

# A STUDY ON THE IMPACT OF SOCIAL MEDIA ANALYTICS ON INDIAN MEDIA AND ENTERTAINMENT: A CASE STUDY

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**Abstract-** In India, Media and Entertainment industry consist of various segments such as films,TV, and print. There are also smaller segments such as music, gaming, animation, radio and Internet advertising. In last two decades, entertainment Industry has been made a name as the fastest growing industries in India. Media and entertainment industry finding itself in digital media also. The growth in this industry highly depends on the revenue generated by advertisement sector. Change is constant in this industry. Industry should be very quick to respond to the changes. Media plays main role in acting according to the thinking of million people. Indian media and entertainment industry spend more for the steady growth of the income. Within five years, we can see a drastic change in the industry. In few years, India is trying to see itself in digital technologies.

**Key Words-**Social media analytics,Media and Entertainment industry, Television industry, Film entertainment, Digital media.

## I. INTRODUCTION

Social Media analytics is the process of gathering data from social media websites and analyzing the data to make business decisions. The most common application of social media analytics is mining the customer sentiments. This data will be useful in marketing and customer service activities. Also in fields such as business decisions, sales, and others. The logic used for designing these tools is selection, mining, data pre-processing, hidden pattern evaluation and transformation.

Media and Entertainment (M&E) industry in India is the bright sector for the economy and is making high development. The Indian Media and Entertainment industry, providing its elasticity is on the peak of a strong phase of development, improving advertising revenues and backed by rising consumer demand[1].

Media and Entertainment (M&E) in business decisions have generally been guided by experience. But in today's complicated world, the challenges are often too complex. Only very few firms have the ability to understand the way consumers make decisions and identify opportunities through those decisions. As social media grows rapidly, traditional approaches to developing a product and marketing strategy must be changed. Various organizations capture

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these social data, which consists impurities, and purify it into meaningful data, which gives the particular customers perceptions.

## II. RELATED WORK

### A. *FICCI-KPMG Indian Media and Entertainment- Industry Report 2015-*

According to the report Media and Entertainment industry in India has an average growth of 13.9% that is from INR1026 billion in 2014 to reach INR1964 billion by 2019. The growth in digital media continued till 2014 with a significant growth in digital advertising of 45% over 2013. Critical tax and regulatory interventions were the key factors for this growth[2].

#### Television Zone

In television zone cable digitalization process progressed. But there was no solution for addressability and greater transparency. DTH Operators improved services by increasing penetration of HD channels, premium channels and value added services (VAS).

The Figure 1 shows the growth status of television industry from the year 2004 to 2010.

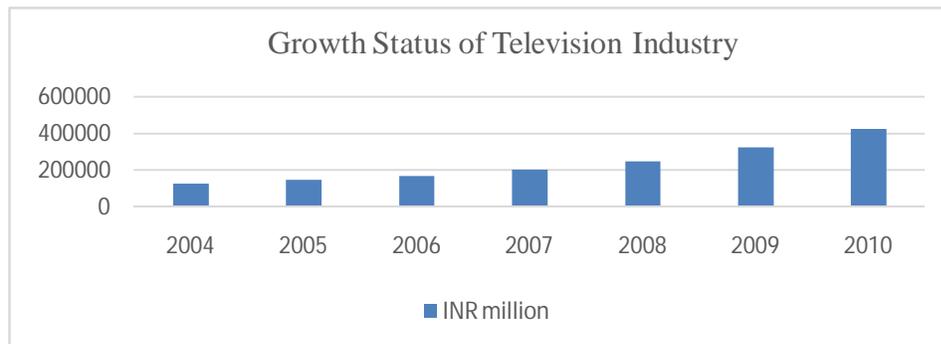


Figure 1. Growth Status of Television Industry

#### Print Sector

The Indian print industry is highly disintegrated at the national level as well as regional level. The revenue obtained by advertisement holds an important part in the total revenue and this growth continues.

The Figure 2 shows the growth status of print industry across the year 2004 to 2010.

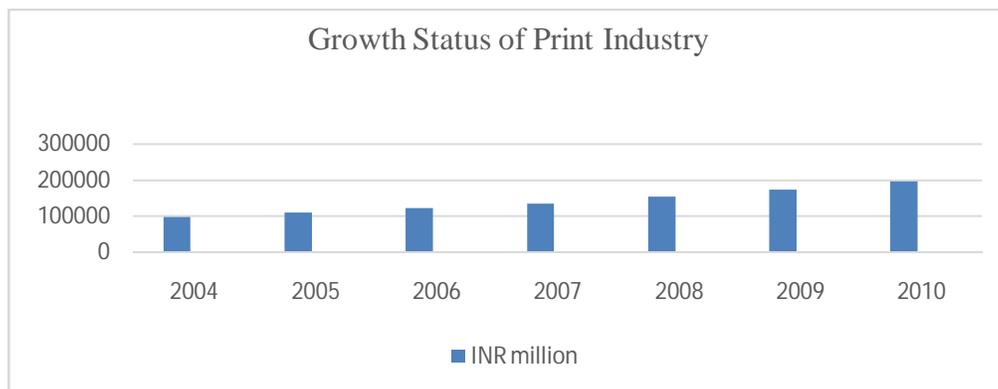


Figure 2. Growth Status of Print Industry

### Digital Media Sector

Digital media sector showed a fantastic growth in the year of 2014. India has ranked second largest country in respect of a number of internet users. The usage of Smartphone's, growth in a number of 3G and 2G subscribers plays a major role in making digital India program a successful one[3].

