

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 4146
TO BE ANSWERED ON 26.03.2025**

GROWTH RATE OF OTT

4146. PROF. VARSHA EKNATH GAIKWAD:

SHRI SANJAY DINA PATIL:

DR. AMOL RAMSING KOLHE:

SHRI NILESH DNYANDEV LANKE:

SHRI MOHITE PATIL DHAIRYASHEEL RAJSINH:

SHRI BHASKAR MURLIDHAR BHAGARE:

SMT. SUPRIYA SULE:

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

(a) the current size and growth rate of the Over-The-Top (OTT) platforms industry in India;

(b) the measures taken by the Government to promote Indian content on OTT platforms;

(c) whether the Government has plans to incentivize or support regional language content creation on these platforms and if so, the details thereof;

(d) whether increasing popularity of OTT platforms has impacted traditional media such as cinema and television and if so, the details thereof;

(e) the steps being taken by the Government to ensure a level playing field for all stakeholders in the media and entertainment sector;

(f) whether the Government has assessed the accessibility of OTT platforms for rural and underserved populations and if so, the details of such assessments;

(g) the steps taken by the Government to bridge the digital divide in access to entertainment and educational content on OTT platforms; and

(h) whether there are any plans to improve affordable access to such platforms in these regions and if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR INFORMATION AND BROADCASTING; AND PARLIAMENTARY AFFAIRS

(DR. L MURUGAN):

(a) to (h): As per industry estimates, the OTT sector in India, which was at USD 2.5 billion in 2024, is likely to grow with a CAGR of 14% to reach a size of USD 3.5 billion by 2027.

Large number of OTT platforms are also operating in regional languages having content in regional/local languages. Besides, Prasar Bharati has recently launched its streaming platform 'WAVES' to cater to the growing demand for digital streaming services. The platform aims to revive nostalgia while embracing modern digital trends by offering a rich mix of classic content and contemporary programming. The WAVES OTT also provides a platform for the local and regional content creators to show case their content.

The provisions under Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021(IT Rules, 2021), while recognising the similarity between content publishers on OTT platforms and the content of the private satellite TV channels, also takes into account the difference between these. The Government does not interfere in operational and financial operations of the OTT platforms and matters like subscription charges etc are decided by them independently.
