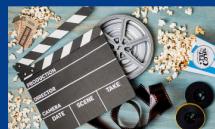




Media & Entertainment



The New Media

OTT refers to the distribution of media content 'over the top' of traditional telecom or broadcasting infrastructure, and is now synonymous with content distribution over the internet. Our exploration of OTT is limited to its applications for the entertainment industry.

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Some Words About

Media and Entertainment Industry

India's media and entertainment industries have always been an important part of our national story. As a young nation born in an era where film and radio were in their infancy, we have seen our triumphs and tribulations reflected in the mass media from the very start. These industries have also become important contributors to Indian economic prosperity. In recognition of their importance, the Union government officially designated audiovisual services as one of 12 'champion service sectors' in 2018.

The sector is witnessing change at breakneck speed – developments in technology, notably the internet and over the top (OTT) content have indelibly changed the creation, distribution and consumption of content. The growing OTT ecosystem offers flexibility to creators and consumers, expands choice, and lowers distribution and search costs. Other developments such as strides in artificial intelligence, virtual reality and augmented reality, are opening up new possibilities in entertainment, creating entirely new categories of products. In its response to these changes, India could potentially propel the sector to new heights and make the country a global leader in entertainment.

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Largest and Fastest-Growing Segments

01

Television



04

Kids Genre Viewership



02

Gaming and Digital Advertising



05

Music industry



03

Advertising Revenues



01. Television

Direct-to-home (DTH) broadcasting accounts for 37% of the total television subscribers in India and is estimated at ~ Rs 220 billion (US\$ 3 billion) in FY21.

In FY20, TV penetration in India stood at 80% driven by DTH market. In FY20, DTH registered a market share of 27% to

Notable trends in the
Media and

Entertainment Industry

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India's TV penetration stands at 62% currently. It is the second largest market in India, with a registered market share of 37% to the total TV market against 34% in FY19.

02. Emerging Stakeholders in Cloud Gaming

03. Digital and OTT Video

04. Regional Language Streaming Services



The Entertainment Sector Is Split Into Ten Segments

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Indian

Media and Entertainment Industry is Growing Rapidly

India's media and entertainment (M&E) industry is expected to expand at a CAGR of 3.24% between 2019-20 and 2021-22 to reach US\$ 25.56 billion by 2021-22 due to acceleration of digital adoption among users across geographies.

In December 2020, Star Disney stated that the media & entertainment sector has the potential to increase to ~US\$ 100 billion by 2030.

India's sustained economic growth and the universal acceleration of digital adoption by users across geographies are the two areas that offer encouragement.

India could be home to a billion digital users by 2028, instead of the earlier projected 2030 timeline, according to KPMG's revised estimates.

The M&E sector has been substantially affected, by the types of outdoor entertainment coming to a standstill, due to the extended lockdown and slowdown in media spending and supply chain of content. Therefore, it is expected that the M&E sector would contract in FY21 by 20 percentage points with segments such as television, films and print experiencing major declines.

On the other hand, extended lockdowns accelerated data usage and consumption. Segments such as digital and gaming are seeing rapid growth in user penetration and engagement levels. M&E sector is projected to bounce back in FY22, with the fastest-growing segments being gaming and digital.



Our mission

Our key mission has always been to help people to escape everyday life and by giving them a moment to dream away. To bring people together by telling value stories and positive economic establishment and social reforms and spiritual upliftment aspects and providing exceptional experiences through world class live entertainment Memories that last a lifetime.

Vision

is to be the leading media company for our audience, our clients, and the colleagues with whom we work in every community we serve. The mission for the company is to gather the largest and most desirable audience with our broadcast and digital platforms and enable our clients and partners to effectively advance their business and strategic interests through our products.

values

Our company values guide our every-day behaviours, support the decisions we make and inform the way in which we work with one another. They are essential to creating a work environment that inspires our people to achieve our company's mission and their individual professional goals. It is important to us that our people and everyone we collaborate with know what we stand for.

Our values are:



Respect

We appreciate the different roles we have and show genuine interest in each other while being open to different views. We live up to our agreements.

Responsibility

We have clear roles and tasks and take ownership to perform to the best of our ability. We share successes and learn from failures.

Passion

We are passionate about creating and achieving the best as we work towards a common goal. We inspire others by involving them and showing our appreciation.

Challenge

We ask questions to improve and innovate and invite others to share new perspectives.

125600+

Students enrolled

200+

Registered instructors

100%

Success Rate



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's.

* Corporate office will open shortly in Kolkata, Lucknow, Mumbai, Agartala, Hyderabad

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Location

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