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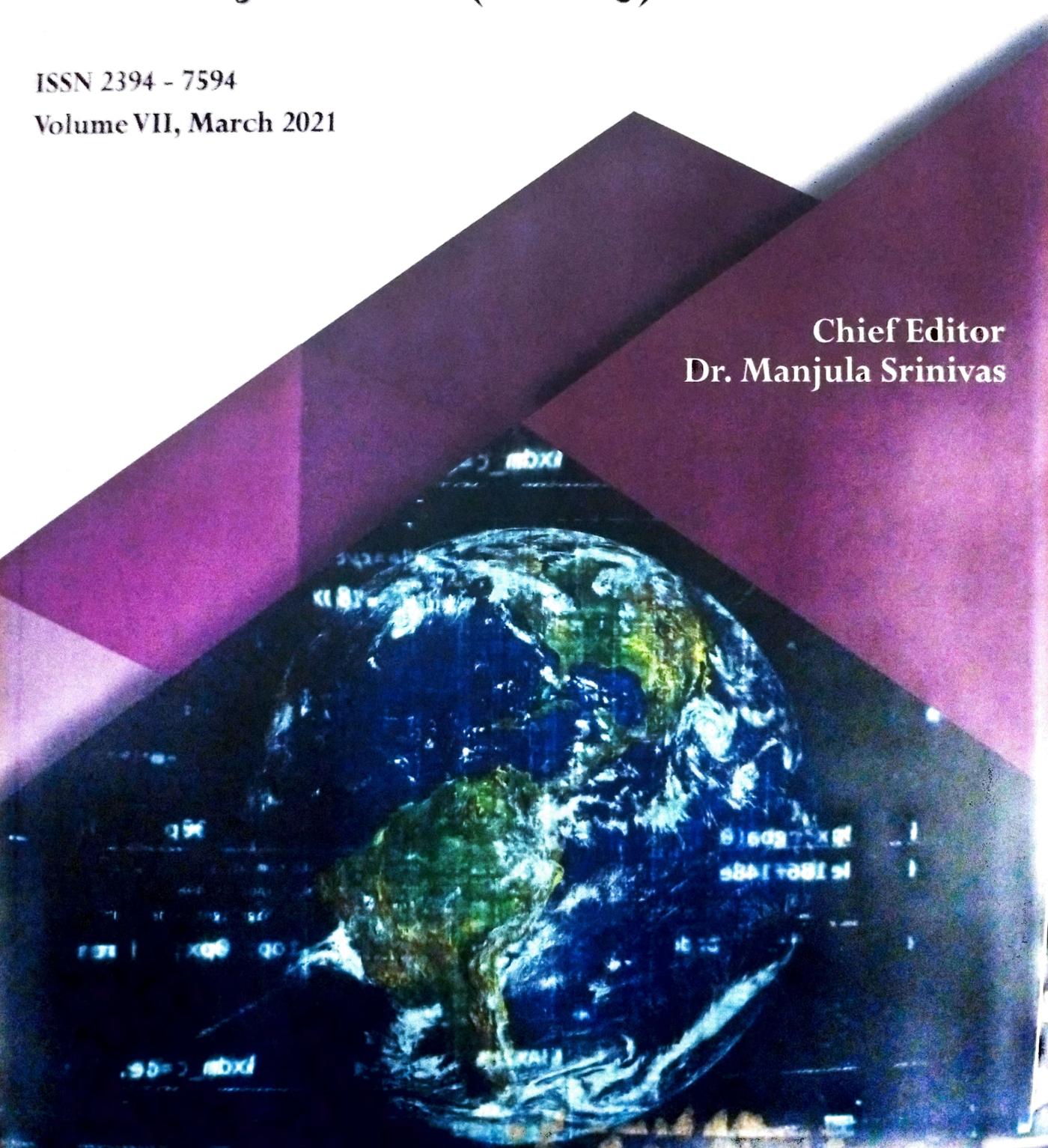
The Impact of Covid-19 on Indian Entertainment Industry

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Abstract

The pandemic has affected all the parts of the economy worldwide. The Indian entertainment industry has faced significant disruptions with the lockdown forcing all forms of outdoor entertainment like cinema, theatre, media exhibitions to come to a standstill. Also the indoor entertainment modes like the soap operas, reality shows, live sports events were shut down which led to a halt in the entertainment industry. With people confined to their houses there is a need for more entertainment then before to fill in their time and so they started relying on the digital platforms. This led to the increase in the adoption of online video streaming platforms like Netflix, Amazon prime, YouTube and many more. Due to increase in "at home entertainment" the digital providers are coming up with new solutions such as live streaming parties, lower subscription rates which have allowed the user to access the content in groups and watch them together. Such initiatives have glued the Indian audiences to the small screen which have increased the online consumption of entertainment The aim of this study is to understand the impact of Covid-19 crisis on the Indian Entertainment Industry. The researchers here try to examine the shift of the entertainment industry from the traditional to the online medium.

Keywords: Covid-19, economy, entertainment industry, online medium, digital platform