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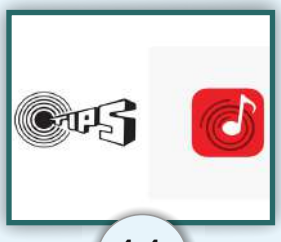
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सम्पादकीय

फिरंगियों की गुलामी से अब मुक्त होगा भारत



अमेरिका भी फिरंगियों की गुलामी में रहा है वहां 4 जुलाई को स्वंत्रता दिवस मनाया जाता है और भारतीय 15 अगस्त को आजादी पर्व के रूप में मनाते हैं। दोनों देशो के विकास समृद्धि का अंतर ज़मीन और आसमान के समान है जबकि प्रतिभा-योग्यता में भारतीय पर शंका नहीं की जा सकती है फिर भी भारत और अमेरिका में इतना बड़ा अंतर क्यों है? उत्तर जानने के लिए आजादी काल को जानना जरुरी है क्योंकि गुलाम तो दोनों देश ही रहे हैं फिर अमेरिका इतना शक्तिशाली और हम इतने कमजोर क्यों रह गए ? फिरंगियों के जाने के बाद भारत पर राज करने की इच्छाशक्ति के सम्मुख अपने देश के नागरिकों के लिए उसी कानून को ओढ़ लिया गया जो अंग्रेजों ने गुलाम देशों के नागरिकों पर राज करने के लिए बना रखा था, जबकि अमेरिका में फिरंगियों से आजाद होने पर अमेरिका नागरिकों के अधिकारों के लिए उनके हितों की रक्षा के लिए कानून बनाए गए, वहां के शासक सेवा प्रमुख बने, नागरिकों पर राज करने वाले नहीं अपितु नागरिक स्वतंत्रता के साथ अपना जीवन जी सके उनके समस्त अधिकारों की रक्षा एवं सुरक्षा के लिए उन्होंने कानून दिशा-निर्देश बनाए और ईमानदारी से उनका पालन भी किया। यह निर्णय सरल नहीं था वहां खूब विरोध भी हुआ लेकिन सभी की सहमति के बाद ही 'यूनाइटेड स्टेट ऑफ अमेरिका' बन सका जो आज विश्व में अग्रणी है।

फिरंगियों से भारत को मुक्ति 15 अगस्त 1947 को मिली जबकि कानून 1860 वाले अपना लिए गए तो क्या अब तक किसी को मालूम नहीं था या अपने कानून बना लेने की कोई भी सरकार साहस नहीं कर सकी अथवा इसकी जरूरत महसूस नहीं हुई? जबकि देश के नागरिकों को गुलामी यह दंश बार-बार डसता रहा कचोटता रहा कि ये कैसी आजादी है जो अपने देशवासियों के हित में उनके अधिकारों की रक्षा-सुरक्षा के लिए अपने कानून भी नहीं बना सकी हैं। आजादी का अमृत महोत्सव का अर्थ अब समझ आ रहा है कि अमृत महोत्सव का मतलब क्या है। भारत के ग्रहमंत्री श्री अमित शाह द्वारा मानसून सत्र की लोकसभा में लाए गए तीन कानून जो गुलाम देशों पर राज करने के लिए 1860 में अंग्रेजो द्वारा बनाये गए थे।

1- IPC (इंडियन पीनल कोड) के स्थान पर भारतीय न्याय सहिता - 2023
2- CRIC (कोड ऑफ क्रिमिनल प्रोसीजर) के बदले 'भारतीय नागरिक सुरक्षा सहिता - 2023
३. इंडियन एविडेंस एक्ट के बदले 'भारतीय साक्ष्य बिल - 2023'

भारत के माथे पर लगी गुलामी की मोहर को मिटाने की शुरुआत हो चुकी है आजादी के 76 साल, अंग्रेजों के इन्ही कानूनों की बेड़ियों में जकड़े जी लिए भारतीय नागरिकों ने लेकिन, उनकी गुलामी से अब पूर्ण आजादी की शुरुआत हो चुकी है। नाम ही नहीं बल्कि नए कानूनों में परिभाषाएँ भी बदलेगी। इसका मतलब यह कतई नहीं है कि कानून में बदलाव कर देने से क्राइम ही खत्म हो जाएगा बल्कि क्राइम को नई परिभाषाएँ नहीं धाराएँ सजाओं सहित न्यायकरण प्रक्रिया में बदलाव को भी एक नई दिशा मिलेगी, जिम्मेदारियों व जवाबदेही की नयी पहल शुरू होगी।

हालांकि बहुत लम्बा समय लगा इन कानूनों के प्रति सरकारों को धयान देने में देर से ही सही लेकिन एक अच्छी शुरुआत तो हुई। देश की आजादी के अमृत महोत्सव में देशवासियों को भी गुलाम मानसिकता से बाहर निकल कर भारतीयता के रंग में पूर्णत्ता रंग जाना चाहिए, सब कुछ तो श्रेष्ठम है फिर क्यों किसी का कुछ ओढ़ना पहनना बोलना।

-डॉ.ए.के.रस्तोगी



Divya Dixit

People are increasingly turning to OTT platforms for fresh and high-quality content, as they have obviously been fatigued of the routine Indian TV serials.

Future OTT trends in India to watch out for

To put a perspective on sheer numbers, Indian media and enetertainment (M&E) industry today stands valued at 26 billion USD with two-third of growth in the last three years coming from the digital subsegments.

Since last five years, the Indian Government has been pushing the agenda of digitization of the country, leapfrogging India into the future and, therefore, on the back of that, OTT sector revolutionized entertainment.

We all are now well aware of the cord cutting that has already happened across metros and is now spreading to tier 2 and 3 cities. Standing at a staggering 85-90 million subscriptions today, this figure is set to reach 160-165 million mark around 2027 as per BCG report.

Regional Market Explosion: One of the most significant trends in the Indian OTT landscape is the rise of regional content. While platforms like Stage, Aha, Hoichoi, Chaupal are trying to serve the regional audiences, it's the larger OTT platforms that need to take the plunge with a deeper more regional approach for enhancing their footprints.

While Hindi-language content has traditionally dominated, platforms are now investing heavily in creating content in regional languages. India is a diverse nation with rich linguistic diversity, and catering to these diverse audiences has become crucial. We can expect to see a huge surge in content in languages such as Tamil, Telugu, Bengali, Marathi, and others.

After all, "apni bhasha mein feel hai".

The Original Content Narrative: People are increasingly turning to OTT platforms for fresh and high-quality content, as they have obviously been fatigued of the routine Indian TV serials. Additionally, OTT have provided a platform for creators and artists to reclaim their status in the entertainment industry, which may have otherwise been overshadowed.

The battle for supremacy in the OTT industry will continue to revolve around original content. This competition is expected to result in more innovation, unique storytelling, and collaborations. Collaboration on content creation doesn't only amortise the rising content cost, but partners are also able to leverage each other's strengths, understand consumer insights better, co-market and monetise the product with combined reach strength.

Business Models' Flexibility: Aggregation is largely emerging as an answer to consumer



questions at large. In India, there are at an average two OTT platforms being launched every quarter or so and everyone is fighting for the same viewer.

This pushes up the cost of digital inventory thereby pushing up the cost of consumer acquisition which is already hitting the roof, making direct subscriptions expensive. Indians have a saving mentality and they like bundled options, which is slowly emerging as the mainstay of many OTT platforms — especially the smaller ones.

There is a hybrid model, a freemium model and the subscription model. Within the subscription model, the direct-to-consumer relationship is evolving into an aggregation and bundle model. But each platform will want to write its own P&L narrative considering who is their TG, what is the audience pool, content type, pipeline, etc.

Customer is the King: "I prefer watching shows or movies that have a good storyline irrespective of the language. With easy access to content from multiple languages and genres, I watch a lot more multi-lingual content," says a consumer as per the BCG report on OTT 2022.

With this mass adoption, OTT platforms recognized the importance of a user-friendly experience, ease of journey, customized targeting via content, ads and organic tools, one click subscription, vertical videos on mobile, hassle free payment options, buffer free experience, customized playlists and add ons, recommendation engines, loyalty programmes, launch strategies and freebie deals for the viewers. And, the list goes on, trying to win the hearts of the viewers and, therefore, the consumer loyalty.

Live Streaming: Live streaming of events, sports, news, and gaming content is set to expand on OTT platforms. With the proliferation of 5G internet and the rise of esports and mobile gaming, live streaming has a massive growth potential. Furthermore, live streaming can offer advertisers unique opportunities for real-time engagement with viewers, making it a lucrative revenue source for OTT platforms.

Reimagining Future: Artificial Intelligence (AI) and machine learning are becoming integral to enhancing the user experience on OTT platforms. These technologies are used to analyze user preferences and viewing habits to offer personalized content recommendations.

In the future, AI will play an even more significant role in content creation, enabling the generation of customized content for individual viewers. This personalization will not only improve user engagement but also help platforms optimize their content libraries.

OTT makes exclusive, well made and high-quality content at the consumer convenience, the new normal, rather than waiting every day for content to be served as per the broadcast timings.

(The author, Divya Dixit, has 20+ years of experience in marketing and brand building across industries — digital, broadcast, telecom, and music. Her last assignment was at ALTBalaji where she headed the platform's Marketing, Partnerships & Revenue aspects. Prior to ALTBalaji, Divya has held leadership positions at organizations like ZEE5, Sony, UTV, Tata Docomo and Barista. The views expressed here are personal and Indianbroadcastingworld.com does not take any responsibility for them)

Pubcaster Prasar Bharati floats tender for OTT platform

When the government earlier had said that Prasar Bharati would foray into the world of streaming, sceptics had swiped it aside. However, now it seems that the government is serious about the national broadcaster getting into the streaming business.

The pubcaster released a draft OTT Request for Proposal (RFP) document, outlining goals, features of the platform, vendor bidding processes, and additional specifications, Storyboard18.com reported on October 12

"Prasar Bharati intends to design, develop, commission, operate and maintain an Over The Top (OTT) platform for its content available and for the reach of all the citizens in India, even remotest village as well as global audience. The intended OTT platform is required to function in a lag and buffer free environment giving all set of users a state of the art and lag free viewing experience," the draft RPF document said, according to the report.

The gist of the scope of work earmarked for this project shall be for development, commissioning, hosting, testing, operations, and maintenance of an OTT platform for Prasar Bharati.

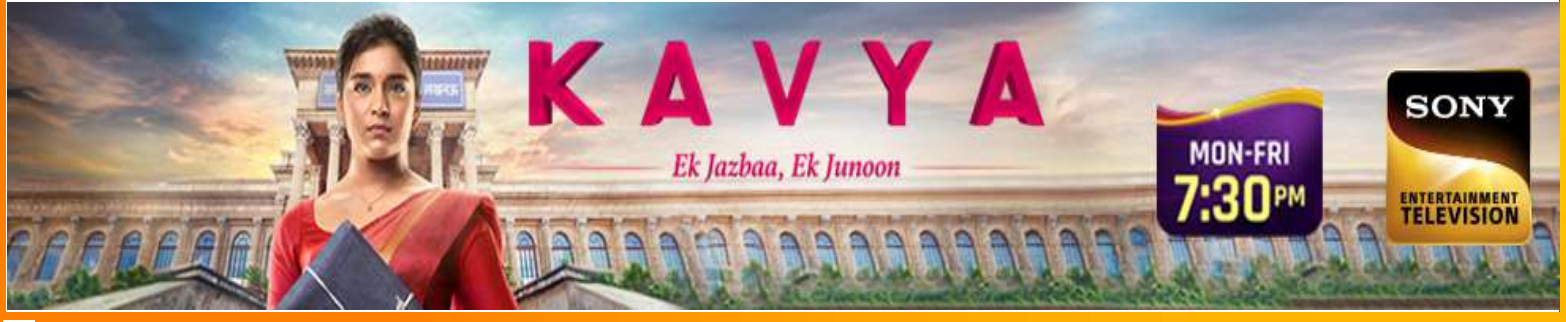
The feature requirements in the RPF document widely say that the platform intends to have plans for subscription that would be offered to individual users as well as family users (subject to a maximum five profiles).

Content available on the platform as per the document should support radio streaming, standard definition (SD), high definition (HD) and ultra-high definition.

Meanwhile, reporting on the development, Medianama said that legal ambiguity in copyright laws and recent court decisions may complicate Prasar Bharati's goal to provide OTT services, including a messaging app.

Quoting a 2017 Supreme Court judgement, the Medianama report said the top court had acknowledged the Board of Control for Cricket in India's (BCCI) telecasting/ broadcasting rights when it came to the streaming of cricket matches. It further recognised Section 3 of the Sports Broadcasting Signals (Mandatory Sharing with Prasar Bharati) Act, 2007 that obliged entities to share live broadcasting signals of sporting events of "national importance" with India's national broadcasting organisation.

The report went on to argue that, however, law firms had pointed out the term "national importance" was not defined by the Act. To address this, the Ministry of Information and Broadcasting, after consulting the Ministry of Youth Affairs and Sports and Prasar Bharati, issued a list of sporting events of "national importance."



Jio MAMI Mumbai Film Festival 2023 lineup announced

The Jio MAMI Mumbai Film Festival is set to return from October 27 for 10 days of a loaded line-up of films from across the world to treat the cinephiles.

It will feature 250 films from October 27 to November 5.

Farhan Akhtar, Rana Daggubati, Siddharth Roy Kapur, Vikramaditya Motwane, Zoya Akhtar, Rohan Sippy, Ajay Bijli and Anupama Chopra unveiled line-up whhich includes over 40 World Premieres, 45 Asia Premieres, and 70+ South Asia Premieres.



This time, the festival received over 1000 submissions for the South Asia programme.

The festival promises to spotlight contemporary films and new cinematic voices from South Asia.

The main competition at the festival this year is the South Asia Competition, IANS reported from Mumbai.

This competitive section aims to showcase breakthrough contemporary South Asian films, will see 14 films from debutant and second-time filmmakers from across India, Bangladesh, Bhutan, and Nepal, as well as diaspora filmmakers from the UK and Germany. South Asian films are also part of a non-competition section that has 46 films (22 features + 24 non-features).

It includes works from Myanmar, Bangladesh, and Nepal, as well as diaspora perspectives from Australia, Germany, the USA, the UK, Poland, and Spain.

Artistic Director, Jio MAMI Mumbai Film Festival, Deepti DCunha said, "We are very proud that we have managed to achieve such a diverse curation in our South Asia section within the first year of us expanding our vision to be a festival that is focused on building an ecosystem for new cinematic voices from South Asia and the South Asian Diaspora. This commitment extends beyond film screenings, aiming to facilitate the exchange of ideas, collaborations, and business opportunities while bringing the best of world cinema to Mumbai."

Alphabet CEO Sundar Pichai to testify in Google Play trial

Alphabet Inc. Chief Executive Officer Sundar Pichai is set to be called by Epic Games Inc. to testify in an antitrust trial over Google Play policies that could threaten billions of dollars in revenue generated by the app marketplace.



Pichai and Epic's CEO Tim Sweeney have been listed as witnesses in a trial scheduled to start Nov. 6 in San Francisco federal court over whether Google Play policies are unlawful and thwart competition, according to court filings.

The high-stakes fight kicked off after Epic sued Alphabet's Google in 2020 claiming that its app store's distribution, payment and fee policies are unlawful, Bloomberg reported.

The dispute is part of a sprawling antitrust fight that also includes complaints filed by attorneys general of almost three dozen states, consumers and Match Group Inc., all of whom accuse Google of acting like a monopolist.

Pichai is also scheduled to testify in coming weeks in the ongoing Washington trial in a suit brought by the US Justice Department accusing Alphabet of maintaining a monopoly in web search.

Last month, Alphabet tentatively settled claims in complaints brought by consumers and state attorneys general that Google Play abuses its control over Android mobile applications. Terms of the deal weren't disclosed in court filings.

The settlement, if finalized, would narrow the sweeping antitrust fight, leaving Google to defend against Epic and Match's claims that it used monopoly power to crush rivals in the Android app distribution market.

TRAI extends deadline for national b'cast policy pre-consultation

TRAI Telecom Regulatory Authority of India

It is extension time at the Telecom Regulatory Authority of India (TRAI), which on October 11 gave more time to three consultation processes, including a pre-consultation paper on inputs for formulation of National Broadcasting Policy.

The last date of receiving comments from the stakeholders on the issues raised in the pre-consultation paper was fixed as October 10, but keeping in view the requests received from the stakeholders for extension of time for submission of comments, TRAI extended the deadline to October 31.

It also extended the time for submissions on a consultation paper on 'Review of Quality-of-Service Standards for Access Services (Wireless and Wireline) and Broadband (Wireless and Wireline) Services' to November 22 and counter comments to December 6.

The regulator also gave more time for the consultation paper on 'Digital Inclusion in the Era of Emerging Technologies'

Anurag Thakur unveils animated series 'Bharat Hain Hum'



In a grand event held today in New Delhi, the Information and Broadcasting Minister and Minister of Sports, Anurag Singh Thakur, unveiled the thrilling trailer of the animated series 'Bharat Hain Hum.'

This series, set to launch on Prime Video, Netflix, and Doordarshan, is a part of the Azadi ka Amrit Mahotsav celebrations.

It is dedicated to illuminating the lives of unsung heroes who played a crucial role in India's struggle for independence. While the names of prominent freedom fighters like Mahatma Gandhi, Veer Savarkar, and Subhash Chandra Bose are widely recognized, this groundbreaking series seeks to introduce the nation to lesser-known but equally significant freedom fighters whose contributions were instrumental in India's journey to independence on August 15, 1947.

As per a press release, the 'Bharat Hain Hum' series, masterfully crafted by Munjal Shroff and Tilak Shetty, comprises 26 captivating episodes in Season 1, each featuring an 11-minute animated narrative.

The series is scheduled to premiere on October 15 on Doordarshan, Prime Video, and Netflix, available in 12 Indian and 7 international languages.

Each episode will feature beloved characters Krish, Trish, and Baltiboy, well-known from the acclaimed KTB Movie series.

They will embark on dialogues that delve into the tales of these unsung heroes. The series is produced by the Central Bureau of Communication and Graphiti Studio, and it weaves a rich tapestry of faiths and unity that transcends religious boundaries, unifying the country's diverse faiths and beliefs.

Embracing the diversity of India's struggle for freedom, the series will journey through different regions, featuring freedom fighters from all across the nation.Anurag Singh Thakur, stated, "Azadi Ka Amrit Mahotsav is the vision of Hon'ble Prime Minister Shri Narendra Modi ji. Under his vision, it is our humble endeavor to reignite the nation's memory and ignite gratitude toward these unsung heroes, who deserve our unwavering admiration and respect. We have very few celebrated heroes, but many unsung heroes were not given their due credit in our history. Thirty percent of these heroes are women, and these stories will inspire generations to come."



He also announced, "We will do a lot more to ensure students and people of our country get to know about these heroes. We will also screen the series in the parliament so that the members can spread the word in their territories."

The co-creator of the series, Munjal Shroff and Tilak Shetty, passionately added, "We wanted to revive these tales of patriotism and the relentless pursuit of freedom, paying tribute to their remarkable sacrifices, and inspire the children and the youth of India to take pride in our heritage. Animation is the perfect medium to bring alive these glorious tales and make them accessible to the children of our country. Our history often remains confined to the pages of school textbooks, and a knowledge gap exists beyond secondary education. This entertaining and informative series is aimed at every Indian, irrespective of age."

Sushant Sreeram, Country Director at Prime Video, India, expressed his enthusiasm for the series, saying, "We are delighted to launch Krish, Trish, and Baltiboy – Bharat Hain Hum on Prime Video starting October 15. A unique initiative, the series will introduce our next generation to the numerous heroes who played an important role in India's freedom struggle and give young viewers in India and across the world a chance to explore our rich history." The event also saw the presence of Apurva Chandra, I & B Secretary; Sushant Sreeram, Country Head, Prime Video; Kiran Desai, Senior Director, General Counsel, Legal, Netflix India; Gaurav Diwedi, CEO, Prasar Bharti; Dhirendra Ojha, Director General, CBC, among others.

'Bharat Hain Hum' aims to encapsulate forgotten narratives of courage, resilience, and love for the motherland. As India celebrates its independence, this series serves as an opportunity for every citizen to pay homage to the untold sacrifices that have shaped the destiny of the nation.

Zee-Sony merger: Appellate tribunal to hear 2 pleas today

The National Company Law Appellate Tribunal (NCLAT) yesterday adjourned the hearing to October 13 on a plea filed by Axis Finance against the merger of Zee Entertainment Enterprise Ltd (ZEEL) with Culver Max Entertainment, formerly Sony Pictures Networks India.

The appellate tribunal on Friday will hear another plea filed by private lender IDBI Bank, which has also challenged the August 10, 2023, order of the Mumbai bench of the National Company Law Tribunal (NCLT) approving the merger, according to a PTI report from New Delhi.

Counsel appearing for Axis Finance requested the tribunal to adjourn the matter to Friday when it will hear the same petition filed by IDBI Bank.

During the proceedings, senior advocates Mukul Rohatgi and Arun Kathpalia — both representing ZEEL — questioned the locus standi of Axis Finance to file such a petition and opposed passing any order.

They also objected to the adjournment as IDBI's case arose out of a different set of facts. However, the appellate tribunal deferred the hearing of the case without issuing any notice over Axis Finance's plea.

Earlier, the NCLT on August 10, 2023, approved the proposed merger, which would create the largest media entity in the country.

While approving the merger, NCLT in its order, dismissed some applications moved by financial institutions opposing the move, including IDBI Trusteeship, IDBI Bank, Axis Finance, JC Flowers Asset Reconstruction Co and Imax Corp.

Hollywood studios, actors' talks stumble over streaming revenue, AI

Negotiations between Hollywood studios and the SAG-AFTRA actors' union were suspended on Wednesday as the two sides clashed over streaming revenue, the use of artificial intelligence and other issues at the core of a three-month work stoppage.

The breakdown in talks interrupted attempts to end labour tensions that have put most US-based film and television production on hold, cost the California economy billions and left thousands of crew members without work, Reuters reported from Los Angeles on October 12.

SAG-AFTRA has been on strike since July. The union resumed negotiations with studios last week after the Writers Guild of America (WGA) ended its work stoppage.

The WGA deal had raised hopes for a quick resolution with actors until the Alliance of Motion Picture and Television Producers (AMPTP), late on October 11, said talks were suspended once it reviewed the most recent union proposal.

"After meaningful conversations, it is clear that the gap between the AMPTP and SAG-AFTRA is too great, and conversations are no longer moving us in a productive direction," said the AMPTP, which represents Netflix, Walt Disney and other media companies.

SAG-AFTRA, in a letter to members issued early on October 12 said it had negotiated "in good faith" with studios "despite the fact that last week they presented an offer that was, shockingly, worth less than they proposed before the strike began", the Reuters report added.



"It is with profound disappointment that we report the industry CEOs have walked away from the bargaining table after refusing to counter our latest offer," union negotiators said.

One issue of contention is a SAG-AFTRA demand for a share of streaming revenue delivered as a bonus to cast members. The AMPTP said the proposal "would cost more than $800 million per year, which would create an untenable economic burden".

SAG-AFTRA countered that the AMPTP had overstated the cost by 60 percent and accused the studios of "bully tactics".

The union also said studios "refuse to protect performers from being replaced by AI", while the AMPTP said it had promised to obtain actors' consent before using any digital replicas of their likenesses.

Govt. ups ad rates for community, FM radio stations



The government on Monday approved a steep increase in rates of advertisements on private FM radio stations for its policies and programs, a move that would benefit more than 400 community radio stations across the country.

The new rates have been announced after eight years. The last hike was done in 2015.

The pricing formula for finalizing the advertising rates takes into account various factors such as city population and listenership data from the India Readership Survey (IRS) of 2019, said a statement issued by the Ministry of Information and Broadcasting, PTI reported in New Delhi.

"The new rates approved by the ministry in September 2023 include a 43 percent increase in the base rate taking into account the rising costs dynamics for the period of December 2015 to March 2023," it said.

The statement added that with this increase, the gross base rate for FM radio advertisements will increase from Rs 52 to Rs 74 per 10 seconds and the adjustment was intended to maintain parity with current market rates.

Based on this formula along with the enhanced base rate, almost all private FM radio stations will benefit from the new recommended rates at varying percentages depending largely on their listenership giving value for both FM stations and the clients of the Central Bureau of Communication.

The official statement said that based on this formula the rates for 106 stations will increase by 100 percent, while 81 radio stations will see a 50-100 percent increase in advertisement rates. As many as 65 stations, for which listenership data was not available, will get less than a 50 percent increase in advertisement rates.

Industry representatives said that the previous advertisement rates were fixed based on the India Readership Survey of 2012.

The Rate Structure Committee for Private FM Radio Stations was set up by the ministry last year to evaluate and recommend new rates which were last revised in 2015.

The committee submitted its recommendations after holding several rounds of meetings with industry experts and stakeholders in addition to taking inputs from bodies such as the Association of Radio Operators of India (AROI).

AROI Secretary General Uday Chawla welcomed the government's decision to increase the advertisement rates for private FM channels.

"We welcome the step and we hope to see regular increases in advertisement rates in the future," Chawla said.

News18 Bangla unveils special Durga Puja programming

As the much-awaited Durga Puja festival draws near, News18 Bangla had announced a lineup of programmes designed to immerse viewers in the spirit of the festival.

Running from October 1 to 25, this comprehensive coverage is named 'Zilar Sera', and showcases over 2,000 Durga Pujas from West Bengal's rural and semi-urban areas.

Durga Puja, the most cherished festival in West Bengal, is synonymous with opulence, culture, and tradition. News18 Bangla is dedicated to bringing this cultural extravaganza closer to viewers, regardless of their location, the news channel said in a press release.



From remote districts to bustling city streets, 'Zilar Sera' promises an immersive experience, highlighting the grandeur of Durga Puja celebrations across Bengal.

In addition to the grand coverage, News18 Bangla has curated a diverse array of unique programs to ensure viewers have a memorable Durga Puja season:

1. Durga Puja Bulletin: A 30-minute non-stop pre-Puja bulletin offering a sneak peek into the festival's preparations, the latest fashion trends, delectable culinary delights, and heartwarming Durga Puja stories from all over Bengal.

2. Pujor Adda: Exploring the cherished Bengali tradition of 'Adda,' this informal chat show features celebrities from various fields who will share their favorite Pujo experiences and serenade viewers with heartfelt Pujo songs.

