2020 India Digital Marketing Statistics

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AA: Internet statistics
BB: Online food delivery
CC: Online mobility services
DD: Social media Stats
EE: e-Commerce Stats
FF: Top five social media site
GG: Search engine marketing
HH: 10 to website
II: Digital advertising market
JJ: Digital media
KK: Video games
LL: Video-On-Demand
MM: e-Publishing
NN: Digital music

Population of India 1,374,749,482 as on 10 Feb, 2020 (Source worldometers)

Internet statistics

- Number of internet users in India 560 m
- Value of India's biggest internet company flipkart $2,500m
- Active mobile social media users 310 m

- Active mobile social media penetration in India 21%
- Unique visitors to facebook in India 59,642K

- Digital buyer penetration in India in 2016 43.8%
- Annual retail e-commerce sales in India $20 bn

Mobile internet

- Projected mobile phone internet user penetration in India for 2023 35%
- Average number of mobile apps actively used in India 7.5
- Number of monthly active whatsapp users in India 200 m (Source Statista)

Number of internet users in India from 2015 to 2023 (in millions)

Number of internet users in millions	
2023*	666.4

2022*	634.9
2021*	601
2020*	564.5
2019*	525.3
2018	483
2017	437.4
2016	295.39
2015	259.88

(Source Statista)

Internet size and penetration report 2019 (Source Internet and Mobile Association of India (IAMAI))

Internet penetration

STATE	% Penetration
All India	36
NCT of Delhi	69
J&K, Haryana, HP & Punjab	49
UP, Uttarkhand	31
Rajasthan	33
Maharastra, Goa	43
Gujrat	36
Madya pradesh	30
Chhatisgarh	30
Assam, Northeast	38
West Bengal	29
Bihar	28
Jharkhand	26
Odisha	25
Kerala	54
Tamil Nadu	47
Karnataka	39
Andhra pradesh, Telengana	31

Internet User Size

STATE	User
Delhi	11.2m
Kolkata	6.1m
Ahmedabad	3.9m
Mumbai	11.7m
Pune	3.6m
Hyderabad	4.2m
Bangalore	6.1 m
Chenai	5.4m

Profile of internet user in percentage

#	Male	Female
All India	67	33
Urban	62	38
Rural	72	28

STATE	Male	Female
Metro 50L	59	41
Ahmedabad	61	39
Bangalore	61	39
Chennai	56	44
Delhi	60	40
Hyderabad	60	40
Kolkata	58	42
Mumbai	60	40
Pune	60	40

Distribution of internet users by age groups in %

Age	12-15 Years	16-19Years	20-29Years	30-39Years	40-49Years	50+Years
All India	14	18	35	19	9	6
Urban	12	14	33	21	11	8
Rural	15	21	37	17	7	3
Metro 50L+	10	12	33	22	13	10
Ahmedabad	11	13	31	23	14	07
Bangalore	05	10	39	25	12	08
Chennai	08	10	32	24	13	11
Delhi	12	13	30	21	13	11
Hyderabad	07	13	36	23	11	10

Kolkata	11	13	32	20	14	10
Mumbai	10	11	32	22	13	11
Pune	9	11	35	23	12	9

Device used to access internet

#	Mobile	Laptop	Desktop	Tablet
Urban	99	6	4	1
Rural	99	2	1	0

India Time Spent with Media 2019 (Source eMarketer)

Consumers Continue to Use Traditional Media, Even as They Embrace New Digital Channels

Share of Average Time Spent with Media in India, 2017-2021
% of total

	2017	2018	2019	2020	2021
TV*	**59.5%**	**58.7%**	**58.7%**	**58.1%**	**57.5%**
Digital	**27.7%**	**29.2%**	**29.9%**	**30.8%**	**31.6%**
—Mobile (nonvoice)	21.6%	23.3%	24.2%	25.2%	26.0%
——Smartphone	13.7%	15.8%	17.1%	18.5%	19.5%
——Feature phone	6.7%	6.1%	5.7%	5.4%	5.1%
——Tablet	1.2%	1.3%	1.3%	1.3%	1.3%
—Desktop/laptop**	6.1%	5.9%	5.7%	5.6%	5.6%
Print*	**7.0%**	**6.5%**	**6.2%**	**5.9%**	**5.8%**
—Newspapers	6.5%	6.1%	5.7%	5.5%	5.4%
—Magazines	0.4%	0.4%	0.4%	0.4%	0.4%
Radio*	**5.8%**	**5.5%**	**5.3%**	**5.1%**	**5.1%**
Total time	**4:13**	**4:38**	**4:59**	**5:14**	**5:24**

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes digital; **includes all internet activities on desktop and laptop computers*
Source: eMarketer, April 2019

T10223 www.eMarketer.com

Internet India - 2020 Forecast Highlights

IP Traffic

- In India, IP traffic will grow 4-fold from 2015 to 2020, a compound annual growth rate of 33%.
- In India, IP traffic will reach 5.6 Exabytes per month in 2020, up from 1.4 Exabytes per month in 2015.
- India's IP networks will carry 184 Petabytes per day in 2020, up from 44 Petabytes per day in 2015.
- In India, IP traffic will reach an annual run rate of 67.0 Exabytes in 2020, up from an annual run rate of 16.2 Exabytes in 2015.
- In India, IP traffic will reach 4 Gigabytes per capita in 2020, up from 1 Gigabytes per capita in 2015.
- In India, average IP traffic will reach 17 Tbps in 2020, and busy hour traffic will reach 79 Tbps.
- In 2020, the gigabyte equivalent of all movies ever made will cross India's IP networks every 1 hours.

Internet Traffic

- In India, Internet traffic will grow 4.4-fold from 2015 to 2020, a compound annual growth rate of 34%.
- In India, busy hour Internet traffic will grow 7.2-fold from 2015 to 2020, a compound annual growth rate of 48%.
- In India, Internet traffic will reach 4.1 Exabytes per month in 2020, up from 946 Petabytes per month in 2015.
- India's Internet traffic will be 135 Petabytes per day in 2020, up from 30 Petabytes per day in 2015.
- India's Internet traffic in 2020 will be equivalent to 12 billion DVDs per year, 1 billion DVDs per month, or 1 million DVDs per hour.
- In 2020, the gigabyte equivalent of all movies ever made will cross the Internet every 1 hours
- Indian Internet traffic in 2020 will be equivalent to 249x the volume of the entire Indian Internet in 2005.
- In India, Internet traffic will reach 3 Gigabytes per capita in 2020, up from 1 Gigabytes per capita in 2015.
- In India, average Internet traffic will increase 4.4-fold by 2020 and will reach 13 Tbps.
- In India, busy hour Internet traffic will increase 7.2-fold by 2020 and will reach 58 Tbps.

Wired Wi-Fi and Mobile Growth

- India's Fixed/Wi-Fi was 38% of total IP traffic in 2015, and will be 34% of total IP traffic in 2020.
- India's Fixed/Wired was 51% of total IP traffic in 2015, and will be 36% of total IP traffic in 2020.
- India's Mobile was 11% of total IP traffic in 2015, and will be 31% of total IP traffic in 2020.
- India's Fixed/Wi-Fi was 52.6% of total Internet traffic in 2015, and will be 44.6% of total Internet traffic in 2020.
- India's Fixed/Wired was 32% of total Internet traffic in 2015, and will be 14% of total Internet traffic in 2020.
- India's Mobile was 15.7% of total Internet traffic in 2015, and will be 41.7% of total Internet traffic in 2020.

IP Video

- In India, IP video traffic will grow 5-fold from 2015 to 2020, a compound annual growth rate of 40%.
- In India, IP video traffic will reach 4.5 Exabytes per month in 2020, up from 850 Petabytes per month in 2015.
- In India, IP video will be 81% of all IP traffic in 2020, up from 63% in 2015.
- In India, Ultra HD will be 6.0% of IP Video traffic in 2020, up from 0.5% in 2015 (128.6% CAGR).
- In India, HD will be 49.8% of IP Video traffic in 2020, up from 19.3% in 2015 (68.8% CAGR).
- In India, SD will be 44.2% of IP Video traffic in 2020, compared to 80.2% in 2015 (24.0% CAGR).
- In India, consumer IP video traffic will be 83% of consumer IP traffic in 2020, up from 68% in 2015.
- In India, business IP video traffic will be 66% of business IP traffic in 2020, up from 37% in 2015.

Internet Video

- In India, Internet video traffic will grow 6-fold from 2015 to 2020, a compound annual growth rate of 45%.
- In India, Internet video traffic will reach 3.1 Exabytes per month in 2020, up from 479 Petabytes per month in 2015.
- In India, total Internet video traffic (business and consumer, combined) will be 75% of all Internet traffic in 2020, up from 51% in 2015.

