India Pvt Ltd</p> 	<p>Bennett, Coleman and Co Ltd</p> 	<p>Yash Raj Films Studios</p> 	<p>Saregama India Ltd</p> 
<p>Zee Entertainment Enterprises Ltd</p> 	<p>HT Media Ltd</p> 	<p>Eros International Media Ltd</p> 	<p>Super Cassettes Industries Ltd</p> 
<p>Multi Screen Media Pvt Ltd</p> 	<p>Living Media India Ltd</p> 	<p>Red Chillies Entertainments Pvt Ltd</p> 	<p>Tips Industries Ltd</p> 





# Start-ups

Start-up	Founder	Founded In	Brief
Editor	Vikram Chandra	2018	AI driven short video news platform
Hippo Video	Karthi Mariappan, Nilam Jain, Srinivasan Krishnan	2016	Video personalisation and distribution platform for business and brands
Homescreen Network	Soum Paul	2018	Indian language video content through Spark Daily app and other partners
Kuku FM	Vinod Meema, Lal Chand Basu, Vikas Goyal	2018	A podcast platform offering vernac audio content
Lokal	Jani Pasha, Vipul Chaudhary	2018	Hyperlocal video news and classifieds platform
Mobile Premier League	Sai Srinivas Kiran, Shubham Malhotra	2018	A multi-game platform offering monetary and other rewards
Playo	Umashankar Nagaraj, Karthik Igoor, Daanish Suhail, Gauravjeet Singh, Amit Roushan	2015	Helps individuals and groups discover and book sporting events
Square Off	Aatur Mehta, Bhavya Gohil	2015	Offers AI-enabled chess board which moves the opponent's chess pieces on its own





# Key Industry Organisations



Agency	Contact Information
Indian Motion Picture Producers' Association (IMPPA)	G-1 To 7, Crescent Tower, Near Morya House, Opp. Vip Plaza, Link Road, Andheri(W), Mumbai-400053 Tel: 91 77150 72777/ 88790 31147/ 91 22 2673 2868 / 2674 2892 Email: <a href="mailto:imppa1937@gmail.com">imppa1937@gmail.com</a> Website: <a href="http://www.imppa.info/">http://www.imppa.info/</a>
The Film and Television Producers Guild of India	1003-04, 10th Floor, Sri Krishna, Fun Republic Lane, New Link Road, Andheri (West), Mumbai, Maharashtra 400053 Tel: 91-22-2673 3065 E-mail: <a href="mailto:girish@filmtvguildindia.org">girish@filmtvguildindia.org</a> Website: <a href="http://producersguildindia.com/">http://producersguildindia.com/</a>
Newspapers Association of India (NAI)	A - 213, Office no: 311 Shanti Gopal Chamber, 3rd Floor, Shakarpur, Delhi – 110092 Tel: 91 9990926962, +91 9810226962 E-mail: <a href="mailto:nai.newsmedia@gmail.com">nai.newsmedia@gmail.com</a> Website: <a href="http://www.naiindia.com">www.naiindia.com</a>
Association of Radio Operators for India (AROI)	304, Competent House, F-14, Connaught Place, New Delhi - 110001 Tel: 91- 124-4385887 e-mail: <a href="mailto:info@aroi.in">info@aroi.in</a> Website: <a href="http://www.aroi.in">www.aroi.in</a>
The Indian Music Industry (IMI)	Crescent Towers, 7th Floor, B-68, Veera Estate, Off New Link Road, Andheri West, Mumbai - 400 053 Tel: 91-22- 26736301 / 02 / 03 Fax: 91-22-26736304 e-mail: <a href="mailto:info@indianmi.org">info@indianmi.org</a> Website: <a href="http://www.indianmi.org">www.indianmi.org</a>
The Indian Society of Advertisers	Army and Navy Building, 3rd Floor, 148, Mahatma Gandhi Road, Mumbai- 400001 Tel: +91 (022) 2285 6045 / 2284 3583 / 2204 2116 Fax: +91 (022) 2204 2116 E-mail: <a href="mailto:isa.ed@vsnl.net">isa.ed@vsnl.net</a> Website: <a href="https://www.isanet.org.in/">https://www.isanet.org.in/</a>





# Road Ahead



- Indian M&E industry is on an impressive growth path. The industry is expected to grow at a much faster rate than the global average rate



- Growth is expected in retail advertisement on the back of several players entering the food and beverages segment, E-commerce gaining more popularity in the country, and domestic companies testing out the waters.  
Rural region is also a potentially profitable target