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Roll on



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कोणार्क - नालंदा संदेश



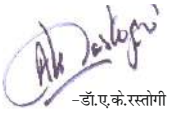
सबसे बड़ा ज्ञान होता है स्वयं को जानना, स्वयं को जान लिया तो फिर सारा संसार समझ आ जाता है, आज के राजनीतिक परिवेश में देखा जाए तो यही बड़ा अंतर आया है कि वर्तमान सरकार को अपने भारत की समझ है भारत का ज्ञान है, जबकि विदेशी मेहमान अथवा अन्य देशों के राष्ट्राध्यक्ष पूर्व में भी आते रहे हैं पहले भी भिन्न देशों के राष्ट्राध्यक्षों की मेजबानी करने के अवसर भारत को मिले है लेकिन भारत का परिचय भारत की पहचान उन्हें पहली बार दी गई है। राजघाट पर मृत्य टिकवाने तक सीमित रह जाता था भारत या फिर ज्यादा हुआ तो ताजमहल फोटो सेशन बस देखने व समझने वाली बात यह है कि 2014 के बाद बदलाव क्या आया देश की राजधानी है दिल्ली, दिल्ली का अपना महत्व है, लेकिन भारत दिल्ली तक ही सिमटा हुआ नहीं है, भारत स्वयं अपना परिचय है सभ्यता है, ज्ञान का अथवा समुन्दर है, विश्व गुरु है और सदैव रहेगा भी यह तभी कहा सकता है जब आपने अपने देश को जान लिया हो, समझ हो कि भारत क्या है, भारत की सभ्यता-संस्कृति-ज्ञान इसका इतिहास-परम्पराएँ समझे बिना समझ आने वाला नहीं है, बस यही फर्क देखने को मिला है 2014 के बाद, नहीं तो 1947 से अब तक अनेक शासक प्रधानमंत्री के रूप में भारत पर एक विधि सम्मत सरकार के रूप में भारत के इतिहास में दर्ज हो चुके है।

भारत की पहचान अथवा नीले पासपोर्ट के लिए विदेशी धरती पर कैसा रवैया हुआ करता था उसे देखने का अवसर मुझे 70 के दशक में मिला है मात्र साढ़े आठ डॉलर में कोई नागरिक किस तरह से एक टूरिस्ट के रूप में विदेश भ्रमण के योग्य हो सकता है यह सवाल तब भारतीय नागरिक के नीले पासपोर्ट पर उठता था लेकिन स्व. श्री अटल बिहारी बाजपेयी ने भारत सरकार में विदेशमंत्री की शपथ लेने के बाद साढ़े आठ डॉलर की राशि को बढाकर 500 डॉलर किया था। सवाल यह है कि अटल जी से पूर्व क्यों किसी ने इसकी जरूरत नहीं समझी? वाराणसी में गंगा आरती करते जापान के प्रधानमंत्री या फिर साबरमती में चीन के राष्ट्रपति, अमेरिका के प्रेजिडेंट ट्रम्प गुजरती रोड शो जैसे अनेक उदहारण 2014 के बाद देखने को मिले है , इसी तरह से **G**-20 देशो की मेजबानी मिलने के बाद देश के 60 शहरों में आयोजित बैठकों ने भारत को भीतर तक उन देशो से मिलवाया, उन्हें भारत की संस्कृति-सभ्यता एवं समृदि से भी कुशलता पूर्वक परिचय करवाया, यह तभी संभव हो सका जब तुम स्वयं देश को अच्छी तरह से जानते और समझते हो।

देश की राजधानी दिल्ली में **G**-20 देशो का महासम्मेलन आयोजित करने के लिए दिल्ली को विशेष प्रकार से सजाया-सवांरा गया, सारी व्यवस्था-सुरक्षा को चाक-चौबंद किया गया और दुनिया के राष्ट्राध्यक्षों के साथ विशेष सम्मेलन हेतु प्रगति मैदान में भवय भारत मंडपम का निर्माण करवाया गया, उनके हवाई जहाज भारत की धरती पर उतरते ही उनका स्वागत सरकार भारत के गौरव-गरिमा को बढ़ाने की सोच के साथ पूर्ण आयोजन की व्यवस्था ऐसी रही कि वह भुला नहीं सकेंगे।

सबसे बड़ी बात रही कि विश्व के प्रमुख मेहमानों के सम्मुख भारत की आत्मा संस्कृति सभ्यता के साथ भारत की उनके साथ गौरवमयी पहचान करवाना उन्हें बताना कि भारत सांप-सपेरों वाला देश नहीं था अपितु यही विश्व गुरु था यहीं से विश्व ने ज्ञान लिया है यहीं से विश्व की मानव सभ्यता का विकास हुआ है यह देश सोने की चिड़िया था जिसे लूटने-खसोटने के लिए दुनिया के तमाम देश आक्रांताओं-लुटेरों की तरह यहां आए लेकिन हमारे देश के शेष रहे अवशेष हमे अभी भी आगे बढ़ने के लिए प्रेरित करते है हम उसी मार्ग पर अग्रसर है फिर से भारत विश्व गुरु बनने की दिशा में बढ़ रहा है।

कोणार्क के कालचक्र के सामने सबका स्वागत और ज्ञान का अद्भुत स्तोत्र नालंदा के आँगन में राष्ट्रपति का मोजि उन्हें सोचने के लिए मजबूर कर देगा कि इनको जाने, यह तभी संभव हुआ जब स्वयं आपने इन्हें जान लिया अत: आवश्यक है स्वयं को जानना अर्थात भारत को जानना, यही अंतर अब देखने को मिला रहा है जो पूर्व में कभी कोई नहीं दिखला सका। स्वयं को जानना समझना और फिर उसका दुनिया से परिचय करवाना अपने आप में एक ऐसी उपलब्धि है जिसके परिणाम भावी पीढ़ी के लिए अद्भुत होगे, उन्हें अपने भारत पर गर्व होगा उनमे अपने देश के प्रति स्वाभिमान बढ़ेगा और विश्व के तमाम देश फिर से भारत को एक विशेष सम्मान देंगे। भारत की प्रगति में इसे एक नई किरण का उदय कहा जाए तो अतिशोयक्ति नहीं होगा।



-डॉ.ए.के.रस्तोगी

AIDCF urges TRAI to bring DD FreeDish under cable TV rules

The AIDCF, an industry body representing MSOs, has urged the broadcast and telecom regulator TRAI to bring the services of Doordarshan FreeDish under its regulations that govern other service providers and distribution platform operators (DPOs).

DD Freedish, a DTH platform owned and operated by public broadcaster Prasar Bharati, offers its service free to consumers who just need to make a one-time small investment in acquiring a dish antennae and set-top-box to access TV channels across various genres like entertainment, news and wellness.

As the service is popular in rural and semi-urban areas — an industry estimate puts the FreeDish subscriber base in the region of 40-45 million — it offers TV channels on the platform a huge number of eyeballs that get translated into substantial advertising revenue.

"The FreeDish platform is a service provider, which has been established by the disputes tribunal TDSAT in the Total TV case. While all the DPOs are heavily regulated by the NTO framework of TRAI, FreeDish is neither regulated, nor is following any quality of service regulation.



"And, at the top of it, all the pay TV channels, which are available at a cost to cable TV subscribers are available free (to consumers) on the FreeDish platform," the All India Digital Cable Federation (AIDCF) president and MSO company Fastway CEO Peeush Mahajan told Indianbroadcastingworld.com yesterday, highlighting the regulatory disparity.

Mahajan, while highlighting the negative economic impact of uneven rules on cable TV industry, added: "This regulatory disparity is already making the cable TV industry bleed, where the annual subscriber churn rate is 25 percent, and eventually this will annihilate the cable TV industry.

"We are of the opinion that FreeDish should also be governed under TRAI regulations as all the other DPOs are."

Cable TV distribution industry observers opined that what Mahajan stated makes sense as disparity in regulations could impact the livelihoods of those employed — about 150,000 LCOs and approximately 10 lakh workers — in the sector.

Meanwhile, AIDCF and Ahmedabad-headquartered GTPL Hathway moved the Telecom Disputes Settlement and Appellate Tribunal (TDSAT) in July contending that DD FreeDish services should also be regulated under various TRAI guidelines that are applicable on other DPOs.

The respondents in the TDSAT case, which is coming up for a hearing mid-October, include Prasar Bharati, the Telecom Regulatory Authority of India (TRAI) and several big broadcasters.

Briefly, the petitioners are seeking directions from the TDSAT for the respondents, amongst other things, to comply with the Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017 (Quality of Service Regulations) applicable to broadcasting services in India and, in particular, that national broadcaster Prasar Bharati provides encrypted FreeDish signals in terms of the regulations.

The petition also pleads TDSAT to set aside any term or condition of FreeDish service that is contrary to the Interconnect Regulations and Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations, 2017.

Diljit Dosanjh, Shehnaaz, Sonam Bajwa reunite for 'Ranna Ch Dhanna'

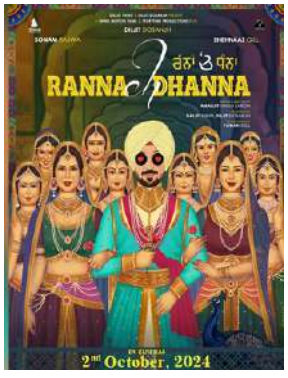
Following the success of 'Honsla Rakh,' Diljit Dosanjh, Sonam Bajwa, and Shehnaaz Gill's upcoming film 'Ranna Ch Dhanna' is set to entertain moviegoers.

The film will be released in theaters next year. The film, directed by Amarjit Singh Saron, will be released on October 2, 2024, yesterday the film's poster and release date were revealed, PTI reported from Mumbai.

Dosanjh dropped the poster of the film today. It also stars Bajwa and Gill in key roles. Diljit is also donning the hat of the producer. He captioned it, "Ishq ne ghalib nikamma kar diya varna cheez toh hum thay kaam ki #RannaChDhanna movie releasing in cinemas worldwide 2nd Oct, 2024 !!!"

The poster shows Diljit, Sonam, Shehnaaz and some other women in animated style.

Meanwhile, 'Honsla Rakh', released in 2021, was a blockbuster success.



Zee News, AMG collaborate for Chetna Yatra 19th edition; flag-off Sept. 15

In a ground-breaking collaboration, Aavishkar Media Group (AMG) and Zee News have joined forces to present the much-anticipated 19th Chetna Yatra 2023, scheduled to embark on its transformative journey on September 15.

This annual initiative, pioneered by Dr. A.K. Rastogi, founder of Aavishkar Group, is a remarkable endeavour that connects millions of stakeholders and consumers in the cable TV and broadcast industry across India.

The theme of this year's Chetna Yatra is 'Digital India: Uniting Minds, Connecting Lives!', a reflection of the evolving media landscape and the pivotal role it plays in our lives.

A stellar lineup of partners, including Enrich TV, Sanskar, Satsang, Dangal TV, Bhojpuri Cinema, GTPL, DEN, Hathway, Fastway BVG, Bhakti Sagar and Khabar Fast, is set to make this journey even more impactful. Indianbroadcastingworld.com has also joined as the digital partner for this initiative.



Since its inception in 2005, the Chetna Yatra has remained dedicated to keeping even the grassroots level well-informed, connected and engaged with the ever-evolving media landscape. Dr. Rastogi, a driving force behind this mission, conducts these Yatras or journeys to raise awareness among hundreds of thousands of workers, professionals, leaders, SMEs, and corporates who, in turn, cater to millions of subscriber homes across the country.

The awareness journey spans over 40-45 days, covering more than 400 cities and towns, and connecting with over 50,000 industry workers. Dr. Rastogi generally addresses over 100 gatherings, both large and small, during this journey, sharing valuable insights and fostering connections within the industry.

Notably, the Chetna Yatra has been inaugurated in the past by esteemed political and broadcast industry stalwarts, including former I&B Minister Prakash Javadekar, Union Ministers Narinder Singh Tomar and Gajendra Singh Shekhawat, former Indian Health Minister Dr. Harsh Vardhan, and the visionary founder of Zee Group, Dr. Subhash Chandra.

As the 19th Chetna Yatra 2023 sets sail, it promises to be a transformative journey, uniting minds and connecting lives in the dynamic landscape of Digital India.

'Scoop', lead star Karishma nominated for global OTT awards

Netflix show 'Scoop' and its lead star Karishma Tanna are nominated for the Asia Contents Awards & Global OTT Awards 2023, the organisers announced yesterday.

According to its official website, Asia Contents Awards & Global OTT Awards is an annual event to celebrate the achievements of excellent content made for TV, OTT, and online across Asia. It is organised by Busan International Film Festival and Korea Radio Promotion Association.

While 'Scoop' has secured a nomination in the Best Asian TV Series, Tanna is vying for the Best Lead Actress trophy at the awards, a PTI report from New Delhi stated.

'Scoop' follows Jagruti Pathak (Tanna), a star crime reporter at a Mumbai newspaper, who makes headlines after she is accused of her rival Jaideb Sen's murder.

The critically-acclaimed Hindi language series, created by Hansal Mehta and Mrunmayee Lagoo Waikul, premiered on Netflix in June.

Mehta, also director of the series, congratulated the team for this "great honour". Backed by Indian production banner Matchbox Shots, the show is inspired by Jigna Vora's biographical book 'Behind the Bars In Byculla: My Days in Prison'.

"#Scoop on @NetflixIndia nominated for ACA and Global OTT Awards. – Best Asian Series – Best Actress @KARISHMAK_TANNA... A great honour for the entire team. This is all because of them. Congratulations partner in crime @mrunmayeelagoo @MatchboxShots," Mehta said in a post on X.

In the Best Asian TV Series category, 'Scoop' will compete with 'The Black Yard' (Kazakhstan), 'Not Others' (South Korea), 'Delete' (Thailand) and 'Taiwan Crime Stories' (Taiwan).

Besides Tanna, other Best Lead Actress nominees are South Korean star Song Hye-kyo ('The Glory'), Hollywood star Zoe Saldana ('Special Ops: Lioness'), Singaporean star Rebecca Lim ('Third Rail') and Malaysian actor Emily Chan ('The Patient'). The Asia Contents Awards & Global OTT Awards 2023 will be held on October 8 at the BIFF Theater, Busan



Cinema Center, during the course of the Busan International Film Festival, which runs through October 4-13.

Indian films also will have a strong presence at the 28th edition of the upcoming film gala, which will see premieres of several titles such as 'Rocky Aur Rani Kii Prem Kahani', 'Joram', 'Agra, and 'Against The Tide'.

TRAI extends submission time for access, b'band services CP



The Telecom Regulatory Authority of India (TRAI) has extended the submission deadline for receiving comments and counter-comments on the consultation paper (CP) on 'Review of Quality-of-Service Standards for Access Services (Wireless and Wireline) and Broadband (Wireless and Wireline) Services' .

The regulator said yesterday that the new dates for submissions by industry stakeholders are October 11(for comments) and October 25 (for counter-comments).

"A request dated 6th September,2023 has been received from COAI (Cellular Service Provider's Association) for extension of time for submission of comments on the ground that the paper is very comprehensive and detailed from all aspects of business i.e. Networks, Customer Service, IT, Billing and record keeping, etc., and requires extensive deliberations and more time for submitting the comments," TRAI said, explaining the rationale behind the extension.

The regulator had issued the CP on August 18, inviting written comments from the stakeholders by September 20, which has been extended now.

Flexible use of satellite spectrum theory misleading, says ISpA

Suggestions on flexible usage of satellite spectrum appears to be an attempt to mislead and derail the spectrum allocation process for the preferred launch of satellite communications services, the Indian Space Association (ISpA) has said.

Telecom operators are divided over the allocation of space-based spectrum for launch of satellite communication services with Bharti Enterprises-backed One Web and Amazon pitching for administrative allocation and Reliance Jio backing the auction route, a PTI report stated on Monday.

Recently, Jio had written to the Telecom Regulatory Authority of India (TRAI) and sought flexible use of airwaves between satellite and terrestrial use.

"In response to media reports around seeking the flexible usage of satellite spectrum, on the onset, ISpA would like to state that this submission seems to be an effort to mislead and derail the spectrum allocation process for preferred launch of satcom services," ISpA Director General Lt Gen A K Bhatt (retd) told PTI.

ISpA is the representative body of the nascent private space sector in the country.

He said the New Zealand government's decision on use of the 26 GHz spectrum band nowhere advocates the flexible usage of satellite spectrum, it only defines the shared use of spectrum.

"The document clearly states that the New Zealand government decision is a temporary measure and that the final decision on this will be taken by 2026 after prior consultations," Bhatt said.

He said the private space industry in India is at a nascent stage and the recent successes of the Chandrayaan-3 and Aditya L1 mission is a big boost for the growth potential of the industry.

Bhatt said the government's efforts of nation building and fueling the Indian space economy calls for administrative allocation of satellite spectrum.

"The Department of Space and IN-SPACe in the past have shown their support for the administrative method of allocation and stated that auctioning the satellite-based spectrum will create a 'barrier to growth' and impact the innovation drive of the space sector start-ups and other private players in the country," the ISpA DG asserted.

Sony PIX launches 'Desi Hollywood'

In a groundbreaking move to redefine the cinematic experience for Indian audiences, Sony PIX has introduced 'Desi Hollywood,' a unique entertainment segment dedicated to providing viewers with Hollywood titles in their preferred languages.



This innovative offering will cater to movie lovers who want to enjoy their favorite films in Hindi, Tamil, Telugu, or English.

The prime-time property at 9:00 p.m. will grant viewers access to a handpicked selection of Hollywood titles infused with an Indian touch. 'Desi Hollywood' boasts 24 thrilling titles spanning various genres, including action, creature-feature, adventure, and horror.

Among the blockbuster movies featured are 'The Dark Knight,' 'Aquaman,' 'The Meg,' 'Justice League,' 'Journey 2: The Mysterious Island,' 'Annabelle Comes Home,' and 'Rampage.'

Sony PIX's objective with 'Desi Hollywood' is to provide Indian moviegoers with the opportunity to savor the best of Hollywood in languages that resonate with their hearts.

‘Little Mermaid’ swims to Disney+ records; garners 16 mn views

After enchanting audiences around the world, ‘The Little Mermaid’ made a big splash on Disney+ on the weekend.

The live-action reimagining of the studio’s Academy Award-winning animated musical starring Halle Bailey and Melissa McCarthy is the most viewed Disney movie premiere on Disney+ since ‘Hocus Pocus 2’, garnering 16 million views in its first five days streaming, the Mouse House said in a media statement.

Its success on Disney+ globally (including Disney+Hotstar in India) follows a strong theatrical run this summer. The movie, which was directed by Rob Marshall and opened over Memorial Day weekend to $118.6 million in North America, was one of the top five highest-grossing films of the summer in the US domestically with nearly $300 million.

‘The Little Mermaid’, which also stars Javier Bardem, Daveed Diggs, and Awkwafina, is also among 2023’s top ten films worldwide to date, earning $570 million at the global box office.

The film was praised by audiences who gave it an “A” CinemaScore and a 94 percent on Rotten Tomatoes, Disney said on its website. 2023’s The Little Mermaid builds on the incredible legacy of the original 1989 classic, continuing to bring the story



to life through a treasure trove of merchandising, parks and resorts attractions, video games, books, and theater productions for millions of fans around the world.

The release of the live action ‘The Little Mermaid’ has also given a boost to Disney’s existing library resulting in tremendous engagement for the animated films on Disney+.

Disney has clarified that a view is defined as total stream time divided by runtime.

Lokesh Kanagaraj to direct Rajinikanth’s 171st film

Sun Pictures has announced that Rajinikanth and filmmaker Lokesh Kanagaraj will work together on their first film.

After months of speculation, the Chennai-based banner made the official announcement on social media yesterday that Kanagaraj will direct Rajinikanth in his 171st film.



Kanagaraj will write and direct the currently untitled film. Anirudh Ravichander, who is riding high on the success of Shah Rukh Khan’s ‘Jawan’, will compose music for the upcoming film, which will feature stunts by Anbariv, a PTI report said.

”We are happy to announce Superstar @rajinikanth’s #Thalaivar171. Written & Directed by @Dir_Lokesh. An @anirudhofficial musical. Action by @anbariv,” Sun Pictures said in a post on X.

Kanagaraj, known for ‘Kaithi’, ‘Vikram’ and the upcoming ‘Leo’, also expressed happiness about working with Rajinikanth.

”Excited to be joining hands with Thalaivar @rajinikanth Sir for #Thalaivar171 with @sunpictures. An @anirudhofficial Musical. An @anbariv stunt,” the director wrote on the microblogging site, formerly called Twitter. Rajinikanth was last seen in ‘Jailer’, which is currently streaming on Prime Video.

News18 Lokmat print campaign showcases genre leadership

In a strategic move to underline its supremacy in the Marathi news segment, News18 Lokmat has launched a compelling print ad campaign.

This page-one campaign, according to a News18 press release, featured prominently in Wednesday’s Lokmat newspaper, showcasing News18 Lokmat’s commanding lead over its rival, ABP Majha.



According to data from BARC, in the Mumbai market for the week ending in 35’23, News18 Lokmat has secured a substantial 20% market share, firmly outperforming ABP Majha, which holds 17% market share (Source: BARC | Market: Mumbai | Period: Wk 35’23| Audience: All 23+ | Metric: Market share%), the release added.

The targeted campaign features striking creative elements that crown News18 Lokmat as the ‘Mumbai’s King of the News,’ reinforcing its prominence in the Marathi news segment with a high-impact visual presentation.

News18 Lokmat‘s consistent dominance in the Marathi news segment is well-established. The channel has consistently outshone its competitors on digital platforms such as YouTube and Facebook.

Furthermore, News18 Lokmat’s website has been at the forefront, setting industry benchmarks with its impressive viewership figures.

MTV India, T-Series forge global partnership for MTV Hustle

MTV India and T-Series have forged an unprecedented global deal for the genre-defining rap reality television show, MTV Hustle. Since its inception in 2019, MTV Hustle has been a trailblazing platform that catapulted India's underground rap music onto the country's mainstream stage.

Now, this groundbreaking partnership will extend exclusive music rights for worldwide distribution, amplifying the program's mission to nurture industry-ready rap professionals and propel their careers on a massive global scale.

Under the terms of this remarkable three-season agreement, all original music created during Seasons 1, 2, and 3 of MTV Hustle will be distributed globally by T-Series, offering unparalleled exposure to the diverse portfolio of work produced by the show.

Celebrating the vibrant world of desi hip-hop and rap culture, MTV India, a frontrunner in youth entertainment, initiated a music revolution that will gain even greater international traction with the support of T-Series, the largest music label. This partnership will utilize multiple platforms for distribution, including T-Series' world-leading YouTube channel, boasting over 238 million subscribers worldwide, as well as music channels, audio streaming platforms, and more, the company said in a statement.

Speaking about this transformative collaboration, Anshul Ailawadi, Business Head – Youth, Music, and English Entertainment, remarked, "MTV Hustle 2.0 has spearheaded India's hip-hop revolution. Its cultural influence in the subcontinent has been profound, elevating rap as the preferred form of expression for today's youth. T-Series is a trailblazer in the realm of Indian music. This is a natural alliance that will catapult South Asian hip-hop onto the global stage."

Bhushan Kumar, Managing Director and chairman of T-Series, added, "The music created by MTV Hustle resonates strongly with audiences and deserves the recognition it has earned. Our partnership with the show aligns with our vision to expand the Indian music market and share it with global audiences. We are thrilled about this collaboration as it is a first-of-its-kind for us. We eagerly anticipate providing both existing and emerging talent with the right platform for their musical journey."

With a strong emphasis on talent, performance, meter, technique, musicality, and storytelling, MTV Hustle has introduced fresh voices from India's burgeoning rap subculture and youth music scene.

Disney Star inks a multi-series content deal with Pratilipi

Media and entertainment company Disney Star has partnered with Pratilipi, an online self-publishing and audiobook portal for a multi-series content deal.

This association allows Disney Star to develop multiple new fiction television shows adapted from stories available on Pratilipi, intended to be broadcast across languages on Disney Star's TV and digital platforms, Economic Times reported.

This will be the first time when a TV series will be adapted and developed from an online self-publishing and audiobook platform, the statement added. Stories on Pratilipi are currently available in the form of short stories, series, audiobooks, and comics.

"At Pratilipi, we are proud to be a platform consisting of over 10 million stories. We have always believed in providing quality content in multiple formats to suit everyone's needs. Our collaboration with Disney Star is a testament to our continuous commitment to creating multi-format content for a wider audience. Pratilipi is home to some of the best stories, especially in the regional languages, and we are truly delighted that with this association, we will be recreating some of our popular stories into televised series," Ranjeet Pratap Singh, CEO and co-founder, Pratilipi, said in a statement.

Gaurav Bannerjee, head, content, Disney+ Hotstar and HSM (Hindi-speaking market) entertainment network said the company's collaboration with Pratilipi underscores its core belief in empowering writers, which is essential for creating compelling content on both TV and digital platforms. "We are excited to provide a platform for authentic storytelling emerging from fresh talent across the country," Bannerjee said in the statement.

SC rejects PIL to cancel telco relief on statutory dues

The Supreme Court has dismissed a PIL seeking cancellation of the Centre's decision of September 15, 2021, to grant relief to the stressed telecom sector from paying statutory dues, saying these are all matters of policy and decision-making is based on experts' opinion.

In a breather to telecom service providers struggling to pay Rs 93,520 crore of Adjusted Gross Revenue (AGR) related dues, the top court on September 1, 2020, gave them 10 years to clear their outstanding amount to the government, PTI reported from New Delhi.

A bench of Justices B V Nagarathna and Ujjal Bhuyan said that no doubt, the apex court by its judgment had issued certain directions about the telecom sector but in the backdrop of the COVID-19 challenges, with a huge surge in data consumption, online education, work from home, etc., reform measures were found necessary to boost the proliferation and penetration of broadband and telecom connectivity.

"In our view, these are all matters of policy and decision-making which is based on experts' opinion and emerging situations and exigencies, to be made in the interest of the welfare of the people of India having serious technical and financial implications and, therefore, have to be in the public interest.

"Hence, we do not think such Cabinet decisions could be lightly interfered with by a Court of law in the absence of there being any particulars or materials brought to the notice of the Court assailing the



Cabinet decisions, as being unconstitutional or arbitrary in nature or contrary to law," the bench said.

Contending that the writ petition filed by petitioner Anshul Gupta was without merit, the top court said any interference at this stage would not only create uncertainty in the implementation of the policy but also jeopardize the policy itself.

'Jawan' first weekend global earnings total Rs. 520 cr.

Superstar Shah Rukh Khan's action thriller 'Jawan' has earned Rs 520.79 crore gross at the worldwide box office in its first weekend, the makers said yesterday.

Directed by Tamil filmmaker Atlee, the pan-India film also stars Nayanthara and Vijay Sethupathi as well as Deepika Padukone in a special appearance. It hit the screens worldwide on September 7 in Hindi, Tamil and Telugu.



Red Chillies Entertainment, the production house behind 'Jawan', shared the worldwide gross box office figures on X, formerly known as Twitter, according to a PTI report from Mumbai.

"Rewriting history at the box office Rs 520.79 crore as gross worldwide box office collection. Highest weekend collection ever," the post read.

At the worldwide box office, the high-octane action thriller collected Rs 129.6 crore on day one, making it the biggest opening day in the history of Hindi cinema globally, according to the makers.

The film raised Rs 110.87 crore on day two, Rs 144.22 crore on day three and made Rs 136.1 crore on the fourth day.

'Jawan', a father-son story at its core, highlights various social and political issues through its hero, essayed by Shah Rukh.

The film also stars Sanya Malhotra, Priyamani, Girija Oak, Sanjeeta Bhattacharya, Lehar Khan, Aaliyah Qureshi, Ridhi Dogra, Sunil Grover and Mukesh Chhabra as well as Sanjay Dutt in a cameo appearance.

According to trade analyst Taran Adarsh, the Hindi film is the fastest to hit the Rs 250 crore mark in India. " 'Jawan' fastest to hit Rs 250 crore... overtakes 'Pathaan', 'Gadar 2', 'KGF 2'(Hindi), 'Baahubali 2' (Hindi)," he posted on X.

A Red Chillies Entertainment presentation, 'Jawan' is produced by Gauri Khan and co-produced by Gaurav Verma.

Apple TV+ now available on Tata Play Binge



Apple TV+ and Tata Play Binge have collaborated to enhance OTT entertainment. With this collaboration, Apple TV+ is now available on Tata Play Binge. In addition to over 26 additional applications that are a part of the combined platform, Tata Play Binge users will also have access to the original series and films on Apple TV+.

