

**Consumer Awareness to E-Banking with special reference to HDFC
Kanchipuram**

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ABSTRACT

The service sector plays a key role in contributing to economic development included in the service sector are tourism, hospitality, health, education and entertainment & media etc. In India we have so many service sectors out of which one of the well known and fast growing sectors is the entertainment and media sector. The entertainment and media sector further subdivided contributes a fair amount to the service sector in India. Through leaps and bounds this service sector has grown into heights and now stands tall as one of the noticeable sector in our country. Name and fame is at the back of mind of any person who wants to enter into entertainment and media sector and this is one of the favorable situations for the rapid growth of this sector. Technologies role in the growth of entertainment and media sector is humungous. They have given a different dimension to one of the oldest surviving service sector. SWOT analysis is an effective way to analyze the strength, weakness opportunities and threats. In my paper a brief overview of the entertainment and media sector has been explained with SWOT analysis done on the same which in turn gives an idea as to how the sector can be improved and can contribute to the overall income of the service sector in India. Various segments that is been studied in this article include TV, Print, Films, Radio, Music, Animation, Gaming etc. The research methodology used in this article is descriptive analysis and tools like percentage analysis, trend and Compound Annual Growth Rate (CAGR) are used.

Keywords: Service sector, Economic development, Entertainment& media, SWOT.

1. INTRODUCTION

The Indian entertainment and media industry is one of the fastest growing service sectors of the Indian economy. The sector has benefited from the economic growth and rising income levels in the country, and it is in a stage to see crucial phase of transformation. SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors the aim of any SWOT analysis is to identify the key internal and external factors important. Internal factors - The strengths and weaknesses internal to the organization. External factors - The opportunities and threats presented by the external environment

RESEARCH OBJECTIVES

- To have an overview of the entertainment and media sector, its growth rate and projections over the years.
- To analyze the strength, weakness, opportunities and threats in the entertainment and service sector.

2. RESEARCH METHODOLOGY

The study is based on descriptive research design, meaning a description of the state of affairs as it exists at present. Secondary data for the last seven years with projections has been taken for the analysis. The secondary data has been collected from websites, books, journals and other articles. No sample has been chosen as the entire data available in India has been included for the study. The tools used in the study include percentage analysis, trend and Compound Annual Growth Rate (CAGR).

3. LIMITATIONS

- The analysis has been done for India no specific sample was used.
- The period of study is restricted to 7 years.
- Data taken in the analysis is based on secondary data taken from various websites and the limitations of these websites are also applicable to the analysis.
- SWOT has been done on a generalized basis for the entertainment and media sector.

DATA ANALYSIS OVERVIEW OF THE ENTERTAINMENT AND MEDIA SECTOR IN INDIA

SEGMENTS OF THE ENTERTAINMENT AND MEDIA SECTOR

The entertainment and media sector is huge and comprises of various segments given below are the various segments

