



India's Entertainment Consumption

# 2024 DEMOGRAPHIC INSIGHTS



Asia Consumer Survey





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# Survey Overview

- Survey Theme: Consumer Trends in Asia
- Survey Areas: Singapore, India, Malaysia, Indonesia
- Survey Targets: Men and women aged 15–59, a total of 640 people (160 by each country, with 80 people each for men and women)
- Survey Date: April 19 – May 1, 2024
- Methodology: Internet survey (closed survey)

# Executive Summary

1

## Percentage of spending

Spending on “Movies/TV dramas” and “Online store, Subscription service” was relatively higher proportion compared to other countries.

2

## Where to Buy

For each category, excluding “Books/e-books,” “Official online store, subscription service” were the most common purchase channels.

3

## Information Gathering Channels

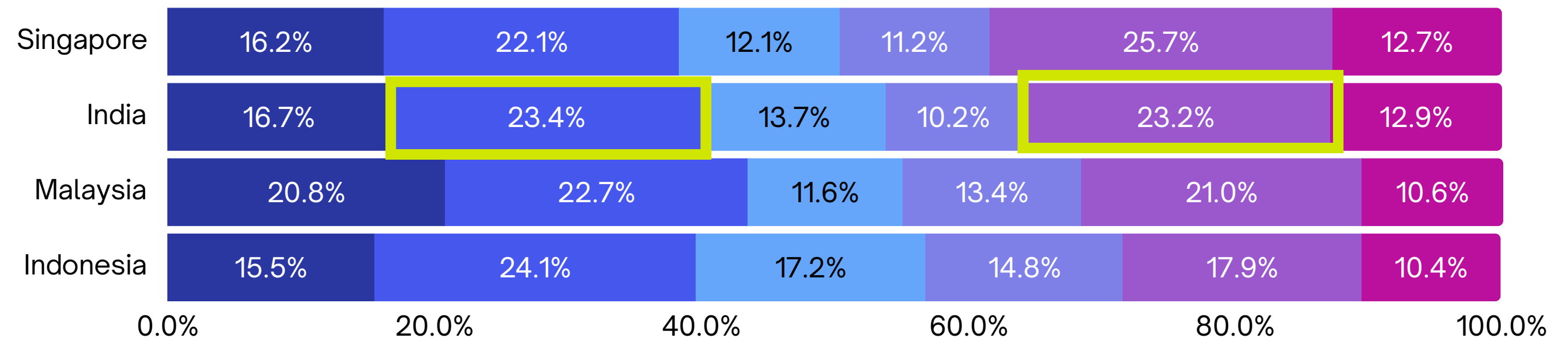
In almost all categories, a large percentage of respondents gather information through “Social media” and “Websites, web searches, and online news.”



# Percentage of Spending

Spending on “Movies/TV dramas” and “Online content” was relatively higher proportion compared to other countries.

Q. For the following entertainment categories, what percentage of your annual spending goes to each?  
Please enter numbers so that the total adds up to 100%. \*The followings are based on averages.



● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)

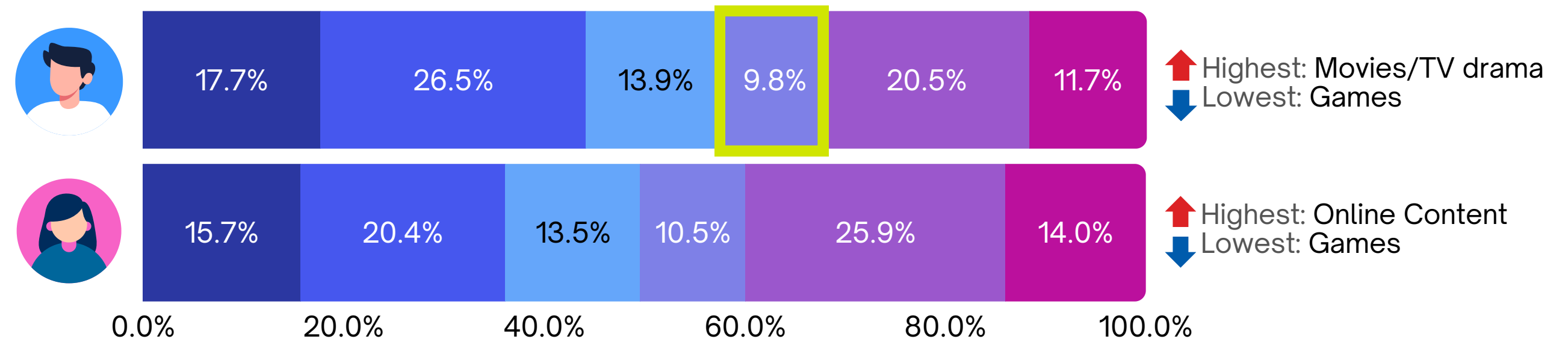
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

# Percentage of Spending by Gender

- Among male, “Movies/TV drama” had the highest proportion, while for female, "Online store, Subscription service" ranked the highest.
- Interestingly, spending on "Games," which typically shows a high share among male in other countries, was the lowest in this case.



● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)

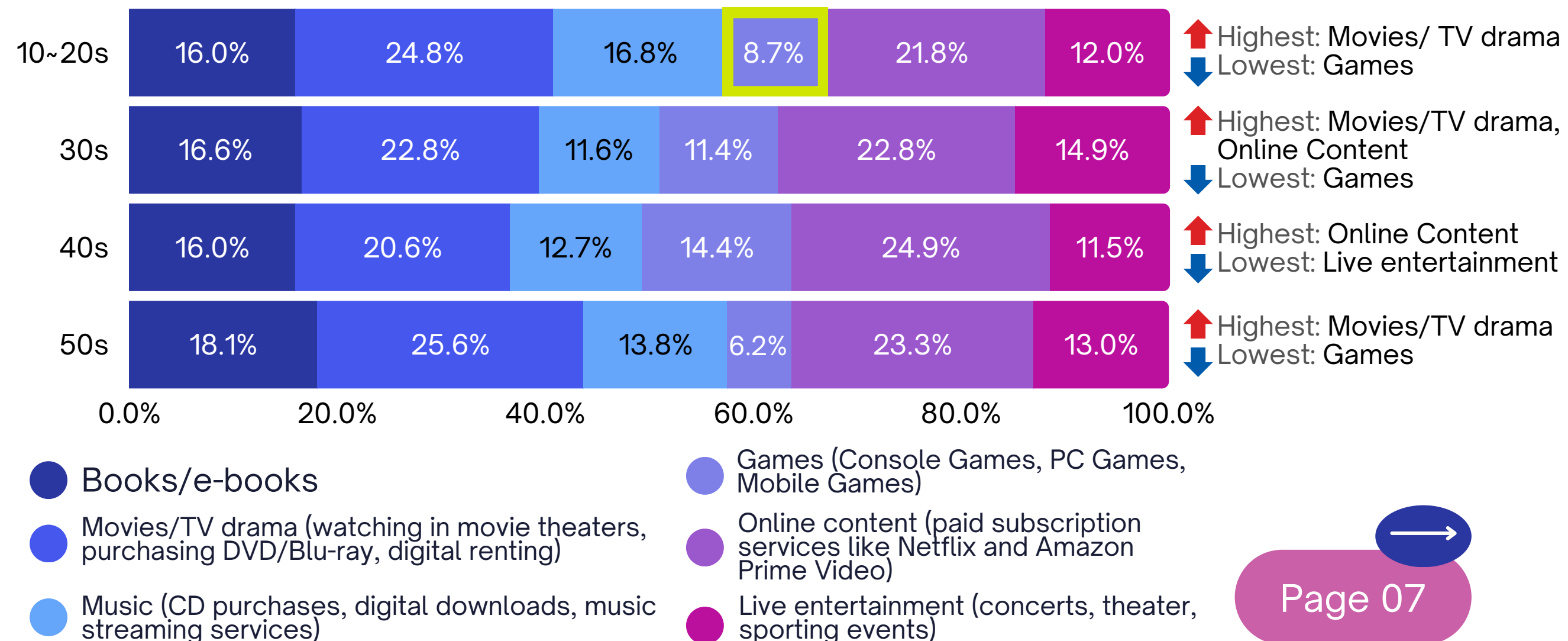
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

# Percentage of Spending by Age

A similar trend was observed among those in 10~20s and 50s. These age groups had the highest spending share on “Movies/TV dramas” and the lowest on “Games.” Interestingly, the low spending on Games among 10~20s, who are generally more inclined towards “Games.”

