



DD FREE DISH SEES BIG MONEY



Public broadcaster Prasar Bharati has mopped up Rs 1073 crore from the e-auction of 65 MPEG-2 slots on DD Free Dish. Seven slots were sold, with the highest bid of Rs 18.7 crore coming from Bflix. Other channels that secured the slots on the last day were Enterr10 (Rs 17 crore), GNT (Rs 17.9 crore), India TV (Rs 18.65 crore), Bharat 24 (Rs 17.15 crore), ABZY Cool (Rs 16 crore) and Sun Marathi (Rs 18.5 crore).

The auction saw participation of broadcasters from different genres. However, the big four networks' Hindi general entertainment channels Star Utsav, Zee Anmol, Sony Pal and Colors Rishtey stayed out of the auction.

INDIA TV MARKET RISING AS PER TRAI

India's television industry has recorded a growth of around 5%, standing at Rs 72,000 crore for 2021-22 as compared to Rs 68,500 crore in the previous fiscal, shows the Telecom Regulatory Authority of India's (TRAI) annual report for FY 2021-22.

TRAI has stated that subscription revenues account for a major share of the overall industry revenue but that has declined by



6.22%, falling from Rs 43,400 crore in 2020-21 to Rs 40,700 crore in 2021-22.

However, advertisement revenue for the sector has increased by 24.7% to Rs 31,300 crore in 2021-22 from Rs 25,100 crore in the previous year.

The TV broadcasting sector encompasses approximately 350 broadcasters, out of which there are 42 pay broadcasters at the end of March 2022. Further, there were 1764 (Multi System 3 Operators (MSOs) registered with the Ministry of Information and Broadcasting (MIB), 1 HITS operator, 4 pay DTH operators and 20 IPTV operators, at the end of March 2022, in addition to the public service broadcaster Doordarshan, providing a free-to-air DTH service in India. Further, as per the information provided by MIB, as on 1 January,

2022, there were a total number of 81,706 cable operators registered in the country.

SHORT FORM VIDEO MARKET TO TOUCH \$ 12 BN



The Indian short-form video (SFV) market could potentially be an opportunity of \$8 billion to \$12 billion by 2030,

according to a report by tech and data-driven consultancy firm Redseer Strategy Consultants.

For brands, influencer marketing is becoming an increasingly popular strategy in India. The report projected marketing spend on influencers to be worth \$2.8 billion to \$3.5 billion in 2028, from the current \$0.35-0.4 billion.

Indian SFV apps have seen constant growth in adoption and engagement; leading players have come close to global players in terms of scale while having similar engagement levels. Time spent per daily active user stood at 26 minutes for an average Indian player, same as a global entity. ■



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