

Impact of Covid-19 on Media & Entertainment Industry in India

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Abstract- In this research paper we study the impact of the coronavirus pandemic on the media and entertainment industry of India. The media and entertainment industry of India is very large and gives employment to millions of people. It includes internet, TV, radio, newspaper, magazine, photography, cinema, publishing, etc.

Keywords- Covid19, media industry, entertainment industry, Indian economy, social media platforms.

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I. INTRODUCTION

Covid-19 pandemic which started in Wuhan, China is now affecting the entire world. Numbers of the case are increasing day by day. Lockdowns are imposed, the economy is going down and no. of deaths has increased. Educational institutes, offices, etc. are closed; people have to shut themselves inside their homes. ^[4]All major industries are impacted and the effect of covid- 19 on the media and entertainment industry is devastating. Thousands of people are unemployed. There is a decrease in income, pending payments, and much more. Theatres are closed. The shooting of movies is suspended. The release of blockbuster movies like sooryavanshi, Sandeep Aur Pinky Farrar & 83 is postponed indefinitely. However, some movies like Shakuntala Devi, Dill Bechara, bulbul, etc. were released on digital platforms like Netflix, amazon prime & Hotstar. Similarly, the shooting of TV serials is also suspended while many series are released on digital platforms regularly. This keeps the audience engaged in lockdown and ^[3] sales of these digital platforms reaching the sky. While movie and drama theatres have to bear huge losses. Repeated telecasts are aired nowadays on TV and to attract people ^[1] Ramayana was aired which created a world record of most-watched shows in April with 77 million views. There is a huge rise in the use of the internet nowadays as most of the work is done from home, for entertainment purpose also uses of digital platforms & social media (Facebook, Instagram, and YouTube) are high which is giving a boost to the telecom industry. Banning of TikTok affected people as some social media influencers used to earn from it but due to the decision made by the government of India users had to shift to Instagram reels and YouTube. In replacement of the Chinese app, TikTok India launched its app named MX TakaTak. The use of social media apps like YouTube, Instagram & Facebook is very high and people in India use it for their entertainment purpose and to earn by making videos, posting pictures, etc. YouTubers and social media influencers also faced problems in creating their content due to covid-19. Some major fashion designers released their summer/spring collection online.

The print media which include newspapers, magazines, and publishing houses have decreased production and decreasing sales. Few people are reading newspapers & magazines these days, switching to digital news platforms and entertainment websites like pinkvilla, Filmyloop, popxo, etc. that are shifting to subscription-based news. Shutting down of book stores is also one of the problems. Journalists have fear of getting infected while reporting for news. Reporting and telecasting news in times of pandemic is important but risky also as many journalists are not even provided with health insurance by their companies. The heat of this pandemic is faced by people working in radio also.

Advertisement is less in the time of covid-19, decreasing the overall revenue of the companies and the effects are faced by employees in the form of fewer paycheques. Many people even fear job loss. To combat the problems due to covid-19 majority of people are working digitally from home. New strategies are made by theatres to reopen. People are adopting this new normal, some are in favor while others are not. But till the vaccine is not made we all have to compromise and accept the change.

II. MATERIALS AND METHODS

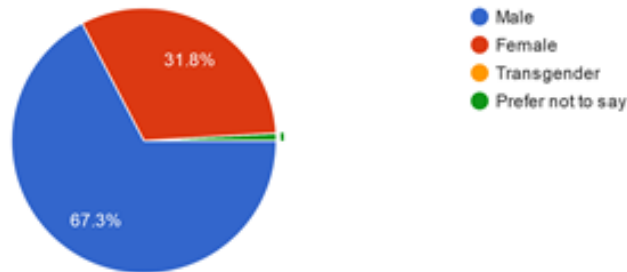
All the data was collected through an online survey. A total of 20 questions were asked. The questions included some personal information and some work-related question.

Data Description- The survey was answered by 67% males and 32% by females. Collected the responses of 110 people working in different companies like Hindustan times, Indian express, china daily, Sony pictures

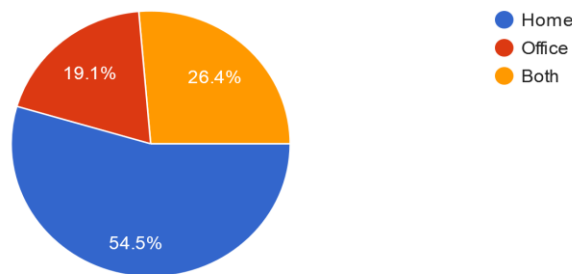
network, Alt Balaji, NDTV, Rupa publications, wizcraft, etc. we even collected the data of some freelancers working in the same field.

Graphical Analysis- Below is the graphical analyses of the questions which were asked in the survey.