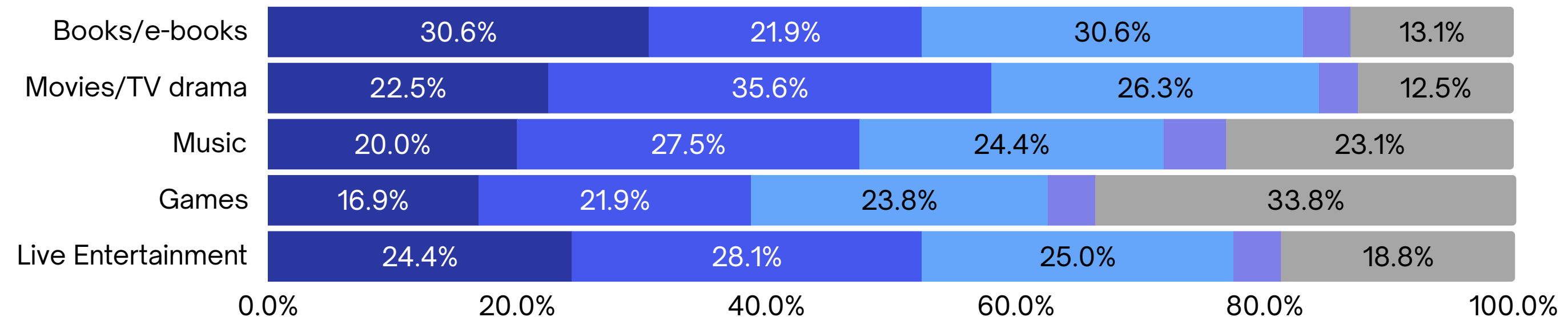




# Where to Buy by Category

For most categories, excluding “Books/e-books” and “Games,” “Official online stores or subscription services” were the main purchase channels. For “Books/e-books,” purchases were evenly split between “Physical stores” and “Online retail shops like Amazon,” while for “Games,” “Online retail shops like Amazon” dominated.

Q. Please select the categories where you primarily purchase entertainment products.

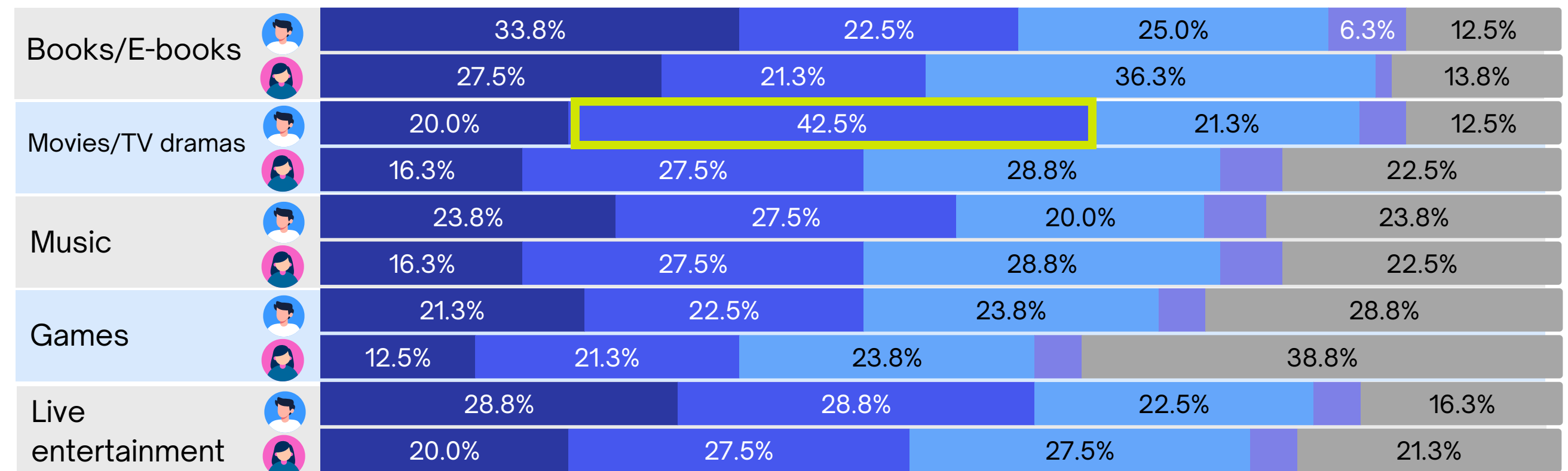


- Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- Official online store, Subscription service
- Online retail shop (Amazon etc.)
- Purchase second-hand items (either online or offline)
- Do not purchase



# Where to Buy Category × Gender

For “Movies/TV dramas,” males were 15 points more likely than females to choose “Official online store, Subscription services.”



