

India to be among top 10 media markets by 2021: Study

PTI ■ NEW DELHI

India is expected to be among the top-10 entertainment and media markets globally by 2021 in terms of absolute numbers, according to a joint study by ASSOCHAM-PwC.

The country's per capita media and entertainment spending is likely to be capped at \$32 or ₹2,080 by 2021, the study noted.

By some estimates, India is among the fastest growing OTT markets in the world and will be one of the top-10 by 2022, it said. The market size is expected to reach \$52.68 billion in 2022 from \$30.36 billion in 2017, it claimed.

"It (India) is set to be in the top 10 entertainment and media markets globally by 2021 in terms of absolute numbers," the study said.

It attributed growth of OTT content to increasing penetration of smartphones in the country and continuous rise in data consumption.

The OTT market (transactional video on demand and subscription video on demand) is set to grow at a compounded annual growth rate (CAGR) of 10.1 per cent during the peri-

od 2017-2022.

"During the same period in India, the segment is expected to grow from \$297 million to \$823 million in 2022 at a CAGR of 22.6 per cent. With increasing smartphone penetration and lower data tariffs, VoD is showing promising growth," the report said.

Globally, the industry has recently witnessed a shift in focus from content and distribution to user experience.

"India's per capita media and entertainment spend will be capped at \$32 (about ₹2,080) by 2021. The spend is much lower than that of China, which will stand at \$222 (₹14,430) for the same period, and that of the USA, which will have the highest spend at \$2,260 (₹1.46 lakh)," the study said.

The large number of choices in the video-on-demand segment has spoilt consumers in India, the study noted.

"Hotstar has had a first-mover advantage in the OTT space in India. Other top players in the OTT ecosystem include Voot, SonyLIV, Netflix, Amazon Prime, Eros Now and ALTBalaji. Start-ups such as Arre and YuppTV are an additional presence," it added.

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In India OTT players, including Hotstar, Amazon Prime and Eros Now, are not only competing among themselves but also with DTH players and other means.

"With increasing traffic in metro cities, the time spent on viewing videos is also on the rise. Cab aggregators, such as Ola, have installed tablets inside their cabs with a wide range of curated content for passengers at no additional cost," the report said.

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2021 तक शीर्ष-10 मीडिया बाजारों में होगा भारत

नई दिल्ली। अंतरराष्ट्रीय स्तर पर मनोरंजन और मीडिया के क्षेत्र में कुल संख्या के आधार पर भारत 2021 तक शीर्ष 10 बाजारों में शामिल होगा।



एसोचैम और पीडब्ल्यूसी के संयुक्त शोध में कहा गया कि 2021 तक देश के मीडिया और मनोरंजन क्षेत्र में प्रति व्यक्ति पर होने वाला खर्च 2,080 रुपये रहेगा। कुछ अनुमानों

के अनुसार, भारत सबसे तेजी से बढ़ता ओटीटी बाजार है और यह 2022 तक शीर्ष 10 में से एक होगा। इसके साथ ही 2022 तक बाजार को आकार 52.68 अरब डॉलर का हो जाएगा, जो 2017 में 30.36 अरब डॉलर था।