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ASIA'S BROADCASTING & INFOTAINMENT SHOW

22 - 24 OCTOBER, 2026
Jio World Convention Centre, Mumbai

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The INDIA STORY

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ADVANTAGE INDIA

Robust Demand

- India has crossed 1 billion internet subscriptions, significantly expanding the digital audience.
- Consumer-tech adoption is reshaping content creation, distribution, and consumption.

Attractive Opportunities

- India is emerging as a global content hub, driven by strong consumption and digital growth.
- Innovation across production and distribution is unlocking new opportunities.

Increasing Investment

- Strategic investments and consolidation are accelerating industry growth.
- Strong investor confidence is helping companies scale globally.

Policy Support

- Regulatory reforms and higher foreign investment are strengthening the sector.
- Government initiatives in infrastructure and digitisation are supporting long-term growth.

THE INDIAN M&E INDUSTRY

- India's Media and Entertainment industry grew **3.3% in 2024 to reach $29.4 billion**, is estimated to **grow ~7.2% to $31.6 billion in 2025**, and is projected to reach **~$36.1 billion by 2027**.
- The sector contributes approximately **0.73% to India's GDP**, underscoring its economic significance.
- **Digital media overtook television** to become the largest segment, contributing about **32% of total M&E revenues**, marking India's digital inflection point.
- New media — comprising digital media and online gaming — now accounts for roughly **41% of sector revenues**, reflecting a structural shift toward on-demand formats.
- Advertising grew **8.1% in 2024**, reaching its highest level and continuing to track India's economic growth.
- Nearly **200,000 hours of content** were created across television, film, and OTT platforms, highlighting the scale of India's production ecosystem.
- India is the **fifth-largest media market globally** and is expected to become the **third-largest by 2028**, driven by digital acceleration and evolving consumer preferences.

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GROWTH DRIVERS

Growing Demand

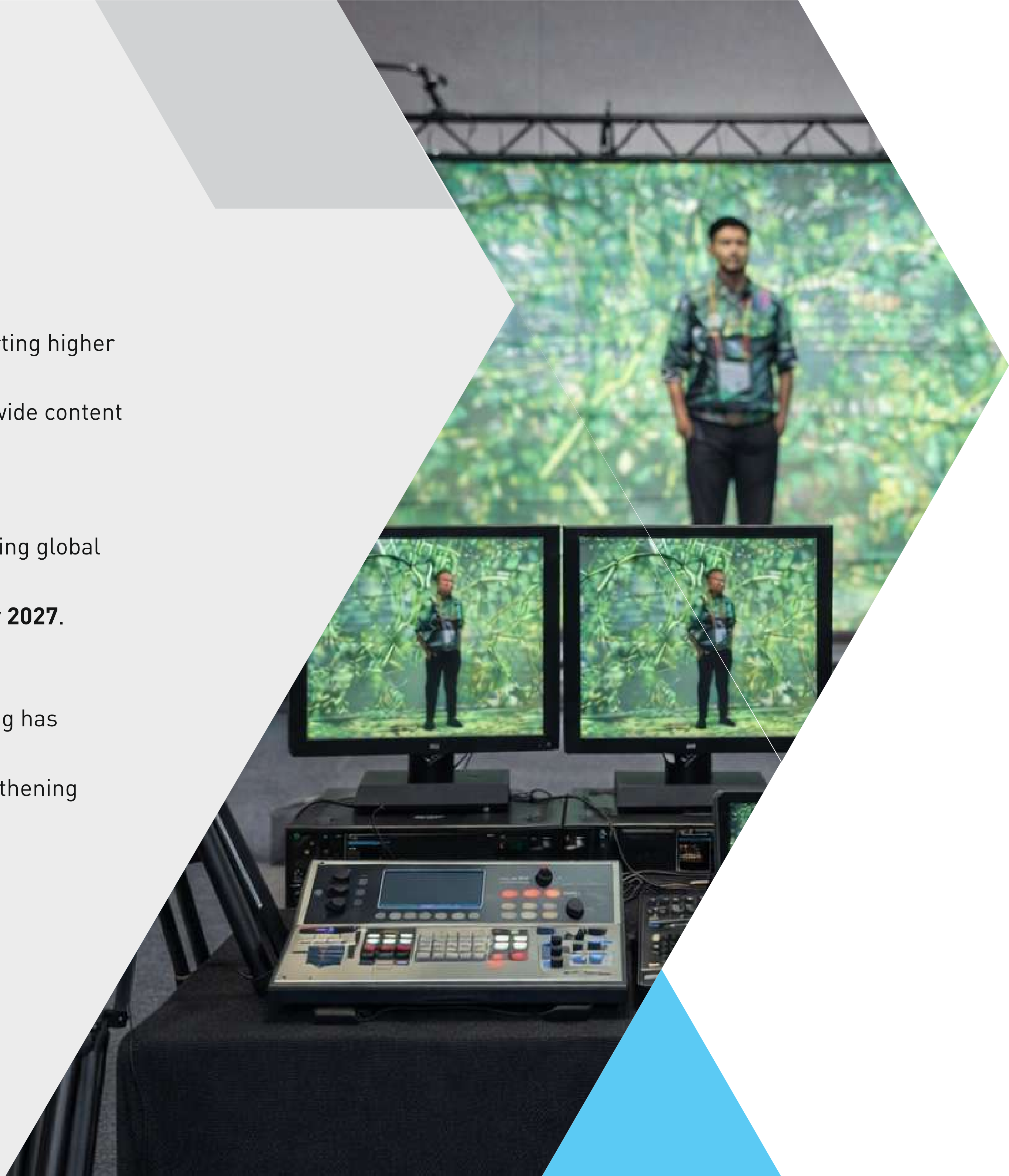
- Per capita income is estimated at **~$2,500**, supporting higher media spending.
- Rising mobile and data usage is expanding nationwide content access.