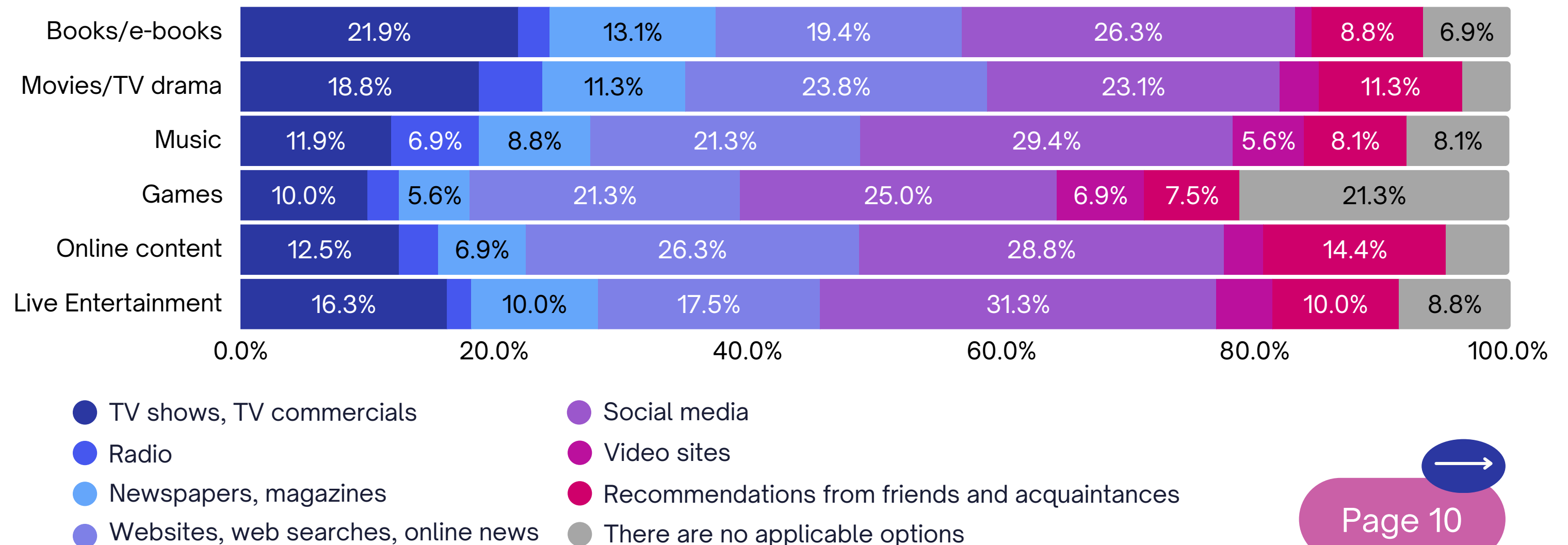
- Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- Official online store, Subscription service
- Online retail shop (Amazon etc.)

- Purchase second-hand items (either online or offline)
- Do not purchase

# Information Gathering Channels by Category

In almost all categories, a large percentage of respondents gather information through “Social media” and “Websites, web searches, and online news.”

Q. What is your primary source of information for new releases and updates on the following entertainment products? For each category, please select the information sources you refer to most.

