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24 तो पार हो गया लेकिन 29.....

चौबीस की चुनावीजंग निबट गई है, 10वीं लोक सभा का गठन भी हो गया, तीसरी बार मोदी जी ही देश के प्रधानमंत्री बन गए है, फिर से देश में मोदी सरकार का नारा बुलन्द हो गया है, लेकिन इस बार भा.ज.पा. बहुमत से चूक गई है, जबकि सहयोगी दलों की बैसाखियों पर अबकी बार यह एन.डी.ए. सरकार खड़ी है, वहीं धुरविरोधी कांग्रेस पार्टी पहले के मुकाबले में दुगुनी सीटों पर जीत दर्ज कर विपक्ष में सबसे बड़ी पार्टी बन गई है जबकि तीसरे नम्बर पर अखिलेश पार्टी पहुंच गई है, यह सच वाकई चौकाने वाला है और इससे भी बड़ा सच अयोध्या से भा.ज.पा. प्रत्याशी का हार जाना और वाराणसी से मोदी जी का मुश्किल से जीतना भी है। अमेठी से स्मृति रानी का कांग्रेसी चाकर से हारना कम शर्मनाक नहीं है, बल्कि भा.ज.पा. के लिए यह एक बहुत बड़ी चेतावनी है।

विकास भी वहां बौना हो जाता है हर सुविधाओं का लाभ बटोरना उनका अधिकार राम मंदिर से अधिक उनका लक्ष्य मोदी को हराने पर फोकस हो तो चिंता की जानी चाहिए। उत्तर प्रदेश में अमन चैन से ज्यादा जिन्हे माफिया भय के साये में जीने की आदत हो उन्हें अतीक-अंसारी-दुबे से मुक्त वातावरणी भला क्यों भाएगा। इतना सरल नहीं इस पूरी फिलॉसफी को समझना वो तो अभी तक ये ही नहीं समझ सके कि उनका जनेऊ-माथे का तिलक-चौटी (शिखा) कहां और कैसे खो गई, उन्हें क्या लेना वेदों से, भागवत गीता से, रामचरित मानस से, रामायण से या फिर जवानों से, आदि थे वह थप्पड़ खाते जवानों और पत्थर फेंकते उन्मादियों से। मतदान की तारीं - मौज-मस्तीं लिए छुट्टियां भर हो जिनके लिए जिन्हे धुप गर्मी लगती हो वोट डालने में वो क्या सबक लेंगे लम्बी लाइनों में कतारबद्ध खड़े एक तरफ वोट डालने वालों से।

बाल-बाल बच गया **EVM** वर्ना तैयारी तो उन्होंने पूरी कर ली थी इस बार बस किसी तरह से पार हो गया और आखिर बन ही गई सरकार लेकिन 2029 में क्या होगा, क्या बदलेगा व्यवहार, जबकि 12-13 साल के बच्चे जो हैं आज वह हो जाएँगे 18 पार। यूपी ही निकल गया तो क्या फिर केरल लगाएगा पार बहुत कीमती है 24 की सरकार जिसे पार करने होंगे अनेकानेक उपचार। कई रद्द तो नए भी बनाने होंगे संविधान में दो चार, आवशयक हो तो मध्याविधी के लिए भी रहें तैयार। मीडिया पर है जिम्मेदारी बहुत रोज-रोज होंगे सब दो-चार, आरोप-प्रत्यारोपों की सुनामी में कही बह ना जाए गठबंधन की बयार। भा.ज.पा. संघ की परीक्षा में दाव ना मार जाए वो पैजार, होशियार-बरदार-बहुत भारी है भविष्य इस बार।

-डॉ.ए.के.रस्तोगी

Is the govt. exploring regulating content on YouTube, FB?

सूचना एवं प्रसारण मंत्रालय
MINISTRY OF INFORMATION AND BROADCASTING
सत्यमेव जयते

The Indian government is exploring ways to bring under regulations platforms that carry user-generated curated content, which may include the likes of YouTube and Facebook, according to a media report.

Another media report also suggested that the contentious Broadcast Services (Regulation) Bill or the BSRB is highly unlikely to find its way to the parliament when it is reconvened later this month under a new government led by Prime Minister Narendra Modi.

"YouTube, Facebook aur doosre video platformo ko regulate karne ke liye kanoon aa sakta hai (YouTube, Facebook and other video platforms could also be regulated)," the News24 post on X read, adding that the government is also exploring to bring in laws for deep fake content.

