

South Asia Entertainment Market Shifts 2025-2026: OTT Growth, Digital Adver

Entertainment Economics · Answer Key · 2 Questions

1. The India OTT market is projected for significant expansion. What is the expected Compound Annual Growth Rate (CAGR) for the India OTT market during the forecast period of 2025 to 2035?

- A) 12.5%
- B) 15.62%**
- C) 18.0%
- D) 20.1%

2. In 2025, South Indian cinema demonstrated a strong influence on India's streaming ecosystem. What percentage of all theatrically successful films acquired by OTT platforms in India that year were from South Indian industries?

- A) Approximately 40%
- B) Approximately 50%
- C) Nearly 60%**
- D) Over 75%