

# Money Related Execution Of Media And Entertainment Organization

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**Abstract:** The Media and Entertainment industry has different sections that consolidate into one vertical; Movies/Cinema, Television, Music, Publishing, Radio, Internet, Advertising and Gaming. Additionally, patterns and drivers for every one of the fragments fluctuate crosswise over sub-sections, geologies and buyer portions. This makes the vertical exceptional since these sub-verticals contend, compliment and join to satisfy the consistently expanding interest for excitement and data all-inclusive. The business likewise relies upon numerous other components/innovation advancements like remote, portable, gadgets, digitization, web get to speeds, distributed storage, shopper examination, and web-based life among others. The business has effectively adjusted around these advancements in each age. Since the 1990s, digitization of substance has changed the creation and conveyance of music. Another interruption in the 2000s, the ascent of the web was a distinct advantage for all the sub-verticals of the business. By and by, online networking has been instrumental in forming the present media and the media outlet. Generally, the M&E business has been an imaginative industry following innovation developments and buyer requests. From this money related execution device, this investigation breaks down the chosen two media and excitement organization's generally monetary executes for a long time from 2010-2011 to 2017-2018. Because of the market execution of these two media and diversion organizations are chosen for this investigation. It is an observational investigation dependent on information from the organization's yearly reports. The hypothesis is to test differences between the Ratios of the sampled companies during the period of study. The analysis reveals that there is a difference in Ratios of selected two Media and Entertainment companies during the period. Zee Entertainment Industry is the best media and entertainment company comparing to the Sun Tv Network. This company financial performance is very high concerning its Ratios.

**Index Terms:** Creation, Innovation, Investigation, Media, Sun tv, Zee entertainment.

## 1. INTRODUCTION

The Indian Media and Entertainment industry is a sunup area of the economy and is making high development work. Demonstrating its flexibility to the planet, the Indian Media and Entertainment industry is on the cusp of a well-manufactured purpose of development, sponsored by developing shopper requests and refining bolster incomes. The creation has been to a great extent dictated by rising digitization and higher web utilization throughout the most recent decade. The web has nearly turned into a typical medium for excitement, for the vast majority of the general population. The Indian publicizing industry is probably going to be the following quickest developing, promoting the market in Asia after China. The Telecom Regulatory Authority of India (TRAI) is set to approach the Ministry of Information and Broadcasting, Government of India, with a demand to quickly track the proposals on communicating, trying to support changes in the telecom division. The Government of India has consented to set up the National Center of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai. The Indian and Canadian Governments have marked a broad media co-generation arrangement to empower makers from both the nation's trade and investigate their way of life and innovativeness, separately. The Government of India has upheld Media and Entertainment industry's development by taking different activities, for example, digitizing the link dissemination part to draw in more noteworthy institutional subsidizing, expanding the FDI limit from 74 percent to 100 percent in link and DTH satellite stages, and allowing industry status in the film business for simple access to institutional fund.

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## 2 IMPORTANCE OF THE STUDY

The Indian Media and Entertainment industry have helped in the growth of the Indian economy. Now- a - day's Media and Entertainment industry market performance are very high. Media and Entertainment industry plays a major role in India's emerging economy as the number of various Entertainment products in growing rapidly. Through this study, Media and Entertainment industry companies may be able to know the financial performance of the selected period. One key to strengthening the financial performance of the company is balanced their Ratios with correct methods to follow. This study an attempt to analysis the financial and operational performance of the selected Media and Entertainment companies in India

### 2.1 OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To evaluate the operating efficiency of selected Media and Entertainment companies
- To measure the financial performance of selected Media and Entertainment companies.

### 2.2 METHODOLOGY

The study is empirical and executed using the data published by companies annual reports. The research study is solely based on secondary data. The financial data related to selected companies in India were collected from the website and annual reports of Media and Entertainment companies in India. The other required information has been collected from various academic journals and literature.

### 2.3 PERIOD OF THE STUDY

The present study covers a period of eight years, taking from 2010- 2011 to 2017-2018.

### 2.4 HYPOTHESIS

H0: There is no significant difference between the ratios of the sampled companies during the study period.

