



COURSE BROCHURE

Certificate Program in Indian Media Business

February 22-March 15, 2025

CERTIFICATE PROGRAM IN INDIAN MEDIA BUSINESS (CPIIMB)

INTRODUCTION

Launched in 2024, Certificate Program in India Media Business offers you a comprehensive overview of the Indian media & entertainment industry, from a content, marketing, monetization and distribution perspective.

The Indian media and entertainment industry encompasses various domains, including streaming, cinema, television, sports, news, social media, print, radio, events, and technology. This course provides a comprehensive overview of these sectors while offering in-depth exploration of the major ones, ensuring a well-rounded understanding of the industry.



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INTRODUCTION

Ormax Media collaborates with over 95 top media & entertainment brands, offering deep industry insights that extend beyond theoretical knowledge. This extensive experience provides you with practical understanding and expertise, ensuring you're well-prepared to succeed in the dynamic world of media and entertainment.

The certificate awarded upon course completion acts as your gateway to India's media and entertainment industry. Ormax Media's esteemed reputation and deep industry insights provide you with a competitive edge, enhancing your prospects for internships and job interviews with top companies in this dynamic sector.



COURSE FEATURES



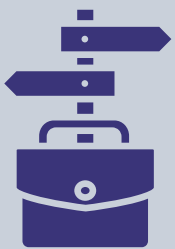
8 hours of live online sessions conducted by senior Ormax Media team members



Comprehensive exposure to various domains within the Indian M&E industry



Interactive sessions with case studies, examples, and Q&As



Career guidance related to the Indian M&E industry



Course material provided as a handbook at the end of the course



Completion certificate at the end of the course

COURSE FACULTY



Shailesh Kapoor

Chief Executive Officer



Keerat Grewal

Head: Business Development
(Streaming, TV & Brands)



Sanket Kulkarni

Head: Business Development
(Theatrical)



Amit Bhatia

Head: Audience Tracking &
Knowledge Center



Mitesh Thakkar

Head: Content &
Campaign Testing



Shreya Ramakrishnan

Associate Consultant

COURSE COMPLETION CERTIFICATE

Upon successfully completing the course, you will receive a prestigious digital certificate from Ormax Media, formally recognizing your dedication and achievement.

This certificate not only validates your participation but also serves as a valuable credential that can open doors to interviews with leading and renowned media companies across India. Embark on your career journey with the endorsement of one of the most respected names in the industry.



CURRICULUM DETAILS

SESSION #	DAY, DATE & TIME	TOPIC
1	Sat, Feb 22, 11 AM	Introduction & Overview of the Indian Media Business
2	Sat, Feb 22, 12 PM	Streaming (OTT) & Digital
3	Sat, Mar 1, 11 AM	Streaming (OTT) & Digital
4	Sat, Mar 1, 12 PM	Theatrical (Cinema)
5	Sat, Mar 8, 11 AM	Theatrical (Cinema)
6	Sat, Mar 8, 12 PM	Television
7	Sat, Mar 15, 11 AM	Sports, News, and Social Impact of Media
8	Sat, Mar 15, 12 PM	Media Research & Analytics + Interactive Q&A with Ormax Media CEO

CURRICULUM DETAILS

SESSION 1: INTRODUCTION & OVERVIEW OF THE INDIAN MEDIA BUSINESS

- Size of the Indian M&E industry, by revenue and reach
- Contribution of various sectors/domains to the industry size
- Key players in the industry
- Various monetization models & revenue sources
- Organisation structure
- Overview of Print, Radio, Music & Gaming industries



CURRICULUM DETAILS

SESSION 2-3: STREAMING (OTT) & DIGITAL

- Market & audience size of digital media in India
- Various forms of digital media (paid vs. free, long-form vs. short-form, etc.)
- Deep-dive into the profile and consumption behaviour of Indian OTT audience
- Emerging content trends & case studies in SVOD, AVOD and social media domains
- Format and language trends in content
- Key performance metrics used by OTT platforms
- Overview of the audio streaming sector



CURRICULUM DETAILS

SESSION 4-5: THEATRICAL (CINEMA)

- Size of the Indian theatrical market
- Profile of Indian cinema-going audiences
- Box office analytics: Key metrics used by the industry
- Monetization models and their evolution
- Language-wise trends in Indian theatrical market
- Content trends across various languages, including case studies
- Fundamentals of film marketing in the post-pandemic era



