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Indian animation sector moves up the value chain, according to Netscribes' Animation Market report

Netscribes (India) Pvt. Ltd. launches its Animation Market – India report covering the animation industry. The report is part of Netscribes' Entertainment and Media Industry series.

Mumbai, India –May 12, 2009 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report - Animation Market – India. India has become an outsourcing hub for animation work with large number of international media companies entering into joint ventures with animation studios in India. Increase in number of institutions providing professional animation courses, surge in demand for animated content in domestic market and character licensing business is creating tremendous growth opportunities for animation studios in India.

The report begins with an overview of the market including the market size, growth, key segments and segment share. The drivers and challenges section explain the factors influencing growth of the industry. The report also highlights the future trends including increase in animation application in other sectors, domestic animation movies earning revenues through international releases and increase in investments and realizations for animated movies in India.

The competition section identifies major animation studios in India including their business overview and work portfolio. The report also identifies key developments in the animation sector in India.

For more details on the content of each report and ordering information please contact:

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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