

Smartphone Users Expected to Rise 84% to 859m by 2022: Assocham-PwC Study

New Delhi: The number of smartphone users in India is expected to rise by 84% to 859 million by 2022 from 468 million in 2017, according to a joint study by Associated Chambers of Commerce and Industry of India and PwC.

Ownership of feature phones will shrink to 504 million in 2022 from 701 million in 2017, the study noted. About 10% of the population will own tablets three years

from now compared with 5.3% in 2017. The low penetration of tablets is a missed opportunity for manufacturers, which offer larger screens that are better for consuming HD content than smartphones, the study pointed out.

Low data tariffs and wider smartphone ownership have made it crucial for content creators and distributors to tailor offerings and services. —**Our Bureau**

India's video OTT market to be among global top 10 by 2020

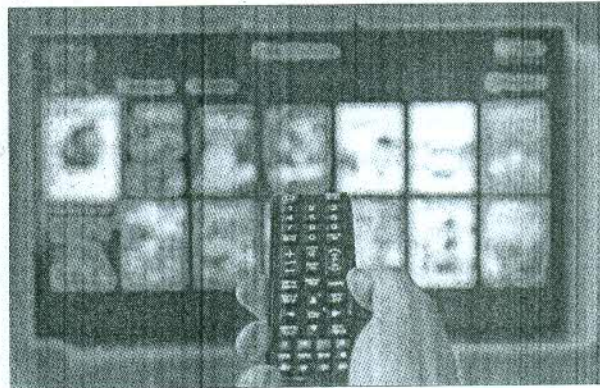
NEW DELHI: Video OTT market in India - which primarily comprises content streaming services - is likely to be ranked among the top 10 markets globally with a market size of \$823 million (about Rs 5,363 crore) by 2022, a ASSOCHAM-PwC joint study said Thursday.

"The Indian video OTT market is at a fairly nascent stage, the video OTT market globally has entered into the growth phase of the market life cycle. With a CAGR of 22.6 per cent during the period of 2017-2022, the Indian video OTT market is poised to outperform the global video OTT market, which is pegged to have a CAGR of 10.1 per cent during the same period," it said.

The study titled 'Video on Demand: Entertainment reimagined' further noted that by 2022, the Indian video OTT market will be amongst the top 10 markets globally with a market size of \$823 million (Rs 5,363 crore).

Video OTT (over the top) services in India include the likes of Netflix, Amazon Prime Video, YouTube etc.

"The five fundamental drivers of this convergent business model are uninterrupted connectivity, mobile devices becoming the primary source of content consumption, the



need to move away from traditional revenue streams, value shifting from content creators to platforms, and ability to provide a personalised offering to the consumer," the report said.

During the same time, the number of smartphone users in the country is expected to touch 859 million by 2022 from 468 million users in 2017, growing at a compound annual growth rate of 12.9 per cent.

With lower-than-ever data tariffs and increasing smartphone penetration in the country, it is safe to assume that the video on demand (VoD) market will be a significant beneficiary of these developments, the study said.

"Internet consumption is clearly on the rise in India. The important factor for the VoD industry is the availabil-

ity of devices that are compatible with online video viewing. A large volume of consumption occurs on smartphones," it added.

Apart from smartphones, tablets are another promising device for the VoD industry.

"However, India has just about 5.3 per cent penetration as of 2017, and this is expected to go up to just about 10 per cent in 2022. The low penetration is definitely a missed opportunity for players as tablets offer fairly larger screens which are better for consuming HD content as compared to smartphones," the study said.

The study further pointed out that television is the largest sub-segment within the entertainment and media industry, and will continue to remain so in the near future. AGENCIES

2022 तक 86 करोड़ हो जाएंगे स्मार्टफोन यूजर

■ 2017 में 46.8 करोड़ थे, तीन साल में इसमें 83% इजाफा होगा

एजेंसी | नई दिल्ली

देश में स्मार्टफोन यूजर की संख्या सालाना 12.9% की रफ्तार से बढ़ रही है। वर्ष 2022 तक इनकी संख्या 83% या लगभग दोगुना बढ़कर 85.9 करोड़ पर पहुंच जाने की उम्मीद है। वर्ष 2017 में 46.8 करोड़ यूजर थे। यूजर्स की संख्या में यह भारी इजाफा टेलीकॉम कंपनियों की गलाकाट प्रतिस्पर्धा के बीच दुनिया में सबसे सस्ते डेटा की वजह से होगा। उद्योग संगठन एसोचैम और पीडब्ल्यूसी ने एक संयुक्त अध्ययन रिपोर्ट में यह

22.6% की रफ्तार से बढ़ रहा वीडियो का बाजार

भारतीय वीडियो ओटीटी बाजार वैश्विक बाजार की तुलना में



अधिक तेजी से आगे बढ़ रहा है।

वर्ष 2017-22 के दौरान इसके सालाना 22.6% की दर से बढ़ने का अनुमान है। वर्ष 2022 तक यह 82.3 करोड़ डॉलर (करीब 5,761 करोड़ रुपए) का होगा। नेटफ्लिक्स, अमेजन प्राइम जैसी कंपनियां इसमें आती हैं।

अनुमान जताया है। इसके मुताबिक वर्ष 2017 में फीचर फोन यूजर की संख्या 70.1 करोड़ थी। इसके वर्ष 2022 तक घटकर 50.4 करोड़ पर आने की संभावना है।

देश में 2022 तक होंगे 85.9 करोड़ स्मार्टफोन यूजर

नई दिल्ली, 9 मई (एजेंसी):
टैलीकॉम कंपनियों के बीच जारी गलाकाट प्रतिस्पर्धा के कारण दुनिया में सबसे सस्ते डेटा के बल पर देश में स्मार्टफोन उपयोगकर्ताओं की संख्या वर्ष 2022 तक बढ़कर 85.9 करोड़ पर पहुंचने की उम्मीद है जो वर्ष 2017 के 46.8 करोड़ उपभोक्ताओं की तुलना में लगभग दोगुना है। उद्योग संगठन एसोचैम और पी.डब्ल्यू.सी. द्वारा जारी एक संयुक्त अध्ययन रिपोर्ट में यह अनुमान व्यक्त करते हुए कहा गया है कि स्मार्टफोन उपयोगकर्ताओं की संख्या में औसत 12.9 प्रतिशत सालाना की वृद्धि दर्ज की जा रही है।