- In India, Ultra HD will be 7.7% of Internet video traffic in 2020, up from 0.9% in 2015 (124.4% CAGR).
- In India, HD will be 62.0% of Internet video traffic in 2020, up from 26.8% in 2015 (71.5% CAGR).
- In India, SD will be 30.3% of Internet video traffic in 2020, compared to 72.3% in 2015 (21.9% CAGR).
- In India, consumer Internet video traffic will be 76% of consumer Internet traffic in 2020, up from 53% in 2015.
- In India, business Internet video traffic will be 66% of business Internet traffic in 2020, up from 39% in 2015.
- In India, Internet-Video-to-TV traffic will be 16% of fixed consumer Internet video traffic in 2020, up from 10% in 2015
- In India, Internet-Video-to-TV traffic will increase 7-fold between 2015 and 2020 (46.4% CAGR).
- In India, 79 billion minutes (150,472 years) of video content will cross the Internet each month in 2020. That's 30,094 minutes of video streamed or downloaded every second.
- In India, 40% of all Internet video traffic will cross content delivery networks in 2020, up from 17% in 2015.
- In India, 34% of all Internet traffic will cross content delivery networks in 2020, up from 10% in 2015

IP VOD

- In India, Ultra HD will be 2.4% of IP VOD traffic in 2020, up from 0.0% in 2015 (189.5% CAGR).
- In India, HD will be 24.7% of IP VOD traffic in 2020, up from 10.1% in 2015 (57.0% CAGR).
- In India, SD will be 72.9% of IP VOD traffic in 2020, compared to 89.8% in 2015 (25.9% CAGR).

Gaming

- In India, Internet gaming traffic will grow 7-fold from 2015 to 2020, a compound annual growth rate of 49%.
- In India, Internet gaming traffic will reach 3.1 Exabytes per month in 2020, up from 479 Petabytes per month in 2015.
- In India, Internet gaming traffic will be 3% of consumer Internet traffic in 2020, up from 2% in 2015.

Mobile

- In India, mobile data traffic will grow 12-fold from 2015 to 2020, a compound annual growth rate of 63%.
- In India, mobile data traffic will reach 1.7 Exabytes per month in 2020, up from 149 Petabytes per month in 2015.
- Indian mobile data traffic will grow 2 times faster than Indian fixed IP traffic from 2015 to 2020.
- India's Mobile was 11% of total IP traffic in 2015, and will be 31% of total IP traffic in 2020.
- In India, mobile data traffic in 2020 will be equivalent to 77x the volume of the entire Indian Internet in 2005.

Devices

- In India, there will be 1.9 billion networked devices in 2020, up from 1.3 billion in 2015.
- In India, there will be 1.4 networked devices per capita in 2020, up from 1.0 per capita in 2015.
- In India, 69% of all networked devices will be mobile-connected in 2020.
- In India, M2M modules will account for 19% (362.9 million) of all networked devices in 2020, compared to 11% (139.2 million) in 2015, (21.1% CAGR).
- In India, PCs will account for 2% (43.8 million) of all networked devices in 2020, compared to 3% (44.5 million) in 2015, (-0.3% CAGR).
- In India, Tablets will account for 2% (44.0 million) of all networked devices in 2020, compared to 1% (12.1 million) in 2015, (29.4% CAGR).
- In India, Smartphones will account for 37% (702.1 million) of all networked devices in 2020, compared to 18% (239.4 million) in 2015, (24% CAGR).
- In India, Connected TVs will account for 10% (200.7 million) of all networked devices in 2020, compared to 7% (90.3 million) in 2015, (17.3% CAGR).
- In India, Non-Smartphones will account for 27.0% (516.9 million) of all networked devices in 2020, compared to 58% (747.7 million) in 2015, (-7.1% CAGR).
- In India, Other Portables will account for 2% (42.2 million) of all networked devices in 2020, compared to 2% (21.0 million) in 2015, (15% CAGR).
- In India, 4K TVs will account for 18% (9.5 million) of all flat panel TVs in 2020, compared to 2.1% (246,025) in 2015, (107.6% CAGR).
- India's IP traffic from non-PC devices was 46% of total IP traffic in 2015, and will be 78% of total IP traffic in 2020.
- In India, PCs accounted for 54% of IP traffic in 2015, and will be 22% of IP traffic in 2020.

- In India, TVs accounted for 28% of IP traffic in 2015, and will be 28% of IP traffic in 2020.
- In India, Smartphones accounted for 11% of IP traffic in 2015, and will be 40% of IP traffic in 2020.
- In India, Tablets accounted for 2% of IP traffic in 2015, and will be 6% of IP traffic in 2020.
- In India, M2M modules accounted for 1.0% of IP traffic in 2015, and will be 1.9% of IP traffic in 2020.
- In India, PCs accounted for 69% of consumer Internet traffic in 2015, and will be 25% of consumer Internet traffic in 2020.
- In India, TVs accounted for 4% of consumer Internet traffic in 2015, and will be 6% of consumer Internet traffic in 2020.
- In India, TVs accounted for 3% of total Internet traffic in 2015, and will be 5% of total Internet traffic in 2020.

Speed Evolution

- In India, the average fixed broadband speed will grow 2.5-fold from 2015 to 2020, from 5.1 Mbps to 12.9 Mbps.
- In India, 45% of fixed broadband connections will be faster than 5 Mbps in 2020, up from 29% today.
- In India, 33% of fixed broadband connections will be faster than 10 Mbps in 2020, up from 18% today.
- In India, 10.4% of fixed broadband connections will be faster than 25 Mbps in 2020, up from 5.5% today.
- In India, 3.6% of fixed broadband connections will be faster than 50 Mbps in 2020, up from 2.7% today.
- In India, the average Wi-Fi speeds from mobile devices will grow 2.2-fold from 2015 to 2020, from 3.3 Mbps to 7 Mbps.
- In India, the average mobile connection speed will grow 3-fold from 2015 to 2020, reaching 3 Mbps in 2020.

Traffic per User and Household

- In India, the average Internet user will generate 18.1 gigabytes of Internet traffic per month in 2020, up 198%from 6.1 gigabytes per month in 2015, a CAGR of 24%.
- In India, the average Internet household will generate 57.8 gigabytes of Internet traffic per month in 2020, up 242%from 16.9 gigabytes per month in 2015, a CAGR of 28%.

- In India, the average FTTx Internet household will generate 140.6 gigabytes of Internet traffic per month in 2020, 133.8% more than other broadband households.
- In India, the average FTTx Internet household generated 67.4 gigabytes of Internet traffic per month in 2015, 185.1% more than other broadband households.
- In India, there will be 2 million Internet households (6.0% of all Internet households) generating more than 250 gigabytes per month in 2020.
- In India, there will be 572,934 households (2.0% of all Internet households) generating more than 500 gigabytes per month in 2020.
- In India, there will be 286,467 households (1.0% of all Internet households) generating more than a terabyte per month in 2020.
- In India, the average mobile connection will generate 1,352 megabytes of mobile data traffic per month in 2020, up from 149 megabytes in 2015. (Source cisco)

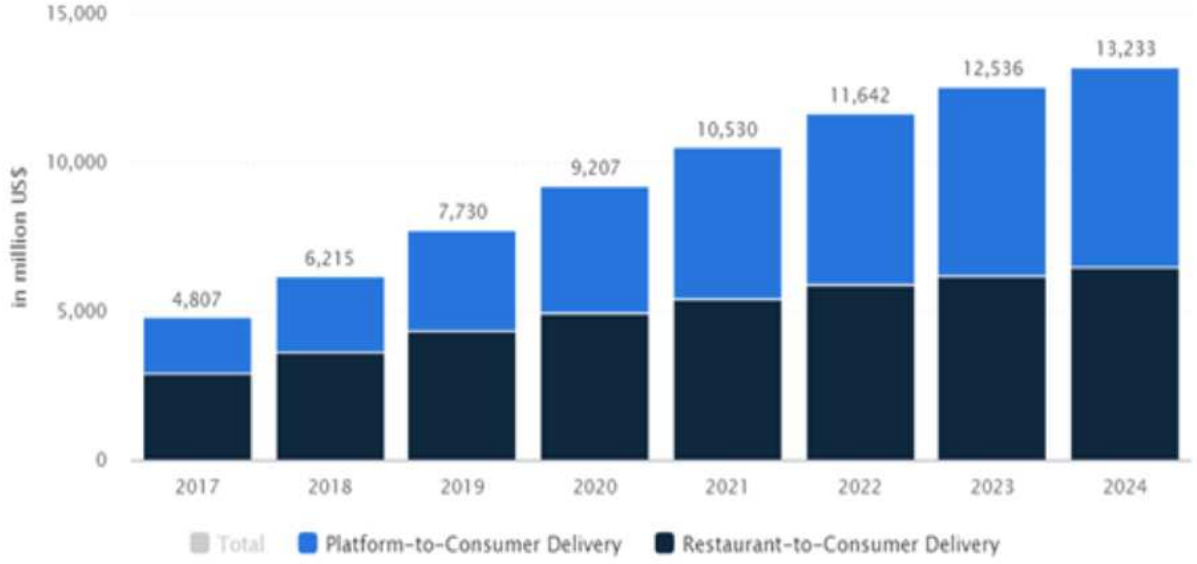
India to double its internet user base by 2021 (Source ibef)

