Market research Indian Media & Entertainment

General Summary and recommendations - August 2009

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Extensive summary and recommendations

The purpose of this market research was to gain insight into the Indian Media- and Entertainment industry. The following questions form the base of this research:

a. What are the characteristics of the Media- and Entertainment industry in India?
b. What opportunities are there in entering the Indian Media- and Entertainment market?

In addition, other general items in relation with accessing and approaching the market were researched. The existing questions were answered to the utmost of our abilities. Our goal was to answer 80% of the questions that were raised in the TOR. For the Media- and Entertainment sections (General Media; Film; TV; Other Media) we were able to answer almost every question up to a certain extent. The questions about investment programs (What large programs are there?; Which local subsidies exist?), were partially answered.

In the section 'accessing and approaching the market', the majority of the formulated questions were answered as well. However, some still remain unanswered. Generally, because the right sources were not available, which was also the case with the questions regarding corruption in India. Another reason why certain questions remain unanswered is because the matter turned out to be more complex than originally assumed. This was the case of the tender instructions. In the recommendation section further investigation is advised.

For this report, the Media- and Entertainment industry are divided in the sections: Film, TV, and Other Media (Radio, Internet & Gaming). This chapter will give a summary of the findings of the section chapters. Subsequently, the research questions will be discussed and compared with the ambitions of the corporate cluster that are formulated in the activities program, of which this research is a part.

This summary concludes with the recommendations regarding the continuation of the ME-India program, and future research. This will partially be done per designated segment within the Indian Media- and Entertainment industry, and partially for the specific recommendations made concerning the formulated questions in the TOR, and is defined under the title **'Information and recommendations relevant to the further development of the 2G@there-program'.**

1.1 Summary

The entire Indian Media- and Entertainment industry underwent a strong growth during the last couple of years. Besides the growth in the segments film and television, Indian radio, internet, advertisement and gaming are developing themselves at a rapid pace. Companies within the Indian Media- and Entertainment industry generate, on average, the highest income in this industry worldwide. The fast growth of the entire Media- and Entertainment industry, together with the high potential in profit margins, cause a great pull towards international companies. This made a large number of international companies to enter different segments of the Indian Media- and Entertainment industry. The main pillars of the growth of the Indian Media- and Entertainment industry are:

- Regionalization
- Evolvement of niches
- Internationalization
- Way of financing
- Digitalization
- De-regularization
- Positive business climate

There is a strong connection between these factors. That is why they cannot be considered as separate facets, but as a chain of growth factors that reinforce each other.

The strong growth and the high potential in income in the Indian Media- and Entertainment industry make it highly attractive for foreign investors to enter the market. English is the primary business language, which is also favourable for Dutch entrepreneurs to do business in India.
However, the large extent of piracy, unsound transparency and an obscure and bureaucratic judicial structure, may cause obstacles . Especially for smaller organizations that want to enter the market.

1.1.1 Film

The West often considers Bollywood as *the* film industry of India. It is, however, incorrect to speak about one integrated film industry in India. Besides Bollywood, there are six other major film industries in India: Tollywood, Kollywood, Sandalwood, Malayalam, Bhojpuri and Marathi. The film industries in India are determined by their geographical location. The films are produced in the language of that region. Bollywood is the best known and internationally most developed market in the Indian film industry. Because the films are spoken in Hindi, the national language of India, Bollywood films are also known as Hindi films.

A vital difference between the different Indian film industries, besides the language and the geographical range, is the production period. The difference between the production time of a Bollywood film and a Tollywood film can be up to four months. In India, Tollywood films are just as big as Bollywood films.

The Indian films are characterized by a combination of song, dance and often drama. The industries tend to use the same kind of storylines. Family and romance play an important part in the films. The films are all characterized by a (famous) cast that often sings and dances. The top three of genres consists of: family drama/romance, comedies, and animation/mythology. In the last mentioned genre animals are a popular subject.

Within the film industry there are several clear trends. The most important ones are vertical integration, digitalization, regionalization and internationalization. With vertical integration film companies expand their business in several facets of the film chain, like production, distribution and exploitation. The best known company within the chain of vertical integration is Reliance BIG. The company is active as producer under the name BIG Pictures, as distributor under the names Adlabs (theatre release) and BIG Home Video and as exploiter under the name BIC GINEMAS.

