

TaiwanPlus at Content India/Broadcast India/SCAT India Show, Mumbai, 2025

CONTX 2025
CONTENT INDIA

BI 2025
BROADCAST INDIA

SCAT 2025
SCAT INDIA

Overview

The event combined three expos in one. The Content India, Broadcast India and SCAT India shows were all held simultaneously from October 14 - 16 at the Jio World Centre in Mumbai which allows visitors to interact with a significant number of relevant companies from OTT/IPTV platforms, to broadcasters, content creators, equipment manufacturers and broadcast software developers.

The event was run by Nurnberg Messe, a multinational event company headquartered in Germany. More than 30,000 visitors and 450 brands and exhibitors from over 30 countries attended the event this year.



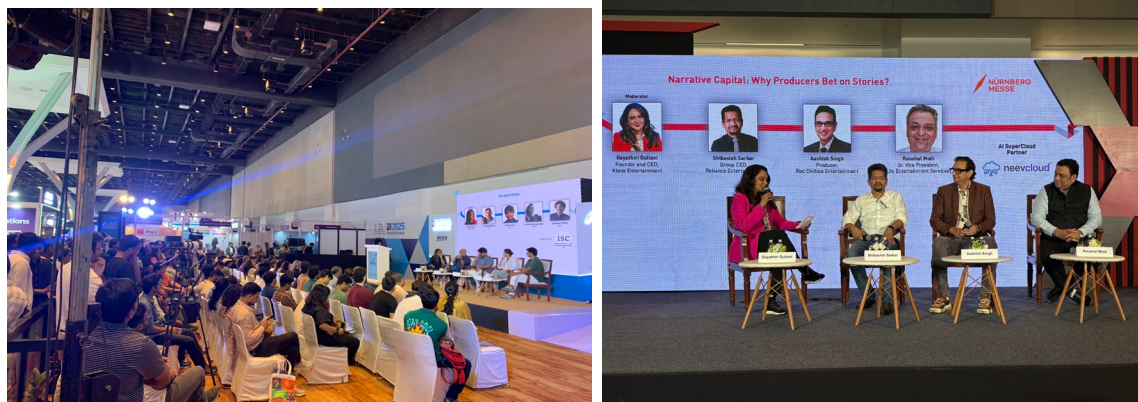
Purpose & Objective

India is a key target market for TaiwanPlus. It is already our third largest in terms of audience nationality, but there is huge potential for growth across the country.

TaiwanPlus is already available on JioTV, but the purpose of this visit was to find and meet new OTT/IPTV platforms that are willing to carry TaiwanPlus in order to increase our **availability**.

We also wanted to meet partners who could help to increase the **visibility** of TaiwanPlus' content in India.

Finally, we were tasked with understanding more about India's content market, what their audiences are interested in and what kinds of programs TaiwanPlus can produce that will be **relevant** to and attract an Indian audience.



Key Takeaways

OTT & IPTV Market Observation

1. According to a report by the international market research firm Mordor Intelligence¹, the Indian smart TV + OTT market is expected to reach approximately USD 22.039 billion in 2025 and grow to USD 51.065 billion by 2030. Vendors have also noted that while the Indian OTT market continues to expand, Tier-1 and metropolitan markets are gradually maturing, and the growth of new users is slowing. Consequently, the focus is increasingly on improving retention, engagement, and revenue from existing subscribers. In addition, Connected TV (CTV) is rapidly gaining traction in India, and it is expected that promoting the TaiwanPlus channel and app in India will remain worthwhile over the next five years.

¹ <https://www.mordorintelligence.com/industry-reports/india-smart-tv-and-ott-market>

2. OTT and IPTV platforms in India are in competition for content and are keen to on-board TaiwanPlus' channel so long as we comply with Indian regulations and can insert ads.
3. There is an appetite among Indian new media for more content that focusses on cross-strait issues and analysis, as well as technology developments between India and Taiwan.
4. According to feedback from platforms that we met, TaiwanPlus must allow the inclusion of SCTE markers within its channel signal. This is because, aside from listing and broadcasting fees, local operators derive their primary revenue from advertising.
5. FAST doesn't seem to be taking off in India yet, the main model is still subscription-based IPTV or OTT, however, ad revenue is still a key part of this model so TaiwanPlus needs the SCTE markers for overlaid localized ads if it is to be carried for the long-term on new Indian platforms.