Policy Support

- **100% FDI** across key media segments is encouraging global participation.
- India aims to scale M&E exports to **~$10 billion by 2027**.

Increasing Investment

- Foreign investment in information and broadcasting has reached **~$11.7 billion**.
- Large strategic deals and consolidation are strengthening industry scale.



RECENT TRENDS

Video

- Active screens in India are expected to approach 1 billion by 2030, spanning both large-format and mobile devices.
- Over half of mobile usage time is currently spent on social media and video platforms, underscoring the dominance of visual media.

Audio

- Audio streaming audiences are projected to grow from about 185 million to over 360 million users.
- Paid subscriber bases are expected to more than double, signalling strong monetisation potential.

Experiential

- Around 61% of marketers expect to increase spending on events over the next two years, driving growth in experiential media.

Online Gaming

- India is home to roughly 591 million gamers, making it one of the largest gaming markets globally.
- The online gaming market reached approximately $3.7 billion in 2024 and continues to attract investor interest.

Advertising

- India's advertising industry has surpassed $11 billion, with digital formats accounting for an increasingly dominant share.

Online News

- Digital news consumption continues to expand as audiences shift toward mobile-first platforms for real-time information.

RECENT TRENDS

Content

- Demand for premium OTT content continues to rise, supported by growing smartphone and broadband penetration.
- Mid-budget films are increasingly exploring direct-to-digital releases, reshaping traditional distribution models.

Animation & VFX

- India's animation and VFX sector is projected to grow from about $1.3 billion to nearly $2.2 billion by 2026.
- Production costs remain significantly lower than Western markets, strengthening India's outsourcing advantage.

Digital Infrastructure

- Wired home broadband is expected to scale substantially, enabling high-quality streaming experiences.
- Emerging technologies such as Direct-to-Mobile are being evaluated for rollout across major cities.

Workflows

- Cloud-based systems and technology disaggregation are expanding access to advanced production capabilities.
- 5G connectivity is enabling faster, more seamless media workflows across regions.

Home Equipment

- The adoption of 4K and 8K technologies is expected to create a new segment of high-value home entertainment consumers.

GOVERNMENT POLICIES AND INITIATIVES

- India's entertainment sector could unlock nearly **$6 billion by FY30**, supported by technology adoption and global partnerships.
- The **Ministry of Information and Broadcasting** received an allocation of **~$515 million in FY26**, reinforcing government support for industry growth.
- India's internet user base has crossed **1 billion**, enabling large scale digital media expansion.
- The **National Centre of Excellence for AVGC XR** is expected to generate **~500,000 jobs** and strengthen India's creative ecosystem.
- The **Digital Personal Data Protection Rules, 2025** are set to enhance privacy, security, and compliance across digital platforms.
- Spectrum auctions worth **~$11.6 billion** are advancing next generation broadcasting and connectivity infrastructure

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