

EXPERT TALK

Voices from the industry heads.



Harit Nagpal
Tata Play Ltd.

Availability of same content as pay and free has been behind the stagnation of the pay industry, TV and OTT. If content owners correct that, the industry will grow again.



Nakul Chopra
BARC

Television viewership in 2023 has grown smartly versus 2022 and currently exceeds even 2021 ratings. Marquee events like IPL have seen large growth in viewership. Not to take away the performance of other screens – but TV continues to be the definitive screen for Indian homes.



Vynsley Fernandes
Hinduja Global Solutions Limited

With digital saturation expected to slowly envelop the consumer footprint, distribution companies are directing their focus on retention strategies that extend well beyond the realm of discounts. Integrated product offerings – like bundled broadband, television, & OTT could soon become the “de rigeur” offering to consumers.



Siddharth Sharma
Airtel

Evolving consumer preferences, increased internet access, and emerging technologies are fast reshaping M&E in India. With the emergence of access to technologies like 5G, Fiber, and Satellite, a sizeable section of consumers are enjoying seamless streaming of higher quality content, thus unlocking new opportunities for the sector.



Manoj Dobhal
DishTV India Limited

The year ahead should be more balanced, bringing with it coexistence of traditional and new age products with an enhanced customer experience. Strategic agility will be critical for success.



Gurjeev Singh Kapoor
Disney Star

Regulatory forbearance is critical for the Pay TV universe, allowing broadcasters to unleash their creativity and produce top-quality sports and entertainment content. An environment of choice and flexibility will enable an ecosystem which will continuously engage and captivate consumers, driving growth and innovation in the industry.



Anuj Gandhi
Plug & Play Entertainment

The focus on an AVOD ecosystem (especially on sports) will continue, but will have to be balanced with SVOD economics, as AVOD will remain brutal with Big Tech dictating the CPMs. Aggregation/ bundling of apps and consumer convenience will be a key focus to grow the SVOD business.



Rajesh Kaul
Culver Max Entertainment

Linear TV being economic, having easy content accessibility and stable connectivity continues to be a platform of choice for the masses. With media penetration less than 70% and increased disposable income, rural India provides the next big opportunity for growth.



Atul Das
ZEE Entertainment Enterprises Ltd.

The implementation of NTO 3.0 coupled with the growth of the pay-TV ecosystem across households, signifies positive mid to long-term growth for linear subscription revenues. A well-

balanced approach towards pricing and quality content will determine the consumer's platform of choice.



Amit Arora
Indiacast

Subscribers continue to be discerning and opt for distribution platforms that they think are the best for their needs. The landscape is throwing up challenges every day but in the mid to long term all forms of video distribution

shall co-exist.



Ajit Varghese
Disney Star

As India leans into premiumization, high-quality content and immersive experiences ensure growth across traditional and modern platforms, supported by integrated technology, AI, and data privacy. Brands will be willing

to invest more for stronger consumer connections and transactions compared to alternative content or data aggregation methods.



Mahesh Shetty
Viacom18 Media

The industry anticipates sustained growth, fueled by India's resilience amidst global challenges and a positive consumer outlook. Consumer demand is expected to be strong across urban and rural markets. Advertisers will

continue to invest in growth with increased ad spends, making 2024 a promising year."



Ashish Sehgal
ZEE Entertainment Enterprises Ltd.

All macro-economic indicators are pointing towards higher consumption levels, which will lead to a significant rise in AdEx across markets. Leveraging the synergies between TV

& digital to improve yield and generate high ROI will enable advertisers to have a sustained presence throughout the year.



Sandeep Mehrotra
Culver Max Entertainment

While a digital presence grabs attention in today's fastpaced world, television brings credibility and prestige that helps build enduring brands. Key is to shift from digital vs. TV to a digital and TV mindset for powerful brand impact.