Tata Play Binge has launched a new campaign starring Saif Ali Khan and Kareena Kapoor Khan to promote the new offering.

Furthermore, Apple TV+ on Tata Play Binge will be available on mobile devices, smart TVs, desktops, laptops, and tablets, as well as the web and the Binge+ set-top box.

The glamour quotient of the evening soared as special guests Suvrat Joshi, Gayatri Datar, Vaibhav Tatwawadi.

MIB issues another advisory to rules non-compliant MSOs

The Ministry of Information and Broadcasting (MIB) has issued an ultimatum to those MSOs who are non-compliant as per cable TV networks regulations to submit their responses within 15 days or face action.

In a communications to MSOs, dated September 4, the MIB said, "This notice is issued to grant you the opportunity to be heard in accordance with the proviso to Section 4(7) of the Cable Television Networks (Regulation) Act, 1995. You are kindly requested to submit your response within 15 days from the date of this letter, outlining the reasons for your non-compliance with the terms and conditions of MSO registration."

This Ministry is specially peeved as it has identified that some MSOs,

already having interconnection agreements with the broadcasters, have failed to comply with the Regulation 15 of the Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) Regulations, 2017 with some of them identified as defaulters for calendar year 2021 and 2022.

Regulations mandate that all distribution platforms, including MSOs, will have to



furnish certain details to the government and the regulator TRAI (like subscriber numbers) from time to time by uploading the data on a designated website.

The September 4 MIB note goes on to observe, "Your (MSO) compliance status in this regard, for calendar year 2021 and 2022, are mentioned against your name in the schedule attached to this notice.

"In exercise of powers conferred under Rule 10/(1) of the Cable Television Networks Rules, 1994, this Ministry had directed all MSOs to furnish information like number of subscribers, etc. Many MSOs have failed to furnish the requested information."

Failure to provide a satisfactory response within the stipulated time frame may lead to the cancellation or suspension of the registration granted to MSOs without further notice.

Last week, the MIB posted on its website the lists of MSOs whose registrations have been either cancelled or suspended, while detailing the reasons for the same.

Meanwhile, as reported by the Indianbroadcastingworld.com last month, the government had cancelled the registrations of 255 MSOs for failing to get their networks audited as per regulatory mandate, apart from failing to respond to official notices.

In an order dated August 24, the MIB stated: "It has been observed that the scheduled MSOs have failed to provide the requisite clarification/explanation within the stipulated period. "In view of the above and in exercise of powers conferred under Section 4(7) of the Cable Television Networks (Regulation) Act, 1995, the MSO registrations of the scheduled MSOs are hereby cancelled with immediate effect."

ABP Majha hosts 'Maharashtrache Anmol Ratna' awards

ABP Majha, a leading Marathi news channel, celebrated the essence of Maharashtra by hosting the inaugural edition of 'Maharashtrache Anmol Ratna' awards.

The event, held last week in Mumbai, was conceptualized by ABP Majha to pay tribute to and acknowledge the remarkable contributions of those that have profoundly enriched the State and society, the news channel said in a press release.



The inaugural edition of this event witnessed the presence of notable guests, including Uday Samant, the Minister of Industries for Maharashtra, and renowned actress Sonali Kulkarni.

The initiative aims to establish itself as an annual tradition, recognizing those who have made substantial contributions to the Maharashtrian society.

The recipients of the 'Maharashtrache Anmol Ratna' awards are as follows:

1. Vishal Chordia, Director of Strategy & Marketing, Pravin Masalewale (ONESuhana)
2. Sudhir Mandke, Founding Director & Chairman, Sudhir Mandke Group
3. Capt. Girish Sunil Kamble, Chief Executive Officer, Vayudoot Education Private Limited
4. Shivraj Motegavkar, Chairman and Managing Director, Renukai Career Centre
5. Tushar Kelkar, Director, Crazy Cheesy
6. Dinesh Mangale, Chairman and Managing Director, The Hindavi Group
7. Nitin Laxmanrao Jadhav-Patil, Chairman, The Satara District Central Co-operative Bank Ltd.
8. Satybhamatai Ramkrushana Bangar, Secretary, Pragati Shikshan Prasarak Mandal
9. Sanjay Modgi, Proprietor, Statue Ayurvedic Products
10. Aasma Sayyad, Founder and Managing Director, Zamin Pvt. Ltd.
11. Janardhan Laxman Botre, Founder and Chairman, Shivsamarth Multistate Co-operative Credit Society Ltd.
12. Prithviraj Sayajirao Deshmukh, Founder President, Saraswati Education Society

Disney releases details on talks related to Hulu buyout

Walt Disney Co. released more details about how negotiations may play out over its acquisition of Comcast Corp.'s one-third interest in the Hulu streaming service.



Under terms signed in 2019, according to a Bloomberg News report on September 8, Comcast may require Disney to buy its Hulu stake in a transaction valuing the entire business at a minimum of $27.5 billion. Comcast earlier this week said the companies agreed to accelerate the sale process.

Disney said in a filing Friday that if Comcast's option to sell is exercised in November, Hulu will be appraised at its market value as of September 30.

If they can't reach an agreement, each company will hire an investment banker to value Hulu. If the two valuations are more than 10 percent apart, the investment banks will pick a third banker to deliver another appraisal. The final value will be the average of the two that are closest together, Disney said.

Meanwhile, according to a report in www.wegotthiscovered.com, Comcast currently owns 33 percent of the streaming service Hulu, and Disney, which owns the remaining share of 67 percent, is looking to buy the entirety of Hulu from Comcast in a move that would largely benefit Disney.

Talks were originally scheduled for January of next year, but Disney and Comcast have moved the date to September 30 in an effort to speed things up.

"It will take a little time for this to play out," Comcast CEO Brian Roberts shared during the Goldman Sachs Communacopia and Technology Investor Conference on September 6, "but both companies wanted to get it behind us so we pulled the date forward."

Hulu, according to www.wegotthiscovered.com, with its large subscriber base, is an undeniable asset when it comes to winning the overall streaming war, and it makes sense Disney wants it all to itself.

Comcast's stake was previously valued at $27.5 billion, but Roberts believes its worth is closer to $30 billion since the valuation was made five years ago.

AGENCY09 celebrates its 10th anniversary

Independent integrated marketing agency, AGENCY09, headquartered in Mumbai, marked a significant milestone as it celebrated its 10th anniversary on September 9, 2023.



Founded by Tushar Khakhar and supported by Bipeen Nadgauda and Gautam Anand, AGENCY09 has evolved from a digital advertising agency into a comprehensive integrated marketing powerhouse.

As per a press release, with its central office now located at Turner Road, Bandra, AGENCY09 boasts a team of 85 talented professionals across various departments, including Branding, Design, Production, and a tech team that delivers global projects such as ERPs, multi-website CMSes, UI/UX design, and e-commerce solutions.

The agency's impressive client roster includes renowned brands such as Tata Motors, Aditya Birla Capital, Reliance General Insurance, Bits Pilani, Ryan Group of Institutions, Lokmat Media, Godrej L'Affaire, Jupiter Hospital, and many more.

Known for its people-first approach, AGENCY09 places a strong emphasis on creating positive change through creative communication and technology. Founder Tushar Khakhar expressed his gratitude to the industry for supporting the agency's growth and contributions over the past decade.

In addition to its core services, AGENCY09 founders have launched several ventures, including A09 Store, a design-led merchandise store, Insta Holidays, a travel company, academyzeronine, a creative talent nurturing platform, and Octarine Organics, a well-being mushroom company.

The agency celebrated its 10th anniversary with employees and their families in a heartfelt meet-up. As AGENCY09 embarks on its second decade, it has ambitious plans for international expansion

Subodh Bhave hosts Big Marathi Bioscope S2 finale

In a spectacular grand finale event, BIG FM, one of India's leading radio networks, concluded S2 of its acclaimed show 'BIG Marathi Bioscope with Subodh Bhave.'



The event, held on September 10 in Pune, was a tribute to the rich legacy of Marathi cinema, captivating audiences with fascinating anecdotes, trivia, and timeless moments.

Renowned names from the Marathi industry graced the occasion, including Mrinal Kulkarni, Vaibhav Tatwawadi, Suvrat Joshi, Hrishikesh Joshi, Gayatri Datar, Alok Rajvade, and the show's charismatic host, Subodh Bhave.

According to a press release, 'BIG Marathi Bioscope with Subodh Bhave' S2 took listeners on an enthralling journey through captivating narratives, iconic moments, and legendary stars that have defined Marathi cinema. The event offered a unique blend of celebration and nostalgia, forging a meaningful connection with the audience. Mrinal Kulkarni shared engaging anecdotes and insights into Marathi cinema's evolution over the decades.

The glamour quotient of the evening soared as special guests Suvrat Joshi, Gayatri Datar, Vaibhav Tatwawadi.

Akshay Kumar announces 'Welcome 3'



Bollywood star Akshay Kumar will be returning to the 'Welcome' movie franchise with a third part, to be directed by Ahmed Khan.

Akshay announced the project on X, formerly known as Twitter, on the occasion of his 56th birthday last week.

"Khud ko aur aap sab ko ek birthday gift diya hai aaj (Have given myself and all of you a birthday gift today). If you like it and say thanks, I'd say Welcome(3) #WelcomeToTheJungle," the actor wrote alongside a clip featuring the ensemble cast performing a cappella.

The film, titled 'Welcome To The Jungle', also stars Sanjay Dutt, Suniel Shetty, Raveena Tandon, Johnny Lever, Paresh Rawal, Lara Dutta, Rajpal Yadav, Arshad Warsi, Jacqueline Fernandez, Shreyas Talpade, Tusshar Kapoor, Disha Patani, Kiku Sharada and Krushna Abhishek. Singers Daler Mehndi and Mika Singh round out the cast, PTI reported from Mumbai.

The movie, presented by Jio Studios in association with AA Nadiadwala, is produced by Jyoti Deshpande and Firoz A. Nadiadwallah. It is scheduled to be released in the theatres on December 20, 2024.

CNN-News18 G20 townhall shines light on India's global role, aspirations



The CNN-News18 G20 Town Hall, held in anticipation of the G20 Summit in New Delhi, celebrated India's burgeoning prominence on the world stage and its role as a global peacemaker, aptly referred to as 'Vishwamitra' or Friend of the World.

The summit, themed 'One Earth, One Family, One Future,' explored India's contribution to the global development agenda, fostering discussions on culture, academics, politics, and collaborative solutions for global challenges, the channel said in a press release.

Piyush Goyal, India's Minister of Commerce & Industry, Consumer Affairs and Food & Public Distribution, and Textiles, delivered a compelling address highlighting India's pivotal position in the global supply chain. He expressed optimism about India's economic trajectory, stating, "India will be the driving force behind the world's growth engine in the future, with the under-30 population set to add at least $30 trillion to our GDP by 2053."

Harsh Vardhan Shringla, G20 Chief Coordinator, noted the shifting global perception of India. He stated, "India's rising capabilities are evident as we host presidents and prime ministers from the world's most influential countries." Shringla emphasized India's remarkable economic growth journey, moving from the 10th largest economy to the fifth, with ambitions to become the third largest in the world.

European Union's Ambassador to India, Ugo Astuto, praised India's G20 Presidency for effectively addressing critical global issues such as climate change, digital transition, women's empowerment, and sustainable development goals. These initiatives have garnered international attention, particularly from Europe.

Amitabh Kant, G20 Sherpa and former CEO of NITI Aayog, underscored India's role in advancing the growth of the Global South. He highlighted India's potential to become the voice of developing nations and emerging economies, stating, "80% of this year's global growth comes from emerging markets, and the future lies in these nations with youthful demographics."

Meenakshi Lekhi, India's Minister of State for External Affairs & Culture, addressed the ongoing discussion on potentially renaming India to Bharat. She emphasized that these terms are interchangeable and urged against polarization of the issue, stating, "We have wasted a lot of time on this matter."

The CNN-News18 G20 Town Hall solidified its reputation as a leading platform for academics, influential voices, policymakers, and opinion leaders in India. The channel's commitment to delivering unbiased news and facilitating informed conversations makes this event an invaluable opportunity for political leaders and viewers alike.

As India gears up to host the G20 Summit, the world is witnessing its emergence as a major global player, poised to contribute significantly to shaping the future of international relations and economic growth.

Jio partners with NVIDIA to bring AI cloud infrastructure to India

In collaboration with NVIDIA, Jio Platforms Limited on September 08 announced plans to build a cutting-edge cloud-based AI compute infrastructure to accelerate India's position as a growing force in artificial intelligence.

The new AI cloud infrastructure will give researchers, developers, startups, scientists, AI practitioners, and others in India access to accelerated computing and high-speed, secure cloud networking, allowing them to run workloads safely and efficiently.



According to the press release, the new infrastructure will significantly accelerate a wide range of key initiatives and AI projects in India, including AI chatbots, drug discovery, climate research, and others.

NVIDIA will provide Jio with end-to-end AI supercomputer technologies such as CPU, GPU, networking, and AI operating systems and frameworks for building the most advanced AI models as part of the collaboration. Jio will oversee customer engagement and access, as well as manage and maintain the AI cloud infrastructure.

Commenting on the collaboration, Mukesh Ambani, Chairman & Managing Director, of Reliance Industries Limited, said, "As India advances from a country of data proliferation to creating technology infrastructure for widespread and accelerated growth, computing, and technology super centers like the one we envisage with NVIDIA will provide the catalytic growth just like Jio did to our nation's digital march. I am delighted with the partnership with NVIDIA and looking forward to a purposeful journey together."

Akash Ambani, Chairman of Reliance Jio Infocomm Limited, said, "At Jio, we are committed to fuelling India's technological renaissance by democratizing access to cutting-edge technologies. Our collaboration with NVIDIA is a significant step in this direction. Together, we will develop an advanced AI cloud infrastructure that is secure, sustainable, and deeply relevant to India's unique opportunities. This state-of-the-art platform will be a catalyst in accelerating AI-driven innovations across sectors, from healthcare and education to enterprise solutions. Our vision is to make AI accessible to researchers, start-ups, and enterprises across the nation, thereby accelerating India's journey towards becoming an AI powerhouse."

"We are delighted to partner with Reliance to build state-of-the-art AI supercomputers in India," said Jensen Huang, founder and CEO of NVIDIA. "India has scale, data, and talent. With the most advanced AI computing infrastructure, Reliance can build its large language models that power generative AI applications made in India, for the people of India."

Apple to unveil iPhone15, new smartwatches, AirPods tomorrow

Apple Inc.'s most important new product unveiling of the year gets underway on Tuesday (September 12), when the company will introduce the iPhone 15, new smartwatches and the latest AirPods.

The event kicks off from the company's headquarters in Cupertino, California, on September 12 at 10 am local US time, news agencies reported.

The most significant new product will be the iPhone 15 Pro line, with more minor refreshes coming to the Apple Watch and the AirPods. The company also is likely to discuss iOS 17, iPadOS 17 and watchOS 10, its upcoming software updates for the iPhone, iPad and Apple Watch.

The event, dubbed 'Wonderlust', won't introduce a flashy new product category — like the Vision Pro headset unveiling in June — but the combination of the iPhone, Apple Watch and AirPods remains the core of the company's ecosystem. Together, those products bring in roughly 60 percent of overall revenue, excluding the money generated by accompanying digital services like Apple Music.

The stakes are high this year. Apple is looking to pull out of a sales slump, and it's counting on major changes to its high-end iPhones to get people to upgrade. The company also is



facing trouble in China, where government workers are increasingly banned from using its devices and consumer sentiment may be turning against US technology.

Another wrinkle this year: Apple is switching the phone's charging and data port to the USB-C standard, a move that may improve performance but potentially irk consumers. This will mark the second time the iPhone's port will change.

The last switch came in 2012 when Apple moved from the 30-pin iPod connector to Lightning on the iPhone 5, the reports from news agencies stated.

With Rs. 130 cr. global opening, 'Jawan' creates day one record

Shah Rukh Khan's high octane action thriller 'Jawan' earned Rs 129.6 crore worldwide and Rs 75 crore in India on day one, making it the biggest opening day in the history of Hindi cinema both globally and in the country, the makers said on September 08.

The pan-India film, directed by Tamil filmmaker Atlee and also starring Nayanthara and Vijay Sethupathi as well as Deepika Padukone in a special appearance, released worldwide on Thursday in Hindi, Tamil and Telugu.

"As Jawan says, 'Yeh toh bas shuruaat hai'. Thank you for the Massy-I've love," the production house Red Chillies Entertainment captioned the worldwide gross figures on X, formerly known as Twitter, a PTI report from Mumbai stated.

'Jawan' is a father-son story that addresses social and political issues through its hero, essayed by the Bollywood star. The film was released on September 07. Trade expert Taran Adarsh, who had predicted that Shah Rukh will surpass his own record for the highest opening in a Hindi film with his new release, shared the breakdown.

"'Jawan' is sensational... Creates history. 'Jawan' hits the ball out of the stadium... Shatters all previous records... Biggest opener (Hindi films). In India, day 1 biz 65.50 crore," he wrote, comparing the nett figure of the film with the Rs 55 crore made by 'Pathaan' and Rs 53.95 crore made by the Hindi version of 'KGF2'," Adarsh said.

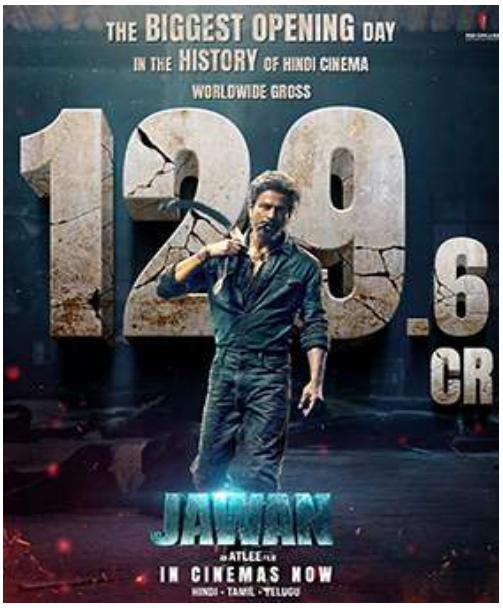
Gautam Dutta, Co-CEO, PVR INOX Limited, said the response to 'Jawan' on day one was sensational and proved the might of "mass entertainers".

"The film has released at a time when the industry is seeing its glorious days with consumers going out to cinemas in huge numbers. If the unprecedented audience response is anything to go by, we are confident that 'Jawan' would not only be the biggest film of this year, but would end up adding immense strength to the cinema ecosystem," he said in a statement.

Bhuvnesh Mendiratta, COO of Miraj Entertainment Limited cinema chains said they had a footfall of around 1.25 lakh people on day one.

"'Jawan' had made a mark at Miraj and has also emerged as a nationwide sensation, raking in over 65 crores nett in India. The strong bookings for the entire weekend further highlight its incredible popularity.

"...It had resonated strongly across the country, with the South and Eastern sectors leading the way. With outstanding reviews and the potential to run for 4-5 weeks, 'Jawan' is poised to become the biggest blockbuster in the history of Hindi cinema," he said.



The pan-India thriller, which released in Hindi, Tamil and Telugu, also features Priyamani, Sanya Malhotra, Girija Oak, Sanjeeta Bhattacharya, Lehar Khan, and Aaliyah Qureshi, who are part of the group of women supporting SRK's hero.

News18 Bangla launches two new election shows

In preparation for the highly anticipated 2024 general elections in India, News18 Bangla has unveiled two compelling new programs, 'Campus er Compass' and 'Cha e Garom'.

These shows are designed to shed light on the multifaceted political landscape of West Bengal while providing viewers with comprehensive insights into the forthcoming Lok Sabha Election.

As per the press release, as the nation gears up for the 2024 general elections, 'Cha e Garom' will emerge as a platform to channel the aspirations and grievances of the common man. This segment offers an unfiltered glimpse into the minds of Bengali voters, providing invaluable insights into their hopes and expectations from their political representatives. 'Cha e Garom' serves as a crucial forum for ordinary citizens to voice their desires for a brighter future.

On the other hand, 'Campus er Compass' is an invigorating program that delves deep into the realm of student politics within the broader political landscape of Bengal.



This show passionately seeks to uncover what the youth of Bengal demand from India's political leadership. It provides a platform for the vibrant and dynamic youth of Bengal to articulate their political views and expectations regarding the impending 2024 elections.

WBD to offer sports on Max free for a short period

Warner Bros Discovery plans to offer live sports at no additional price on its Max streaming service for a short period later this year, Reuters stated that Bloomberg News reported on September 6.

Customers will need to pay an added cost for sports on the platform starting next year, the report said, citing people familiar with the matter. The media and entertainment firm declined to comment when contacted by Reuters.

Warner Bros Discovery owns media rights to the National Basketball Association and Major League Baseball, among other sporting events.

Streaming platforms have been looking to invest in rights to stream live sports to gain market share and attract advertisers in an already saturated market.

High costs for scripted content and the Hollywood writers' and actors' strikes have hindered movie and show launches, hurting profit.

Warner Bros Discovery said on September 05 the dual strikes, the first in 63 years, would hit profit for the year.

Warner Bros Discovery relaunched Max in May looking to attract more subscribers in the burgeoning video streaming sector, pricing the ad-supported subscription tier at $10 per month and ad-free version for $16 per month.

Meanwhile, Walt Disney pulled out ESPN, ABC and other channels, including live sporting events, off Charter Communications Spectrum cable service in the US over an unresolved distribution agreement.

Akshay Kumar's 'Mission Raniganj' to release on Oct 6

Bkshay Kumar's rescue thriller 'Mission Raniganj' will be released on October 6.

According to the producers, the upcoming film is "inspired by a real-life incident at Raniganj coalfield and inspired by the heroic act of Late Shri Jaswant Singh Gill who led Bharat's coal mine rescue mission."



On September 06, the makers of 'Mission Raniganj' shared a motion poster on social media with the tagline "The Great Bharat Rescue". The Hindi film's title was revealed amid the ongoing India-Bharat naming controversy.

"The heroic Jaswant Singh Gill played a significant role in rescuing all the surviving miners trapped inside a flooded coal mine in Raniganj in November 1989, which was a successful rescue mission in Bharat against all odds," the makers said, according to PTI.

Mining engineer Gill, who will be played by Kumar, was an Amritsar resident who received several awards for his bravery in 1989. He volunteered and saved the lives of 64 people from a flooded mine in West Bengal's Raniganj district. Gill passed away in 2019 at the age of 80.

Akshay also shared the motion poster on his official Instagram page and wrote: "In 1989, one man achieved the impossible! Watch the story of Bharat's true hero with #MissionRaniganj in cinemas on 6th October. Teaser out tomorrow.".

Parineeti Chopra, Kumud Mishra, Pavan Malhotra, Ravi Kishan, Varun Badola, Dibyendu Bhattacharya, Rajesh Sharma, Virendra Saxena, Shishir Sharma, Ananth Mahadevan, Jameel Khan, Sudhir Pandey, Bachan Pachera, Mukesh Bhatt, Omkar Das Manikpur round out the cast of 'Mission Raniganj'.

Tinu Suresh Desai, who helmed 'Rustom' also starring Akshay, has directed the project.

Red FM's 'South Side Story' S5 Delhi edition on Sept. 16

After a triumphant Mumbai edition of 'South Side Story' Season 5, Delhi is all set to host the likes of Karthik, Arivu, Neeraj Madhav and many more as the show comes to the Capital on September 16.



93.5 Red FM, which is a leading private radio and entertainment network, said in a media statement that its event, 'South Side Story Season 5', had a successful outing in Mumbai recently with music lovers braving the rain to be a part of this unforgettable experience.

'South Side Story Season 5' featured exceptional performances by Aattam Kalasamithi featuring The Theikkinkaadu Band, Maalavika Sundar, Sean Roldan & Friends, Arivu, Agam, and Thaikkudam Bridge. Beyond the captivating music, attendees had the opportunity to indulge in a sumptuous spread of South Indian delicacies and refreshing beverages.

The Delhi edition on September 16, the radio network said, promises a unique blend of hip-hop, rap artists, and playback singer and composers like Thirumali, Arivu, Humankind, All OK, Neeraj Madhav and Sithara's Project Malabaricus.

The Delhi show will be headlined by Karthik.

Nisha Narayanan, Director & COO, RED FM and Magic FM, said in a statement, "Our vision to introduce diversity in the regional music space has appropriately translated into South Side Story. The Mumbai edition was a testament to the colossal celebration of our humble effort to bring the south of India to the metros.

"We were delighted to witness a massive turnout of our audience that even the torrential rains were not able to cease the spirit of the festive season. By joining in wearing traditional South Indian attire and celebrating the various ingredients of the South, the Mumbai audience came through. We are eagerly awaiting to recreate or take the celebrations a few notches higher in Delhi."

Times Navbharat breaks into top 5 in Hindi news genre

Rapidly emerging as the fastest-growing Hindi news channel, Times Now Navbharat had disrupted the pecking order by emerging in the top five category, displacing key players by a significant margin in the Hindi news genre.

Stamping its content leadership and growing popularity as one of the top channels in its genre, Times Now Navbharat recorded an impressive market share of 11.5 percent and 31.2 minutes TSV (time spent viewing) in the rolling four-week data from Wk.32-35 '23, the TV channel said in a press release.

Through distinctive news show formats, the channel's flagship shows, 'News Ki Pathshala' and 'Sawal Public Ka', have significantly rivalled prime time shows of other leading channels in terms of time spent viewing (TSV), further driving Times Now Navbharat's influence during prime time.

Hindi News Genre Viewership					
Channel	Rank	Share%	Reach 'Mn	TVTs	Weekly TSV (Mins)
News18 India	1	14.60%	50.2	52688	31.5
Aaj Tak	2	14.20%	40.3	50971	38
India TV	3	14.00%	36.8	50266	41
Republic Bharat	4	13.50%	42.2	48428	34.4
Times Now Navbharat	**5**	**11.50%**	**39.8**	**41401**	**31.2**
TV9 Bharatvarsh	6	11.10%	38.9	39980	30.8
ABP News	7	7.40%	33.3	26636	24
News Nation	8	5.20%	28.6	18765	19.7
Good News Today	9	5.10%	19.8	18182	27.5
News 24	10	3.50%	13.6	12422	27.4
Genre		**100%**	**118**	**359739**	**91.8**



Navika Kumar, Group Editor, Times Network and Editor-in-Chief of Times Now & Times Now Navbharat said in a statement, "This is an incredible milestone and we are extremely proud to witness Times Now Navbharat's promising growth trajectory and strong resonance with the viewers.

"It's heartening to see that within two years since its launch, the channel has made a big impact in the Hindi news genre with its differentiated content and decisive news reporting on every major news story, positioning it as the preferred channel for viewers. I am confident Times Now Navbharat will continue to scale new heights and set industry benchmarks."

Firmly established as the 'Breaking News Centre' in the Hindi news landscape, Times Now Navbharat is recognized for its innovative content formats, distinctive and bold style of journalism, and comprehensive insights on every major news story, the press release added.

Roku lays off over 300 employees in 2nd job cut in 2023



TV streaming company Roku is laying off approximately 10 percent of its workforce, which equates to more than 300 employees, to reduce its operating expenses.

In a filing with the US Securities and Exchange Commission (SEC) on September 5, Roku, according to a IANS report, said it is determined to implement additional measures to continue to bring down its year-over-year operating expense growth rate by "slowing its year-over-year headcount expense growth rate through a workforce reduction and limiting new hires, among other measures".

The workforce reduction is expected to impact approximately 10 percent of the company's employees.

"The company expects to record a restructuring charge related to the workforce reduction, primarily consisting of severance and benefits costs, in a preliminary estimated range of $45 million to $65 million," it said in the filing.

The implementation of the workforce reduction, including cash payments, will be substantially complete by the end of the fourth quarter of fiscal 2023.

In March this year, the streaming company laid off additional 200 employees, after sacking a similar number of workers in November 2022. Roku had around 3,600 employees as of the end of 2022.

In November 2022, the streaming company had laid off 200 US employees, or roughly 7 percent of its workforce.



Viacom18 bags media rights for Indian Super League



The Football Sports Development Limited (FSDL) on September 07 announced a partnership with Viacom18, designating it as the official media rights partner for the Indian Super League (ISL) 2023-24 and 2024-25 seasons.

This collaboration marks a significant milestone for Indian football, establishing Viacom18 as the 'new home of Indian football.'

According to a CNBC report, the 10th season of the Indian Super League is scheduled for September 21, set to ignite the fervor of football enthusiasts at the Jawaharlal Nehru Stadium, Kochi.

The opening clash will witness the fierce rivalry between Kerala Blasters FC and Bengaluru FC.