3. Dashobhuja: Celebrating the strength of women, News18 Bangla will shine a spotlight on 10 remarkable women who have overcome societal challenges, serving as an inspiration to countless others. These women are affectionately known as the 'Dashobhuja' of our society.

4. Sera Abasan & Kolkatar Sera: Seamlessly blending on-air programming with on-ground activations, these programs will recognize and honor the best Durga Puja celebrations organized by clubs, committees, and residential welfare associations. The selection process involves art college students, artists, and celebrities.

5. Khabordar: The popular prime-time show 'Khabordar' takes viewers on an adventure as a fearless woman biker explores the state on her bike, uncovering exclusive stories. This Puja, 'Khabordar' will reveal lesser-known Durga Puja tales and delve into the history of Bonedi Bari & Raj Bari.

Mphasis is Digital Consulting Partner for Men's Cricket WC '23

Infotech solutions company Mphasis had been named as the Digital Consulting Partner of the International Cricket Council (ICC) Men's Cricket World Cup 2023, a joint statement by the two organisations said.

ICC will be leveraging the Bengaluru-headquartered company to deliver digital experiences for cricket fans around the world. The organisation's website and app will adopt virtual reality and web3 to reach newer audiences.



The infotech company specialises in cloud and cognitive services.

The ICC reaches hundreds of millions of cricket fans through its digital platforms and has a relentless focus on being fan first.

The Men's Cricket World Cup will place those fans at the centre of the action bringing them closer to the game than ever before through experiences on the ICC website and app, adopting technologies such as VR and web3 to reach new audiences. At the heart of the ICC's digital ecosystem is the ICC family, which gives tens of millions of fans direct access to exclusive content and experiences, the joint statement, available on ICC website, stated.

Finn Bradshaw, ICC Head of Digital, added, "We are delighted to welcome Mphasis to our portfolio of partners at the ICC Men's Cricket World Cup 2023 in India. Together, we are focused on fans and their digital journey through this World Cup.

"It's set to be one of the most followed sporting events with a truly global audience and we look forward to leveraging Mphasis' experience as we strive to elevate the digital experience for cricket lovers all over the world."

Mphasis CEO and MD Nitin Rakesh said, "We are incredibly excited to become the Official Digital Consulting Partner of the ICC Men's Cricket World Cup 2023. This partnership underscores our commitment to the sport but it's also a statement about our longer-term intent to drive the future of cricket technology.

"By working closely with the ICC, we will explore what's possible in the world of sports and technology and look to shape lasting, valuable experiences for cricket enthusiasts worldwide."

Zee5 unveils 'Duranga' S2 trailer



Following the resounding success of its inaugural season, the makers are back with season 2 of the psychological thriller 'Duranga'.

The intriguing trailer, unveiled on on October 11, promises a thrilling and intense experience with numerous twists and turns. 'Duranga' S1 left viewers eagerly anticipating the unraveling of the story, with Amit Sadh's character Sammit Patel emerging from a coma. Directed by Rohan Sippy, the psychological thriller has now released the trailer for its second season.

Taking to Instagram, ZEE5 shared the trailer video and captioned it, "Enter the dark world of mysteries once again! Dive into the world of #Duranga season 2, premieres 24th Oct only on #ZEE5."

Spanning eight episodes, the series is produced by Rose Audio Visuals, led by Goldie Behl, and stars Amit Sadh as Sammit Patel, Drashti Dhami as Ira Jaykar Patel, and Gulshan Devaiah as Abhishek Banne in leading roles. The show also features Abhijeet Khandkekar, Rajesh Khattar, and Barkha Bisht in pivotal roles.

In the trailer, one witnesses the resurgence of the past in Abhishek Banne's life as Sammit Patel emerges from a coma. 'Duranga 2' hints at an epic showdown between Abhishek and Sammit as they each strive to reclaim their identities. Abhishek embarks on a quest to uncover his father's accomplice, protect his sister, and engage in a fierce battle with Sammit to win back his love and safeguard his family.

Vicky Kaushal unveils 'Sam Bahadur' teaser



The teaser for the much-anticipated biopic 'Sam Bahadur', featuring Vicky Kaushal as Field Marshal Sam Manekshaw, was unveiled yesterday, and it has certainly lived up to the hype. The 'Sardar Udham' star embodies the look and persona of India's legendary war hero with remarkable precision.

The teaser showcases high production quality and primarily focuses on Sam Manekshaw's days as a General in the Indian Army before his rise to the rank of Field Marshal.

It features poignant moments of the Indian Army's battles against the Pakistani Army during various conflicts from 1947 to 1971. Additionally, glimpses of Manekshaw's service as a soldier in the he teaser for the much-anticipated biopic 'Sam Bahadur', featuring Vicky Kaushal as Field Marshal Sam Manekshaw, was unveiled yesterday, and it has certainly lived up to the hype. The 'Sardar Udham' star embodies the look and persona of India's legendary war hero with remarkable precision.

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- निजी कोचिंग सेशंस
- व्यापक परामर्श कार्यक्रम

एनरिच टीवी को डाउनलिंक करें और कैरी करें और अपनी केबल सेवा से अधिक पैसे कमाएं।

- दर्शकों की संख्या बढ़ाएँ: अपने व्यवसाय को बढ़ते हुए देखें।
- पाठ्यक्रमों, पुस्तकों और आयोजनों की बिक्री से लाभ का हिस्सा प्राप्त करें।
- कार्यक्रम का विस्तार करें: सिर्फ मनोरंजन ही नहीं शिक्षा एवं समृद्धि विस्तार करें।
- सभी आयु समूहों के लिए उच्च गुणवत्ता, आकर्षक वीडियो कार्यक्रम।

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Satellite:- GSAT 17
Downlink frequency: Satellite-GSAT-17(93.5° East),
Downlink Frequency: 4175.5Mhz,
Symbol Rate: 13.6 Msps, Polarisation: Horizontal
FEC: 5/6 Modulation: DVB-S2 8PSK System: Mpeg4

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Thailand's soft power, video content shine globally

The Asia Video Industry Association's (AVIA) Thailand in View conference brought together over 150 industry leaders for a day of insightful discussions on the state of video content in Thailand and the role of soft power in promoting Thai culture worldwide.

The conference was marked by an air of optimism regarding Thailand's burgeoning role on the global stage. Sompan Charumilinda, Executive Vice Chairman of True Visions Group, emphasized the success of Thai and Asian content, highlighting the rich heritage of content production in the region, a press statement from AVIA stated on October 13.

Commissioner Pirongrong Ramasoota of the National Broadcasting and Telecommunications Commission (NBTC), Thailand, underscored the significance of soft power as a major national strategy. This strategy aims to address regulatory challenges and create a strategic database of Thailand's creative and content assets.

The NBTC is focusing on 11 sectors, including film, gaming, and fashion, to promote content diversity and cultural uniqueness. Thailand's strength lies in its ability to produce diverse content that can be co-produced with other countries.

Leading streaming platforms, such as WeTV Thailand and iQIYI, are increasingly investing in local original content. They are also utilizing artificial intelligence (AI) to improve efficiency and reduce costs. The industry is recognizing the potential for Thai content to appeal to international audiences.

Piracy remains a challenge in Thailand. Sirapat Vajraphai, Director of the Copyright Office, Department of Intellectual Property (DIP), Thailand, stressed the importance of raising public awareness about copyright protection to reduce theft. The DIP is adapting to the changing landscape of streaming content and working on legal reforms to better protect the rights of actors and content creators.

Industry leaders discussed the importance of soft power in promoting Thailand's culture and entertainment worldwide. Soft power helps attract visitors and build brand love for the country. Video content serves as a powerful tool for emotional communication and connection.

The conference highlighted the value of premium content for consumers and brands. Premium content is not just about price but also quality, safety for brands, and content produced by professionals. The level of spending on premium OTT platforms is expected to grow significantly in the coming years. Takonkiet Viravan, Group CEO of The One Enterprise, emphasized the need to strike a balance between commercial and artistic elements in content creation. Thai content should maintain its uniqueness, while adapting to international preferences. Understanding the target demographic and strategically placing content is key to success in the evolving industry.

Sony BBC Earth announces 12 premieres for Diwali



Sony BBC Earth is set to brighten up Diwali with its new property, 'Festival of Life.' The channel is gearing up to take viewers on a cinematic journey with a dozen powerful premieres that promise to entertain, enlighten, and inspire.

The 'Festival of Life' will feature a captivating lineup of shows and documentaries, ranging from breathtaking wildlife encounters to riveting explorations of Earth's most extraordinary phenomena.

Viewers can expect to embark on a visual adventure to encounter enigmatic underwater giants with 'Chasing Monsters,' and explore untamed landscapes and wildlife that breathe life into the mythical legacies of Odin and Thor with 'Wild Scandinavia.'

For those with a taste for culinary adventures, Joanna Lumley's 'Spice Trail Adventure' will share the origin stories of beloved spices from around the world, leaving a trail of vibrant food and culture. 'South Korea with Alexander Armstrong' and 'Alexander Armstrong in Sri Lanka' will delve into the hidden treasures of Korean culture and the rich cultural tapestry of Sri Lanka.

'Africa with Ade Adepitan' will take viewers on an odyssey across expansive Africa, delving into its diverse cultures and breathtaking scenery. Returning with a fresh season, 'Serengeti' will capture the unfiltered essence of survival on Africa's lush plains, while 'Dogs in the Wild' provides an intimate glimpse into the lives of an extraordinary animal family.

But the lineup doesn't stop there. For those focused on wellness, 'Vitamin Pills – Miracle or Myth?' and 'Horizon Hair Care Secrets' will provide food for thought by debunking myths in health and beauty.

'Panorama: Are You Scared Yet, Human?' is all set to take audiences on an artificial intelligence (AI) adventure, shedding light on how AI has transformed our world and its future, complete with a warning about the potential threats posed by technology.

US teens prefer YouTube more than Netflix as video source: Report

Teenagers prefer to watch more videos on Google-owned YouTube instead of Netflix, a new report has shown.

Piper Sandler's survey reveals that US teens spend 28.7% of their daily video consumption on Netflix and 29.1 percent on YouTube.



The data point represents YouTube's dominant position as a free online video provider, particularly among youth, and indicates that the streaming industry is becoming more competitive, IANS reported from San Francisco.

The report surveyed more than 9,000 teens across the US in September this year, with an average age of just under 16 years old.

Moreover, the report showed that TikTok improved by 38 percent as the favorite social platform among teens along with Snap ranking second and Instagram ranking third.

About 70 percent of teens have used Spotify over the last six months (up from 68 percent), with 46 percent of teens opting to subscribe/pay for Spotify (up from 44 percent).

According to the report, the iPhone continues to reign as 87 percent of teens own one, and 88 percent expect the iPhone to be their next mobile device.

Mobile devices remain the number one preferred method for customer service interactions (with a 50 percent share), while text/SMS shows the best multi-year gains, the report mentioned.

Nickelodeon unveils animated series 'The Twisted Timeline of Sammy & Raj'

Nickelodeon, India's leading destination for kids' entertainment, is elevating the realm of children's programming with the launch of the global sensation 'The Twisted Timeline of Sammy & Raj' in India.

This groundbreaking animated series is set to debut on October 15, airing every Saturday and Sunday at 1 p.m.

'The Twisted Timeline of Sammy & Raj' introduces viewers to two adventurous cousins, Sammy and Raj, who possess a remarkable and enigmatic time-altering app. With the extraordinary ability to pause, rewind, and fast-forward time itself, Sammy and Raj find themselves in a series of amusing escapades as they tackle various challenges. Yet, their well-intentioned efforts often result in uproarious chaos and comedic situations. Each episode promises fresh and entertaining challenges as Sammy and Raj use their time-altering app to navigate through the hurdles that come their way.

Anu Sikka, Head – Creative, Content, and Research, Kids TV Network, Viacom18, expressed, "The Twisted Timeline of Sammy & Raj is a collaborative testament between Nickelodeon International and us to deliver diverse, inclusive top-quality content for our young audiences. Filled with humor, this story of time travel is a fresh and unparalleled addition to our slate."



Chris Rose, VP of international production and development for Paramount's Global Kids & Family Group, highlighted the success of the partnership, noting, "The Twisted Timeline of Sammy & Raj is the successful result of our partnership with Viacom18. Thanks to an extensive collaboration and strong teamwork, we managed to create a powerful story that explores differences between Eastern and Western sensibilities."Supporting the launch of 'The Twisted Timeline of Sammy & Raj' is a comprehensive multi-screen marketing strategy across the Nickelodeon franchise. This includes a strong emphasis on social media, digital platforms, games, connected TV, and influencer collaborations. Furthermore, an innovative AR filter will transport kids through time by altering their appearance, ensuring that this series captures the attention of both young viewers and brands.

X back after brief outage globally, including in India

On October 13, X Corp, led by Elon Musk, encountered a temporary global outage, which also impacted users in India. Users reported difficulties with posting and refreshing content on the platform.

According to IANS, the disruption began at approximately 7:30 pm and was resolved within about an hour.

In response to the outage, one X user humorously speculated, "Twitter seems utterly broken again. Probably just Musk playing 5D chess, and us unable to comprehend the genius of it." Another user quipped, "Everyone running to Instagram to find out if Twitter is down."

'Sahela' to have South Asia premiere at Jio MAMI Mumbai International Film Festival

The Jio MAMI Mumbai International Film Festival is set to host the South Asia premiere of Raghuvir Joshi's feature film 'Sahela' in the 'Focus South Asia' section.

This English-Hindi language movie, an Australian production, is situated within the vibrant Indian community of Western Sydney, and shot in Australia. The film explores a unique love story between a gay man and his wife, offering a fresh perspective on complex themes of love, sexuality, and breaking societal norms, PTI reported.

Produced by Tayyab Madni of Picture Works Australia and Radhika Lavu of Ellanar Films in India, in association with 'Pushpa-The Rise' producer Mythri Movie Makers, 'Sahela' is co-produced by AB International Films and executive produced by Dev Patel and Jaspreet Kaur.

The cast includes Antonio Aakeel, Anula Navlekar, Sheeba Chaddha, Vipin Sharma, Harish Patel, Anita Patel, and Nicholas Brown in key roles.

Raghuvir Joshi, the filmmaker, described the film as "an intimate portrait of love and self-discovery that challenges the weight of familial expectations and entrenched gender roles in our society. It's a story that redefines our notions of love, exploring the complexity of sexuality and the freedom that comes from breaking conformity. With 'Sahela,' I would also like to underscore that the most profound act of love is the power to let go." The 'Focus South Asia' section at the Jio MAMI Mumbai International Film Festival highlights features and short films by South Asian and South Asian Diaspora Filmmakers.



'Sahela' features an impressive international crew, including renowned sound designer Wayne Pashley, editor Scott Gray, production designer Michael Turner, DOP Michael McDermott, music composer Piers Burbrook de Vere, and sitar maestro Niladri Kumar.

The festival is scheduled to run from October 27 to November 5, 2023."

Blackstone holds early talks with Disney for India biz stake

Private equity firm Blackstone had held preliminary discussions with Walt Disney to acquire a stake in the Indian arm of the entertainment firm, two sources familiar with the matter told Reuters on October 11.



Blackstone is the latest suitor for Disney's assets in the hyper competitive Indian market, where it has been exploring a sale or a joint venture partner for the digital and TV business, Reuters reported from Mumbai on October 11.

Blackstone and Disney declined to comment.

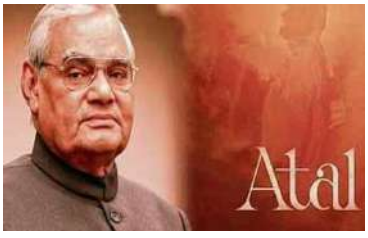
Blackstone-backed US media firm Candle Media, founded by former Disney executives, led conversations between the two parties last week, one of the sources said.

Indian newspaper The Economic Times first reported the talks earlier on Wednesday. Disney has also held talks with Indian billionaires Gautam Adani and Sun TV Network owner Kalanithi Maran, Bloomberg News reported last week.

With subscriber exits accelerating, Disney has sought to revive the fortunes of its streaming business in India by offering free cricket on smartphones, betting that the strategy will boost advertising revenue. It has, meanwhile, lost streaming rights for some key cricket tournaments to Indian billionaire Mukesh Ambani's broadcasting unit, including the Indian Premier League and the national cricket team's bilateral matches.

'Atal' to unfold inspiring story of Atal Bihari Vajpayee

In a tribute to the enduring legacy of the late Atal Bihari Vajpayee, the creators of the upcoming TV show 'Atal' are all set to unveil the untold chapters of the former Prime Minister's life.



This captivating series promises to take viewers on a deep dive into the formative years of a leader who left an indelible mark on India's destiny.

Amid India's historical tapestry, several Prime Ministers have emerged as transformative figures, guiding the nation through pivotal junctures with unwavering vision and determination.

Their tenures were marked by monumental decisions that shaped the country's course and propelled it onto the global stage, IANS reported.

One such distinguished leader was the late Atal Bihari Vajpayee, an influential statesman whose legacy continues to be held in high esteem by Indians.

Against the backdrop of British colonial rule in India, 'Atal' will shed light on the intricacies of Vajpayee's childhood, showcasing the incidents, beliefs, and challenges that sculpted him into the iconic leader he became.

The series will emphasize his profound connection with his mother, whose influence profoundly shaped his beliefs, values, and perspectives.

COAI alleges falsehood in 'Save the Internet' campaign

The recent 'Save the Internet' signature campaign, which was signed by several startups, is based on "falsehood and misinformation," telecom industry body COAI said in a letter to regulator Trai.

According to the Cellular Operators Association of India (COAI), the proposed "fair share charge" will place the onus on large global entities that profit from India but do not contribute to its economy or infrastructure development, a PTI report had stated.

The industry body, whose members include Jio, Airtel, Vodafone Idea, etc. said the people and companies are being misguided by propagating unfounded fears and supposed scenarios by certain entities with vested interests.

Meanwhile, calling for signatures of startups, a note from "Save The Internet" campaign members mentioned that the letter meant for submission to Trai is to oppose network usage fees proposed by telecom operators, and against the idea of imposing telecom licensing on online services.

The note said that Airtel, Jio and Vodafone Idea have asked telecom regulator Trai to allow them to charge startups a "network usage fee" based on traffic and number of users.

COAI countered the argument in the letter and clarified that it has proposed no "fair share charge" should be imposed on small startups and over-the-top players to encourage innovation and nurture them.

"It can be clearly seen that the COAI position is entirely opposite to the views mentioned in the said letter, and is a false statement used to misguide the addressed audience.

"Hence, it is evident that the internet companies or startups have been grossly misled in order to sign the aforementioned submission," COAI Direct General SP Kochhar said in a letter dated October 4 to Trai.

The Telecom Regulatory Authority of India (Trai) is currently working on "Regulatory Mechanism for Over-The-Top (OTT) Communication Services, and Selective Banning of OTT Services".

"We urge the Authority not to consider the submission and the signatures gathered as credible or valid, as its entire premise is based on false pretence and misinformed views," Kochhar said.

The "Save The Internet" letter mentioned that the demand to impose licensing and cost obligations on OTTs is directly at odds with the government's startup India initiative and these initiatives aren't complete without the support for Net Neutrality.

The letter described net neutrality as a principle that assures telecom or internet service providers don't discriminate for or against online apps and services, on the basis of availability, speed, or cost of access, leaving that choice to the end-user alone.

The startup letter to Trai had said that allowing price differentiation based on the type of content being accessed on the internet, would militate against the very basis on which the internet has developed.

COAI letter said the enhanced telecom infrastructure resulting from the infusion of this revenue would help these startups and MSMEs to deliver better quality services to their customers.

"The onus would rather be on the large global entities, who are profiting from India, but not contributing to its economy or infrastructure development," Kocchar said.

COAI said that net neutrality pertains to non-discriminatory treatment of content which has no nexus to the "fair share charge" issue.

"It is also important to understand that all of the concerns mentioned – such as favouring one website or application or service, pricing differentiation, decision on charging fair share on a case-to-case basis, etc – are imagined and speculative scenarios," Kochhar said.

COAI alleged that people and companies are being misguided by propagating unfounded fears and supposed scenarios by certain entities with vested interests.

The industry body said that the proposed fair share charge will be uniformly designed based on usage volumes, with certain thresholds to determine the applicable charges, and not based on differentiating pricing for individual entities.

"There will be no preferential treatment or difference in the quality of service offered amongst the B2B companies catered to, irrespective of whether they are lying above or below the usage threshold," Kocchar said.

DoT Rejects Vodafone Idea's license fee review plea

The Department of Telecommunications (DoT) had refused Vodafone Idea's request for a review of license fee demands totaling ?3,273 crore for fiscal years 2016 and 2017.

India's third-largest carrier, Vodafone Idea, is now evaluating its options after filing a plea with the Supreme Court (SC) to rectify alleged "errors" in the DoT's demands and reduce the outstanding amount.

In a filing to the Bombay Stock Exchange (BSE), the Aditya Birla Group-promoted company stated, "DoT vide its communication dated 4 October 2023 has disposed of the company's representation and objections in respect of license fee demand of ?1,749 crore and ?1,524 crore, respectively (including Interest till 31 March 2023) for Financial Year(s) 2015-16 and 2016-17," Mint reported.

Vodafone Idea, in which the government holds approximately 33% equity, had initially reached out to the DoT to rectify what it believed were errors in the demands related to fiscal years up to 2016-17.

However, no corrections were made by the department. Consequently, the telecom giant filed a review petition with the Supreme Court, seeking directions to address these alleged errors, which remains pending.

The issue centers around disagreements over the definition of Adjusted Gross Revenue (AGR) by the DoT, which includes the total revenue earned by telecom companies. The industry, on the other hand, argues that only telecom services revenue should be considered. In 2019, a Supreme Court judgment supported the government's definition of AGR.

Both Vodafone Idea and Bharti Airtel had previously filed review petitions regarding this matter, but these were rejected. Subsequently, the telecom companies filed review petitions seeking corrections in the calculations for license fee dues.

Vodafone Idea stated, "If, however, it is permissible for DoT to modify the demands for the period covered by the judgment of the Hon'ble Supreme Court, then in that event there are various errors which need to be corrected and which would reduce the demand crystallized by the Hon'ble Supreme Court."

With the review petition still pending, Vodafone Idea is now assessing its next course of action. The company faces a challenging environment with various issues, including the possibility of service restrictions by Indus Towers due to Vodafone Idea's failure to meet contractual payments of more than ?7,800 crore, including interest, as of September 2023.

Vodafone Idea did pay over ?1,700 crore to the government as its annual installment for spectrum acquired in 2022, after availing a 30-day grace period. The company continues its efforts to secure debt and equity investors for a ?20,000 crore funding plan that has been in progress since 2020.

This development highlights the ongoing challenges faced by Vodafone Idea in India's competitive telecom market and its efforts to address regulatory and financial hurdles.

India tells X, YouTube, Telegram to remove any child sexual abuse material



India has sent notices to social media platforms X, formerly known as Twitter, YouTube and Telegram asking them to ensure there is no child sexual abuse material on their platforms, the government said on October 05.

The companies could be stripped of their protection from legal liability if they don't comply, the government said in a statement.

The notices, sent by the Ministry of Electronics and Information Technology (MEITY), emphasised the importance of prompt and permanent removal of any child sexual abuse material on the platforms, Reuters reported.

"If they do not act swiftly, their safe harbour under section 79 of the IT Act would be withdrawn and consequences under the Indian law will follow," the junior minister for information technology, Rajeev Chandrashekhar, was quoted as saying in the statement.

Chandrasekhar has been a vocal advocate for removing such content from the internet in India and Prime Minister Narendra Modi's government was determined "to build a safe and trusted internet under the IT rules", the government said.

Telegram said child abuse materials were explicitly forbidden by its terms of service.

"Telegram's moderators actively patrol public parts of the platform and accept user reports in order to remove content that breaches our terms," Telegram said on Saturday.

Representatives for X and Google, which owns YouTube, did not immediately respond to requests for comment.

The government, in the notices, also asked companies to take measures, such as content moderation algorithms.

Inshorts Co-Founder & CEO Azhar Iqubal joins Shark Tank India 3



Sony LIV is set to bring back the hit entrepreneurial reality show, Shark Tank India, for its third season, following the success of the past two seasons. Joining the esteemed panel of sharks, which previously featured entrepreneurs like Ritesh Agarwal, Founder and CEO of OYO Rooms, and Deepinder Goyal, Founder and CEO of Zomato, is Azhar Iqubal, Co-Founder and CEO of the innovative news app, Inshorts.

With the combined expertise of these sharks and the charismatic host Rahul Dua leading the way, Shark Tank India 3 is set to achieve new heights. As aspiring entrepreneurs from across India gear up to pitch their ideas.

EnrichTV, Master Del Pe join forces for holistic transformation



Satellite TV channel and OTT platform, dedicated to fostering holistic success and life mastery, EnrichTV, has announced an exciting collaboration with the internationally acclaimed spiritual master and healing guru Master Del Pe.

This partnership marks a significant milestone in EnrichTV's mission to provide users with a comprehensive guide to achieving a fulfilling life, solidifying the channel's position as a beacon of hope and inspiration, the company said in a press release yesterday.

Master Del Pe, with his multifaceted background and expertise, is not only a spiritual master but also a miraculous healer, an expert in all things esoteric, a divine alchemist, a spiritual technologist, a martial arts master, a world-renowned expert in 12 styles of meditation, an engineer, and a social transformer. He is often referred to as a spiritual entrepreneur, promoting the philosophy of 'flying high with 2 big wings – spiritual and material', the media statement added.

With an impressive portfolio of 12 books on self-care, self-development, and self-mastery, he has designed over 200 courses through his organizations: BElife Institute for Higher Consciousness, Wisdom Institute for Leadership and Global Advancement, and the World Institute for Incurable Diseases. Master Del Pe has left a positive mark on the lives of over 400,000 clients across the globe, having traveled to more than 100 countries, the EnrichTV statement said.

The collaboration between EnrichTV and Master Del Pe promises to empower audiences with access to live training sessions, both paid and free online healing sessions, as well as the opportunity to explore a synergistic blend of courses, events, workshops, retreats, and coaching sessions. Master Del Pe's profound wisdom, healing expertise, and esoteric knowledge will now be accessible on EnrichTV, enhancing the platform's already diverse content.

Master Del Pe in a statement stated, "I am thrilled to join forces with EnrichTV to bring holistic wisdom and transformative experiences to a global audience. EnrichTV shares our vision of making knowledge accessible to all, and together, we will empower millions to unlock their full potential, aiming to bring true success, balance, fulfillment, enlightenment, and longevity."

