

Rewriting the Story

Fostering Safe, Supportive Workplaces in Media

Summary

The media and entertainment industry thrives on creativity, speed, and relentless pressure often at the cost of employee well-being. Ito1help's targeted mental health intervention helped break long-standing stigma, enabled early support through leadership and manager engagement, and provided accessible, multilingual counselling across geographies. With increased awareness, proactive participation, and a sharp drop in high-risk cases, the sector is witnessing a quiet but powerful cultural shift: where emotional resilience is valued as much as professional output.

Overview

The Indian media and entertainment industry, valued at ₹2.3 lakh crore in 2023, is among the fastest-growing globally and employs over 5 million professionals. However, behind the glamour lies a high-pressure ecosystem marked by long hours, digital disruption, and a 24x7 work culture—leading to chronic stress and burnout. Structured mental health support remains largely absent across the sector.

What the Headlines Don't Tell You

They chase breaking news, but no one talks about what's breaking them. Media professionals navigate relentless deadlines, trauma-inducing coverage, creative burnout, and the constant pressure to perform.

Ironically, in an industry built on communication, mental health remains a taboo subject. Vulnerability is masked. Help-seeking is rare. The result is a silent crisis.

This case study explores how Ito1help is rewriting that narrative by partnering with media organisations across India to build psychologically safe, resilient workplaces.

Itohelp's Approach to the Media Sector

Recognising the unique challenges of this sector, Itohelp designed industry-relevant, compassionate interventions. Through long-standing partnerships with media organisations, their mental health programmes are tailored for fast-paced, high-pressure work environments

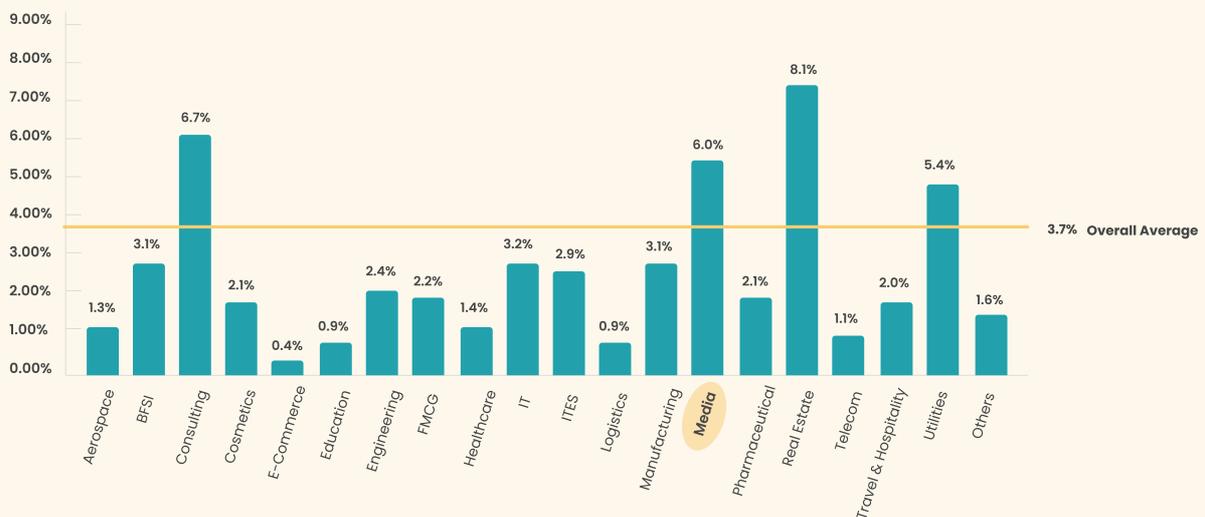


Mental Health in the Media Industry: A Sector Under Strain

The Itohelp report on the media industry underscores a concerning trend: professionals in this sector exhibit significantly



higher counselling utilisation (**6%**) than the overall average (**3.7%**), pointing to deeper emotional and psychological strain.



While it is encouraging that individuals are seeking help, the data also reveals systemic stressors, particularly among women and those in the **26–35 age group**, likely tied to the high-pressure, always-on nature of media work.

Alarmingly, a large proportion of users fall into high or moderate risk categories, far outweighing the general working population. This suggests that preventive mental health measures may be lacking.

The dominance of:



33%

self-related concerns



20%

stress

as counselling themes reflects not just individual vulnerabilities but also the mental toll of a fast-paced, often under-supported work environment. This signals an urgent need for structural interventions, beyond individual counselling, to create psychologically safer workplaces in the media sector.

Key Interventions

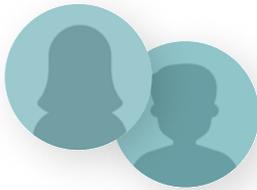
- ✔ **Integrated, Seamless Access**
Single Sign-On (SSO) enabled smooth, secure access to mental health tools.
- ✔ **Support tailored in local languages for broader reach and impact**
Regional language counselling ensured inclusive support across geographies and roles.
- ✔ **Proactive Risk Management**
Suicide prevention protocols have successfully reduced high-risk cases.
- ✔ **Protecting well-being at home**
Family coverage extends the safety net, acknowledging the emotional spillover beyond work.
- ✔ **Awareness and Assessments**
Custom campaigns promoted use of tools like Stress Tests and Burnout Assessments. Cohort-specific sessions increased EAP visibility and normalised emotional dialogue.
- ✔ **Manager-Led Interventions**
Sensitisation programs trained managers to recognise distress early. Referral systems ensured timely professional support.

Engagement Metrics

Counselling Utilisation	4% to 6% across clients
Platform Engagement	20% to 30% via app/website

Group Event Participation	30% to 40%
Registration Rates	Up to 60% of employees

Demographic and Emotional Trends



User Profile

Primarily professionals aged 28–45 navigating mid-career stress and life transitions

Top Counselling Themes

1. Self-development
2. Relationships
3. Career anxiety
4. Marriage
5. Parenting

Popular Content

1. Workplace well-being,
2. Confidence
3. Stress,
4. Parenting
5. Mental resilience

Most Accessed Assessments

1. Mental well-being
2. Resilience
3. Confidence
4. Anxiety
5. Work-life balance

Webinar Topics That Resonated

1. Mindfulness
2. Anxiety management
3. Nutrition
4. Crisis coping
5. Managerial support strategies

Pandemic Impact During the pandemic, utilisation spiked up to **5x**, reflecting increased emotional strain and the value of immediate, expert support during crises.

Cultural Shift: Breaking the Silence

ItoIhelp's presence catalysed real cultural change. More employees started engaging with counselling and peer support. Conversations about emotional health became accepted in workplaces previously silent on the matter.

"For the first time, I felt like it was okay to not be okay,"

shared a senior producer at a national TV network.

Normalising Vulnerability Through Leadership

With leadership openly endorsing well-being initiatives, a culture of psychological safety began to take shape.

"When our editorial head spoke about her therapy journey during a town hall, it changed everything. The room felt human,"

said a digital content manager

ItoIhelp's structured, compassionate interventions in the Indian media industry are not just improving mental health metrics; they're transforming workplace culture. From breaking the stigma to driving large-scale engagement, this case study stands testament to what's possible when storytellers are finally given space to tell their own stories with honesty, support, and care.

Let's explore how we can support your workforce with a customised solution. Connect with us today.

www.itoIhelp.net