The Figure 3 shows the growth status of digital media industry from the year 2004 to 2010.

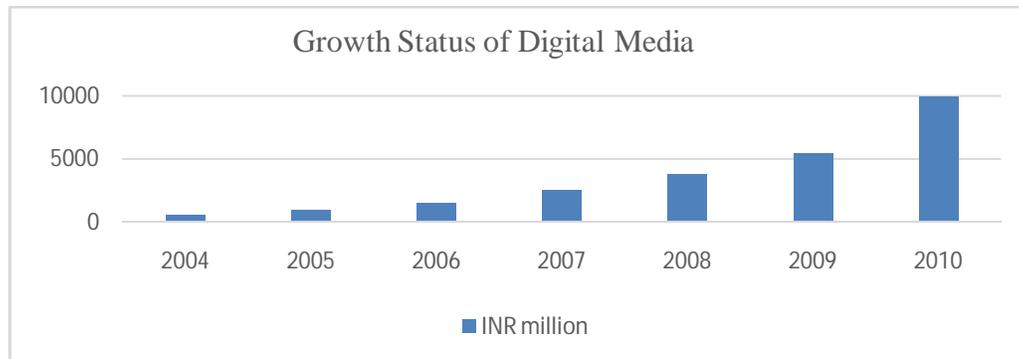


Figure 3. Growth Status of Television Industry

### B. Report on Film Industry in India by ERNST & YOUNG

Media and Entertainment industry in India has tremendous growth opportunities for the global association. Almost all of the world's media hulks have been present in the Indian market for more than 20 years. Indian media sector made a vibrant change, which affected many matured markets. For example, the newspaper industry is facing major declination in revenues because of digital media.

#### Film entertainment

In India, the Hindi film industry is popular as the highest contributor to the revenue of industry, followed by South Indian film industry. India is producing the largest number of films in the world. But earning less revenue because of low-ticket generation and ownership levels.

#### Key Tendencies that supported film industries

- ❖ Around 60% of overall income generated for a movie will be from theaters. After 2012 new media such as 3G services, mobiles, and many online platforms opened the door for revenue.
- ❖ Collaborating the local film with international studios such as Disney etc helps in developing Hindi and many other regional movies.
- ❖ Introducing 3D cinemas has significantly resulted in an increase in a number of audiences.

#### Virtual Effects(VFX) Industry

TheVFX industry is one of the emerging concepts in India which uses computerized effects to create live action. It is used by visual media and can be divided into sectors such as movies, TV shows, and advertisements. This segment is still in its growing state in India so consumption of

this concept in India is relatively very small and therefore the huge portion of the work consists of projects from the US and the UK.

Key Tendencies that supported VFX industry

- ❖ At present, there is a powerful growth in a number of VFX companies in India. India takes around 10% of total animation. However, there are still possibilities for development of VFX in India.
- ❖ The Indian market was very slow in accepting VFX as a gateway of improving visual experience, this is mainly due to high cost and low-level skills. But India is advertising industry has been trying to increase the usage of VFX also film industries is also adopting VFX.
- ❖ Underdeveloped markets for VFX in India tempts the experts to sell their creativity and talents to abroad[4].

Figure 4 shows the Digital media platform saturation index by EY report, 2013. This is based on household infiltration rates of 3G and broadband services

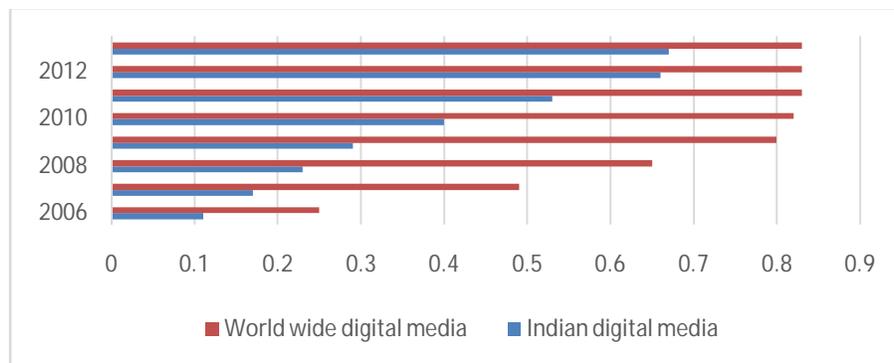


Figure 4. Growth Status of Indian digital media

As per ERNST & YOUNG report it is very important to encourage art, artists, technicians etc and also to give them a chance to exhibit their talents.

