



OTT Sector Emerges as Key Driver of India's Soft Power and Global Cultural Outreach

The Video Subscription Revenues Grow 11% in 2024 to Reach Rs. 9,200 Cr.

Prasar Bharati's WAVES OTT Gets 80 Lakh Downloads in the First Year of its Launch

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The Over-the-Top (OTT) sector has significantly contributed towards India's soft power by enabling global access to Indian stories, creative talent, cultural heritage, and independent filmmaking.

As per industry estimates (FICCI-EY Media & Entertainment Industry Report 2025), the video subscription revenues grew at 11% in 2024 to reach Rs. 9,200 cr. The number of users paying for streaming content on OTT are estimated between 9.5-11.8 crore individuals.

Public Broadcaster's platform WAVES OTT has further strengthened this outreach by making Doordarshan and All India Radio's rich archives, regional arts, documentaries, classical music, literature-based programming, and multilingual content accessible to audiences worldwide.

WAVES OTT has introduced a framework to support emerging filmmakers and creators, providing them with a technology-driven distribution platform to reach diverse global audiences.

WAVES OTT is primarily a subscription-free public service platform and does not operate on a subscription-based model. Advertising is its main source of revenue. It focuses on democratising access to public broadcasting content across India and globally.

The platform is currently in a growth and expansion phase, with a steadily increasing international user footprint. Revenue streams from international markets are being progressively developed through strategic partnerships.

User growth has shown a significant upward trend with more than 80 Lakh downloads users in the first year of launch. This reflects the rising demand for multilingual Indian content and public service media on digital platforms.

The newly inserted Section 7(1B)(ii) of the Cinematograph Act, 1952 (as amended in 2023), empowers the Central Government, under Section 79(3) of the Information Technology Act, 2000 to take remedial action against intermediaries hosting pirated film contents.

This Information was submitted by the Minister of State for Information and Broadcasting Dr. L. Murugan in the Lok Sabha today in response of questions asked by Smt. Poonamben Hematbhai Maadam.

Mahesh Kumar/ Vivek Vishwash

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