- According to the Cisco Visual Networking Index (VNI) Complete Forecast, internet users in the country are expected to double to 829 million users by 2021 from 373 million users in 2016, driven by digital transformation. In other words, approximately 59 per cent of the Indian population will use the internet by 2021.
- Two billion networked devices in 2021 up from 1.4 billion in 2016 and overall IP traffic is expected to grow four-fold during the same period of five years at a compounded annual growth rate of 30 per cent.
- India will reach 84 billion Internet video minutes per month by 2021, which is 160,000 years of video per month, or about 32,000 video minutes every second. Video is expected to continue to dominate IP traffic and overall Internet traffic growth representing 76 per cent of all Internet traffic in 2021, up from 57 percent in 2016, the report noted.

Online Food Delivery (Source Statista)

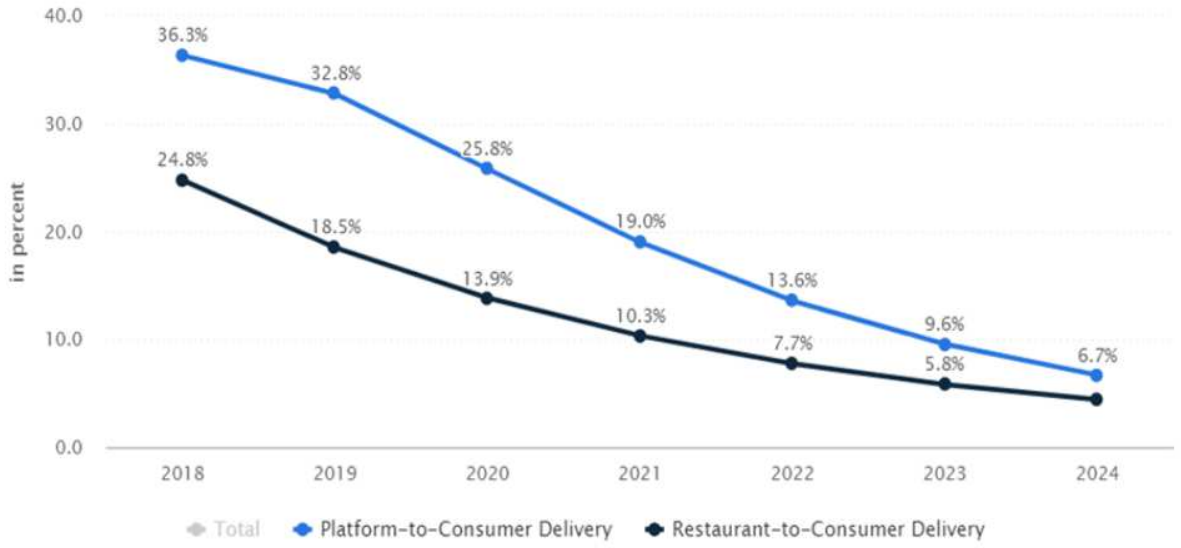
- Revenue in the Online Food Delivery segment amounts to US$9,207m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 9.5%, resulting in a market volume of US$13,233m by 2024.
- The market's largest segment is Restaurant-to-Consumer Delivery with a market volume of US$4,934m in 2020.
- In global comparison, most revenue is generated in China (US$45,909m in 2020).

Revenue



Source: Statista, January 2020

Revenue Growth



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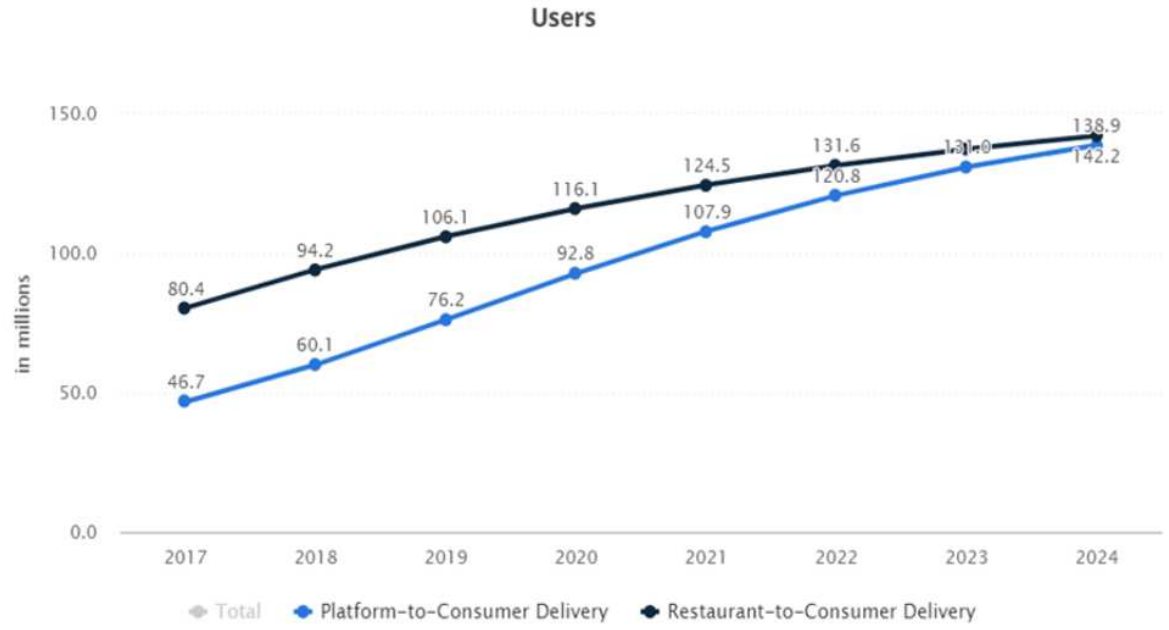