### III. DISCUSSIONS

The Indian Media and Entertainment industry has played a prominent role in developing the Indian economy at faster's rate. From last few years with the Indian economy the income levels also growing at high rate. There are also some factors which are responsible for this growth. Some of them are:

- ❖ Advertising plays a very important role in the growth of the industry. But the report shows that India spends very less in an advertisement which turned as a challenge for the media and entertainment industry. To overcome this problem India initializing various steps. The Figure 5 shows the rate of spending on add in different countries[5].

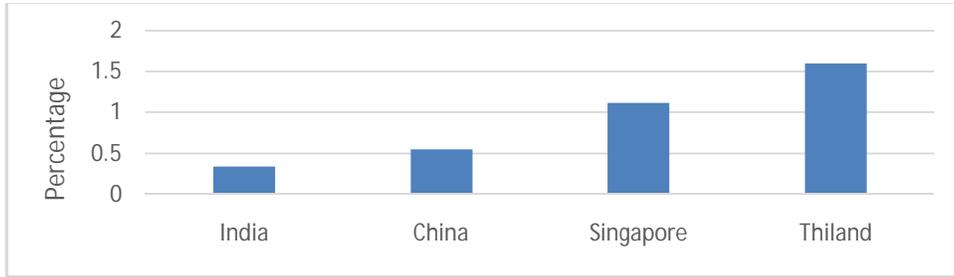


Figure 5. Growth Status of advertisement industry

❖ Media filtration differs across different economic classes. This will be very poor for the lower economic classes; the number is higher in such classes. Therefore, many

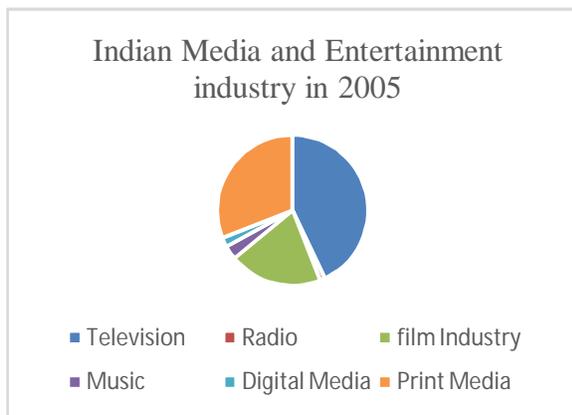


Figure 6(a). Indian Media and Entertainment industry in 2005

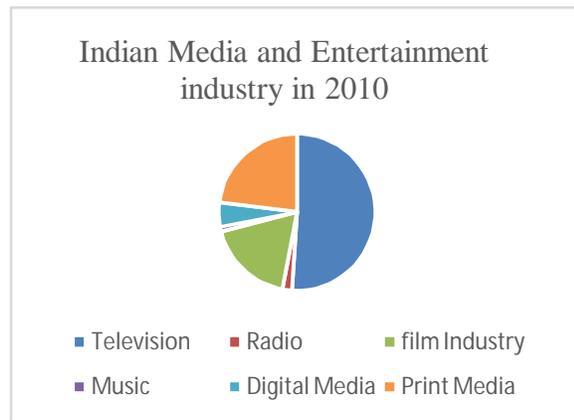


Figure 6(b). Indian Media and Entertainment industry in 2010

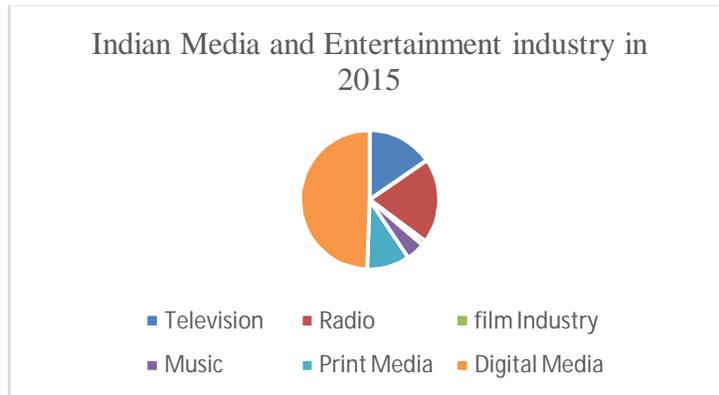


Figure 6(c). Indian Media and Entertainment industry in 2015

The Figure 6(a), 6(b) and 6(c) show the development in Media and Entertainment industry in India. From 2005 to 2010, there was no much development in the digital media sector. But this sector made a tremendous change by the year 2015. Still, it is expected to continue its development[6][7].

#### IV. CONCLUSION

As media and entertainment industry is developing in India, it also results in the economic development of the India. The growth in the digital media, which is drastically changed from past few years, plays an important role to make India the developed nation. Mining the customer's sentiment by social media analytics helps improving media and entertainment industry. This gives an opportunity to meet the customer's requirements. The government needs to play an important and active role in this field. The industry needs to fight against all the drawbacks[8][9].

Media and entertainment industry helps in developing the Indian economy. It is growing at very faster rate. There is a bright future for all the media and entertainment segments. As the technology advances, there will be more development in this field[10].

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