

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING
LOK SABHA
UNSTARRED QUESTION No. 3755
TO BE ANSWERED ON 03.01.2019**

GROWTH OF MEDIA AND ENTERTAINMENT INDUSTRY

3755. SHRI RAMSINH RATHWA:

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

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

**ANSWER
THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE
MINISTRY OF INFORMATION AND BROADCASTING
[COL. RAJYAVARDHAN RATHORE (Retd.)]**

- (a) As the media and entertainment sector operates largely in the private domain, data related to the growth of the sector is not collected by the Government. However, the assessments made by industry bodies/federations reveal that there has been a constant increase in the business of media and entertainment industry in the country in the recent years.
- (b) As per the Annual Reports on the Media and Entertainment sector published by the Federation of Indian Chambers of Commerce & Industry (FICCI), the growth of the sector during the last five years is as follows:

Years	Growth of Media & Entertainment sector (Rs. in
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	billion)
2014	1026
2015	1157
2016	1308
2017	1473
2018	1660 (E)

E-Estimated

(c) Digitization has ushered in a new growth profile for the Media & Entertainment Industry in terms of enhanced benefits to consumers, transparency in the subscriber base leading to enhanced revenue generation. The Government passed the Cable Television Networks (Regulation) Amendment Act in December 2011 for digitization of cable television networks in a phased manner. Digitization enables efficient utilization of the spectrum bandwidth and enhances the capacity to carry channels on the cable. The consumers get a wider choice of channels, improved quality of content and added services and the States benefit from lowered incidence of evasion of taxes. Cable TV digitization has also given a boost to the indigenous manufacturing of Set Top Boxes (STBs) and it also results in skill development & employment generation in digital environment.