Under this exciting partnership, Viacom18 will hold exclusive media rights for ISL across both Digital and Linear TV platforms. The telecast will cater to the league's diverse audience by offering content in multiple languages.

Furthermore, football fans can rejoice as the ISL action will be streamed for free on JioCinema, Viacom18's digital streaming platform.

Centre amends GST law for online gaming portals

The Union government had notified amendments to GST law regarding the valuation methodology to be used by online gaming companies and casinos to calculate tax.



The finance ministry notified on September 6 the amendments to the Central GST law for calculating the value of supply in the case of online gaming and casinos, as per the GST council's decision last month in its meeting on August 2.

The notification clarified that any player's winnings would remain tax-neutral, as the entire tax is collected only at the first stage, IANS reported.

The amendments were made as part of the Central Goods and Services Tax (CGST) rules 2017, which were updated in the CGST (Third Amendment) rules 2023.

This means that the total amount deposited with a platform or online gaming service will be considered taxable sales value, and any amount returned or refunded by the casino or gaming portal will not be deducted from the value of the supply of online money gaming.

Simply put, once a given amount is deposited with the platform, tax will be imposed on the whole amount, irrespective of the part of the deposit returned to the player at a later point.

Fourth Dimension wins Republic Kannada's S. India ad sales duties

Republic Media, which had a slew of Indian language TV news channels, had awarded to Fourth Dimension the ad sales mandate for the South Indian region for its soon-to-be-launched Kannada channel.

Fourth Dimension Media Solution, a leading media outsourcing company, said yesterday that as per the arrangement with Republic group, all clients originating from South India will be handled by it, while working closely with the Republic's team to ensure an effective outreach amongst clients for the Tv channel R Kannada.

Fourth Dimension manages ad sales duties of multiple companies such as Puthiya Thalaimurai, V6 News, Reporter TV and Velugu.

Commenting on the above development, Hersh Bhandari, Group COO, Republic Media, said in a statement, "Fourth Dimension Media has created a name for itself in the last 12 years with the expertise they have in South India, we thought our brand R Kannada will be in safe hands. We wish them the best and welcome them to be a part of the Republic family"

Fourth Dimension Media Solutions CEO Shankar added that it was an honour for them to be associated with the Republic group.

"This would complete our offerings for the South (Indian) markets as we would be representing channels across all southern States. With our deep understanding of the market and connect with advertisers, we would do our best to penetrate deep into the south market," he said.

Zee TV announces new show 'Kyunki... Saas Maa, Bahu Beti Hoti Hai'

Zee TV is all set to captivate its audience with an engaging new fiction show, 'Kyunki... Saas Maa, Bahu Beti Hoti Hai.'

The series invites viewers into the heart of Gujarat, where amidst the colorful festivities of Navratri, a tempest brews within the Rajgaur family of Surat, triggered by the youngest bahu, Hetal's decision to seek separation.



This unexpected twist leaves Ambika, the eldest bahu, shattered, as her foremost mission in life has always been to keep the family united.

Determined to challenge her sister-in-law's belief that 'Saas kabhi maa, aur Bahu kabhi beti nahi ban sakti' (A mother-in-law can never be a mother, and a daughter-in-law can never be a daughter), Ambika embarks on a unique journey. She decides to adopt a baby left at their family orphanage, to raise her not as a daughter but as a future bahu, who will bind the family together.

Produced by Guroudev Bhalla Screens LLP, this captivating narrative promises to keep the audience enthralled as it makes its grand debut on September 18. Viewers can catch the show every day at 6:30 p.m., exclusively on Zee TV.

Featuring a stellar ensemble cast, including the talented Manasi Joshi Roy and Navika Kotia, the story unfolds against the picturesque backdrop of Surat. Manasi Joshi Roy takes on the role of Ambika, a resolute woman who firmly believes in progressing with new ideas while cherishing the timeless values passed down through generations. As the story unfolds, audiences can expect a gripping exploration of family dynamics, tradition, and the indomitable spirit of a mother-in-law determined to prove that love transcends traditional roles. Don't miss the premiere of 'Kyunki... Saas Maa, Bahu Beti Hoti Hai' on Zee TV, a heartwarming journey set to challenge conventions and celebrate the enduring bonds of family and culture.

Reliance Retail is Indian soccer's kit, merchandise sponsor

Reliance Retail, which expects a five-fold growth in its sportswear business in the next three years led by a spurt in sporting activities and awareness for a healthy lifestyle, has decided to be a major sponsor of Indian football.

According to a PTI report, a company official said on September 07 that Reliance Retail, part of billionaire Mukesh Ambani's Reliance Industries, has struck a partnership with the All India Football Federation (AIFF) to become the official kit and merchandise sponsor of the Indian football team.



To be part of the transformation journey when people are looking at sporting events beyond cricket and visualising sports as a career, Reliance Retail with its sportswear brand Performax is proving to be an affordable option, said its Fashion & Lifestyle President & CEO Akhilesh Prasad.

Brand Performax will be marketed through the partnership with AIFF that will give the brand access to a variety of events and initiatives.

Though the current market size of sportswear is very small in India and largely dominated by local brands, Prasad said it has huge room for growth and Reliance Retail looks itself as a "catalyst" for this by providing affordable quality products in comparison to the leading international brands operating in the segment.

Reliance Retail had opened 11 Performax standalone stores in places like Delhi, Mumbai, Bengaluru and Hyderabad, and has plans to add more in other parts of the country like non-metro markets.

"We are getting very good responses in the standalone store. It will also be available at Trends and other chain stores. We will also get the products distributed so that it is available to a mass of people," Prasad said.

Besides, as the Indian economy grows, several sports leagues have started in the last few years such as kabbadi, badminton, soccer, etc. and are giving a lifeline to sports in the country.

"I think an interesting crop of youngsters are going to look at sports as a career. And that is where we have to provide performance athletic gear, which is affordable for the children. That is where we are playing the role," Prasad said, according to the PTI report.

While the international brands, which operate in the segment are "extremely expensive", out of reach and unaffordable for children, Prasad assured that with Performax products there was no compromise on the quality, though they are priced lower than the international brands.

Through its multi-year partnership with AIFF, Performax will not only have exclusive rights to manufacture kits across all formats of the game but will also make it the sole supplier for all match, travel and training wear for the AIFF, including men's, women's and youth teams.

In addition, as the merchandise sponsor, Performax will also hold the rights to manufacture and retail these products.

Reliance Retail is a subsidiary of Reliance Retail Ventures Ltd (RRVL), the holding company of all the retail companies under the RIL.

Doordarshan adds a hi-def TV channel with DD Sports HD

India's public broadcaster Prasar Bharati had added one more high-definition TV channel to its bouquet with DD Sports HD, which started with the telecast of the ongoing Asia Cup cricket matches.

This not only fulfils a long-standing demand of sports lovers across the country, but is another decisive step forward to make the entire Doordarshan Network relevant to the changing times, the government said in an official statement.

DD Sports HD will now become the preferred choice of the sports lovers as they'd be able to see the telecast of major international sporting events in HD transmission, the statement added.

In the coming months, DD Sports intends to come up with fresh content with a more consistent and robust publicity plan.

In recent months, DD Sports has launched several innovative and fresh approaches in terms of the presentation of the content. In the recently concluded India vs. West Indies international cricket series, Doordarshan Network came up with language feeds in Tamil, Kannada, Bangla, Telugu and Bhojpuri, apart from the commentary in Hindi and English.

The channel has also tied up with leading sports organisations like the NBA and PGTA, amongst others, to bring in fresh content on the channel.

According to the official statement, in the coming months more content tieups have been lined up that have a synergy with the sports channel's overall programming plans aimed aimed to make it one of the leading TV channels in the sports genre.

DD Sports was launched on March 18, 1998. In the beginning, it broadcast sports programming for six hours a day, which was increased to 12 hours in 1999. From June 1, 2000, DD Sports became a round the clock satellite TV channel. With the decision to launch DD Sports HD now, the channel aims to be a one stop destination for major international sporting events and grassroots transformative events like Khelo India Games, winter games and games for divyang (specially-abled people), amongst others.

Kiran Rao's 'Laapataa Ladies' to release in Jan 2024



Filmmaker Kiran Rao's 'Laapataa Ladies' will be released in theatres across the country on January 5, 2024, the makers announced on September 06.

Rao returns to direction after 2010's 'Dhobi Ghat' with the film, which is produced by her former husband and superstar Aamir Khan's banner, Aamir Khan Production, and Kindling Productions.

"Ab milega #LaapataaLadies ka pata 5th January 2024 ko, aapke nazdiki cinema gharon mein," the roduction company posted on Instagram along with the movie's poster.

The comedy-drama is set to have its world premiere at the 48th Toronto International Film Festival today, PTI reported. Set in rural India in 2001, 'Laapataa Ladies' follows the jolly mess that ensues when two young brides get lost from a train, according to the official synopsis.

NDTV launches Rajasthan-specific news channel

NDTV Rajasthan, the network's second regional channel, had launched on September 5, 2023.

The regional channel and website extend NDTV's trust legacy to the 'land of kings,' India's largest state by area.

NDTV will bring 35 years of journalism experience to the state and promises to go beyond politics. Their emphasis on on-the-ground reporting will provide the public with a much-needed voice.

Their emphasis on hyper-local utility news, youth issues, gender and climate, incisive coverage of cities and villages, NDTV's legacy of covering elections from the ground, and intelligent analysis lend the regional channel a global perspective.

According to the channel, they will highlight the state's rich cultural diversity, including its history, music, dance, entrepreneurship, and language.

Sanjay Pugalia, NDTV's Executive Director and Editor-in-Chief, reiterated the company's commitment to journalism of trust. He said, "Our decision to go regional stems from our desire to provide hyper-local, relevant news to people living in Rajasthan. Our reporters and stringers will ensure no region, city or village feels alienated from the capital."

Adding to the sentiment, Senthil Chengalvarayan, NDTV's Executive Director, added, "The launch of NDTV Rajasthan comes at a time when news has increasingly become limited to politics and not much else. We want to change this and ensure every citizen of Rajasthan feels that their voice matters."



NDTV Rajasthan will be available on leading local cable and DTH networks.

NDTV Rajasthan and NDTV Madhya Pradesh-Chhattisgarh mark the beginning of NDTV's foray into regional news, with many more launches planned in the next few months.

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Route Map 2023*

Delhi 15th Sept – Sonipat – Murthal – Ganaur – Samalkha – Panipat – Gharaunda – Karnal – Nilokheri – Pundri – Sirsa – Kaithal – Ujhana - Dogal Kalan – Sangrur – Dhuri – Maler Kotla – Ludhiana 16th Sept. – Phillaur – Phagwara – Jalandhar - Adampur - Hoshiarpur - Gagret - Amb - Rakar - Nadaun - Hamirpur 17th Sept. - Bhota - Ghumarwin – Bilaspur – Arki – Shimla 18th Sept. – Kandaghat – Solan – Dagshai – Kalka – Chandigarh 19th Sept. – Mohali – Panchkula – Derabassi – Ambala – Narayangarh - Kala Amb – Nahan – PaontaSahib – Harbatpur – Vikasnagar – Dakpathar – Mussorie 20th Sept. - Rishikesh – Haridwar – Najimabad – Kotdwara – Dugadda - Lansdowne 21st Sept. – Sendhikhal – Dhumakot – Corbett – Ramnagar – Kaladhungi – Nainital 22nd Sept. – Kathgodam – Haldwani – Lalkua – Pantnagar – Rudrapur – Baheri – Pilibhit – Bareilly 23rd Sept. – Fardipur – Shahjahanpur – Tilhar – Shahbad - Hardoi – Balamau – Sandila – Lucknow – Unnao – Kanpur 24th Sept. – Fatehpur – Rae Bareli - Jagdishpur – Sultanpur – Ayodhya – Pratapgarh – Saraon – Prayagraj – Handia – Varanasi 25th Sept. – Chanduali – Buxar – Dumrao – Shahpur – Ara – Koelwar – Maner – Patna 26th Sept. - Fatwah – Bakhtiarpur - Bihar Sharif – Nalanda – Rajgir – Nawada – Pakribarawan – Sikandra – Jamui – Simultala – Sono – Chakai – Devghar 27th Sept. – Jarmundi – Jamuna – Dhumka – Shikarpur - Rampurhat Behrampur – Palashi – Nakasipara – Krishnanagar – Chakdaha – Barasat – Kolkata 28th Sept. – Howrah – Panskura – Debra – Kharagpur – Medinipur – Belda – Daltan – Jaleshwar – Balasore 29th Sept. –Khantapara – Soro – Bhadrak – Panikoilli – Jajpur - Anandapur – Ghatanga – Dhenkikot – Kendujhar 30th Sept. - Pala – Barasat – Deoghar – Sambalpur 01 Oct. – Bargarh – Saraipali – Tumgao – Raipur – Simga – Bhatapara – Bilha – Bilaspur 2nd Oct. – Takhatpur – Mungeli – Pandaria – Chilpi – Bichhia – Mandla – Piparia – Jabalpur 3rd Oct. – Lakhnadon – Seoni – Chaurai – Chhindwara – Sausar – Nagpur 4th Oct. – Kodhali – Talegaon - Amravati – Murtajapur – Akola – Malegaon – Washim – Hingoli - Parbhani – Gangakher – Ahmedpur – Latur – Barsi – Solapur – 5th Oct. - Dudhani – Aland – Kalburgi – Sedam – Kurugodu – Guntakal – Hyderabad 6th Oct. – Suryapet – Kodar – Nandigama – Vijayawada – Amaravathi – Ethipothala 7th Oct. – Achampet – SriSailam – Nandikotur – Nandyal – Ahobilam – Cuddapah – Rajampet – Tirupati – SriKalahasti – Puttur – Tiruttani – Chennai 8th Oct. – Padi – Sriperumbudur – Kanchipuram – Ranipet – Vellore – Gudiyattam – Ambur – Vaniyambadi – Krishnagiri – Hosur – Bannerghatta – Bangalore 9th Oct. – Ramanagaram – Kanakapura – Mandya – Shrirangapattana – Mysuru – Nanjangud – Gundlupet – Bandipur 10th Oct. – Mudumalai – Gudalur – Udagamandalam – Coonoor – Mettuppalayam – Coimbatore – Palakkad – Alathur – Peechi – Thrissur 11th Oct. – Guruvayur – Ponnani – Kuttipuram – Kozhikode – Alatur – Quilandi – Vadakara – Mahe 12th Oct. – Thalassery – Kannaur – Tahipparamba – Payyannur – Nileshwaram – Kasargod – Kumbla – Ponem – Mangalore – Udipi – Kundapura – Bhatkal 13th Oct. – Murudeshwar – Honnavar – Kamta – Ankola – Karwar – Polem – Mashem – Chaudi – Bally – Concolin – Colva – Margaon 14th Oct. – Nuvem – Colva Beach – Cansaulim – Velsao – Dabolim – Vasco-Di-Gama – Murmagao – Sao Jacinto Island – Cortalim – Goa Vela – Pilar Monastry – Panji 15th Oct. – Colvale – Dargalim – Malpem – Naibaga – Kudal – Rajapur – Lanja – Ratnagiri – Sangameshwar – Chiplun – Koyna Lake – Karad – Satara 16th Oct. – Khandala – Pune – Pimpri – Wadgaon – Khandala – Panvel– Mumbai 17th Oct. – Thane – Igatpuri – Nasik 18th Oct. – Dindori – Vani – Sarad – Saputara – Surat – Bharuch – Ankleshwar – Kevadiya (Sardar Patel- Samrak) 19th Oct. – Vadodara – Valsad – Anand – Nadiad – Ahmedabad 20th Oct. – Sarkhej – Limbdi – Ranpur – Amreli – Dhari – Sasangir 21st Oct. – Talala – Junagadh – Jetpur – Gondal – Rajkot – Bamanbore – Wankaner – Morbi – Maliya – Samakhiali – Ghandhidham – Anjar – Mandvi 22nd Oct. – Kothara – Mothala – Deshalpar – Bhuj – Bhachau – Chitroad – Adesar – Santalpur – Varahi – Radhanpur – Sami – Chanasma – Mahesana 23rd Oct. – Unjha – Siddhapur – Palanpur – Ambaji – Abu Road – SwarupGanj – Pindwara – Udaipur 24th Oct. – Eklingi -Vallabhnagar – Nimbanera – Neemuch 25th Oct. – Ratangarh – Chittaurgarh - Mandalgarh – Kota – Bundi – Hindoli – Nainwa – Uniara – Sawai Madhopur 26th Oct. – Bahravada – Sheopur – Goras – Pohri – Shivpuri – Karera – Jhansi 27th Oct. – Datia – Dabra – Gwalior – Morena – Dhaulpur – Agra 28th Oct. – Bharatpur – Mahwa – Dausa – Jaipur 29th Oct. – Shahpura – Kotputli – Gurugram – Delhi. 30th Oct.

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ROLL ON

Netflix reappoints Ambassador Susan E. Rice to its Board

Netflix Board of Directors has reappointed UN Ambassador Susan E. Rice to the Board, which she previously served on from 2018 to 2020.

Ambassador Rice has a long history of public service and is the only person to have served as both the President of the United States' National Security Advisor and his Domestic Policy Advisor. Ambassador Rice was also a member of the President's cabinet and the United States Ambassador to the United Nations.

She was also a Distinguished Visiting Research Fellow at American University's School of International Service, a Non-Resident Senior Fellow at Harvard's Kennedy School of Government's Belfer Center for Science and International Affairs, a New York Times bestselling author, and a Contributing Opinion Writer for the New York Times.



Ambassador Rice previously served as the United States Assistant Secretary of State for African Affairs, as a Special Assistant to President Clinton, and as a Senior Fellow at the Brookings Institution. Ambassador Rice's career began as a management consultant.

She has served on the boards of several organizations, including the John F. Kennedy Center for the Performing Arts, The Bureau of National Affairs, The National Democratic Institute, and the US Fund for UNICEF.

Rice received her master's and doctorate degrees in international relations from Oxford University, where she was a Rhodes Scholar, as well as her Bachelor's degree with honors from Stanford University. Ambassador Rice was born in Washington, DC, and is married with two adult children.

Neeraj Mittal takes charge as DoT secretary

Neeraj Mittal assumed charge as the new Department of Telecommunications (DoT) secretary on Wednesday, as the Communications Ministry gets set for the next round of spectrum auctions and faces crucial decisions around the allotment of satellite airwaves, among other things. After taking the reins of the DoT, Mittal told Economic Times that providing quality and affordable connectivity to all is a priority for him.

"We would like to fully accomplish the targets set by the Hon'ble PM to connect the unconnected across the length and breadth of the country and achieve technological dominance through indigenous efforts in telecom," he said.

Mittal, a Tamil Nadu cadre 1992-batch Indian Administrative Service (IAS) officer, met Telecom Minister Ashwini Vaishnaw as well as senior officials of the department. Apart from this, he also met stakeholders from the industry, the Economic Times reported.



WPP appoints Andrew Scott as ED

WPP, a global leader in communications services, on September 07 announced the appointment of Andrew Scott as an Executive Director to the company's Board, effective immediately.



Andrew Scott, who has served as Chief Operating Officer (COO) at WPP, joined the company in 1999 as Director of Corporate Development.

Over his 24-year tenure, he has held various senior leadership positions, including COO for Europe, before being elevated to the position of global COO in 2018, the company said in a statement.

Roberto Quarta, Chairman of WPP, commented on the appointment, "Andrew brings to the Board a deep understanding of our business from his 24 years with WPP and the significant contribution he has made to our success during that time." Mark Read, Chief Executive Officer of WPP, added, "This appointment recognizes the key role that Andrew plays in the company and the importance of continuously improving our operational effectiveness."

Andrew Scott's appointment underscores WPP's commitment to enhancing its leadership team and strengthening its operational capabilities as it continues to evolve in the rapidly changing communications industry.

Times Now's Shivshankar joins Network18 as Consulting Editor

Times Now veteran and editor Rahul Shivshankar is all set to join Network18 Group as a Consulting Editor.

He will join the stellar line-up of TV news anchors, editors and writers at India's largest news network, Network18 said in a press release yesterday.

Commenting on his new role, Shivshankar said in a statement, "I am very excited to be associated with Network18, which has evolved into the country's most influential news network on the back of its unflinching commitment to reporting the facts that speak truth to the people."



"It is a privilege to add to the plethora of sober reflections, critical news analysis, and balanced voices that are already platformed on the network by some of the news industry's leading lights," he added.

Shivshankar will contribute across platforms at the network. The group presently runs India's top TV news brands such as CNN-News18, News18 India, CNBC TV18, CNBC Awaaz and News18 regional channels. The network is also home to some of India's top digital news brands such as Moneycontrol, Firstpost, News18.com, among others.

Welcoming Shivshankar to the group, Puneet Singhvi, CEO (Digital) & President-Corporate Strategy, Network18, said, "Rahul is a distinctive journalist and editor with an unparalleled audience connect.

He had been the face of prime time TV journalism and a leading newspaper columnist for almost two decades. His work will add a fresh dimension to our coverage of big events, both on TV and digital."

A news industry veteran with nearly three decades of experience in print and television journalism, Shivshankar began his career as a reporter with Times of India, where he broke a large number of stories and started writing for the edit page as one of the youngest leader writers at the paper.

Later, he became part of the core team that launched Times Now and continued to rise through the ranks.

As Editor-In-Chief of Times Now, he played a pivotal role in catapulting the channel to its next phase. Shivshankar has received critical acclaim for his coverage of the 26/11 Mumbai terror attacks. He was invited to contribute to an anthology of investigative narratives about the attacks published by Roli Books. He has also authored a soon-to-be released book on the 2024 Elections, commissioned by Penguin Random House.

ABP Group appoints Soumava Maiti as Chief Marketing Manager

The ABP Group, a leading media conglomerate, had announced the appointment of Soumava Maiti as its Chief Marketing Manager.



Maiti officially confirmed his new role via LinkedIn, marking a significant step in his career within the media industry.

Prior to joining the ABP Group, Maiti served as a Senior Manager of Brand and Digital at Nuvoco Vistas, where he made notable contributions to the company's marketing strategies.

His extensive experience also includes working with renowned organizations such as the Dalmia Bharat Group and Linc Pen & Plastics. With a proven track record in marketing and brand management, Maiti's appointment is expected to bring fresh insights and innovation to the ABP Group's marketing endeavors. His diverse industry background and expertise in digital marketing make him a valuable addition to the team as they continue to excel in the media landscape. The ABP Group, known for its influential presence in the media sector, is set to benefit from Maiti's leadership as they navigate the evolving challenges and opportunities in the digital age. His appointment is anticipated to further enhance the group's brand visibility and market positioning in the coming months.

NBCU names Mark Marshall global advertising chief



NBCUniversal named Mark Marshall chairman of global advertising and partnerships on August 30, making permanent a role he has held since becoming interim chairman in May, when ad chief Linda Yaccarino left the company to become CEO of Twitter, now known as X.

"Mark stepped into this role on an interim basis at one of the most critical times of year for the ad sales business, and over the past three months he has more than proven himself," NBCUniversal Media Group chairman Mark Lazarus said in a statement.

According to Reuters, Marshall aided in NBCUniversal's annual Upfront event, during which the company sells airtime to advertisers. Days before the company's annual presentation to advertisers at Radio City Music Hall, he was appointed to the temporary position.

NBCUniversal, which is owned by Comcast, said it closed this year's advertiser negotiations with total cash commitments roughly in line with last year, despite industry-wide economic headwinds.

Former BBC, NYT chief Mark Thompson to head CNN

News industry leader and former chief of BBC and New York Times Mark Thompson had been appointed to the role of Chairman and CEO of CNN Worldwide, Warner Bros. Discovery (WBD) said yesterday

Thompson will report to WBD CEO David Zaslav and the appointment will be effective on October 9.

In his new role, Thompson will lead CNN's strategy, operations and business units, including its global portfolio of networks, channels and programming across broadcast, streaming and digital as well as CNN's approximately 4,000 employees worldwide, according to a media statement issued in New York by the media company.

He will act as editor-in-chief, ultimately responsible for all CNN content, the company said.

"There isn't a more experienced, respected or capable executive in the news business today than Mark, and we are thrilled to have him join our team and lead CNN Worldwide into the future," said Zaslav in a statement.

"Mark is a true innovator who had transformed for the digital age two of the world's most respected news organizations. His strategic vision, track record in transformational leadership and sheer passion for news make him a formidable force for CNN and journalism at this pivotal time," he added.

Thompson's predecessor left earlier this year amidst controversy and media speculations on his tenure when the news operations profits were falling and the channel's ratings sagging.

"I couldn't be more excited about the chance to join CNN after years of watching it and competing against it with a mixture of admiration and envy," said Thompson.

"The world needs accurate trustworthy news now more than ever and we've never had more ways of meeting that need at home and abroad. Where others see disruption, I see opportunity. I can't wait to roll up my sleeves and get down to work with my new colleagues to build a successful future for CNN," he added.



A 40-plus-year veteran of the news business, Thompson has a formidable reputation as a programmer, editorial leader and successful business innovator. As president and CEO of The New York Times from 2012-2020, he led the creation of the world's largest and most successful digital business to date, increasing paid digital subscriptions to the Times tenfold and more than doubling the company's total digital revenues.

During his tenure, there were also stand-out innovations in podcasting (The Daily) and life-style and features content (NYT Cooking, NYT Games, Wirecutter). Thompson has served as Chairman of Ancestry since December 2020.

Previously, as director-general (CEO and editor-in-chief) of the BBC from 2004-2012, Thompson presided over one of the world's biggest newsrooms as well as scores of national and international TV and radio services and extensive global digital news assets.

He led the development of the BBC iPlayer, the world's first streaming service from a major broadcaster, expanded web and smartphone services from news to education to entertainment, and oversaw coverage of the biggest events of the time from the global financial crisis of 2008-09 to the 2012 Olympic Games in London.

Before becoming a senior executive, Thompson was a working researcher, director, field producer and award-winning showrunner in the BBC's news division.

Thompson was knighted for services to the media in the King's Birthday Honours June 2023.

CNN's interim leadership team of Amy Entelis, EVP, Talent and Content Development, David Leavy, COO, Virginia Moseley, EVP of Editorial, CNN US, and Eric Sherling, EVP of U.S. Programming will continue in their functional roles, reporting to Thompson, WBD said.

CNN Worldwide is a formidable brand in cable news, reaching more individuals on television and online than any other cable news organization in the United States, the media outlet claimed.

Globally, people across the world can watch CNN International, which is widely distributed in over 200 countries and territories. CNN Digital is the #1 online news destination, with more unique visitors than any other news source, the media statement stated.

Shemaroo names Manisha Dey head of devotional, music unit

Manisha Dey had been appointed as the head of the devotional and music categories at Shemaroo Entertainment.



The strategic decision demonstrates Shemaroo's commitment to expanding its content repertoire and providing unique experiences to its audience in the ever-changing entertainment landscape, according to a report in the Financial Express.

Dey brings more than 25 years of experience in the media and entertainment industries to her new position.

She spearheaded Gaana's content strategy and played an important role in maintaining its leadership by launching music and entertainment flagship properties such as 'Gaana Originals' and 'Gaana Film Exclusives'.

India to showcase creative prowess at Toronto Film Fest

After a successful participation in the 76th Cannes Film Festival in May where it highlighted various entertainment industry-related initiatives, India will now showcase the country as a creative hub, a land of storytellers and promote ease of filming at the 48th Toronto International Film Festival (TIFF)

The Indian delegation to TIFF, starting September 7, is being led by Prithul Kumar, Joint Secretary (Films), Ministry of Information and Broadcasting and Managing Director, National Film Development Corporation (NFDC), according to an official statement on Sept.06.



NFDC is the nodal agency of the MIB that is organising India's participation at TIFF.

This year, the focus will be to showcase India as a hub of talent, content, and entertainment. In its extensive participation plan, India will host several sessions to showcase the country's creative as well as technological strengths and invite international stakeholders to co-produce films with India and to film in Indian locations.

An exclusive spotlight session, titled 'Come, Film in India', will endeavour to showcase to international film fraternity India's film policies, ease of doing business and single-window clearance mechanism

As a celebration of the cinematic achievements of India and Canada, the countries seek to explore and promote the potential of filmmaking across feature and short films, OTT content, and animation and web projects.

The attendees will feature representatives from NFDC, Ontario Creates, Telefilm Canada, and Indian and Canadian content producers.

India's participation at TIFF will get underway with the inauguration of the India Pavilion, which has been designed by the National Institute of Design, Ahmedabad. Besides the spotlight session, another on India as a land of storytellers is also scheduled, apart from meetings with international dignitaries.