Due to digitalization, the distribution of films is becoming cheaper, the costs of the production of digital films are less and also the transport costs are lower. An additional benefit is that piracy becomes easier to prevent, there the carriers can be pre-programmed to show only a certain number of images.

As mentioned before, the Bollywood industry is a well known industry. However, the southern markets are becoming faster, and better in developing themselves. These regional markets are rising, especially the Tollywood market is highly regarded. Many Indian parties have oriented themselves on this market, because the majority of movie screens are located in this region and it is the region with the highest income of India. The entry barriers are often lower than for the already established (international) industry of Bollywood.

The internationalization increases at a fast pace, especially towards the United States of America and the United Kingdom. There is a clear trend in the Indian film industry, in which more and more Hollywood producers invest in Indian film companies. Furthermore, Indian companies are more often hired by foreign companies for postproduction activities, such as image correction and animation. Other countries have the interest of India as well. Five major Indian film producers/distributors have offices across the globe to sell their products or to manage distribution.

1.1.2 Television

The television industry forms a large component of the Indian Media- and Entertainment industry and according to FICCI it will keep growing rapidly until at least 2013. This was due to the relatively late opening of the market for television, and commercial networks did not really flourish until the last couple of years. The content of Indian television is changing because of the arrival of foreign parties, the rise of the middle class, and the influence of the West and globalization. The traditional programming with sports, news and mass-entertainment are now replaced by for niche programming and reality shows.

The digitalization of the distribution methods for television, make it possible for television companies to launch multiple channels in a cheaper way. The digitalization and the growing attention for the potential of certain regions has resulted in multiple parallel running television markets.
This development created an enormous demand for qualitative content. Part of this demand is met by game shows and reality programs from other countries and partially 'home-made' programs such as drama shows. It is very important for foreign concept developers and television companies to mark their audience. India compares itself with the United Stated on a policy level, and with Europe on a diversity level. The comparison with the United States is justified, there the different states are governed by one country. The differences between the Indian states are however enormous. These differences are characterized by language, way of life and social attitude (like the way Germans differ from Spaniards).

To enter the Indian television market correctly, keeping in mind that India is a country with a lot of diversity, the proposition has to be clearly formulated and implemented. Most programs will be made in Hindi, which is the national language. Many news networks broadcast in English, making the English language more popular especially with the younger audience and business people.. In addition to Hindi and English, the southern languages Telugu and Tamil are the most interesting, because in this region the population is most wealthy.

The market for concept development in India is, with over 400 channels, big and will only continue to grow next couple of years. Interesting markets are:

- Reality shows
- Talent shows
- Game shows
- Mythology

Besides these four major established streamlets, there is also room for Lifestyle, spirituality, children and men.

1.1.3 Other media

Radio
In recent years the turnover in the radio industry has increased with almost 20%. Many private radio stations have entered the Indian radio industry and together they have launched several new stations. So far, few international radio companies have entered this market. There are many opportunities in the expansion of the reach of radio by means of the Internet. To establish this, broadband internet will have to become available, also outside of the major cities of India.

In May 2009 a discussion was initiated regarding the possibility of providing radio through digital cable and satellite. This will increase the range and probably make it more appealing to advertise on radio. The licensing costs for radio companies have been lowered to make it easier for parties to enter radio. De broadcast license amounts to 4% of the yearly income.

It will be easier for radio companies to attract income from advertisements, when radio becomes available on a greater scale. It will almost certainly increase the appeal for foreign radio stations to enter this market.

Internet
So far, the Internet in India is mainly used for the distribution of other applications. Radio, television and online gaming will benefit from a higher penetration of Internet, especially outside of the metropolises, and a larger audience can be reached. With a higher penetration of broadband internet, radio and television broadcasts can be made available on the internet to a greater audience.

Presently, Internet access in the major cities is reasonable. However, Internet access is not spread over the entire country. Small cities and villages often do not possess Internet, and if they do it is often offered by means of the telephone lines instead of broadband. Internet over the phone line is too slow for multimedia applications such as radio or television.
The appearance of multiple Internet providers and proactive measures of the government will increase the number of internet users explosively. This will make internet an interesting medium for radio- and television broadcasts and online gaming for the next five years.