Kirit Mehta, Founder & Managing Director of EnrichTV and former founder and promoter of Aastha TV, added, "At EnrichTV, we believe in the power of education and transformation. Master Del Pe's teachings align perfectly with our mission, and we are excited to host this extraordinary collaboration. It's a unique opportunity for our audience to embark on a journey of self-discovery and personal growth."

Bhakti Mehta, Co-Founder and CEO at EnrichTV, added, "We proudly stand as the pioneers of the world's premier television channel and a global hub dedicated to coaching, mentoring, motivation, and empowerment.

"Our guiding principle, 'Dream. Believe. Achieve.,' in partnership with Master Del Pe, drives our mission to leave an indelible mark on the lives of more than one billion people. EnrichTV breaks free from traditional education, introducing a ground-breaking digital resource designed to awaken your latent potential and set free the inner greatness within you."

To further enhance the learning experience, EnrichTV has introduced a revolutionary mobile application, currently available on Jio Store and Play Store, with plans for an iOS release shortly. This app empowers individuals to access the wisdom and teachings of world leaders, spiritual gurus, and experts from various fields anytime and anywhere.

X banned 5+ lakh accounts for policy violations in India

Elon Musk-run X Corp (formerly Twitter) banned a record 5,57,764 accounts in India between August 26 and September 25, mostly for promoting child sexual exploitation and non-consensual nudity.

The micro-blogging platform, going through a churning under Musk who has recently appointed a new X CEO Linda Yaccarino, also took down 1,675 accounts for promoting terrorism on its platform in the country.

In total, X banned 5,59,439 accounts in the reporting period in India, IANS reported.

X, in its monthly report in compliance with the new IT Rules, 2021, said that it received 3,076 complaints from users in India in the same time frame through its grievance redressal mechanisms.

In addition, X processed 116 grievances which were appealing account suspensions.

"We overturned 10 of these account suspensions after reviewing the specifics of the situation. The remaining reported accounts remain suspended," said the company.

"We received 13 requests related to general questions about Twitter accounts during this reporting period," it added. Most complaints from India were about abuse/harassment (1,076), followed by hateful conduct (1,063), child sexual exploitation (450), and sensitive adult content (332).

Under the new IT Rules 2021, big digital and social media platforms, with more than 5 million users, have to publish monthly compliance reports.

Between July 26 and August 25, X banned 12,80,107 accounts in India.

The micro-blogging platform also took down 2,307 accounts for promoting terrorism on its platform in the country. In addition, between June 26 and July 25, the company banned 1,851,022 accounts and took down 2,865 accounts for promoting terrorism on its platform in the country.

ABP Network to host 'The Southern Rising' summit



ABP Network had announced 'The Southern Rising' Summit, an event dedicated to celebrating the exceptional economic progress, cultural richness, and social harmony exemplified by the South Indian States.

This summit is scheduled to take place on October 12, 2023 in Chennai.

'The Southern Rising' Summit serves as a unifying platform for the five Southern states, driven by a shared vision: to lead India on its transformative journey. This summit will cast a well-deserved spotlight on the region's unparalleled role in shaping contemporary India and the future of a global India, the news network said in a pre4ssrelease.

The day-long event will have insightful discussions and renowned speakers, including prominent figures. Some of the speakers include the following:

Governor of Telangana and Lieutenant Governor of Puducherry Dr. Tamilisai Soundararajan.

Dr. P. Thiaga Rajan, Minister of Information Technology & Digital Services, Tamil Nadu.

Udhayanidhi Stalin, Minister for Youth Welfare and Sports Development, Government of Tamil Nadu.

Actor and entrepreneur Rana Daggubati.

Actor, producer and politician Kushboo Sundar.

Kavitha Kalvakuntla, Member of Legislative Council and worker of BRS Party.

K. Annamalai, State President of BJP Tamil Nadu.

Prof. Gopalkrishna Gandhi, former Governor of West Bengal and author.

Jothimani Sennimalai: Congress Lok Sabha MP.

Ricky Kej, music composer, environmentalist and 3X Grammy Award winner.

Revathy, Actor and director.

Gurcharan Das, author and commentator.

Musicians Mahesh Raghvan and Nandini Shankar.

Suhasini Maniratnam, actor, director and producer.

John Brittas: Member of Parliament (CPI-M).

M V Rajeev Gowda, Vice-Chairperson of State Institute for Transformation of Karnataka and Ex-Member of Parliament, Rajya Sabha.

Digital content creators Chaithania Prakash, Ardhra Sajan and Deepika Venkatachalam.

The summit will provide a platform for meaningful conversations about the challenges faced by southern India and explore potential solutions for sustainable development. Attendees will include government officials, industry leaders, policymakers, distinguished thought leaders, and eminent personalities who have played pivotal roles in crafting the region's remarkable growth journey.

‘Scoop’ triumph at Asia Contents Awards & Global OTT Awards

Netflix show ‘Scoop’ and its lead star Karishma Tanna on Sunday won top honours at the Asia Contents Awards & Global OTT Awards 2023 in Busan, South Korea.

According to PTI, 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 (BIFF) and Korea Radio Promotion Association.



While ‘Scoop’ won the award in the best Asian TV series, Tanna — who attended the award ceremony — bagged the trophy for the best lead actress at the ceremony.

BIFF shared the announcement on its official X page.

“The 2023 Asia Contents Awards & Global OTT Awards, the representative content event of the Busan International Film Festival that awards excellent TV, OTT, and online content across Asia, has announced this year’s winners and winners. Congratulations!” the festival said in the post.

Mehta, who created the series with Mrunmayee Lagoo Waikul, expressed his excitement over the win.

“We won! Best Asian TV Series at Busan. #BIFF23,” he wrote on the microblogging site.

Scoop follows Jagruti Pathak (Karishma 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, also directed by Mehta, premiered on Netflix in June. 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.

The Asia Contents Awards & Global OTT Awards 2023 were 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 and October 13.

ZEE Tamil celebrates 15 years with a Marigold-inspired look

Zee Tamil had unveiled a new marigold-inspired design interface, marking its 15th anniversary milestone.

Rooted in its brand promise of ‘Manadhal inaivom, maatrathai varaverpom’ (Bridging hearts and welcoming change), this transformation aims to embrace change while connecting with today’s consumers.

Zee Tamil‘s revamp of its on-screen TV experience is designed to optimize information delivery for maximum business impact. Supported by neuroscience, this design system seeks to captivate consumer attention, enhance memorability, boost viewer retention, solidify platform recall, and amplify brand partner visibility, offering a unique value proposition.

Kartik Mahadev, Chief Marketing Officer of ZEE’s Content SBU, emphasized that the refreshed Zee Tamil brand design pays tribute to the strength and dynamism of Tamil viewers. The marigold-inspired design signifies an auspicious new beginning, aligning with the channel’s goal of inspiring positive actions and outcomes. This transformation is part of Zee Tamil’s commitment to consistently deliver extraordinary experiences to its viewers.

Ramanagirivasan, Chief Channel Officer of ZEE Tamil, noted the channel’s robust connection with its audience over the past 15 years, driven by content that deeply understands consumer sentiments. He highlighted a significant increase in viewership share in Tamil Nadu (U+R), from 17% to an impressive 23%, over the last year, attributing it to a strategic overhaul of prime-time fiction programming.

Southern Rising Summit: Celebs talk AI, environment, film industry

The ABP Network‘s The Southern Rising Summit was abuzz with insights from prominent personalities as they discussed the impact of AI, environmental consciousness, and transformations in the film industry.

Rana Daggubati on AI Disruption and Interactive Cinema: Actor Rana Daggubati, during the session titled ‘So Many Cinemas: Celebrating India’s Diversity,’ emphasized the forthcoming disruption caused by Artificial Intelligence in our lives. He predicted that interactive cinema would become personalized on devices through over-the-top (OTT) platforms. He also noted that while technology would significantly influence the entertainment industry, humans would continue to play a crucial role in shaping AI’s impact. Daggubati further commented on the upcoming elections in India, advising people to choose the side they want to support.



Ricky Kej’s Environmental Passion and PM Modi’s Encouragement: Renowned music composer and environmentalist Ricky Kej, a three-time Grammy Award winner, spoke during the ‘India on the World Stage: Rhythm Divine’ session. Kej lauded India’s commitment to addressing climate change and mentioned the significant concern about this issue in the country. He shared how a brief meeting with Prime Minister Modi inspired him to focus on creating environmental consciousness and social impact through his music.


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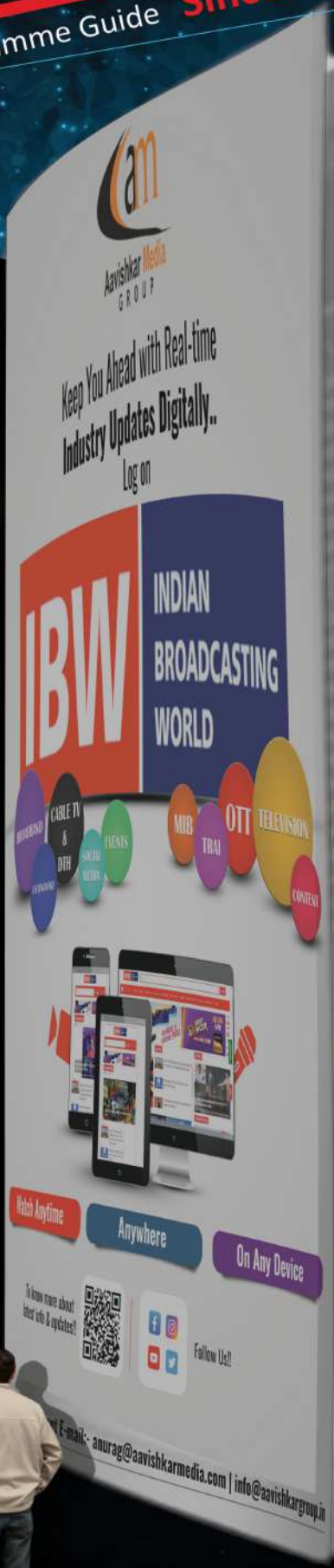
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ROLL ON

Nielsen appoints Warren Jenson as President, CFO

Nielsen, a global leader in data and media measurement, recently announced that Warren Jenson will take on the role of President of Nielsen, in addition to his current position as Chief Financial Officer (CFO).

This strategic expansion of Jenson's responsibilities aims to bolster Nielsen's efforts to modernize its operations, making it a more agile and innovative company better equipped to address the evolving needs of the media industry.

In his enhanced role, Warren Jenson will not only continue to lead the Finance group but will also oversee the company's Information Technology, Corporate Development, and Global Strategy functions. Additionally, the Portfolio Analytics business unit will now report directly to him.

Jenson, who reports to Nielsen's CEO Karthik Rao, expressed his enthusiasm for his new role, stating, "I am humbled to take on the additional role as President of Nielsen and lead the company's vision and transformation, particularly during Nielsen's centennial anniversary year. Since joining Nielsen just five months ago, I have been encouraged by Nielsen's commitment to innovation and shaping the media measurement ecosystem around the globe. I look forward to working closely with our CEO Karthik Rao to help power a better media future for the next 100 years."



Karthik Rao, CEO of Nielsen, emphasized the significant impact Warren Jenson has had on the organization since his arrival and recognized him as a trusted advisor during changing times. Jenson's expanded role is expected to play a crucial part in Nielsen's ongoing transformation to meet the challenges and opportunities of the future.

Jio appoints Deependra Chetri as State Head of CorpComm

Reliance Jio, a leading name in the telecommunications industry, has welcomed Deependra Chetri as the State Head of Corporate Communication.

This exciting announcement was shared by Deependra Chetri himself on his LinkedIn profile, where he expressed his enthusiasm for his new role, saying, "I'm delighted to announce my new role as State Head – Corporate Communication at Reliance Jio."

Deependra Chetri brings a wealth of experience in the field of corporate communication to his new role. Prior to joining Reliance Jio, he served as the Client Servicing Lead at Team Work Communication Group.

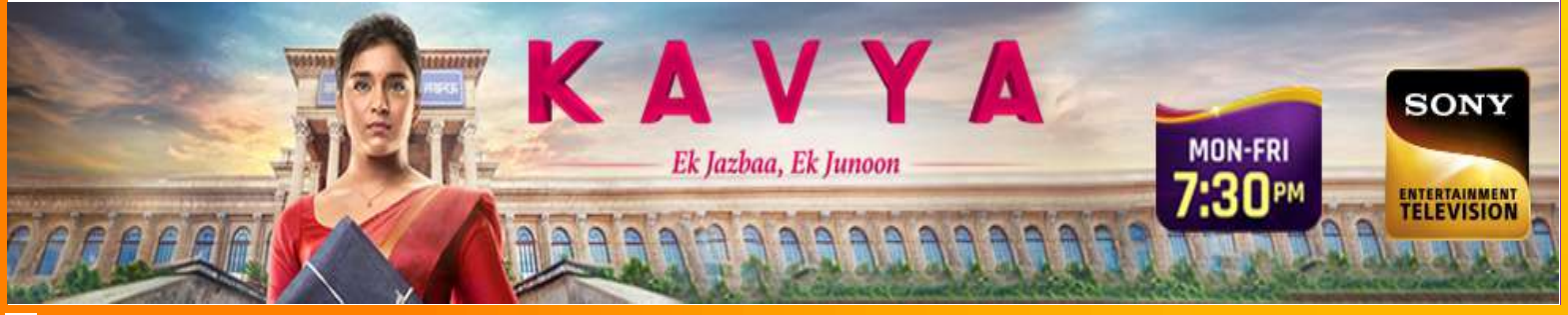
His journey in corporate communication also includes the position of Assistant Director of Corporate Communication at the All India Management Association (AIMA) and the role of Manager of Public Relations at Hockey India.

Chetri's career showcases a diverse background in corporate communication, having worked with several prominent PR firms, including Perfect Relations, Adfactors, Avian Media, and Woodworks. His expertise and extensive experience make him a valuable addition to the corporate communication team at Reliance Jio.

With his new role at Reliance Jio, Deependra Chetri is set to contribute his skills and knowledge to further enhance the company's communication strategies and strengthen its position in the telecommunications industry.



This appointment reflects Reliance Jio's commitment to excellence in corporate communication and its dedication to bringing top talent on board.



Nina Elavia Jaipuria moves on from Viacom18



Nina Elavia Jaipuria, Head – Hindi and Kids TV Network, Colors and Nickelodeon India at Viacom18 has moved on from the organisation.

A Viacom18 Spokesperson said, "After 17 years of leading the pivotal businesses of Kids Entertainment and Hindi Mass Entertainment at Viacom18, Nina Elavia Jaipuria will be moving on from the company to pursue her individual goals at the close of this calendar year. We thank her for her contribution in shaping Viacom18 as a preferred entertainment destination and wish her all the best in her future ventures."

Jaipuria began her journey at Viacom18 in 2006 when she joined as Business Head of Nickelodeon. Since then she has launched 3 more channels, numerous local IPs, and made Nickelodeon number one in the kids' category, Economic Times reported.

In September 2018, she was entrusted with the additional responsibility of leading Viacom18's Hindi Mass Entertainment play, thus bringing Colors, Rishtey, and Rishtey Cineplex under her purview.

A N Jha appointed AVP at ABP Live

ABP Network, a prominent name in the media industry, is delighted to announce the appointment of Ananta Natha Jha as the Associate Vice-President of ABP Live.

With a wealth of experience in managing digital content and a profound understanding of video and radio content, Jha will take on the role of Editor for the dynamic 'UnCut' team.

In this capacity, he will spearhead a youthful team of journalists dedicated to producing engaging digital content tailored for the Gen-Z and millennial audience.

Ananta Natha Jha's professional journey has seen him excel in various pivotal roles within renowned organizations. He is a well-recognized voice, having made his mark as a radio jockey, a news anchor, a voiceover artist, a producer, a programming head, and a talk show host, among other roles.

Jha's remarkable contributions have earned him several prestigious awards, including the New York Festivals Silver, Best Radio Show (Human Interest Story), the Media Federation of India's Award for Excellence in Journalism, the Golden Mic Award for Best Radio Jockey, the Best Entertainment Show on News TV, and the India Radio Forum's Best Radio Show award, among others.

In his new role, Ananta Natha Jha is set to play a pivotal role in reshaping 'UnCut' and refocusing its efforts on catering to the younger generation with a strong emphasis on delivering high-quality content.

'UnCut' stands as ABP Network's dedicated vertical targeting Gen-Z and millennials, guided by the mantra: "of the young, for the young, and by the young." It boasts one of the largest follower bases in the Hindi market within its segment and offers an extensive array of content spanning diverse sectors.

'ABP UnCut' serves digital content that covers politics, satire, entertainment, technology, sports, and social issues. The content is delivered fresh with a blend of meaningful information and a touch of wit and humor. From the latest news to explainers, political satire, movie reviews, entertainment shows, cricket, well-being, and a generous dose of entertainment, 'UnCut' has it all.

The vertical boasts a rich array of regular features, including 'Bin Manga Gyaan,' 'Desh ka Mood,' 'UnCut Special,' 'UnCut Studio,' 'Black and White,' and 'UnCut Studio.'

'UnCut' lives up to its name by offering content that's refreshingly unfiltered, free from pretense, unnecessary embellishments, or tedious 'gyan.' It's your go-to source for staying informed and entertained, all in one place.

Stay tuned to 'UnCut' for the latest and most engaging content curated especially for the vibrant and ever-evolving young audience.

Prime Video elevates Sonia Huria to Head of Communications for APAC region



Sonia Huria had been appointed as Amazon Prime Video's Head of Communications – APAC.

She joined the streaming platform in 2020 and previously worked as the Communications Head in India.

Huria announced her elevation via her LinkedIn handle. In a post, she said, "Three years ago, I stepped into the world of Amazon as Head – Communications, Prime Video India, and what a journey it's been! Within a span of 3 years, I'm thrilled to take another leap forward as I take on the expanded role of heading Communication for the APAC region at Prime Video.

"Forward Momentum, that's how I've lived my life, and despite some bumps and bruises along the way, it has always been onward and upward. At Amazon, we believe that it's 'Always Day One' and it truly has been a new day, every single day, with not only new experiences, fresh challenges and learnings but also new heights and dimensions to my professional and personal journey," Huria said. Sonia brings to this role over twenty years of experience in the entertainment and consumer industries.

ABP Group appoints Yash Mehta CEO of Ananda Publishers

ABP Group, a renowned media conglomerate, had officially announced the appointment of Yash Mehta as the Chief Executive Officer (CEO) of the education division of Ananda Publishers, the esteemed publishing arm of the group.

Mehta, a seasoned professional in the education sector, brings with him a stellar track record, unique expertise, and robust skills, poised to lead the organization in establishing a significant presence in the country's educational landscape.

Based in Delhi, Yash will assume responsibility for overseeing all educational entities within the ABP Group.

Mehta's professional journey is marked by a diverse and illustrious background in the education industry. Before joining the ABP Group, he held the position of Executive Director at Oxford University Press (OUP) for an impressive five years, where he played a pivotal role in driving substantial growth for the University Press.

Before that, he served as the country lead at Macmillan Education India, where he spearheaded Macmillan's education business in India and neighboring markets, including Sri Lanka, Bhutan, the Middle East, Nepal, and Bangladesh. Yash Mehta's career reflects extensive experience and leadership in the education sector.

Commenting on the appointment, Dhruba Mukherjee, Director of Ananda Publishers, expressed his thoughts on Yash Mehta's appointment, saying, "We were looking for an individual with rich and diverse industry experience, possessing a vision for the future and a passion for success. Yash brings all this and more to the table. He leads from the front, and under his guidance, we anticipate significant growth in scale, size, and impact for our education businesses."

Yash Mehta, with great enthusiasm about his new role, remarked, "I am eagerly looking forward to this important chapter. This is a critical juncture for the publishing industry, where needs are evolving at an unprecedented pace. The release of the NEP 2020 and the NCF 2023, coupled with emerging technologies and changing educational demands, present new challenges and opportunities that require adaptability and evolution. Staying abreast of the increasingly dynamic



educational landscape demands decisive planning and strategic implementation. This platform provides me with an opportunity to realize my potential in delivering educational solutions for a lasting positive impact on society. I am committed to working towards the growth and success of the group and the satisfaction of all stakeholders."

Yash Mehta, a management graduate with over twenty-five years of professional experience spanning diverse sectors such as banking, telecom, real estate, financial services, and education, has also served as the Joint Secretary at the Association of Publishers in India (API) for two consecutive terms. His appointment reflects ABP Group's commitment to elevating its educational initiatives to new heights under his leadership.

Shibasish Sarkar re-elected as prez of Producers Guild

Shibasish Sarkar had been re-elected as President of the Producers Guild of India at the 69th Annual General Meeting (AGM) of the association, held in Mumbai on September 29.

He was re-elected unanimously as the President by the Guild's Council of Management, the films producers' body said in a statement.

Additionally, Manish Goswami, Apoorva Mehta, Madhu Bhojwani and Ambika Khurana were re-elected as Vice Presidents, while Ashim Samanta and Fazila Allana were re-elected as Treasurers of the Guild.

At the AGM, Sarkar shared his thoughts on the current landscape and outlook for content producers as also the larger media and entertainment sector.

He stated that while a string of box office successes this year was very heartening, areas of concern remained in certain areas of the ecosystem as also structural issues that need to be addressed before the industry could truly put the disruption wrought by Covid behind it.



Further, members were apprised of key activities and developments at the Guild during the preceding year and also shared their suggestions on issues and areas that the body should look at addressing in the coming year.

Tips Industries appoints Hari Nair as CEO

Tips Industries, a public-listed music company, had announced the appointment of Hari Nair as the company's new chief executive officer.

Nair brings in 25 years of overall experience, of which the last two decades were spent in the music ecosystem.



With this appointment, Tips aims to strengthen its core leadership team, as well as focus on driving revenues further, be it through increasing its music distribution capabilities or expanding into new domains of music monetization, Economic Times reported.

Nair will be responsible for leading the company into its next phase of growth, amidst the fast-changing digital trends and a vibrant content ecosystem in India's entertainment industry, it added.

Joining ByteDance in 2019, Nair led the South Asia region for music partnerships and licensing for all ByteDance which gave him multi-regional exposure in the ByteDance ecosystem, launching their music streaming service Resso first in India, and the overall experience with apps like TikTok, Helo, Capcut, etc.

Further, he was entrusted with a larger multi-region role (Middle East, Africa, Turkey, and South Asia) for the Artist Services division at TikTok, where he was primarily responsible for launching SoundOn (music distribution service), driving the business P & L for the region and also ensuring support for local artist/music labels. His music journey started with Asia's first online music store "Soundbuzz", which was acquired by Motorola. Prior to his long innings in the music arena, Hari also worked in the IT services industry.

Avinash Pandey re-elected President of IAA India Chapter

ABP Network CEO Avinash Pandey had been re-elected as the president of the International Advertising Association (IAA) India Chapter. The decision was made during the IAA's Annual General Meeting, where other office bearers were also elected.



Abhishek Karnani, president of the Free Press Journal Group, was elected as the vice-president, Nandini Das as the secretary, and Jaideep Gandhi, founder of Another Idea, as the treasurer. Additionally, five voting members were elected, including Srinivasan K Swamy, M.V. Shreyams Kumar, Prasanth Kumar, Anant Goenka, and Janak Sarda. Megha Tata, CEO of Cosmos-Maya, will continue as the immediate past president.

Avinash Pandey, said, "The India Chapter of the IAA is arguably the most active industry Association of its kind in the country. Its initiatives cover a wide spectrum of areas including saluting excellence in Marketing, Creativity and communicating Sustainability. In the year gone by, we also started Tech Pulse to cater to the growing digital market. The IAA has always maintained that what is good, is good for business and in that spirit it has converted its Voice of Change initiative into a nation-wide movement aimed at breaking the gender bias in advertising and the entertainment industry.

In the year ahead we will also be spear-heading two initiatives where we walk the talk that Communication is a Force for Good, and will also once again lead a group of CEO's to the USA to study the latest developments in communication."

JioCinema mulls naming former Google exec as CEO

JioCinema plans to appoint former Google general manager Kiran Mani as chief executive officer, leading the Indian streaming TV service's effort to broaden its reach among mobile customers, according to people familiar with the move.



Mani formerly ran Google's Android operations in the Asia Pacific region. He's going to lead technology development for the service and facilitate partnerships with Hollywood studios, said the people, who asked not be identified discussing internal matters, a Bloomberg report stated.

The executive, who had already started at the company, was an early investor and adviser to James Murdoch and Uday Shankar's Bodhi Tree investment firm, according to his Linkedin page.

JioCinema's parent company, Viacom18, is a joint venture of Indian billionaire Mukesh Ambani's Reliance Industries Ltd., Paramount Global and Bodhi Tree. A Reliance Industries representative did not offer any immediate comment to Bloomberg.

India, with its 1.4 billion people, has been a fierce battleground for global media companies. Google and its YouTube subsidiary are already popular in the country. Earlier this year, JioCinema offered free streaming of a major cricket tournament in a bid to lure more paying subscribers. The service costs Rs. 999 or about $12 annually.

As part of its expansion plans, JioCinema signed new programming deals this year with entertainment giants Warner Bros. Discovery Inc. and Comcast Corp.'s NBCUniversal.

IAA celebrates 85 Years of global impact

The International Advertising Association (IAA), the world's leading network of marketing and communications professionals and the global umbrella organization for the marketing and advertising industry, is celebrating a significant milestone this October – its 85th anniversary.

To mark this momentous occasion, the IAA has organized a series of key events and initiatives aimed at uniting its extensive and multidisciplinary membership base.

The IAA officially unveiled its celebratory logo on October 3, 2023, marking the beginning of the 85 years of celebrations.

As per a press release, the prestigious summit features some of the brightest minds in the B2B sector from around the world.

An exclusive event in the heart of New York City, attended by 85 global leaders of the IAA and IAA Compass partners from 56 countries worldwide.

This highly anticipated event, held every 2-3 years in major cities globally, will focus on sustainability, diversity, equity, inclusion, and ESG (Environmental, Social, and Governance) topics.

Sasan Saeidi, Chairman and World President of IAA Global, highlighted the organization's growth and evolution since its founding 85 years ago by Thomas Ashwell and 12 advertising executives. He emphasized the importance of the IAA's role in addressing key industry issues and values.

