

Industry Insight

**INDIAN MEDIA &
ENTERTAINMENT**

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Cygnus

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SYNOPSIS

Media and Entertainment (M&E) industry in India was worth INR402.43 billion (USD9.12bn) in 2006, a growth of 13.98% over 2005, which is higher than GDP growth rate. Video/Visual segment is the largest, with a lion's share of 61% (about INR246 billion). Print Media at 30.87% (INR109bn in 2005) and Audio segment at 2.71% (INR10.9 billion) and other segments contributing the balance. It is expected that the industry will grow at 17.49% in 2007 to reach a size of INR472.81 billion. Radio segment created a sensation in the market since private entities were invited to bid for 108 FM licenses in Phase I of the government's policy on licensing of FM radio stations in 2000. During 2000-06, the radio industry grew at a CAGR of 52.41% and is expected to grow at a CAGR of 34.17% during 2006-10.

Relaxation of the policies and regulations by the Indian government is encouraging the companies to go in for consolidation within India and is welcoming Private Equity (PE) and global major players who want to capitalise on the growth of the Indian entertainment industry. Favourable economic environment and liberal spending patterns are helping to boost the M&E industry. Broadband internet is gradually going to be a major growth catalyst giving impetus to overall internet access spending and creating new opportunities for online advertising and transactions.

The report covers overall industry scenario, various segments, growth drivers, critical success factors, issues and challenges and future outlook for the industry. It also profiles the major companies in the Indian industry (total 13).

The report is useful for industry analysts, banks and financial institutions, investors, consultants, corporates engaged directly or indirectly in the industry and international readers who want to keep abreast of the Indian M&E industry.

The report has 134 pages and is organised into 11 chapters, 15 figures, 8 tables and 3 annexure (regulations, bibliography and abbreviations used).

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