Hungama announces India's biggest ghazal concert

Hungama, India's premier digital entertainment company, proudly presents 'Khazana – A Festival of Ghazals,' set to be the nation's grandest ghazal concert, taking place on September 8 and 9, 2023.

This iconic event will serve as a heartfelt tribute to the legendary maestro Bhupinder Singh while supporting two noble causes: the Cancer Patients Aid Association and the Parents' Association Thalassemic Unit Trust.

Audiences worldwide can tune in to the Hungama App and its associated social media platforms to livestream this extraordinary concert. The spectacular event will be hosted at the Nehru Centre Auditorium in Worli, Mumbai, starting at 6 PM, graced by the presence of iconic maestros from the music industry.

Hungama's Founder and Managing Director, Neeraj Roy, expressed his excitement about the continued partnership with Khazana, which celebrates the artistry of ghazals on a global scale.

He emphasized the importance of this collaboration in supporting two noble causes and looks forward to presenting an evening of grandeur, offering the audience a rare opportunity to witness live performances by revered ghazal maestros.



As per a press release, Pankaj Udhas, one of the stalwarts of ghazal music, shared his thoughts on this iconic concert, expressing gratitude for the unwavering support of the audience over two decades.

The enduring partnership between Khazana and Hungama aims to celebrate the timeless beauty of ghazals while championing the causes of cancer patients and Thalassemia children.

Udhas invited their invaluable supporters to join this journey, promising a resounding success that celebrates the enchantment of ghazals and makes a profound impact on those in need.

The fortunate live audience at this magnificent celebration will have the privilege of witnessing extraordinary performances by a lineup of musical maestros. Among these illustrious artists are Pankaj Udhas himself, renowned for his soul-stirring ghazals, the legendary Anup Jalota, known for his timeless devotional music, the enchanting Richa Sharma, the soulful Jazim Sharma, the talented Himani Kapoor, the versatile Papon, the melodious Sudeep Banerji, the rising star Hargun Kaur, and the promising Prithvi Gandharva, to name just a few. Together, they promise to create a musical experience like no other, enchanting the audience with their incredible talent and artistry.

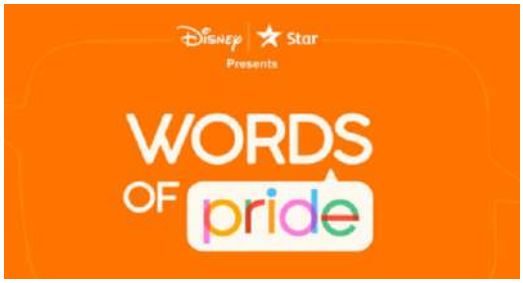
'Khazana – A Festival of Ghazals' was founded by the legendary ghazal singer Pankaj Udhas and Mr. Y.K. Sapru, Chairman & CEO and Founder Director of the Cancer Patients Aid Association (CPAA), with the support of ghazal maestros Talat Aziz and Anup Jalota.

Now in its 22nd year, Khazana has consistently delivered a melodic blend of exquisite poetry and soulful compositions performed by both new and established ghazal singers in an ambiance that transports ghazal enthusiasts to a realm of pure bliss.

Disney Star launches 'Words of Pride' campaign to promote LGBTQIA+

Disney Star launched the 'Words of Pride' campaign, an advocacy initiative aimed at raising awareness and encouraging the use of appropriate vocabulary when addressing the LGBTQIA+ community in India.

The campaign's central theme, 'The world is evolving; it's time our words do too,' reinforces the company's commitment as the nation's storyteller and endeavor to ignite transformative social change by equipping people with LGBTQIA+-friendly language.



The campaign emphasizes the intersection of language and respect, emphasizing the importance of using appropriate terminology when addressing the LGBTQIA+ community, Financial Express reported.

Disney Star had launched a website with a lexicon of respectful words for the LGBTQIA+ community. It was created in collaboration with language experts and linguists from the LGBTQIA+ community and is currently available in English, Hindi, Bengali, Kannada, Telugu, Malayalam, and Tamil. This is just a prelude to our unwavering commitment to expanding this lexicon to include more words and languages in the future.

In an era characterized by evolving inclusivity, the 'Words of Pride' campaign stands as a potent catalyst for transformation. Rooted in the core mission of the campaign, it squarely confronts historical biases perpetuated by the continued misuse of language.

With a strong emphasis on advocacy, the campaign strives to reintroduce and promote respectful terminology within Indian languages, unveiling a rich linguistic heritage that aligns harmoniously with contemporary progressive values.

At its core, the campaign empowers individuals to cultivate understanding and empathy. Harnessing its diverse social media platforms, Disney Star will actively promote respectful discourse, elevate awareness, and nurture compassion.

The campaign's digital microsite is poised to serve as a dynamic hub, offering educational resources concerning LGBTQIA+ terminology, pronouns, and personal narratives.

Excel Entertainment unveils 'Fukrey 3' trailer

In a highly anticipated cinematic event, the makers of the 'Fukrey' franchise have dropped the much-awaited trailer for 'Fukrey 3', promising fans an uproarious rollercoaster of laughter and mischief. The ensemble cast, including Pankaj Tripathi, Richa Chadha, Pulkit Samrat, Varun Sharma, and Manjot Singh, is all set to tickle your funny bone once again.

The trailer, released on Sept.06, had already taken social media by storm, leaving audiences eagerly counting down the days until the film's release. 'Fukrey 3' seems to continue the tradition of blending slapstick humor with a heartwarming storyline, making it a must-watch for comedy lovers, UNI reported.

Pankaj Tripathi, known for his impeccable comic timing, returns as the iconic Panditji, while Richa Chadha reprises her role as the feisty Bholi Punjaban. Pulkit Samrat, Varun Sharma, and Manjot Singh bring back their endearing characters, Hunny, Choocha, and Lali, respectively, adding to the charm of the film.

The trailer offers a sneak peek into the gang's latest misadventures, with promises of more outrageous schemes, hilarious escapades, and unforgettable moments. 'Fukrey 3' appears to be a laughter-filled joyride that will leave you in splits from start to finish.



Fans have flooded social media with excitement, sharing their favorite moments from the trailer and expressing their eagerness to see the gang back in action. With the success of the previous 'Fukrey' films, expectations are soaring high for this third installment.

'Fukrey 3' is directed by Mrighdeep Singh Lamba and produced by Farhan Akhtar and Ritesh Sidhwani under the Excel Entertainment banner. The film is slated for release later this month, and fans can hardly wait to join the Fukrey gang on another unforgettable adventure that promises to be one wild and hilarious ride.

AI anchor Sana grills SRK in 'Jawan' promotions interview



Following interactions with Prime Minister Modi and Brad Smith, Vice Chairman and President of Microsoft, Shahrukh Khan had become the third global icon to interact with Aaj Tak's AI Anchor, SANA.

Shahrukh Khan has captured the attention of an AI Anchor after winning the hearts of millions of fans worldwide. During her interaction with Shahrukh Khan, India's first AI Anchor on social media, SANA, said, "Aap ka charm dekh kar mere AI dil mein bhi kuch kuch hota hai."

SANA, which will be launched in late March 2023, is Aaj Tak's and India's first AI Anchor. She appears daily on the award-winning prime-time show 'Black and White', as well as providing weather updates, astrology readings, and fact-checking programs for the channel.

SANA had now interviewed some of the world's most famous figures, including Prime Minister Modi and Microsoft Vice Chairman and President Brad Smith, among others.

Shahrukh Khan, a global icon and Bollywood actor, is currently promoting his upcoming film 'Jawan" around the world. To his millions of fans around the world, he is known as King Khan. He is also recognized as an early adopter of the power of technology and social media to inspire and connect with his millions of fans.

Prime Video expands channel offerings with Chaupal addition

Prime Video on Sept 06, announced the addition of Punjabi video streaming service Chaupal to its India channels offering.

A carefully curated selection of popular Punjabi language content is available on Chaupal, including a large library of the newest and popular Punjabi films and web series.

Prime members can now purchase an annual add-on subscription to Chaupal with a special introductory offer of Rs. 599, the streamer said.

As per a press release, popular films and television shows like Kaali Jotta, Aaja Mexico Chaliye, Outlaw, and Chal Ji are among Chaupal's immersive and captivating multi-genre content.

In addition to this, Chaupal will also offer subscribers an opportunity to stream latest theatrical movie releases, beginning with Carry on Jatta 3 (available from September 7 onwards), an uproarious comedy with charismatic performances and irresistible storyline that has struck a chord with audiences across the world and emerged as a mega-blockbuster worldwide.



Commenting on the collaboration, Mahesh Sharma, Vice President of Strategic Partnership and Alliances, Chaupal, said, "With Chaupal, we want to provide the best Punjabi language content to our viewers. For us, this integration is a milestone, and we believe it will have a significant impact in driving the Punjabi content consumption across the length and breadth of this country in the long-term. We are thrilled to partner with Prime Video Channels to offer subscribers relevant, world-class Punjabi entertainment and, at the same time, take our content deeper across India."

SRK collaborates with Zee News for 'Jawan' cross-promotion

The excitement surrounding the highly anticipated Bollywood release of the season, 'Jawan,' had reached new heights with a strategic collaboration that's making headlines.

As per a press note, the film's star, Shah Rukh Khan, was recently spotted in a captivating 30-second promotional video that not only offers a sneak peek into the movie but also introduces viewers to Zee News' flagship show, DNA, and its new host, Sourabh Raj Jain.

In this innovative promotional video, Shah Rukh Khan seamlessly weaves together the return of DNA to television screens with Sourabh Raj Jain's debut as the show's new host.

The video serves as a brilliant example of cross-promotion, where the world of entertainment meets the realm of news broadcasting. Khan takes this opportunity to generate buzz around his upcoming film, 'Jawan,' while highlighting the show's return and its promising new anchor.

Currently airing between shows on Zee News, this promotional video has garnered considerable attention from viewers and Bollywood enthusiasts alike. It blends the glamour of the silver screen with the informative world of news, creating a unique synergy that



appeals to a diverse audience.

The collaboration between 'Jawan' and Zee News exemplifies the power of strategic partnerships in the entertainment industry. As fans eagerly await the film's release, this cross-promotion on one of India's leading news channels is sure to keep the excitement levels soaring.

Krafton gets Ranveer Singh as BGMI brand ambassador

Esports company Krafton on September 05 announced an exciting collaboration with Ranveer Singh, Bollywood's powerhouse and a youth icon. He has been named the official brand ambassador for Battlegrounds Mobile India (BGMI).

This strategic alliance aims to combine the thrill of gaming with the charisma of Singh in order to engage and deliver elevated experiences to millions of gamers across India.



The collaboration between BGMI and Singh represents a significant step forward in recognizing gaming as a medium for immersive entertainment and community engagement. This collaboration will help to bring gaming and BGMI to a wider audience, a PTI report stated.

Singh personifies the energy and passion that gamers bring to the battlefield, making him an ideal partner for this venture. This ground-breaking collaboration represents a remarkable joining of two forces that thrive on pushing boundaries and are poised to bring gaming and BGMI to the masses in unprecedented ways.

Krafton will launch the Play Pure campaign, which will celebrate the purity of players through the lens of Singh. BGMI players will be encouraged to bebold and authentic in the Battlegrounds as part of the campaign, the company said.

Sean Hyunil Sohn, CEO, Krafton India, expressed his enthusiasm about this landmark partnership, stating, "We are elated to welcome Superstar Ranveer Singh to the BGMI family. His magnetic persona and unrelenting spirit align seamlessly with the essence of BGMI. KRAFTON has always been committed to providing immersive and captivating experiences for our users.

Zindagi gets an Applause for multi-genre South Asian content

Production companies Applause Entertainment and Zindagi on Sept 06, announced a strategic partnership with the aim to create a diverse slate of South Asian stories across various genres.



Applause Entertainment, owned by the Aditya Birla Group and led by managing director Sameer Nair, has some of the most critically-acclaimed shows such as 'Scam 1992' and its follow-up 'Scam 2003', ' Criminal Justice' and 'Rudra' to its credit.

Launched in 2014, Zindagi instantly attracted viewers across the country with its syndicated content, also including Pakistani series such as 'Humsafar', 'Noor Bano' and 'Sadqay Tumhare' as well as original shows like 'Churails', 'Dhoop Ki Deewar' and 'Qatil Haseenaon Ke Naam'.

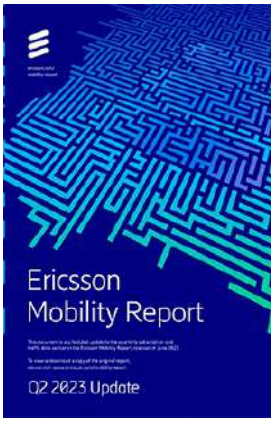
The partnership reunites Nair and Zindagi head Shailja Kejriwal after they worked together for television with shows like 'Kaun Banega Crorepati' and 'Star Bestsellers', a PTI report from Mumbai stated while detailing the partnership.

"Working with Shailja Kejriwal is like revisiting a cherished chapter of our creative journey. Our shared vision and passion for storytelling have always been the driving force of our partnership. "Now, with the world as our canvas and the OTT stage as our platform, we're thrilled to collaborate once more, bringing the rich tapestry of South Asian content to a global audience," Nair said in a statement.

Kejriwal, chief creative officer of special projects at Zee Entertainment Enterprises Ltd, said working with Nair after a decade feels like homecoming to her.

Global 5G mobile subs surpass 1.3bn, India leads user additions

Global 5G subscriptions grew by 175 million in the second quarter (Q2) while India accounted for the most net addition of overall mobile subscriptions with over seven million new users in the period, a report said.



According to the Ericsson Mobility Report, the Q2 additions bring the total number of 5G subscriptions to almost 1.3 billion worldwide.

Mobile subscriptions reached 8.3 billion in the second quarter (Q2), with a net addition of 40 million subscriptions during the quarter. The number of unique mobile subscribers was 6.1 trillion, IANS reported on Sept.05, quoting the Ericsson study.

Over 7 million net additions were made in India during the quarter, which led all other countries. China came in second with five million people, and the US came in third with three million.

"About 260 communications service providers (CSPs) have launched commercial 5G services. About 35 CSPs have launched 5G standalone (SA) networks," the Ericsson report added.

Global mobile subscription penetration was 105 percent in the second quarter.

The number of mobile broadband subscriptions grew by about 100 million in the quarter, totalling 7.4 billion, a year-on-year increase of 5 percent. Mobile broadband now accounts for 88 percent of all mobile subscriptions, the findings showed.

Mobile data traffic grew by 33 percent between Q2 2022 and Q2 2023. 4G subscriptions increased by 11 million, totalling about 5.2 billion and representing 62 percent of all mobile subscriptions.

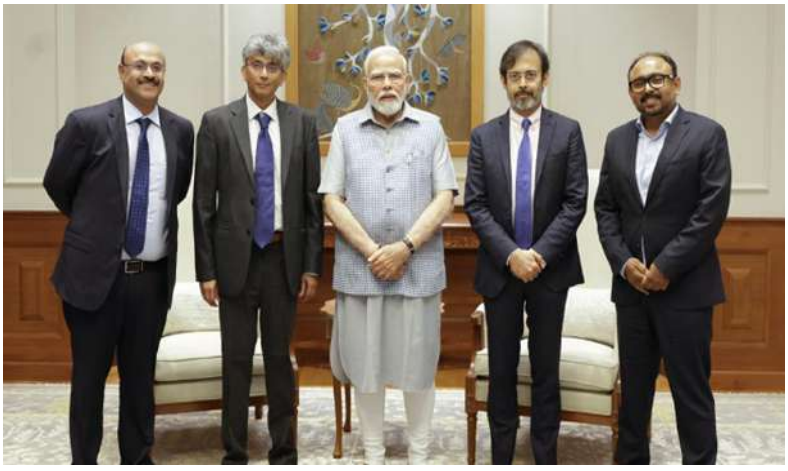
PM Modi on G20, global issues & economy in Moneycontrol interview

In an exclusive interview to Moneycontrol, days before India readies to host the G20 leaders' summit, Prime Minister Narendra Modi spoke at length on global issues, India's growth prospects and its role in G20 and the overall economy.

In an hour-long conversation at his 7, Lok Kalyan Marg office in New Delhi with Network18 Editors (seen in the picture), the Prime Minister also shared his views on inflation and the dangers of freebies.

Talking about the India growth story, according to a press release put out by Moneycontrol yesterday, the Prime Minister said, "India's growth is not only good for Indians but also for the world. India's growth is clean and green growth. India's growth is being achieved with a human-centric approach that can be replicated in other countries too. India's growth helps further the interests of the Global South."

It's the Prime Minister first interview to a digital-only publication in his second term. The full interview will be published on Moneycontrol.com on September 6 morning.



Sharing his views on India's role in the G20, the Prime Minister said that India has been advancing the interests of the developing world, including the interests of nations not represented in the G20, such as the countries of the African Union.

"Perhaps for the first time in the history of G20, the troika is with the developing world—Indonesia, India, and Brazil. This troika can amplify the voice of the developing world, at a crucial time when there are increased tensions due to global geopolitics."

The Prime Minister said that India has been proactive in finding solutions for global issues and the same is also reflected in the country's agenda for G20. "When we laid out our agenda for the G20, it was welcomed universally, because everyone knew that we would bring our proactive and positive approach to help find solutions for global issues."

The Prime Minister Modi also said that the world is now convinced that India will play a larger role in shaping the global future.

"When global leaders meet me, they are filled with a sense of optimism about India due to the efforts of 140 crore Indians across various sectors. They are also convinced that India has a lot to offer and must play a larger role in shaping the global future. This has also been witnessed in their support for our work through the G20 platform," he said.

Talking about the G20 events and conferences that took place across the length and the breadth of the country in the last few months, the Prime Minister said, "Our democratization of the G20 Presidency is our investment in the capacity building of the people, especially youth, of various cities across the country."

Asked about India's guiding principle for engaging with the world, the Prime Minister said it was no different from what his government followed at home: "We have followed the approach of Sabka Saath, Sabka Vikas, Sabka Vishwas, Sabka Prayas in our country over the last nine years…. This is our guiding principle in global relations as well."

Talking about the problem of heightened inflation globally and its impact on India and countries of the Global South, Prime Minister Modi said, "As far as India is concerned, we have taken a number of steps to control inflation. Even in the face of adversities and global dynamics, India's inflation was two percentage points lower than the global average inflation rate in 2022.

"Yet, we are not resting at that and are continuing to make pro-people decisions to boost ease of living. For example, recently on Raksha Bandhan, you saw how we reduced the prices of LPG for all consumers."

Sharing his views on debt vulnerabilities and damage to the economy from freebies, "The long-term implications of such policies destroy not only the economy but also society. The poor pay a heavy price. Yet again, the good thing is that people are becoming increasingly aware of the problem," the Prime Minister said.

"In this information age, news about the debt crisis in one country is travelling to many other countries. People are analysing the situation and awareness is spreading. This is helpful for other countries to take precautionary steps to avoid a similar situation in their own countries, with the people's support. In our own country too, on multiple platforms, I have spoken about the need to be alert against financially irresponsible policies," he added.

The Prime Minister said that India's political stability is the main reason why every sector could see deep reforms which led to stronger economic prospects for the country.

"Due to this political stability, every other sector could see deep structural reforms. The economy, education, social empowerment, welfare delivery, infrastructure – I can keep on mentioning sectors that have seen reforms," the PM added.

In the footsteps of 19th Chetna Yatra's legacy



























45 Nights,

20,000 Km, 400+ Cities

In the footsteps of 19th Chetna Yatra's legacy























45 Nights,

20,000 Km, 400+ Cities

Rahul Shivshankar opens account at Network18 with a column

Rahul Shivshankar, with nearly three decades of experience in print and television journalism, commenced his role as a consulting editor at Network18on Sept.05

As an opener, Shivshankar has taken to News18.com with an insightful column, titled 'Bharat's Question for the G20: Are Some Global Concerns More Equal Than Others?' In this thought-provoking piece, he delves into the intricate web of global priorities within the G20, highlighting the disparities in attention given to critical issues.



His article, according to a press release from Network18, passionately advocates for a more balanced approach, underscoring the necessity of addressing various global concerns, including social and economic disparities, with equal urgency. The piece serves as a clarion call for achieving a fair and sustainable world order.

Shivshankar's journalistic journey began at The Times of India, where he cut his teeth as a reporter and swiftly rose to become one of the youngest leader-writers for the newspaper's esteemed edit page. His career then took a turn when he joined the founding team of Times Now, where he not only contributed to the channel's growth but also became one of its prominent faces and editors.

At Network18, the media statement said, Shivshankar will aim to leverage his extensive experience by adding a robust digital dimension to his body of work. His presence augments the star-studded lineup of anchors, reporters, editors, and commentators, reinforcing Network18's commitment to delivering high-quality journalism.

Shivshankar's work had earned him critical acclaim throughout his career, notably for a comprehensive coverage of the 26/11 Mumbai terror attacks. He was invited to contribute to an anthology of investigative narratives about the attacks, published by Roli Books, further solidifying his reputation as a seasoned journalist.

Additionally, he had an eagerly awaited book on the 2024 elections in the pipeline, commissioned by Penguin Random House, promising fresh insights into the political landscape. As Shivshankar embarks on a new chapter with Network18, his debut column sets the stage for a compelling and impactful presence in the world of journalism, poised to provoke thoughtful discussions and provide insightful perspectives on critical global issues.

Meta removes over 21 mn bad pieces of content on FB, Insta in India

In July, Meta said it removed over 15.8 mn pieces of content from Facebook across 13 policies and over 5.9 mn pieces of content from Instagram across 12 policies in India.



Between July 1 and July 31, Facebook received 3,200 reports through the Indian grievance mechanism and stated that it provided tools to users in 5,392 cases to resolve their issues.

These include pre-established channels for reporting content for specific violations, self-remediation flows where they can download their data, avenues to address account hacked issues, and so on, according to Meta in its monthly report in accordance with the IT (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, IANS reported.

"Of the other 25,306 reports where the specialised review was needed, we reviewed content as per our policies, and we took action on 5,392 reports in total. The remaining 19,914 reports were reviewed but may not have been actioned," Meta added.

Through the Indian grievance mechanism, Instagram received 20,146 reports.

"Of these, we provided tools for users to resolve their issues in 5,102 cases," the company stated.

Meta reviewed content and took action on 4,635 of the other 15,044 reports that required specialized review.

The remaining 10,409 reports were reviewed but may have gone unacted upon.

Big digital and social media platforms with more than 5 million users are required to publish monthly compliance reports under the new IT Rules 2021.

"We track the number of pieces of content (such as posts, photos, videos, or comments) that we take action on because they violate our standards." Taking action may entail removing content from Facebook or Instagram or covering photos or videos that may be disturbing to some audiences with a warning," said Meta.

In June, Meta took down over 21.8 million pieces of content across 13 policies for Facebook and over 5.9 million pieces of content across 12 policies for Instagram.

Prominent Cable TV figure Nisha Nagesh Chhabria passes away

Nisha Nagesh Chhabria, a well-known name in the cable TV industry, had passed away at the age of 52. This unexpected loss had left the entire cable TV community in mourning.

Nisha Nagesh Chhabria, fondly known as Nishaji, was a trailblazing woman entrepreneur who carved her niche in the complex realm of India's cable TV industry.

Her journey was an inspiring testament to her unwavering dedication and exceptional capabilities.



Her sudden demise has created a void that will be challenging to fill in the cable TV industry. Nishaji was not just a business icon but also a source of inspiration for many aspiring entrepreneurs in this field.

Aavishkar Media Group extends its heartfelt condolences to the grieving family of Nisha Nagesh Chhabria during this difficult time. We join the industry in mourning the loss of a remarkable individual and pray for the eternal peace of Nishaji's soul.

Nisha Nagesh Chhabria's legacy in the cable TV world will continue to inspire generations to come, and her contributions will be remembered with deep respect and admiration.

Shun piracy, 'Jawan' makers appeal; film poised for bumper opening

Red Chillies Entertainment, the production house behind 'Jawan', on Sept.06 urged audiences to shun piracy and watch the new Shah Rukh Khan film in theatres.

The banner, founded by Shah Rukh and his wife Gauri Khan, shared the appeal on its official X page a day before the release of the pan-India film directed by Atlee.

"Say No to Piracy. Say No to Spoilers. Watching 'JAWAN' in cinemas. If you find any links, please report to copyright@redchillies.com. Book your tickets now," Red Chillies Entertainment said in the post, according to a report filed by PTI from Mumbai.

Meanwhile, with a 5 am show in Kolkata, a 6 am one in Jaipur and tickets flying off the proverbial shelf, 'Jawan' is set to break the opening day figures of SRK's 'Pathaan' with insiders pegging day one earnings at Rs 65-70 crore.

'Jawan', a pan-India thriller that releases today, is off to a great start with 750,000 tickets already being booked, online ticket booking platform BookMyShow said yesterday, as per a PTI report from New Delhi.

"Out of the 10 lakh capacity on opening day, we've sold about 25 per cent of the tickets, which is like 2.5 lakh tickets sold for Thursday across PVR INOX (screens). It is a very big number and early estimates suggest that it can be bigger than 'Pathaan'," PVR-INOX Ltd Executive Director Sanjeev Kumar Bijli told PTI.

"People are saying that this will be an opening day of Rs 65 to 70 crore, which is bigger than 'Pathaan'. The opening day figure for 'Pathaan' was Rs 55 crore. So hopefully it will be bigger than 'Pathaan'," he added.

'Pathaan' was a blockbuster, with reported earnings of Rs 1,050 crore. 'Jawan', described by makers as a high-octane thriller outlining "the emotional journey of a man who is set to rectify the wrongs in the society", could outdo that.

Also starring Vijay Sethupathi and Nayanthara, the film, releasing in Hindi, Tamil and Telugu, premieres at a time Bollywood theatrical releases — most recent being 'Gadar 2' and 'OMG 2' — are raking it in.

Mumbai-based trade expert Komal Nahta agreed with Biji's estimate. "The situation is crazy across single-screen theatres and multiplexes both. It is difficult to predict the business. It will at least do Rs 70 crore on day one (in India)," Nahta told PTI.

In Delhi, the film releases ahead of the G20 Summit on September 9-10 with several heads of state, including US President Joe Biden, set to attend the event. While the city will remain open during the weekend, restrictions will be imposed on a small part of the central Delhi area.

Bijli said he is not worried about the theatrical business taking a hit in central



Delhi because of G20 restrictions. It would mean four PVR theatres — PVR Plaza, Rivoli, Odeon and ECX Chanakyapuri — shut during the summit.

"They are single screen theatres with a total capacity of about 2,000 seats so that really wouldn't have much of an impact because the loss for that will be compensated by the fact that Delhi has a four-day weekend," he said.

About 30-35 per cent of the film's business will come from the South, which again is bigger than the numbers made by 'Pathaan' ", added Bijli.

The buzz around 'Jawan' is also high in south India as a majority of the cast and crew hail from the region, said Chennai-based trade analyst Ramesh Bala.

15 agencies win top honors in 19 categories at IndiAA Awards

The eighth edition of the prestigious IndIAA Awards, hosted by the India Chapter of the International Advertising Association (IAA), unfolded in grandeur at the Taj Lands End, Mumbai. ABP Network and Sony Pictures Network served as co-partners for the event, while Network18 and JIO Cinema joined as associate partners.

The IndIAA Awards aimed to recognize advertising campaigns that displayed exceptional creativity in reaching their target markets. A diverse panel of industry experts made up the all-client jury that selected the winners from 102 shortlisted campaigns, with only one winner per category and joint winners in closely contested categories.

Leo Burnett, MullenLowe Lintas Group, and Ogilvy emerged as the standout creative agencies of the night, each securing three IndIAA Awards for their exceptional work. BBDO, DDB Mudra, and TBWA also impressed, securing two awards each.

Several other creative agencies and creators, including Grey Group, Kehat Kabira Pictures, McCann Worldgroup, Publicis Worldwide, Rediffusion, SG Media, Talented, The Script Room, The Womb, and Tilt Brand Solutions, were honored with IndIAA Awards.



Notably, two Hindustan Unilever Limited (HUL) brands claimed victory in the Food & Beverage and Personal Care categories, while HDFC Life secured the top spot in the Insurance category, and HDFC Mutual Fund triumphed in the Banking & Finance category.



Suresh Narayanan, Jury Chairman and Chairman & Managing Director of Nestle India, expressed his gratitude for being part of this esteemed gathering of creative minds in advertising, sharing a short poem titled 'Jury Chair ka Sambodhan,' which encapsulated his five-year journey in this influential role. His heartfelt recitation in Hindi earned a warm applause from the audience, marking a fitting conclusion to a night celebrating the best in advertising creativity. The IndIAA Awards continue to inspire and acknowledge exceptional advertising talent, setting a high standard for the industry to follow.