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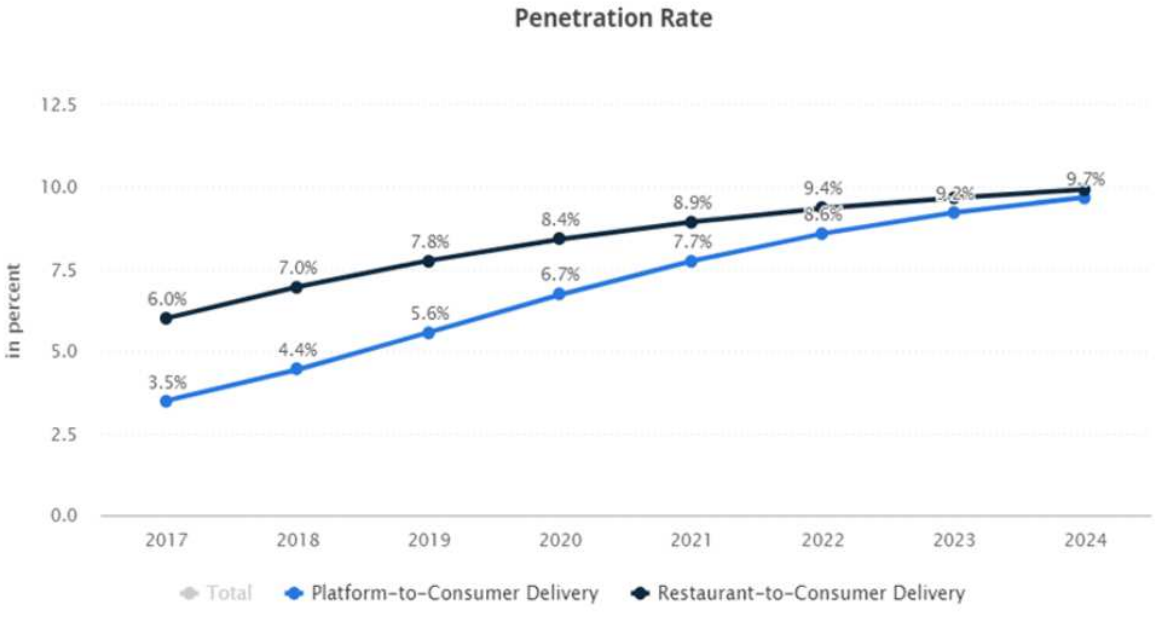
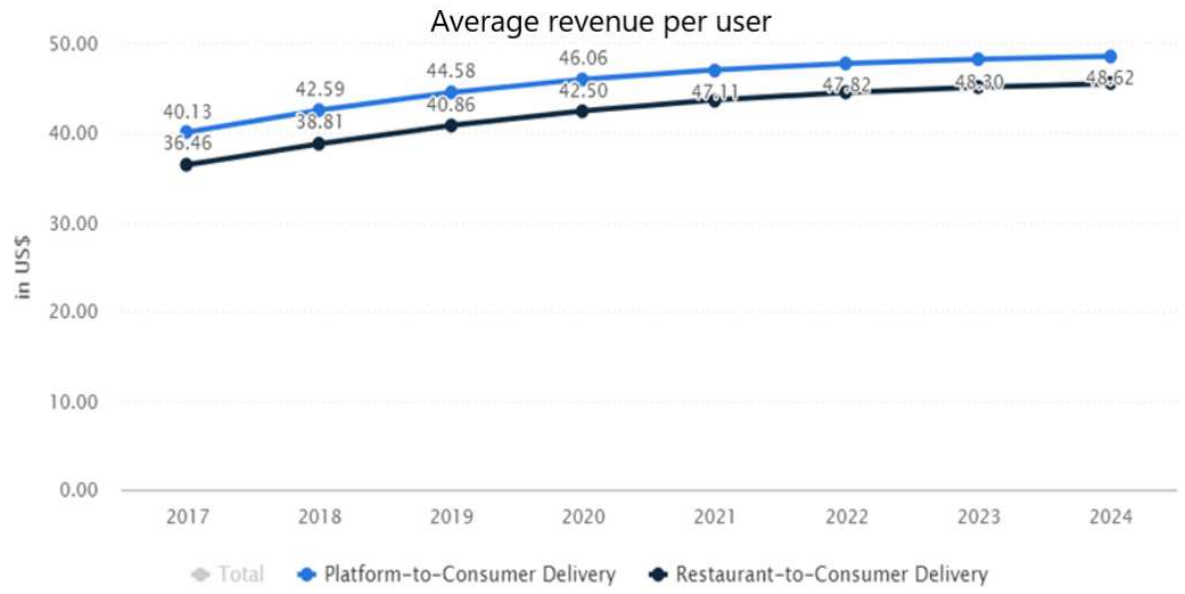


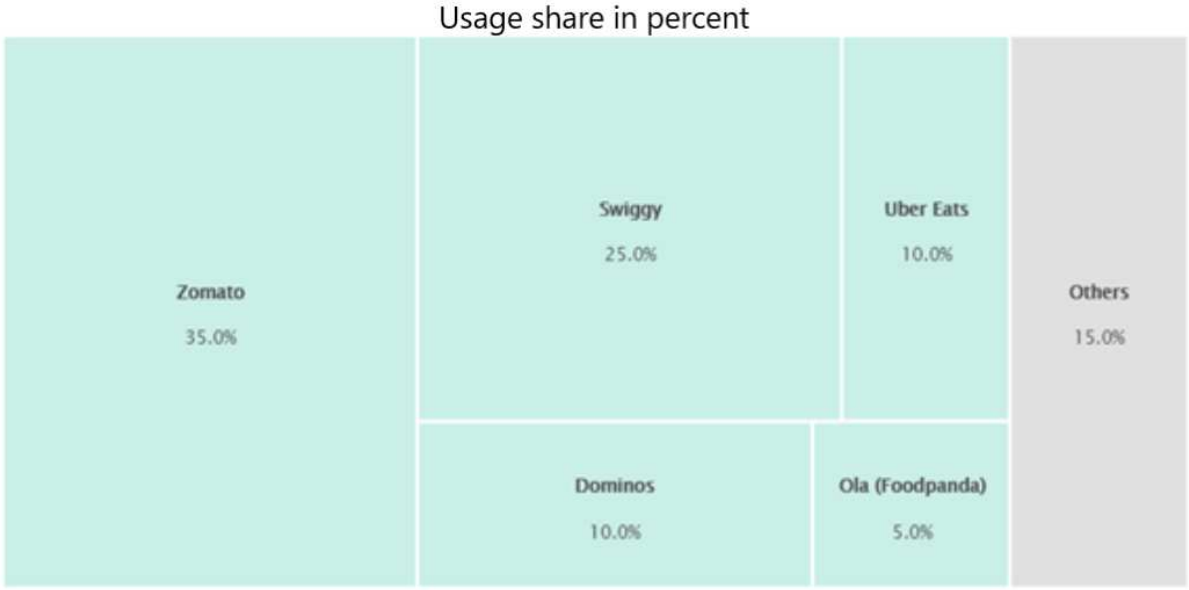
Source: Statista, January 2020

The average revenue per user (ARPU) in the Platform-to-Consumer Delivery segment amounts to US$46.06 in 2020.



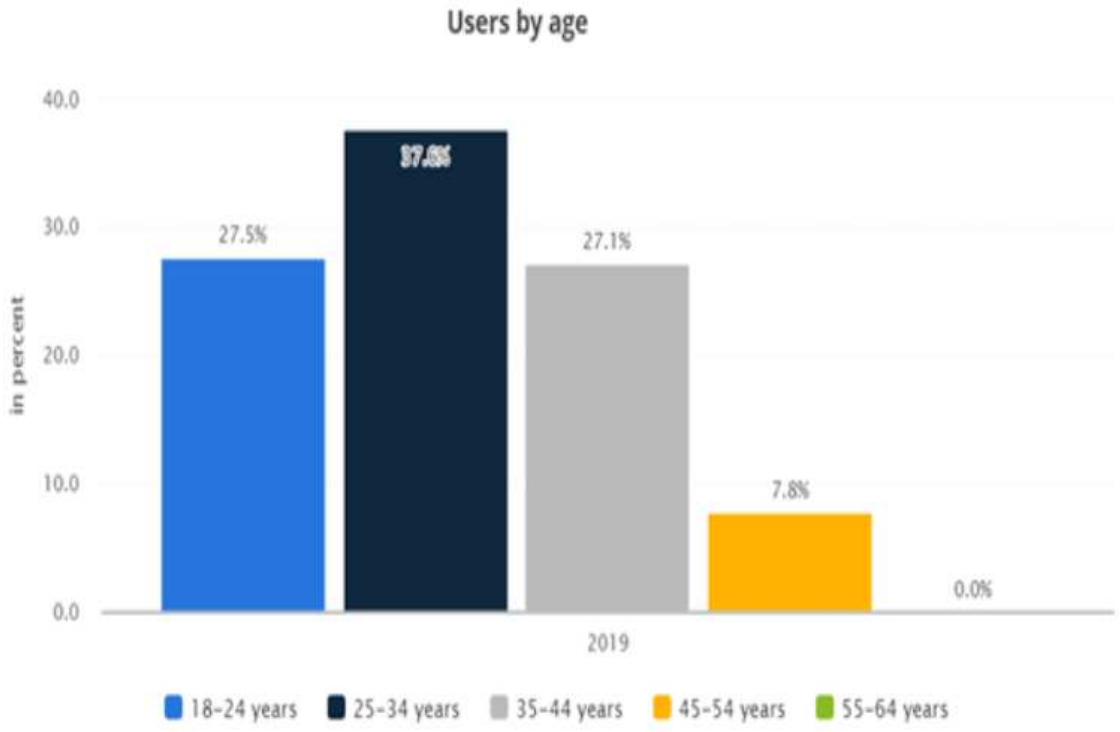
Source: Statista, January 2020

Usage share in percent

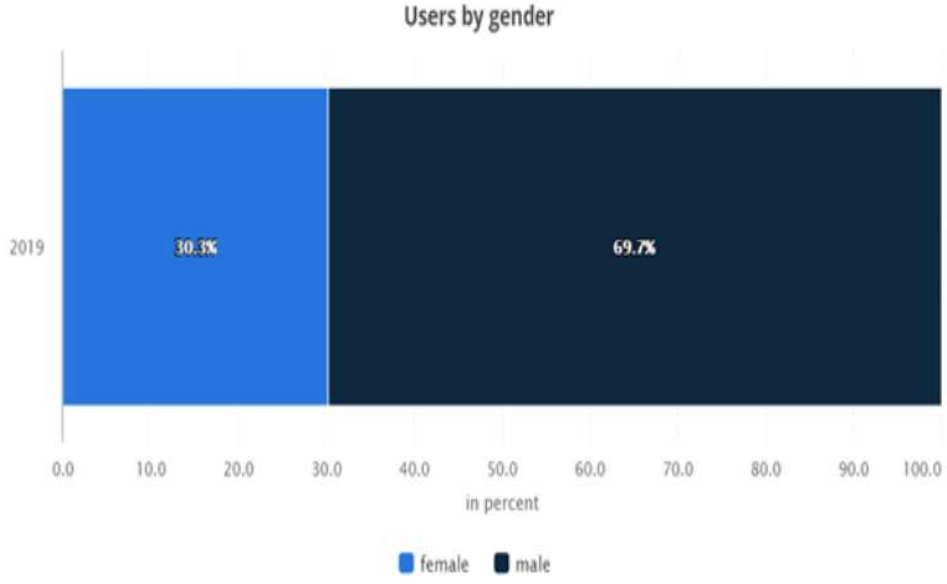


Source: Statista, based on BeyonData GmbH, Priori Data GmbH and SimilarWeb Ltd. , January 2020