Dagmara Szulce, Global Executive Director of IAA Global, emphasized the organization's core values, including creativity, advocacy, education, collaboration, professional development, diversity, equity, and inclusion. These values underpin the IAA's 85th-anniversary celebrations and its commitment to helping the communication industry adapt to a rapidly changing world.

Sheba Nandkeolyar, Global Vice President of Diversity, Equity, and Inclusion at IAA Global and President of IAA Australia, noted the increased demand to join the IAA network, which boasts over 4,000 individual and corporate members spanning marketing, advertising, media, IT communications, and academic sectors across 56 countries.

Heather Leembruggen, IAA Australia Chair, reflected on the organization's 43-year presence in Australia, highlighting its thought leadership and iconic initiatives, such as the Big Idea Challenge, designed for the next generation.

Pradeep Dwivedi, IAA Area Director & Vice President, Asia Pacific Region, emphasized the potential of the IAA APAC region and its commitment to upholding the ideals of the IAA on a global scale, particularly in a dynamic business world characterized by creativity, technology, and social impact.

Avinash Pandey, President of the IAA India Chapter, expressed pride in being part of the global community that has shaped the marketing and advertising landscape. He highlighted the IAA's commitment to innovation, camaraderie, and the pursuit of excellence in the dynamic industry.

The IAA's 85th-anniversary celebrations serve as a testament to its enduring influence in the marketing and advertising sector, offering a platform for industry professionals worldwide to connect, collaborate, and contribute to the future of the field. As the IAA navigates the intersection of creativity, technology, and social impact, it remains a beacon of innovation and a driving force for the industry's progress. Cheers to 85 years of global impact and many more to come!

Hollywood writers vote to approve contract deal; actors negotiate

Hollywood writers have voted almost unanimously to approve the contract agreement reached by their union leaders that ended a strike after nearly five months, while actors remain in negotiations to find a way out of their strike.

The Writers Guild of America announced on October 09 that 99 percent of the 8,525 members who cast ballots voted to ratify the deal.

The agreement was widely touted as a win by leaders, and widely praised by members, with major gains in payment, size of show staff, and control of artificial intelligence in scripts. The result of the vote taken over the past week was never really in doubt., Associated Press reported.

"Together we were able to accomplish what many said was impossible only six months ago," Meredith Stiehm, president of the WGA-East, said in a statement.



Meanwhile, nearly three months after their strike began, leaders of the Screen Actors Guild-American Federation of Television and Radio Artists were back in contract negotiations with studios on Monday, a week after talks restarted.

Unlike the marathon night-and-weekend sessions that brought an end to the writer's strike, the actors and their employers are moving more methodically in their talks, and it was not clear how much progress was being made.

The Alliance of Motion Picture and Television Producers, which represents studios, streaming services.

Govt notifies amendments to decriminalise Cable TV law

In a bid to boost investor confidence, the government on Oct 5 notified amendments to the Cable Television Networks Rules that provide the operational mechanism for implementation of the decriminalised provisions of the Cable Television Networks (Regulation) Act.

Section 16 of the Cable Television Networks (Regulation) Act, 1995 dealt with the punishment for contraventions under any of its provisions. This section had provision for imprisonment, which might extend up to two years in case of the first instance and five years for every subsequent offence, PTI reported from New Delhi.

The imprisonment provisions have been now replaced with a monetary penalty and other non-monetary measures like advisory, warning and censure, an official statement said.

These measures will be enforced through the "designated officer" defined in the rules notified on Thursday. Moreover, Section 16 now introduces an appeal mechanism against the order made by the designated officer.

The punishments specified under Section 16 of the Cable Television Networks (Regulation) Act, 1995 were decriminalized through the Jan Vishwas (Amendment of Provision) Act, 2023, the Ministry of Information and Broadcasting said.

The amendments are expected to encourage compliance with the Act without resorting to harsh punishments and sensitivity to minor or unintended contraventions, the statement said.

The inclusion of advisory, censure, and warnings in the range of penalties suggests the focus is on educating and encouraging compliance rather than solely punishing contraventions, it added.

The amended provision allows for the use of a range of penalties, which provides flexibility in addressing different types of contraventions. It allows for a more proportional response to the nature, specificity and severity of the contravention, the statement said.

The amendment in the rules defines a "designated officer" for imposing penalties and also streamlines the enforcement process by making it simple in addition to unburdening the criminal justice system.

It addresses subsequent contraventions and in addition to the provision for higher penalties, includes the provisions for suspension or cancellation of registration. This promotes consistency and discourages habitual or repeated contraventions.

The inclusion of an appeal mechanism provides individuals or entities the opportunity to challenge penalties or decisions. This ensures a fair and transparent process and safeguards against potential abuse of power.

The definition of common terms in the cable industry, like "platform services" and "local cable operator".

Kerala HC takes note of 'Foul Play' by film vloggers

Justice Devan Ramachandran was hearing a petition filed by Mubeen Rauf, the director of the film 'Aromalinte Adyathe Pranayam,' who brought to light the vloggers' "foul play" on the film industry and sought action.

Stressing on the need for checks and balances, Justice Ramachandran said, "The State Police Chief, through the learned Government Pleader, will also inform this court as to if an individual or an entity can file a complaint against such activities, including unlawful and motivated 'Review Bombing'; and the modus for such, leading to the manner of investigation and its conclusion, apart from other suggestions.

"It must, however, be specifically kept in mind by the State Police Chief that, what he is now being called to respond to, is regarding action only in the cases of motivated and calculated reviews made solely to extort and blackmail; and not those which are made bona fide," the court said.

The court wanted to see if something can be done after the petitioner alleged that there are vested interests engaged in such an act. The amicus curiae after looking into it said the petitioner had raised a valid point, IANS reported.

"Every movie is an intellectual property. Apart from being so, it also entails reputation, sweat, blood, and aspirations of several people, not merely the producers, lead stars, or the directors,"



Justice Ramachandran observed and further added that, "a fair criticism of an intellectual property – be that a movie or otherwise; in contradistinction to a pernicious attempt to blackmail and extort, are two different aspects, which have to be clearly distinguished and dealt with distinctly," the court said.

It further pointed out that directors, producers or other persons associated with movies can make complaints to trigger a proper investigation under the penal law and under the laws relating to cyber crimes and posted the hearing for Tuesday.

Tata Group in advanced talks for Temasek's Tata Play stake



Tata Group is in advanced talks with Temasek Holdings Pte to buy back a stake in its entertainment content distribution platform at a valuation of more than $1 billion, according to people familiar with the matter.

The Indian conglomerate and the Singaporean state investor are in the final stages of discussions around the interest of about 20 percent in Tata Play Ltd., the people said, asking not to be identified as the information isn't public.

Tata Group could potentially cement its grip on the platform, formerly known as Tata Sky, as it's considering buying a stake held by its flagship private equity fund Tata Opportunities Fund, the people said.

Discussions are ongoing and there's no certainty that Temasek and Tata Play will proceed with a deal, the people said. A Tata Group representative didn't offer any immediate comment, while a Temasek spokesperson declined to comment, Bloomberg reported.

Tata Group was considering making an offer to buy back Temasek's stake of about 20 percent of the content distribution platform, Bloomberg News reported in July. The conglomerate was weighing delaying a potential initial public offering for Tata Play, despite receiving the green light from regulators to proceed, people familiar with the matter said at the time.

A joint venture between Tata Group and Walt Disney Co.'s Twenty-First Century Fox Inc., Tata Play provides pay television via set-top boxes and over-the-top video streaming through its app according to the conglomerate's website. It has a pan-India footprint of 23 million connections.

5 AI anchors join Sana for India Today tech disruption

In a groundbreaking development, the India Today Group made history at the 5th India Today Conclave in Mumbai by unveiling a pioneering team of AI anchors in collaboration with Sana, India's First AI anchor. This revolutionary move is set to redefine the landscape of news delivery and consumption, marking a significant milestone in the evolution of newsrooms.

Earlier this year, the India Today Group made waves in the world of journalism with the introduction of India's First AI Anchor, Sana. In less than six months, Sana has delivered 200 hours of programming across various genres, languages, and platforms, achieving notable milestones such as interacting with Prime Minister Modi, anchoring prime-time segments, and engaging with global leaders like Brad Smith of Microsoft and Shahrukh Khan.

On the concluding day of the India Today Conclave 2023, Kalli Purie, Managing Director of the India Today Group, introduced a diverse array of AI anchors, each representing different regions and linguistic communities:

SAIli: The pioneering AI Marathi news anchor for Mumbai Tak, catering to the Marathi-speaking audience with eloquence and regional understanding.

AIshwarya: The authoritative Hindi anchor for UP Tak, Bharat Tak, and News Tak, known for credible journalism and precise reporting.

NAIna: The engaging Bhojpuri anchor on Aaj Tak 2, delivering Bhojpuri news with authenticity and precision, resonating with YouTube-based news consumers.

AIna: India's inaugural Bengali AI anchor on Aaj Tak Bangla, embodying Bengali culture and connecting with viewers in their native tongue.



JAI: The articulate English AI anchor on India Today TV, offering a global perspective with high-speed data analysis and innovative storytelling.

Kalli Purie, Managing Director of the India Today Group, commented on this historic moment, stating, "For the first time in our group's 48-year history, we've taken a leap by creating an anchor from scratch rather than hiring one! These AI Anchors exemplify our unwavering commitment to always looking out for new tech that can enable our newsroom to deliver a richer, faster, more personalized news experience."

The introduction of these AI news anchors signifies the India Today Group's dedication to innovation and its commitment to providing a superior quality audience experience. These AI anchors are designed to cater to the diverse linguistic communities across the nation, connecting with audiences through their local preferences in content, dialect, culture, and language.

This bold move by the India Today Group reflects the changing landscape of journalism and the growing importance of technology in delivering news to audiences with authenticity, precision, and personalization. The AI anchors are poised to play a pivotal role in shaping the future of news delivery in India and beyond.

Paramount mulls partnership over India streaming

Paramount Global is considering scrapping plans to launch its Paramount+ streaming service in India this year in favor of a deal with existing partners, according to people familiar with its strategy.

The New York-based parent of the CBS and MTV networks is shifting its focus to selling more programming to the Indian streaming service JioCinema, said the people, who asked not to be identified discussing plans that haven't been made public. Paramount owns a 13 percent stake in JioCinema's parent company, Viacom18, an operator of TV channels locally.

The company declined to comment.

The delay is part of a larger trend of big media companies dialing back their spending and international expansion plans as they look to wring profits from streaming businesses that have delivered mostly losses so far. They're also contending with a fall in viewers for traditional TV channels as streaming grows in popularity.



"We are in a temporary pullback phase to appease Wall Street, especially for the studios, which are also managing the controlled decline of other business lines," Guy Bisson, executive director, of Ampere Analysis, said.

Warner Bros. Discovery Inc., which has promised Wall Street that its streaming business will be profitable this year, said in September that it's delaying the launch of its Max service in Latin America until the first quarter of 2024. In April, Warner Bros. agreed to license its films and HBO shows in India to JioCinema.

JB Perrette, who leads Warner Bros.' global streaming effort, said at a media conference in Indonesia last month that the company may favor local partnerships over launching the Max service in some markets. If prices for local streaming services are low and competitors are already spending a lot on programming, "we may say this is not the right time," Perrette said.

JioCinema, which also licenses programming from Comcast Corp.'s NBCUniversal, costs 999 rupees annually, or about $12.

Walt Disney Co. had held preliminary talks with companies interested in purchasing its Star business in India. The unit includes local cable channels and the Disney+Hotstar streaming service. Interested parties include local billionaire Mukesh Ambani's Reliance Industries Ltd., Bloomberg has reported. Reliance is the largest shareholder in Viacom 18.

Disney generates an average of just 59 cents a month per subscriber from its Hotstar streaming service, less than 10 percent of what the average customer spends in the US and Canada.

It has also been shutting down cable TV channels overseas, including National Geographic-branded networks in Hong Kong, Taiwan, and Korea, and closing its Lucasfilm studio in Singapore. Next month, it will begin cracking down on Disney+ customers in Canada and other countries who share their passwords with people outside of their home, a way of boosting subscription revenue. Amazon.com Inc., meanwhile, has slowed content spending growth for the Prime video service in some of its biggest international markets, including the UK, Germany, and Italy, according to Ampere. While spending heavily on new programs was a way to win subscribers early on, there are fewer new customers to gain in more mature markets, Ampere's Bisson said.

SC to hear Google appeal on CCI penalty in Jan 2024

The Supreme Court will hear a plea filed by Google against the National Company Law Appellate Tribunal (NCLAT) order that upheld the penalty of Rs 1,337.76 crore imposed by the Competition Commission of India (CCI), in January 2024.





A bench comprising Chief Justice of India (CJI) D.Y. Chandrachud and Justices JB Pardiwala and Manoj Misra assured on Monday that they will list the case in the last week of January 2024. "I will ensure that no other cases are listed then so that the matter is over in a couple of days," the CJI said.

The CCI imposed a penalty of Rs 1,337.76 crore on Google for allegedly abusing its dominant position in multiple markets in the Android Mobile device ecosystem, IANS reported from New Delhi.

Earlier the apex court had refused to grant interim relief to Google, while the matter was pending before the NCLAT.

In January this year before hearing Google's plea, the NCLAT directed the tech giant to deposit 10 percent of the CCI penalty.

In March, the NCLAT upheld the CCI's penalty on Google but set aside four key directions issued by the commission to the tech giant.

In October 2022, the CCI penalised Google and directed it to desist from participating in anti-competitive practices and modify its conduct within a defined timeline.

Disney in talks with Adani, Maran for sale of India assets

Walt Disney Co. is holding preliminary discussions with potential buyers for its India streaming and television business including billionaires Gautam Adani and Kalanithi Maran.

The US entertainment giant's senior executives have also gauged the interest of private equity funds considering the company is exploring a range of options, which could involve selling part of the Indian operations or a combination of the unit's assets including sports rights and regional streaming service Disney+ Hotstar, the people said, asking not to be identified because the discussions are private.

Asset-sale talks have already been held with Reliance Industries Ltd., controlled by Asia's richest person, Mukesh Ambani, Bloomberg reported.

Disney has been weighing strategic options for its business in India including an outright sale or setting up a joint venture, Bloomberg News reported in July after the unit lost its streaming rights to the Indian Premier League cricket tournament to Viacom18 Media Pvt. Viacom is a joint venture between Reliance, Paramount Global and Uday Shankar's investment firm Bodhi Tree Systems.

A potential acquisition could complement Maran's broadcasting company, Sun TV Network Ltd., while for the Adani Group, it could help expand its newly acquired New Delhi Television Ltd., the people said. They added that deliberations are still at a very preliminary stage and any deal may not happen.

Representatives for Disney in India declined to comment. Sun TV Network Group Chief financial Officer S L Narayanan said the group doesn't comment on market rumours or speculation. A spokesperson for Adani also said they wouldn't comment on market speculation.



The discussions around the sale of Disney's India unit show how the market dynamics have been disrupted ever since Ambani's conglomerate scooped up the streaming rights to the Indian Premier League for $2.7 billion and chose to broadcast it for free earlier this year. Ambani scored another win by bagging a multi-year pact to broadcast Warner Bros Discovery Inc.'s HBO and other content that was previously with Disney.

Disney is now using Reliance's playbook and streaming the ongoing Cricket World Cup in India for free — a move aimed at clawing back some subscribers even if it means sacrificing revenue in the cricket-crazy nation of 1.4 billion people.

Disney, however, is likely getting a boost as marquee global brands line up to tap India's massive consumer base, with advertising slots being sold at $3,600 a second. Disney Star, which holds the exclusive TV broadcast rights for the event in India, said in a statement Wednesday that it's partnering with 26 sponsors, including heavyweights like Booking.com BV and liquor company Diageo Plc.

Cricket is by far the most popular sport in the South Asia nation and attracts more than $1.5 billion in sponsorship and media spending every year, according to research from Jefferies LLC, or about 85% of all sports-related spending in the country.

Even as Disney Star had battled sliding subscriber numbers after losing the streaming rights to the Indian Premier League, the media group hasn't ceded the entire cricket business, securing the television rights through 2027. Last year, Disney Star agreed to license the TV rights for International Cricket Council men's matches to ZEE Entertainment Enterprises Ltd. for four years, with Disney+ Hotstar retaining the digital rights.

Disney+Hotstar to release 'Aarya 3' on Nov 3



The third season of the hit crime drama 'Aarya', starring Sushmita Sen, is all set to release on Disney+Hotstar on November 3.

Created and co-directed by Ram Madhvani and co-produced by Amita Madhavni, Ram Madhvani, Ramv Madhvani Films, and Endemol Shine India, the new season will see Sen's titular heroine tackling a new set of enemies, PTI reported from Mumbai.

"Aarya Sareen has now become a very integral part of my life. Her experiences across seasons have touched my heart. It's an honor to step back into her shoes for 'Aarya' season three.

"This season explores the profound power of Aarya, as she strikes down her enemies and begins to create an empire of her own while grappling with the threats to her loved ones. Aarya's story is a testament to a woman who defies life's constraints and will go to any lengths to protect the ones close to her," Sen said in a statement.

Gaurav Banerjee, Head of Content, Disney+ Hotstar & HSM Entertainment Network, Disney Star, said, "It brings us such joy to announce season 3 of Aarya, a marquee franchise from the Disney+Hotstar content slate. This series has been a winner since Season 1, we never anticipated the incredible love and acclaim it's received not just in India, but also the world over..."

Madhvani promised a "new era of Aarya", which he said, will keep audiences on their toes" as Aarya emerges as the ultimate don.

OTT platforms exempt from Govt permission, licensing: TDSAT

The Telecoms Dispute Settlement and Appellate Tribunal (TDSAT) on October 4 took a view that Over The Top (OTT) platforms cannot be regulated by the Telecommunication Authority of India (TRAI) Act, 1997.



The appellate tribunal has held that OTTs can only be regulated by the Information Technology Act, of 2000, and the rules under it.

The order was passed in a case filed by All India Digital Cable Federation (AIDCF) against Star India Pvt Limited. AIDCF alleged that Star was violating the TRAI regulations by permitting free streaming of ICC World Cup matches on mobile devices through its OTT platform (Disney Hotstar). It alleged that this was discriminatory and in violation of TRAI Regulations as these matches are chargeable to a viewer who wishes to watch it on star sports channel, Money Control reported.

Citing this, AIDCF asked TDSAT to restrain star from offering World Cup matches for free on Hotstar or in the alternate provide star sports for free to cable operators.

Appearing for Star, senior advocates Mukul Rohatgi and Maninder Singh argued that OTT platforms including Hotstar do not have to obtain a license from the Central Government under TRAI Act as it is not a TV channel.

TDSAT, while denying the interim relief said " Prima facie, OTT platform is not a TV channel, Hotstar does not require any permission or a license from the Central Government. OTT is not covered by TRAI."

However, AIDCF's petition against Star has been admitted by TDSAT and the tribunal is expected to commence final hearing on December 18. Star was represented by Karanjawala & Co. led by Ruby Singh Ahuja, senior partner at the firm.

TDSAT is the appellate authority for disputes pertaining to telecommunication, cable and broadcasting. The appellate tribunal is also an adjudicating authority for disputes under Information Technology Act, 2000 and Airport Economic Regulatory Authority (AERA).

Earlier TDSAT had directed OTT platforms such as Hotstar, Sony Liv and Sun Nxt to provide information on their content to TRAI. However, in September 2022, the Delhi High Court stayed this order. The issue is currently pending at Delhi HC.

Nodwin Gaming's Singapore unit acquires 'PublishME' for $2mn

Nodwin Gaming's Singapore unit had successfully acquired a 100 percent stake in the game marketing agency 'PublishME' for $2 million.

This acquisition was made from existing shareholders Nazara Technologies Limited and Ozgur Ozalp, as announced by the company through a press release.

The strategic move is expected to enhance Nodwin Gaming's existing capabilities to provide solutions to publishers and brands in the esports industry.

Additionally, it marks an important step in expanding the company's global presence, especially in emerging markets, including the Middle East.

As part of the integration, PublishME will undergo a name change to Nodwin Gaming in the Middle East, while retaining its original name in Turkey. Ozgur Ozalp, the founder of PublishME, will assume the role of CEO for Nodwin Gaming's Dubai unit.

Akshat Rathee, Co-Founder and Managing Director of Nodwin Gaming, expressed his excitement about welcoming PublishME into the Nodwin Gaming family, highlighting the company's global expansion plans.

Nazara CEO Nitish Mittersain also commented on the transaction, emphasizing the significant synergies between Nodwin Gaming and PublishME. He believes that this acquisition will provide Nodwin Gaming with a stronger foothold in the Middle East esports market.

Operation Valentine' to hit theaters on Dec 8



Operation Valentine,' an action-packed Telugu-Hindi drama, is set to hit theaters on December 8, 2023.

Shakti Pratap Singh Hada, a renowned ad-filmmaker and cinematographer, makes her feature directorial debut with the film, which is inspired by true events.

This film, starring Varun Tej and Manushi Chhillar, promises an adrenaline-pumping ride for moviegoers.

The exciting news of the film's release date was officially shared by the makers on their Instagram page, generating a wave of anticipation among fans and cinephiles alike.

'Operation Valentine' is a film deeply rooted in real-life events, shedding light on the unwavering courage and dedication of the Indian Air Force.

'Operation Valentine' is a bilingual production, shot in both Hindi and Telugu, ensuring that audiences across India can connect with the story and characters.

IAMAI, BIF oppose telco's demands to regulate OTTs, charge 'fair share'



A lutch of industry groups ITI, ADIF, IAMAI, and BIF have opposed telcos' demand to regulate OTTs and charge 'fair share', citing violation of net neutrality principles and underlining the contribution of OTT services in data usage growth. Telcos have been batting for compensation from OTT players for using their networks. Put simply, OTT refers to applications and services that are accessible over the internet and ride on an operator's network.

The Information Technology Industry Council (ITI) has argued that OTT Services are additive not substitutes for traditional telecommunications (or broadcasting) services.

ITI made these arguments in its counter comments to the Telecom Regulatory Authority of India's (TRAI) consultation paper on the regulatory framework for OTT communication services, and the selective banning of OTT services, PTI reported from New Delhi.

OTTs, it said, provide bundled services that cannot be separated out into 'OTT Communication Services', or 'OTT Broadcasting services' making it nearly impossible to define OTT overall or in terms of subsets for regulatory purposes.

However, the functions of these services are already regulated under the IT Act, ITI further said.

Broadband India Forum (BIF) has asserted that demand for network usage fees from OTTs by telecom operators is outdated and would violate net neutrality principles.

"Overregulation of the OTTs would be counterproductive, as this will lead to a higher cost to customers and reduce consumer choice," BIF President, TV Ramachandran said.

Further, it would also adversely impact innovation, lead to discrimination, adversely impact smaller entities and startups, and lead to a violation of Net Neutrality guidelines, BIF countered.

According to it, OTTs (content and applications over the internet) have been empowering individuals by boosting productivity and socio-economic standing in addition to having massive economic spill-over effects on the nation's prosperity. BIF equated the latest demand by telcos to the old, legacy, and obsolescent Sending Party Network Pays (SPNP) system of the 1990s.

According to BIF, the telcos wish to cling to an old, legacy, and obsolescent system of SPNP, prevalent during the voice telephony era of the 1990s, when they ask for network usage fees to be paid by the OTTs for carrying the large traffic generated by the former.

The internet, it went on to argue, operates differently, from the old voice telephony system of the 1990s. Users not only want to communicate with one another but also want always to be online to connect to content, applications, and services. This is the reason why internet traffic is typically unbalanced between content and application providers and internet access providers.

Internet and Mobile Association of India (IAMAI), in its counter-comments, said robust regulatory frameworks for digital service providers already exist in India, under the IT Act, IT Rules, and DPDP Act. They are also required to comply with the Consumer Protection Act and Rules for consumer welfare, and the Competition Act for economic Regulation.

Under the IT Rules, digital service providers and OTT service providers are subject to dedicated compliance and reporting requirements. So, the introduction of a telecom regulatory regime for OTT services would undoubtedly qualify as an act of overregulation.

IAMAI also highlighted that revenue-sharing arrangements between OTTs and TSPs (telecom services providers) will lead to double payment. Over-the-top service providers have provided high-quality content for little to no cost to users. This in turn has spurred the rapid growth of data consumption and economic activity in India.

An SPNP mechanism, it countered, would effectively reverse this phenomenon by disincentivizing growth for OTT-based businesses, for whom a volume-based revenue-sharing mechanism would be a glass ceiling for continuing growth and may even act as a barrier to entry for startups.

Policy think tank for Indian Digital startups, The Alliance of Digital India

(ADIF) said calls for revenue-sharing arrangements between TSPs and OTT applications persist, grounded in the misperception that OTTs are benefiting without making any contributions, whereas TSPs are burdened with infrastructure and licensing costs.

The proposed implementation of the suggested revenue-sharing model carries the potential to discourage the growth of digital enterprises, it said, adding that this model introduces a volume-based revenue-sharing system that could impede sustained expansion.

Additionally, it introduces an additional cost associated with accessing free or affordable content, and a portion of this expenditure may eventually be passed on to consumers, thereby increasing the cost of internet usage.

This approach also contradicts the principles of net neutrality outlined by the Ministry of Communications in 2018, emphasizing the necessity for the network to remain impartial toward all transmitted data, it said.

Barun Das named 'World's Best Leader'; News9 Plus wins 'World's Best Brand' in London



TV9 Network, India's largest television news network, had been recognized on the global stage for its exceptional leadership and innovation.

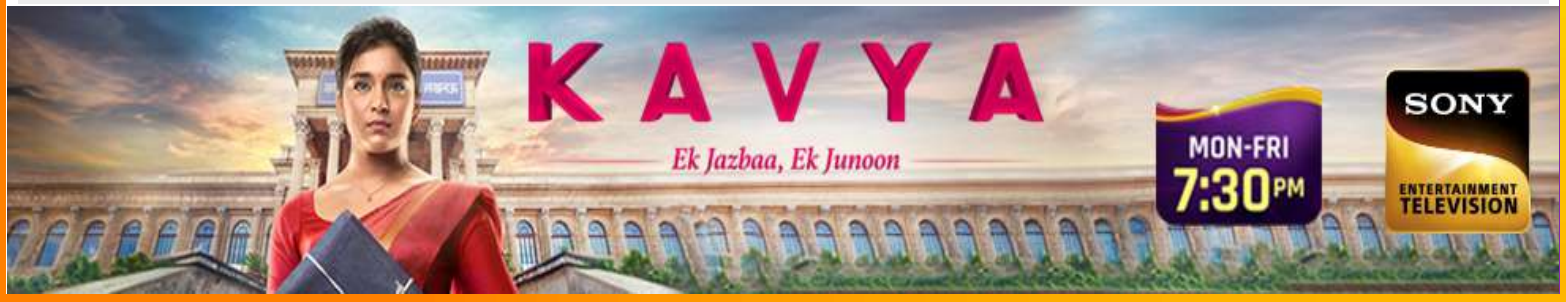
At the prestigious Wcrcleaders Global Summit in London, hosted by the World Consulting & Research Corporation International (WCRC), Barun Das, Managing Director & CEO of TV9 Network, was presented with the esteemed 'World's Best Leader – Hall of Fame' award, while News9 Plus, TV9 Network's pioneering News OTT platform, was honored as the 'World's Best Brand in News Media 2023, the channel said in a press statement.