Whether these reported content regulations be introduced under the proposed Digital India Bill, helmed by the Ministry of Electronics and IT (Meity) or the Ministry of Information & Broadcasting-piloted BSRB is not clear.

None of the two media outlets quoted above dwelt in detail on this aspect and the Indianbroadcastingworld.com couldn't independently confirm the developments. However, what is clear is that both the proposals — regulating UGC on the likes of YouTube and FB, and delayed introduction of BSRB in parliament — are contentious pieces of proposed rules that would cause ripples in the Indian media and entertainment industry.

Quoting unnamed sources, the Hindu Businessline yesterday reported that the BSRB is unlikely to be tabled in the upcoming session of the new parliament that will take place at the end of this month."The Ministry of Information and Broadcasting is keen on ironing out several issues like the regulation of streaming firms and pre-certification of content that appear to be holdups for the industry and civil society," the HBL report stated, adding the consultation process for the BSRB "continues to be ongoing", wherein the industry submitted its third round of comments June 14.

Meanwhile, according to a PTI report from New Delhi, Meity and MIB Minister Ashwini Vaishnaw, while informally interacting with journalists late last week, remarked that the overall structure in terms of the Telecom Act, DPDP or the digital personal data protection rules, and draft Digital India Bill "remains intact".

He, however, did not dwell in detail on some of the main issues at MIB, which is one of the three portfolios he is entrusted with apart from Meity and the Railways.

Network 18 approved for merger scheme

Network18

The National Company Law Tribunal (NCLT) has given Network18 and its subsidiaries TV18 and E18 the go-ahead to proceed with their composite scheme of arrangement.

In its order dated June 5, the Mumbai bench of the NCLT directed the three applicant companies to seek approval from their equity shareholders and unsecured creditors, The Economic Times reported.

Network18 owns 51.17 percent of TV18 and 91.89 percent of E18. TV18 also owns a 13.54 percent stake in Viacom18, which is in the process of merging with Walt Disney's Star India.

Once the scheme gets all the key approvals, TV18, which is currently a listed entity on both the BSE and the NSE, will be dissolved without winding up.

The meeting of unsecured creditors and the equity shareholders of the three companies to approve the scheme will be held on July 10. The three companies do not have any secured creditors.

'Sharmajee Ki Beti' to stream on Prime Video from June 28

Prime Video has announced the streaming debut of 'Sharmajee Ki Beti,' a slice-of-life comedy directed by Tahira Kashyap Khurrana, on June 28.

According to Prime Video, the film features a stellar cast, including Sakshi Tanwar, Divya Dutta, and Saiyami Kher in lead roles, along with Vanshika Taparia, Arista Mehta, Sharib Hashmi, and Parvin Dabas.

'Sharmajee Ki Beti' marks Tahira Kashyap Khurrana's directorial debut and explores themes of women's empowerment and the unique challenges they face.





AVGC centre for excellence in Mumbai soon: MIB Minister Murugan

The government will soon create a Centre for Excellence in the AVGC sector in Mumbai, Minister of State for Information and Broadcasting L. Murugan said while delivering the keynote at the Mumbai International Film Festival (MIFF) for Documentary, Short Fiction and Animation.

The Minister, who declared the festival open on Saturday last, added that the Animation, Visual Effects, Gaming and Comics (AVGC) sector has great potential for creating employment and growth.

While pointing out that the government is working towards making India a global content hub, Murugan also emphasized the government's efforts in controlling content piracy by bringing forth an amendment in the Cinematograph Act.

As part of making India a content hub, the Minister, who is in his second term as Minister of State at MIB, highlighted that a federal incentive scheme has been put in place to encourage shooting in the country, apart from also having a single window system for permissions to shoot in India.

Underlining MIFF's role in bringing together filmmakers from all over the world, Murugan said that documentary films play a vital role in showcasing the unique abilities, emotions and human bonds in a true and natural way.

The inaugural ceremony was also graced by entertainment industry celebrities like Madhur Bhandarkar, Richie Mehta (Indian-Canadian producer-director of Emmy Award winning 'Delhi Crimes' S1 on Netflix), Anand L Rai, Divya Dutta, Randeep Hooda, Abhishek Bannerjee, Sonali Kulkarni, Divyendu, Sharad Kelkar, Taha Shah, Rahul Rawail, Suraj Thakur, Vinit Singh, Avinash Tiwary, Kailash Kher, Upasana, Pankaj Jha, Saurab Sachdeva and Adil Hussain.