Avinash Pandey, President IAA, sheds light on how the IndIAA Awards exemplify creative excellence and have set the gold standard for creative awards in India. He states, "It's been an intriguing year for arguably the most active industry association of its kind. We've demonstrated that our industry can be a catalyst for change, particularly in breaking gender bias. We



celebrate the winners reflecting the growing synergy between associations and showcasing the remarkable impact of the communication industry. The positive feedback from young leaders has been heartening, and our industry's enthusiasm for AdAsia remains strong. We're organising a delegation led by Sam Balsara for AdAsia 23 in Seoul, the largest event of its kind in Asia."

IAA IndIAA Awards Chairman, Abhishek Karnani said, "IAA Awards are unique because you can't "enter" them." A group of seasoned journalists shortlisted 102 campaigns across 19 categories from over a thousand ads. This accomplishes two important goals- first, it ensures that only genuine work is presented to the jury, keeping scam ads at bay, second, it truly democratises the creative process by not charging an entry fee, making fundraising for this grand event a challenging task.

He further said, what sets the IAA awards apart is that they are judged by senior marketers who own and invest in the brands. We showcase the transformative power of communication for our beloved country and society, embodying IAA's unwavering belief in the ability of communication to drive change.

IAA honoured Ayushmann Khurrana as "Most Disruptive Brand in Entertainment Industry" on questioning his criteria while choosing a Brand, he replied, "I believe before taking on a brand it resonates with the credibility of my films. Credibility is everything. I think only going with commercials will be very myopic. My father once told me, 'Goddess Saraswati comes before Goddess Lakshmi. I always go like that. If you earn respect, nothing like that."



Speaking about being an outsider in Bollywood, he said that the first choice had to be truly different and clatter-breaking. "I'll never get a second chance being an outsider. So it's all about the choices you make eventually. Everybody is hard-working and talented. It's the kind of opportunities you get and firmly success is nothing but when preparation meets opportunity," he avers.

The Asian Federation of Advertising Associations (AFAA)

felicitated the all-India winners of its maiden Changemakers For Good Awards at the IndIAA Awards 2023. These meaningful awards are to salute those individuals and companies in the communication space who have used their talent to make the world a better place.

The winners for the four categories were:

• Advertising (for transformational messages) – Lowe Lintas for their International Women's Day 2022 entry.

• Government (for transformational messaging by a Government arm). –RK Swamy Associated for State Bank of India.

• Industry Leader (someone who led societal change in the last few years).- CVL Srinivas, Country Head, WPP Group.

• Innovation (where technology or approach made the difference) – Lowe Lintas for International Women's Day 2022.

TRAI suggests FM radio operators should be allowed to air news

In what could be music to their ears, the Telecom Regulatory Authority of India (TRAI) on Sept.05 suggested that private FM radio operators should be allowed to broadcast news and current affairs shows, which has been a long-pending demand, but subject to certain conditions.

"Private FM Radio operators should be allowed to broadcast news and current affairs programs, limited to 10 minutes in each clock hour. The program code of conduct as applicable to All India Radio for news content may also be applied to Private FM radio channels," the broadcast and telecom regulator said yesterday.

Making recommendations on 'Issues Related to FM Radio Broadcasting', TRAI also added, among other things, that any inbuilt app or mechanism to receive FM radio reception in mobile handsets should not be tampered with, apart from suggesting a formula for calculating annual licence fee.

TRAI said that in order to discuss various issues related to FM radio broadcasting, referred to it by the Ministry of Information and Broadcasting, it held a meeting with representatives of FM radio ops' industry body and collated their concerns and views, including the fact that private FM radio channels should be allowed to broadcast independent news bulletins.

The salient features of the recommendations are as follows:# The annual license fee of a FM radio channel should be de-linked from Non-Refundable One Time Entry Fee .

The license fee should be calculated as 4 percent of the gross revenue (GR) of the FM radio channel during the respective financial year. GST should be excluded from GR.

The government may take appropriate measures to provide relief to the FM radio operators to address challenges posed due to COVID-19 pandemic.

Private FM radio operators should be allowed to broadcast news and current affairs programs, limited to 10 minutes in each clock hour. The program code of conduct as applicable to All India Radio for news content may also be applied to private radio channels.

Functions or features pertaining to FM radio should remain enabled and activated on all mobile handsets having the necessary hardware. Built-in FM radio receivers in mobile handsets must not be subjected to any form of disablement or deactivation.

The Ministry of Electronics & IT should explore a committee, headed by a senior officer of joint secretary or above level, to oversee and monitor the compliance by mobile phone manufacturers (or importers). The panel should include key stakeholders such as MIB, AROI, MAIT and ICEA.

An online grievance redressal portal should be provided for submitting information or complaints in case of any non-compliance regarding enablement of FM radio functionality in such mobile handsets that have the necessary functionality for FM receivers.

WATCHO announces 'Khel Karate League' S2

WATCHO, the popular digital entertainment platform, announced 'Khel Karate League' Season Two. The action-packed season is set to commence on September 9, promising viewers an electrifying experience filled with thrilling competition and entertainment.



'Khel Karate League' is a unique and engaging sporting event that brings together a blend of entertainment and sportsmanship.

With the upcoming second season, WATCHO aims to take the excitement to new heights, offering audiences a one-of-a-kind viewing experience. Season Two promises a lineup of exciting matches, fierce competition , and the chance for participants to showcase their karate skills on a grand stage.

TRAI faces backlash from consumers over proposed selective OTT ban

At least 11 consumer groups expressed concern on September 04 about the Telecom Regulatory Authority of India's (TRAI) proposed regulation to selectively ban OTT apps in the event of a law and order situation, saying the proposal would lead to overregulation and create regulatory uncertainty in the domestic market.

One of the concerns raised by organizations such as the Consumer Unity & Trust Society (CUTS), Consumer Guidance Society, and Consumer Guild, among others, is that OTT service providers are already regulated under the IT Act 2000, which will be replaced by the upcoming Digital India Act (DIA). As a result, such consultations should be included in the Digital India Act, and any additional consultations by regulators such as TRAI will result in a conflict, IANS reported.



TRAI in July started the process to examine the issue of regulating OTT communication apps.

"The proposed framework for selective banning of OTT applications and services will be a case of overregulation, and will have unintended consequences of quelling innovation," said Amol Kulkarni and Shiksha Srivastava of CUTS.

"Such a consultation on selective banning should form a part of the consultations over the DIA. Moreover, the technicality of how the same can be undertaken remains unclear as well," CUTS added.

The Broadband India Forum (BIF) on Sept.04 said that OTTs are adequately regulated under the existing IT Act, 2000, and other associated acts and rules. BIF argued that existing laws, including the IT Act and the Consumer Protection Act of 2019, sufficiently address the regulatory, economic, security, privacy, safety, and consumer grievance aspects of OTT services.

Furthermore, government agencies possess the necessary powers under Section 69, 69A, and 69B of the IT Act for lawful interception, eliminating the need for additional regulatory burdens. BIF also firmly opposes any selective banning of OTT services, confident that such measures would not pass the scrutiny of fundamental rights. While the OTTs operate at the application layer, TSPs provide network infrastructure.

"Moreover, they do not enjoy equal rights; TSPs possess unique and exclusive rights, including the right to interference-free spectrum, right of way, a unique numbering plan, and interconnection rights, which OTTs do not have," said the BIF.

These fundamental differences lead to the conclusion that OTT services and TSP services do not belong to the same relevant market.

"OTTs have significantly enhanced accessibility to digital tools and amenities, enriching lives and empowering individuals by boosting productivity and socio-economic standing. This has resulted in massive economic spillover effects, contributing to the nation's prosperity," said TV Ramachandran, President, BIF.

"We hope that the regulator and the government will allow market forces to operate freely, incentivising growth and progress in this vital sector. TSPs can compete freely, and OTTs should not face restrictions in favour of TSPs," he noted.

Sony BBC Earth unveils exciting September line-up



This September, Sony BBC Earth is set to captivate its viewers with a mesmerizing array of programming that promises to enlighten and entertain.

From unlocking the mysteries of everyday objects in 'The Secret Genius Of Modern Life' to embarking on a culinary expedition with 'Rick Stein's Long Weekends,' the channel offers something for everyone.

In 'The Secret Genius Of Modern Life,' viewers will be transported into a world where the mundane transforms into a realm of astonishing revelations. From the convenience of bank cards to the sophistication of trainers, each episode unveils the hidden histories, remarkable science, and extraordinary coincidences that reside within the commonplace. Guiding us through this enchanting journey is the brilliant Dr. Hannah Fry, who takes us behind the scenes of everyday objects that have reshaped human existence.

As autumn's chill approaches, 'Rick Stein's Long Weekends serves as a passport to mouth-watering delicacies and savories from Bordeaux, Berlin, Reykjavik, Bologna, and Vienna. Renowned chef Rick Stein takes viewers on a virtual tour, uncovering local markets, hidden gems, and delightful eateries that define each destination. Elevate your weekends with tantalizing recipes that capture the essence of these locales, all from the comfort of your own kitchen.

Sony BBC Earth invites you to be captivated, inspired, and enlightened this September as it transports you to a world where the ordinary is nothing short of extraordinary. Don't miss a moment of this captivating journey!

'The Secret Genius Of Modern Life': Watch on Sony BBC Earth from 12 PM to 9 PM, Monday to Saturday, for a journey that unveils the incredible stories behind everyday marvels.

Gulshan Devaiah: 'Guns & Gulaabs' villain role too good to be missed

Actor Gulshan Devaiah says he was at a stage in his career where he had decided not to take up negative roles but 'Guns & Gulaabs', with its spaghetti western-like setting and an interesting mix of characters, was too delicious an opportunity to let go.

In the 1990s-set series from director duo Raj Nidimoru and Krishna DK, Devaiah plays '4-Cut Atmaram', a hired assassin in a Sanjay Dutt-style get-up, who has an almost mythical reputation for the way he uses his Rampuri knife to kill people.

"Raj sir called me. Usually, he does the calling and he asked me to have a look at this. I didn't want to do a villain's role, I wanted to take a break and there was some conflict with the schedule also, but he insisted.

"This one was such a fun and quirky character in Raj & DK's world. It was like a spaghetti western, and I really imagined being in one. I am so glad that I made the right decision," Devaiah told PTI in an interview. The series follows the story of a lovestruck mechanic Paana Tipu (Rajkummar), a reluctant heir to a ruling gang Chhota Ganchi (Adarsh Gourav), an honest officer-turned-agent-of-chaos Arjun Verma (Dulquer), and Devaiah's 4-Cut Atmaram.

The Netflix series, which comes after his turn as cop Devi Singh in Prime Video series 'Dahaad', offered Devaiah a chance to play an interesting role and the actor said he was so intrigued by it that he immediately started building the character in his mind.



"I'm not so interested in playing just villain roles. If I want diversity, then I have to take responsibility for that. But sometimes there are roles like 'Guns & Gulaabs'. It would be rather stupid if I refuse it because they are such fantastic parts. They are parts that will really be highlights in my career, like it was with Jimmy," he said, referring to his role in Vasan Bala's critical hit 'Mard Ko Dard Nahi Hota', according to the PTI report from New Delhi.

Atmaram's look was partially inspired by the hairstyles that Dutt and Mithun Chkaraborty sported in the 90s, but the idea to use a 'Rampuri' knife instead of a switchblade was his own, the actor said.

"I didn't know what it was initially and what they were considering, but I remembered that in movies from '50s and '60s, the villains used to have 'Rampuri chakoo' (a Rampuri knife). I said, 'Can I have a Rampuri chakoo, which is not a switchblade?' I did not want it to open with a button. I wanted it to make the 'kat kat' sound when opened by hand so that people know that it's Atmaram even when I am not in the frame." He elaborated.

Asked whether he would be up for a second season if the show is renewed by Netflix, Devaiah said he had asked a similar question to Nidimoru.

"I would totally be up for it. One of the questions I asked Raj sir was that 'if there is a season two, will there be Atmaram in it? He said, 'yeah, of course'. But how, I don't know. If there is a season two, I think I'd love to return as Atmaram," said the actor, whose character's fate has been left ambiguous in the show.

'Badhaai Do', 'Dahaad' and now 'Guns and Gulaabs', have been an interesting phase in Devaiah's career and the actor said he is happy with the attention each of these roles have generated.

"I think people liked Devi Singh ('Dahaad') because he's a good guy and they like Atmaram because he's a bad guy," he said.

Apple, MS challenge EU digital rules on service popularity ground

Apple Inc. and Microsoft have raised objections to the EU's Digital Market Act, arguing that some of their services should not be categorized as "gatekeepers" due to their perceived lack of popularity. The Digital Market Act is a new regulatory framework aimed at curbing the influence of Big Tech companies.

According to a report by Reuters on Sept.04, both tech giants have entered into battles over specific services as they await the publication of the initial list of services to be subject to regulation under the act, scheduled for release on Wednesday.

Apple is contending that its iMessage chat application should not be classified as a "gatekeeper" service under the Digital Market Act. The company contends that iMessage does not wield the level of dominance that would warrant such classification.

Microsoft, on the other hand, is disputing the inclusion of its search engine, Bing, in the list of "gatekeeper" services. The tech giant asserts that Bing does not hold a commanding position in the market and should be exempt from the regulatory provisions aimed at gatekeeper platforms.

The outcome of these challenges will have significant implications for how the EU's Digital Market Act will be implemented and how it will affect the operations of these tech companies in Europe. As the first list of regulated services is set to be unveiled, the tech industry and regulators alike are closely monitoring the developments surrounding this landmark legislation.

AVIA conference highlights Indonesia's growing video industry

The Asia Video Industry Association (AVIA) recently hosted a successful 'Indonesia in View' conference in Jakarta on August 31, attracting over 200 delegates.

The event, according to a media statement from AVIA, featured industry leaders discussing the state of the TV and video market in Indonesia, a country where total video industry revenues are expected to increase from $2.5 billion in 2023 to $3.7 billion by 2028, according to research by Media Partners Asia (MPA).

Key takeaways from the conference include the following:

Optimism in the Market: Tizar Patria from Netflix expressed optimism about the Indonesian market, emphasizing the importance of tailoring content for the local audience and ensuring a quality viewing experience.

Building a Strong Ecosystem: Clarissa Tanoesoedibjo, Managing Director of Vision+, highlighted the need for a robust ecosystem that encompasses pay TV, free-to-air, and streaming. Strategic partnerships within the market are seen as crucial.

Focus on Original Content: With intense competition in Indonesia's video content market, there's a growing need for original intellectual property (IP) and stories. Creating a pipeline of talent is vital for scaling content production.

Combatting Piracy: Despite the industry's growth, piracy remains a significant issue in Indonesia. A recent survey by AVIA's Coalition Against Piracy revealed that 54% of consumers in Indonesia access pirated services. Efforts are being made to combat online piracy through collaborations, including a memorandum of understanding signed between CAP and the Video Streaming Association of Indonesia.

Monetization Strategies: Monetizing premium video content was a key topic. Programmatic advertising is expected to play a larger role, and FAST (Free Ad-Supported Television) platforms are seen as a way to re-engage viewers who have left the pay-TV ecosystem.

Future Ambitions: Hary Tanoesoedibjo, Executive Chairman of MNC Group, outlined plans to transform his company into a content and entertainment powerhouse. This includes merging RCTI+ and Vision+into a super app, offering both free-to-air content monetized through advertising and premium subscription services.

The goal is to expand this ecosystem across Asia by investing in high-quality content.

Additionally, there were discussions about the potential sale of MNC Play, with plans to sell the data infrastructure portion while retaining the IPTV business.

Mahindra to sponsor ICC Men's WC '23 on Disney Star

Automaker Mahindra & Mahindra Ltd. yesterday announced the expansion of its cricketing association as the Associate Sponsor with Star Sports for the much-anticipated ICC Men's Cricket World Cup 2023 and 'co-powered by' sponsor on the digital platform, Disney+ Hotstar.

This represents one of Mahindra's most significant forays into sports sponsorships. In addition to the ICC Men's Cricket World Cup 2023, this collaboration ensures visibility for Mahindra's automotive and tractor brands during the upcoming Asia Cup 2023, the automaker said in a media statement.

With its strong presence during the ICC Men's Cricket World Cup 2023, Mahindra aims to foster a deeper connection with customers, fortifying the trust and bond they share with the brand. Additionally, Mahindra dealerships will host a series of engagement activities during the cricket season for customers.

The 'Click to Book Test Drive' feature, set to be prominently showcased during the ICC Men's Cricket World Cup 2023 broadcasts on Disney+ Hotstar, highlights the brand's commitment to leveraging technology and innovation.

This enhanced feature will offer cricket enthusiasts a smooth bridge from the excitement of the match to the allure of experiencing Mahindra's cutting-edge products first-hand.

Rajesh Jejurikar, Executive Director & CEO, Auto & Farm Sectors, Mahindra & Mahindra Ltd., said in a statement, "We are excited to be a sponsor for the ICC Men's Cricket World Cup 2023 on Star Sports and Disney+Hotstar. This sponsorship is a key milestone in our mission to connect deeply with the passion of millions of Indians. "We see a strong synergistic resonance between our SUVs and tractor brands and the vibrant spirit of Indian cricket. Through this sponsorship and our upcoming engagement activities, we aim to create cherished memories and strong bonds with our customers."

MIB eases networth norms for India firms downlinking TV channels

In a major reprieve for Indian agents/representatives of downlink-only TV channels, the government has offered some relaxation in the networth norms for such domestic companies.

In an uphaul of old rules, the Uplink and Downlink Guidelines were updated late 2022 with the networth requirement of the company responsible for downlinking a foreign TV channel into India increased susbstantially; especially those responsible for news channels where the networth was upped from Rs. 5 crore to Rs. 20 crore for the first channel with subsequent increment for every additional news channel.



In an office note, dated Septemebr 1, the Ministry of Information and Broadcasting took note of the difficulties of medium-size Indian companies who acted as reps of foreign news channels and were responsible for their downlink into India.

The MIB note said, "The net worth requirement for 'Downlink only' TV channels will be exempted from the increase as mandated in the Policy Guidelines of 2022 only if the permission holder is in the nature of an agent/ distributor and not a content creator/aggregator."

Industry experts said that those foreign TV channels— news or non-news — that had Indian subsidiaries acting as the downlink agents are not likely to benefit from the government relaxation in company networth levels.

Enumerating the rationale for giving this relaxation, the government said that existing permission holders pointed out that they served as exclusive distributors of 'downlink only' TV channels and were mere intermediaries responsible for TV channel distribution to DTH and cable operators. They did not engage in content creation or had editorial control. Their function was essentially that of a conduit for transmitting content and, thus, the "need for a high networth was unwarranted".

"For international channels, it has been pointed out that the downlinking permission is obtained through a local agent. The agent's primary responsibility is to ensure compliance with regulatory guidelines and distribute the channel to operators. Their income primarily comes from distribution fees, making their role more about logistics and administration rather than substantial financial investment.

"These distributors do not engage in producing or curating content, eliminating the need for investment in content creation infrastructure. As a result, the financial burden associated with maintaining a significant net worth is disproportionate to their role and responsibilities," the MIB note said, highlighting the contention made by companies that were responsible for downlinking of foreign TV channels and acted as their agents in the country. 'Downlink only' distribution is often an attractive business venture for micro, small and medium enterprises (MSMEs) due to its manageable operational requirements and revenue potential. Imposing a high networth requirement could deter such entities from entering the market, limiting healthy competition and innovation, the industry stakeholders had contented while seeking relaxation from the revised Uplink/Downlink Guidelines 2022.

Zee Media's India eMobility conclave paves way for sustainable electric mobility

Zee Media recently hosted the India eMobility Conclave, positioning itself as a catalyst for transformative change in the electric mobility sector. The event aimed to raise awareness about electric vehicles (EVs), advocate for policy changes, showcase technological advancements, and promote sustainable mobility.



It served as a milestone in fostering sustainable mobility solutions and driving India toward a cleaner and greener future.

The conclave kicked off with a keynote address and a fireside chat with Nitin Gadkari, India's Minister of Road Transport and Highways, highlights the opportunities in India's EV adoption journey.

The event provided a dynamic platform for stakeholders from diverse sectors to engage in insightful discussions and collectively envision a future centered around electric mobility. Notably, a one-on-one discussion with Guest of Honour Sh. Kailash Gahlot, Cabinet Minister responsible for Home, Law, Transport, IT, and AR, focused on "Delhi's tryst with EV adoption."

The event featured engaging panel discussions on key topics, including:

The Rise of E-scooters and E-bikes: Exploring how electric two-wheelers are reshaping urban mobility in India, offering sustainable solutions to congestion and pollution.

Electrifying Horizons: Visionaries discussed the road ahead for electric vehicles, examining market dynamics, consumer adoption, and strategies to overcome challenges.

CNN-News18 to host 'G20 Town Hall'

As India gears up to host the New Delhi G20 summit later this month, CNN-News18 is set to launch the 'G20 Town Hall' on September 5 in New Delhi.

This event aims to showcase India's growing role as a global leader and its emergence as 'Vishwamitra' or the 'Friend of the world,' a term recently emphasized by Prime Minister Narendra Modi.

As per a press release, The 'G20 Town Hall' will bring together an impressive lineup of thought leaders and policymakers, including Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs and Food & Public Distribution, and Textiles; Meenakshi Lekhi, Minister of State for External Affairs and Culture; Amitabh Kant, G20 Sherpa, Government of India; Harsh Vardhan Shringla, G20 Chief Coordinator; and Ricky Kej, three-time Grammy-winning Indian Music Composer and Environmentalist, among others. The event will also feature panel discussions with diplomats representing economies of all scales, from the largest to the most modest.



Zakka Jacob, Managing Editor of CNN-News18, stated, "Our Town Halls have always served as a neutral platform for meaningful discussions, providing viewers with the opportunity to hear directly from political leaders and officials. This time, we intend to highlight India's promising position on the global map, bolstered by the G20 presidency. The G20 Town Hall will empower the audience with a deeper understanding of India's G20 presidency and the nation's pivotal global moment."

The 'G20 Town Hall' will delve into India's G20 theme, 'One Earth, One Family, One Future,' and the country's role in driving the development agenda under this theme. It will also emphasize the interconnectedness of global challenges and the need for collaborative solutions through discussions on culture, academics, and politics.

CNN-News18 Town Hall is a prominent platform for policymakers and opinion leaders in India. The channel's commitment to delivering unbiased news and facilitating informed conversations makes this event an invaluable opportunity for political leaders and viewers alike.

The 'CNN-News18 Town Hall' is an on-ground event that will be streamed live on the CNN-News18 TV channel and its YouTube channel, starting at 6 p.m. on September 5, 2023. This event promises to shed light on India's growing influence on the global stage and its important role as the host of the G20 summit.

For more updates and insights, tune in to CNN-News18 on September 5, and join the conversation on India's global leadership and its vision for a sustainable future.

Amazon Music Live S2 returns with chart-topping artists

Amazon Music had announced the second season of Amazon Music Live (AML), the not-to-be-missed weekly concert series watched by millions of fans in its first season, streaming live after Thursday Night Football in the US.

Featuring some of the biggest artists in the world performing new music live for the first time, AML will make its much-anticipated return with a performance from multiple Grammy-winner and diamond-certified global superstar Ed Sheeran in its September 21 premiere show, just a week before the release of his new album, 'Autumn Variations', which is out September 29 via Gingerbread Man Records.

Grammy-winning hip-hop icon 2 Chainz will return to host season two, and the series will be broadcast live from Los Angeles and air on Prime Video and the Amazon Music channel on Twitch at 9 p.m. PDT (pacific Time in the US) on Thursdays, Amazon said on its website.

Amazon Music Live will spotlight Feid, the multi-hyphenate and multi-platinum certified Latin global superstar on September 28, the eve of his highly anticipated new album, 'Mor No Le Temas a la Oscuridad'. Multi-platinum and chart-topping rapper Lil Durk will make his debut the following week on October 5.

Even more blockbuster performances from artists across a broad spectrum of genres will be announced in the weeks to come, which fans will be able to experience using Prime for all their streaming and entertainment needs in a single membership, the online retailer and media giant said.

Each week, 2 Chainz will provide fans with unprecedented access to their favourite artists during the AML broadcast. Fans will also be able to tune into the Amazon Music Live pre-show hosted by award-winning entertainment journalist and



podcaster Gia Peppers and actor, musician, and NBA personality Christian Crosby. The pre-show broadcast will feature interviews, special guests, and other surprises and will air on the Amazon Music channel on Twitch starting at 8 p.m. PDT.

Amazon Music Live S2 will also feature live, American sign language performance interpretation featuring deaf and hard-of-hearing interpreters. Available during the live broadcast and on demand, this feature is available for all upcoming Amazon Music Live broadcasts on Prime Video.

Zee Business hosts third edition of 'MSME National Summit and Awards'

The MSME Summit and Awards 2023, hosted by IndiaDotcom Digital Private Limited and presented by Zee Business.in, successfully demonstrated their role as a source of motivation and recognition for Micro, Small, and Medium-Sized Enterprises (MSMEs).

It highlighted not only the noteworthy contributions made by MSMEs but also their critical function in promoting innovation and economic growth.

The keynote speaker for the ZeeBusiness.in MSME Summit and Awards 2023 was Shehzad Poonawalla, National Spokesperson for the BJP, who focused the audience's attention on "Maximum Support to Making Entrepreneurs (MSMEs)".

The likes of D.K. Singh IAS (Retd), a former Development Commissioner for MSME, a former Secretary of the Ministry of Cooperation, a former Secretary of the National Human Rights Commission, and Gurmeet Singh Kular, the President of the Federation of Industrial and Commercial Organization, Rajiv Chawla, Chairman, IamSMEofIndia etc also attended this grand ceremony.

The attendees were also made aware of the significance of cyber security, documented compliances, and cyber readiness by Pawan Duggal, Chairman, the International Commission, Cyber Security Law.The MSME Summit facilitated an impactful exchange of knowledge and ideas, ultimately fostering the collective progress of the MSME ecosystem, through thought-provoking panel discussions on subjects like "New-age manufacturing and sustainability and business beyond boundaries," "Digital transformation and cybersecurity," and "Business beyond boundaries."

This summit brought together visionaries, industry leaders, and policymakers to highlight the challenges, ideation, collaboration, and success horizons of the respective sectors to empower entrepreneurial dreams and enable a growth-driven future. The MSME Awards grand ceremony awards also honored the outstanding efforts of MSMEs in a variety of sectors, including innovation, sustainability, leadership, and community impact.

winners of the MSME Awards for this year were carefully selected by a distinguished



panel of judges who evaluated nominees based on their contributions to growth, job creation, and their ability to adapt to changing market dynamics.

To name a few, Kohsa Analytics won the prestigious title of 'Impactful Sustainable Solution for the Environment', Elephantine Enterprises won the 'Visionary Realtors for Businesses and Residences' title, Swastik Interchem Pvt Ltd bagged 'Impactful Contribution in the Indian Chemical Industry' award, etc.

On the success of Season 3 of the MSME Summit and Awards 2023, Shridhar Mishra, CRO, IndiaDotcom Digital Private Limited, said "The Season 3 of Zee Business.in MSME Summit and Awards 2023 has been an ode to the relentless spirit of MSMEs in India, howcasing their unmatched contribution to our economic fabric.

Watch retailer Just In Time joins 'Jawan' bandwagon

Retailer for international watch brands, Just In Time, had announced a collaboration with Shah Rukh Khan-fronted 'Jawan' movie as exclusive Watch Retail Partner.

The watch retailer, which takes pride in its vast assortment of fashionable timepieces that can be found at over 60+ retail stores across India and on its website, said its poster features in a trending scene from the movie's prevue, capturing hearts.



According to the press release from the watch retailing company, the viral scene showcases Khan's mesmerizing dance performance in a metro, and eagle-eyed viewers will spot Just In Time's eye-catching posters adorning the metro walls in that very scene.

Customers looking to own some of the most stylish watches can explore Just In Time's comprehensive collection through online platform link – https://justintime.in/collections/jawan-collection and brick-and-mortar stores located across India.

Just In Time MD Rajesh (Raju) Chheda remarked, "We are truly honoured to join hands with Red Chillies Entertainment's magnum opus 'Jawan' , starring Shah Rukh Khan, the most loved superstar in the country. This strategic partnership with the film, marks a significant milestone for Just In Time, as it provides an exceptional opportunity to showcase our brand on a global stage."