Gaming
There are three important currents within the game industry: Mobile gaming, console & PC gaming, and Online gaming. Although the combined income of the three components was relatively small in 2009 in comparison with film and television, the industry is growing at a rapid pace. With 37% per year in the last three years. Piracy is a large threat for all varieties of gaming. One out of ten gamers use a pirated or illegal version of a game, causing the industry to lose 10% of their income.

Mobile gaming
Within the mobile gaming, four major suppliers of mobile games control 80% of the entire market. Gaming is especially popular in the larger cities, although the market is getting saturated. To exploit new distribution markets, game developers focus more and more on the medium sized cities in India. The most popular games genres are:

- Racing
- Cricket
- Action
- Mythology

The division of merits between the game developers and the telephone companies that offer the games to their subscribers is acceptable. De developers receive on average 30% of the merits, while the telephone companies receive 70%. There are very few international developers of mobile games active in India.

The number of mobile phone users is also increasing at a rapid pace. This growing market is very appealing for foreign investors. Especially when the lead that foreign countries have in this field over India is considered.

Console, PC and online gaming
Both industries of console and pc-games show a strong growth in income for the past couple of years. It is remarkable that new video games are often released in the United States and in Europe before they are released in India. This promotes an “illegal” transfer of these games towards India, where they are sold on the grey market, often for a lower price since no taxes are involved.

The rise in sales of Online and PC games is linked to the increase of internet users and computer owners. Compared to internet, this is relatively low. About 4,9 million broadband internet users with 65 million active computers in a country with a population size of 1,3 billion people, including a middle class of 20 million persons. There is still plenty of room for growth. The entry costs are still low, which makes it an excellent moment for foreign parties to enter the market.

1.2 Opportunities vs. Ambitions
The ambitions of the corporate cluster ME-India are:

- An increase in the market share of Dutch parties in India through the sale, exploitation and export of formats, context and Technologies;
- To play a mediating/servicing and an executing/facilitating role in the realization of successful collaboration within The Netherlands and between The Netherlands and India

The aim is to create a structural, strong and recognised position of the Dutch creative industry in India. These ambitions are supported in this research in the following results:

Measure
The Indian Media- and Entertainment industry is potentially the biggest of the world. Unfortunately, many areas in this industry are not fully developed yet. Of all film industries (in the world), most films are produced by The Indian film industry. However, the reach and income worldwide is by far lower than that of a low budget Hollywood film. The country has over 400 television stations, but the income is very low when compared to the number of channels that is offered. The mobile and online services are still in their development stage, but do this in a fast pace and are trying to become more widely available.

Reach
Cable television reaches approximately 5 million homes and is the third cable television country in the world, right behind China and the United States. A growth in multiplex theatres is expected for the coming years. , At the moment there are 12.000 screen across the country and there is room for another 30.000 screens. The Netherlands have 650 screens spread over 200 theatres.

Growth
Films are an enormous growing market in India, especially when it comes to regional films. In 2005 this industry experienced a growth of 20%. Because of the explosive increase in the number of -niche- television channels, there is a increasing demand for TV-formats and productions . In 2008 approximately 600.000 mobile games were downloaded per month. Of approximately 350 million telephone subscriptions, only 10 million is suitable for the downloading of games. The number of mobile phone subscriptions is expected to increase, which will influence the number of potential downloaders of mobile game.

Revenue
In 2008, the Entertainment revenue (Film, TV, shows etc.) from foreign countries was approximately Euro 180 million . The majority, over Euro 140 million, came from film exhibitions. According to the FICCI this amount will increase towards an incredible Euro 3 billion in 2015! This will come from merits from TV-productions sold to foreign countries, exhibitions through satellite television channels worldwide and the explosive growth of revenues from theatre and home video releases. The European market is viewed as the biggest pillar in this growth. Another important reason for the increase in revenue is the outsourcing of activities towards India.

Relevant General facts and developments

- The availability of highly educated technical personnel: A large and young labour force. The extent of higher education is impressive: India almost owns 400 universities and 1,500 research facilities. Every year 200,000 technical engineers graduate and another 9,000 students receive their doctorate.
- Knowledge of the English language.
- Despite the composition of the government coalitions, the Indian government is gradually liberating certain markets.

