



India – Media

Honey, who shrunk my screen?

Re-visiting COVID - What has changed?

How has viewing behavior changed? Has craving for entertainment reduced or increased? How is India's digital divided impacting content strategies? What is the impact on production and artist loyalty?

Industry Reset – How is the Industry adapting?

Actors or Content who is the new KING? How is the revenue visibility? What is the Impact on consumer wallets? Impact on new OTT regulations? Where are ticket prices heading?

Hits and flops – Who will win and who will lose?

How are the odds stacking up against Zee, PVR, Inox?

Companies in Focus

PVR Ltd (PVRL IN), Inox Leisure (INOL IN), Zee Entertainment Enterprises (Z IN), Netflix, Hotstar (Disney), MX Player (Times/Tencent)

With Bharat Connect, our objective is to bring to our readers on-ground insights based on interactions across key channels located in tier 2 and tier 3 locations which we refer to as "Bharat". We anticipate Bharat to be India's next growth engine and hence, the focus of our checks.

For this Bharat connect, we focus on developments in the media industry, that has seen a huge growth in subscribers especially from "Bharat". Our takeaways are based on interactions with channels located in Mumbai, Chennai, Delhi. Our channels consisted of media professionals, content analysts and sales managers across OTT and Cinema.

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About Iii

India independent Insights (Iii), Iii is a collaborative effort of SEBI registered and regulated Analyst Nitin Mangal (SEBI Reg. INH 000004723), and SEBI registered & regulated Advisor Pranav Bhavsar (SEBI Reg. INA 000011510).

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