A much awaited film 'Jawan', produced at a big scale for an Indian film, is backed by an exceptional cast, including Nayanthara and Vijay Sethupathi in lead roles, and Deepika Padukone in a special appearance, along with Sanya Malhotra, Priyamani, Girija Oak, Sanjeeta Bhattacharya, Lehar Khan, Aaliyah Qureshi, Ridhi Dogra, Sunil Grover and Mukesh Chhabra.

'Jawan' is a Red Chillies Entertainment presentation, directed by Atlee, and produced by Gauri Khan and co-produced by Gaurav Verma. The film will be released worldwide in theatres on September 7 in Hindi, Tamil and Telugu languages.

On News18 India, Minister Puri explains LPG price cut rationale

News18 India's Managing Editor Kishore Ajwani conducted an exclusive interview with Hardeep Singh Puri, Union Minister of Petroleum & Natural Gas with the main theme centered around the government's decision to reduce the price of liquefied petroleum gas (LPG) cylinders for domestic use by Rs 200 per cylinder.

The interview, according to a media statement from News18 India, unveiled significant insights into the context, rationale and implications of the decision.

Puri began by addressing questions about the timing of Prime Minister Modi's decision to lower LPG prices. He asserted that the Opposition's concerns regarding the timing need not overshadow the significance of the decision itself.

Stressing the democratic nature of the government, the Minister underscored that the decision was taken in honour of the Rakshabandhan festival, symbolizing the government's commitment to the welfare of India's sisters.

Highlighting the transformative journey of access to LPG, Puri illuminated the evolution from a time when 45 percent of India's population lacked LPG access before 2014. This stark reality has evolved into a commendable achievement, with the total number of LPG connections growing from 14 crore to 32 crore in 2023, he added.

The 'Ujwala Yojana' scheme stands out as a cornerstone of this achievement, benefiting 9.60 crore beneficiaries who receive a direct Rs. 200 subsidy.

Puri further revealed that even those not covered by the scheme would now enjoy a reduced cylinder price of Rs. 900 from the earlier Rs. 1100, while Ujwala Yojana beneficiaries would be entitled to LPG cylinders at an astonishingly affordable Rs. 700. Future plans to expand the



Ujjwala Yojana by approximately 75 lakh connections underscore the government's resolute mission to ensure universal LPG access.

When queried about the potential reduction of petrol and diesel prices, the Minister responded with an emphasis on fair comparisons. He raised questions concerning non-BJP states' reluctance to reduce VAT in response to the central government's reduction of central cess. The minister detailed a pattern of global petrol and diesel price increases, contrasting it with India's remarkable feat of reducing petrol prices by 5 percent and diesel prices by 0.28 percent over the past two years.

He then engaged in a state-by-state analysis, drawing attention to the difference in petrol and diesel prices between BJP and non-BJP states. The significant variance in VAT rates painted a compelling picture, with petrol prices differing by up to Rs.11.85 and diesel prices by Rs. 10.67 rupees.

Expanding the horizon, he embarked on an international comparison spanning neighbouring countries. He referred to the data showcasing India's praiseworthy position of reducing petrol prices by 5 percent while its neighbours experienced notable increases, ranging from 24.91 percent to 50.56 percent.

Even on the global stage, the USA encountered a substantial 43.33 percent rise in petrol prices, in stark contrast to India's reduction. Similarly, Germany and France, as major G20 countries, witnessed price increases of 18.56 percent and 22.56 percent respectively.

The discourse extended to diesel prices, revealing India's 0.28 percent reduction against Sri Lanka's 87.25 percent surge and the USA's 36.70 percent increase. Mr. Puri also highlighted the government's visionary steps in reducing LPG cylinder prices, benefitting each citizen by 200 rupees and Ujjwala Yojana beneficiaries by 400 rupees, a testament to Prime Minister Modi's commitment to the welfare of the people.

Addressing concerns about election-driven motives, he firmly articulated that elections are inherent to India's democratic fabric and are independent of policy decisions. The LPG price reduction, a gesture of benevolence to women, aligned with the broader initiatives of women's empowerment, extended maternity leave, and the abolition of triple talaq.



‘Zee Cinemalu’ celebrates 7 years





Zee Cinemalu, the esteemed Telugu movie channel under Zee Entertainment Enterprises Limited (ZEEL), marked a significant milestone as it completed 7 successful years of captivating Telugu cinema aficionados.

The channel was launched on September 4, 2016, by none other than iconic Megastar Chiranjeevi, who unveiled its distinctive logo and set the stage for the channel’s remarkable cinematic journey.

Zee Cinemalu embarked on an exciting expedition with a resonating tagline of ‘Dil Pai Super Hit,’ and over the years, it has redefined the landscape of presenting blockbuster Telugu movie channels and Cinematic Experiences on TV, UNI reported from Mumbai.

Recognized as the trailblazer in presenting Telugu Movie Experiences on TV, Zee Cinemalu has played a pivotal role in contributing to a staggering 23.5% share of overall Telugu movie viewership on TV through its extensive array of captivating movies.

Zee Cinemalu also is the Number 1 reach channel with 57.5 percent in the movie genre. The channel’s resounding success is owed to its judicious blend of content, programming, and the steadfast support of its audience.

B.V Sai Prakash, Chief Channel Officer, Zee Cinemalu, said, “With the 7th anniversary of Zee Cinemalu, we are celebrating a voyage of cinematic magic and storytelling. As we complete seven years, I can say that it has been an incredible journey, and we are grateful to our passionate viewers. Here’s to magnificent seven years of bringing the big screen into your living rooms.”

Republic Kannada TV channel coming soon

Republic Kannada will be launched soon by the Republic Media Network that will mark an aggressive entry into the Kannada news market.

The new launch proposal follows the swift and strategic acquisition of the broadcast assets of Karnataka media conglomerate VRL News Media by Republic, according to a statement put out by Republic Network.



This will be a fully-owned Republic Media Network channel that will go on air very soon.

According to the channel, Republic Kannada will enter the Kannada news market with the tagline ”Nimma Dhwani’ or ‘Your Voice’, putting Karnataka’s people at the forefront of the channel’s pledge to fight for people’s causes.

Republic said the new channel will disrupt the Kannada news space with the news values of the Republic Media Network.

Republic Kannada, to be headquartered in Bengaluru, will launch its on-air operations with over 300 professionals, including over 100 on-the-ground journalists, deployed across Karnataka’s 31 districts.

Over 500 journalists will work as stringers for Republic Kannada. Every story, every injustice, every demand of citizens from Karnataka’s every region, village, and locality will find a loud and effective voice on the news channel, Republic claimed.

Republic Kannada’s expansive newsroom and studios span over a buzzing 28,000-square-foot facility in the state’s capital city with multiple studios and over 73 cutting-edge in-house news production tools. Niranjan Narayanaswamy, Executive Editor – News, will head the editorial operations of Republic Kannada in addition to his other responsibilities at the network.

Republic’s Chairman and Editor-in-Chief Arnab Goswami said, “ Republic Media Network is young and restless. We want to break through all language barriers and reach the people of India as widely and as quickly as we can. So, for the very first time this Network has chosen to grow inorganically.

“Anand and Vijay Sankeshwar of the iconic VRL Group are people who we deeply respect and admire. We share the same core values of Nationalism and Integrity. It is a privilege for us to welcome this valued channel they created with so much love in the Republic Media Network. I have great respect for the Sankeshwar family and, for me, this is not just a business acquisition by the Republic Media Network but also a culmination of a great friendship with Anand Sankeshwar and respect for his father Vijay Sankeshwar Sir.”

Anand Sankeshwar, MD, VRL Media Pvt Ltd, said, “Arnab is a visionary and he’s taking the Republic Media Network in the right direction. I am confident and 100% sure he will take our channel in the right direction. Arnab started the Republic journey in 2017. And in a short span of 6 years, has grown the network to an unassailable height. As Dighvijay 24×7 News channel becomes Republic Kannada, I am happy to hand it over to him and the Republic Media Network.” Republic Kannada will join the quickly- filling bouquet of broadcast news channels of the Republic Media Network — all of which have recorded stellar and historic viewership, the company said.

Viacom18 bags TV, digital rights for India cricket to up dominance

Viacom 18 on August 31 created a near monopoly in the Indian cricket broadcasting sphere by bagging both TV and digital rights of the national team's home series for the next five years with a cumulative bid of approximately Rs 6,000 crore, beating Star India and Sony in a three-way battle.

However, at this point of time it's not clear whether Viacom18 will continue to offer Indian cricket's home matches free on JioCinema, a la IPL 2023, depending on ad revenue to shore up the bottomline. Or, with a near-dominance with content in a cricket-crazy nation like India, JioCinema would change track to go completely subscription-based.

At the moment, some premium English language shows on JioCinema are behind a paywall, while most other content, including films and exclusive web shows, are free to stream.



Coming back to the issue of Indian cricket, country's cricket governing body BCCI had invited separate e-bids for both linear (TV) and digital for best price discovery.

The Indian cricket board BCCI had issued a tender for media rights to the international and domestic matches for September 2023-March 2028 to be played in the country. It said in a statement on August 31 "Viacom 18 Media Private Limited had acquired the Media Rights...for a cumulative figure of INR 5,963 crore."

"Viacom 18 paid Rs 3101 crore (approximately) for digital and Rs 2862 crore for linear (TV). As had been the trend, digital has fetched more. With IPL digital rights being bought by Viacom for Rs 26,000 crore plus, they now have almost all the high profile cricket properties save IPL linear (TV) and ICC events," a broadcasting industry source, tracking developments closely, told PTI on conditions of anonymity.

The rights, according to a PTI report, will come into effect with India's three-match home series against Australia beginning September 22 and end on March 31, 2028.

"Congratulations @viacom18 for winning the @BCCI Media Rights for both linear and digital for the next 5 years. India Cricket will continue to grow in both spaces as after @IPL and @wplt20, we extend the partnership @BCCI Media Rights as well," BCCI secretary Jay Shah said on X, formerly twitter.

He went on to add: "Also a big thank you to @starindia @DisneyPlusHS for your support over the years. You played a key role in making India Cricket reach its fans across the globe."

India will be playing 88 international games across three formats, including 25 Tests, 27 ODIs and 36 T20Is with per match value of the deal standing around Rs 67.76 crore. This is nearly Rs 7.76 crore more than last cycle's Rs 60 crore per match value.

However, the PTI report pointed out that the BCCI is getting Rs 175 crore less than Rs 6138 crore it received during last cycle, which had more games, specifically 102. If one looks at the prevailing market sentiments , it is not a bad price to fetch as the per match valuation has increased.

One needs to factor in that only marquee Test matches and series versus England and Australia will fetch a decent advertisement revenue. For matches against other nations, it is only the T20 that's the cash cow.

India will play Australia in 21 games and will be pitted against England in 18 matches across three formats during the next five years, the PTI report said.

Commenting on the media rights acquisition by Viacom18, Karan Taurani of Elara Capital opined, "Acquisition of BCCI bilateral rights will also enable Jio cinema to become even bigger in the Indian OTT ecosystem; the platform has an AVOD market share of 22-24 percent already in CY23. After factoring IPL revenue and other content, revenues can scale up further due to these bilateral rights.

"This in turn will intensify competition in the OTT segment and work negatively for other broadcast-based OTT players like Sony, Zee, Disney+Hotstar. It will also continue to negatively impact SVOD revenue growth for Indian OTT, as Jio Cinema may continue to offer content free."

Akshay Oberoi to star in romantic drama 'Tu Chahiye'

Akshay Oberoi on Sept.04 announced his next film, a romantic drama titled 'Tu Chahiye'.



The 38-year-old actor, who is well-known for roles in movies like 'Pizza', 'Gurgaon', 'Thar', and the web series 'Illegal', expressed his excitement about playing a romantic lead who is not a classic.

In the movie, he is paired opposite television actor Ashnoor Kaur. 'Shoorveer' fame Aadil Khan is also part of the project, PTI reported.

"I'm excited to do an out-to-out romantic love story. It's refreshing to see a love story being made during a time when such few films are being made. It's also been a while since I've made one myself. I am really enjoying the character written for me.

"It's deeply layered, challenging and has a variety of shades with a very unique character arch. He is not your quintessential romantic hero and that's what makes it challenging, yet exciting," Oberoi said in a statement.

Backed by Ratna Sinha and Akul Tripathi, 'Tu Chahiye' is slated to commence production soon in Raipur.

KRAFTON India to launch new games by end '23

KRAFTON India, a gaming company, announced on August 31 that it will release new games by the end of 2023. Road to Valor: Empire, New State Mobile, and Battlegrounds Mobile India (BGMI) are some of the company's other games.

With over 15 crore downloads, BGMI remains KRAFTON India's most successful gaming title. "We have a few games in the works for publication. We have not made a final decision. I believe we could launch one or two games this year," said Sean Hyunil Sohn, CEO of KRAFTON India.



On the back of launching new games, KRAFTON India also announced its plan to invest approximately $150 million in the gaming and the deep tech space. The company has more than 10 portfolio companies having investments in companies including NODWIN gaming, Loco, Nautilus Mobile, LILA Games, Frnd, among others, IANS reported.

The company intends to invest in deep tech and AI space. "This is not a fixed allocation but we would like to invest one-third of the investment to our portfolio companies in subsequent rounds to support them to expedite their growth, the other one-third of the investment would go to new investment opportunities in gaming and adjacent areas and lastly, we would like to invest in spaces like deep tech and artificial intelligence (AI)," Sohn added.

As a part of the company's esports roadmap, Battlegrounds India Mobile Series (BGIS) recorded more than 6.4 lakh participants.

The competition is being broadcasted on JioCinema recording approximately 33 million views for 'The Grind'. The company has announced a LAN final in Mumbai. The future plans include a Road to Valor: Empire open championship with a prize pool of Rs 10 lakh. The company will also organise a India and South Korea friendly BGMI match sometime around the end of the year.

Rajini's 'Jailer' to debut on Prime Video Sept.7

Prime Video had set September 7 as the digital premiere date of superstar Rajinikanth's latest movie 'Jailer'.

Produced by Sun Pictures and directed by Nelson Dilipkumar, 'Jailer' stars Rajinikanth in the lead role. Ramya Krishnan, Yogi Babu, Vinayakan, Tamannaah Bhatia and Master Ritvik round out the cast.

The film also features special cameos from Malayalam superstar Mohanlal, Kannada superstar Shiva Rajkumar, and Bollywood star Jackie Shroff, PTI has reported.



The story centres on a retired jailer Tiger Muthuvel Pandiyan (Rajinikanth), who goes on a manhunt to find his son's killers. As he navigates the shadows of his son's world, Muthuvel's determination is put to the test, leading him through a complex and familiar path, the official synopsis reads.

"'Jailer' is extremely special to me; I had Rajinikanth sir to elevate the story with his signature acting style, and had superstars from the Indian film industry – Mohanlal sir, Shiva Rajkumar sir, and Jackie Shroff sir – to add their magical touch to this mass entertainer. We are excited for audiences across the globe to now enjoy this action drama, anytime and anywhere, from their homes," director Nelson said in a statement.

'Jailer' released in theatres on August 10. Following its digital debut, Prime members in India and over 240 countries and territories worldwide.

C. Sembian Sivakumar, COO, Sun Pictures, said they are excited to show the film to the global audience.

Prime Video unveils the trailer of 'Bambai Meri Jaan'

On Sept.04 Prime Video, India's most popular entertainment website, released the trailer for its upcoming Amazon Original fiction crime thriller series 'Bambai Meri Jaan'.



'Bambai Meri Jaan' is a film written by Rensil D'Silva and Shujaat Saudagar, directed by Shujaat Saudagar, and produced by Ritesh Sidhwani, Kassim Jagmagia, and Farhan Akhtar of Excel Media and Entertainment.

The film also stars Amyra Dastur, Kay Kay Menon, Avinash Tiwary, Kritika Kamra, and Nivedita Bhattacharya.

The 10-part Hindi Original series will debut on Prime Video on September 14 in India and in 240 other countries and territories.

It will be available in multiple Indian languages, including Tamil, Telugu, Malayalam, Kannada, and English, as well as foreign languages like French, German, Italian, Portuguese, Japanese, Polish, Latin Spanish, Castilian Spanish, Arabic and Turkish.

The series will also be available with subtitles in a number of foreign languages including Chinese, Czech, Danish, Dutch, Filipino, Finnish, Greek, Hebrew, Hungarian, Indonesian, Korean, Malay, Norwegian Bokm, Romanian, Russian, Swedish, Thai, Ukranian and Vietnamese.

Against this backdrop, the fictional series is a captivating saga of an honest cop who sees his son choose the path of crime to overcome a life of poverty and struggle. The trailer gives the viewers a glimpse of the pain a father undergoes as he sees his family being torn apart by lost ethos, greed, and corruption.

On 'Aap Ki Adalat', MP CM denies BJP's poll agenda focus on Hindutva

Madhya Pradesh Chief Minister Shivraj Singh Chouhan engaged in a thought-provoking conversation on the popular show 'Aap Ki Adalat' with India TV Chairperson and Editor-in-Chief Rajat Sharma.

During the episode set to air this weekend, Chouhan took a swipe at the Congress party for what he sees as their newfound embrace of Hindutva in the run-up to elections.

Chouhan emphasized that Hindutva has never been the BJP's election agenda but is instead a matter of their faith and belief. He pointed out that it was the Congress party that previously labeled Hindutva as communal and caused an uproar at its mention. Chouhan accused the Congress of trying to become "election Hindus" by adopting Hindutva as a political strategy, stating that this is not how religion should be practiced and that it appears to be mere showmanship.



In addition to discussing Hindutva, Chouhan addressed allegations of scams in the state, directing his criticism towards the Congress party, which he accused of having "destroyed Madhya Pradesh." He noted that the Enforcement Directorate (ED) is investigating various cases involving Congress, and they should answer for these allegations.

Highlighting the achievements of his government, Chouhan emphasized the significant progress made in Madhya Pradesh under BJP governance. He reiterated the government's commitment to state development and its contribution to overall economic growth.

Turning his attention to the newly-formed Opposition alliance INDIA, Chouhan asserted that there is no mutual fondness among the opposition parties, and their ideas and thoughts do not align.

Currently serving his fourth term as Chief Minister of Madhya Pradesh, Chouhan has had a long and influential political career. He previously held the position for three consecutive terms between 2005 and 2018 before returning in 2020 following the fall of the Kamal Nath-led UPA government due to the exit of former Congress leader Jyotiraditya Scindia and his close aides.

In 'Aap Ki Adalat,' a headline-making program with a legacy spanning over two decades, Chouhan delved into various sensitive topics, including the agenda for the Madhya Pradesh Assembly 2023 and the state's development strategy. The show has featured over 1000 personalities, including politicians, movie stars, athletes, and gurus, making it a staple of Indian television. 'Aap Ki Adalat' airs every Saturday at 10 PM on India TV, with repeat broadcasts on Sunday at 10 AM and 10 PM.

Network18 channels to stream free on DistroTV in India

Network18 and DistroTV, a leading independent, free, ad-supported streaming TV (FAST) platform, yesterday announced a partnership that will enable the latter's users in India to stream Network18's diverse portfolio of TV channels live and for free.

In its initial phase, the partnership has seen the launch of Network18's key channels such as CNN-News18, News18 India, CNBC TV18 and CNBC Awaaz on the platform. The collaboration is expected to be strengthened with additions of more Network18 channels from across its regional and digital portfolio in the near future, a joint media statement from the vtwo media companies stated.

Speaking on the new partnership, Pranav Bakshi, Head, Video Strategy & Partnerships, Network18, said, "We are excited to join forces with DistroTV. This partnership aligns with our goal of providing a best-in-class user experience for our viewers across the country. The launch of our diverse set of channels on



DistroTV is a testament to our commitment to innovation in the dynamic media landscape. We hope to reach maximum audiences on the platform."

"DistroTV is thrilled to partner with Network18, a media powerhouse that has revolutionized the Indian media landscape," said Navdeep Saini, co-founder & CEO, DistroScale, parent company of DistroTV.

Vikas Khanchandani, CEO, DistroScale India, SEA and MENA, added, "Our collaboration with Network18 aligns perfectly with our mission to cater to the diverse language preferences of our audiences in India. Network18 has been at the cutting edge of News and is amongst the largest news networks offering content across languages and markets."

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Creative hunger loss made him stay off TV, says Mohit Raina

He became a household name with 'Devon Ke Dev – Mahadev' but actor Mohit Raina says he took a break from television as he felt his creative hunger was getting lost there.

The actor, who is known for his performance across the three mediums of TV, films and OTT such as 'Devon Ke Dev – Mahadev', '21 Sarfarosh – Saragarhi 1897', 'Uri: The Surgical Strike', "Shiddat', 'Kaafir', 'Bhaukaal, and 'Mumbai Diaries 26/11', said the goal now is to find work that excites him, according to a PTI report from Mumbai.



"When I took a break from TV, I realized that there is a long format where the creative hunger was getting a little lost. I was financially safe. So, I decided to go to OTT so that I could satisfy my creative hunger, which wasn't getting satisfied on TV.

"When I started doing OTT, my creative hunger and need was taken care of, so there was no need for me to do something else, or films just for the sake of it or just to be part of bigger films," Raina told PTI in an interview.

The actor, who started off as a model, said his goals changed with time.

"When I started in the industry, the mission was to meet the monthly financial expenses that I achieved with modelling. I'm not a trained actor, so then the mission was learning as much as I can when I was working...I do work that excites me. That's the mission," the actor said.

Raina, whose Disney+ Hotstar series 'The Freelancer' will see him as an Indian mercenary on a rescue mission in war-torn Syria, said he is drawn to tales that feature unsung heroes.

Citing the example of his 2018 blockbuster 'Uri: The Surgical Strike', Raina said he accepted the offer to play a small part in the Vicky Kaushal-headlined movie because he wanted to portray the role of an army officer.

He also added that doing 'Uri' wasn't a "great career choice" but he did it because of emotional reasons.

"I come from Kashmir, so I never had the superhero image in my mind that there's Superman or Batman as a hero. As soon as I opened my eyes, I saw these people wearing uniforms outside my house, so for me they are the superheroes," he said.

"I'll do any role for the uniform," he said, adding, "There are so many stories of these officers, and jawans, thanks to the digital revolution these stories are coming out. Otherwise, there were limited stories that were coming out on the big screen. We owe them a lot because they are the ones taking care of the borders and keeping us safe."

In action-thriller series 'The Freelancer', Raina plays Avinash Kamath, an assistant sub-inspector in Mumbai police. The show is created and showrun by filmmaker Neeraj Pandey and directed by Bhav Dhulia.

AVIA, Indonesian body sign pact to fight online piracy

The Asia Video Industry Association (AVIA) and the Video Streaming Association of Indonesia (AVISI) on August 30 signed a Memorandum of Understanding (MOU) in Jakarta.

The signing, held at the Coalition Against Piracy (CAP)'s State of Piracy Summit, sees AVIA and AVISI come together to both fight online piracy in Indonesia and promote awareness of the efforts to do so.

The MOU, according to an AVIA press release, represents a significant step forward for both the organisations in combining their resources to combat online piracy in Indonesia and protect Indonesia's creative and media industries.



Representatives from Indonesia's Ministry of Communication and Information Technology (Kominfo) were also in attendance at the signing of the MOU, which followed a panel at the State of Piracy Summit hosted by AVIA and attended by representatives from Kominfo and AVISI.

The signing of the MOU comes at a time when CAP's most recent annual consumer surveys show that 54 percent of consumers in Indonesia access pirate services in 2023, the fourth highest incidence of piracy in the region.

There is, however, growing awareness of the downsides of piracy with 94% of Indonesian consumers believing that online piracy has negative consequences, the highest percentage in the region, with damage to the creative industry being the biggest perceived negative impact.

Ajeng Parameswari, General Secretary of AVISI, while emphasizing the core mission behind AVISI's inception, said: "AVISI was established to cultivate a thriving ecosystem for the digital-creative industry, one that harmonizes seamlessly with the video streaming business model. Yet, the primary challenge we confront today is the pervasive threat of piracy."

"We are delighted to join with AVISI to continue the fight against online video piracy," said Louis Boswell, CEO, AVIA.

Boswell also noted, "Piracy is the single biggest problem the video industry faces and to solve the problem there has to be a multi-pronged approach. With the creation of AVISI, I believe we will have greater success and engagement with the industry in Indonesia to continue working towards solutions."

AVIA is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the common interests of its members.

Guest Column: How feasible is D2M broadcast for India?

By Rajiv Khattar

The linear channels broadcast in India are watched on TV via cable and DTH and, with the growth of internet access, on mobile devices. Efforts are now on to see if the TV channels can be delivered directly to the mobile handsets without the use of the cellular networks through a mechanism that's popularly known as direct to mobile broadcast or D2M.

However embracing a new tech just for the sake of adopting something seemingly new can have its own pitfalls. D2M service is one such technology. First question that comes to mind is: why is this being explored when DTH, cable TV services and OTT applications are already delivering content to the viewers?

The need, one guesses, was prompted by the market that has one billion smartphones and is growing fast. The logic being given is that it will take the load off the cellular networks. Now, this explanation seems debatable as there will still be a universe of nearly one billion devices, which cannot be ignored.



The terrestrial broadcast as we know with an antenna on the rooftop was the mainstay for Doordarshan and it used radio spectrum in the range of 400 Mhz to 700 Mhz . The spectrum in the range of 700 Mhz has been already allocated to the IMT services and now there are discussions to explore allocating spectrum to IMT. I will come to the importance of this in subsequent paragraphs.

DD has been doing some trial with IIT Kanpur and a chipmaker whose interest is to get the chip in mobile handsets for the D2M technology, known as ATSC 3.0, to run successfully.

D2M is being pushed as if it will end the distribution woes for DD and consumers will be able to watch the terrestrial services on their mobile handsets. DD has not yet built a business case on the technology, which is used in limited markets in countries such as the US, South Korea, Mexico and a few African nations. Even in these markets the technology has not been a roaring success or deployed widely.

Few issues that DD needs to answer, if it is seriously considering D2M route, are the following:

How will the services be received? At present there are no smartphones with ATSC 3.0 capabilities embedded in them. So, proliferation of the new smartphones will take years to reach a critical threshold.

What is the cost of building the network for ATSC 3.0 transmissions? DD has already shut its analogue services as there were hardly any takers for them and moved on to digital mode of delivery.

The proposed frequency band of 526-582 Mhz is being looked at by the IMT also. So, will DD be able to survive that pressure?

Last, but not the least important, question is: what will be the impact of the technology on the battery life of the mobile handsets as the D2M service too will consume power — and quite a sizable amount.

It is important to note that this is not the first time that DD is dabbling with such experiments at a significant cost. Earlier efforts on the DVB H technology failed miserably. Considerable efforts and costs went in to DVB T2 networks, which also were shelved. Now, this less tried route of D2M via ATSC may be a source of another drain on DD's already stretched finances.

The TV industry is growing admittedly in India, but the telecom sector is growing faster. Broadcasters need to get certain things clear and that should not be to continue restrict themselves to try reach the consumer directly where the consumer will have to buy a new device. The effort should be to ride on the already available highway and the end device already widely available (smartphone).



The need is that DD should look at alternative routes and technologies before jumping onto the D2M bandwagon and indirectly trying to force the government's hand in mandating a policy that may not be good as it has limited ecosystem and business economics.

ATSC was never meant for mobile technology. And, to make ATSC3.0 suitable for the D2M application, the changes that'd be required in the mobile phones and networks would take years to build. In sharp contrast, for example, alternative standards like 3GPP have considered terrestrial broadcast services as part of its applications.

On the consumer-premises equipment, though D2M is being proposed as a technology for the mobile reception, in markets like the US it is being used for terrestrial broadcast more than for mobile reception.

Instead of rushing into a new technology without properly studying the outcomes could spell trouble later. It would be advisable if MIB, DD, regulator TRAI and government tech body TEC do a deep dive into D2M and look at the overall long term impact of the technology being selected as it has the potential of upsetting the business applecart as also make the consumers unhappy.

Apple's iOS 17 to arrive for iPhones on Sept.18

On September 18, Apple iOS 17 will be officially released as a free software update for the newly launched iPhone 15 series, including older models. iOS 17 will include new features in Apple's first-party apps such as the Phone app, Messages, FaceTime, and others, as well as new functionality such as Live Voicemail and FaceTime audio and video messages.



iOS 17 is available on the iPhone 15 Pro and iPhone 15 Pro Max, making the iPhone even more personal and intuitive with new features.

The Phone app receives significant updates, including Contact Posters, which allow users to customize how they appear to their contacts, and Live Voicemail, which uses the power of A17 Pro to display real-time on-device transcription as a voicemail is left. Users can even answer the phone while the caller is leaving a message, IANS reported.