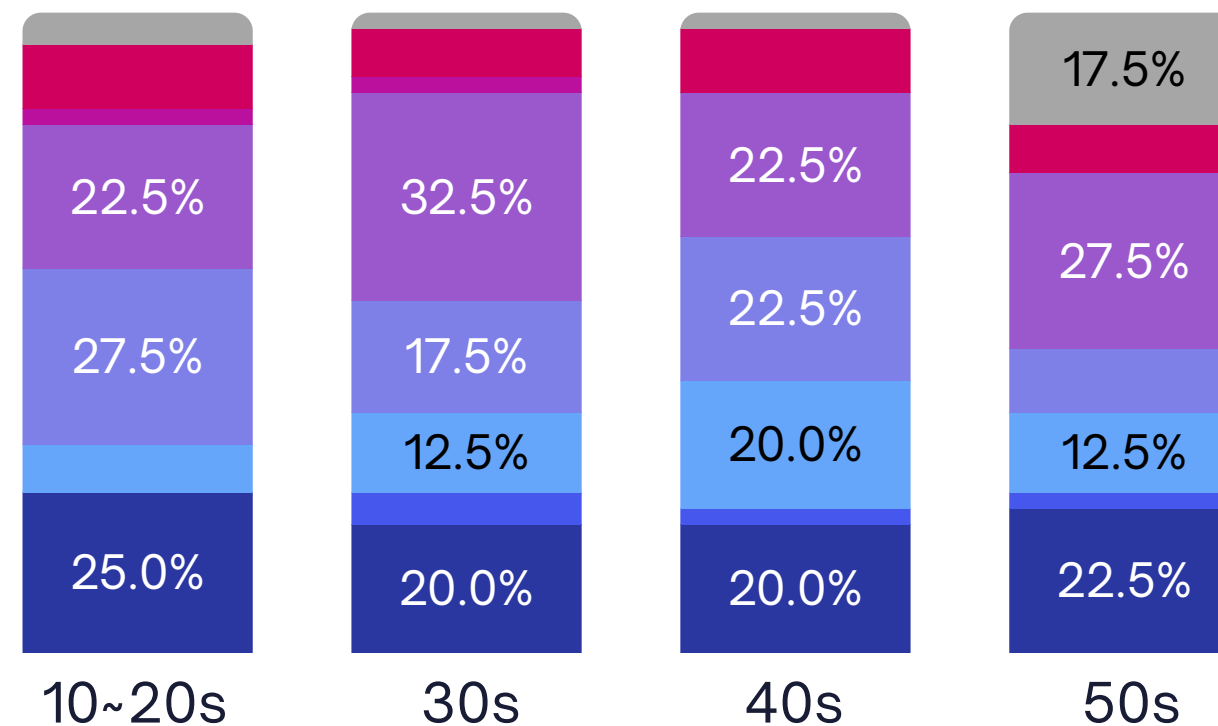


# Information Gathering Channels

## Category × Age



Books/E-books



“Social media” is the most common for all generations except 10~20s.

● TV shows, TV commercials

● Radio

● Newspapers, magazines

● Websites, web searches, online news

● Social media

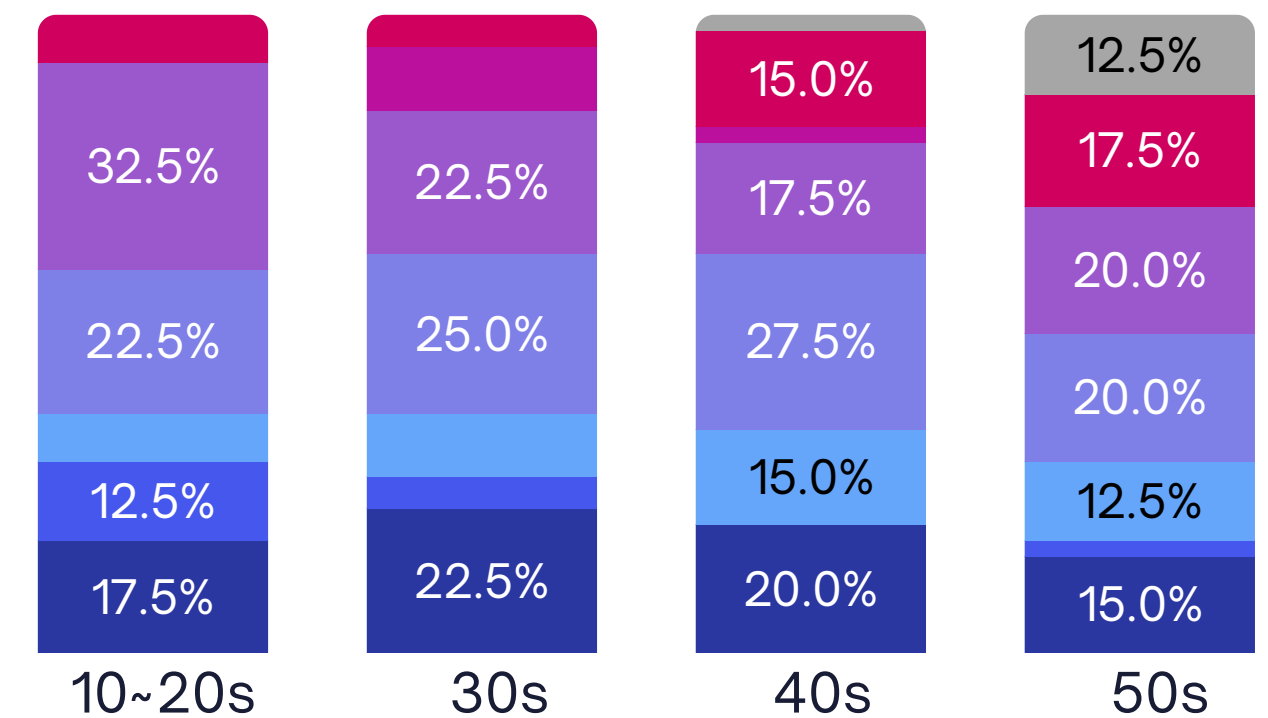
● Video sites

● Recommendations from friends and acquaintances

● There are no applicable options



Movies/TV drama



“Websites, web searches, and online news” were the most common sources for all generations except 10s and 20s. Additionally, among 50s, “Social media” is used at the same rate.