The awards ceremony took place at the House of Lords in the Palace of Westminster, where Baroness Sandip Verma and Baroness Pola Uddin conferred the 'World's Best Leader' award upon Barun Das. In his acceptance speech, Das acknowledged the complexities of running a news network, emphasizing the role of a news channel as the fourth estate in a democracy. He expressed his gratitude to WCRC for recognizing the network's efforts in balancing the responsibilities of upholding journalistic principles while sustaining a profitable business.

As the recipient of the 'World's Best Leader' 2023 award, Barun Das joins an exclusive league of exceptional leaders who have demonstrated unparalleled leadership skills, driving their organizations to unprecedented levels of success. His innovative strategies and transformative leadership have not only propelled his company's growth but have also left a lasting impact on the entire industry. Das also co-presented the lifetime achievement award to Lord Swraj Paul, alongside Abhimanyu Ghosh, Editor-in-Chief of WCRC.

In addition to celebrating Barun Das's remarkable achievements, News9 Plus, his brainchild, received the prestigious 'World's Best Brands 2023' recognition in the Media industry category. This accolade underscores News9 Plus's unwavering commitment to journalistic integrity, quality reporting, and its dedication to excellence, innovation, and the mission of providing accurate and timely news coverage to a global audience.

The Wcrcleaders Global Leaders' Summit and Awards, themed 'One Earth. One Family. One Future,' took place on October 5, 2023, at the prestigious Peers Room within The House of Lords at The Palace of Westminster in London. The summit highlighted the interconnectedness of our world, promoting international trade and reducing tensions, while attendees from various countries and prominent British ministers, Lords, Baronesses, and distinguished individuals made the event a resounding success.



Indonesian top OTT services also high on quality content

The Asia Video Industry Association (AVIA) had released a study to understand the usage of different video services in Indonesia and consumer attitudes towards them.

The study looked at video across social media, user-generated content (UGC), linear TV, messaging services and premium OTT.

This is a follow-up to its study on Premium OTT – Building its Rightful Place in the Digital Market, which was first released in September 2022 and focused on the Singapore market.



Amongst Indonesian consumers, premium OTT is viewed as having the highest quality content. 75% of users of premium OTT services (such as Netflix, Vidio, Viu and WeTV) said it offered the best quality content, higher than users of any other category of video. Of all 24 video platforms studied, five of the top seven services ranked as offering the highest quality content were premium OTT.

Usage of premium OTT is also associated with the most positive emotions. When asked about feelings after watching an hour of different types of content, TV series and movies significantly outscored user-generate content and social media in eliciting happiness and amusement.

While premium OTT is still at an earlier stage of development in Indonesia than free UGC and social media services like YouTube and TikTok, it is clear that those who use premium OTT value it more. When asked what video services they would first be prepared to forego, only one in the top ten services was premium OTT, and the top 4 were all social media or UGC services.

"We believe the power and opportunity of premium OTT is hugely significant and offers a real and relatively untapped opportunity for advertisers in Indonesia. The proven quality of the environment, the stickiness of the content and the positive emotions created by it are critical for advertisers, and this study clearly demonstrates that. Given the dominance and high penetration of UGC and social media video services in Indonesia, the fact that this smaller but growing category of premium OTT performed so well in these categories is quite remarkable. We believe advertisers need to sit up and take note," said Louis Boswell, CEO, AVIA.

The full Indonesia study research deck and methodology can be found here. This study continues to build on a regional research project started with a two part study conducted in Singapore in 2022 and 2023.

AVIA thanks its members Magnite, PubMatic and The Trade Desk for supporting the Indonesia research.

AT&T explores DirecTV options amidst ongoing Pay-TV subscription decline

AT&T had begun to explore options for its 70 percent stake in DirecTV as it approaches the end of an agreement under which it can legally sell its interest in America's third-largest pay-TV provider.

Among AT&T's options are: a dividend recapitalisation, adding a new investor, or selling the stake and exiting the venture as early as August 2024, according to people familiar with the discussions, who asked not to be identified because the discussions aren't public. A deal isn't imminent and discussions are still in the early stages, they said. The current ownership structure may still continue as is.

According to a Bloomberg report, AT&T co-owns DirecTV with private equity firm TPG as part of a joint venture formed in 2021. The business was valued at about $16 billion at the time. The partnership came with a three-year commitment that gave AT&T the option to sell its stake after July 31, 2024, and a clause that allows AT&T to hold sale discussions before the end of that commitment period.

DirecTV said it wasn't aware of "any such exploration." Representatives for AT&T and TPG declined to comment. AT&T shares rose by as much as 1.2 percent in after-hours trading on Wednesday before erasing gains.

Like nearly every other pay-TV provider in the US, DirecTV has struggled in recent years to compete with streaming networks, and has been losing subscribers. It lost about 400,000 customers in the second quarter, bringing its total subscriber count to 12.4 million, according to Leichtman Research Group. DirecTV had more than 15 million customers when the venture between AT&T and TPG was formed in 2021.

The declining customer base has cut into the cash distribution AT&T gets from DirecTV. In the first half of this year DirecTV payments to AT&T fell to $1.9 billion from $2.7 billion a year earlier.

DirecTV was one of several large divestitures by AT&T at the time when it was trying to reverse its $100 billion strategic swerve into the media business and return to its wireless and broadband roots. As part of the original combination with TPG, AT&T received $7.6 billion for its DirecTV satellite and streaming service, along with its U-verse TV operations.

AT&T had previously explored a merger between DirecTV and Dish Network Corp.'s satellite-TV service.

PunToon Kids partners with Doordarshan for new show

PunToon Kids, a rapidly growing YouTube network renowned for its engaging and educational animated content for children, had announced a groundbreaking partnership with Doordarshan, India's public service broadcaster.

The partnership sets the stage for the premiere of 'Piggy Bank' on October 3, a move that marks a significant milestone for PunToon Kids in its mission to reach a wider audience and deliver enjoyable and educational content to children.

'Piggy Bank', the latest offering from PunToon Kids, promises to capture the hearts of young viewers with its relatable and captivating storyline, focusing on the daily lives of two lovable characters, Gattu and Chinki.

The show is a treasure trove of child-friendly original intellectual property-based content inspired by the happenings of everyday life in an Indian household. It covers a diverse array of topics, including Fun Learning, Moral Stories, Mythology, Family-Centered Narratives, School Life, Creative Learning, and Indian Culture, among others. The catchy title track of Piggy Bank is poised to become an instant favorite among children.

Sourabh Kumar, Founder, and CEO of PunToon Kids, expressed his excitement, saying, "We are thrilled to partner with Doordarshan for our latest show, 'Piggy Bank,' which aligns seamlessly with Doordarshan's mission to inspire, educate, and entertain. We firmly believe that learning can be entertaining, and with Doordarshan's extensive reach, we are confident that Gattu and Chinki will become beloved characters in households nationwide." He further added, "'Piggy Bank' embodies this commitment by taking young audiences on a voyage of discovery, helping them understand and appreciate their cultural roots, morals, ethics, history, and science, becoming an integral part of their childhood."

WinZO expands to Brazil amidst 400% GST hike



Homegrown vernacular social gaming platform WinZO announced the launch of its app in Brazil on October 5 as gaming companies in the country fear a 400 percent increase in GST.

WinZO will invest $25 million in distribution and branding for more than 100 partner game developers in Brazil.

"We have built a tech stack that caters to over 150 million young users from Bharat today and can be scaled across the world," said Paavan Nanda, Co-founder of WinZO.

According to IANS, the decision to enter the Brazilian market is motivated by a strategic approach to diversify and address challenges posed to all companies in India by the 400 percent increase in GST.

This move will assist the platform's partner game developers in exporting games like Carrom, Chess, and Car Race, as well as gaining free access to Brazil, the fourth-largest mobile gaming market with over 90 million users.

According to WinZO, the partner game developers will gain access to the new market and users at no cost in terms of technology, marketing, or distribution.

With approximately 4.6 billion mobile game downloads in 2022, Brazil has seen a significant increase in the popularity of mobile gaming.

The expansion comes as companies look for ways to navigate the challenges posed by a 400% increase in GST, which threatens the survival of most content/IP creators in their early stages and has the potential to catapult India into a global leadership position.

India TV launches 24/7 CTV stream for ICC Men's Cricket World Cup 2023

India TV, the pioneering news group with India's first CTV news channels, had unveiled a dedicated CTV stream for the ICC Men's Cricket World Cup 2023. Commencing on October 5, this exciting streaming service will be accessible via the India TV Smart TV App.



The newly launched 24/7 streaming platform promises to deliver uninterrupted live coverage of the cricket world cup, accompanied by expert analysis and immersive behind-the-scenes stories, catering to cricket enthusiasts worldwide.

Additionally, viewers can anticipate captivating documentaries showcasing Indian Cricket grounds and engaging cricket quizzes, the channel said in a statement.

Ritu Dhawan, the Managing Director, and CEO of India TV, expressed her enthusiasm about this new venture, stating, "Recognizing the significant overlap between news and cricket audiences, we are delighted to provide exclusive coverage of the cricket world cup through our dedicated sports stream, accessible via our smart TV app."

This latest move follows India TV's August announcement, where they introduced their main channel and two specialized CTV channels on CTV devices. In addition to India TV Live, these channels include India TV Speed News and India TV Aap ki Adalat. India TV also has plans to introduce several more channels in the near future.

JioCinema to debut Indian 'Temptation Island'



Streaming service JioCinema on Oct 5 announced the Indian adaptation of the American dating reality series, 'Temptation Island'.

According to PTI, the streaming service said the show promises to captivate the audience with its "unique blend of love, temptation, and relationship drama".

Produced by Banijay Asia, the series will see couples putting their relationship to the test in front of the country in the setting of a tropical paradise called 'Temptation Island'.

"Couples will be tempted to sever old ties and explore new romances as they wilfully separate and immerse themselves in an environment filled with irresistible allure. Surrounded by charming singles, they will grapple with their feelings, confront unfamiliar temptations, and delve into their deepest desires.

"With its focus on relationships and human emotions, the reality series is expected to strike a chord with Indian viewers, offering them a unique and compelling viewing experience," JioCinema said in the release.

'Temptation Island' started on American cable network Fox in 2001 and ran for three seasons. It was revived by USA Network in 2019.

Signatureglobal challenges norms with innovative TVCs

Signatureglobal (India) Ltd., a renowned national real estate developer, is making waves once again with the release of two captivating TV commercials, 'Bride' and 'Maid.'

These follow the resounding success of the "NO AGAL! NO BAGAL! NO DAKHAL series." The groundbreaking TVCs not only entertain but also challenge societal norms, reaffirming Signatureglobal's commitment to redefining independent living.

The central theme across these TVCs is the concept of 'independent living,' advocating for a lifestyle free from societal constraints and the urge to compare oneself with neighbors. Humor and satire are the vehicles used to convey the message that Signatureglobal offers a unique opportunity for individuals to relish their own space, whether in academics, household choices, personal decisions, or even their living arrangements. The overarching emphasis is on the significance of living life independently and responsibly.

These engaging TVCs feature Padma Shri and national awardee actress Vidya Balan, who serves as the brand ambassador and protagonist, infusing her charismatic presence into the screen. Joining her is an ensemble cast of talented actors, including Archana Puran Singh, Shweta Tripathi, Namit Das, Aryan Prajapati, Akashdeep Sabir, Shehnaaz Deshpande, Bunty Kapor, Bhavna Makhija, Abhilasha Poul, and other exceptional performers. Together, they breathe life into Signatureglobal's unique vision for independent living.

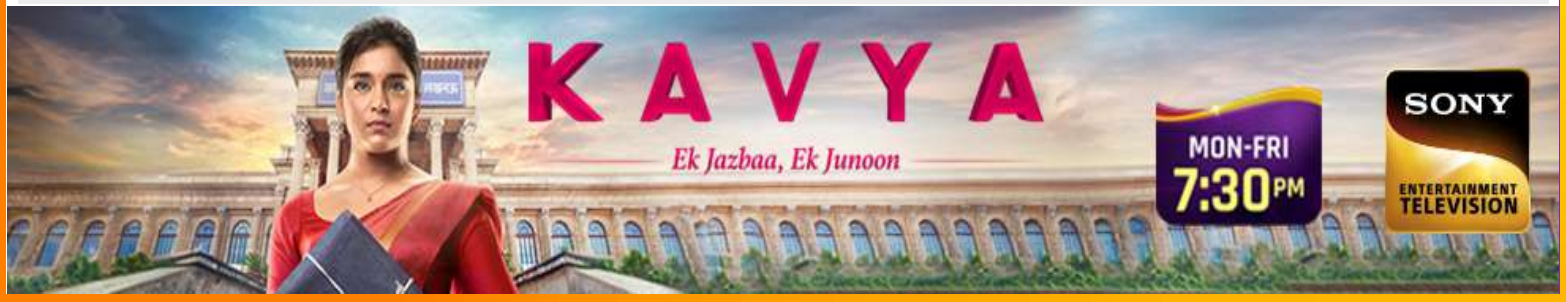
Pradeep Aggarwal, Founder and chairman of Signatureglobal (India) Ltd., shared his thoughts on the new campaign, saying, "Our TVC series boldly redefines independent living, challenging societal norms. Homes should be spaces free from comparisons and judgments. Our independent floors and exclusive apartments offer true freedom and independence. We aim to empower individuals and families to live life on their terms, liberated from societal expectations. At Signature Global, we offer more than just homes; we provide a judgment-free lifestyle."

The statistics speak volumes about the campaign's impact, with the first TVC "Cupboard" amassing an impressive 25.3 million+ views across Facebook, Instagram, and YouTube, while the second TVC "Marks" achieved an astounding 25.8 million+ views on the same platforms. The combined total views for the campaign have soared to an incredible 51.1 million+ views, underscoring the widespread enthusiasm and engagement generated by Signatureglobal's vision of the future of living.



These TVCs are masterfully conceptualized by Mr. Arnab Chatterjee (Tree Design) and Shivil Gupta, brought to life under the skillful direction of Siddhant Tiwary and Saurabh Ghosh, ensuring a perfect blend of humor and heart.

These compelling advertisements will be featured on major news channels and various social media platforms, including YouTube, Facebook, and Instagram. Signatureglobal (India) Ltd. has a history of introducing innovative campaigns that consistently resonate with the public, making a meaningful impact time and again.



19th Chetna Yatra

A GLIMPSE OF RENEWAL

19th Chetna Yatra

15th Sept. to 30th Oct. 2023

45 Nights, 20000 Km, 400+ Cities
















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TIPS triumphs in copyright battle against Wynk

In a significant victory for the music and entertainment industry, TIPS Industries Ltd., one of India's leading music labels, had emerged triumphant in a long-standing legal dispute against Wynk Ltd.

The Division Bench of the Hon'ble Bombay High Court had delivered a favorable judgment, upholding the rights of TIPS Industries as copyright holders and prohibiting Wynk Ltd. from utilizing any part of TIPS Industries' content without a formal commercial arrangement.

The legal battle, which began in 2016, centered on Wynk Ltd.'s unauthorized use of TIPS Industries' extensive music repertoire without a legitimate commercial agreement in place. Despite numerous attempts to reach a mutually acceptable resolution, the two parties were unable to settle the matter amicably. Consequently, TIPS Industries requested Wynk Ltd. to remove its entire music catalog from its platform. Subsequently, Wynk Ltd. issued a statutory license notice to TIPS Industries, prompting the latter to seek legal recourse before the Hon'ble Bombay High Court, the company said in a statement. In delivering its judgment, the court not only sided with TIPS Industries but also highlighted the importance of upholding copyright laws in the entertainment industry. The decision serves as a landmark case, emphasizing the significance of safeguarding the rights of copyright holders.

A spokesperson from TIPS Industries Ltd. stated, "We hold the court's decision in high regard and appreciate its thorough examination of the case.Our primary objective throughout this process has been to ensure that the rights of copyright holders are upheld. We hope this judgment will serve as a landmark for similar cases in the entertainment industry, emphasizing the importance of copyright laws."

Kumar Taurani, Managing Director at TIPS Industries, expressed his gratitude for the court's ruling, acknowledging the challenges faced during the lengthy legal battle. He stated, "It's been a long journey on this case, since 2016, from its start and between Covid-19 and right until today. We are grateful for this order and sincerely thank the judicial system. There's no doubt that we have lost business and faced losses over these last 7 years, but this judgment paves the way forward for all copyright holders. We are here to do business, and now that there's a clear legal mandate, we hope that this will further fuel TIPS's growth."The court's judgment also provides a comprehensive interpretation of certain provisions of Section 31D of the Copyright Act, 1957, adding clarity to copyright law within the Indian entertainment industry. TIPS Industries Ltd.'s victory is expected to have far-reaching implications for copyright protection and licensing agreements in the country's vibrant music and entertainment sector.

Tendulkar global ambassador for cricket WC '23; 9 other legends join him

As the men's cricket World Cup is set to get underway in India in a few days' time, the International Cricket Council (ICC) fittingly announced yesterday that India legend and Bharat Ratna Sachin Tendulkar is the Global Ambassador for the Men's Cricket World Cup 2023.



The master blaster, who has an enviable record of featuring in six 50 over World Cups in his decorated career, will walk out with the Men's Cricket World Cup Trophy before the opening match at the Narendra Modi Stadium in Ahmedabad, declaring the tournament open later this week,a media statement from the ICC stated.

Tendulkar was quoted in the press release as saying, "From being a ball boy in 1987 to representing the country in six editions, World Cups have always held a special place in my heart. Winning the World Cup in 2011 is the proudest moment of my cricketing journey.

"With so many special teams and players set to compete hard in the ICC Men's Cricket World Cup 2023 here in India, I am excitedly looking forward to this fantastic tournament.

"Marquee events like the World Cup seed dreams in young minds, I hope this edition too inspires young girls and boys to pick up sports and represent their countries at the highest level."

The biggest Cricket World Cup ever, the ICC statement said, will also witness an eclectic cast of ICC ambassadors – West Indies legend Vivian Richards, South Africa's AB de Villiers, England World Cup-winning skipper Eoin Morgan, Australia's Aaron Finch, Sri Lanka spin great Muttiah Muralitharan, New Zealand's Ross Taylor, India's Suresh Raina and ex-captain Mithali Raj and Pakistan all-rounder Mohammad Hafeez.

The cricket legends will lend their support and elevate the spectator experience by placing fans at the centre of the action, bringing them closer to the game than ever before through meet and greets while sharing expert analysis that will be made available via the ICC Online Media Zone.

They will also be seen in attendance for select matches across the country, further adding to the excitement of the highly anticipated World Cup.

Shemaroo launches metaverse on JioDive VR Headset



Shemaroo Entertainment has launched a new metaverse content destination, ShemarooVerse, on the JioDive VR Headset, a smartphone-based VR headset intended to raise awareness and increase the adoption of XR (Extended Reality) experiences across India.

The media company said that this collaboration brings an array of captivating and immersive experiences from Shemaroo's extensive content collection to JioDive VR headset users, enriching their entertainment experiences.

ShemarooVerse, in association with NEAR Protocol, Seracle, and integrated with Microsoft Azure, aims to provide users with an unparalleled and captivating entertainment experience.

ShemarooVerse uses Web3 technology to create a unique blend of virtual reality and real-world experiences, aiming to transcend traditional entertainment mediums.

The integration of ShemarooVerse into the increasingly popular JioDive VR headset opens up a whole new realm of entertainment possibilities for users. From thrilling movies to interactive adventures, ShemarooVerse takes entertainment to a whole new level. Now users can dive into a limitless virtual universe where imagination knows no bounds.

The JioDive VR headset is currently available for purchase on JioMart, RelianceDigital, and Amazon, priced at Rs 1,299.

CNBC-AWAAZ concludes 14th Real Estate Awards & Conclave

CNBC-Awaaz recently concluded the West Zone edition of its prestigious 14th Real Estate Awards & Conclave. This event brought together prominent leaders, real estate developers, policymakers, experts, and influential figures to discuss the latest trends and prospects in the real estate sector.

The event kicked off with a warm welcome address by Anuj Singhal, Editor of CNBC Awaaz & CNBC Bajaar, the business news channel said in a press release.

Singhal emphasized the importance of celebrating the achievements of the real estate industry, especially after the challenges posed by the pandemic. He also highlighted the rigorous process used to select the award winners, with over ten thousand entries received from across India this year, the channel statement added.

Shreegopal Kabra, Managing Director of RR Kabel, delivered a special address and discussed the journey of these awards, from their inception to becoming a respected industry benchmark. He emphasized the importance of recognizing the hard work of builders and how these awards have evolved to represent the entire nation's real estate industry.

The first discussion, titled 'India's Real Estate: Fastest Growing In the World,' gathered industry thought leaders such as D P Desai (Chief Executive Authority, Ahmedabad Urban Development Authority), Suresh Patel (President, NAREDCO Gujarat), Shekhar Patel (President-Elect, CREDAI National, MD, Ganesh Housing), Shreegopal Kabra (Managing Director, RR Kabel), and Gulam Zia (Executive Director, Knight Frank India).

The subsequent discussion focused on 'West India: Leading the Future of Urbanisation' and featured panelists



including Mihir Patel (Deputy Municipal Commissioner, Ahmedabad Municipal Corporation), K S Jhala (Deputy Commissioner, Gujarat Housing Board), Tejas Joshi (President, CREDAI Ahmedabad-GIHED), Prof. Vatsal Patel (Adj. Professor, CEPT University, Ahmedabad), Mahesh Gadhavi (CEO, Surat Diamond Bourse), and Shreegopal Kabra (Managing Director, RR Kabel). The discussion delved into the importance of sustainable development and redevelopment schemes in Gujarat.

The evening's final panel discussion, 'Preventing Electrical Fires: Innovations in Fire Detection and Suppression,' featured JN Khadia (Chief Fire Officer, Ahmedabad Fire & Emergency Services), Pankaj Dharkar (Presidential Member, FSAI), and Shreegopal Kabra (Managing Director, RR Kabel).

Harsh Sanghavi, Home Minister, MoS Home & Industries, Youth, Sports & Culture, graced the event as the chief guest and spoke about Gujarat's pivotal role in India's realty industry. He praised the Pradhan Mantri Awas Yojana .

TV9 Bangla Nakshatra Samman celebrates Bengal's unsung heroes

TV9 Bangla, a leading news television channel, is set to premiere the inaugural edition of Bengal's pride, 'Nakshatra Samman,' on October 7, starting at 6 pm.

The event, which took place at the prestigious ITC Royal Bengal in Kolkata, aims to honor the unsung heroes of Bengal who have excelled in various fields but often remain overshadowed by the limelight.

Nakshatra Samman is known for its exclusivity across the Southern states of India, and now it's making its first appearance in the East, hosted by TV9 Bangla. The event was graced by the honorable presence of TV9 Network's Managing Director, Barun Das, who bestowed the 'Nakshatra Samman' for Lifetime Achievements upon the most-acclaimed heroes, creating history in the Bengali news television channel industry.

The recipients of TV9 Bangla Nakshatra Samman for Lifetime Excellence Awards are:

Literature – Shirshendu Mukhopadhyay
Sports – Jhulan Goswami
Arts – Jogen Chowdhury
Music – Ajay Chakraborty
Theatre – Shabitri Chatterjee
Philanthropy – Ramkrishna Mission
Magic – PC Sorcar
Elocution – Jaganatha Basu & Urmimala Basu
Medicine – Prof. Dr. Sukumar Mukherjee

Apart from these distinguished figures, those who have made an indelible mark in society for their noble deeds this year are recognized in various categories:

Science & Space – Amitava Ghosh
Poet – Joy Goswami
Entrepreneurship – Chandrasekhar Ghosh
Economy – Sanjiv Sanyal

TV9 Bangla is also recognizing the remarkable contributions of five superwomen who have defied societal challenges, inspiring others as 'Annya Durga.'

This recognition serves as a prelude to the upcoming Durga Puja Festivities, celebrating the empowerment of womanhood:

Annya Durga – Shanti Rai
Annya Durga – Jyotsna She
Annya Durga – Parbati Jana
Annya Durga – Neha Chik Boriak
Annya Durga – Piyali Basak

This year's 'Vishesh Samman' has been awarded to Mursalim Shaikh, a brave 12-year-old son of a migrant laborer, who averted a potential disaster by saving hundreds of passengers' lives on the Tripura-Bound Kanchenjunga Express train.



TV9 Bangla Nakshatra Samman is co-presented by SRMB and co-powered by Sunrise Mashla, Indian Institute of Hotel Management (IIHM), Sobisco, Chanakya University, and Katha O Kahini, with the support of various sponsors.

Viewers can catch the Nakshatra Samman exclusively on TV9 Bangla on Saturday, October 7th, starting at 6 pm.

Sponsors:

Broadband Partner – Alliance Broadband
Gold Plated Jewellery Partner – Rumpa Jewellery
Skincare Partner – Oshea
Fashion Partner – Sriniketan
Knowledge Partner – Sister Nivedita University (SNU)
Food Partner – Lalbaba Rice
Special Partner – Zinthol
Special Partner – Narayana
Fragrance Partner – Wild Stone
Associate Partner – Cycle Agarbatti
Hospital Partner – AMRI Salt Lake
Print Partner – Sangbad Pratidin
Radio Partner – Red FM

Jio, Airtel unveil cricket-centric plans



Reliance Jio and Bharti Airtel have announced plans to entice cricket fans with the start of the World Cup cricket tournament. Reliance Jio had begun offering prepaid plans that include Disney+ Hotstar and allow users to watch World Cup cricket matches.

Bharti Airtel had launched two plans, which include unlimited data for 2 days against a payment of Rs 99 and 6GB of additional data with 1-day validity for Rs 49.