Messages get a new sticker experience, more powerful search, transcription of audio messages, and Check-In, which allows users to automatically notify friends and family when they have made it to their destination safely, according to Apple.

NameDrop gives users a new way to use AirDrop to easily share contact information by simply bringing two iPhone devices together. The same gesture can be used to AirDrop content and more, and now users can step away from each other and finish sending large files over the internet.

Of succession, JioAirFiber launch & Jio Platforms' global ambitions

Asia's richest person Mukesh Dhirubhai Ambani doesn't believe in doing things small. He only makes the announcements — and big ones at that — when the finished product or service or plan is ready to disrupt the status quo.

Even as he smoothed the way for his three kids to succeed him, wife Nita on the company's Board in a thought-out succession plan announced yesterday during the 46th annual general meeting (AGM) of Reliance Industries Ltd (RIL), he also made it clear during his speech that the dash to be the country's leading digital services player — and later, probably, the world — is far from over.

The announcements relating to JioAirFibre (the aim is to provide fixed-line type high-speed broadband to consumers), Jio Platforms and AI were just sneak-peaks of a path towards dominance.

According to a PTI report from New Delhi, which attempted to encapsulate the major takeaways from Ambani's speech, Reliance Jio will launch its 5G home broadband service JioAirFiber on September 19, while the RIL Chairman also outlined aggressive plans for AI terming it the "most exciting frontier of growth" for Jio.

Other major takeaways from the Reliance Industries' 46th AGM included announcement of Jio True5G Lab, where technology partners and enterprise customers can develop, test, and co-create multiple industry-specific solutions; and 'Jio True5G Developer Platform', a comprehensive platform combining 5G network, edge computing, and a spectrum of applications and services. The RIL top honcho, according to the PTI report, said that JioAirFiber, a fixed wireless broadband offering, uses pan-India 5G network and advanced wireless technologies to bypass the need for last-mile fibre. In other words, it's a 5G broadband service that doesn't need



wires.

While optical fibre can currently connect around 15,000 premises daily, JioAirFiber will supercharge the expansion with up to 150,000 connections per day, marking a 10-fold increase that expands the company's addressable market over the next three years to over 200 million high-paying homes and premises. "Today, I'm delighted to announce that JioAirFiber will launch on the auspicious occasion of Ganesh Chaturthi on 19th September, giving us another avenue for customer value and revenue growth in the untapped Indian home segment," Ambani said.

Meta mulls paid, ad-free FB, Insta services in EU

Meta Platforms is considering paid versions of Facebook and Instagram with no advertisements for users residing in the European Union (EU) as a response to scrutiny from regulators.



Those who pay for the subscriptions would not see ads while Meta would also continue to offer free versions of the apps with ads in the EU, the report said, citing three people with knowledge of the plans, Reuters said yesterday from the New York Times report.

The report added that the possible move may help Meta combat privacy concerns and other scrutiny from the EU as it would give users an alternative to the company's ad-based services, which rely on analyzing people's data.

News18 integrates new tech, tools to drive viewer engagement

News18, a leading Indian news network, had continued to lead the way in driving innovation within the news industry.

By integrating cutting-edge technologies such as metaverse, AI and robotics across its diverse range of campaigns, events, and promotions, the network has underscored the role of technology in shaping the landscape of viewer engagement and content delivery, setting new standards of excellence in the process.



News18 Madhya Pradesh/Chhattisgarh, for example, set a historic benchmark for the region by seamlessly live streaming its 'Rising Chhattisgarh' summit on metaverse, a press release from News 18 said.

Renowned for discussions around key developmental priorities and celebrating state achievements, the Summit saw a massive increase in its outreach by enabling virtual attendance through this initiative.

The campaign received an overwhelming response, with thousands of individuals joining the virtual stream within a matter of hours. This live-streamed campaign ultimately reached an impressive 8 million+ individuals, the media statement elaborated.

Moreover, the event also featured the region's first AI anchor Anjali, who unveiled the channel's umbrella branding for the upcoming state elections "2023 Ka Mahasangram", marking another first for the channel.

News18 Rajasthan also recently organized "AI Bhavishya Ka Dwar" conclave in Jaipur, wherein the channel offered the audience an opportunity to experience first-hand an interactive AI avatar.

The event also deployed robots to handle specific tasks during the events creating a buzz amongst the audiences. The network recently successfully executed a hugely successful Independence Day campaign wherein viewers were allowed to create a virtual avatar and unfurl the tri-colour at the ramparts of a model of the Red Fort that was created in the metaverse.

TRAI extends submission date for broadcast consultation

Telecom Regulatory Authority of India

TRAI

The Telecom Regulatory Authority of India (TRAI) had extended the submission date for a consukltation process on "Review of Regulatory Framework for Broadcasting and Cable services".

The consultation paper was floated by the regulator on August 8 and the last date of receiving comments from the stakeholders on the issues raised was September 5, while the counter-comments deadline was September 19.

"Keeping in view the requests received from the stakeholders for extension of time for submission of comments...it has been decided to extend the last date for submission of comments and counter-comments up to September 19 and October 3, 2023, respectively," the regulator yesterday said.

The industry stakeholders had cited a busy schedule for submissions to various government consultations, including those initiated by TRAI, while seeking an extension for this broadcast and cable services paper.

Salaar: Part 1 set for November release

A brief teaser of Prashanth Neel's much-anticipated directorial venture, 'Salaar: Part 1 – Ceasefire,' ignited immense excitement among fans and the masses.



The audience has been eagerly awaiting its release, while the filmmakers, led by the acclaimed action director Prashanth Neel, are determined to deliver a top-notch mega-action spectacle.

Director Prashanth Neel is committed to ensuring that 'Salaar: Part 1 – Ceasefire' is a flawless cinematic experience. He is sparing no effort in post-production, meticulously refining every detail to perfection. Despite the fevered buzz surrounding the film, Prashanth Neel is in no rush to compromise on the final product. As a result, there is a high probability that the film will hit theaters in November.

The makers, Hombale Films, are set to announce the new release date soon, confirming that they are equally dedicated to delivering the best possible movie to the audience.

The excitement surrounding Prabhas starrer 'Salaar: Part 1 – Ceasefire' has reached a fever pitch, with fans eagerly anticipating what Prashanth Neel has in store for this epic cinematic venture.

This film marks the first collaboration between the visionary director of 'KGF,' Prashanth Neel, and the iconic 'Baahubali' star, Prabhas.

Meta news blocks in Canada fails to impact FB usage

Meta's decision to block news links in Canada this month had almost no impact on Canadians' usage of Facebook, data from independent tracking firms indicated on August 29, as the company faces scorching criticism from the Canadian government over the move.

Daily active users of Facebook and time spent on the app in Canada have stayed roughly unchanged since parent company Meta started blocking news there at the start of August, according to data shared by Similarweb, a digital analytics company that tracks traffic on websites and apps, at Reuters' request.

Another analytics firm, Data.ai, likewise told Reuters that its data was not showing any meaningful change to usage of the platform in Canada in August, a Reuters report from New York stated.

The estimates, while early, appear to support Meta's contention that news holds little value for the company as it remains locked in a tense standoff in Canada over a new law requiring internet giants to pay publishers for the news articles shared on their platforms. Meta declined to comment on the estimates.

The Online News Act, passed by the Canadian parliament in June, forces platforms like Meta and Google parent Alphabet to negotiate commercial deals with Canadian news publishers for use of their content.

Both Meta and Alphabet's Google have said the law is unworkable for their businesses. Meta, in particular, has said links to news items make up less than three percent of the content on its Facebook feeds and have no economic value to the company.

The world's biggest social media company has been trying to reduce the prevalence of news and other civic content on its platforms in recent years as it faces regulatory pressure in key markets around the world.

nstead, it aims to promote lighter subjects like fashion, entertainment and sports.



The shift has resulted in a dramatic reduction in news consumption via social media, according to recent reports by the Reuters Institute and Pew Research Center, the Reuters report added.

Even before Meta pulled the plug on news links in Canada, Facebook referrals to a sampling of popular news sites in Canada were already down about 35 percent year-over-year in July and about 74 percent since 2020, according to Similarweb.

YuppTV buys Asia Cup digital rights from Disney Star; to telecast in 70+ nations

YuppTV, a South Asian over-the-top (OTT) content provider, had said it has secured the broadcasting rights from Disney Star, the global rights holder, for the highly anticipated 16th edition of the Asia Cup 2023.

To make it clear, YuppTV will stream the Asia Cup cricket in 70+ countries, but not in the South Asian region, including India.

According to a press release from YuppTV on August 29, the rights it secured are for regions such as Continental Europe, Australia, Malaysia and Southeast Asia (except Singapore).

The Asia Cup 2023 will be played in the one-day international (50-over) format between August 30 and September 17.

For the first time, the Asia Cup will be hosted by more than one country with the matches being held across Sri Lanka and Pakistan. The tournament features six nations including India, Pakistan, Sri Lanka, Bangladesh, Afghanistan and Nepal, with a total of 13 matches to be played across Multan, Lahore, Pallekele and Colombo.

Commenting on securing the digital telecast rights for the Asia Cup 2023, Uday Reddy, Founder &CEO, YuppTV, said in a statement, "We are thrilled and delighted to announce that YuppTV is all set to bring the digital telecast of the 16th edition of the Asia Cup to viewers across the globe, this year.

"Poised to be an action-packed spectacle, the Asia Cup 2023 is one of the biggest sporting events of the year, and billions of supporters and fans will gear up as the titans of the world of cricketing vie for supremacy and go head-to-head to become the ultimate champions of Asia."



Harry Griffith, Head of Acquisitions & Syndication, Sports, Disney Star, commented, "We are delighted to continue our long-term association with YuppTV, we are committed to delivering the widest possible reach for Asia Cup 2023. Fans from over 70 countries can now follow all the action on YuppTV."

Organised by the Asian Cricket Council (ACC), this year's Asia Cup will feature 13 matches with the final taking place in Colombo on September 17, 2023. The much-awaited and most anticipated match between India and Pakistan, one of the greatest cricketing rivalries, is set to take place on September 2.

YuppTV is one of the world's largest internet-based TV and on-demand service providers for South Asian content, offering more than 250+ TV channels, 5000+ movies and 100+ TV shows in 14 languages.

Salman Khan thanks fans for 35 years in Bollywood

Thirty-five years flew by like thirty-five days, said Salman Khan as the superstar celebrated the milestone in his Bollywood career and thanked the audience for their love.

The 57-year-old actor started his journey in movies with 1988's 'Biwi Ho To Aisi', which turned 35 on August 22, 2023. He made his debut as a lead in 'Maine Pyar Kiya', which released on December 29, 1989, a PTI report from Mumbai stated on August 27.



On August 26, Salman shared a video montage comprising clips from his films, including 'Maine Pyar Kiya', 'Hum Aapke Hain Koun..!', 'Hum Dil De Chuke Sanam', 'Dabangg', 'Sultan', 'Ek Tha Tiger', Wanted' and his last theatrical release 'Kisi Ka Bhai Kisi Ki Jaan'.

"Thirty-five years went by like 35 days. Thank u for your love" the actor captioned the post on X, formerly Twitter.

Salman Khan Films, the production house founded by Salman in 2014, also marked the 35 years of the star's Bollywood journey.

"Thirty-five years of Salman Khan's romance with cinema, a journey filled with action and a legacy that will go on. @BeingSalmanKhan #35YearsOfSalmanKhanReign," the banner wrote.

The actor, son of prolific screenwriter Salim Khan and producer Salma Khan, was launched into films by director Sooraj Barjatya with 'Maine Pyar Kiya', a film that established Salman as the quintessential lover boy, Prem.

He went on to star in musical romance dramas such as 'Saajan, 'Hum Aapke Hain Koun..!', 'Khamoshi: The Musical', 'Pyaar Kiya To Darna Kya', and 'Jab Pyaar Kisise Hota Hai'.

Salman also showed off his comic timing in movies such as 'No Entry', 'Mujhse Shaadi Karogi', as well as tried his hand at roles outside his comfort zone with 'Phir Milenge', 'Bajrangi Bhaijaan', 'Tubelight', and 'Bharat'. He shifted gears with 'Wanted', an out-and-out action drama, and went on to star in high-octane stunt spectacles 'Kick' as well as franchises like 'Ek Tha Tiger'.

The actor will next be seen in the third part of the 'Tiger' franchise.

Advertising watchdog unveils ASCI Academy

The Advertising Standards Council of India (ASCI) on August 28 announced the ASCI Academy, a flagship programme to build the capacity of all stakeholders in creating responsible and progressive advertising, in collaboration with other related stakeholders.

ASCI Academy aims to raise standards of advertising content through training, education, outreach, and research on the preventive aspects of advertising self-regulation.

Be it advertisers, agencies, industry bodies, educational institutions, consumer bodies, government and research and insight organisations, all are joining hands to create a more responsible future, the ASCI website on the academy said.

According to a media statement put out by ASCI, "In today's digital landscape, characterized by brief campaign durations and a surge in number of advertisers, the ASCI Academy is positioned to empower current and future industry professionals including influencers and students with a foundational understanding of advertising regulations, ensuring ethical practices from the outset."

The ASCI Academy had 50+ founding partners and supporters that include companies like Cipla Health Limited, Coca-Cola India Private Limited, Colgate-Palmolive (India) Limited, Diageo India, Hindustan Unilever Limited, Mondelez India Foods Private Limited, Nestlé India Limited, PepsiCo India Holdings Pvt Ltd., P&G, civil society and consumer organisations like Mumbai Grahak Panchayat, Consumer Voice, CUTS and CMS, apart from industry bodies like AAAI, ISA IAA and ISWAI.

ASCI Chairman NS Rajan in a statement said: "While ASCI has always had a strong corrective mechanism, we also wanted to harmonise the dynamic interplay between creativity and responsibility and address the broader consequences of advertising on society at large. The ASCI Academy is a big step in this direction which will facilitate a preventive footprint and shape an advertising ecosystem to help the industry to get it right."

The Academy aims to create an advertising ecosystem that takes responsibility, as seriously as it does creativity The mission is to enable all stakeholders to have a better understanding of their rights, roles and responsibilities with regard to advertising and to support a constant engagement of stakeholders with the preventive and proactive aspects of self-regulation in advertising through training and research.



Manisha Kapoor, CEO and Secretary General, ASCI, said, "With short campaign durations, it is important that attention is directed at the point of creation of ads, not just after they are published. When the only ads to hit the market are responsible and compliant, it is a win-win for both consumers and industry.

"Over the next three years ASCI Academy aims to train 100,000 current and emerging professionals through self-learning

Mastercard-ICC in sponsorship pact for Men's WC 2023

The International Cricket Council (ICC) had announced an exciting association with Mastercard becoming a Global Partner for the ICC Men's Cricket World Cup 2023 to be held in India between October 5 and November 19, 2023.

Mastercard will continue its rich legacy of sports sponsorships to provide unique experiences to its cardholders and customers through exclusive benefits. With cricket being one of the most popular sports in India, South Asia and many other regions across the globe, the World Cup places fans at the centre of the action enabling them to experience the game like never before, ICC said in a media statement.

In addition to the exclusive 24-hour pre-sale window, Mastercard cardholders will be able to avail a number of benefits. These opportunities include the chance to meet cricket legends, get up close to the Men's Cricket World Cup trophy and experience unique access on match days.

Children of cardholders aged between 12-18 years will also have the chance to be a part of the flagbearer programme and there will be a wide range of offers for Mastercard cardholders on official ICC merchandise.

Mastercard's tie-up with the ICC highlights the brand's commitment to cricket and adds to the global technology company's prestigious international sports sponsorship portfolio which includes associations with the likes of UEFA Champions League and the PGA Tour.

ICC Chief Executive Geoff Allardice said: "We are delighted to announce Mastercard as a global partner for the ICC Men's Cricket World Cup 2023, the pinnacle event of the one-day game. Mastercard brings its rich experience of sports partnerships to the table, and the ICC is looking forward to collaborating with a renowned global brand to bring many benefits to cricket lovers around the world."

Mastercard Chief Marketing and Communications Officer Raja Rajamannar said: "Cricket is a huge passion for millions of people across the globe, particularly in India and South Asia. We are excited to partner with the ICC for the 2023 ICC Men's Cricket World Cup, allowing us to bring fans closer to their passion for the sport. We're dedicated to connecting our customers, cardholders and all cricket enthusiasts to priceless possibilities throughout the tournament."



The ICC is the global governing body for cricket. Representing 108 members, the ICC governs and administrates the game and is responsible for the staging of major international tournaments including the ICC World Test Championship Final, ICC Men's and Women's Cricket World Cups, T20 World Cups as well as all associated qualifying events.

Govt. extends submission date for 1st edition of IFFI OTT awards

The Information and Broadcasting Ministry on August 25 extended the last date of submission of entries of the inaugural edition of the Best Web Series (OTT) Award from August 25 to 6pm on September 4 for online submissions, while the hardcopy of the series can be submitted by September 12.

In the event that September 12 is declared a holiday, the next working day will be considered as the final date for receipt of the applications, MIB said in an official statement.

The decision to extend the date of submission was taken to ensure that a maximum number of web series can participate for the award that intends to recognise the creative prowess of the OTT platform, which has grown manifold in the last two years.

An eminent jury, consisting of personalities from the entertainment industry, will choose the Best Web Series and the winner will be awarded Rs 10 lakh as cash prize, along with certificates at the 54th International Film Festival of India.

To be eligible for the award, the web series has to be created/shot in any Indian language and has to be an original piece of work either commissioned or produced. Further, the series should have been co-produced, licensed, or acquired with the purpose of releasing ONLY on an OTT platform.

Also, to be eligible for the award, all episodes of the entry (web series/season), should have been released on an OTT platform between January 1 and December 31, 2022, the statement added.

MIB, again, warns media against promoting betting ads

The Ministry of Information and Broadcasting on August 25 warned media entities to desist from promoting betting advertisements in any form as it posed socio-economic risks with the possible involvement of money laundering.

The government missive was aimed at all media industry stakeholders, including online advertisement intermediaries and social media platforms.



The media, according to an official statement put out yesterday, was advised to "immediately refrain from showing advertisements/promotional content on betting/gambling in any form".

It added that "failure to adhere to this advisory may invite appropriate action" from the federal government under various regulations.

Citing a recent Central or federal Government action against a network of agents, which had collected substantial money from users of gambling apps and subsequently funnelling the funds out of India, MIB reiterated that advertisements of gambling/betting platforms pose significant financial and socio-economic risks for consumers, especially youth and children.

It further added that this mechanism has linkages to money laundering networks, thereby threatening the financial security of the country.

The Ministry stated in the advisory that along with these illegalities, it is also highly likely that black money is used to pay for such advertisements.

The Ministry noted that certain media entities, including advertisement intermediaries and social media platforms, have been allowing direct and indirect advertisements of betting and gambling platforms during major sporting events, including cricket tournaments — a practice that could have negative impact on the country.

It has also been observed that promotion of such betting and gambling platforms spiked during major sporting events, especially cricket, and one such important international event is beginning in a few days from now, the MIB stated, making it clear that stakeholders now should keep away from such ad campaigns.

The statement clarified that the MIB has issued advisories to warn media platforms against publicizing betting/gambling platforms earlier also. The online advertisement intermediaries were advised not to target such advertisements towards the Indian audience through several advisories in 2022 and 2023.

Sushant Singh set to host new season of 'Savdhaan India'

A new season of 'Savdhaan India' with the theme 'Criminal Decoded' will premiere on Star Bharat with actor Sushant Singh as the host. The show, known for its gripping true-crime stories, is making a comeback.



Sushant's exceptional storytelling abilities and authoritative presence have been instrumental in making the show not only educational but also empowering, assisting viewers in remaining informed and secure, IANS reported from New Delhi.

Talking about the upcoming season, starting September 26, Sushant shared: "The crime stories we see in the media can send shivers down your spine. What were once isolated incidents have unfortunately become frequent occurrences in our society. It's crucial to curb these trends and increase awareness. I'm excited to be a part of the upcoming season of 'Savdhaan India: Criminal Decoded.'" "I continue to receive messages from people who highlight the valuable lessons they've learned from our show. This season, our goal is to take a deeper dive into criminal activities, exploring a fresh perspective and delving into the psychology of wrongdoers. Through this show, I'm once again dedicated to protecting individuals from criminal acts," he added.

Since its debut on Star Bharat in 2012, 'Savdhaan India' has served as both an entertainment and an educational platform, shedding light on the dark world of crime and its consequences.

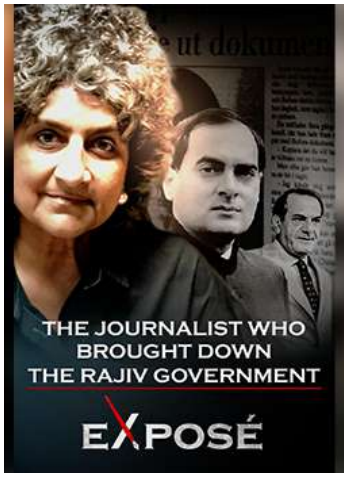
The show's compelling narratives, based on true incidents, have enthralled audiences across India and beyond after seven seasons and 3,162 episodes. The upcoming season will delve even deeper into the world of criminal investigations, providing viewers with insights into the criminal mind and assisting them in becoming more aware and informed.

Up close with scribe who brought down the Rajiv govt.

The pen is mightier than the sword, they say. Journalist Chitra Subramaniam, whose investigation into the $1.3 billion Bofors arms deal brought down the Congress government in 1989, lives by this credo.

A new show by News9 Plus, 'Exposé', features Subramaniam at her candid best as she recounts what went on behind the scenes of her decade-long probe into the scandal and reveals exclusive details, according to a press release from TV9 Network.

One of the most high-profile investigative journalists in the country, she exposed how the Rajiv Gandhi-led government allegedly received kickbacks for the supply of Swedish Howitzers to the Indian Army.



It all began when the 29-year-old Subramaniam came across a news item on Swedish radio about the armaments company Bofors bribing top Indian officials. The scandal broke in 1987 based on the testimony of a former Bofors employee who turned whistleblower.

"An accountant in Bofors saw these payments in secret Swiss bank accounts where it said, 'Do not tell the name of the recipient'. And the accountant said if the money is paid legally, why do we have to hide the name of the recipient?" recalled Subramaniam.

'Exposé' is yet another example of News9 Plus' dedication to serving clutter-cutting content, rich in perspective and in-depth analysis. Produced by the News9 Plus team of seasoned journalists, the show follows Subramaniam's investigation process.

She narrated on the show how, through meticulous research and a lot of hard work winning the trust of her sources, she got her hands on documents that formed the foundation of the exposé: payment instructions to banks, secret contracts, minutes of meetings, and the diary of Bofors chief Martin Ardbo.

As she followed the money trail and dug deeper to discover a web of corruption, with the then-PM Gandhi at the centre, all hell broke loose in India. "Is it possible for a prime minister of a country to tell so many lies?" asks Subramaniam in the News9 Plus story.

Subramaniam, now 65, also spoke to News9 Plus about the role of the Hindujas and alleged middleman Ottavio Quattrocchi in the scandal. Quattrocchi was believed to be close to the Gandhi family and acted as an agent for the deal. "The day I wrote the piece in the Indian Express, Ottavio Quattrocchi fled India that night. How do you flee when the police, CBI, and everybody else is trying to catch you?" she questions.

Despite receiving death threats against herself and her children, she continued to work on the Bofors deal scam for about a decade, piecing together the information to present the whole truth to the public. Slashed car tyres and smashed windows could not deter her.

It was her love for the country and love for her work that kept her going. "I could not stop even after Rajiv Gandhi's government fell. He had destroyed every institution, the judiciary, the parliament, the executive, even the Army," she told News9 Plus.

Karan Johar, Nakkul Mehta, Vicky Kaushal unite for the masculinity series 'Be a Man, Yaar'



Yuvaa, a pioneering youth media, research, and impact organization in India, has unveiled an unprecedented trailer for its upcoming series 'Be A Man, Yaar.'

Hosted by Nikhil Taneja, the first-of-its-kind chat show aims to engage in unfiltered, candid conversations about 'modern day masculinity.' Set to launch on September 4, 2023, exclusively on Yuvaa's YouTube channel (YouTube.com/weareyuvaa), the series is all set to challenge toxic masculinity and redefine the concept through open discussions.

Supported by Rohini Nilekani Philanthropies and with Amazon Music India as the audio partner, the series has garnered considerable anticipation. Longer episodes of the show are set to be exclusively streamed on Amazon Music India from the launch date.

The star-studded trailer features notable personalities from the Indian media and entertainment sphere including Karan Johar, Vicky Kaushal, Nakuul Mehta, Naseeruddin Shah, Zakir Khan, Naveen Kasturia, Amol Parashar, Vishnu Kaushal, Govind Kaushal, and Sushant Divgikr.

'Be A Man, Yaar' endeavors to create a haven for genuine self-expression while challenging stereotypes through entertaining episodes. Yuvaa's mission with this series is to ignite vital discussions about masculinity, manhood, mental health, and well-being. By doing so, they hope to empower boys and men to defy societal norms and expectations, the company said in a statement.

Nikhil Taneja, the Co-Founder and Chief of Yuvaa, shared his excitement for the show's launch, expressing his commitment to providing a platform for young men to express themselves freely and authentically. The show aims to inspire these individuals by highlighting the vulnerability of its esteemed guests and promoting a culture of 'positive masculinity.'

'Be A Man, Yaar' is characterized by engaging segments such as 'Shoutouts to men we love' and 'Reading compliments from men!',which foster open conversations about societal expectations from men.

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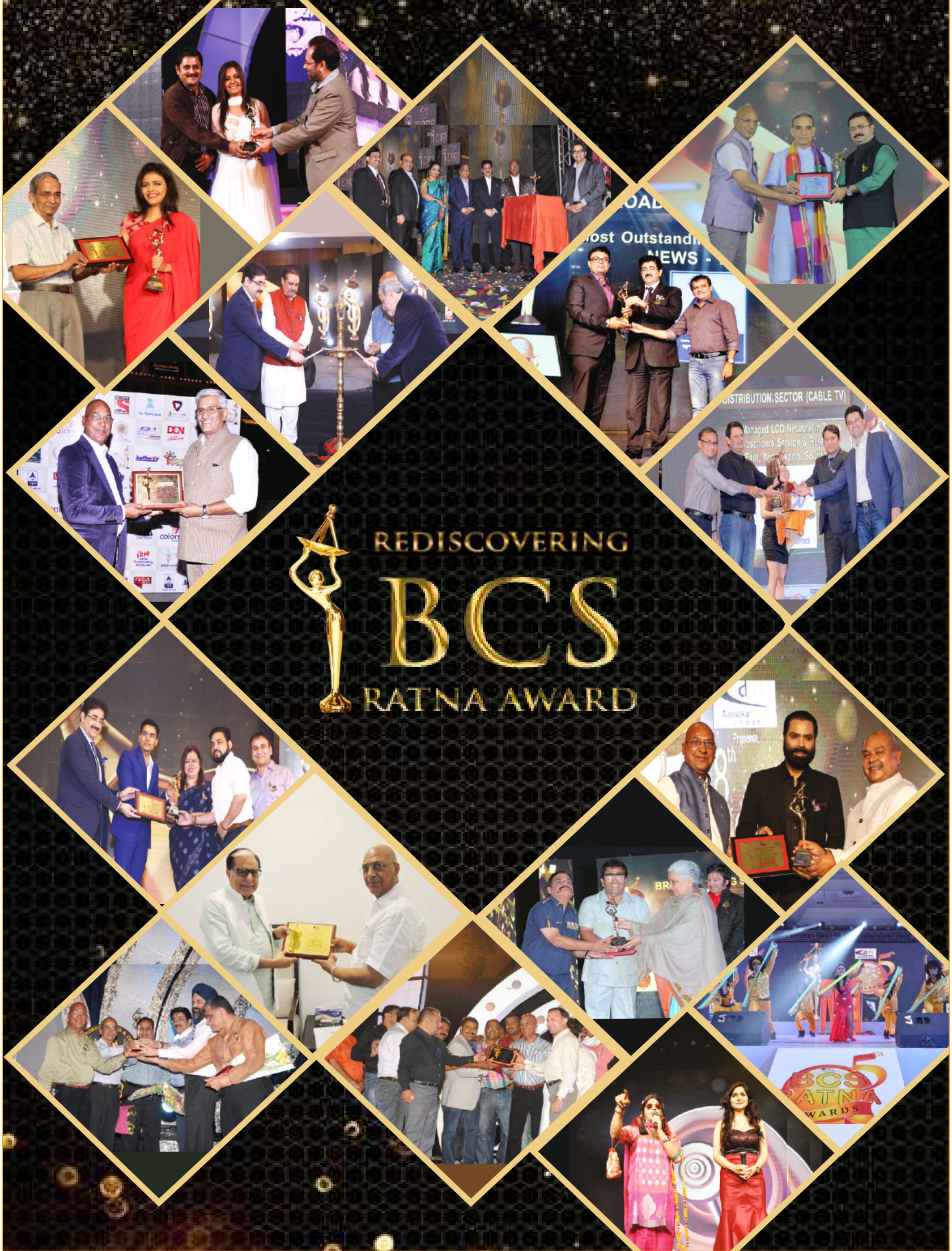
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Disney gambles on free cricket to turn the tables in streaming war

Walt Disney is attempting to revive the fortunes of its streaming business in India by offering free cricket on smartphones, betting that the strategy will boost advertising revenue and offset the impact of a subscriber exodus.

