

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 2041
TO BE ANSWERED ON 12.02.2021**

RECESSION IN FILM AND CINEMA INDUSTRY

†2041: SHRI LALLU SINGH:

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

- (a) whether any scheme has been formulated to address recession in film and cinema industry as a result of increased viewership of Over the Top (OTT) and TV channel;
- (b) if so, the details thereof; and
- (c) whether OTT facilitates global viewing of even average and small budget movies; and
- (d) if so, the details thereof?

ANSWER

**THE MINISTER OF ENVIRONMENT, FOREST AND CLIMATE CHANGE; THE
MINISTER OF INFORMATION AND BROADCASTING; AND THE MINISTER OF
HEAVY INDUSTRIES AND PUBLIC ENTERPRISES
(SHRI PRAKASH JAVADEKAR):**

- (a): Such shifts and changes because of technology take place in all sectors.
- (b): Does not arise.
- (c) & (d): Yes, Sir. At present, there are about 40 Over-the-Top (OTT) platforms operating in India. As per the Media and Entertainment Outlook 2020 by PricewaterhouseCoopers (PwC), India is currently the world's fastest growing OTT streaming market. The media and entertainment sector in India is witnessing a rapid shift due to the availability of online media content and increase in accessibility of media content of all genres including different kind of movies over the internet. This has also been enabled due to the 'Digital India' programme of the Government that has led to growth in internet penetration and falling prices of smart phones and internet data.