On the other hand, Jio had rolled out monthly, quarterly, and annual plans bundled with data, unlimited voice, and subscription to Disney+ Hotstar mobile, PTI reported from New Delhi.

Jio's basic plan is priced at Rs 328 and comes with 1.5 GB high-speed data per day for 28 days and a 3-month Disney+ Hotstar mobile subscription.

In addition, Jio had also introduced a Rs 758 plan, which offers 1.5 GB of high-speed data per day for 84 days and comes with a 3-month Disney+ Hotstar mobile subscription.

Similarly, plans priced at Rs 388 and Rs 808 offer 2 GB of high-speed data per day for 28 and 84 days, respectively, and come with 3 months of Disney+ Hotstar mobile subscription.

In addition, the 84-day Rs 598 plan and the annual Rs 3,178 plan offer users one year of Disney+ Hotstar mobile subscription and 2GB high-speed data per day.

With the Disney+ Hotstar bundled plans, Jio users will also get access to Disney+ Hotstar's library of specials, and national and international content, as per the company's website.

Uday Shankar believes time ripe to create an 'alternative to TV'



Bodhi Tree

Wodhi Tree Systems co-founder and former Disney APAC chief Uday Shankar had made it clear that though he was nurtured by the TV ecosystem, which he also lovingly helped grow while in various media organisations in India, the time had arrived to create an alternative to television.

According to a report in the Deadline, Shankar outlined his new venture, along with Reliance's Viacom18, where he is building a digital-first company that would be an alternative to legacy media in one of the world's fastest-growing markets.

Speaking on Tuesday at Media Partners Asia-organised APOS conference in Bali, Indonesia, Shankar, in-conversation with MPA ED Vivek Couto, recounted how Reliance Jio created a "fundamental digital revolution" in India with the introduction of low-cost data plans in 2016, the Deadline report stated.

"I was created by and love television, but its limitations have been exposed for a long time," said Shankar, who headed Star India before serving as president of The Walt Disney Co APAC until 2020.

He is now invested in the next stage of India's media evolution through his partnership with James Murdoch in Bodhi Tree Systems – part of a consortium of investors that are building out the JioCinema streaming service.

Over the past few years, the platform had made a series of splashy content deals, including the Indian Premier League (IPL) cricket and programming from Warner Bros Discovery and NBCUniversal. The service has also folded in the streaming channels of Viacom18 (jointly owned by Mukesh Ambani's Reliance Industries and Paramount Global).

"We were able to see that opportunity very clearly. When you have a population of 1.4 billion, and leaving aside the top segment of the population, the rest have been completely bypassed – most of them have only looked at video on their mobile phones. The appetite has always been there but it's been limited by access and affordability of the content," Shankar said, according to the Deadline report.

"What we believe is that you can create an alternative to television, and I'm not talking about just one streaming service or channel, but delivering the whole range and diversity of content. We think the time is right in India to create an alternative through an app – and that is JioCinema," elaborated Shankar, a print media journalist-turned-high-profile-TV-exec-turned-investor-enterpreneur.

JioCinema delivers multiple channels, sourced from businesses within the Reliance Industries/Viacom18 stable, as well as outside partners, but Shankar swatted aside the term "aggregation" as being associated with legacy media.

He, according to Deadline, said only a broad, centralised service with multiple channels can deliver content to the massive "social and linguistic diversity of India".

He called out India's SVOD segment for being too focused on the top end of the market with programming that is too expensive to realistically recoup.

Disney star unveils sponsorship line-up for ICC World Cup 2023

Disney Star on Oct 5 revealed its 26 sponsors, featuring prominent brands including, PhonePe, Mahindra and Mahindra Ltd, Dream11, Hindustan Unilever, Coca-Cola, Havells, IndusInd Bank, Pernod India, Booking.com, Peter England, Kingfisher Packaged Drinking Water, Mondelez, Emirates, Diageo, Jindal Panther, MRF Tyres, LendingKart, BPCL, Herbalife, Haier Appliances, AMFI, Google Pay, Polycab, Amul, VIDA by Hero Motorcorp and Amazon.

The ICC World Cup 202 promises to be an unparalleled cricketing spectacle from a viewers' interest and advertisers' participation, said Ajit Varghese, Head of Network – Ad Sales at Disney Star, Economic Times



reported.

"We are delighted to have these esteemed brands using this opportunity to get maximum impact and drive growth for their brands or businesses. Disney Star is all set to provide an unmatched cricketing extravaganza with its programming and create a viewing experience for audiences across television and digital platforms, promising unforgettable moments for everyone," he added.

The ICC World Cup 2023 will be played at 10 venues across India. Disney Star, which operates Star Sports channels and Disney+ Hotstar OTT, will be broadcasting the 50-overs ICC World Cup mega tournament. The World Cup will see 10 countries fighting for the coveted trophy and there are a total of 48 matches scheduled.

As the ICC Men's Cricket World Cup 2023 returns to India after a 12-year hiatus, coinciding with the festive season and the success of the Asia Cup, advertisers are vying for prime spots in anticipation of record-breaking viewership and heightened brand visibility.

Arch cricket rivals India and Pakistan are set to play against each other in the World Cup and these games are usually a big crowd-puller. Media experts had also said earlier that matches involving Australia, England, South Africa and New Zealand are expected to see a scale equivalent to an India-Pakistan match.

Amazon Tests Satellites for SpaceX Internet Rivalry



Amazon launched the first test satellites for its planned internet service on Friday as a rival to SpaceX's broadband network.

United Launch Alliance's Atlas V rocket blasted off with the pair of test satellites, kicking off a program that aims to improve global internet coverage with an eventual 3,236 satellites around Earth. Amazon plans to begin offering service by the end of next year, Associated Press reported.

Elon Musk's SpaceX has a huge head start over Amazon and its founder Jeff Bezos, who has his own rocket company, Blue Origin.

SpaceX flew its first test Starlink satellites in 2018 and the first operational satellites in 2019. It has since launched more than 5,000 Starlinks from Florida and California, using its own Falcon rockets.

Europe's Eutelsat OneWeb also is launching internet satellites, with around 600 in orbit.

Amazon originally agreed to put the satellites on the debut launch of ULA's Vulcan rocket. But with the Vulcan grounded by problems until at least the end of this year, Amazon switched to the long-established Atlas V.

When licensing the program, the Federal Communications Commission stipulated that at least half of the planned satellites be operating by 2026 and all of them by 2029.

Amazon had reserved 77 launches from ULA, Blue Origin, and Europe's Arianespace to get everything up.

Sourav Ganguly back with 'Dadagiri Unlimited' S10



Zee Bangla, a leading Bengali entertainment channel, will air the 10th edition of its iconic quiz show, 'Dadagiri Unlimited'.

The show will feature cricket legend Sourav Ganguly as host and renowned filmmaker Avijit Sen making his directorial debut.

'Dadagiri Unlimited' has been a cultural phenomenon in Bengal since its inception, and this season promises to take excitement to new heights. The tagline for this year is 'Bangali Lorey, Bangali Gorey, Bangali Aajo Dadagiri Korey'.

'Dadagiri Unlimited' S10 introduces a new approach to the show, featuring an open grand audition every month and WhatsApp registration for auditions.

The 'Pocket Audition' concept is introduced, reaching all districts and forming dedicated teams to scout talent. The initiative, Schooley Schooley Dadagiri, engages with 250 schools across Bengal, led by quiz experts from each district.

MTV launches new campaign

MTV, India's leading youth entertainment brand, in partnership with Viacom18, one of the country's largest media conglomerates, has unveiled a groundbreaking youth campaign titled 'MTV Question Marks.' As part of this pro-socio initiative, MTV organized a "mindset reorientation workshop for parents" aimed at reducing the academic pressure on today's youth.

The workshop featured the presence of Cause Ambassador and renowned writer, producer, and mental health activist, Shaheen Bhatt, along with mental health experts Aanchal Narang (Founder of Another Light Counselling), Psychologist Anureet Sethi (Co-founder, Chairperson, Trijog – Know Your Mind), and General Manager (IEC) of Podar Education Network. Arushi Sethi Shah, CEO and Co-Founder of Trijog – Know Your Mind, and Ankur Goel, Founding Member & COO at Drums Food, were also part of the event.

MTV's latest campaign takes a bold stance in redefining the notion of success, shifting away from an overemphasis on academic marks as the sole measure of achievement. The campaign's message, "Marks Hai Benchmark Nahi" (Marks are not benchmarks), is rooted in consumer insights. A comprehensive youth study conducted by MTV, focused on individuals aged 15 to 25, revealed that 60% of young people in this age group are closer to their parents than their friends. Interestingly, despite this closeness, over half of them avoid engaging in discussions with their parents, assuming that their views won't be understood. Based on this insight and the immense pressure to attain high marks, MTV Question Marks aims to foster a sustainable dialogue between youth and their parents, who are seen as the primary support system for these crucial conversations.

To support the campaign, MTV has partnered with experts in the field, creating a resource hub and providing channels for counseling and communication on their dedicated campaign microsite, www.mtvquestionmarks.com. Additionally, MTV has released a powerful and innovative brand film that reinforces the core message of the campaign, challenging the reliance on marks as the ultimate measure of success.

The film encourages parents to actively participate in reshaping their child's unique path to success.

Prime Video aims to become the ultimate entertainment destination



In a captivating fireside conversation at the APOS Bali 2023 event, organized by Media Partners Asia (MPA), Kelly Day, Vice President of International at Prime Video, provided insights into Prime Video's customer-centric strategy on a global scale. Day emphasized three essential pillars driving Prime Video's mission: content selection, convenience, and value, all of which set the streaming giant apart in the competitive entertainment industry.

Kelly Day emphasized that Prime Video aims to be the go-to entertainment destination for customers, offering a comprehensive range of content from various sources.

This includes not only content produced by Prime Video itself but also collaborations with other studios and streaming partners such as Paramount+, HBO Max, Starz, and BritBox. Prime Video Channels, TVOD Store, fast channels, linear channels, and AVOD channels are all part of their extensive content library, ensuring a diverse selection for viewers.

Day stated, "We're really trying to deliver the maximum selection possible."

Prime Video had been actively investing in Original content, with a notable surge since early 2022.

The streaming service has launched a staggering 280 local Original titles across 25 countries, enriching its content library. Additionally, Prime Video collaborates with over 500 channel partners worldwide, further enhancing the value it offers to its customers.

Kelly Day stressed the importance of tailoring content to individual regions to create a localized experience.She stated, "We do not want our customers to see Prime Video as one homogenized, global service." Prime Video aims to provide a local feel while leveraging its technology platform and global content offerings. Examples in this context include their significant investments in building authentic local content in Japan and India.

Original content remains a key growth driver for Prime Video, with titles like "The Lord of the Rings: The Rings of Power," "The Wheel of Time," "Reacher," "Citadel," and "Jack Ryan" resonating with Prime customers globally. This compelling content serves as a magnet to draw viewers into the Prime Video ecosystem, where they can explore a vast library of licensed content.

Kelly Day sees immense potential in the Asia-Pacific (APAC) region, with a growing subscriber base driven by high-quality content from Asia. Japanese Originals, Indian movies and series, Korean dramas, and more have gained popularity not only in local markets but also across the world. International content from Spain and Argentina is also finding favor with customers in English-speaking markets.

apan and India were identified as key growth drivers in the APAC region. While Japan represents one of Prime Video's most mature markets, India has experienced significant growth in recent years.



Gender diversity on mind, AVIA's OTT Summit to be 'women first'

Aiming to up the gender diversity game plan, the Asia Video Industry Association (AVIA) on October 02 said that its OTT Summit, to be held in Singapore later this year, will be a women-first event.

The industry association added that one of the most visible and fundamental forms of representation is that of gender, and the issue of gender representation and increasing female empowerment in the video industry has been one of its priorities since inception.

"I am not sure that just discussing and highlighting the issue (of gender diversity and adequate female representation) is sufficient. So, it's time for something different. On December 5, at the Voco Orchard Hotel, Singapore, we want to hold a Women First OTT Summit. We want to have as high a representation of women on stage that day as we can. That doesn't mean no men, but it does mean, as the name says – women first," AVIA CEO Louis Boswell said.

Writing in the latest edition of the association's newsletter Pulse, made public yesterday, he further explained: "We have seen and celebrated the rise of many extraordinary women in the video industry, and there is no shortage of women in the industry at large. Yet, we have to acknowledge that an imbalance exists at senior levels in many companies. Clearly it is not a problem for all companies, but it is still a problem for many. Citing a Deloitte's Women in the Boardroom Report, Boswell said women occupy just 20 percent of board seats globally, and continue to be excluded from the highest levels of corporate leadership. The report also revealed a clear correlation between women in top leadership roles and women in the boardroom.

"While this is ultimately an issue for each company to address, we have a responsibility to highlight the issue and to push for greater gender representation. Our proactive approach over the last six years has led to dedicated gender equality events, insightful webinars, and thought- provoking discussions including new voices at numerous conferences.

Karan Johar announces 'Koffee With Karan' S8



Karan Johar is back with an all-new season of 'Koffee with Karan' Season 8 on Disney+ Hotstar.

This time, there is no escape, no getting away as the chat will be edgier, crazier, and candid leading to a whole lot of revelations.

This season the conversation will be beyond marriages, airport looks, social media, and toodles to toodles, as the host is all set to reportedly bring out the fun and no-filter side of the actors to give you all the scoop you need to discuss until the next season, PTI reported.

Karan announced the upcoming season on Wednesday with a teaser of the show, which will start streaming on October 26. In the teaser, Karan meets his conscience, who asks the filmmaker, "Did someone put something in your coffee last season? The conversations were so meh, they were so thanda. You could have called it Cold Coffee with Karan. Were those 'cheese' jokes with your nepo babies supposed to be funny? A 50-year-old asking 20-year-olds about their sex lives? Lame."

Then Karan, while speaking to his Conscience with a K, says that he could have done a "little" better last season, and hence, he would try to reinvent himself by inviting 'grandkids, newly married celebrity couples or cricketers', and ends up saying, "I am brewing season 8, it's going to be great."

He shared the teaser with a caption, "Turns out, my own Konscience wants to troll me too! But screw what he thinks, I'm still brewing Season 8! Meanwhile, he said in a statement, "We all know you have been eagerly awaiting for the new season of Koffee with Karan – and your wishes have been heard! After the overwhelming response and alot of conjectures from season 7, this season let's make my friends and your favourite celebrities spill their secrets along with the no filter conversations on the infamous Koffee couch. Coming back to Disney+ Hotstar, the new season of Koffee with Karan will be full of uninhibited chats, competitive rapid fires and a lot of conversations, which we all love! So why wait? Let's brew Koffee with Karan Season 8"

SonyLIV forays into select markets in Africa, Caribbean

SonyLIV, India's leading premium video-on-demand (VOD) service, is making a significant move by expanding its presence into select countries in Africa and the Caribbean region.

This strategic expansion demonstrates SonyLIV's dedication to bringing indigenous entertainment to a global audience and delivering high-quality content to viewers worldwide.

With an extensive library comprising over 40,000 hours of content in multiple languages, the platform aims to cater to the diverse tastes and preferences of users in South Africa, Mauritius, Jamaica, Guyana, and Trinidad & Tobago, Economic Times reported.

Viewers in these regions will gain access to an impressive range of content, including compelling original series like 'Scam 2003: The Telgi Story', 'Rocket Boys', 'Maharani', and 'Gullak'. Additionally, they can enjoy over 18,000 hours of high-octane TV shows and select sporting events. SonyLIV is also home to acclaimed regional and Hollywood films, further enriching the entertainment options available to users.

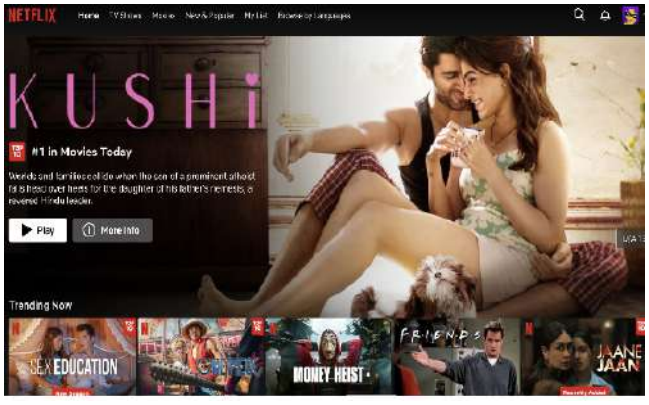
To access this content, users can visit sonyliv.com or download the app from platforms like Google Play store, Apple Appstore, or AFS store. The app is compatible with various devices and platforms, such as Android Mobile/Tab, Android TV, iPad, and Apple TV, ensuring that viewers can enjoy their favorite content at their convenience, regardless of location.

This expansion represents a crucial step in SonyLIV's mission to connect with the global Indian community and reach out to new audiences. It aims to enhance the entertainment experiences of viewers in Africa and the Caribbean while serving as a bridge to the rich cultural and diverse content offerings of India.

Manish Aggarwal, Head – Growth and Monetization, SonyLIV, expressed his enthusiasm for this expansion, highlighting the growing digital adoption among consumers in these markets and the increasing demand for culturally rich digital entertainment. SonyLIV aims to offer an inclusive and seamless viewing experience to users in these regions, further solidifying its position as a premier VOD service.

WSJ says Netflix mulling price hike after actors' strike ends

Netflix is planning to raise the price of its ad-free service after the ongoing Hollywood actors' strike ends, the Wall Street Journal reported yesterday, according to Reuters, sending the streaming company's shares up.



Netflix is discussing raising prices in several markets globally, but will likely begin with the United States and Canada, the WSJ reported, citing people familiar with the matter.

It was not immediately clear how much Netflix will raise prices by or when exactly the new prices will take effect, according to the report.

Netflix declined to comment on the report, Reuters added.

Talks between the SAG-AFTRA actors' union and the Alliance of Motion Picture and Television Producers (AMPTP), which represents the studios, are ongoing, with their next meeting scheduled on Oct 4.

The writers' union struck a tentative deal with the AMPTP last week after five months of failed negotiations.

Netflix cut prices of its subscription plans in some countries in February. In the same month, it laid out a plan to crack down on password sharing by subscribers that was rolled out in over 100 countries in May.

TRAI further extends consultation deadline on B&C services

The Telecom Regulatory Authority of India (TRAI) on Oct 3 said it had granted another extension to the deadline for submissions on a consultation paper on 'Review of Regulatory Framework for Broadcasting and Cable services'.

It said on requests received from the stakeholders for another extension of time for submission of comments the last date for submission of comments and counter-comments have been further extended to October 10 and October 25, respectively.

The regulator had issued the consultation on August 8, 2023 and the original deadlines were September 5 and 19, respectively.

"No request for any further extension of time for submission of comments/counter-comments shall be entertained," TRAI clarified in a media statement.

Netflix to challenge $26 million tax demand in India

Netflix is preparing to appeal a tax demand of ?196 crore ($26 million) before the Income Tax Appellate Tribunal in India. This decision comes after a ruling earlier this year favored the Indian tax department in a dispute with the streaming giant. The tax department alleges that Netflix evaded income tax in India, contending that the company functioned as a dependent agent permanent establishment of Netflix.



The tax demand pertains to Netflix's operations from April to December 2020 when it generated revenue exceeding ?1,145 crore ($154 million), with profits attributed to its Indian operations amounting to ?503 crore ($67.5 million), Economic Times reported.

Netflix paid only ?13.36 crore ($1.8 million) in taxes, and the tax department argues that the remaining profit, associated with operations conducted in India through a permanent establishment arrangement, should be taxable in India, resulting in the disputed tax demand of ?196 crore.

A spokesperson from Netflix stated, "We fully adhere to tax laws and their requirements globally," without offering further details regarding the case.

The tax department also asserted that Netflix's Open Connect Appliance (OCA), a content distribution network used to deliver its TV shows and movies, was based in India and therefore subject to taxation in the country.

India is a significant market for Netflix, witnessing the highest net subscriber additions globally in 2022, primarily due to an aggressive pricing strategy launched in December 2021. According to an EY media report, India leads the world in terms of time spent on over-the-top services, with subscription revenues projected to reach $3 billion by 2024.

India introduced a 'Google tax' on digital advertisements in 2016 and expanded it in 2020 to include e-commerce supplies or services to address concerns about digital companies generating revenue from large user bases without paying taxes in the country. Netflix's ongoing tax dispute underscores the complexities of this evolving taxation landscape.

Sidharth Malhotra's 'Yodha' to release on December 8



Dharma Productions is set to release its Sidharth Malhotra-led action film 'Yodha' in theatres on December 8, 2023.

The movie is directed by debutant duo Pushkar Ojha and Sagar Ambre. Filmmaker Karan Johar's Dharma Productions and Shashank Khaitan's Mentor Disciple Films have produced the project.

The makers announced the release date on microblogging site X (formerly known as Twitter).

"Ladies & gentlemen, get ready as the engine of #Yodha is all revved up & ready to make its touchdown in cinemas on 8th December 2023," the post read.

The film, produced by Hiroo Johar, Karan Johar, Apoorva Mehta, and Khaitan, also features Raashii Khanna and Disha Patani. It was earlier supposed to release in July this year.

In the past, Malhotra and Dharma Productions have collaborated on numerous films, including his debut 'Student of the Year', 'Hasee Toh Phasee', 'Kapoor & Sons', and 'Shershaah'.

31 mn. India users to upgrade to 5G phones in '23



As many as 31 million users in India are expected to upgrade to 5G phones in 2023, amid an accelerated adoption of the ultra-high-speed services in the country, according to a report by Ericsson. 5G users in India outpace their global counterparts in daily adoption of apps.

In India, 5G has elevated overall network satisfaction by an "impressive" 30 percent compared to 4G, Ericsson Consumer Lab's Global Survey showed, a PTI report stated.

"According to the study, based on tech attitudes and affordability, 31 million users could upgrade to 5G phones in 2023. This presents a vast opportunity for further 5G adoption in the country," it said.

5G users in India stand out for their high daily engagement with apps, such as streaming high-definition video, video calling services, mobile gaming, and augmented reality.

On average, they spend two hours more per week using these services compared to users in other early adopter 5G markets such as the US, the UK, South Korea, China, and many others.

"Moreover, India's 5G satisfaction levels and perceived 5G availability match or surpass those in early adopter markets. India boasts a remarkable 13 percent higher share of very satisfied 5G users compared to the early adopter market average," it said.

Overall satisfaction increases by a substantial 30 percent when transitioning from 4G to 5G, with higher download speeds playing a key role in driving this satisfaction, the survey by the Swedish telecom gear maker noted.

Zee Media to reengage with BARC India for data

In a significant move aimed at reinforcing data transparency and credibility within the media industry, Zee Media Corporation Limited (ZMCL) had announced its decision to re-register for the Television Audience Measurement System with the Broadcast Audience Research Council (BARC).

This decision comes on the heels of constructive discussions between the two entities, culminating in an agreement to promptly share raw data.

ZMCL's commitment to transparency and fostering a mutually beneficial partnership is at the forefront of this strategic decision.

ZMCL's renewed partnership with BARC underscores the collective commitment of the media industry to uphold transparent and credible audience measurement standards. ZMCL had consistently advocated for necessary corrective actions, firmly anchoring itself in the mission to maintain data accuracy and transparency in the media sphere, the company said in a statement.

Abhay Ojha, CEO of Zee Media Corporation Limited, emphasized the significance of this collaboration, stating, "At ZMCL, we have always prioritized data integrity and transparency. Our choice to rejoin forces with BARC reflects our unwavering belief in BARC's dedication to robust data mechanisms and our anticipation of a productive partnership ahead. We remain steadfast in our commitment to delivering reliable news and content to our viewers and advertisers."

Zee Media Corporation Limited views this as a pivotal step toward achieving enhanced transparency and data-driven decision-making within the media sector. This development also aligns with the recent approval by the Ministry of Information and Broadcasting for BARC's proposal to share respondent-level data (RLD) with broadcasters on a four-week rolling basis.

As one of India's leading media companies, Zee Media Corporation Ltd holds a prominent position in the news and regional genres.

News9 Plus Lounge presents 'Hamdard Khaalis Filmy Masala'

News9 Plus Lounge is taking viewers on a cinematic culinary journey with the launch of 'Hamdard Khaalis Filmy Masala.'

Hosted by the charismatic Chef Kunal Kapur, this unique series blends the magic of Bollywood with the delights of Indian cuisine, promising an unforgettable sensory experience.

Each episode of 'Hamdard Khaalis Filmy Masala' offers a three-course gastronomic adventure where iconic Indian dishes are recreated, drawing inspiration from unforgettable moments in Bollywood.

Chef Kunal Kapur, celebrated for his culinary expertise, unveils the secrets behind these dishes while sharing captivating anecdotes and enchanting tales. The show is enhanced with dazzling animated stories that transport viewers into the world of cinema.

'Hamdard Khaalis Filmy Masala' is set to tantalize taste buds, evoke nostalgia, and fill hearts with warmth. With Chef Kunal Kapur's expertise, ordinary ingredients are transformed into extraordinary masterpieces, weaving together the magic of Bollywood and the art of cooking. The show features iconic Bollywood dialogues, expert commentary, and intriguing fun facts, creating a symphony of flavors, emotions, and cherished memories.

Mansoor Ali, Chief Sales and Marketing Officer at Hamdard Laboratories India, expressed his delight at the association, highlighting the synergy between 'khane ke masale' and Bollywood masala.



The show invites viewers to relive their love for food through iconic movie recipes while using 'Hamdard Khaalis Masale' in their kitchens.

'Hamdard Khaalis Filmy Masala' is a must-watch for gourmet enthusiasts, cinephiles, and entertainment seekers. It provides a backstage pass to an incredibly entertaining culinary show that promises to captivate, educate, and satiate. Lights, camera, and cooking come together in a sensational fusion.

Experience the magic as 'Hamdard Khaalis Filmy Masala' makes its grand debut. Tune in to a show where every dish tells a story and every story is a feast for the senses. Get ready to dance with your taste buds, sing with your heart, and crave for more.

'Hamdard Khaalis Filmy Masala' is now streaming exclusively on News9 Plus Lounge.

IAMAI denounces fair share charges on OTT companies as rent-seeking

The Internet and Mobile Association of India (IAMAI) responded to the Telecom Regulatory Authority of India's (TRAI) proposal on the selective banning of OTT or internet services on September 28, saying such demands for imposing revenue-sharing mechanisms between Internet companies and telecom service providers (TSPs) "smack of rent-seeking."

