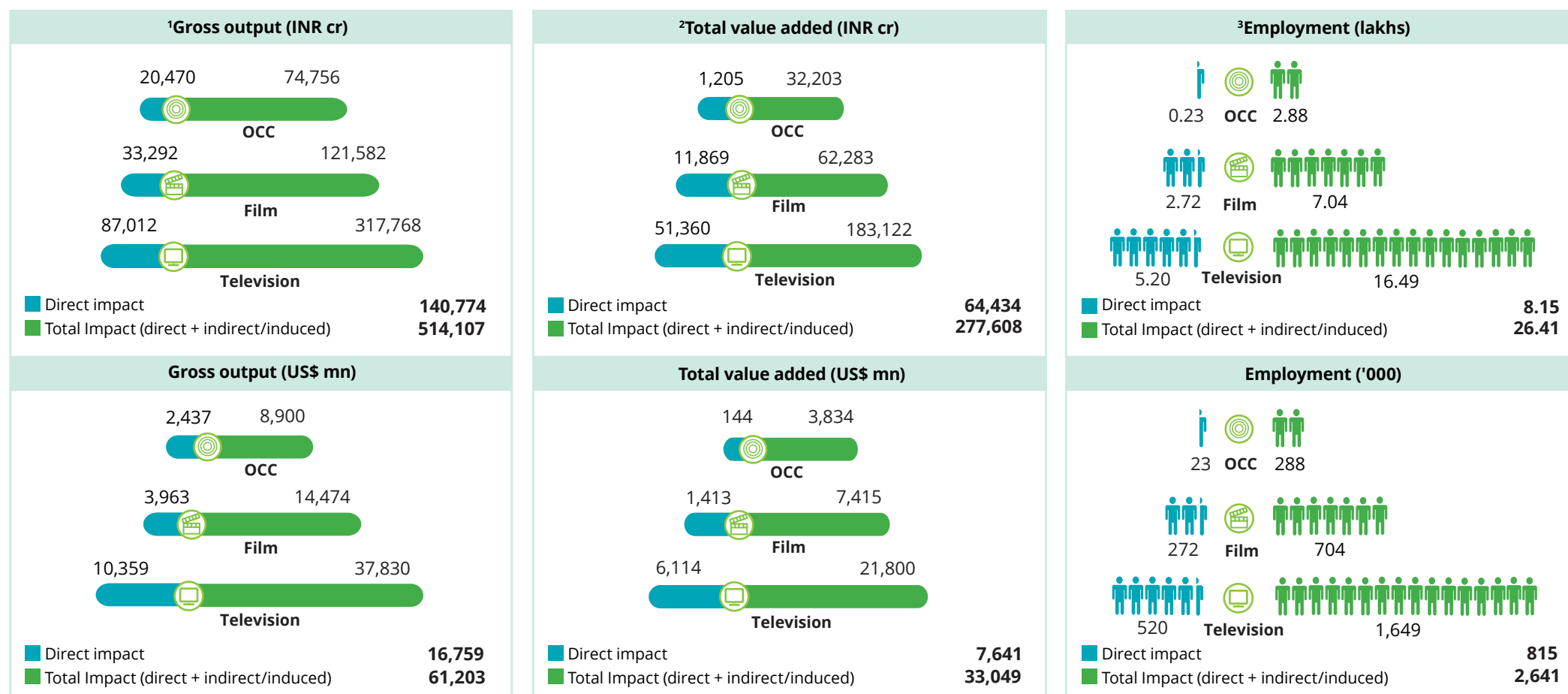


Economic impact of the film, television, and online curated content (OCC) industry in India, 2024



¹ This is the combined revenue of all industry participants. It involves an element of double counting, depending on how the value chain is broken. It includes indirect tax.

² This includes the GVA, i.e., the value added to key factors of production— capital and labour—in the form of EBITDA and wages, respectively. This also includes indirect taxes.

³ This represents the jobs created because of industry activity.

Source: Industry reports, Company reports and filings, Analyst reports, Media and press articles, Discussions with industry participants, Deloitte analysis

Industry Partners



Note: This handout should be read in conjunction with our report 'Economic impact of the film, television, and online curated content (OCC) industry in India, 2024'.

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