

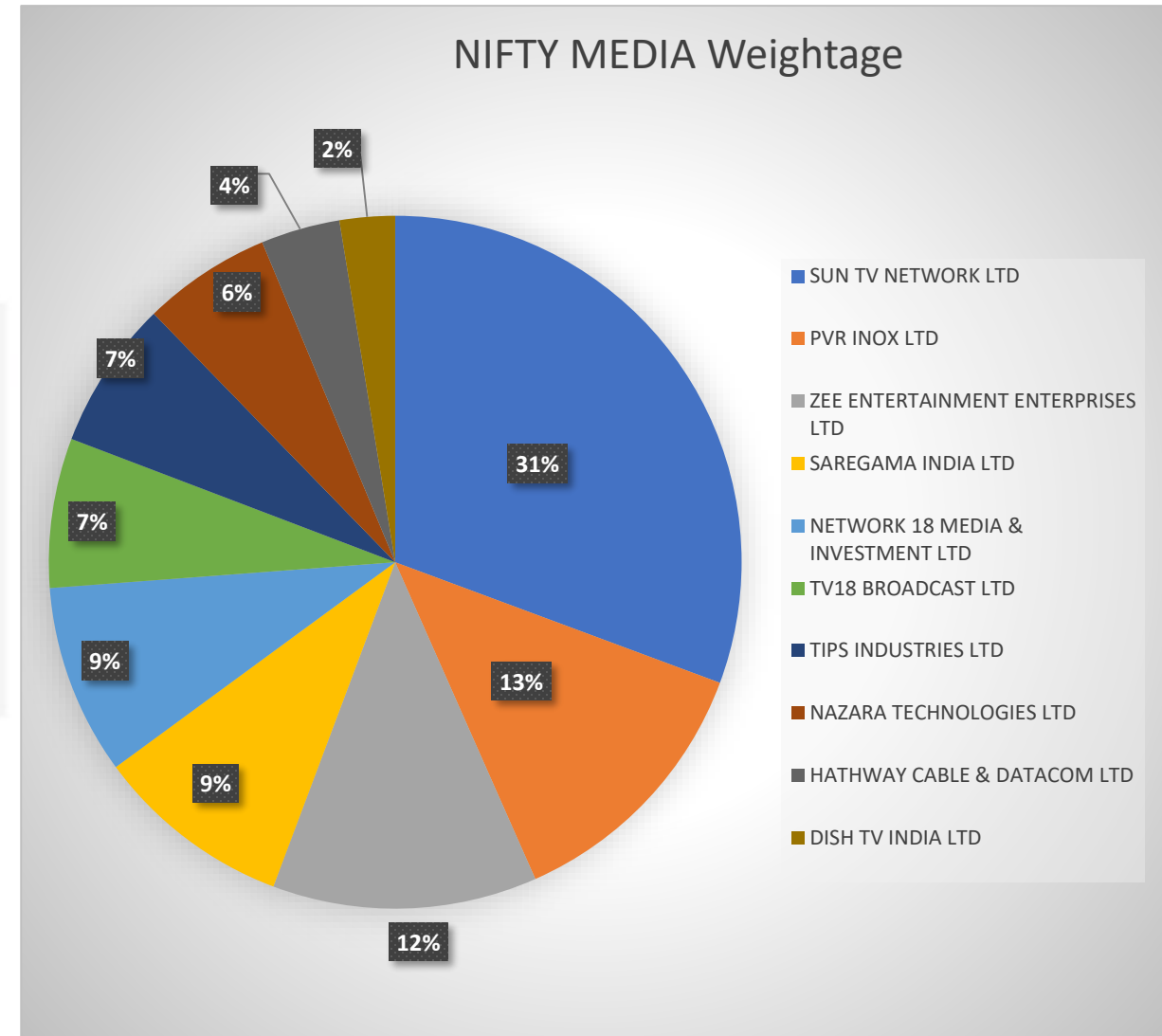
SECTORAL REPORT MEDIA



Indian media industry overview

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. The increasing availability of fast and cheap internet, rising incomes, and increasing purchases of consumer durables have significantly aided the industry. India's media and entertainment industry are unique as compared to other markets. The industry is well known for its extremely high volumes and rising Average Revenue Per User (ARPU).

This significantly aided the country's industry and made India leading in terms of digital adoption and provided companies with uninterrupted rich data to understand their customers better. India has also experienced growing opportunities in the VFX sector as the focus shifted globally to India as a preferred content creator.



MARKET SIZE.

The Indian Media & Entertainment (M&E) sector is set for substantial growth, with a projected 10.2% increase, reaching Rs. 2.55 trillion (US\$ 30.8 billion) by 2024 and a 10% CAGR, hitting Rs. 3.08 trillion (US\$ 37.2 billion) by 2026. Advertising revenue in India is projected to reach Rs. 330 billion (US\$ 3.98 billion) by 2024. The share of traditional media (television, print, filmed entertainment, OOH, music, radio) stood at 57% of the media and entertainment sector revenues in 2023.

According to a report by ICRA, the revenue for the print media industry is expected to grow by 8-10% in FY24. The country's entertainment and media industry is expected to see a growth of 9.7% annually in revenues to reach US\$ 73.6 billion by 2027. In the year 2023, the revenue from subscriptions for over-the-top video platforms across India amounted to approximately US\$ 0.88 billion. This was expected to peak at over US\$ 1.2 billion by 2026. According to Media Partners Asia's Asia Pacific Video & Broadband Industry 2024 report, India's video market, encompassing both TV and digital, is projected to grow from \$13 billion in 2023 to \$17 billion by 2028.

The Indian media and entertainment sector posted a robust 19.9% growth in 2022 and crossed the Rs. 2 trillion (US\$ 24 billion) mark in annual revenue for the first time led by a sharp jump in the digital advertising mop-up. In 2024, the projected revenue in the Digital Media market in India is expected to reach US\$ 10.07 billion. It is expected to contribute 38% to the overall advertising industry in India, on par with television.



TECHNICAL OVERVIEW NIFTY MEDIA– 2,149.70 (MONTHLY CHART)

- Nifty Media was one of the few indices that helped the main index close the month on a positive note, and it was one of those indices that managed to outperform the main index.
- On a monthly scale, the index managed to move above of a 50-Month Exponential Moving Average (MEMA) and closed above it. The index is trading inside the range and it is gradually moving towards the upper wall of the range. RSI has given a positive crossover indicates good strength in the index.
- **Given the range bound structure, the index is likely to continue its upward momentum. The initial resistance level is at 2,190, while the initial support level is at 1,897.**



SECTOR REPORT PERFORMANCE

DATE	MONTHLY SECTOR	PERFORMANCE
1/07/24	NIFTY BANK	UP BY 12.98% IN THE MONTH OF JULY
1/06/24	NIFTY METAL	UP BY 0.93% IN THE MONTH OF JUNE
1/05/24	NIFTY BANK	DOWN BY 0.85% IN THE MONTH OF MAY
1/04/24	NIFTY AUTO	UP BY 4.95% IN THE MONTH OF APRIL
1/03/24	NIFTY FMCG	DOWN BY 0.12% IN THE MONTH OF MARCH
1/02/24	NIFTY PHARMA	UP BY 5.93% IN THE MONTH OF FEB
1/01/24	NIFTY AUTO	UP BY 2.67% IN THE MONTH OF JAN
1/12/23	NIFTY IT	UP BY 9.00% IN THE MONTH OF DEC

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