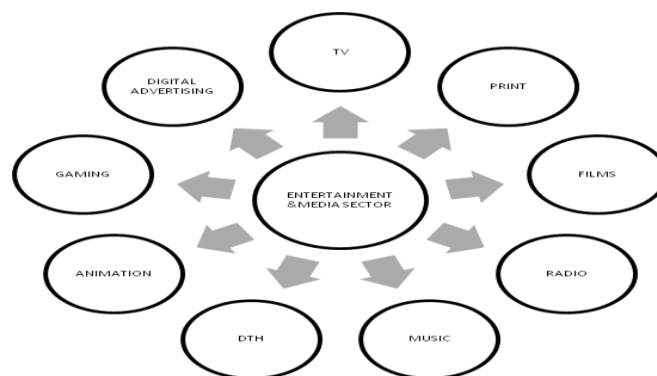


CHART NO 2

**OVERALL SIZE OF THE ENTERTAINMENT AND MEDIA INDUSTRY FROM
2008 TO 2014**

| Overall Industry Size INR In Billion (For calendar year) | TV | Print | Films | Radio | Music | Ooh | Animation | Gaming | Digital advertising | Total |
|--|---------------|---------------|--------------|-------------|-------------|--------------|--------------|-------------|---------------------|---------------|
| 2008 | 241.0 | 172.0 | 104.4 | 8.4 | 7.4 | 16.1 | 17.5 | 7.0 | 6.0 | 579.8 |
| 2009 | 257 | 175.2 | 89.3 | 8.3 | 7.8 | 13.7 | 20.1 | 8 | 8 | 587.4 |
| 2010 | 297 | 192.9 | 83.3 | 10 | 8.6 | 16.5 | 23.7 | 10 | 10 | 652.0 |
| 2011 | 329 | 208.8 | 92.9 | 11.5 | 9 | 17.8 | 31 | 13 | 15.4 | 728.4 |
| 2012 | 370.1 | 224.1 | 112.4 | 12.7 | 10.6 | 18.2 | 35.3 | 15.3 | 21.7 | 820.4 |
| 2013 | 417.2 | 243.1 | 125.3 | 14.6 | 9.6 | 19.3 | 39.7 | 19.2 | 30.1 | 918.1 |
| 2014 | 474.9 | 263.4 | 126.4 | 17.2 | 9.8 | 22 | 19.2 | 23.5 | 43.5 | 999.9 |
| TOTAL | 2386.2 | 1479.5 | 734.0 | 82.7 | 62.8 | 123.6 | 186.5 | 96.0 | 134.7 | 5286.0 |
| % of overall to individual segment | 45% | 28% | 14% | 2% | 1% | 2% | 4% | 2% | 3% | 100% |

TABLE NO 1

INTERPRETATION

The TV segment covered 45% of the total industry over the last 7 years which is the highest amongst all the segments over the years the TV segment has seen a positive rise with the size of the segment increasing from 241 in 2008 to 417.2 in 2013 and the highest being 474.9 in 2014.

The PRINT segment follows the TV segment but with a vast difference standing at 28% of the total industry over the last 7 years. While the figure stood at 172 in 2008 it rose to 192.9 in 2010 and 263.4 in 2014. The PRINT segment again showed a positive rise over the last seven years.

The FILM segment showed fluctuations over the years while in the year 2008 the figure stood at 104.4 there was a reduction to 89.3 in 2009 followed again by a decrease to 83.3. In the year 2011 the figure rose and since then has continued to rise standing at 126.4 in the year 2014. The FILM segment covered 14% of the total industry over the last 7 years.

The other segments which include RADIO, MUSIC OOH, ANIMATION, GAMING and DIGITAL ADVERTISING covered only 14% of the total entertainment and media industry with fluctuations in most of the segments over the past seven years.

COMPOUND ANNUAL GROWTH RATE

TV SEGMENT

| OVERALL INDUSTRY SIZE INR IN BILLION (FOR CALENDER YEAR) | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| TV | 241.0 | 257 | 297 | 329 | 370.1 | 417.2 | 474.9 |
| | | 7% | 16% | 11% | 12% | 13% | 14% |
| | 12% | | | | | | |

TABLE NO 2

INTERPRETATION

The CAGR for the TV segment over the years 2008 to 2014 has been fluctuating. The overall CAGR for the TV segment over the years 2008 to 2014 stands at 12% i.e. we can say that the average growth of the TV segment over the last 7 years is 12%. In the year 2009 it can be seen that the growth stood at 7% with an increase in 2009 to 16% and again a decrease to 11% followed by an increase to 12% , 13% and 14% in 2012 , 2013 and 2014 respectively.

PRINT SEGMENT

| OVERALL INDUSTRY SIZE INR IN BILLION (FOR CALENDER YEAR) | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| PRINT | 172.0 | 175.2 | 192.9 | 208.8 | 224.1 | 243.1 | 263.4 |
| | | 2% | 10% | 8% | 7% | 8% | 8% |
| | 7% | | | | | | |

TABLE NO 3

INTERPRETATION

The CAGR for the PRINT segment over the years 2008 to 2014 has been fluctuating. The overall CAGR for the PRINT segment over the years 2008 to 2014 stands at 7% i.e. we can say that the average growth of the PRINT segment over the last 7 years is 7%. 2% was the growth in 2009 in the year 2010 there was a huge increase to 10% followed by a decrease to 8% in 2011 and a further decrease to 7% in 2012. The year 2013 showed a slight increase to 8% followed by the same 8% in 2014.

FILMS SEGMENT

| OVERALL INDUSTRY SIZE INR IN BILLION (FOR CALENDER YEAR) | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| FILMS | 104.4 | 89.3 | 83.3 | 92.9 | 112.4 | 125.3 | 126.4 |
| | | -14% | -7% | 12% | 21% | 11% | 1% |
| | 3% | | | | | | |

TABLE NO 4

INTERPRETATION

A negative growth in the years -14%, -7% (2009, 2010 respectively) and an increase in the year 2011 to 12% followed by a huge leap to 21% in 2012 followed by 11% in 2013 and an immense decrease to 1% in 2014 shows the clear fluctuation. However the CAGR stands at 3% means that the average annual growth rate over the years from 2008 to 2014 stands at 3%, which is considerably low.

