



INDIAN OTT MARKET ON A ROLL



The Indian OTT streaming industry is expected to grow to USD 13-15 billion over the next

decade at a CAGR of 22-25 per cent, according to a joint report on media and entertainment. The OTT (over-the-top) industry is constantly growing and is one of the most competitive amongst emerging markets with over 40 players representing all types of content providers, said the report from industry body CII and Boston Consulting Group (BCG).

Moreover, it has been also helped by India specific price points offered by global players here such as Netflix, Prime Video, Disney+ offering plans in India at 70-90 per cent cheaper than the US

According to the report, the Indian Media & Entertainment industry has revived to pre-COVID levels and is expected to grow to USD 55-70 billion by 2030 with a CAGR of 10 to 12 per cent, driven mainly by strong growth in OTT, Gaming, Animation and VFX.

APPLE BECOMES A US\$ 3TN COMPANY

Apple hit a market cap of \$3 trillion recently, during intraday trading, before dropping back under the mark shortly afterwards. Apple broke the barrier when its share price hit \$182.86.



Apple rose 2.5% on Monday to close at \$182.01, just missing closing the trading day at the \$3 trillion mark.

The milestone is mostly symbolic but it shows investors remain bullish on Apple stock and its ability to grow. At a market value of \$3 trillion, Apple tripled its valuation in under four years. And analysts see plenty of room to run.

Apple showed annual growth across all of its product categories in its fourth-quarter earnings, with revenue up 29% year-over-year. While the iPhone is still the biggest sales driver, Apple's services business grew 25.6% year-over-year and delivered more than \$18 billion in revenue during the quarter.

Apple became the first publicly traded U.S. company to hit a \$1 trillion market cap during intraday trading on Aug. 2, 2018. It hit a \$2 trillion valuation just over two years later on Aug. 19, 2020.

Apple's peers aren't far behind. Microsoft is worth about \$2.5 trillion, Amazon has about a \$1.75 market cap and Google's market valuation is just shy of \$2 trillion.

Apple stock rose 34% in 2021

MEDIA INDUSTRY GROWING GLOBALLY

The study by Ernst & Young released on Monday found that media and entertainment companies "are continuing to increase their lead as one of the most profitable industries" with profit margins of around 28 per cent.

The study covers a variety of segments in media and entertainment, including cable TV operators, interactive media, music, broadcast television and even publishing - an area which lags behind other segments but remains profitable.

"We are seeing that digital is

very much driving profits now, instead of disrupting it," said Ernst & Young's John Nendick.

Media and entertainment firms have increased profit margins in every year since 2010, according the study.

Cable TV had the highest profit margins in the industry at 41 per cent, followed by cable networks (37 per cent), interactive media (36 per cent), electronic games (29 per cent), conglomerates (26 per cent) satellite television (26 per cent), publishing and information services (21 per cent) television broadcasting (19 per cent), film and television production (12 per cent) and music (11 per cent).

The study also found that interactive media saw profits grow at the fastest pace, while publishing had the slowest profit growth.

The interactive media segment, which includes firms such as Google, Netflix and Facebook, has seen profits climb at a 19 per cent pace, while the publishing segment, which includes the New York Times and Gannett, has been growing at just one per cent.

"Publishing and information services companies continue to see declining advertising and subscription revenues," the report said.

"While digital revenues are growing, this only makes up a very small portion of overall revenues."

A separate report from the research firm PwC said the global newspaper industry will start to grow in 2015 after a long period of decline, but that the trend will vary considerably in different regions.

PwC said the overall sector will see 0.1 percent revenue growth in 2015, led by emerging markets. It said the Asia Pacific market is set to grow at a pace of 3.4 per cent through to 2018 but that North American revenues will fall 4.2 per cent over the same period "as the migration of advertising and readers to digital continues." ■