

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:970
ANSWERED ON:16.07.2014
GROWTH IN MEDIA AND ENTERTAINMENT INDUSTRY
Karandlaje Km. Shobha

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether there has been a consistent growth increase in the business of media and entertainment industry in the country in the recent years;
- (b) if so, the annual turnover of the industry during the last three years and the current year, year-wise; and
- (c) the role of digitization in increasing the business of the said industries?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING; ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR).

(a) As per FICCI-KPMG Indian Media & Entertainment (M&E) Industry Report 2014, there has been a constant increase in the business of media and entertainment industry in the country in the recent years.

Year 2011 2012 2013 2014 (Projected)
Turnover 728 821 918 1039
(in Rs. Billion)

(b) & (c) Digitization is expected to usher a new growth profile for the M&E Industry in terms of enhanced benefits to consumers, transparency in the subscriber base leading to enhanced revenue generation.

According to the FICCI-KPMG Report 2014, the phased progress in digitization has been the stepping stone for the industry's growth and success, thereby bringing about a paradigm shift in key indicators, particularly within the domains of TV and film sectors.

Successful completion of the digitization of TV Signal transmission will result in the complete closure of analogue transmission and could act as an enabler to add value and to increase profits at each level in the value chain. It is estimated to bring about a further drop in the carriage fees, and drive growth in Average Revenue Per Units (ARPU), thereby increasing profitability.

The report further mentions that in the film sector as well, digitization has enabled better monetization for the industry. With about 95 per cent of India's cinema screens already digitized, nationwide digital releases are increasingly going to be the norm.