

## **India Media Market Summary and Forecast**

Industry Report | 2023-12-29 | 49 pages | MarketLine

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### **Report description:**

India Media Market Summary and Forecast

#### Summary

Media in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The Indian media industry had total revenues of \$42.4 billion in 2022, representing a compound annual growth rate (CAGR) of 4.6% between 2017 and 2022.
- The publishing segment accounted for the industry's largest proportion in 2022, with total revenues of \$21.7 billion, equivalent to 51.3% of the industry's overall value.
- India accounted for a share of 8.3% in the Asia-Pacific media industry in 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in India
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in India
- Leading company profiles reveal details of key media market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the India media market with five year forecasts

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## Reasons to Buy

- What was the size of the India media market by value in 2022?
- What will be the size of the India media market in 2027?
- What factors are affecting the strength of competition in the India media market?
- How has the market performed over the last five years?
- What are the main segments that make up India's media market?

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