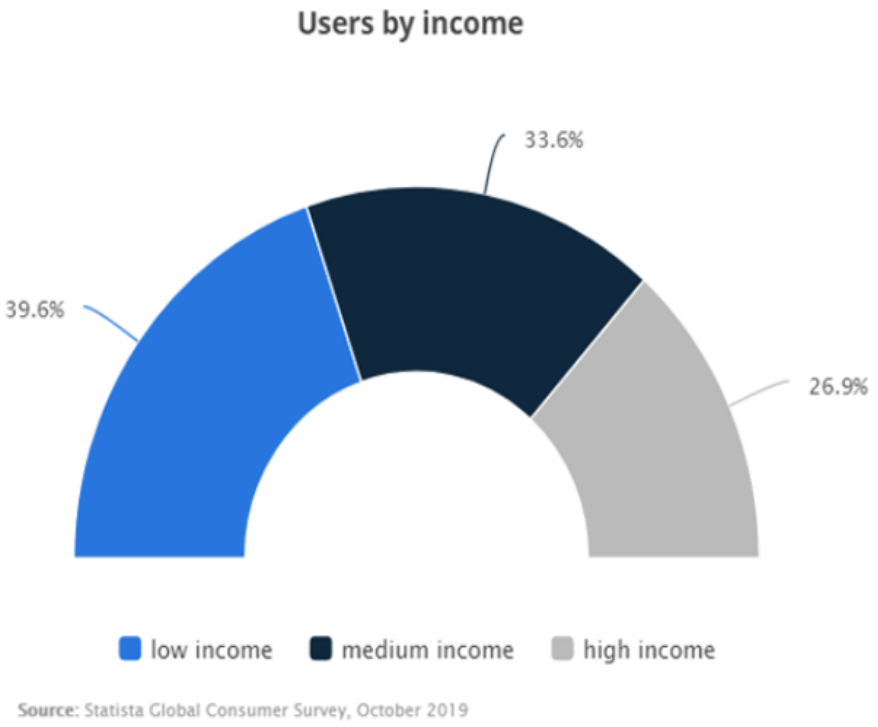
Users by age in percent



Source: Statista Global Consumer Survey, October 2019



Source: Statista Global Consumer Survey, October 2019



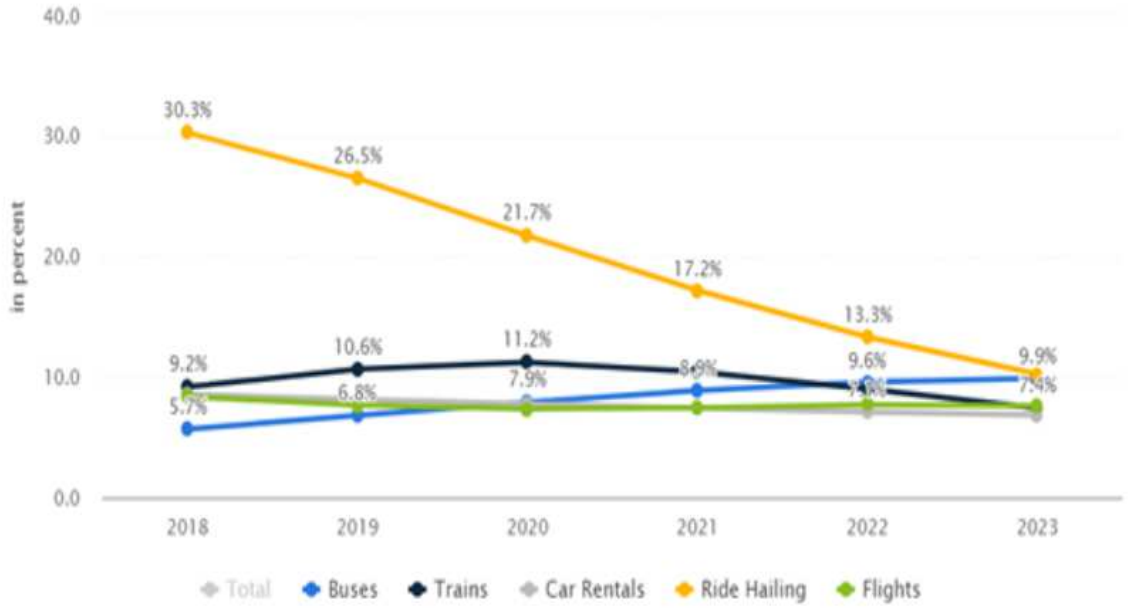
Online Mobility Services (Source Statista)

- Revenue in the Online Mobility Services segment amounts to US$92,730m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 10.2%, resulting in a market volume of US$123,998m by 2023.
- The market's largest segment is Flights with a market volume of US$45,324m in 2020.
- In global comparison, most revenue is generated in the United States (US$182,466m in 2020).