H1: There is a significant difference between the ratios of the sampled companies during the study period

## 2.5 SAMPLING DESIGN

The sample selected Media and Entertainment companies are selected based on a convenience sampling method. A sample of two Media and Entertainment companies have been selected based on its Bombay stock exchange listed in India and the availability of data. The following two Media and Entertainment companies are selected for the study:

- Zee Entertainment Enterprises Ltd
- Sun Tv Network

## 3 DATA ANALYSIS

The selected two Media and Entertainment companies are going to analyze based on its current ratio, quick ratio, net profit margin, asset turnover ratio and return on capital employed. The data has been analyzed by considering the five parameters of the companies. All parameters have been analyzed through different statistical measures

### 3.1 ZEE ENTERTAINMENT ENTERPRISES LTD

The following table-1 data related to the zee entertainment enterprises for the period of Eight years from 2010- 2011 to 2017- 2018.

**Table-1**

*PERFORMANCE OF ZEE ENTERTAINMENT ENTERPRISES (Ratio)*

YEAR	CR	QR	NP	ATR	ROCE
2010-2011	4.22	2.53	26.56	60.76	19.74
2011-2012	5.14	3.19	22.21	62.57	16.25
2012-2013	4.36	2.84	24.96	64.01	28.24
2013-2014	3.45	2.49	20.12	73.3	18.54
2014-2015	3.62	2.75	19.97	69.7	17.36
2015-2016	3.98	3.02	14.13	72.96	12.46
2016-2017	4.87	3.85	34.51	62.72	21.13
2017-2018	4.05	2.81	22.08	60.07	25.83
Average	4.21125	2.935	23.0675	65.76125	19.94375

Source: money control.com

CR = Current Ratio ,QR =Quick Ratio,NP = Net Profit Margin  
ATR =Asset turnover Ratio, ROCE= Return On Capital Employed.

The above table 1 reveals the liquidity position, performance position, and profitability of Zee entertainment enterprises Ltd. The above table highlights that the average ratio of the Current ratio is recorded higher than the Current ratio of different years. Moreover, the current ratio of Zee entertainment enterprises Ltd was not recorded according to the standard norms of the Current ratio i.e. 2:1. Furthermore, in the year 2012, 2016 and 2017 the Quick ratio was recorded above the average liquidity of eight years. The Net profit margin in the year 2014, 2015 recorded very below the average. Moreover, the Return on capital employed in the year 2013 and 2018 recorded above the average. The Performance of the Zee entertainment enterprises Ltd is recorded in a sound condition. And, Asset turnover ratios maintain uniformity

**Table-2**

*One-Sample Statistics*

	N	Mean	Std. Deviation	Std. Error Mean
CR	9	4.2113	.53936	.17979
QR	9	2.9350	.40780	.13593
NP	9	23.0675	5.55182	1.85061
ATR	9	65.7613	5.05064	1.68355
ROCE	9	19.9437	4.78567	1.59522

Source: Computed

The above table 2 shows the Current Ratio Mean is 4.2113, Standard Deviation is 0.53936 and the Standard Error Mean 0.17979. The Quick Ratio Mean is 2.9350, Standard Deviation is 0.40780 and the Standard Error Mean is 0.13593. Net Profit Margin Mean is 23.0675, Standard Deviation is 5.55182 and the Standard Error Mean is 1.85061. Asset Turnover Ratio Mean is 65.7613, Standard Deviation is 5.05064 and the Standard Error Mean is 1.68355. The Return On Capital Employed Mean is 19.9437, Standard Deviation is 4.78567 and the Standard Error Mean is 1.59522

**Table-3**

*One-Sample Test*

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CR	23.424	8	.000	4.21125	3.7967	4.6258
QR	21.592	8	.000	2.93500	2.6215	3.2485
NP	12.465	8	.000	23.06750	18.8000	27.3350
ATR	39.061	8	.000	65.76125	61.8790	69.6435
ROCE	12.502	8	.000	19.94375	16.2652	23.6223

Source: Computed

The above table 3 shows the test statistic of the one-sample t-test, denoted t. In this table,  $t = 23.424$ . The degrees of freedom for the test is 8. All the five parameters significant value is less than 0.05. So the null hypothesis is rejected. It shows that there is a significant difference between the financial ratios of Zee entertainment limited during the study period..