MUSIC SEGMENT

| OVERALL INDUSTRY SIZE INR IN BILLION (For calender year) | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| MUSIC | 7.4 | 7.8 | 8.6 | 9 | 10.6 | 9.6 | 9.8 |
| | | 5% | 10% | 5% | 18% | -9% | 2% |
| | 5% | | | | | | |

TABLE NO 5

INTERPRETATION

The CAGR for the MUSIC segment over the years 2008 to 2014 has shown tremendous fluctuation. The overall CAGR for the MUSIC segment over the years 2008 to 2014 stands at 5% i.e. we can say that the average growth of the MUSIC segment over the last 7 years is 5%. In the year 2009 the growth stood at 5% followed by an increase to 10% in 2010 and a decrease to 5% in 2011. 2012 showed a huge rise in growth as compared to other years standing at 18%. In the year 2013 there was a negative growth at -9%. 2014 showed the least growth with 2%.

PROJECTIONS OF THE ENTERTAINMENT AND MEDIA SECTOR FOR THE YEARS 2015 TO 2019

| Overall industry size INR in billion (for calender year) | TV | Print | Films | Radio | Music | Ooh | Animation | Gaming | Digital advertising | Total |
|--|---------------|---------------|--------------|-------------|-------------|--------------|--------------|-------------|---------------------|---------------|
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| TOTAL | 2386.2 | 1479.5 | 734.0 | 82.7 | 62.8 | 123.6 | 186.5 | 96.0 | 134.7 | 5286.0 |
| % of overall to individual segment | 45% | 28% | 14% | 2% | 1% | 2% | 4% | 2% | 3% | 100% |

TABLE NO 6

INTERPRETATION

The Figures over the year's shows that it is anticipated that all the segments in the entertainment and media sector are projected to have a rising trend however the percentage of overall entertainment and media sector to individual segments does not show any significant difference from the actual (2008 to 2014).

**SIZE OF MAJOR SEGMENTS OF THE ENTERTAINMENT AND MEDIA INDUSTRY
2014 ACTUALS AND 2019 PROJECTIONS**

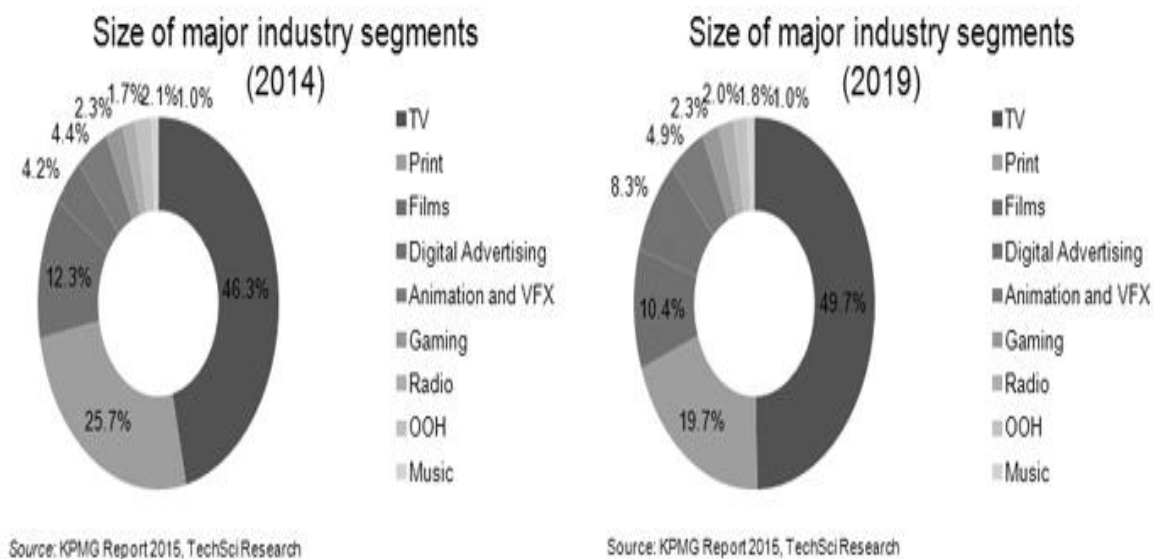


CHART NO 3

INTERPRETATION

It can be clearly seen that the TV segment has a major share with 46.3% followed by the print media with 25.7% and films with 12.3% these three segments constitute almost three fourth of the entertainment and media industry other segments like digital advertising, animation, radio only form a very small percentage in the industry.