According to IAMAI members, requiring the "largest" OTT service providers to pay TSPs for data used by consumers would effectively charge TSPs twice for the same service – as they already charge consumers for data.

The Internet and Mobile Association of India (IAMAI) responded to the Telecom Regulatory Authority of India's (TRAI) proposal on the selective banning of OTT or internet services on September 28, saying such demands for imposing revenue-sharing mechanisms between Internet companies and telecom service providers (TSPs) "smack of rent-seeking."

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The IAMAI also flagged demands made by the Cellular Operators Association of India (COAI) and the Indian Council for Research on International Economic Relations (ICRIER).

The COAI has called for regulatory intervention to ensure "largest traffic originators" pay a "fair share charge" to telecom companies to account for capital investments made by the latter to "accommodate surging data traffic".

Similarly, the ICRIER had proposed imposing a 'Broadband Infrastructure Levy' on 3% of "significant" OTT service providers' operations in India, based on "specialized contracts" between service providers and network operators.

The IAMAI highlighted that such demands fail to recognize that telecom service providers are subject to a special regulatory and licensing regime by the control that they exercise over valuable national resources such as spectrum.

"Therefore, the introduction of a telecom regulatory regime for OTT service providers would be an act of over-regulation," said the industry body. Over-the-top service providers have provided high-quality content for little-to-no cost to users. This, in turn, has spurred the rapid growth of data consumption and economic activity in India.

"Mandating revenue-sharing mechanisms between OTTs and TSPs would effectively reverse this phenomenon by disincentivizing growth for OTT-based businesses, for whom a volume-based revenue sharing mechanism would be a glass ceiling for continuing growth and may prove to be an entry barrier for startups," the IAMAI noted.

Earlier this week, at least 128 startup founders urged the TRAI to rethink any move towards over-regulation of internet services being described as OTT services, which may have discriminatory consequences. the TRAI, in July, started the process to examine the issue of regulating OTT communication apps.

Earlier this month, 11 consumer groups said the proposal would lead to overregulation and would create regulatory uncertainty in the domestic market.

In any case, "surging data traffic" refers to data that consumers have already purchased from telecom companies. As a result, the "strain" on TSP infrastructure occurs when they sell data to consumers beyond their infrastructural capacity – a fact that has been conveniently ignored", according to the IAMAI, IANS





TRAI starts discussion on digital transformation via 5G

The Telecom Regulatory Authority of India (TRAI) on September 29 issued a consultation paper on 'Digital Transformation Through 5G Ecosystem', aimed at popularising such a service and its usage to further a sustainable development of the country.

In a statement, the telecom and broadcast regulator said the objective of this consultation paper is to identify the policy challenges and suggest the right policy framework for faster adoption and effective utilisation of new technologies for the holistic and sustainable development of the economy driven by the 5G ecosystem.

However, the discussion had been initiated suo moto by TRAI without any other government organisation requesting the regulator to look into the 5G and developmental issues.

"India is undergoing a rapid digital transformation that is reshaping its economy and society. Fast and reliable mobile communication technologies are helping the government in realising the objectives of Digital India programme.

"It is providing a boost to our economy and empowering the citizens through services like unified payment interface (UPI) and several other innovative G2B and G2C applications. With the advent of technologies such as 5G, Internet of Things (IoT), Artificial Intelligence (AI), Augmented/Virtual Reality (AR/VR) and Metaverse, India is poised to unlock new opportunities for growth and innovation," a background paper issued by TRAI on the discussion paper stated.

The 5G service was launched in India on October 1, 2022 and the telecom service providers (TSPs or telcos) have been aggressively rolling out the 5G network across the country. The government too has taken several initiatives for building 5G infrastructure and promoting R&D, while the regulator has made several recommendations for faster deployment of 5G network and services.

Issues like policy measures required to create awareness and promote use of Metaverse, protection against cyber attacks, trusting content and services accessed in the metaverse, modifications required in the existing legal framework with regard to safeguard IPRs form the basis of the over 150-page consultation and background paper.

News18 India hosts cast of 'Vaccine War' on 'Aar Paar'



In an exclusive interview on News18 India's popular show 'Aar Paar,' the star-studded panel of the highly anticipated movie 'Vaccine War shed light on their perspectives and experiences in the world of cinema and their latest project.

The panel, hosted by renowned anchor Amish Devgan, featured the film's director Vivek Agnihotri, producer and actress Pallavi Joshi, and legendary actor Nana Patekar.

The interview provided a deep dive into the film industry and the significance of storytelling through movies.

Vivek Agnihotri, known for his thought-provoking films like 'Kashmir Files' and 'Vaccine War,' emphasized the role of Indian cinema in conveying the country's narratives to its people. He highlighted the pivotal role such films play in shaping the Indian narrative.

Agnihotri also acknowledged the challenges faced by India's healthcare system during the COVID-19 pandemic and commended the unwavering dedication of Indian doctors and scientists in developing vaccines to ensure the nation's safety.

Delving into the concept of 'Sanatan,' Agnihotri underlined India's uniqueness as a democracy where individuals from diverse backgrounds can rise to top leadership positions.

Nana Patekar, the legendary actor, expressed his willingness to explore various film genres but emphasized that quality takes precedence over quantity, especially at the age of 73.

He warmly recalled his collaboration with the late Irrfan Khan during 'Salaam Bombay,' praising Khan's exceptional talent and humanity.

Patekar also shared a humorous anecdote about Irrfan Khan suggesting he plant a Night-Blooming Jasmine, a task he intends to fulfill.

He concluded by highlighting that artists transcend caste or creed; they are simply artists.

Pallavi Joshi, a seasoned actress and producer, vehemently denied claims of her films having any political agenda. She emphasized that her films are driven by storytelling and entertainment.

This exclusive interview provided a platform for these eminent personalities to share their insights on the film industry and their experiences with the 'Vaccine War.' The film has already generated significant attention, making this interview highly relevant for viewers eager to learn more about this upcoming cinematic masterpiece.



OTTplay, DistroTV partner to offer 180 free live channels in India

DistroTV, a prominent global streaming platform owned by DistroScale, and OTTplay Premium, a leading OTT content streaming, discovery, and recommendation platform, have unveiled an exciting partnership.

This collaboration aims to provide Indian viewers with an enriched streaming experience by bringing DistroTV's extensive offering of 170+ free-to-watch live streaming channels to OTTplay users in India.

This strategic partnership underscores DistroTV's dedication to bringing diverse global content to audiences worldwide and aligns with OTTplay's mission of assisting users in discovering new and captivating content, the company said in a statement.

With this collaboration, Indian viewers can look forward to an expanded and enhanced streaming experience that caters to their diverse tastes and preferences.

OTTplay Premium is a widely acclaimed OTT platform in India, renowned for granting access to 24+ OTT platforms. It specializes in delivering personalized content recommendations, spanning shows, web series, and movies, tailored to users' preferences, including language, genre, platform, actor, filmmaker, and more.

By partnering with DistroTV, OTTplay Premium will significantly broaden its content library, offering users an even wider range of viewing options.

Navdeep Saini, CEO of DistroScale, expressed, "DistroTV's mission has always been to bring diverse, global voices to audiences around the world. This partnership with OTTplay allows us to further that mission by bringing our extensive lineup of live-streaming channels to even more viewers in India."

Vikas Khanchandani, CEO of DistroScale, India, SEA, and MENA, shared his enthusiasm, saying, "We are thrilled to partner with OTTplay, a platform that shares our commitment to delivering a wide range of content to viewers.

Tech startups caution TRAI on over regulating services like OTT

Telecom Regulatory Authority of India

Founders and top leaders of many prominent startups, including Zerodha's Nithin Kamath and Paytm's Vijay Shekhar Sharma, have written a joint letter to regulator TRAI in support of net neutrality, and cautioned that any move towards "over regulation" of internet services categorised as OTT services could have "discriminatory consequences".

The letter, signed by representatives of 129 startups, calls for the Internet to be maintained as an open platform where network providers treat all content, application, and services equally, without discrimination, a PTI report stated.

This includes not putting a service at a competitive disadvantage, either by imposing additional network fees or other regulatory obligations such as licensing under a telecommunications framework, according to the letter addressed to Telecom Regulatory Authority of India (TRAI) Chairman PD Vaghela.

"A particular TSP which is offering data services to the consumer does not control the internet infrastructure in its entirety. It is dependent on several other networks to facilitate this task. Thus, allowing a TSP which is at one edge of the internet to charge differentially for data that it does not alone process, could compromise the entire architecture of the internet itself.

"Were other TSPs across multiple tiers allowed to do this, then the openness of internet as we know, would be altered," the letter said.

At another place, the letter stressed that "allowing price differentiation based on the type of content being accessed on the Internet, would militate against the very basis on which the internet has developed and transformed the way we connect with one another".

The letter, signed by the likes of Razorpay's Harshil Mathur and Shashank Kumar, IndiaMART's Dinesh Agarwal, Rapido's Rishikesh SR, amongst others, added: "If anything, these obligations will favour large multinational conglomerates who can afford to adapt to such regulations.

"Giving TSPs (telecom service providers) the key to be able to control these factors will very likely impact the thriving Indian start-up ecosystem."

Streamers form new trade group Streaming Innovation Alliance



Commission.

The group said Charles Rivkin, chairman and CEO of the Motion Picture Association, played a "leading role" in organizing the SIA.

"Streaming provides great value, vast programming choices and unprecedented options for consumers," Rivkin said in a statement.

A new trade organisation was born earlier this week and it brings together the likes of Netflix, Disney, Warer Bros. Discovery, Motion Pictures Association and Paramount to lobby with policy-makers and government entities, including regulators.

According to Variety, the formation of Streaming Innovation Alliance or SIA marks the first time competing streaming-video providers have banded together in a unified lobbying front.

The launch members of the Streaming Innovation Alliance (https://www.streaminginnovationalliance.com/) are AfroLandTV, America Nu Network, BET+, Discovery+, For Us By Us Network, Max, the Motion Picture Association, MotorTrend+, Netflix, Paramount+, Peacock, PlutoTV, Telemundo, TelevisaUnivision and Vix, Vault and the Walt Disney Co.

The SIA will "advocate for federal and state policies that build on the strong, competitive, and pro-consumer market for streaming video," according to the group, Variety reported Tuesday.

Companies notably absent from the Streaming Innovation Alliance's initial roster include Apple, Amazon, Google/YouTube and Roku.

The newly-formed organisation has tapped two well-known Washington DC leaders as senior advisers — Fred Upton a Republican who is a 36-yearveteran of the U.S. House of Representatives, and Mignon Clyburn, a Democrat who served as acting chair of the Federal Communications

India Today Conclave returns with a stellar lineup for 2023

The highly anticipated India Today Conclave is set to return to the vibrant city of Mumbai on October 4 and 5, 2023, promising to be a melting pot of ideas, discussions, and thought-provoking debates.

This event, known for bringing together a diverse array of leaders and luminaries, aims to explore contemporary issues that resonate with the nation.

The India Today Conclave, designed on the lines of its flagship counterpart, is set to ignite conversations that will shape the future. The event boasts an impressive lineup of speakers from various fields, including politics, business, cinema, entertainment, thinkers, doctors, sports, and more. Attendees can expect to immerse themselves in riveting debates and pioneering viewpoints.

Politics: The political sphere will see the likes of Chief Minister of Maharashtra Eknath Shinde, Member of Parliament Sharad Pawar, Deputy Chief Minister of Maharashtra Devendra Fadnavis, and several other prominent figures, including Asaduddin Owaisi and Priyanka Chaturvedi.

Business: Renowned figures in the business world, such as Uday Kotak, Founder of Kotak Mahindra Bank, and Ashish Chauhan, CEO of the National Stock Exchange of India, are set to share their insights.

Cinema/Entertainment: The entertainment industry will be well-represented by the likes of Prasoon Joshi, Chairman of the Central Board of Film Certification, and a star-studded cast including Suhana Khan, Bhumi Pednekar, Ali Fazal, and more.

Thinkers: Intellectual heavyweights including Dilip Cherian, Flavia Agnes, and R. Jagannathan will be present to share their thoughts and expertise.

Sports: Cricket legends Sunil Gavaskar and Harbhajan Singh will grace the event with their presence.

Doctors: Prominent medical professionals like Dr. Harish Shetty and Dr. Raman Sankar will contribute their knowledge and insights.



The India Today Conclave in Mumbai is poised to serve as a catalyst for cutting-edge ideas, futuristic visualizations, and in-depth policy debates. It is not just an event but a platform where attendees can gain information on current issues and unique insights with far-reaching impact.

Kalli Purie, Managing Director of the India Today Group, expressed her enthusiasm for the event, stating that the Mumbai edition is sure to bring about stimulating conversations that will resonate long after the event concludes.

As the stage is set for the India Today Conclave 2023 in Mumbai, participants and attendees can look forward to two days filled with enlightenment, inspiration, and the exchange of ideas that will shape the future of India and beyond. This event promises to live up to its reputation as India's Biggest Ideas Fest.

NBA India: 2022-23 season attracted 100+ mn. unique viewers

The 2022-23 NBA season was the league's most-watched ever in India, surpassing 100 million unique viewers across linear, social media and digital media platforms for the first time ever.

The 2023-24 NBA season tips off on October 25 and games will air live in India on Sports18-1, JioCinema and NBA League Pass via the NBA App, NBA India said in a press release.

"Surpassing the milestone of 100 million unique viewers last season is a testament to the growing interest in basketball here in India. Our strong distribution network and local language commentary on the platform had expanded the league's audience in the country, especially within the Hindi-speaking markets," said NBA India Global Partnerships & Media Business Head Sunny Malik in a statement.

"As we gear up for the 2023-24 season, we look forward to building on this momentum by providing fans in India with new and exciting ways to experience the NBA, including digital innovations and customized content on the devices and platforms they use the most," Malik added.

Some consumption highlights from the 2022-23 NBA season in India, according to the basketball association, are the following:

Linear & Digital

NBA games generated more than 100 million unique viewers in India across linear and digital platforms.

Viewership of NBA games on digital platforms grew 12x from the 2021-22 season.



Overall linear and digital watch time of NBA games and programming grew by 50 percent compared to the 2021-22 season.

Fifty-three percent of viewers were 30 years-old and younger, while 45 percent of all viewers were female.

Hindi commentary was available for 112 games throughout the season, contributing to an overall reach of 33 million viewers.

The NBA introduced a youth-focused educational broadcast series on Nickelodeon Sonic featuring local cartoon characters Happy and Pinaki to further engage with Indian children and teach them the fundamentals of the game. The series reached 11 million viewers.

Social Media

More than 3.8 million fans follow the NBA's localized social media channels in India, registering a 2.6x increase in followers added this season as compared to 2021-2022.

NBA's localized social media channels in India generated 1.3 billion video views, up 209 percent from the 2021-22 season, and 968 million engagements, registering an increase of 200 percent from last season.

The NBA released 10 locally-produced content series in India that generated 182 million views across the league's social media channels, including 'This Is Basketball', starring NBA brand ambassador for India Ranveer Singh, which showcases the diversity of the basketball community in India; 'All The Way Up', a series with leading hip-hop artists that explores the convergence between hip-hop and basketball; 'The NBA India Weekly Show', centered around all things NBA and basketball in India; and 'The Real Talk', a video series featuring players, legends and other special guests.

The NBA's user-generated content initiative,#MadeInBallywood, generated 42 million views on social media and received more than 50 entries from aspiring players across the country.

The National Basketball Association (NBA) is a global sports and media organization with the mission to inspire and connect people everywhere through the power of basketball. Built around five professional sports leagues.

Sony Entertainment Television unveils 'Kavya – Ek Jazbaa Ek Junoon'

Sony Entertainment Television is all set to launch its latest fiction offering – 'Kavya – Ek Jazbaa Ek Junoon'.



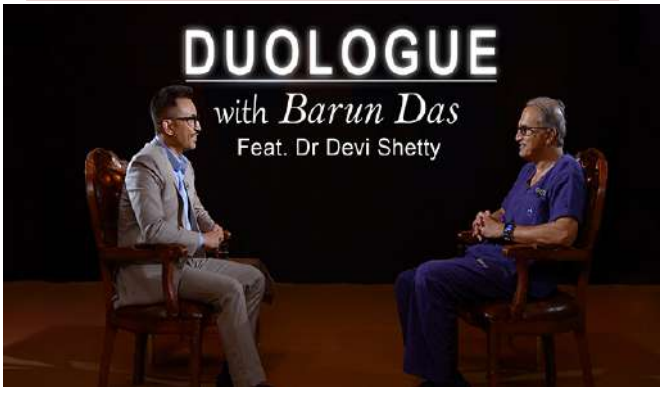
Reflecting the remarkable strides of women in contemporary times, the show features Sumbul Touqeer Khan in the lead role of Kavya Bansal. Kavya, driven by an unwavering determination to become an IAS Officer and serve the common man, symbolizes fearlessness and purpose.

The show promises to captivate viewers with its exploration of societal dynamics, dreams, and relationships.

'Kavya – Ek Jazbaa Ek Junoon' premieres on September 25 at 7:30 pm and will air every Monday to Friday on Sony Entertainment Television.

'Kavya – Ek Jazbaa Ek Junoon' takes viewers on a profound exploration of various characters and their intricacies. The show is poised to be an engaging addition to Sony Entertainment Television's programming lineup, offering a unique blend of drama, romance, and societal commentary.

‘Duologue’ S1 ends with Devi Shetty episode on World Heart Day



News9 Live, India’s pioneering 24/7 digital-exclusive news stream, is poised to conclude the intellectually stimulating season one of ‘Duologue with Barun Das’ with the finale featuring Dr. Devi Shetty on World Heart Day, September 29.

In a departure from the conventional interview formats, the show reveals an unseen facet of Dr. Shetty’s persona during a candid tête-à-tête with host and TV9 Network MD & CEO Barun Das, the news network said in a press release on September 28.

The Devi Shetty episode kicks off with a profound exploration of empathy to soon evolve into a thought-provoking discourse on the intricate calculus of happiness, the statement added.

When the show host Das proposed the concept of incentivizing fitness to stimulate the health sector, Dr. Shetty responded in affirmation. He said, “India stands on the verge of an extraordinary achievement – the liberation of healthcare from affluence.

“This transformative objective is not a distant dream but an attainable reality within the next five years.”

Further, the host leads the conversation transcending the physical aspects of heart health, delving into the emotional and mental well-being of individuals.

Reflecting on his experience on the show, Dr. Shetty said, “‘Duologue with Barun Das’ is one of the most memorable experiences in my life. I thoroughly enjoyed it.”

News9 Live’s impressive undertaking for World Heart Day includes a special programming initiative that focuses on heart health, emerging challenges and cutting-edge technology diagnostics.

All shows premiere via connected TVs and later on YouTube. The special programming includes:

‘Heart Health Show’at 11 AM.

At 1 pm,‘Heart Emerging Challenges’takes centre stage.

The day continues with a ground-breaking programme at 6 pm and 9 pm called‘Heart Technology-Diagnostics’.

Hombale Films to release ‘KGF 3’ in 2025



The third part of the Kannada blockbuster ‘KGF’, starring Yash, will be released in 2025, according to the spokesperson from Hombale Films.

Production will begin on the third part of the pan-India franchise by December 2023.

“On the fifth anniversary of ‘KGF’ on December 21, we will announce the release plan of ‘KGF 3’. The initial round of discussion between the director, producer, and actor for ‘KGF 3’ has happened and a storyline has been discussed.

The shoot will begin in October 2024 and the film released in 2025. An official announcement about the release of ‘KGF 3’ will be made in December this year,” a spokesperson of Hombale Films told PTI.

The period action franchise started with 2018’s ‘KGF: Chapter 1’, followed by a 2022 sequel, titled ‘KGF: Chapter 3’. It revolves around Rocky (Yash) and his quest for power and wealth.

Hombale Films has three more films in the pipeline.

ABP Network announces ‘Roots & Rhythms’



ABP Network, a prominent leader in the Indian media industry, is all set to embark on a musical journey that promises to strike a chord with music enthusiasts of all ages.

‘Roots & Rhythms,’ a grand musical concert, is slated to be held in New Delhi on September 30. The extravaganza will kick off at 6 pm and guarantees an evening filled with diverse musical experiences, the new network said.

‘Roots & Rhythms’ stands as a magnificent celebration of India’s rich musical heritage, meticulously curated to pay homage to the ever-evolving soundscape of our nation. It encapsulates the very essence of ‘New India,’ where music transcends boundaries, and artists mold their unique identities through a fusion of cultural experiences. Beyond a mere concert, this event is an exploration of the compelling stories that music can narrate.

Audiences can groove to the beats of exceptional artists as the event features the sensational Badshah. With his distinctive style and a string of chart-topping hits, Badshah has breathed new life into Indian music.

Sharing the stage will be Shilpa Rao, a versatile artist whose voice effortlessly spans film music, classical melodies, and folk tunes, captivating audiences across genres. Adding to the enchantment is Papon, an artist deeply entrenched in Indian culture, who has collaborated with musicians from around the globe while preserving his cultural roots.

TV9 Network partners with Cloud TV



TV9 Network, India's leading news network, had joined forces with Cloud TV, a prominent provider of advanced Smart TV Operating Systems (OS), to elevate its presence in the connected TV landscape. This strategic collaboration is poised to redefine the way audiences consume news and entertainment, offering a seamless and enriched television viewing experience through cutting-edge technology.

This strategic partnership is set to empower Indian viewers with a more interactive and immersive TV experience. Leveraging Cloud TV's expertise in Smart TV OS technology, TV9 Network aims to expand its reach and engage with viewers on a deeper level. This ensures that audiences can seamlessly access their preferred news content through connected TV devices, ushering in a new era of television consumption in India.

Raktim Das, the Chief Growth Officer of TV9 Network, expressed his enthusiasm about this partnership, stating, "Our collaboration with Cloud TV represents an exciting milestone in reshaping the way viewers engage with our channels via connected TV platforms. It marks a pivotal moment in our journey to transform television news consumption in India. By harnessing Cloud TV's state-of-the-art Smart TV OS technology alongside TV9 Network's exceptional content, we are set to create a distinctive and captivating viewing experience for our audience."

Abhijeet Rajpurohit, the Chief Operating Officer (COO) of Cloud TV, shared his excitement, saying, "We are thrilled to integrate TV9 Network's News Channels, offering our users free access to their content on Cloud TV devices. News channels play a vital role in India's television landscape, and our collaboration with TV9 Network empowers users to effortlessly stream live TV channels without the need for additional equipment like DTH boxes or TV sticks. With TV9 Network's extensive range of multilingual news channels available on their TV's homepage, all at no cost, users can stay updated with the latest global news content effortlessly."



Dream11 contests in Mumbai HC tax claims of $150 mn.

Even as the country's tax authorities slapped a $150 million from Dream11 for underpaying goods and services tax during 2017-2019, the gaming company moved the Mumbai High Court challenging the tax claims.

A Reuters report from New Delhi on September 26 stated India's tax department had demanded around $150 million from Tiger Global-backed gaming company Dream11 for underpaying taxes during 2017-2019, which the company disputes, and officials are investigating its payments for four more years, legal documents show.

Dream11 and Indian tax authorities are in a dispute over what tax rates should be paid by such gaming platforms, which have become hugely popular for fantasy cricket games they offer.

Dream11, according to the Reuters report, argues it should pay a tax on fees it charges customers, while Indian authorities are demanding a higher 28 percent tax on total gaming revenue it makes from players, court papers show.On September 12, the tax authorities gave the company 30 days to explain why it should not be forced to pay a shortfall of Rs. 2.1 billion ($26.07 million) for 2017-18 and Rs. 10 billion ($120.85 million) for 2018-19, plus interest and a penalty, government notices show.

Dream11 declined to comment and India's tax authorities did not respond to a request for comment from Reuters.

Dream11 had filed a lawsuit in the High Court in Mumbai challenging the notices, court papers showed. The case is likely to be heard in the coming days.

Mumbai-based Dream11 was set up in 2008 and counts US investment fund Tiger Global as a major investor.

Tax authorities are also investigating Dream11's tax payments for four more years up until March 2023, the company stated in its court filing, which was seen by Reuters but has not been made public.

Indian tax inspectors are "alleging that the service" provided by Dream11 "is that of betting/gambling/wagering", court papers stated.

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UK 'core' older audiences, aged 65+, watching less TV: Ofcom



While saying that pay TV consumption will probably grow in India, DTH company Tata Play MD and CEO Harit Nagpal had also made sure that the company he helms is in tune with times and had newer things to offer to consumers — online content aggregated at one place though Tata Play Binge app, which now has gone global.

Nagpal's vision of the Indian market and his views on growth of pay TV, made to CNBC in Bali, Indonesia, on the sidelines of a media conference, however, stands in contrast to the opinion held by another business leader and visionary — Uday Shankar, co-founder of Bodhi Tree System and former top exec of Disney APAC. Shankar feels that the Indian market is now ripe for a service that's an alternative to legacy TV.

Asked by CNBC about Tata Play Binge, an app that aggregates other streaming apps for consumers to access at one place, Nagpal explained that the idea got fine-tuned when the demand for on-demand services came to India and "we thought to be ready for it".

However, Nagpal was bullish on India's pay TV market and was of the opinion that there's enough room for it to grow.

There are millions of homes without TV still in India and, he explained, when they become TV-enabled, some of those subscribers would definitely go to free TV (maybe, he was alluding to Prasar Bharati's FreeDish), but some will also join the pay TV universe.

He justified the resilience of pay TV by saying 110 million homes continue to pay and, if there was a risk to pay TV from newer techs, then that risk would have shown up by now.

Nagpal told CNBC that even though the 2023 edition of IPL cricket was available for free online (on JioCinema), Tata Play's subscriber base grew riding the cricket wave. If people are buying scooters and cars, that doesn't mean Metrol rail as a medium of conveyance would go away, he quipped trying to draw a parallel between pay TV and other modes of video delivery like free TV and OTT platforms.

India is a country of 'and' not 'or'. It becomes a question of 'or' in markets where TV is outpriced, but in India pay TV and OTT subscriptions, for example, are almost similar, Nagpal rationalised.

Meanwhile, HinduBusinessline on September 28 reported that Tata Play will offer Tata Play Binge software as a white label solution to OTT app aggregators globally.

It has inked its first strategic partnership in this regard with leading pay TV provider in Philippines, Cignal TV.

The Tata Play Binge aggregator solution enables users to watch content from multiple OTT apps by downloading one app, with one subscription, on one screen, the report stated.

