

S.W.O.T Analysis of Media & Entertainment

The Indian Media and Entertainment (M&E) industry is a rising star in the Indian economy, making significant strides. The Indian M&E industry is on the verge of a strong period of growth, fueled by rising consumer demand and improved advertising revenue. According to a FICCI-EY report, the advertising to GDP ratio is expected to increase from 0.38 percent in 2019 to 0.4 percent by 2025.

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- In terms of the number of films produced and cinema tickets sold, the India has the world's second largest entertainment industry.
- Low production costs and high revenues ensure a profitable business.
- With 168 million television households and a large customer base, India ranks third in the world in terms of television market

Strengths

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- Some traditional media industries suffer from a lack of cost structure.
- There is fierce competition for a larger audience share.
- Ratings and circulation figures are flaws.
- A lack of innovation and poor marketing strategies resulted in a setback in the global competition arena.

Weaknesses

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- Global investors' interest in the Indian television industry is growing.
- Increase in viewership and advertising expenditure.
- Every day, technological innovation occurs.

Opportunities

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- Consumer interest in digital media is growing.
- National television advertising is being surpassed by digital media.
- Content resemblance

Threats