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**IMPACT OF COVID-19 ON MEDIA AND ENTERTAINMENT INDUSTRY**

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**ABSTRACT**

COVID-19 had an impact on every section of society in one or the other way. The Reserve bank of India (RBI) has predicted a negative economic growth rate for the economy. Government has imposed complete lockdown of more than two and half months to limit the outbreak of the lethal virus that had drastic and adverse effect on the manufacturing as well as the service sector. COVID-19 has effected multiple segments of the Media and Entertainment industry in different manner. Some of the segments have faced adverse effect whereas few others have flourish. The media and Entertainment industry is assumed to be one of the highest growing industries in the Indian economy. So in this paper, an attempt has been made by the authors to study the impact of the contagious Covid-19 on the different segments of Indian Media and Entertainment industry.

**KEYWORDS**

COVID-19, media and entertainment industry, advertising, market, communication tools.

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**INTRODUCTION**

Entertainment is as necessary as food and shelter for all of us. When we all were packed inside our houses to protect ourselves from the outburst of the contagious Covid-19, then some sort of entertainment is needed to pass the time. All sorts of outdoor entertainment medium were closed and only indoor entertainment medium were easily accessible which include TV, Radio, Newspapers, OTT platforms, etc.

The Media and entertainment industry was both positively and negatively affected by Covid-19. Sectors like out of home entertainment which includes a movie theatre, theme parks, and sports centres, etc. have a negative impact whereas sector like OTT platforms and few TV platforms were positively affected.

**REVIEW OF LITERATURE**

As per KPMG (2020) traditional media could face some crises but digital media businesses have fared relatively better, although only on the consumption side.

Shekhar (2020) has thrown light on all the issues media and entertainment industry is facing after COVID-19 hit the world.

PTI (2020) reported in the 'The Hindu' articles that the Indian Newspaper Society (INS) has urged the government to grant a compensation package for the newspaper industry to overcome the unprecedented loss they faced due to noble coronavirus.

Jha (2020) in her article has stated that there is a 20% of growth of subscribers for the OTT platform.

Omnicom Media Group (2020) has presented in their report about the consumer preferences towards TV, OTT platforms and social media.

PWC (2020) in their report has listed various issues media and entertainment industry is facing in the present situation of COVID and have suggested necessary step to overcome this situation.

**OBJECTIVES OF THE STUDY**

1. Impact of COVID 19 on different segments of entertainment media.
2. Issues faced by the entertainment and media industry.

**RESEARCH METHODOLOGY**

This study is based on secondary data. Data related to research purpose is collected from various online newspapers and periodic reports on media and entertainment industry published by different institutions like KPMG, BARC India, Omnicom Media group, etc.

**DATA ANALYSIS AND INTERPRETATION****1. Impact of COVID-19 on different segments of entertainment media:****a) Television**

When people were caged in their houses due to COVID, Television was a vital source of information and entertainment. Television has been a part of everyone's life from time immemorial. As per KPMG report (2020), TV viewership has increased but fresh content was missing due to lockdown. During COVID times News Channels have gained popularity. As per Business Today report (10 April, 2020) BARC India has stated that Doordarshan became the highest-watched channel in India, due to two of the most popular shows in Indian history -- Ramayana and Mahabharata. Doordarshan has increased its TRP (Television Rating Point) by running all classic serials like Shaktimaan, Buniyaad, etc on its channels in the lockdown.

TABLE 1

Particulars	Pre-COVID	During Lockdown
Weekly viewing minutes(billion minutes)	887	1215
Average daily reach(million)	560	622
Number of channels watched	16	22
Daily average time spent per viewer(hours : minutes)	3:4	4:39

Pre-COVID-19 period is Jan 11-31; Lockdown week is March 21-27

Source: BARC, Neilson (Bloomberg Quint)

**b) Cinema**

As per ET (2020), trade analysts and big producers have predicted a loss of Rs. 200-250 crore due to delay in the release of films or shooting in under-production films. Movies like Brahmastra, starring Ranbir Kapoor and Alia Bhatt, Shahid Kapoor’s Jersey suspended their shootings in between due to the sudden fall of the pandemic. Rohit Shetty’s Sooryavanshi which was all set to release on March 24, delayed its release date due to a sudden lockdown of 21 days, announced by PM Narendra Modi from midnight of 24 March. Other movies like Sir, 83, Sandeep and pinky faraar and haathi meri saathi also got delayed. Movies like Angrezi Medium, Laxmii, Dil Bechara, Gulabo Sitabo, Shakuntala Devi, Gunjan Saxena, Sadak 2, Ludo, KhaaliPeeli, Khuda Hafiz, Lootcase, Durgamati, and Coolie no. 1 were released on the OTT platform.