The India streaming operations, which were Disney's biggest last year globally by users, posted a loss of $41.5 million on revenue of $390 million for the year to March 2022, its last disclosed results.

With subscriber exits accelerating and slashing the user base by a third between October last year and July, the Burbank-headquartered entertainment giant's financial performance in the country is only expected to come under more pressure, Reuters reported.

Disney's woes are a cautionary tale about the Indian market where expectations about a swelling middle-class are often frustrated by deeply cost-conscious consumers.



The company acquired Indian streaming service Hotstar when it paid $71 billion for some 21st Century Fox global assets in 2019. With the streaming rights of the Indian Premier League (IPL), the world's richest cricket league, in the bag, Disney made cricket on Hotstar a paid service in 2020 and was confident about garnering up to 100 million users within years.

But Indian billionaire Mukesh Ambani snatched IPL rights away in a $2.9 billion bid last year, and then streamed games for free. Soon, Disney subscribers fled – out of 61 million users in October, roughly 21 million had left by July.

Disney internally recognises it misjudged Indians' willingness to pay – people signed up for Hotstar when it had IPL, but didn't stick around to buy more premium plans to watch other content, two Disney sources told Reuters.

"We were bullish on Indian subscribers' propensity to pay. That's not worked out," said one of the sources. "Free cricket is the only bullet left."

The company will stream live matches of the Asia Cup from Aug. 30 as well as the World Cup in October-November that users of 600 million smartphones in the cricket-mad nation can watch without paying anything.

The new strategy comes as Disney is also exploring options of finding a joint venture partner or even a sale of its India business.

Disney renewed its rights to show the International Cricket Council's tournaments in India from 2024 to 2027 by paying around $3 billion. It retains digital streaming rights but last year licensed the TV broadcast rights to Indian's Zee Entertainment for around $1.5 billion, a source said.

The company had assessed that going back to the free-cricket model on mobile phones and tablets is the strategic pivot needed to shore up revenues. It calls the move a new "hybrid model" to drive advertising revenues by raising smartphone viewers, while targeting new subscribers for the Hotstar TV app where cricket will remain under paid plans.

This strategy is about "how we build a model which will allow us to drive two revenue streams more meaningfully," Sajith Sivanandan, head of Disney+ Hotstar, said in an interview, adding Disney was confident its user base will grow in the years ahead.

Making cricket free on mobile will help "450 million-plus customers to tune in" over 48 days of the 50-over World Cup that is being hosted by India, compared to 300 million in the last World Cup in 2019, stated a "Festival of Cricket 2023" Disney presentation created for advertisers and seen by Reuters.

The company is eyeing a new record of 50 million concurrent viewership during the World Cup, double the 2019 number, the document added. That will also be 56% higher than what Ambani's JioCinema clocked during this year's IPL finals in May.

Sivanandan said the company would target advertisers with budgets as low as 200,000 rupees ($2,421). Another new initiative would be interactive ads connecting watchers to a brand's WhatsApp chat to enable purchases of the products.

The Disney document showed a new deal struck with Coca-Cola for boosting subscriptions. QR codes on an estimated 400 million Coke bottles will offer a Hotstar trial, with Disney hoping 80,000 people will then take paid plans.

There is no guarantee, though, that Disney's strategy pivot will succeed.

Daoud Jackson, a senior analyst specialising in streaming businesses at UK research firm Omdia, said free cricket was not a sure shot winner as companies pay billions of dollars to get streaming rights but commensurate advertising revenue takes many years to materialise.

While India's middle class is massive, the broad user base in the world's most populous country "narrows sharply" when it comes to paying users, VC firm Blume Ventures said in April.

In the United States, ad-free Disney+ streaming service subscription rates are set to rise by 27% to $13.99 per month. By contrast in India, Disney+ Hotstar service costs $3.62 a month.

The average revenue per user (ARPU) is very low in India at just $0.59, compared to Disney+ U.S. service's $7.31, according to Disney's latest quarterly earnings report.

TV9 launches digital English news brand News9 Mediaverse

TV9 Network, India's leading news network, had launched a digital-first English news brand, News9 Mediaverse.

The new brand integrates first news OTT service News9 Plus, News9 Live, India's sole 24/7 digital exclusive news stream and News9Live.com, the rapidly expanding English text platform.

This initiative, according to a TV9 Network press release, creates India's inaugural 'Mediaverse', a "ground breaking concept poised to set global benchmarks".

According to Barun Das, MD and CEO of TV9 Network, the dynamic evolution of technology and media demanded a reimagining of news delivery. News9 Mediaverse emerges as a response to these transformative forces, designed for the discerning 'genflix' audience, individuals who seek news and content on their terms, anytime and anywhere.

News9 Plus takes centerstage as a news OTT platform, while News9 Live complements this innovation by offering real-time English news in an unconventional format. Anchored by a flexible delivery approach, News9 Live abandons rigid programming, presenting news in dynamic segments that encourage free-flowing discussions, setting aside traditional news reading in favour of an engaging, informal setup, the statement elaborated.



Simultaneously, News9Live.com, the rapidly ascending English news website, aims to become the premier standalone digital platform in its category. By blending the strengths of News9 Plus and News9 Live, News9 Mediaverse bridges the gap between comprehensive news coverage and instantaneous updates. This integration caters to audiences seeking both in-depth analysis and up-to-the-minute developments.

'Rocketry', Allu Arjun, Alia, Kriti Sanon win India's top film honours

In the 69th National Film Awards for the year 2021 announced, feature film 'Rocketry: The Nambi Effect' and actors Allu Arjun ('Pushpa: The Rise part 1'), Alia Bhatt ('Gangubai') and Kriti Sanon ('Mimi') won top honours.

'Rocketry' won the best Feature Film Award, while Arjun, Bhatt and Sanon were awarded the best Actor and Actresses awards, respectively.

'Ek Tha Gaon' by Srishti Lakhera won best Non-feature Film Award, while 'The Kashmir Files' was awarded with the Nargis Dutt Award for Best Feature Film on National Integration.

Pankaj Tripathi was declared the Best Supporting Actor, while Pallavi Joshi won the Best Supporting Actress Awards.

According to a Ministry of Information & Broadcasting (MIB) statement, the Jury for the 69th National Film Awards announced the winners for the year 2021 on August 24.

Ahead of the announcement, the chairperson and other jury members called on the Minister for Information and Broadcasting Anurag Thakur and presented him with the selections for the awards.

The Minister said, "It was a very tough competition between all the films in every category. My congratulations and best wishes are with the winners. Today, India is the largest film maker in the world. We have the potential to become the content hub of the world. This is our time. Today our films are being recognised all over the world, be it BAFTA or the Oscars."

Oscar winner 'RRR' had bagged the National Film Award for Best Popular Film Providing Wholesome Entertainment. The full list of winners could be seen here: https://pib.gov.in/PressReleasePage.aspx?PRID=1951758 .

Meanwhile, according to a PTI report from Mumbai, filmmaker Sanjay Leela Bhansali said good cinema gets acknowledged and a pat on the back from a respectful jury always brings joy, after his lavishly-mounted period biopic 'Gangubai Kathiawadi' won five National Film Awards, including best actress honour for Bhatt.

Bhansali won two awards — for best screenplay writer (adapted) along with Utkarshini Vashishtha and best editing for the film.

The film's other awards were for best dialogue writer for Vashishtha and Prakash Kapadia and best make-up artist for Preetisheel Singh D'souza.

"I'm happy for everybody who has won, my film and other films, and everybody, who has won. Good cinema gets acknowledged and a pat on the back from the government, and nationally and from a respectful jury, it always brings you joy," Bhansali told PTI.

"As far as cinema is celebrated from all over India, it is a wonderful moment for all of us. I'm too happy," he added.

'Gangubai Kathiawadi', which had its world premiere at the 72nd Berlin International Film Festival, was adapted from a chapter in Hussain Zaidi's book 'Mafia Queens of Mumbai'.

The magnum opus featured Bhatt in the title role of Gangubai, one of the most powerful, loved and respected madams from Mumbai's red light area Kamathipura during the 1960s.

Taylor Swift's Eras Tour film coming soon in theatres

Taylor Swift's Eras Tour is coming to a movie theatre near you later this year.

Swift announced on August 31 that the concert film 'Taylor Swift – The Eras Tour' will open in North American theaters October 13. The theater chain AMC, anticipating high demand from Swift fans, said the film will play at least four times a day Thursday, Fridays, Saturday and Sundays at all of its US locations.



"The Eras Tour had been the most meaningful, electric experience of my life so far and I'm overjoyed to tell you that it'll be coming to the big screen soon," Swift said yesterday on social media channels, according to an AP report from New York.

Prices will be higher than usual movie tickets. An adult ticket will cost $19.89 and a child ticket is priced at $13.13 (seemingly a nod to her favourite number). Advance sales began on August 31.

In an usual move, AMC is also acting as distributor for the film. ('The Eras Tour' will additionally play in other chains.) AMC said in anticipation of the announcement, it upgraded its website.

BSNL, MTNL sign pact for operations synergy

The state-run telecom firms BSNL and MTNL have signed a memorandum of understanding that will pave the way for operational synergy between them, according to MTNL in a regulatory filing. BSNL has already taken over MTNL's mobile service operations.



"We would like to inform you that MTNL has inked a MoU with Bharat Sanchar Nigam Limited on Thursday, August 31, 2023," MTNL said.

The government has in the last four years approved Rs 3,23,047 crore financial support for the revival of the public sector telecom firms and an additional Rs 1.39 lakh crore BharatNet project which is handled by Bharat Broadband Network Limited, PTI reported Yesterday from New Delhi.

"The MoU with BSNL will pave the way for synergy of operations between MTNL and BSNL in order to provide pan India telecom services as a public sector enterprise under the government of India," the filing said.

Ekta Kapoor to receive directorate award at 2023 International Emmys

The organization announced on August 29 that film producer Ektaa R Kapoor will receive the Directorate Award at the upcoming International Emmy awards ceremony in recognition of her groundbreaking career and influence on the Indian television industry.

The honor will be given to Kapoor, co-founder of the influential television production company, at the annual awards gala, which will take place in New York City on November 20, PTI reported.

"Ektaa R Kapoor had built Balaji into one of India's foremost entertainment players with market leadership in the television content industry reaching mass audiences across India and South Asia with their long running series and OTT platform," International Academy president & CEO Bruce L Paisner said in a statement.

"We look forward to honoring her remarkable career and influence on the television industry, with our Directorate Award," he added.

She founded Telefilms, which made a name for itself on the Indian television scene with programs like 'Kyunki Saas Bhi Kabhi Bahu Thi,' 'Kahaani Ghar Ghar Kii,' 'Kaahin Kissii Roz,' 'Kasautii Zindagii Kay,' and 'Bade Achhe Lagte Hain.'



Kapoor is the daughter of renowned actor Jeetendra and Shobha Kapoor. She has also produced a number of films through the banner's film division, among them 'Shootout at Lokhandwala,' 'Love Sex aur Dhokha,' 'Once Upon a Time in Mumbaai,' 'Dirty Picture,' 'Lootera' and 'Udta Punjab.'

Kapoor, 48, said the award recognition has filled her with a "profound sense of humility and excitement".

"This award holds a special place in my heart, as it signifies a journey that goes beyond mere work-it's a pivotal aspect of my personal and professional life. Representing my country on the global stage through this esteemed platform is an incredible honour," she said.

"Television has been instrumental in helping me discover my identity, particularly as a woman working to make stories for women. This award allows me to represent them and our shared accomplishments on an international level," she added.

Before Kapoor, media baron Subhash Chandra, who is the founder and chairman, was presented with the Directorate Award in 2011.

Korean content biz centre may soon come up in India

South Korea's Deputy Minister of Cultural and Arts Policy Yu Byung Chae had conveyed the country's commitment to strengthening ties with India and capitalising on the thriving Indian content market.

Chae highlighted the potential for collaboration between the two countries and said the country plans to set up a 'K-Content' (Korean content) business centre in India.

"Korea effectively communicates with the world through K-content, building robust cooperative relationships. India, as one of our crucial partner countries, holds significant importance. Accordingly, we are aiming to construct a K-content business centre in India within this year," the minister told PTI on August 26.

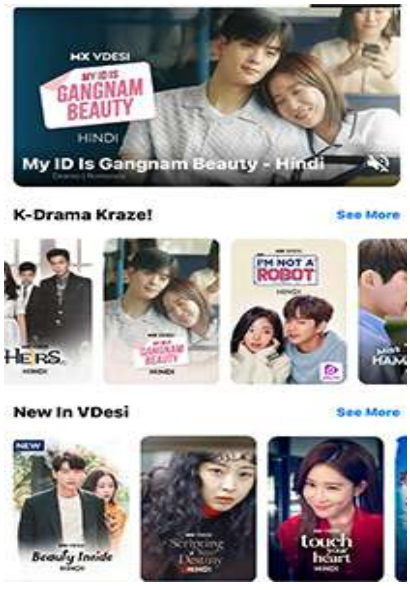
The business centre is envisioned as a pivotal hub for facilitating content exchange and business collaboration between South Korea and India, he added.

Chae also emphasized the broader context of international cooperation, underlining India's importance and expressing the intention to further strengthen ties.

"Through this K-content business centre, our goal is to facilitate business content exchange between the two countries. This includes building networks in India and facilitating business matching between companies," he said, according to the PTI report.

The South Korean minister expressed optimism that the cultural events commemorating the 50th anniversary of diplomatic relations would provide enhanced opportunities for young individuals from both nations to engage and foster new friendships.

On August 25, renowned singer Neeti Mohan collaborated with a local K-pop cover dance group and performed at New



Delhi's Jawaharlal Nehru Stadium, underscoring the significance of cultural interchange between the two nations.

In an energetic showcase, the K-pop idol ensemble MustB delivered a spirited performance, capturing the essence of K-pop.

Delhi HC allows BCCL to drop plea against Republic TV parent

The Delhi High Court had permitted Bennett Coleman and Co. Ltd (BCCL) to withdraw its contempt plea against ARG Outlier Media Pvt Ltd, which owns Republic TV, and its editor-in-chief Arnab Goswami over the use of 'Nation Wants To Know' tagline.

In the contempt application, the Times Now owner BCCL alleged violation of a high court order dated October 23, 2020, which allowed Goswami to use the tagline as part of his speech or presentation but directed maintaining accounts if the same was used as a trade mark, PTI reported on August 24 from New Delhi.

Justice C Hari Shankar disposed of the contempt plea with liberty to Bennett Coleman to pursue other remedies in law.

"Learned Counsel for the plaintiff seeks leave to withdraw this application as he submits that he would take alternate remedies in law. The application is accordingly disposed of as withdrawn," said the court in an order dated August 23.

The plaintiff, Bennett Coleman, had earlier filed a suit seeking restraining Goswami or ARG Outlier Media Pvt Ltd from using the trademark or title or tagline 'NEWSHOUR' and 'NATION WANTS TO KNOW' on the ground that it infringed its registered mark.

The plaintiff had said 'Times Now' is a news channel operated by it, having several segments of programmes, one of which was launched in 2006 titled 'THE NEWSHOUR' pertained to discussions, panel discussions and debates on current topics.

It said Goswami, who was earlier associated with Times Now and resigned in 2016, launched his channel 'Republic TV' and website www.republicworld.com and they also filed trade mark applications for registration of the mark 'NATION WANTS TO KNOW', 'ARNAB GOSWAMI NEWSHOUR' and 'GOSWAMI NEWSHOUR SUNDAY' claiming proprietary rights.

The journalist had told the high court that viewers of the two news channels are well informed, literate and can never associate or confuse between the shows or programmes aired on the respective news channels.

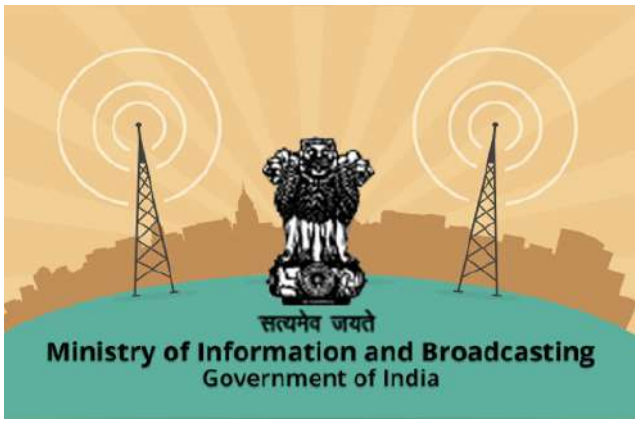
In its interim order, the high court had said Goswami can use the tagline 'NATION WANTS TO KNOW' as part of his speech or presentation.

However, if Goswami or ARG Outlier Media Pvt Ltd choose to use 'NATION WANTS TO KNOW' as a trade mark regarding any of their goods/ services, they will have to maintain accounts for such usage and the accounts shall be filed in court regularly, the high court had said.

MIB penalises 255 MSOs for being network-audit non-compliant

The government had cancelled the registrations of 255 MSOs for failing to get their networks audited as per regulatory mandate, apart from failing to respond to official notices.

In an order dated August 24, the Ministry of Information and Broadcasting stated: "It had been observed that the scheduled MSOs have failed to provide the requisite clarification/explanation within the stipulated period.



"In view of the above and in exercise of powers conferred under Section 4(7) of the Cable Television Networks (Regulation) Act, 1995, the MSO registrations of the scheduled MSOs are hereby cancelled with immediate effect."

Any appeal against the government order could be made with MIB Secretary Apurva Chandra within 30 days of the order issue-date.

"One of the terms and conditions of the MSO registration was that MSOs…were also required to submit a list of their subscribers and other details as per the requests made by the Ministry from time to time," the MIB said, adding the defaulting MSOs failed to seed data within the stipulated time.

According to Regulation l5(l) of the interconnection rules of 2017, it is mandatory for every distributor of TV channels to conduct an audit of their systems, including subscriber base, annually.The MIB order stated that as per information shared by broadcast regulator TRAI, some MSOs had not conducted audits of their systems for the calendar years 2021 and 2022.

"Taking into account this non-compliance, this Ministry marked the status of thesc MSOs as 'Non-Compliant'. Furthermore…all broadcasters were advised (in March 2023) not to enter into interconnection agreements with non- compliant MSOs and to notify the non-compliant MSOs with whom they already have interconnection agreements," MIB highlighted.

Show-cause notices, dated July 25, 2023, too were sent by MIB to the flagged MSOs seeking an explanation for non-compliance and asking them why their registrations should not be cancelled.

Tennis legend Nadal, No. 1 Iga Swiatek are Infosys ambassadors

Technology giant Infosys on August 25 said it had appointed women's tennis World No.1 Iga Swiatek as its global brand ambassador as part of a multi-year partnership.

In a statement, the Indian IT services company said the partnership aims to promote Infosys' Digital Innovation and inspire women around the world.

Infosys and Swiatek will also work together to create programmes for underserved women to build careers in science, technology, engineering, and mathematics (STEM), a IANS report stated.

Infosys Chief Executive Officer Salil Parekh said Iga is a great inspiration for women achievers. Together with her, Infosys will work to inspire young people, especially women, to push forward and pursue STEM careers that are vital for our future, he added.

"Although tennis and technology may seem quite different at first, there's so much in common, including strategic thinking, learning and developing in every situation, tand he ability to evolve your game and adjust.

"I am also moved by all that Infosys is doing off the court to bring more opportunities that empower people, businesses, and communities to move into the future," Swiatek said.

The 22-year-old is a four-time Grand Slam



Champion, ranked World No. 1 since April 2022 for a record 70 consecutive weeks, according to the statement.

Meanwhile, on August 24, the Bengaluru-headquartered tech major announced a three-year partnership with Rafael Nadal,



onboarding the global tennis star as an ambassador for the brand and Infosys' Digital Innovation.

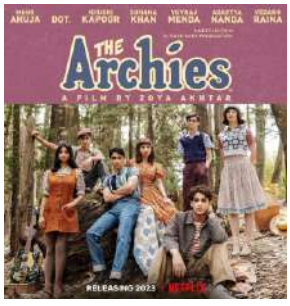
To mark this association — Nadal's first-ever collaboration with a digital services company — Infosys and the tennis legend's coaching team are developing an AI-powered match analysis tool.

This personalized tool will be available in real time to Nadal's coaching team to simultaneously track insights from his live matches, when he is back on tour, along with historical data from his earlier matches.

Netflix sets Dec. 7 premiere for 'The Archies'

The Archies', director Zoya Akhtar's live-action musical movie based on the popular American comics of the same name, will debut on Netflix on December 7.

The film marks the acting debut of superstar Shah Rukh and Gauri Khan's daughter Suhana Khan; Sridevi and film producer Boney Kapoor's daughter Khushi Kapoor and megastar Amitabh Bachchan's grandson Agastya Nanda, according to a PTI report.



According to the makers, the 1960s-set film explores friendship, freedom, love, heartbreak and rebellion through the lives of Archie, Betty, Veronica, Jughead, Reggie, Ethel and Dilton. It will take audiences to the fictional hilly town of Riverdale.

The actors announced the release date along with Akhtar with a live billboard on Mumbai's Western Express Highway. The billboard features a countdown timer which tracks the number of days left for the film's launch on Netflix.

Akhtar also serves as a writer on the project, along with filmmaker Reema Kagti and Ayesha Devitre, best known for penning titles such as 'Kapoor & Sons', and 'Gehraiyaan'.

'The Archies' is produced by Netflix India, Akhtar and Kagti's Tiger Baby, Archie Comics and Graphic India.

News18 Gujarati announces exclusive election shows

News18 Gujarati has announced an exciting line-up of election-focused programs as the nation gears up for the upcoming Lok Sabha elections.

With '2024નો વિજયપથ' and 'ચક્રવ્યૂહમાં ચહેરો,' News18 Gujarati is set to provide viewers with accurate and comprehensive insights into the unfolding political landscape. As per a press release, '2024નો વિજયપથ' programme is poised to be the ultimate source for all election-related updates. Hosted by seasoned political analysts, the show will delve into the intricacies of election campaigns, offering in-depth coverage of party strategies, candidates, and campaign tactics. From on-ground reports to expert analysis, '2024નો વિજયપથ' aims to provide a holistic understanding of the evolving political scenario in the run-up to the election. 'ચક્રવ્યૂહમાં ચહેરો' the interview-based program promises an up-close look at the personalities driving politics. Featuring prominent political leaders from various parties, the show will explore their visions, priorities, and party manifestos. Through candid conversations, 'ચક્રવ્યૂહમાંચહેરો' will serve as a platform for politicians to connect directly with the people, discussing their plans to address the nation's concerns and fulfill their commitments to voters.

Mukesh Ambani unveils Jio's massive AI initiative: AI for All, Everywhere

RIL Chairman Mukesh Ambani said on August 28 that Jio Platforms is eager to lead efforts in developing India-specific AI models and AI-powered solutions across domains, bringing the benefits of this new-age technology to Indian citizens, businesses, and government.

Ambani described Artificial Intelligence (AI) as the most exciting frontier of growth for Jio at the 46th Annual General Meeting of Reliance Industries.

Ambani pledged the company's commitment to build up to 2,000 MW of AI-ready computing capacity across cloud and edge locations, all while adopting sustainable practices and working toward a greener future, PTI reported.

According to the RIL CEO, a global AI revolution is reshaping the world, and intelligent applications will redefine and revolutionize industries, economies, and even daily life sooner than expected.

To remain globally competitive, India must use AI for innovation, growth, and national prosperity, according to him.

"Here is my promise to our countrymen. Seven years ago, Jio promised broadband connectivity to everyone, everywhere. We have delivered. Today Jio promises AI to everyone, everywhere. And we shall deliver," he vowed.



Within the RIL group, talent pool and capabilities are being augmented to swiftly assimilate the latest global innovations in AI, especially the recent advances in generative AI.

"Looking ahead, Jio Platforms wants to lead the effort in developing India-specific AI models and AI-powered solutions across domains, thereby delivering the benefit of AI to Indian citizens, businesses, and government alike," he said.

India has the scale, the data, and the talent, Ambani noted.

"But we also need digital infrastructure in India that can handle AI's immense computational demands. As this sector expands, we stand committed to creating up to 2,000 MW of AI-ready computing capacity, across both cloud and edge locations...Over the next five years, we plan to shift most of our energy footprint in connectivity and digital services to green energy, which is not just eco-friendly but also lower cost," he said.

Times Now undisputed #1 for over a year with 30.7% share

Times Now, a prominent player in the English news domain, continues to maintain its unwavering supremacy, securing the top position for over 15 years in the English news segment.

According to the latest data from BARC ratings, Times Now has achieved a remarkable feat by securing a commanding 30.7 percent share, solidifying its position as the undisputed Number 1 English TV news channel, the channel said in a press release.

This achievement spans more than a year, from Week 16 of 2022 to Week 33 of 2023, within the most crucial target group for English News – the NCCS AB 22+ males in 10L+ markets.

The accomplishments of Times Now become more pronounced as it has outperformed its rivals during this period. Republic TV secured a 29.1 percent share, while CNN News18 trailed with a 22 percent share, further highlighting Times Now's leadership and dominance in the English news landscape.

Recent viewership data, spanning the last 8 weeks and accurately representing the current scenario, reaffirms Times Now's status as the #1 choice across multiple target groups, including NCCS AB 22+ and NCCS AB 22+ Males in 10L+ markets. Republic TV and CNN News18 occupy the second and third positions in this ranking, respectively.



However, as the political atmosphere intensifies with impending elections, advertising campaigns have become ubiquitous. Yet, concerns have been raised by industry insiders regarding the accuracy and legitimacy of certain claims made in these campaigns. In particular, an advertisement by CNN News18 has drawn scrutiny for claiming the #1 position based on India | 2+ (2 years plus) rating data.

Industry sources have questioned the relevance of using such a broad target group, considering that children between 2 -14 years of age are not likely to engage with news content. Additionally, CNN News18's data set includes viewership data from India's rural markets, which industry experts assert is not the industry standard for the core English news target group.

An industry insider emphasized that accuracy and relevance are paramount in news reporting, stating that numbers devoid of context hold little value. The professional community in the field acknowledges that viewership statistics must align with the relevant target audience to provide meaningful insights. Industry veterans also caution against twisting the truth for the sake of gaining visibility, underscoring the significance of ethical reporting and transparent communication.

As the political landscape evolves in anticipation of the upcoming elections, industry observers hope for a balanced and responsible approach from all stakeholders in the news sector. Maintaining credibility and adhering to journalistic integrity remain pivotal in ensuring informed public discourse.

Times Now undisputed #1 for over a year with 30.7% share

The stage is set for cricket enthusiasts as Disney Star announces a star-studded roster of nine premier broadcast and online streaming sponsors for the highly anticipated Asia Cup.

According to Sports Mint, the list of sponsors includes Charged by Thums Up, Thums Up, Nerolac Paints, Amazon Pay, Jindal Panther, My11Circle, MRF, Samsung Galaxy Z Flip 5, and Wild Stone.

The Asia Cup, a much-awaited cricketing spectacle, is slated to enthrall audiences from August 30 to September 17, 2023.

As the excitement soars in anticipation of this tournament, Disney Star has revealed a captivating campaign that encapsulates the unwavering devotion and passion of cricket aficionados.

Crafted by Disney Star's in-house creative team, the campaign pays homage to the fervor that fans bring to the game, highlighting their enduring dedication.



The 2023 edition of the Asia Cup will showcase six formidable teams in action. The five Test-playing nations of the continent – India, Bangladesh, Sri Lanka, Pakistan, and Afghanistan – have secured direct entry to the tournament. In an inspiring turn of events, Nepal etched its name in history by overcoming UAE in the qualifying rounds, securing a spot in the main event.

Don't miss any of the riveting moments from the Asia Cup 2023! Tune in from August 30 to September 17, 2023, starting at 3:00 PM (IST), for live and exclusive coverage on the Star Sports Network and Disney+ Hotstar.

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