Revenue

Source: Statista, July 2019

Revenue Growth

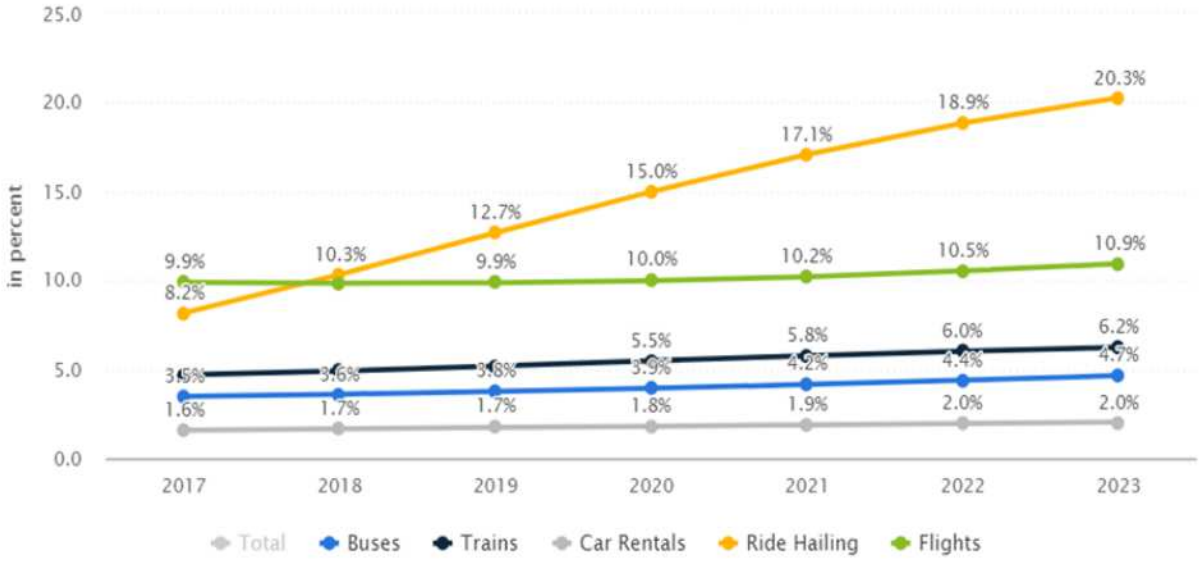


Source: Statista, July 2019

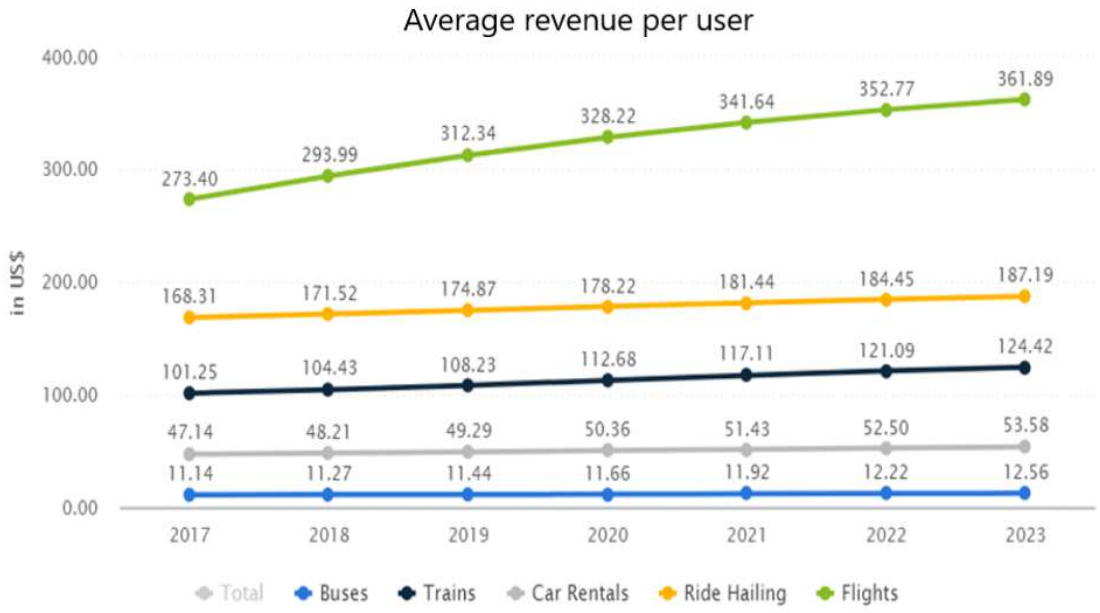
Users

Source: Statista, July 2019

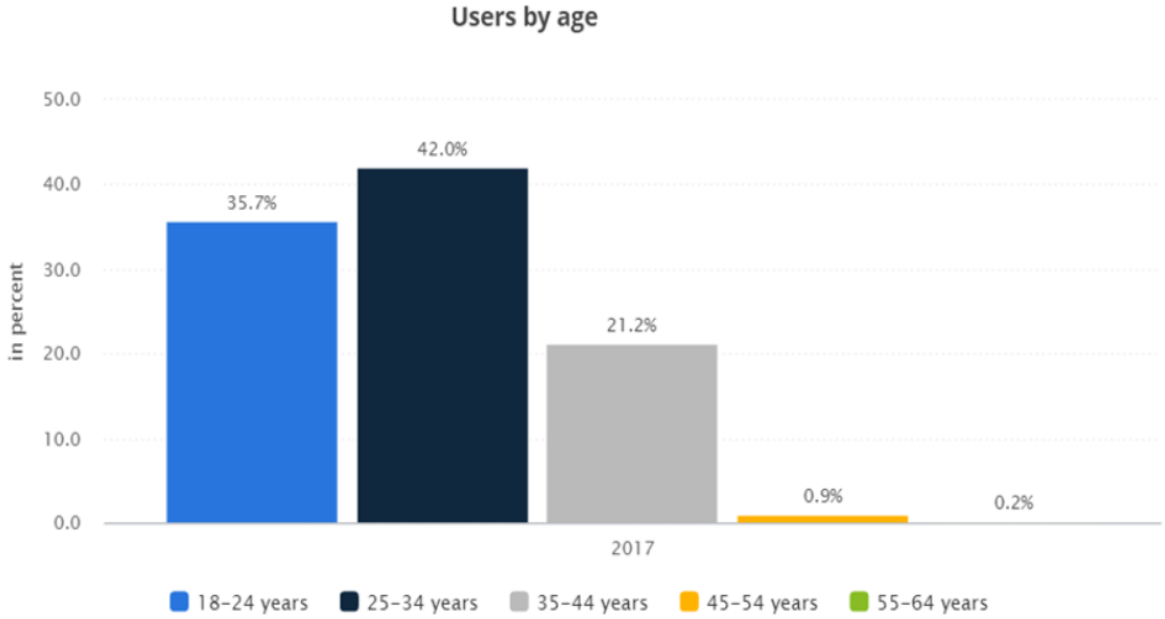
Penetration Rate



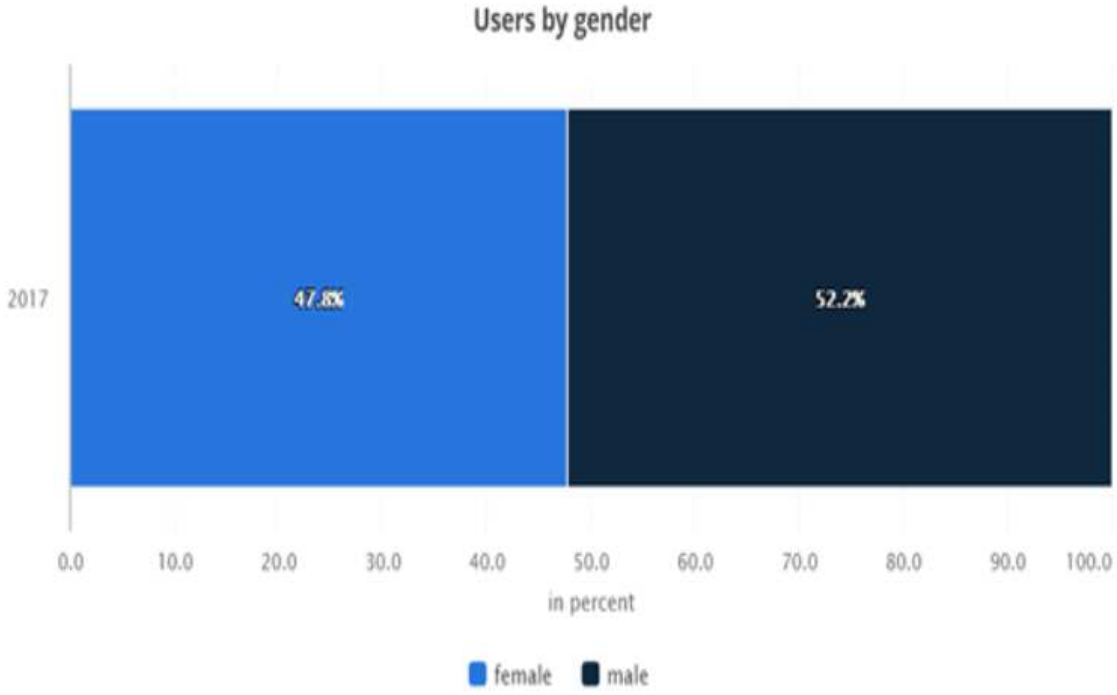
Source: Statista, July 2019



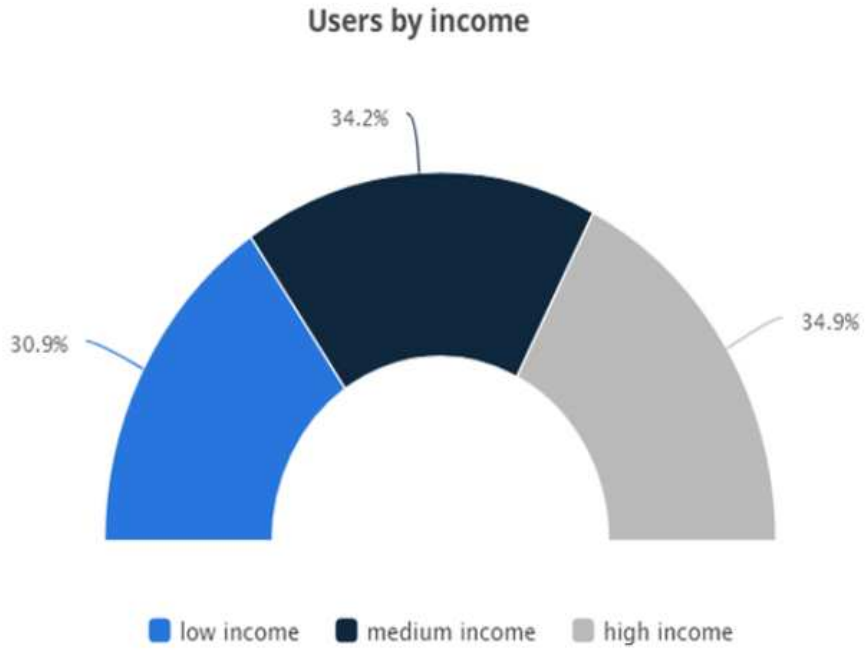
Source: Statista, July 2019



Source: Statista Global Consumer Survey, July 2018



Source: Statista Global Consumer Survey, July 2018



Source: Statista Global Consumer Survey, July 2018

Ride Hailing

- Revenue in the Ride Hailing segment amounts to US$36,955m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 13.5%, resulting in a market volume of US$54,097m by 2023.
- User penetration is 15.0% in 2020 and is expected to hit 20.3% by 2023.
- The average revenue per user (ARPU) currently amounts to US$178.22.
- In global comparison, most revenue is generated in China (US$63,797m in 2020).