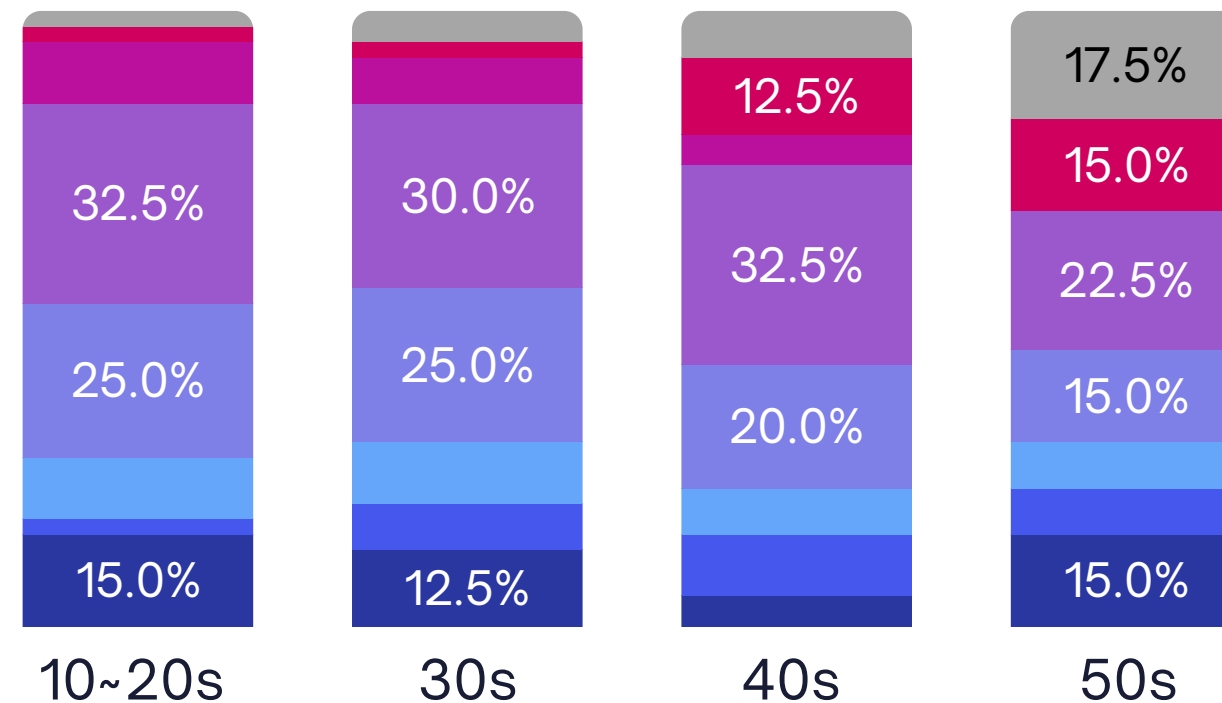


# Information Gathering Channels

## Category × Age



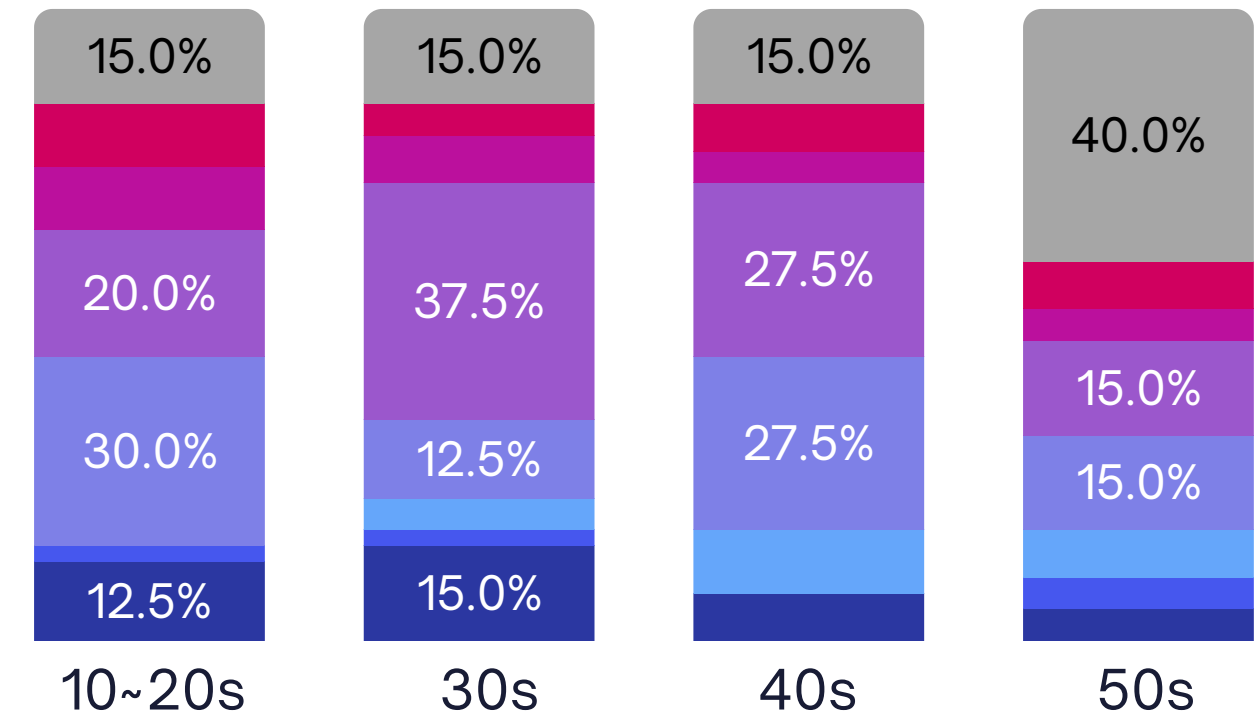
Music



“Social media” is the most common for all generations.



Games



“Social media,” “Websites, web searches, online news” accounted for the same percentage of respondents in their 40s and 50s.

- TV shows, TV commercials
- Radio
- Newspapers, magazines
- Websites, web searches, online news
- Social media
- Video sites
- Recommendations from friends and acquaintances
- There are no applicable options