Content Production Strategy and Direction

1. For cultural content, there is interest so long as the content links to India (such as shared cultural similarities, real life stories of partnership, co-produced content such as programs, music or movies).
2. Both the Taipei Economic and Cultural Center in Mumbai and local vendors have pointed out that India has a vast English-speaking audience with strong interests in political, economic, cultural, and fashion-related topics. It is suggested to develop TaiwanPlus program "Namaste Taiwan" into a long-term regular series, and the geopolitical commentary program "Taiwan Talks"—which already has an Indian audience—can participate in major events such as the Raisina Dialogue organized by India's Ministry of External Affairs in March 2026 and produce on-site interview specials, it would increase our relevance to an Indian audience and help to attract Indian viewers more effectively.
2. Arranging occasional interviews of TaiwanPlus news reporters or anchors with Indian media and inviting journalists and opinion leaders from major Indian outlets to appear on TaiwanPlus programs will also help enhance audience awareness and perception of both TaiwanPlus and Taiwan.

3. TaiwanPlus must verify the technical and content regulations required for broadcasting in India to ensure compliance with local laws and customs. Programs related to gender identity (such as drag queens or LGBTQ topics) and alcohol should be reviewed in consultation with local experts to determine whether they can be aired. In addition, if certain programs are deemed unsuitable for broadcast in India, it will be necessary to ensure a robust system for providing blacklisting to the Indian partner, giving ample time for them to block content from our broadcast that is deemed unsuitable. Currently, this is also done for MYTV in Malaysia, but an improved system that could be used for all global partners would be a positive move forward.

4. Regulation of alcohol-related content in India is far more stringent than in Taiwan. It is not limited to advertising restrictions but is also regarded as a matter of public morality and social order. According to the "Cable Television Networks (Regulation) Act, 1995" and its accompanying Advertising Code², any form of direct promotion of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants is prohibited on television, radio, newspapers, and online platforms. The law also forbids the use of surrogate products to promote alcoholic brand names or to imply the sale of alcoholic beverages.

5. Several major Indian media groups—such as **Network18** and **The Times of India**—have expressed interest in TaiwanPlus news programs. TaiwanPlus must ensure that the news content can be legally licensed for use by third-party media and should continue proactively promoting relevant topics and programs to potential partners.

6. The Indian production company **Kleos Entertainment**, which co-produced the first ever Taiwan–India coproduced movie, “Demon Hunters,” has expressed strong interest in further collaboration with Taiwan. The company also has additional joint film projects with Taiwan currently in development. The contact of the company has been referred to the News and Programming Departments for follow-up actions such as potential interviews, joint promotion, and film acquisition opportunities.

² <https://www.trai.gov.in/sites/default/files/2024-10/CableTelevisionNetworksRules1994.pdf>



The team visited Taipei Economic and Cultural Center in Mumbai during the exhibition, to acquire their insights on enhancing Taiwan's promotion in India.

Insights on Indian Market and Future Plans

1. Indian digital and content production services are mature and professional, able to offer total solutions with competitive prices thanks to their lower labor costs. The time difference between Taiwan and India is only 2.5 hours, meaning the working hours of both sides has significant overlap. For labor intensive work such as news interface illustrations and model building, outsourcing part of the workload to experienced Indian vendors could provide greater efficiency.
2. India has multiple regional languages. Both local vendors and a PwC research³ indicate that demand for regional language content continues to grow. In the future, if TaiwanPlus' distribution in India continues to expand, the next phase could involve collaborating with local partners to provide AI-generated or manually created regional language subtitles for programs to reach a larger audience.
3. India is a big market consists of separated regions. For future events, it is suggested to consider joining the larger **Convergence India Expo**—a major media and technology trade show held in the capital city New Delhi as an alternative.

³ <https://www.pwc.in/india-entertainment-media-outlook-2024-28.html>