



India's Screen Entertainment Set to Soar to \$17 Billion by 2029

Description

India's screen entertainment industry will reach USD 17 billion by 2029. This growth will come from digital platforms, TV, and movies.

A report says online video will add USD 8.6 billion by 2029. It will be the biggest part of the industry. Cheap data and many mobile users will help this growth.

Television is slowly declining but will still make USD 6.8 billion. TV is important in many Indian homes.

Movies will earn USD 1.9 billion. They are coming back with new release methods and better multiplexes.

These three areas - online video, TV, and movies - show a shift from traditional to digital entertainment.

By 2029, online video will make half of the total revenue in India's screen economy.

India's content investment is growing. It reached USD 5.8 billion in 2024, nearly double from 2019.

However, piracy is a big problem. In 2024, about 90 million users watched pirated videos. This caused a loss of USD 1.2 billion.

Vocabulary List:

1. **Entertainment** /,entər'teɪnmənt/ (noun): Activities that provide enjoyment and amusement.
2. **Revenue** /'revənju/ (noun): The income generated from normal business operations.
3. **Declining** /dɪ'klaɪnɪŋ/ (verb): To decrease or reduce in amount or quality.
4. **Investment** /ɪn'vestmənt/ (noun): The action or process of allocating resources usually money for profitable returns.
5. **Piracy** /'paɪrəsi/ (noun): The unauthorized use or distribution of copyrighted material.
6. **Multiplexes** /'mʌltɪ,pleksɪz/ (noun): A building containing multiple movie theaters.

Comprehension Questions

Multiple Choice



1. Which sector will contribute the most to India's screen entertainment industry by 2029?

- Option: TV
- Option: Digital platforms
- Option: Movies
- Option: All of the above

2. How much revenue is expected from online video by 2029?

- Option: USD 8.6 billion
- Option: USD 6.8 billion
- Option: USD 1.9 billion
- Option: USD 17 billion

3. What is the estimated revenue from movies by 2029?

- Option: USD 1.9 billion
- Option: USD 6.8 billion
- Option: USD 8.6 billion
- Option: USD 17 billion

4. What caused a loss of USD 1.2 billion in 2024?

- Option: Piracy
- Option: Low quality content
- Option: Lack of internet infrastructure
- Option: Competition from international markets

5. What is the expected revenue from television by 2029?

- Option: USD 8.6 billion
- Option: USD 6.8 billion
- Option: USD 1.9 billion
- Option: USD 17 billion

6. What percentage of the total revenue will online video contribute by 2029?

- Option: 25%
- Option: 50%
- Option: 75%
- Option: 100%

True-False



7. Piracy is a major challenge for India's screen entertainment industry.
8. Television is no longer relevant in Indian homes.
9. The content investment in India decreased from 2019 to 2024.
10. Digital platforms will not have any impact on the growth of the entertainment industry.
11. Online video was the biggest part of the industry in 2024.
12. New release methods and better multiplexes have contributed to the return of movies.

Gap-Fill

13. India's content investment reached USD 5.8 billion in _____, nearly double from 2019.
14. By 2029, online video will make _____ of the total revenue in India's screen economy.
15. Television is slowly declining but will still make USD _____ billion.
16. Movies will earn USD _____ billion.
17. Piracy caused a loss of USD _____ billion in 2024.
18. Digital platforms will be the biggest part of the industry with USD _____ billion by 2029.

Answer

Multiple Choice: 1. Digital platforms 2. USD 8.6 billion 3. USD 1.9 billion 4. Piracy 5. USD 6.8 billion 6. 50%
True-False: 7. True 8. False 9. False 10. False 11. False 12. True
Gap-Fill: 13. 2024 14. half 15. 6.8 16. 1.9 17. 1.2 18. 8.6



Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What industry involves activities that provide amusement or enjoyment for people?

- Option: A. Education
- Option: B. Healthcare
- Option: C. Entertainment
- Option: D. Construction

2. What term refers to the income generated from business activities?

- Option: A. Profit
- Option: B. Revenue
- Option: C. Investment
- Option: D. Liability

3. What term describes the unauthorized use or reproduction of someone else's work?

- Option: A. Originality
- Option: B. Creativity
- Option: C. Piracy
- Option: D. Innovation

4. What process involves the restoration of health or well-being?

- Option: A. Destruction
- Option: B. Healing
- Option: C. Decaying
- Option: D. Collapse

5. What term refers to the ease of reaching or using something?

- Option: A. Isolation
- Option: B. Accessibility
- Option: C. Complexity
- Option: D. Confusion

6. What term means being limited to only a specific group or individual?

- Option: A. Public
- Option: B. Inclusive
- Option: C. Exclusive
- Option: D. Common

7. Which term describes the process of increasing in size or developing?



- Option: A. Decline
- Option: B. Regression
- Option: C. Stagnation
- Option: D. Growth

8. What term refers to the power to influence or direct people's behavior or course of events?

- Option: A. Freedom
- Option: B. Influence
- Option: C. Control
- Option: D. Chaos

9. What trait describes the ability to recover quickly from difficulties?

- Option: A. Fragility
- Option: B. Delicacy
- Option: C. Resilience
- Option: D. Weakness

10. What term refers to something that is created or manufactured?

- Option: A. Borrowed
- Option: B. Produced
- Option: C. Shared
- Option: D. Returned

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. The company is facing challenges due to _____ revenues this quarter.
- 12. Smart _____ can lead to significant returns in the long term.
- 13. Regular exercise can help improve physical _____.
- 14. Educational campaigns aim to raise _____ about important social issues.
- 15. To stay healthy one must engage in regular physical _____.
- 16. A minimum of five years of experience is _____ for this position.
- 17. Please provide your _____ address for shipping purposes.
- 18. Each product must have a clear _____ indicating its contents.



19. The meeting time was _____ by the organizer.
20. The new play will premiere at the local _____ next month.
21. Life is a _____ with many ups and downs.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

22. Multiplexes are modern cinemas with multiple screens showing different movies simultaneously.
23. Building strong and healthy relationships is important for personal well-being.
24. Physical strength is essential for carrying out daily tasks with ease.
25. The Chronicles of Narnia is a popular fantasy book series written by C.S. Lewis.
26. The movie was directed by a renowned filmmaker who brought the story to life.
27. The travel dates were confirmed by the airline via email.
28. Every good story needs a compelling villain to challenge the hero.
29. The VIP lounge offers exclusive services to privileged members only.
30. The critically acclaimed album was produced by a talented music producer.
31. During times of crisis strong leadership and decisive actions are crucial.

Answer

Multiple Choice: 1. C. Entertainment 2. B. Revenue 3. C. Piracy 4. B. Healing 5. B. Accessibility 6. C. Exclusive 7. D. Growth 8. C. Control 9. C. Resilience 10. B. Produced

Gap-Fill: 11. declining 12. investments 13. strength 14. awareness 15. exercises 16. required 17. postal 18. label 19. confirmed 20. theater 21. journey

Matching sentence: 1. Multiplexes 2. Relationships 3. Strength 4. Chronicles 5. Directed 6. Confirmed 7. Villain 8. Exclusive 9. Produced 10. Crisis

CATEGORY

1. Entertainment - LEVEL1

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