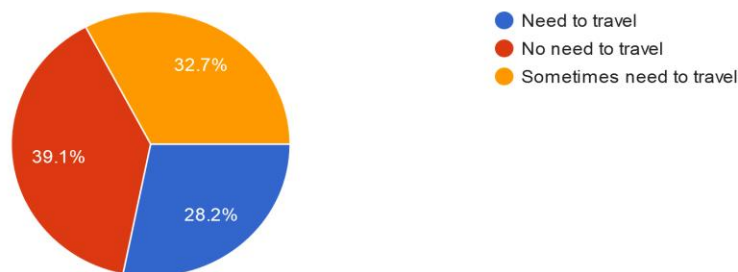
Gender
110 responses



Working from?
110 responses

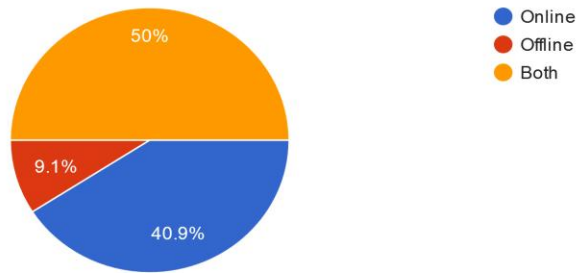


Nature of wok
110 responses



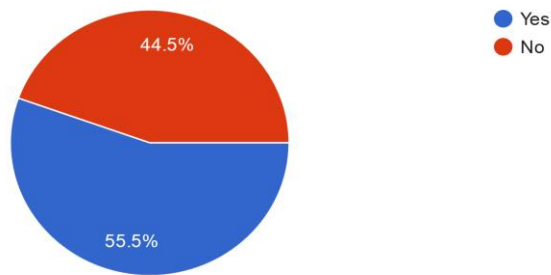
Mode of operation

110 responses



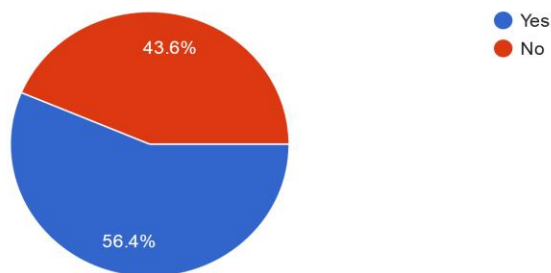
Do you face problem working from home? For example - network issue, internet issue, etc.

110 responses



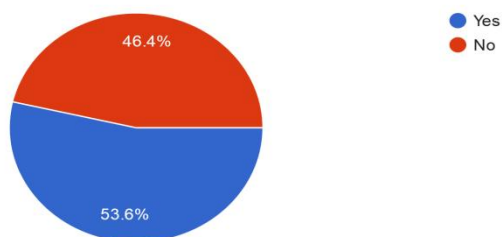
Has your income decreased during pandemic?

110 responses



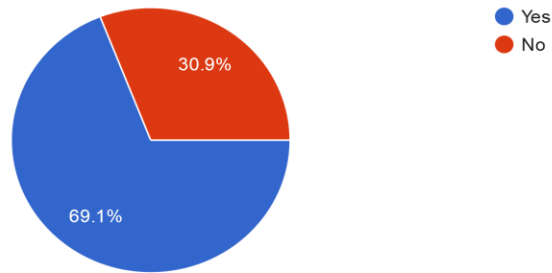
Are you afraid of Job loss?

110 responses



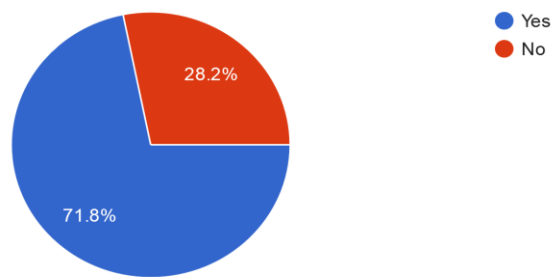
Have your work delayed or cancelled due to pandemic?

110 responses



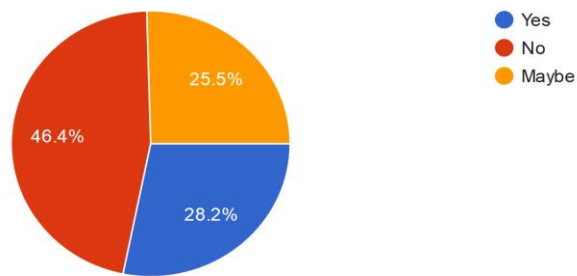
According to you has overall revenue decreased of your company during pandemic?

110 responses



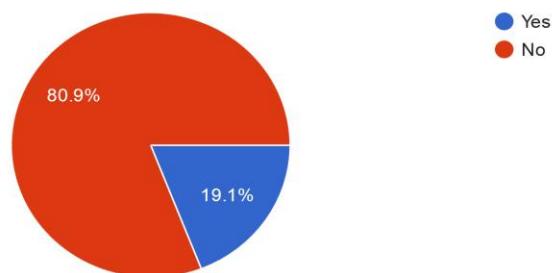
Post pandemic would you like to work like this

110 responses



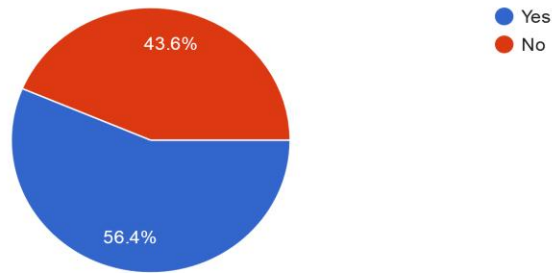
Have you suffered health issues during pandemic while at work?