Despite the opportunities, there are other aspects that have to be taken into consideration. These are:

- Market imperfections: The Indian market appears easy to enter, both independently as well as with the help of a NBSO of the Chamber of Commerce. However, the market is not conform western habits of trade and characteristics. Because of the easy entry, the relatively simple communications with India in English and the rapidly made agreements and commitments by India, nothing seems to stand in the way of a successful collaboration. However, most often this is not the case! Reasons for this, among others, are the cultural language of trade, the bureaucracy in combination with, despite the liberalization process, a large government interference, the often non-transparent market, high levels of protectionism and the rapid change in personnel in the lower and middle management.
  This results in inaccurate short term entries of Dutch companies into Indian companies (inadequate contacts, through brokers of mediators), causing an inefficiency and sometimes even financial loss. Furthermore, this may lead to misunderstanding and gaps in communication and business.

  The change in personal is high, especially in the dynamic creative industry. When contacts are frequently changed, a new relationship with the replacing contact has to be formed.

- Infrastructure: India has a poor physical infrastructure (roads, waterways, airports) and a poor bank segment and energy supply.

- Judicial apparatus: on the lower level, the judicial apparatus is weak. Especially MKB organizations may experience hinder of this when they get involved in a legal conflict.

- Government policy: Although the policy is positive and the business climate has improved due to the new alteration policy, there are still many bottlenecks to be solved (including rigid labour legislation).

- Contacts with the Indian government: These are often essential when doing business in India. Government officials are regularly transferred, which makes the forming of intensive and lasting relationships difficult.

- Bottlenecks in the movement of persons: The bilateral economic relations are hindered by the current Dutch policy regarding the movement of persons. During the mission of State secretary van Heemskerk to in India in 2008. The problems in the field of visa and the verification of documents were addressed. In 2005 this was also a point of discussion during a visit of Minister Brinkhorst, in which the minister promised to take action.
  In the creative industry which is rich in knowledge, there is often a long term exchange of personnel in the field of production. This forms an enormous barrier. Government intervention is essential to make the exchange of personnel more attractive and transparent. Where for instance creative formats from The Netherlands are developed in India, it takes a great deal of work to station personnel from The Netherlands to participate.

- India tends to hold on to their own standards. When compared to the, by the United States influenced, European standards it becomes clear that there are a lot of discrepancies. Moreover, the rate of unionization in India is smaller. Branch organizations, for instance the NVPI are less active and powerful. As entrepreneur, one has to work many things out for themselves and to initiate activities.

The focus of this report was on the Media- & Entertainment market of India and therefore the majority of these aspects is not elaborated. Especially the market imperfections, the judicial apparatus and the bottlenecks regarding the movement of personnel are suitable for further investigation.

The ambition of the corporate cluster is supported by the results; the potential market is enormous and offers many opportunities for the Dutch Media- and Entertainment industry. In the final paragraph of this rapport some of these opportunities are formulated for each segment of the Media- and Entertainment market. The manner in which the Dutch Media- and Entertainment industry should use these opportunities is described in this paragraph as well.

1.3 Recommendations and conclusions

The Indian Media- and Entertainment industry is one of the fastest growing industries in the world thanks to the fast-growing economy, the stimulation of the government and the increasing income levels. The Indian film industry is incredibly popular all over the world and the biggest sector within the creative industry in India, supplying over 6 million people with a job.

The Indian television industry is relatively young. Prior to 1992 it was .dominated by state channels. Since that time the market opened and caused a large supply of channels. So far, more than 400 commercial broadcasting companies have a permanent place within the Indian TV-market. .The Indian television industry has become the principal segment within the Media- and Entertainment industry of India. The number of households that are reached by the television broadcasts is increasing.

This is due to the increase in the number of households with one or more televisions. This is a result of demographical factors, 70% of the Indian population is 30 years or younger and more familiar with technology and television. in comparison with the shrinking number elders. Therefore, they are more likely to have a television in their household. Now that parties can enter other media (radio, gaming and internet) without any strong government restrictions, a similar growth is expected. All experts (FICCI, Ernst & Young) agree that the growth of the Indian industry is just a fraction of what it can and maybe should make.