(Source Statista)

Buses - Offline bookings made, for example, in a travel agent's office or by telephone or at an automated payment point are not included; a prerequisite for this segment is an online checkout process on the booking website of the transport provider.

- Revenue in the Buses segment amounts to US$635m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 9.5%, resulting in a market volume of US$833m by 2023.
- User penetration is 3.9% in 2020 and is expected to hit 4.7% by 2023.
- The average revenue per user (ARPU) currently amounts to US$11.66.
- In global comparison, most revenue is generated in China (US$1,884m in 2020).

(Source Statista)

Trains - Offline bookings made, for example, in a travel agent's office or by telephone or at an automated payment point are not included; a prerequisite for this segment is an online checkout process on the booking website of the transport provider.

- Revenue in the Trains segment amounts to US$8,553m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 8.9%, resulting in a market volume of US$11,060m by 2023.
- User penetration is 5.5% in 2020 and is expected to hit 6.2% by 2023.
- The average revenue per user (ARPU) currently amounts to US$112.68.
- In global comparison, most revenue is generated in China (US$23,265m in 2020).

(Source Statista)

Car-rentals - Offline bookings made, for example, in a travel agent's office or by telephone or at an automated payment point are not included; a prerequisite for this segment is an online checkout process on the booking website of the transport provider.

- Revenue in the Car Rentals segment amounts to US$1,263m in 2020.

- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 7.1%, resulting in a market volume of US$1,552m by 2023.
- User penetration is 1.8% in 2020 and is expected to hit 2.0% by 2023.
- The average revenue per user (ARPU) currently amounts to US$50.36.
- In global comparison, most revenue is generated in the United States (US$22,260m in 2020).

(Source Statista)

Flights- Offline bookings made, for example, in a travel agent's office or by telephone or at an automated payment point are not included; a prerequisite for this segment is an online checkout process on the booking website of the transport provider.

- Revenue in the Flights segment amounts to US$45,324m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2023) of 7.6%, resulting in a market volume of US$56,455m by 2023.
- User penetration is 10.0% in 2020 and is expected to hit 10.9% by 2023.
- The average revenue per user (ARPU) currently amounts to US$328.22.
- In global comparison, most revenue is generated in the United States (US$99,872m in 2020).

(Source Statista)

Social media stats in India (Source Statcounter)

- Number of social network users in India from 2015 to 2023(in millions)
- With the ease of internet access, the number of social media users in India stood at 326.1 million in 2018. This increase is relatively lower as compared to the growth that occurred between 2016 and 2017. Nevertheless, the social network users in the country were expected to be almost 448 million in 2023 (Source Statista)

E-commerce in India - Statistics & Facts

- e-commerce sales as percentage of total retail sales 2.2%
- Active e-commerce penetration 74%
- Amazon audience reach 89%
- Retail e-commerce sales 32.3 b USD
- Estimated retail e-commerce sales growth in 2019 24.1%
- estimated retail m-commerce sales in India 30.2 b USD

(Source Statista)

- The Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. (Source ibef)
- The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19 (Source ibef)
- India's internet economy is expected to double from US$ 125 billion as of April 2017 to US$ 250 billion by 2020, majorly backed by ecommerce. (Source ibef)
- India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world. (Source ibef)
- The Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion in 2017 Online retail sales in India are expected to grow by 31 per cent to touch US$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. (Source ibef)
- E-retail market is expected to continue its strong growth, by registering a CAGR of over 35 per cent and to reach Rs 1.8 trillion (US$ 25.75 billion) by FY20. (Source ibef)

Top Five Social media site (based on active user)

- WhatsApp – 400+ million user in 2019 in India
- Facebook - 336 million by 2020
- YouTube - 265 million monthly active users
- Instagram -73 million in 2019
- Twitter – 7.91 million active user in 2019

Search engine marketing (Source Statcounter)

10 Top website in India as per Similar web (Source similarweb)

1. google.com (website analytics google.com , Computers Electronics and Technology > Search Engines)
2. youtube.com (website analytics youtube.com , Arts and Entertainment > TV Movies and Streaming)
3. facebook.com (website analytics facebook.com, Computers Electronics and Technology > Social Networks and Online Communities)
4. amazon.in (website analytics amazon.in, E commerce and Shopping > Marketplace
5. instagram.com (website analytics instagram.com, Computers Electronics and Technology > Social Networks and Online Communities)
6. flipkart.com (website analytics flipkart.com, E commerce and Shopping > Marketplace)
7. cricbuzz.com (website analytics cricbuzz.com, Sports > Fantasy Sports)
8. ucweb.com (website analytics ucweb.com, Computers Electronics and Technology > Programming and Developer Software)
9. wikipedia.org (website analytics wikipedia.org, Reference Materials > Dictionaries and Encyclopedias)
10. 9apps.com (website analytics 9apps.com, Computers Electronics and Technology > Programming and Developer Software)

10 Top website in India as per alexa (Source alexa)

1. Google.com
2. Youtube.com
3. Google.co.in
4. Amazon.in

5. Facebook.com
6. Wikipedia.org
7. Yahoo.com
8. Flipkart.com
9. Onlinesbi.com
10. Indiatimes.com

Digital advertising market

Key highlights:

- Digital advertising spend in India is estimated to be around INR 9,266 crore by end of 2017 growing at a rate of 27% over the year 2017.
- BFSI, E-Commerce is leading online spends in terms of volume, followed by FMCG & Travel. 68% of the overall digital adds spends comes from this four vertical.
- BFSI brands incurred the highest share of advertising on digital media with 46% of their overall advertising spends on digital followed by Ecommerce and Telecom.
- Ad spends on Search are likely to be INR 2,502 crore followed by Video at INR 1,779 crore. Mobile ads are a key avenue that has shown a 34% growth over last year one year.
- Social Media (LinkedIn/Facebook/Twitter, etc.) and Mobile ad markets are likely to be at INR 1,668 crore and 1,761 crore respectively.
- The growth in spend on digital advertising is expected to continue, at a rate of 30% over the next year and the total spend is expected to touch INR 12,046 crore by end of 2018.

(Source iamai)

Digital Advertising

- Ad spending in the Digital Advertising market amounts to US$7,629m in 2020.
- The market's largest segment is Social Media Advertising with a market volume of US$3,770m in 2020.
- Average Ad Spending per internet user US$ 10.19

(Source Statista)

Classifieds

- Ad spending in the Classifieds segment amounts to US$517m in 2020.
- Ad spending is expected to show an annual growth rate (CAGR 2020-2023) of 3.6%, resulting in a market volume of US$575m by 2023.
- Average Ad Spending per internet User US$ 0.69

(Source Statista)

Video advertising

- Ad spending in the Video Advertising segment amounts to US$714m in 2020.
- Ad spending is expected to show an annual growth rate (CAGR 2020-2023) of 8.1%, resulting in a market volume of US$902m by 2023.
- Average Ad Spending per internet User US$ 0.95

(Source Statista)

Social Media Advertising

- Ad spending in the Social Media Advertising segment amounts to US$3,770m in 2020.
- Ad spending is expected to show an annual growth rate (CAGR 2020-2023) of 7.4%, resulting in a market volume of US$4,677m by 2023.
- Average Ad Spending per internet user US$ 5.03

(Source Statista)

Banner Advertising

- Ad spending in the Banner Advertising segment amounts to US$975m in 2020.
- Ad spending is expected to show an annual growth rate (CAGR 2020-2023) of 7.3%, resulting in a market volume of US$1,205m by 2023.
- Average Ad Spending per internet user US$ 1.30

(Source Statista)

Search Advertising

- Ad spending in the Search Advertising segment amounts to US$1,654m in 2020.
- Ad spending is expected to show an annual growth rate (CAGR 2020-2023) of 11.1%, resulting in a market volume of US$2,266m by 2023.
- Average Ad Spending per Internet User US$ 2.21

(Source Statista)

DIGITAL MEDIA - Digital Media is defined as audiovisual media contents and applications that are distributed directly over the internet. This includes digital video contents (e.g. movies, series and TV shows), digital music provided as download or internet-stream as well as digital games for different devices and electronically published content such as eBooks, eMagazines or ePapers. (Source Statista)

Digital Media

- Revenue in the Digital Media market amounts to US$2,813m in 2020.
- The market's largest segment is Video Games with a market volume of US$1,602m in 2020.
- In global comparison, most revenue is generated in the United States (US$47,813m in 2020).

