

# THE ECONOMIC IMPACT OF ONLINE CURATED CONTENT SERVICES IN INDIA 2021

**148M**

Indians subscribed to OCC services in 2020

**159%**

revenue growth generated by India's broadcasting and online video sector, following the entry of OCC providers including, predominantly regional players

Indians are finding the local content they want on their OCC services

**70%**

consider it important that their OCC or TV content services provide local content

**80%**

are satisfied with the amount of local content on the services they use

**61%**

think that their OCC services provide either a good level, or the best level of content that is made specifically for people in India

OCC services generate creative content boom

**\$45B**

= global collective investment into content spending and creation (excluding sports) from The Walt Disney Company, NBCU, WarnerMedia and ViacomCBS across their distribution channels in 2019



**88%**

local internet users use OCC at least once a week, spending over half of their time viewing local content

OCC services are investing heavily in Indian content



**\$300M**

To be invested in India in order to create original content.



**35**

Pieces of original content to be invested in for launch in 2021, setting aside \$21m (INR1.5bn) to invest in the Indian creative economy



**80**

Original shows across Indian languages to be invested in and released



**\$70M**

To be invested in over 100 pieces of original Indian content



**234**

Episodes of Selfie with Bajrangi have been commissioned for streaming. The Hindi language animated series first started on India's Disney channel.



**80**

Viu original titles in 2019



**\$405M**

Invested to develop its roster of original and licensed Indian content through 2019 and 2020. Releasing 40 local productions over the coming year

OCC services create jobs and deliver returns for the economy

**INR1.75trn**

= total revenue impact of the Indian M&E sector in 2019

**2.65M**

jobs supported in the region; for every new M&E position, 2 jobs are created in other sectors of the economy

**60%**

of production costs are spent in the wider community on eg. catering, hospitality, construction and legal services

OCC investment spurs skills, innovation and infrastructure & produces broader benefits for India

Content investments by global OCC services, and the media companies backing them, create indirect economic benefits for the broader M&E sector

Investment by OCC providers in training and skills during content production ripples through the M&E industry as highly skilled workers shift jobs and collaborate with others. The spillover effects have been found to increase with the size of investment

**20%**

global travellers have visited a destination due to the influence of TV Shows or Movie, as suggested by a TripAdvisor survey

OCC providers bring Indian content to the global stage



Mighty Little Bheem

**NETFLIX**

Netflix Original in 2019



... Netflix provided the platform for the content to be shared within India and globally.

-Chief Executive of the animator Rajiv Chilaka

International and local OCC providers are in a position to expand the reach of Indian content to every part of India, and a global audience. OCC services offer unprecedented scale and reach to diverse viewers, including niche audiences that have long sought to watch Indian content from their home on a different continent.



Delhi Crime

**NETFLIX**

Netflix Original in 2019



... we are honoured to help bring this series to Indian and global members. It is honest and emotional and powerful. Shows like this bring a much-needed lens to the lived reality of women around the world.

- Netflix spokesperson

Delhi Crime is a Netflix Indian original series. It was filmed in India using local cast, crew and production teams. The series was a success, both in India and globally, and became the first ever Indian series to win an Emmy award in 2020 for Outstanding Drama Series.

Pro-investment policies can keep India's Media & Entertainment sector growing

- Policies such as tax rebates or subsidies, that mitigate the risk and high fixed costs of content creation, have been found to significantly increase content investments
- India's existing policy framework, encourages investment in the M&E sector and underpins a virtuous circle of content creation and skills development



Source: The Economic Impact of Online Curated Content Services in India 2021