### 3.2 SUN TV NETWORK

The following table-4 data related to the sun tv network for the period of Eight years from 2010- 2011 to 2017- 2018.

**Table-4**

*PERFORMANCE OF SUN TV NETWORK (Ratio)*

YEAR	CR	QR	NP	ATR	ROCE
2010-2011	2.8	2.8	40.14	67.56	31.65
2011-2012	4.27	4.26	39.52	60.74	25.87
2012-2013	4.12	4.12	37.59	56.76	23.34
2013-2014	5.54	5.54	34.19	60.27	22.38
2014-2015	9.75	9.74	32.85	62.48	21.64
2015-2016	9.78	9.77	36.07	63.92	24.52
2016-2017	8.31	8.3	38.28	58.81	36.45
2017-2018	6.38	6.38	38.18	55.14	35.09
Average	6.36875	6.36375	37.1025	60.71	27.6175

Source: money control.com

CR = Current Ratio ,QR =Quick Ratio,NP = Net Profit Margin  
ATR =Asset turnover Ratio, ROCE= Return On Capital Employed.

The above table 4 reveals the liquidity position, performance position, and profitability of Sun Tv Network. The above table highlights that the average ratio of the Current ratio is recorded higher than the Current ratio of different years. Moreover, the current ratio of Sun Tv Network was not recorded according to the standard norms of the Current ratio i.e. 2:1. Furthermore, in the year 2015, 2016 and the Quick ratio was recorded above the average liquidity of eight years. The Net profit margin in the year 2011 recorded very high the average. Moreover, the Return on capital employed in the year 2017 and 2018 recorded above the average. The Performance of the Sun Tv Network is recorded in a sound condition. And, Asset turnover ratios maintain uniformity.

**Table-5**  
One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
CR	9	6.3688	2.49305	.83102
QR	9	6.3638	2.48973	.82991
NP	9	37.1025	2.38454	.79485
ATR	9	60.7100	3.72141	1.24047
ROCE	9	27.6175	5.52516	1.84172

Source: Computed

The above table 5 shows the Current Ratio Mean is 6.3688, Standard Deviation is 2.66519 and the Standard Error Mean 0.94229. The Quick Ratio Mean is 6.3638, Standard Deviation is 2.66163 and the Standard Error Mean is 0.94103. Net Profit Margin Mean is 37.1025, Standard Deviation is 2.54918 and the Standard Error Mean is 0.90127. Asset Turn Over Ratio Mean is 60.7100, Standard Deviation is 3.97836 and the Standard Error Mean is 1.40656. The Return On Capital Employed Mean is 27.6175, Standard Deviation is 5.90665 and the Standard Error Mean is 2.08832

**Table-6**  
One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CR	7.664	8	.000	6.36875	4.4524	8.2851
QR	7.668	8	.000	6.36375	4.4500	8.2775
NP	46.679	8	.000	37.10250	35.2696	38.9354
ATR	48.941	8	.000	60.71000	57.8495	63.5705
ROCE	14.995	8	.000	27.61750	23.3705	31.8645

Source: Computed

The above table 6 shows the test statistic of the one-sample t-test, denoted t. In this table,  $t = 7.664$ . The degrees of freedom for the test is 8. All the five parameters significant value is less than 0.05. So the null hypothesis is rejected. It shows that there is a significant difference between the financial ratios of Sun Tv Network during the study period.

#### 4 CONCLUSION

This study mainly focused on the financial performance of two companies in the Media and Entertainment industry. These two Media and Entertainment companies are successfully creating their value to its Subscribers. This study found Current Ratio, Quick Ratio, Net profit margin, Asset turnover Ratio, Return on Capital employed by selected Media and

Entertainment companies are affecting the financial performance of that company. Based on the market performance only these two companies are analyzed; the result also indicated the same significance level outcomes. Zee Entertainment Industry is the best media and entertainment company comparing to the Sun Tv Network. This company financial performance is very high concerning its Ratios. Finally, this study proved that there are differences in these two media and entertainment companies concerning its Current Ratio, Quick Ratio, Net profit margin, Asset turnover Ratio, Return on Capital employed.

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