The growth percentage of the Indian Media- and Entertainment industry exceeds the average growth percentage of the entire Indian economy. In comparison with 2006 the Media- & Entertainment industry has grown 17% in

2007 which equals with a turnover of 9.3 billion Euros. The expected turnover in 2012 is then Euro 17.78 billion. Dutch companies can benefit from these developments in several ways. Concrete opportunities lie in:

Film

a. Film distribution / exploitation

The growing middle class has an increasing interest in non-Indian films and Arthouse films. The Dutch film industry can adapt to this development exceptionally well. That counts mainly for the movie going audience in the bigger cities and metropolises. In contrast, the movie-experience in the south of India is different, for instance, people tend to go to the cinema more often. This market can meet with Dutch films. The fact that presently many multiplex movie theatres are being built, means that there will be more room for non-Hindi films. Market leader PVR stresses this in the talks. This will give a serious opportunity for Dutch films.

Moreover, Indian cinema could generate more sales in the Netherlands, if the films were exhibited through several multiplexes throughout the country. The movies however, are not available on TV or DVD. Due to the increasing attention for Indian cinema, partly because of the success of 'Slumdog Millionaire', the insertion of one of the better Hindi- or Tamil films would make a good niche market in the Netherlands. This is supported by the success of Indian films shown on the German television and in DVD stores after a successful trial with the film 'Kal Ho Na Ho'.

b.Film(co)production

Compared to other European countries, The Netherlands stay far behind. France, Switzerland, and even Luxembourg, have facilities to make it easier for Indian film makers to record a film in their country. The facilities range from film- and media funds to agreements on bilateral level by means of a co-production agreement. 80,000 Indian tourists visit Switzerland on a yearly basis. The Netherlands do not even attract half of this amount, including the expat that make up the majority of the visitors. In Switzerland, the tourists are recruited partially by facilitating the film recordings and partially through Indian travel agencies that offer holiday packages to Switzerland. The Italian tourism machine takes it one step further. They advertise with television commercials during, before and after the film trailers and commercials for the films that are shot in Italy.

Film funds and communal funds, together with, for instance, an active 'Netherlands-campaign' would make The Netherlands more attractive as a Media- and Entertainment country, covering both the economical aspect as the tourism aspect.

The Swiss agency of tourism finances films that are shot in the country –giving them interest-free loans- under the condition that when the film generates a certain amount of income, the filmmaker has to reimburse the amount. Furthermore, a percentage of the financed sum has to be contributed by the producer and has to be spent in Switzerland. This motivates film makers i to film in Switzerland. Relatively little risk is involved, there the money will be reimbursed. The Swiss tourism market has gone along with this and travel agencies use this in their travel offers. Swiss Air flies since a few years daily to and from New Delhi and Mumbai!

This would be an interesting model for the Netherlands, with relatively few risks. Moreover, The Netherlands will get the opportunity to create, besides the tourism aspect, a clear creative –economic-collaboration.

There are many chances to apply each other technological opportunities. Dutch filmmakers can, assuming they use the right channels, film cheaper and faster in India. They can also outsource several activities, for instance in post production. The possibility to (co-)produce Bhojpuri films together with the Suriname Hindustani community can also be examined. The Dutch market is a potential new area of distribution for a Bhojpuri director, for Dutch filmmakers the accessibility of the Bhojpuri film industry could be made easier if the market is unexplored by foreign filmmakers.

Due to the corporate organizations it is more difficult for the Arthouse producers to make their products, therefore a creative collaboration should also be achieved., . In Europe there are more tools to do this, which gives the producers a great opportunity. Dutch parties acquire the possibility to facilitate and to act as mediator. The commercial filmmakers together with Dutch parties can be appealing to film financiers like the EXIM bank.

A joint film can be released with 25-30 prints in the Netherlands, making the Netherlands not only interesting for co-productions, but also as distribution market.

Finally the possibility can be explored on a bilateral level to see if a coproduction agreement between the Netherlands and India can work as a catalyst to enhance the mentioned opportunities.

TV

a. Concept development

The Indian television industry is subject to international influences. In the past years many large successful companies have settled in India and many internationally successful television concepts. For example, of the Dutch concepts of 'Big Brother' and 'Fear Factor', an Indian version has been made, which created a lot of success on Indian television. The Netherlands are export country number 2 in the field of television formats. The growth of the Indian television market is significant and nowadays there is a demand for quality formats. Dutch companies should take this into their advantage and offer smaller and different concepts, like developers from the Uk and US do. Paid television generated more room for niches. Because of the large number of channels more parties are needed that can create, for instance, advertisement commercials or animations for niche markets. The commercials that are aimed on the mass can be selected by India, but because of the changing market, there are a lot of new groups that has to be served. That is where the opportunities lie.