CURRICULUM DETAILS

SESSION 6: TELEVISION

- Size of the Indian television market
- Audience profile of Indian TV audience
- Overview of existing regulatory frameworks
- Audience needs, triggers & barriers for linear television in the digital era
- Key content trends and case studies in Indian television
- Television ratings: Key concepts related to viewership measurement



CURRICULUM DETAILS

SESSION 7: SPORTS, NEWS, AND SOCIAL IMPACT OF MEDIA

- Size of the Indian sports market
- Audience size and preference for different sports in India
- Key leagues and franchises in Indian sport
- Monetization models for sports in India
- Comparison of news by different media: TV, print & digital
- Monetization models for news in India
- Media credibility and concerns related to ‘fake news’
- Role of media in impacting social evolution in India
- Representation of gender, sexuality, caste, and other such socio-cultural parameters in Indian media content



CURRICULUM DETAILS

SESSION 8: MEDIA RESEARCH & ANALYTICS

- An overview of Ormax Media's work in the areas of:
- Content Testing
- Audience Tracking & Analytics
- Interactive Q&A session with Ormax Media's CEO Shailesh Kapoor



TESTIMONIALS (FROM THE 2024 EDITION OF THE COURSE)



Hrishikesh M A • 3rd+
Content Associate at Reel Tribe

Thank you to **Ormax Media** for the insightful 10-session Indian media business certificate program! The program provided invaluable knowledge and insights into the Indian media landscape. I'm grateful for the opportunity to learn from industry experts. Thank you **Hrusheekesh Anilkumar Neethu Naduvathettu** and **Binu Balan** for all your support 🙌



Gopika Mathur • 2nd
Assistant Manager at Jagran New Media

I had the incredible opportunity to delve into the intricate world of Indian Media Business, thanks to **Ormax Media**. The insights and analytical techniques provided a clear understanding of content consumption patterns and viewership trends, crucial for strategic planning in the production and performance of OTT, theatrical and digital content.

I'm truly grateful to the team for sharing such invaluable knowledge and expertise.

Shailesh Kapoor Keerat Grewal Sanket Kulkarni Mitesh Thakkar Abhinav Chandekar



Sandesh Ghuge • 2nd
Creative Director at ABP Studios | Head of nonfiction progr...

No matter how seasoned we become, the pursuit of knowledge is a journey without end. And when we choose to learn, it is wise to learn from the very best.

My heartfelt thanks to **Ormax Media** for crafting a rich and immersive learning experience.

Why did this course work for me ?

1. Helps to learn the changing trends in the media landscape.
2. Offers some profound insights which will help in content development.
3. Gives confidence that you can analyse the intricate layers of the Indian media business to an extent that a content person needs to.
4. Enables you with the power of suggesting efficient tools for decision making about content.

Thank you so much **Shailesh Kapoor Keerat Grewal Sanket Kulkarni Mitesh Thakkar Amit Bhatia Abhinav Chandekar**

COURSE FEE

₹
29,900

Payment gateway charges (2.1%) additional



Please email us at

media.education@ormaxworld.com

HOW TO ENROLL?



Visit the Website

Head over to the Certificate Program in Indian Media Business webpage



Sign Up & Login

Sign up to create your account and log in



Enroll & Pay

Click on "Enroll Now" and complete your payment



Stay Updated

Get real-time updates from us after enrolling

If you have any queries during enrollment, please contact us at media.education@ormaxworld.com, and someone from our team will get in touch to address your queries.



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ABOUT ORMAX MEDIA



India's first specialized insights consulting firm for the media & entertainment industry, founded in 2008



Creators of 20+ proprietary tools in the areas of content, marketing, strategy and business analytics

























Owners of vast proprietary consumer data on India's media consumption habits & trends over 15 years



Business partners with 95+ leading media & entertainment brands across categories

BUSINESS PARTNERS

DOMAINS OF WORK



Theatrical



Streaming



Television



Sports



Brands



OOH



Print



Radio



News



Music



Social Media

AREAS OF WORK

Strategy



Content



Marketing



1,000+

Shows, films & scripts tested

85+

Research reports published

1,200+

Shows & films tracked per year

4,500+

Hrs. of consumer work per year



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