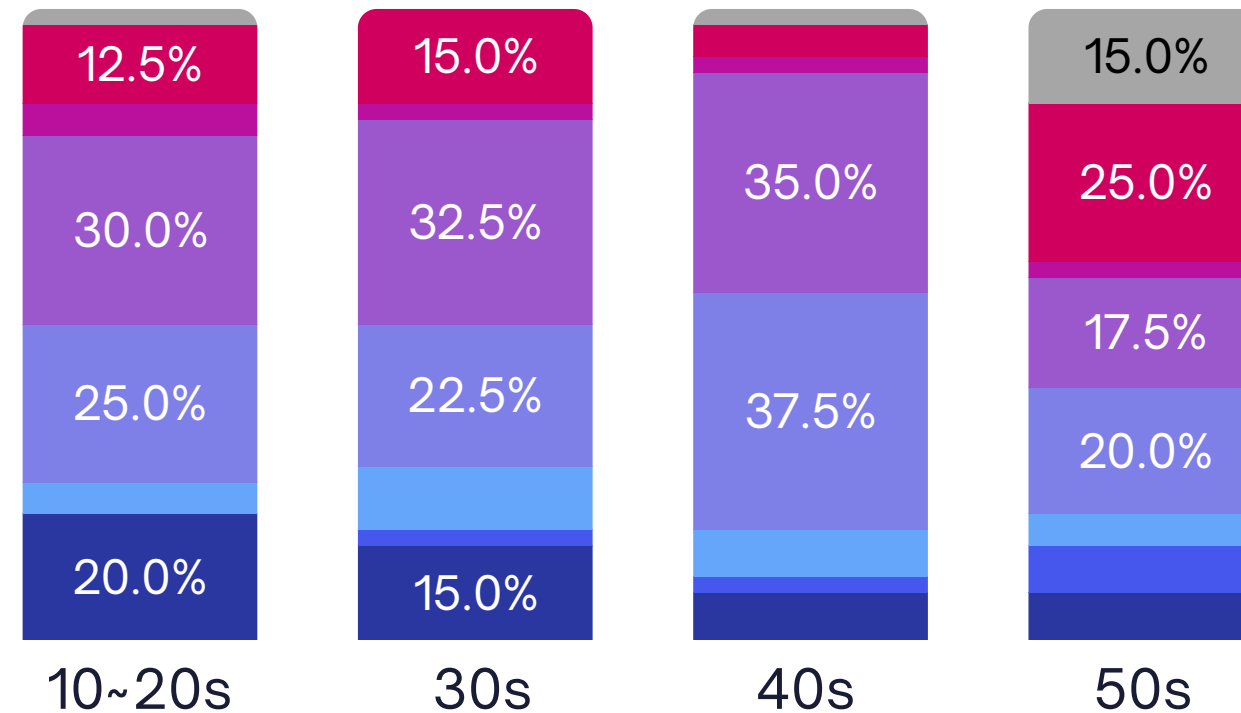


# Information Gathering Channels

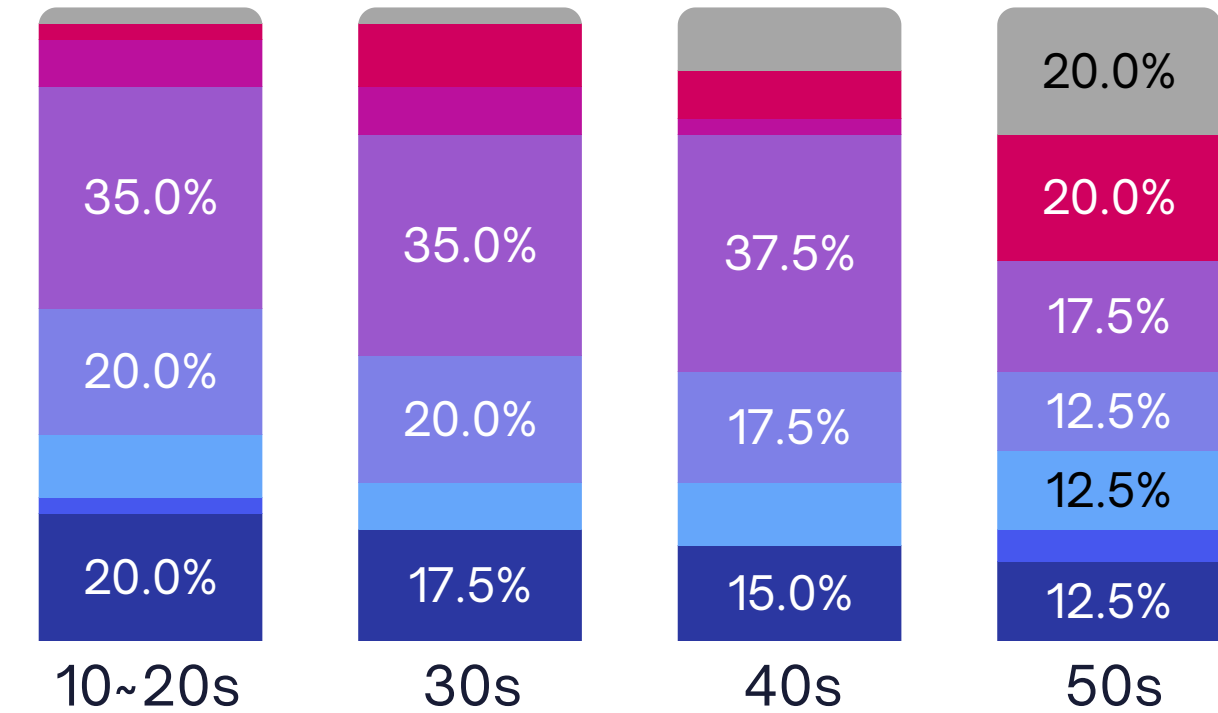
## Category × Age



Online content



Live entertainment



In their 10s to 30s, "Social media" and "Websites, web searches, online news" were the most popular sources, while in their 50s, "Recommendations from friends and acquaintances" was the most common.

"Social media" is the most common among all generations except 50s.

- TV shows, TV commercials
- Radio
- Newspapers, magazines
- Websites, web searches, online news
- Social media
- Video sites
- Recommendations from friends and acquaintances
- There are no applicable options



# Conclusion

We analyzed entertainment consumption trends by demographics like gender and age, uncovering key insights into the Indian market. To develop targeted strategies, customized research tailored to your company's needs is essential.

We offers an audience engagement platform that allows access to our multi-country online panel network, which consists of over **65 million** consumers across **16** APAC markets.

For research inquiries, contact us—our expertise is here to support your business goals.





# Thank You



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