In one of the growing genres in India, reality television, The Netherlands have a lot of knowledge and experience. This offers a direct lead for the start of conversations on this subject.

b. Distribution

The many Indian channels have an enormous amount of content and original formats. These formats can be interesting for the Netherlands! Paid television by tenders as UPC and ZIGGO have several Indian channels in their portfolio that have been very successful. It is very conceivable that a Indian package deal, which is, for instance, in English, can appeal to an even bigger audience. India is still testing with television over the Internet, whereas The Netherlands have more experience in this field. Expertise can be exchanged between the two countries. Last year UTV launched the 24-hour channel 'World Movies', but so far no Dutch films have been shown on this channel. Because of the success of World Movies, it is expected that other channels will come up with similar concepts. They already talk about World Series and World Games. Dutch programs and films should also be part of these channels.

Other Media

The Netherlands can, like with television, offer radio concepts in India. Because the market is still very small, the deal should be based on an exchange of concepts and shares in the advertisement revenues. This makes it appealing for Indian parties to join this not-yet profitable, but growing market. Because of the expected development in broadband internet in India, online gaming and internet television will become an interesting segment within the Media- and Entertainment.

Keeping in mind that the technological development will almost always happen in India, concrete opportunities are in supply, for example when a Dutch party offers games in India. The expertise compared to the wages is something that no western country can compete to. This will have to be taken into account. Dutch parties should start to create strategic partnerships with developing companies in India. This gives rise to an interesting proposition; the outsourcing of the development to India!

Furthermore, there are opportunities at the demand side. The Netherlands are an interesting market for all sorts of online applications. The penetration of broadband internet is one of the highest in the world. Readymade games and similar applications can always be offered in The Netherlands.

The Indian Media- and Entertainment industry offers chances in the entire chain, from production to distribution and exploitation. The mentioned opportunities are the ones that stood out most in the conclusions of the research. This does not mean that every terrain, in which professional and qualitative services are offered, offers chances for The Netherlands. Latent needs and markets can be made aware. This market has the fastest growth of all the other markets in India and this implies that people are open to new, unexplored opportunities.

1.3.1 Information and recommendations relevant for the further elaboration of the 2g@there-programme

After consulting the investigators and the corporate cluster, it is safe to say that the mentioned possibilities, can best be realized by:

1. Acting as a recognized Dutch Media- and Entertainment industry in India. This makes the impact for the individual Dutch entrepreneurs bigger and more powerful.

2. Creating legitimacy for the Media- and Entertainment industry of The Netherlands by active intervention of the government.
3. Creating a continual process of activities and the exchange of knowledge to learn from each other's industries and to be kept up-to-date on each other's progress and to create contacts.

Point 1 and 2 are part of the ME-India program. The active interventions by the government – a specialized private company- imply the direct guidance of the first parties that want to come in contact with their Indian counterparts. Besides this, all parts of the program, the government legibility has to be expressed, for instance by the presence of diplomats or the involved embassy and/or speakers from the Netherlands and India.

The aim of point 3 is to create an entry for the program, which implies that the government of a private party always has to be up to date of the most necessary and most recent information and developments and has to be able to provide this, to ensure that the entrepreneurs can enter the market well informed. But they should also be the initiator, and frequently arrange activities in both the Netherlands and India.

<u>This results in the following recommendations</u>

a. Permanente hub for information / Liaisons

The ME-program has a relatively short duration and is labelled as 'light' in the 2g@there program. There should be looked out for a decrease in interest and activities after the expiry of this program. That is why it is important that an entity of a group watches over the program, possibly in cooperation with the EVD and other parties.