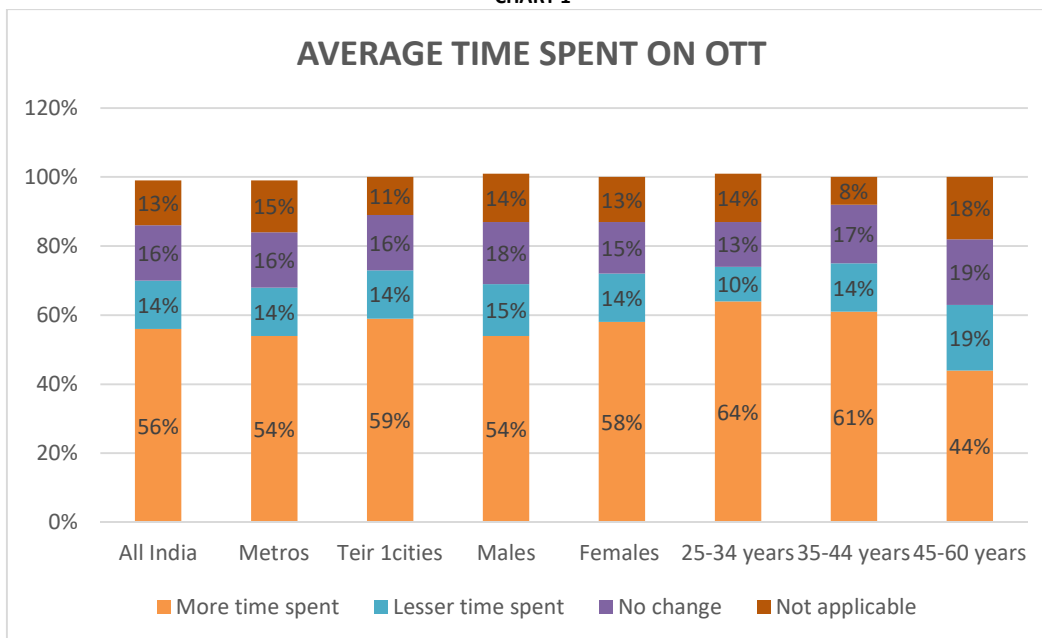
**c) Print media**

Print media is the fourth pillar of democracy which is well known for providing factual information is also negative impact due to this epidemic. As per the report of The Hindu (2020) which states that the Indian Newspaper Society (INS) has reported a loss of 12,500 crores in the last eight months and an annual loss of ₹ 16000 crores for the newspaper industry. Further, it has asserted that both advertising and circulation have been seriously affected by the COVID-19 pandemic. Many of the publication houses have either shut down or suspended some of their editions.

**d) Over the top (OTT) platform**

When everyone was forced to stay inside their houses, OTT platforms were the most convenient medium of entertainment. OTT has bloomed to its highest peak during the lockdown period. As per LIVEMINT report (2020), there is an outstanding growth of 60-70% for OTT subscribers since May 2020. Thereafter it was witnessed around 20% per month. Earlier there was a quick rise in the number of subscribers but later the growth has slowdown. Like Netflix has reported 2.2 million net additions in Q3 versus 10.1 million globally in Q2. OMG Omnicom Media Group (2020) stated that the average time spent on OTT platforms was 95 minutes on daily basis.

CHART 1



Source: Omnicom Media Group (2020)

**e) Radio**

The disastrous pandemic of 2020 has a positive impact on radio listenership. As per Deccan herald report, the Association of Radio Operators for India (AROI) has conducted a study that states that there are 51 million radio listeners. The study further states that there is a 22% increase in radio listenership from 64% to 86%. During COVID times radio has been one of the reliable mediums for information. Radio has a second credibility score of 6.27 after the Internet which is at 6.44.

**f) Live events**

Due to sudden outbreak of lethal coronavirus which was originated from China’s Wuhan has affected various live events which were scheduled to be organized worldwide. List of live events which got canceled in India due to lockdown:

- IIFA Awards,
- Indian Fashion Week,
- AWS (Amazon Web Services) summit 2020,
- India Fintech Festival (IFF 2020)

Either the live events got canceled or delayed due to the outspread of deadly coronavirus which has resulted in millions of dollars lost to the event industry.

**2. Issues faced by the media and entertainment industry**

- a) Social distance guidelines are the big obstacles for live events nationwide at stadiums, arenas, theatres, resorts, theme parks, and other venues which cause loss to the entertainment and media industry. As per the business standard report (2020) India’s exhibition sector has lost an estimated ₹ 3,570 crores due to the lockdown imposed across the country to curb the spread of the COVID-19 pandemic.
- b) Delays in film and television production due to halt in the shooting because of pandemic and its guidelines
- c) Only important business activities were permitted by the government, which also resulted in the loss of the Media & Entertainment Industry.
- d) Print Media suffered a loss due to fear of infection in public. The Indian Printer & Publisher (2020) reported that as per Ad factors the Indian newspaper industry expected to lose ₹ 4000- 5000 crores in just March and April due to sudden lockdown. And also their annual revenue is expected to decrease by 16% in FY 2020-21.
- e) Electronic media especially television have to make huge adjustments in the advertisement time slots which are normally booked in advance.

- f) As per the financial times report (2020), Advertisement revenue has suffered a loss due to COVID as many major airlines, travel and tourism brands, electronic goods, real estate companies have canceled television commercials and few of them are re-evaluating their advertisement spends.
- g) OTT platform was the most preferred medium of entertainment during COVID times; content that is aired through OTT was advertisement-free. This also causes a loss in revenue generated from the advertisement. Overall advertisement revenue growth and decline in the FY 21 on various mediums.

TABLE 2

Segment	Advertising revenues (INR billion)		FY21 Growth / Decline
	FY20	FY21	
Digital and OTT	199	223	12%Growth
TV	262	217	17% Decline
Print	198	107	46% Decline
Films	11	4	65% Decline
Out of Home	31	16	49% Decline
Radio	25	12	50% Decline
Total	726	579	20% Decline

Source: KPMG in India analysis 2020(Campaign India)

## CONCLUSION

The contagious COVID-19 has a positive as well as a negative impact on different entertainment sectors. On the one side sectors like print media, cinema (especially movie theatres), out of home entertainment have faced adverse effects due to fatal disease but on the other hand OTT platforms, television have got positive impact. Advertisement revenue which is a major earning for the entertainment industry is heavily affected due to COVID; only revenue from OTT advertisement had an upward graph.

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