**Sectoral overview: IMI**

* 1. **1. Snapshot of the sector**
  2. a) **Key Metrics**

**Growth rates**: 26% in 2016 [1], estimated 13.9% in 2017.

It is estimated that the Media and Entertainment sector is 1% of GDP [2] and music is an integral part of film, TV Music Channels, Radio and TV talent shows

**Employment**: The entertainment industry directly or indirectly employs 3.5-4 M people. [2]

**Exports**: Soft Power. Revenues from sale of Indian content abroad averages around 20% of total industry revenue.

**Imports**:  There’s been an estimated 200% growth in sale of international music in India\*. As a result, ticketing sales from international touring artists have grown. Physical sales of CD’s, Merchandise etc.

* 1. b) **Key players**:
* Sony Music, Tips, Saregama, Venus, Aditya Music (Telegu), Universal Music, Times Music, T-series, Zee Music, Yash Raj Films, Asha Audio (Bengali) and Lahari Audio (Kannada).
  1. c) **Trends**:
  + The industry has seen an approximate year-on-year growth of 37 % in digital format.  Nearly 80% of music consumption is via digital platforms. [3]
  + Nearly 1/4th of this digital content is consumed illegally hence, digital piracy continues to hinder the growth [3]. As per a recent IPSOS study, time spent listening to pirated music was higher in India (19%) than in any other country, reflecting the wide use of piracy to source music in the country. According to Muso, users in India visited some form of pirate site 17 Billion times in 2017 and India ranked 3rd in terms of such visits [4].

d) **Key government Initiatives**:

* + DIPP CIPAM’s #LetsTalkIP campaign is spreading IPR awareness in various groups from young students to law enforcement officials. This is a step in the right direction to curb piracy.
  + NIXI blocked 43 infringing websites with dot[IN] domain in an unprecedented move which did not involve the judiciary or any legal proceedings.
  1. e) **Future Outlook**: Move towards a subscription-based model.
  2. f) **For further details please contact:**

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***Sources:***

*[1] Global Music Report, IFPI 2017*

*[2] IBEF: Media & Entertainment Presentation, Ministry of Commerce and Industry*

*[3] 2017 IPOS Study for IMI & IFPI*

*[4] Global Piracy in 2017: TV and Music Illegal Activity Rose, While Film Declined*

*\*Note: A tenth of Ed Sheeran’s “Shape of You” views on Youtube came from India. In the past 1 year, the outburst in popularity of international talents like Ed Sheeran and Justin Bieber in India has triggered an upward trend in revenue from international content and live shows.*