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M&E INDUSTRY: THE NEXT  
FRONTIER

# **MEDIA & ENTERTAINMENT INDUSTRY REACHED RS 1.67 TRILLION IN 2018**

The Indian Media and Entertainment (M&E) sector reached Rs 1.67 trillion (\$23.9 billion) in 2018, a growth of 13.4 per cent, according to EY-FICCI report A billion screens of opportunity. The report was launched at the FICCI Frames 2019 in Mumbai.

As per the report, the M&E sector in India is expected to cross Rs 2.35 trillion (\$33.6 billion) by 2021, at a CAGR of 11.6%. While television retained its position as the largest segment, growth is expected to come from digital which will overtake filmed entertainment in 2019 and print by 2021.

The sector continues to grow at a rate faster than the GDP, reflecting the increasing disposable income and economic growth. India has the second highest number of internet users after China with 570 million internet subscribers growing at 13% annually. The report estimates that approximately 2.5 million consumers in India today are digital only and would not normally use traditional media. It is expected that this customer base will to grow to 5 million by 2021.





**Kopeshwar Temple:** Dedicated to Lord Shiva, Kopeshwar Temple situated on the banks of river Krishna setting a fine example of ancient sculptural technique. The temple was built in 7th century AD, during the reign of the Chalukya Kings. It was patronized by the Shilahara Kings during the 12th and 13th century. The temple was built with basalt stone which was imported from South India. Kopeshwar temple has a circular open sky roof, Hingall, old pillars with carving of deities, animals, male and female artists performing various dances on its walls. Unique feature of the temple is that visitors first get a glimpse of Lord Vishnu as Dhopeswar in ling form instead of the Shivaling which is usually the case in Shiva temples. Another notable feature is that there is no Nandi at the entrance- which is the norm for all Shiva temples. Kopeshwar temple currently is being restored and is well maintained under the supervision of Archeological survey of India.



**Markanda Mandir:** The Markanda temple is constructed on the bank of Vainganga on the east side. Earlier, there use to be twenty four temples out of which eighteen temples exist presently. Only four of these eighteen temples are in good condition. Stories from both Ramayana, Mahabharata are connected with these group of temples. Markanda is supposed to derive its name as well as fame from sage Markandeya who according to the Hindu holy scriptures worshipped Lord Shiva and obtained immortality at this place. All the temples have architecture and idols similar to the ones in Khajuraho group of monuments, hence it is even referred to as the 'Khajuraho of Vidarbha'. The exact age of the temple is still a mystery even to historians. Every year, a 10-day fair is organised at the temple during Mahashivratri festival, which is attended by thousands of devotees from people across the country.

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