Nagpal told Businessline, "The Tata Play Binge software architecture is now available as PaaS, providing end-to-end development and deployment opportunities. We are in talks with eight-nine service providers for such partnerships."

With the launch of this enterprise solution, the company has created a unique OTT content aggregation and distribution ecosystem. While the promoter company will focus on tying up with OTT partners and acquiring subscribers in the region, Tata Play will manage its end-to-end technology platform over the cloud, the Businessline report added.

"We expect the revenue stream to become substantial as we sign up with more partners to offer them our Tata Play Binge aggregator platform as a white label solution," he added.

In India, currently, Tata Play had close to a million Binge subscribers.

Quoting from a statement, the Businessline report said Jane J Basas, President & CEO of Cignal TV, opined that they were "keen on an OTT aggregation product as a natural evolution of our service and recognise the success of Tata Play Binge in this space as a model to follow."

Salman Khan drops teaser 'Farrey'



Superstar Salman Khan on September 25, unveiled the teaser of his niece Alizeh Agnihotri's debut film 'Farrey', which will hit the theatres on November 24.

Produced by Reel Life Production, the thriller is presented by Salman Khan Films (SKF), Mythri Movie Makers, and Athena. The film is directed by 'Jamatra' fame Soumendra Padhi.

"#FarreyTeaser Out Now!" Salman wrote on his social media pages. Mythri Movie Makers also shared the teaser, a PTI report stated. "'Farrey' is more than just a word; it's a mystery waiting to be unravelled," the banner posted.

Alizeh is daughter of Salman's sister Alivra Khan Agnihotri and her husband, filmmaker Atul Agnihotri.

'Farrey' also stars Sahil Mehta, Zeyn Shaw, Prasanna Bisht, Ronit Bose Roy, and Juhi Babbar Soni in pivotal roles.

'Taylor Swift: The Eras Tour' film to release globally

Taylor Swift, a pop star known for shattering records, announced on September 26 her documentary film from her billion-dollar Eras concert tour will be screening worldwide.



"The tour isn't the only thing we're taking worldwide … " the 'Anti-Hero' singer wrote on the social media platform Instagram, according to a Reuters report from Los Angeles, adding, "Been so excited to tell you all that The Eras Tour concert film is now officially coming to theaters WORLDWIDE on Oct 13!"

Previously, Swift had said the movie, called 'Taylor Swift: The Eras Tour', would only be released in North America.

The singer's film provides movie theater chains such as AMC Entertainment, Cineplex and Cinemark with a high-profile title to help fill gaps caused by the actors' and writers' strikes in Hollywood.

Swift's film is expected to collect between $96 million and $145 million at the US domestic box office during its opening weekend, according to projections from Box Office Pro.

Demand for the 12-time Grammy winner's "Eras" film rivalled the high interest garnered by large blockbuster franchises, including Walt Disney's Marvel and Star Wars, the Reuters report added.

Adult tickets for Swift's documentary cost $19.89 each, a nod to Swift's '1989' album. Children's tickets will cost $13.13, a reference to the singer embracing 13 as her lucky number.

On November 1, 2022, Swift announced her Eras Tour — 53 shows played in stadiums across the United States. The tour later expanded to include 78 international dates.

Apple to up phone production in India to $ 40 bn in 4-5 years



iPhone maker Apple had plans to scale up production in India by over five-fold to around USD 40 billion (about Rs. 3.32 lakh crore) in the next four to five years, according to Indian government sources.

According to the official, who did not wish to be named, the company had crossed the USD 7 billion production mark in the last financial year.

"Apple had plans to increase production in India to over USD 40 billion in the next 4-5 years. It has crossed USD 7 billion in the last fiscal," the official said, according to a PTI report from New Delhi yesterday.

An email query sent to Apple did not elicit any reply. Apple manufacturers iPhones in India and had plans to start manufacturing Airpods from next year.

The official said that Apple has no immediate plans to make iPads or its laptops in India.

"They don't have any plans to participate in IT hardware PLI. They may come at a later stage but as of now their focus is to scale up existing production levels," the official said.

The company globally sold iPhones worth $191 billion and products worth $38.36 billion in the wearable, home and accessories segments in the financial year ended on September 25, 2022.

In the first nine months of the current fiscal, the company recorded about a four percent dip in iPhone sales at $156.77 billion and a slight decline in the wearable, home and accessories segment at USD 30.52 billion. The company had become the largest exporter of mobile phones from India.According to industry sources, sales of Apple's iPhone 15 series registered a 100 percent growth compared to that of the iPhone 14 series on the launch day on September 22.

Apple had launched four models in the iPhone 15 series. Two variants — iPhone 15 and iPhone 15 Plus — are also being made in India.

Saregama acquires 51.8% of digital content firm Pocket Aces



Pocket Aces had revenue of Rs 104 crore in FY23, which has been growing 34 per cent annually in the past four years and is expected to grow even faster in future.

Acquiring Pocket Aces will add on a whole new dimension of IP and a distribution network f over 95 million followers.

Saregama, the country's oldest music label company owned by the RP-Sanjiv Goenka Group, on September 28 announced the acquisition of a majority 51.8 per cent stake in Pocket Aces Pictures, the youth-focussed digital content creator and publisher, for Rs 174 crore in an all-cash deal.

The over 100-year-old Saregama, which was formerly known as The Gramophone Company of India, will also be picking up an additional 41 per cent in the fast-growing digital entertainment company over the next 15 months, the RPG Group statement said, adding the transaction completed is an all-cash deal, a PTI report stated.

Pocket Aces owns direct relationship with over 95 million younger digital-first customers across Instagram, Youtube, etc. and boasts of an IP catalogue of over 3,000 content pieces ranging across web series, sketches, music videos and reels on its channels Filtercopy, Nutshell and Gobble, and releases over 30 new pieces of content every day.

Its talent management arm, Clout, manages over 100 digital influencers, and its long-form studio, Dice Media, has created relatable youth-centric web series across OTT platforms such as Netflix, Hotstar, and Amazon, the statement claimed, the PTI report added.

This acquisition will further strengthen Saregama's strategic ambition to take a leadership position in new music across all Indian languages, it added.

Times Now announces Amazing Indians Awards 2023

Times Now had unveiled 'Amazing Indians,' a prestigious national platform that celebrates and honors the remarkable spirit of India's common people who have performed exceptional deeds for the betterment of society. The awards ceremony is scheduled for September 29, 2023, in New Delhi.

Piyush Goyal, Union Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution, and Textiles, along with Smriti Zubin Irani, Union Minister of Women and Child Development and Minority Affairs, will be the Chief Guests at the event and will deliver keynote addresses.

Times Now Amazing Indians showcases inspiring stories of individuals who, through their determination, grit, and selfless acts of service, have made a significant impact on people's lives. The premier national awards night will recognize winners across 12 categories:

Agriculture , Animal Welfare, Education, Environment & Climate, Food Management and Nutrition, Girl Child and Women's Rights Empowerment, Healthcare, Medical & Clinical Assistance, Rural Development, Sanitation and Water, Slum Care, Shelter Management, Tech for Good

The awards ceremony will also feature special recognitions for Dr. Veeramuthuvel, Project Director, Chandrayan-3, ISRO, and Dr. Nigar Shaji, Project Director, Aditya-L1 Mission, ISRO, for their outstanding contributions to India's space endeavors.

In addition to the awards presentation, the event will showcase a special Jugalbandi performance by Smt. Anuradha Pal, India's First Female Tabla Maestro, and a captivating musical presentation by the exceptionally talented members of Shreerang Charitable Trust.

MK Anand, MD & CEO of Times Network, commented, "As India's most influential news leader, Times Now has played a pivotal role in driving change and action. Amazing Indians Awards is our initiative to highlight the extraordinary achievements of ordinary Indians who have made a positive impact on society. Over the years, the platform has featured the remarkable journeys of over 500 such individuals, each of whom has crafted a legacy through courage, determination, and an unwavering spirit. I am confident that the stories of these 'Amazing Indians' will inspire a new generation of changemakers, contributing to a better India."

A distinguished panel of jurors, including General M. M. Naravane (PVSM, AVSM, SM, VSM (RETD), Former Chief of the Army Staff, Indian Army), Prasoon Joshi (Chairman, McCann Worldgroup Asia Pacific and CEO & CCO, McCann Worldgroup India), Ritesh Agarwal (Founder and Group CEO, OYO), Anand Kumar (Founder, Super 30), Dr. S. Rangarajan (Former Director ISRO, MCF, ISTRAC & Satcomm), and Sonam Wangchuk (Social Reformist, Ramon Magsaysay Awardee), shortlisted the winners through an exhaustive pan-India screening process duly evaluated by Ernst & Young (Process Partner).

The Times Now Amazing Indians Awards 2023 promises to be an evening that celebrates the unsung heroes and their extraordinary contributions to society.

Republic Kannada launches in Karnataka

Republic Media, India's leading news network, made a grand entrance into the Kannada media landscape on September 23, 2023, at 9 a.m., and within mere hours of its launch, the channel achieved unprecedented success in the realm of social media, firmly establishing itself as a frontrunner in the Kannada news genre.



Republic Media's entry into the Kannada market had been met with resounding success, shaking up the media landscape by promising unbiased news and top-tier content quality while attracting a growing base of advertisers.

This move had been celebrated not only as a milestone for Republic Media but also as a momentous occasion for the people of Karnataka, the channel said in a statement.

Hersh Bhandari, the COO of Republic Network, spoke passionately about the channel's launch and its remarkable accomplishments. He emphasized that Republic Media's presence in Kannada is poised to revolutionize the field, particularly for advertisers, while simultaneously fostering growth within the genre.

Bhandari announced that Fourth Dimension, under the capable leadership of Shankar and Bharath, will spearhead their endeavors in the southern region, boasting the most experienced team in the business.

The national sales division will be under the guidance of Satabdi, ensuring the continued expansion of the advertiser base, and solidifying their regional presence as a network.

R Kannada had pledged to deliver 100% news coverage and extend its reach to advertisers, making it an attractive platform for businesses.

Shankar. B, the CEO of Fourth Dimension Media, characterized this moment as nothing short of historic.

He expressed his joy at the arrival of a channel dedicated to unbiased news in Karnataka, bringing a breath of fresh air to the state's media landscape. Shankar lauded Republic Media Network's reputation for offering viewers an unparalleled experience, whether in news reporting or content quality. He shared his excitement at being part of a channel that is making history in the media industry.

'Bigg Boss' S17 to debut on Colors, JioCinema on Oct. 15



The 17th season of popular reality series 'Bigg Boss', hosted by superstar Salman Khan, will air on TV channel Colors from October 15.

The show will be broadcast weekdays at 10 pm and at 9 pm over the weekend. The reality series will also be available for streaming on JioCinema, the channel announced on its official X page Saturday night, according to a PTI report from Mumbai.

"Saam-daam-dand-bhed ka karenge tyaag, kuch sadasyon ke liye Bigg Boss karenge khuleaam pakshpaat. Dekhiye #BiggBoss17, 15th Oct se, Mon-Fri 10PM & Sat-Sun 9PM sirf #Colors par," the channel captioned the date announcement teaser.

In June, Salman hosted the second season of 'Bigg Boss OTT Hindi', which streamed on JioCinema.

The actor, who will next be seen in 'Tiger 3', has been presenting 'Bigg Boss' since 2010.

Delhi HC restrains illegal streaming of ICC Cricket WC

The Delhi High Court had issued an order prohibiting online platforms from broadcasting and streaming the upcoming ICC Men's Cricket World Cup 2023 without authorization.



In response to a lawsuit filed by Star India Pvt Ltd and Novi Digital Entertainment Pvt Ltd, the operator of the Disney+ Hotstar platform, this legal action was initiated, Economic Times has reported.

These plaintiffs claim to have exclusive global media rights for various ICC events, including the highly anticipated World Cup, which is set to take place from October 5 to November 19.

Recognizing the immense popularity of the World Cup cricket matches, particularly in the Indian subcontinent, Justice Prathiba M Singh underscored the risk of rogue websites engaging in unauthorized dissemination of World Cup content. Many such websites have a history of piracy, and they are likely to persist in their unauthorized streaming activities.

According to the ET report, the judge also directed the relevant authorities to block and suspend these rogue websites.

MIB tweaks cable TV rules; infra sharing to up b'band penetration

The Ministry of Information and Broadcasting (MIB) had issued a notification amending the Cable Television Network Rules,1994, thereby introducing a procedure for the renewal of multi-system operator (MSO) registrations, which is aimed at easing ways to do business in the country.

In addition, an enabling provision had been inserted in the Rules for the sharing of infrastructure by the cable operators with broadband service providers to promote internet penetration to the last mile, the Ministry said in an official statement on September 28.

The renewal procedure is in line with the government's commitment to ease of doing business as it will provide certainty to cable operators to continue their services without interruption and, therefore, make the sector attractive for foreign investment, the MIB statement elaborated.

Earlier, only fresh MSO registrations were granted under the Cable Television Networks Rules, 1994. The Rules did not specify the period of validity for MSO registrations, nor did they recognize the mandatory filing of online applications.

The inclusion of a provision related to the sharing of infrastructure by cable operators with broadband service providers will provide the twin benefit of enhanced internet penetration and efficient utilization of resources. It will also reduce the need for additional infrastructure for broadband services.

The salient features of the amended Rules for MSO Registration are as follows:

MSOs shall apply for the registration or renewal of registration online at the Broadcast Seva Portal of MIB.

MSO registrations shall be granted or renewed for a period of 10 years; the processing fee of Rs. 1 lakh is kept for the renewal of registration also.

The application for renewal of registration will have to be made within a window of seven to two months before the expiry of the registration.

MSOs whose registrations are expiring within seven months are required to apply online through the BroadcastSeva Portal. In case any assistance is required, the helpline number available on the portal may be contacted, or an email may be sent to the Ministry.

YouTube unveils tools for ads creative studio

YouTube had launched a suite of tools in its Ads Creative Studio to assist marketers in unlocking YouTube's unique multi-screen, multi-format viewer experience and reaching audiences with relevant context, engagement, and results.



Marketers will be able to use these tools to create multiple versions of a single display or video ad that are tailored to different audiences, locations, languages, or contexts.

With the rise of digital video services, online Indians are curating personal video universes that include an average of five content platforms, with YouTube being their top choice for watching videos, Financial Express reported.

Over the last five years, YouTube on connected TVs has emerged as the fastest-growing screen for YouTube. YouTube Shorts' average daily views increased by more than 120% year on year, thanks to creators using Shorts as another tool in their arsenal to express themselves. In addition, 33% of connected TV consumers in urban India do not watch linear TV at all, with logged-in viewers averaging 2.5 hours of YouTube watchtime per day.

The 30-Second YouTube Select Non-Skips on Connected TV and YouTube Connected TV Pause Experience are two new advertising solutions that YouTube has launched specifically for this audience to engage this growing group of connected TV viewers, over 50% of whom watch content that is 21 minutes or longer on the big screen.

Satya Raghavan, director, of marketing partners, at Google India, said, "In the fifteen years since we launched YouTube in India, there has been an all-round digital transformation, in connectivity and content, and today, people have created a boundaryless viewer experience for themselves that straddles across their smartphones and their connected TVs. We are delighted that, in this rapidly evolving landscape, YouTube is the platform of choice for four out of every five people online.

UK MPs for changes in Media Bill; against listed sports on paid OTT service

Obligations on smart TVs, firesticks and set-top boxes to ensure public service broadcasters (PSBs) are prominent on their platforms should be strengthened, according to the UK House of Commons Culture, Media and Sport Committee.

In its report on the draft Media Bill, the United Kingdom Government Committee also wants to see current obligations on PSBs to provide programming in areas such as religion, international matters and science, retained, Advanced Television has stated, quoting from the government report.



The Committee report follows pre-legislative scrutiny of the Bill, which is aimed at ensuring PSBs – the BBC, ITV, STV, Channel 4, S4C and Channel 5 – can thrive in the new world of streaming services, updates their remit and ensures on-demand content is held to the same standard as broadcasts.

The Committee calls for PSBs to be given 'significant' rather than 'appropriate' prominence in listings and searches for content on connected devices, so that public service content is always carried and easy to find.

On listed events, the Committee backs the measures to ensure sporting occasions such as the FA Cup Final and the Wimbledon Championships are reserved for PSBs only, but calls for the Bill to be used to close a loophole that allows an unregulated streaming service to buy the rights for a listed event and put them behind a paywall.

The report stated: "We consider that the Bill balances the needs of audiences, platforms and broadcasters. We support the introduction of the Bill, subject to the Government reflecting on the recommendations in this report. We recommend that the Government prioritise the Media Bill in the upcoming fourth session of this Parliament."

The report by the UK Members of Parliament was submitted on September 19, 2023.

'Jawan' marches on to cross Rs. 10 bn. mark globally



Superstar Shah Rukh Khan's high-octane thriller 'Jawan' had raised Rs 1004.92 crore (Rs. 10+ billion) gross at the worldwide box office, the makers said on September 25

Production house Red Chillies Entertainment shared the film's latest collection on X. "Handsome & Awesome blockbuster Rs 1004.92 crore worldwide gross box office collection," the post read, according to a PTI report.

'Jawan' released worldwide on September 7 in Hindi, Tamil and Telugu. The film outlines "the emotional journey of a man who is set to rectify the wrongs in the society".

It stars Shah Rukh in the dual role of Vikram Rathore and his son Azad. The film also features Nayanthara and Vijay Sethupathi with Deepika Padukone and Sanjay Dutt in special appearances.

Sanya Malhotra, Priyamani, Girija Oak, Sanjeeta Bhattacharya, Lehar Khan, Aaliyah Qureshi, Ridhi Dogra, Sunil Grover and Mukesh Chhabra round out the cast.

All eyes on Zuckerberg and Meta's AI focus



Meta CEO Mark Zuckerberg on September 27 is set to update investors on his plan to build the immersive metaverse that he has pitched as the future of computing at the company's first in-person conference since the start of the pandemic.

Announcements at Meta Connect, Meta's biggest event of the year, will indicate how Zuckerberg plans to navigate the shift this year of investor fervor to artificial intelligence from augmented and virtual reality technologies, Reuters reported from San Francisco.

Stakes for the event are high as investors last year slammed the parent company of Facebook and Instagram for spending extensively on the metaverse, prompting Zuckerberg to lay off tens of thousands of staff to continue funding his vision.

Developers will be watching to assess what apps they might create for Meta's latest hardware devices, such as a new Quest virtual reality headset due out this fall. Investors, meanwhile, will be scouting for signs of whether a gamble that has lost the company more than $40 billion since 2021 may pay off.

Hollywood studios, writers close to end strike; AI concerns remain



The labour stoppages have cost the economy billions of dollars, especially in Los Angeles, affecting everyone from hair stylists and make-up artists to restaurants.

While the two sides failed to reach a deal on September 23, they're still hoping to resolve their differences in coming days.

Hollywood studios and screenwriters are close to resolving a contract renewal dispute that had paralyzed Hollywood for months, but still don't have a deal, according to people familiar with the discussions.

The studios have agreed to staff a certain number of writers on their TV shows, a figure that will increase with the number of episodes in a season, one of the people said. The two sides have also created a structure in which writers will receive bonuses for popular shows on streaming services, a Bloomberg report on September 23, said.

The studios have made a counteroffer on the use of artificial intelligence in screenplay writing, which was the main topic of talks on September 23. Discussions will continue, the two sides said in a joint statement.

Executives at companies, including Netflix Inc., Walt Disney Co. and Warner Bros Discovery Inc., met with negotiators representing the Writers Guild of America for a fourth consecutive day, hoping to resolve a strike that began at the beginning of May.

The writers have been fighting for higher pay and changes in the way they are paid by streaming services.

Both sides have been under pressure to reach a deal. The major media companies are unable to put as many new shows on TV, or move forward with film projects. The traditional fall awards season and winter movie season are both in peril, particularly because the Screen Actors Guild went on its own strike in July.

Smriti Irani on women's reservation, political strategies on News18

News18 India, India's leading Hindi news channel, recently aired an exclusive interview with Smriti Zubin Irani, Union Minister for Women and Child Development.

The highly-anticipated interview, conducted by anchor Aman Chopra, touched upon several critical topics, including the longstanding demand for women's reservation in parliament, political strategies, and the role of the Congress party in shaping the discourse, a press release from the news channel stated.

In a candid conversation, Irani highlighted the historical significance of the demand for women's reservation, emphasizing that it dates back to the time of the Constitution's formation. She pointed out that despite the demand persisting for 75 years, the government successfully took historic steps within 72 hours to address this issue.

Addressing the Congress party's role in women's reservation, Irani stated that their policy was clear, but questioned why, during the UPA era when they had a full majority, they failed to pass the Bill and allowed it to lapse. She also noted that Sonia Gandhi was absent from the floor during the voting and introduction of the Bill.

Further, Irani disputed the Congress party's attempt to credit Rajiv Gandhi for the Women's Reservation Bill, calling it a false claim. She pointed out that P.V. Narasimha Rao ensured women's reservation in Panchayati Raj, but the Congress party did not acknowledge his contribution.

Irani also criticized the Congress party for its derogatory comments about women and their lack of support for the Bill. She highlighted the insensitive remarks made by some of their allies and questioned their commitment to women's empowerment.



Regarding Rahul Gandhi's recent statements about the Bill, Irani clarified that the Constitution, in Article 82, clearly outlines the process of providing reserved seats, including census, delimitation, and then implementation.

She criticized Gandhi's oversimplification of complex issues and urged him to understand the intricacies involved.

Irani, according to the media statement from News18, also questioned Gandhi's newfound focus on OBCs, reminding the public of his past statements about the Prime Minister's caste.

She pointed out that the Modi government has been continuously targeted for nine years, even when the Prime Minister's mother was alive. She highlighted the significant representation of OBCs in the BJP and questioned whether the Congress party had ever genuinely promoted OBC interests.

In the interview, Irani criticized the Gandhi family for their remote control approach to the economy and their habit of visiting religious places before elections. She accused them of repeatedly insulting religious sentiments for electoral gains.

In conclusion, Irani emphasized that the Congress party's approach to issues like women's reservation and religion has been divisive and opportunistic. She called for a more informed and responsible discourse in Indian politics.

ICC mascot-duo 'Blaze', 'Tonk' to attend Men's WC '23



The International Cricket Council (ICC) had announced that 'Blaze' and 'Tonk' have been unanimously been chosen as the names for the mascot duo ahead of the first cricket event they will attend, the Men's Cricket World Cup 2023 where they will look to engage and entertain cricket fans.

According to a media statement put out by the ICC, the dynamic pair of brand mascots, symbolizing the unity and spirit that cricket fosters globally, were introduced at a launch event back in August.

Fans were invited to be part of the process by suggesting names for these iconic characters through a worldwide fan poll held over the past month.

'Blaze', the female mascot, wields a turbo-powered arm that propels fireballs with lightning speed, leaving even the most audacious batters in sheer amazement. Her extraordinary pinpoint accuracy, unmatched reflexes, boundless flexibility, and unwavering determination make her an exceptional fast-bowling sensation. Adorned with a belt carrying six power cricket orbs, each meticulously prepared for various game-changing tactics, Blaze stands ever-ready to ignite the game.

'Tonk', the male mascot, radiates a unique blend of icy-cool composure and electrifying batting prowess. His every shot, ranging from stealthy finesse to boundary-crushing sixes, reverberates with an electrifying force that captivates audiences worldwide.

With his electromagnetic bat and versatile shot repertoire, 'Tonk' promises to elevate the excitement, lighting up the stage and electrifying the cricket pitch with every stroke.

The ICC Men's Cricket World Cup, returning to Indian shores after more than 12 years, gets underway on October 5 till November 5. The mascots are all set to captivate fans during the course of the tournament.



IT Minister bats for net neutrality as TRAI debates selective OTT bans

India's Minister of State for Electronics and IT Rajeev Chandrasekhar on Sept. 29 said India is one of the first countries in the world to ensure net neutrality and pushed back against "telcos wanting to be gatekeepers of the Internet".

The minister's comments came as the proposal by the Telecom Regulatory Authority of India (TRAI) on selective banning of OTT (over-the-top) or Internet services had resulted in a fierce debate among industry bodies, internet companies and startup founders, IANS reported from New Delhi.

"Net Neutrality in India was a hard fought battle for those who remember — which started during the UPA govt and peaked in 2015-2016. I led an effort where over 5 lakh Indians wrote to TRAI opposing efforts of some Telcos to cabelize the Internet and double dip/charge," Chandrasekhar posted on X.

He further said that Prime Minister Narendra Modi's vision made India one of the first countries in the world to ensure Net Neutrality and "push back against telcos wanting to be gatekeepers of the Internet".

"That decision of PM Modi was an important factor in India becoming a world-leading innovation economy with this vibrant global standard startup ecosystem that we see today," said the minister.

On Thursday, the IAMAI (Internet and Mobile Association of India) once again countered the TRAI's proposal on selective banning of OTT/Internet services, saying such demands for imposing revenue sharing mechanisms between Internet companies and telecom services providers (TSPs) "smack of rent-seeking".

According to IAMAI members, by requiring "largest" OTT service providers to pay TSPs for data used by consumers, TSPs would effectively be charging twice for the same service – as they already charge consumers for data.

In any case, "surging data traffic" is merely data consumed by consumers that they have already purchased from telecom companies.

Therefore, the "strain" on infrastructure of TSPs occurs when they sell data to consumers beyond their infrastructural capacity – a fact that has been conveniently ignored, the IAMAI argued, according to the IANS report.

The IAMAI also flagged demands made by the Cellular Operators Association of India (COAI) and the Indian Council for Research on International Economic Relations (ICRIER) in favour of telecom service providers.

The IAMAI highlighted that such demands fail to recognise that telecom service providers are subject to a special regulatory and licensing regime by virtue of the control that they exercise over valuable national resources such as spectrum.

Earlier this week, at least 128 start-up founders urged the TRAI to rethink any move towards over-regulation of internet services being described as OTT services, which may have discriminatory consequences. the TRAI, in July, started the process to examine the issue of regulating OTT communication apps (like Telegram, WhatsApp and Messenger, etc.)

Earlier this month, 11 consumer groups said the proposal would lead to over-regulation and would create regulatory uncertainty in the domestic market.

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GTPL Hathway Ltd.

KANAKSINH RANA
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DISNEY + HOTSTAR

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भक्तिसागर

FREQUENCY

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SYMBOL RATE- 13.6 MSPS,
POL- HORIZONTAL, FEC-5/6,
MODULATION-DVB-S2 8PSK, SYSTEM-MPEG4,



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