



Booming Indian Media & Entertainment Industry Signals Rich Business Opportunities for IT

IT spending by the Media & Entertainment (M&E) industry expected to grow to US\$220 million by 2010; IT vendors who offer industry-specific technology solutions to M&E will outpace the competition

New Delhi – February 2, 2007 - Springboard Research, a leading innovator in the IT Market Research industry, today announced the results of its research report detailing IT spending and market trends in the Indian Media & Entertainment (M&E) industry. Springboard estimates put the growing M&E market at US\$300 million by 2010 with a compound annual growth rate of 32%.

In its report, "*IT in India's Media & Entertainment Industry: Key Trends and Opportunities 2006-2010*," Springboard Research data showed an increasing trend among M&E companies to focus on IT solutions that are specific to the Media & Entertainment industry. A vast majority of the M&E companies Springboard surveyed said that they have either invested or plan to invest the largest portion of their IT budget on industry-specific solutions. A further 47% said that their largest IT investment was for a technology solution tailored towards the Media & Entertainment industry.

"From our research, we are seeing that one of the key ways for IT Vendors to gain traction in this industry is to market the M&E industry-specific benefits that they can provide," said Nilotpal Chakravarti, Market Analyst for Springboard Research. "While many of the IT challenges Indian Media & Entertainment companies are experiencing are similar to other industries, they are perceived as being specific to Media & Entertainment and these companies are looking for industry-specific solutions to these challenges," added Chakravarti.

Drivers for IT spending in the M&E industry include the urgency of Indian M&E firms to reach new markets (named by 27% of M&E respondents) and the focus on solutions that better manage and deliver M&E content (according to 24% of respondents). IT is viewed as an enabler to help M&E firms achieve these two business goals and deliver their content more efficiently within the Indian sub-continent.

"Many Indian M&E firms are looking at investments in technology as a way to more effectively deliver their content to new audiences, especially cities and towns outside of the major metropolitan areas," Chakravarti explained.

Springboard Research's report findings also show that software represents the largest spending component by Indian Media & Entertainment firms, followed by hardware and IT services. IT services is indicated as the fastest growth area of the market. Local IT vendors are still viewed as the primary external influencers in this industry, with IBM being the only multinational vendor of note to gain a significant number of mentions as a primary influencer.

About the IT in the Media & Entertainment Industry Reports

The Media & Entertainment industry globally is undergoing a rapid change related to the emergence of the Internet and Digital Media. These technology advancements are viewed by M&E as both a challenge and an opportunity and M&E is looking to IT to enable the transition to a business model that can meet M&E industry demands. This has led to a significant increase in IT investment across the M&E industry. Springboard's *IT in the Media & Entertainment Industry* report series aims to help IT vendors understand more about the opportunities that are being created by the growth of the M&E market in Asia. Springboard's report also details the size of the M&E market and how IT can effectively tap into that market.

About Springboard Research

Springboard Research's core values are value, integrity and insight. Led by a team of dynamic industry experts, Springboard Research provides its customers with high value IT market research that helps them identify new market opportunities, growth engines and innovative ways to go to market. As a result, Springboard's clients lead rather than follow market trends. Not bound by legacy, Springboard's cutting-edge research model leverages its offshore research centers, the Internet, and an increased use of technology as engines of innovation to deliver unique research value. Provided as an alternative to traditional IT market research, Springboard's reports deliver data and knowledge in a more usable and interactive format for our clients. Springboard Research works with the largest IT companies in the world in the software, services, hardware, and telecommunications sectors.

Founded in 2004, Springboard Research serves the needs of its clients globally through offices in the United States, Singapore and Japan as well as global research centers in India and Pakistan.

For more information regarding Springboard Research, please visit www.springboardresearch.com.

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