



## ***Entertainment and Service Exports***

Lack of awareness at all levels is a major impediment to increase the exports of services. The Entertainment Industry provides an excellent illustration to services being exported by mode 1 (e.g., cross-border trade).

The Indian film industry is the largest in the world in terms of number of films; 877 feature films and 1177 short films made in India were released in 2003 alone. In Asia-Pacific, India accounts for 73% of movie admissions, estimated at \$2.9 billion dollars. Increasing popularity among non-resident Indians and fans in the UK and the United States contributed in 2004 with about US \$5 million in receipts from film exports. The Indian entertainment industry stands at \$4.5 billion dollars today, and expected to grow at 18% annually over the next five years and reach US \$10 billion by 2010. Film and TV are the biggest contributors.

The success achieved by exports from the film industry has led India to numerous innovative service opportunities namely, media processing outsourcing, music, animation & gaming, and management of mobile cinemas. The entertainment industry developed India's competitive advantages in terms of low labour cost, constantly advancing technology that allows for increased productivity, in addition to an increasingly talented pool of workers.

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