

## Case Studies on the Impact of COVID-19 on Films and Digital Media

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**Abstract :** COVID-19 has been a game-changer for many industries and businesses across the globe. In this article, the impact of COVID-19 is discussed, specifically on films, television, and digital media industry. Based on the review of the newspaper articles, three case studies are presented. One case study is on the impact of COVID-19 on Bollywood, the second case study is on the impact of COVID-19 on Hollywood, and third case study is on the impact of COVID-19 on television and digital media industry. It is argued that COVID-19 has had a negative impact on Bollywood and Hollywood, whereas it has impacted the television and digital media industry in a positive way. COVID-19 has brought about disruption in the lives and businesses of people, and the film and television industry is not an exception. Although there are negative impacts of COVID-19 on Bollywood and Hollywood, it has positive impacts on television and the digital media industry. Maybe the disruption of the traditional film industry by the digital media industry will be the normal for a long time to come. However, measures need to be thought about a revival of the Bollywood and Hollywood for the many livelihoods they cater to. Bollywood and Hollywood are not just film industries, but the core identities of India and the United States. What shape film industry will take in the future would be interesting to see. This article opens up avenues for more in-depth empirical research in this area in the future.

**Keywords :** films, COVID-19, television, media industry

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