

Beat: Entertainment

## INDIA TELEVISION MARKET to Cross \$ 9 Billion by 2021

### TechSci Research Forecast

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**USPA NEWS** - Increasing disposable income coupled with technological advancements and growing preference for smart, energy efficient and internet enabled televisions to drive India television market through 2021. According to TechSci Research report...

Increasing disposable income coupled with technological advancements and growing preference for smart, energy efficient and internet enabled televisions to drive India television market through 2021. According to TechSci Research report 'India Television Market By Type, By Feature, By Resolution, By Size, By Leading City, By Point of Sale, Competition Forecast & Opportunities, 2011-2021', the television market in India is anticipated to cross US\$ 9 Billion by the end of 2021.

With a population of over a billion, India is one of the major developing countries with huge middle class population base and rising per capita income. In recent years, Indian television market has witnessed drastic transformations, with consumer preference changing from CRT TVs to Smart TVs. With emergence of new technologies and robust adoption of these technology equipped televisions, the India television market is expected to grow at a robust pace during 2011-2015.

With increasing digitization, the number of DTH users in India is expected to increase from 43 million in 2015 to 62 million by 2021. In order to ensure 100% digitization across the country, the Government of India allowed 100% FDI, through automatic route, for broadcast carriage services like teleport, cable services and head-end-in-the-sky (HITS). Backed by favorable government policies and increasing number of DTH users, the demand for televisions, especially Smart TV, is expected to increase in the next five years.

During the last fifteen years, about 90 million people shifted from rural to urban areas in India, which resulted in increase in the number of cities with more than 1 million population in the country from 25 in 2001 to around 50 in 2014. Moreover, more than 50 million new houses were constructed in urban India during 2001 - 2014. The same trend is likely to continue in the coming decade as well. Increasing urbanization and growing number of households are some of the factors which are expected to propel the growth of the country's television market during 2016-2021.

Source : TechSci Research

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