

# INDUSTRY SPEAKS

*Hear the industry stakeholders on the future of M&E segment.*



**PUNIT GOENKA**  
*Zee Entertainment Enterprises*

*Indian M&E is at a tipping point with spurring investments in content and technology, leading to consolidation across segments to achieve scale. This coupled with the consumers' increasing propensity to pay, will result in enhanced entertainment formats and mediums that will redefine the way content is consumed and delivered. Enabling an agile and diversified business model will ensure companies match the pace of change across the industry and capture the resultant opportunities to drive robust growth.*



**NP SINGH**  
*Sony Pictures Networks India*

*The Indian M&E industry is at a critical juncture, where compelling content and captivating storytelling are paramount. While debate on the future of linear TV is ongoing, investing in digital platforms to leverage emerging technologies such as 5G and AI is essential. In doing so, the M&E industry can unlock its potential and revolutionize the entertainment experience.*



**ANIL DUA**  
*DishTV India*

*While television will continue its dominance in certain genres, relevancy of content will determine the pull for few other categories of programming. As viewing habits evolve and ease of viewing takes centre stage, OTT aggregation, hybrid boxes, broadband combos and OTT-TV bundles will define the future of entertainment.*



**VYNSLEY FERNANDES**  
*NXTDIGITAL Limited*

*Emergence of new technologies has not just fuelled the democratisation of content delivery platforms but is also driving its "commoditisation". Distribution companies need to ensure rapid adoption and adaptation of these delivery mechanisms to stay ahead of the curve and compete effectively for consumer eyeballs.*

## EXPERT SPEAK



**GAURAV DWIVEDI**  
*Prasar Bharati*

*Adapt, innovate, keep track of consumer behaviour and prioritize diversity and social responsibility - the way forward for the M&E industry to stay relevant and have a positive impact on society.*



**NAKUL CHOPRA**  
*BARC*

*TV remains the definitive entertainment screen in an Indian home. The mass audience TV provides & the cost efficacy of the medium is unmatched by any other medium. In addition the broadcast industry together with the broadcast ecosystem can take credit for 'independent 3rd party' audience measurement via the largest measurement panel in the world. Other mediums will grow – but TV will retain its dominant position for quite some time.*



**AVINASH KAUL**  
*Nework18*

*Future of News was is and will continue to be bright. News is genre, device and platform agnostic. Data mining the news consuming cohorts to understand the news playlist of consumers, and fine-tuning digital delivery customised to the user, is where the gold pot at the end of the rainbow is.*



**MAHESH SHETTY**  
*Viacom 18 Media*

*The last couple of years witnessed new categories like ed-tech, crypto, gaming etc giving a big boost to Adex. The next couple of years will be dominated by the traditional categories like FMCG, E-commerce, Auto and durables. Easing input costs and semi conductor chips supply chain will provide the much needed impetus to these categories to aggressively invest in advertising to drive sales growth.*

## EXPERT SPEAK



**HARIT NAGPAL**  
Tata Play

*Both the content and distribution sectors of broadcast segment have hyper competition due to presence of multiple players. Hence the sector can be left on its own without micromanagement for the most efficient to survive and serve the customers in the long run.*



**GURJEEV SINGH KAPOOR**  
Disney Star

*TV has an unparalleled reach of 900 million viewers and is the largest media platform in India. With less than 70% of homes in the country having a TV, the market remains under-penetrated, offering significant potential for growth in the years ahead.*



**AMIT ARORA**  
Indiacast

*Indian viewers are extremely discerning and demand choice to watch content based upon their convenience. The key to successful distribution today is to make the content accessible across all platforms and devices, at the right price point.*



**ANUJ GANDHI**  
Plug & Play Entertainment

*We are transitioning from broadcasters fighting for TRPs to content creators (across genres, formats, long and short form, established and UGC) fighting for consumers' screen time, the size of screen being immaterial now!*



**BARUN DAS**  
TV9

*The news media landscape in India is observing a tumultuous change, but the good part is that the genre is acknowledging some out-of-box ideas. The news consumer expects and deserves the best as India gears up for the mega news event - the general elections - a few months from now. The viewer will stick to the platform that serves him or her the best.*



**SHASHWAT SHARMA**  
Airtel

*The size and diversity of Indian consumers, and the emergence of a wide range of access technologies from Satellite, Fiber and 5G, has made the media and entertainment landscape extremely dynamic and filled with innovation today. The industry will transform dramatically over the next 5 years.*

Source: EY-FICCI Report ME Report