The projected size of major entertainment and media industry shows that the TV industry is set to grow by 3.4% and to stand at 49.7%, while the print media is projected to have a reduction of 6% followed by again a projected decline in the films to 10.4% and an increase in digital advertising to 8.3%.

ANALYSIS OF THE STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS IN THE ENTERTAINMENT AND SERVICE SECTOR

STRENGTHS

- The major strength of the entertainment and media sector is its ability to capture the attention of the masses.

- Another major strength is its ability to retain the attention and curiosity of the audience.
- The middle class today have begun to spend a considerable amount on entertainment and media.
- Technology is one of the major factors that strengthen the entertainment and media industry.
- Low investment and high return is one of the core strengths of this sector.

WEAKNESS

- One of the major weaknesses is its inability to reach a number of rural populations who are unaware of its benefits.
- Another weakness is its content which seems misfit for some age groups and portrays things in a manner not favorable to the society.
- One of its major weaknesses is its huge cost and immense risk.

OPPURTUNITY

- Media and entertainment sector reaps great opportunities with large number of investment ventures.
- With the improving technology this sector is considered to have great opportunities as the audiences now are using technology as a medium for entertainment and media.
- Media and entertainment sector has the widest opportunity for expansion compared to other service industries.
- Joint ventures and foreign collaborations are a major source of opportunity for the entertainment and media sector.

THREATS

- As technology is a boon it is also considered a bane as disruptive technology is a major threat.
- Piracy posses a major threat as it results in loss to the industry.

4. FINDING

OVERVIEW OF THE ENTERTAINMENT AND MEDIA SECTOR IN INDIA OVERALL SIZE OF THE SEGMENTS

It is evident from the above details that each segment in the entertainment and media sector showed various percentages and trends in their overall size over the years from 2008 to 2014.

- While the TV segment covered the highest percentage of all the other segments its trend remained positive over the years.
- The PRINT segment covers the next highest percentage in the overall size of the industry with a positive trend.

- The FILM segment covers the next highest percentage in the overall size of the segments with a fluctuating trend.

- The other segments RADIO, MUSIC OOH, ANIMATION, GAMING and DIGITAL ADVERTISING covered only a meager part of the total entertainment and media industry with fluctuating trends in most of the segments over the past seven years.

GROWTH RATE OF THE SEGMENTS

The Compound annual growth rate of the TV, PRINT, FILMS and MOVIE SEGMENT shows fluctuations. While on the onset the compound annual growth rate seems ok the fluctuations in all the segments over the years are tremendous showing that there has been no constant growth in the segments over the years.

PROJECTIONS

The projections seem to show a positive trend for all the segments but on an overall basis this does not seem to have much variation from the actual of the previous years.

ANALYSIS OF THE STRENGTH, WEAKNESS, OPPORTUNITIES AND THREATS IN THE ENTERTAINMENT AND SERVICE SECTOR

- It is clear that the entertainment and media industry has its strengths and opportunities which are evident from the points given above and it is also clear that there is wide scope for further expansion and improving on their strengths and encompassing on the opportunities available.

- Weakness and threats form a major constrain and even though the entertainment and media industry has a huge number of opportunities and strengths it is not free from

- Weaknesses and threats this can be clearly proved reading the points listed above.

RECCOMENDATIONS

- Government needs put efforts in the right direction on the overall growth of the size of all the segments of the sector.
- Concentrating on constant and sustained growth of all the segments should be one of the priorities for the Government.
- Even though the projections seem to look promising it does not reach the level of requirement as the Indian audience seems to grow to a larger extent, the government needs to scale up the projections.
- There are numerous opportunities especially with the onset off the technological era tapping this is the need of the hour.
- Government needs to take considerable steps to overcome the weaknesses and threats to help the entertainment and media sector progress as a whole.

5. CONCLUSION

The rise over the years of the entertainment and media sector based on the figures analyzed seem to be not to the extent required and the projections also seem to fall back .The entertainment and media service sector is one of the fastest growing sectors with huge potential still untapped and lot of opportunities still unfolded.The only hurdle lies in overcoming the barriers of internal weakness and external threats. Utilizing technologies gift to unfold opportunities and strengths would be the greatest achievement in today's era were technology plays a key role. It would be right to end with a quote:

“THE ENTERTAINMENT INDUSTRY IS CHANGING RAPIDLY WITH AN EMPHASIS ON INSTANT ACCESS” PETER SMITH

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