Another possibility is to continue the program in an adjusted regular 2g@there form. With this, the efforts of the previous and coming period can be guarded. An active involvement of the government is needed in both cases to insure that strong and decisive action is taken in The Netherlands and especially in India. In India the consulate-general in Mumbai can act as local liaison, but this role could also be filled by a private party. This party may work together with the Dutch liaison as established hub. The main activities of the hub should be; the guidance of future activities and the referral toward discussion partners from this research. Moreover, the undertaking and coordinating of trade improving activities and the continual collection and providing towards other of relevant information, knowledge and developments.

b. Trade mission

There are two interesting umbrella organizations in India, that both can act as a potential counterpart in the view of the trade mission. These are the CII (Confederation of Indian Industry) and the FICCI (Federation of International Chambers of Commerce and Industry India). Both the CII and the FICCI can organize local activities such as business matchmaking, tours and presentations as Indian parties. The FICCI organizes the largest Media- and Entertainment fair of Asia in the spring of every year in Mumbai. FICCI has more affinity with the Media- and Entertainment industry than the CII does.

In addition, the GOA –arthouse- film festival and Cinex Asia are held in November. A trade mission may visit the Cinex Asia TV-fair in Mumbai, followed by the GOA film festival in November. This can occur in November 2010 at the earliest. However, this does not include the duration of the ME-India programme. Individual India travellers, outside of the activities, are advised to consult the website of indobase (www.indobase.com) to make sure a fair and/or seminar can be visited.

Another option is to organize a separate trade mission, which is not to a certain event. For this purpose the CII or the FICCI are essential.

To gain the maximum out of a trade mission, the aimed visit to an event in combination with a business matchmaking is recommended. For this government legibility is needed as well. A state secretary of minister may provide the necessary legitimacy and diplomacy.

c. Collective fair entry

The under section b. mentioned events are the most interesting. Because the FICCI is the largest fair and is the most comprehensive of the three events, it is advised to visit this particular event. There are alternatives that have the same size of the FICCI Media- and Entertainment fair in India. There are several smaller fairs, like the Media Expo; a three-day event that takes place in February.

The next FICCI Media- and Entertainment fair will be held in March of 2010 and can serve as the platform for a first major acquaintance between Dutch and Indian parties.

d. Seminars
In light of the ME-India program there are two seminars that are being held about the possibilities of India with an introduction on the Indian Media- and Entertainment industry.

The second seminar concerns the discussion of the results of the market research of the Media- and Entertainment industry of the Netherlands. This research serves as further elaboration of the first seminar.

The results of the research show that there is a need for information, on doing effective business in India and on handling for instance the legislation and the regulatory process. Moreover, there is a need for detailed information about this market. This research can serve as a base for this. Parties like Ernst & Young, KPMG or FICCI can answer these matters specifically and can be invited to such seminars or collaborate with us to organize such seminars in The Netherlands and in India. The results of the market research about the Dutch Media- and Entertainment need to be made public in India, and this could take place through a seminar.

e. Guiding the First tracks
Proper guidance is of essential importance in the first tracks that originated from this For this purpose, it is important that India and The Netherlands are guided by the government. In addition, several entrepreneurs that are already operating in India should take care of the cultural guidance. For the matchmaking, the Indian contacts that took part in this research and the Indian party used for the communication and marketing of ME-India should be contacted. Successful guidance tracks can serve as an example of the activities or on the ME-India website. These entrepreneurs can then guide others in the field. It is recommended to form a core group with a contact from the EVD, someone from the Consulate General in Mumbai and someone from ME-India program. Together they will take care of the first tracks.

f. General recommendations
It is also of importance for this program to be a part of already existing or future initiatives to and from India. To accomplish this, an active role of the government is needed to give ME-India the needed legibility. Furthermore it is important to make the program more tangible, more discussions should be held on this subject and it has to be more widely known. Therefore, it is advised to make connections with people and organizations that have a certain authority. Especially in India this can open doors and create more legibility and fame. This implies that collaborations with the CII or the FICCI need to be initiated and/or several prominent Indian and Dutch people in the Media- and Entertainment industry need to be drawn into the program. Other Dutch parties, such as local metropolises, but also the NBTC (Dutch bureau of tourism and congresses) should also be involved. This should be initiated by the Ministry of Economic Affairs or the EVD.

For all the coming activities the previously mentioned government involvement is of crucial importance to give the Dutch Media- and Entertainment industry the needed legibility. If this is not created, or not created correctly, the activities will lose credibility in India. This has to be taken in consideration with every step and has to be sincerely realized!