VIDEO GAMES-Video Games are defined as fee-based video games distributed over the internet. Download games include downloads of full versions for gaming consoles or PCs (installation required), mobile games for smartphones and tablet devices (paid app downloads and in-app-purchases), paid or free-to-play online games which can be either played directly in the internet browser or via clients that need to be installed (subscription-based or including in-game purchases) as well as subscription-based gaming networks such as Xbox Live Gold, PlayStation Plus or Nintendo Switch Online. Physical video game sales and demo/trial versions are not included. (Source statista)

Video Games

- Revenue in the Video Games segment amounts to US$1,602m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 9.3%, resulting in a market volume of US$2,285m by 2024.
- The market's largest segment is Mobile Games with a market volume of US$1,165m in 2020.
- User penetration is 10.9% in 2020 and is expected to hit 13.9% by 2024.
- The average revenue per user (ARPU) currently amounts to US$8.88
- Users 150.7 m in 2020

Download Games

- Revenue in the Download Games segment amounts to US$92m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 14.4%, resulting in a market volume of US$157m by 2024.

- User penetration is 4.8% in 2020 and is expected to hit 6.1% by 2024.
- The average revenue per user (ARPU) currently amounts to US$1.40.
- In global comparison, most revenue is generated in the United States (US$4,262m in 2020).
- User 65.6 m in 2020

(Source Statista)

Mobile Games

- Revenue in the Mobile Games segment amounts to US$1,165m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 7.5%, resulting in a market volume of US$1,554m by 2024.
- User penetration is 9.5% in 2020 and is expected to hit 12.1% by 2024.
- The average revenue per user (ARPU) currently amounts to US$8.88.
- In global comparison, most revenue is generated in China (US$19,962m in 2020).
- Users 131.2 m in 2020

(Source Statista)

Online Games

- Revenue in the Online Games segment amounts to US$278m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 15.4%, resulting in a market volume of US$493m by 2024.
- User penetration is 7.5% in 2020 and is expected to hit 9.6% by 2024.
- The average revenue per user (ARPU) currently amounts to US$2.68.
- In global comparison, most revenue is generated in China (US$4,249m in 2020).
- Users 103.8 m in 2020

(Source Statista)

Gaming Networks

- Revenue in the Gaming Networks segment amounts to US$67m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 4.9%, resulting in a market volume of US$81m by 2024.
- User penetration is 0.2% in 2020 and is expected to hit 0.2% by 2024.
- The average revenue per user (ARPU) currently amounts to US$22.52.
- In global comparison, most revenue is generated in the United States (US$457m in 2020).
- Users 3 m in 2020

(Source Statista)

VIDEO-On_Demand - Video-on-Demand is defined as premium over-the-top Video-on-Demand (VoD) content, distributed over the internet. This includes three fee-based business models: firstly, rentals as a single transaction or pay-per-view (Transactional-VoD or TVoD), second, rentals as subscription-based services (Subscription-VoD or SVoD) and third, digital purchases via download or permanent cloud-storage (video downloads, also named electronic-sell-through or EST). Ad-supported content and services as well as amateur video contents are not included. (Source Statista)

Video-on-demand

- Revenue in the Video-on-Demand segment amounts to US$313m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 10.1%, resulting in a market volume of US$460m by 2024.
- The market's largest segment is Video Streaming (SVoD) with a market volume of US$224m in 2020.
- User penetration is 8.0% in 2020 and is expected to hit 10.2% by 2024.
- The average revenue per user (ARPU) currently amounts to US$3.78.
- Users 110.4m in 2020

Pay-per-view (TVoD)

- Revenue in the Pay-per-View (TVoD) segment amounts to US$44m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 9.9%, resulting in a market volume of US$64m by 2024.
- User penetration is 2.9% in 2020 and is expected to hit 3.7% by 2024.
- The average revenue per user (ARPU) currently amounts to US$1.10.
- In global comparison, most revenue is generated in the United States (US$1,582m in 2020).
- Users 40.1m in 2020

(Source Statista)

Video Streaming (SVoD)

- Revenue in the Video Streaming (SVoD) segment amounts to US$224m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 10.4%, resulting in a market volume of US$333m by 2024.

- User penetration is 4.3% in 2020 and is expected to hit 5.5% by 2024.
- The average revenue per user (ARPU) currently amounts to US$3.78.
- In global comparison, most revenue is generated in the United States (US$11,950m in 2020).
- Users 59.3 m in 2020

(Source Statista)

Video download

- Revenue in the Video Downloads (EST) segment amounts to US$45m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 8.5%, resulting in a market volume of US$62m by 2024.
- User penetration is 4.6% in 2020 and is expected to hit 5.9% by 2024.
- The average revenue per user (ARPU) currently amounts to US$0.7.
- In global comparison, most revenue is generated in the United States (US$1,834m in 2020).
- Users 63.8m in 2020

(Source Statista)

ePublishing -ePublishing is defined as paid editorial/written content distributed over the internet, including eBooks (fiction, non-fiction & academic eBooks), digital editions (replicas) of consumer & trade/business magazines (eMagazines), and daily or weekly newspapers (ePapers). Open access content, paid content of newspaper or magazine websites and print or bundled subscriptions where digital editions come as a free extra and are not included. (Source Statista)

ePublishing-

- Revenue in the ePublishing segment amounts to US$634m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 11.6%, resulting in a market volume of US$984m by 2024.
- The market's largest segment is ePapers with a market volume of US$272m in 2020.
- User penetration is 8.4% in 2020 and is expected to hit 10.0% by 2024.
- The average revenue per user (ARPU) currently amounts to US$1.67
- Users 115.3 m in 2020

eBooks

- Revenue in the eBooks segment amounts to US$149m in 2020.

- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 5.2%, resulting in a market volume of US$183m by 2024.
- User penetration is 6.5% in 2020 and is expected to hit 8.3% by 2024.
- The average revenue per user (ARPU) currently amounts to US$1.67.
- In global comparison, most revenue is generated in the United States (US$5,224m in 2020).
- Users 89.3 m in 2020

(Source Statista)

eMagazines

- Revenue in the eMagazines segment amounts to US$213m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 11.8%, resulting in a market volume of US$332m by 2024.
- User penetration is 4.0% in 2020 and is expected to hit 4.8% by 2024.
- The average revenue per user (ARPU) currently amounts to US$3.83.
- In global comparison, most revenue is generated in the United States (US$1,334m in 2020).
- Users 55.6m in 2020

(Source Statista)

ePapers

- Revenue in the ePapers segment amounts to US$272m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 14.6%, resulting in a market volume of US$469m by 2024.
- User penetration is 3.7% in 2020 and is expected to hit 4.0% by 2024.
- The average revenue per user (ARPU) currently amounts to US$5.35.
- In global comparison, most revenue is generated in the United States (US$2,229m in 2020).
- Users 50.9 m in 2020

(Source Statista)

Digital Music-Digital Music is defined as audio content that is distributed to the end-user over the internet. This includes paid digital downloads of professionally produced single tracks or albums/compilations as well as subscription-based on-demand streaming services. Ad-supported services, internet radio, video streams and audio books are not included. (Source Statista)

Digital Music

- Revenue in the Digital Music segment amounts to US$264m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 7.6%, resulting in a market volume of US$353m by 2024.
- The market's largest segment is Music Streaming with a market volume of US$244m in 2020.
- User penetration is 10.5% in 2020 and is expected to hit 10.8% by 2024.
- The average revenue per user (ARPU) currently amounts to US$2.51.
- Users 144.6 m in 2020

Music Downloads

- Revenue in the Music Downloads segment amounts to US$20m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of -2%, resulting in a market volume of US$19m by 2024.
- User penetration is 5.8% in 2020 and is expected to hit 5.6% by 2024.
- The average revenue per user (ARPU) currently amounts to US$0.3.
- In global comparison, most revenue is generated in the United States (US$712m in 2020).
- Users 80.6 m in 2020

(Source Statista)

Music Streaming

- Revenue in the Music Streaming segment amounts to US$244m in 2020.
- Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 8.3%, resulting in a market volume of US$334m by 2024.
- User penetration is 7.0% in 2020 and is expected to hit 7.6% by 2024.
- The average revenue per user (ARPU) currently amounts to US$2.51.
- In global comparison, most revenue is generated in the United States (US$4,522m in 2020).
- Users 96.9 m in 2020

(Source Statista)