110 responses



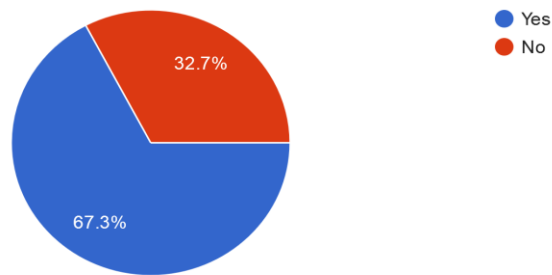
Is there any support from your company on medical ground?

110 responses



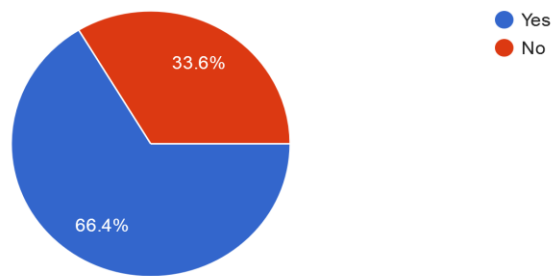
Are sales and production disrupted during pandemic?

110 responses



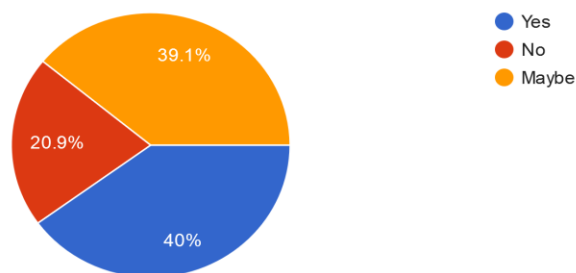
Do you think income from advertising has reduced at this time of pandemic?

110 responses



Do you think subscription based news (for print media) is one of the solution to the loss in revenue

110 responses



Statistical Analysis-

Table no- 1: shows the relation between age group and decrease in income due to Covid-19.

Age groups	Decrease in Income?	
	yes	no
15-20	1	4
20-25	11	18
25-30	24	12
30-35	11	5
35-40	4	3
40-45	2	2
45-50	4	4
50-55	2	1
55-60	1	1

The data was analyzed using R programming language. Correlation between age and income is an old but important area of study. Firstly talking about the table 1, we see age in closed class interval of 5, starting from 15 and ending at 60 as first column. The range of the class interval is 45. The second column is decrease in income which is subdivided into responses of people in binary form- yes or no. The variance of response, yes decrease in income is 57.5 and variance of no is 32.7. The covariance is 30.83 of both yes and no response of decrease in income, median is 4 and mean is 6.667 of the data. Standard deviation of yes is 7.58 while for no it is 5.72. At last the correlation of the data is 0.7102264.

Gender equality and employment are two major and sensitive issues of the society. We can clearly see majority of the people are afraid of job loss, if taken a closer look we see females are little more affected by the pandemic. Talking in percentage 54% males and 57% females are afraid of job loss. There is 3% increase in female unemployment as compared to male unemployment. By this survey we got a little idea about people working media and entertainment industry but if we talk about the whole Indian economy ^[2] nearly 122 million Indians lost their job bringing the unemployment rate to 27% by CMIE. The covariance of the data is 190 and correlation is 1. Mean and median of the data is same, that is 30.

III. RESULT

The majority of people that is 55.6% people are working from home, 18.5% working from the office, and the remaining 25.9% are balancing work from both office and home. Out of 110 people, 54% of people fear job loss and 56% of people’s income has decreased during the pandemic. The survey tells that 55% of people (approximate) face network issues while working. The majority of the people work both online and offline (50%), however the other 40% work online only, while the remaining 10% work offline.

Only 28.7% of individuals have to travel due to work while others travel sometimes or not at all. 71% out of 110 think that the overall revenue of their company decreased due to covid-19 and 68% people's work have been delayed or cancelled. As we analyze, we see that majority of the people are facing problems.

One of the questions we asked was, is subscription-based news for print media is a solution or not and to our astonishing 21% said no while 39% said yes and 40% were confused. We even asked them if income decreased from advertising and 65.7% of persons said yes to it.

Of all the people only 20% of people were ill and 55.6% of people get health benefits from their company. At last, we asked people do you like the new normal, post-pandemic would you like to work like this and we got an obvious answer 46.3% said no, 27.8% said yes and the remaining 25.9% said maybe.

IV. CONCLUSION

After seeing the results of the survey we can conclude that people in the media and entertainment industry is facing the adverse impact of the pandemic.

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