At the opening ceremony, renowned award-winning wildlife filmmaker Subbiah Nallamuthu was honoured with the V. Shantaram Lifetime Achievement Award for 2024.

Creators in India Should Be Aware of IPR's Importance: Creators need to understand the importance of registering their creative products and earning a right over it. By being an owner or author of a creative product, a person may have legal protection against infringement, legal expert on entertainment sector Anamika Jha said at a MIFF session on 'Unveiling the Animation Frontier: Building Intellectual Properties Through Animation Films – Case Study: 'Ayalaan' and 'Chhota Bheem'.

Speaking on the subject at the session yesterday, Rajiv Chilaka, creator of the popular animation character Chhota Bheem couldn't agree less, stated a synopsis of the session put out by MIB.

Bejoy Arputharaj, who was the VFX supervisor of Tamil language sci-fi movie 'Ayalaan' urged that creators should register their products from the day of origination of idea.

Ashish Kulkarni, Chairman of AVGC Forum at FICCI, was moderating the session where panelists included the UK-based film critic Naman Ramachandran who delved into different aspects of growth of the animation market in India and elsewhere.

Chilaka, CEO of Green Gold Animation Pvt. Ltd., from whose studios 'Chhota Bheem' originated, took the audience through the journey of evolution of the popular children's character, which completed 16 years in April this year and is still going strong.

Pointing out that there have been six spin-offs of the character Chhota Bheem, Chilaka said he had "registered the character right in the beginning''.

After Amazon Prime Video had bought all the versions of 'Chhota Bheem', Chilaka said his company created 'Mighty Little Bheem' for Netflix where the series has done extremely well for four seasons.

Phantom FX's director Bejoy Arputharaj revealed that the reason they wanted to own the IP of the 'Ayalaan' character was that "we felt it is marketable and will pay off''.

While the Telugu version of 'Ayalaan' is already out, the makers are planning to release it in Hindi and other languages. "We are now planning to do a cartoon series on 'Ayalaan' and also work on an idea of taking people to the ayalaan or alien's planet in further series", Arputharaj added.

According to Ramachandran, people want more localised entertainment products in the post-COVID world and that Indian animation characters should come out from the country's rich history.

India is a massive market and producers need not look abroad for content, he said, adding that ideas should be locally deeply-rooted locally.

PIB cracks down on fake news across YouTube channels

The government on Thursday claimed to have busted fake news carried in 134 videos across 12 YouTube channels, having cumulative subscribers running into several lakhs.

The Press Information Bureau's fact checking unit said the YouTube channels in question carried videos making misleading claims such as payouts to the tune of Rs 51,000 to meet expenses of daughter's wedding, benefits totaling INR 2.5 lakh to ration card holders, and fake news regarding Covid vaccines.



The videos were hosted by YouTube channels NitiGyan4U, KLOnlineStudy, Sarkari Khabar 21, Media Tak, NewsWave_429, and onlinejobRK among others, PTI reported.

"The thumbnail of a YouTube channel named "onlinejobRk" claims that Prime Minister Narendra Modi has announced that Jan Dhan account owners will get Rs 10,000 post his win in the 2024 General Elections. This claim is fake. Beware of Fake News," the PIB Fact Check Unit said in a post on X.

The YouTube channel AM News YT claimed that the Chief Justice of India had snatched the elections from Modi.

The thumbnail of a YouTube channel named "NewsWave_429" claims that the Supreme Court has declared Prime Minister Modi's defeat.

"This claim is fake. No such statement has been made by the Supreme Court of India," the PIB Fact Check said on X.

Zee Cinema to premiere 'Skanda' on June 16

Zee Cinema has announced the World TV premiere of the mass action entertainer 'Skanda'starring Ram Pothineni, which is set to air on June 16 at 8 pm.

Directed by the renowned Boyapati Srinu, the film promises to deliver a spectacular viewing experience.

Known for his blockbuster hits like 'Akanada' 'Simha,' 'Legend,' and 'Sarrainodu' director Boyapati Srinu is celebrated for his larger-than-life action films, and 'Skanda' continues this legacy with its grand scale and high-octane action sequences. Featuring a compelling storyline with relatable characters, the movie ensures a thrilling experience suitable for the whole family.



The ensemble cast of the film includes Ram Pothineni and Sreeleela in lead roles, supported by a talented lineup including Saiee Manjrekar, Prince Cecil, Prithviraj, and other notable artists.

Pothineni expressed his excitement about reaching a broader audience through the television premiere, highlighting the film's aim to entertain families across India.

Spotify launches In-House creative agency 'Creative Lab'

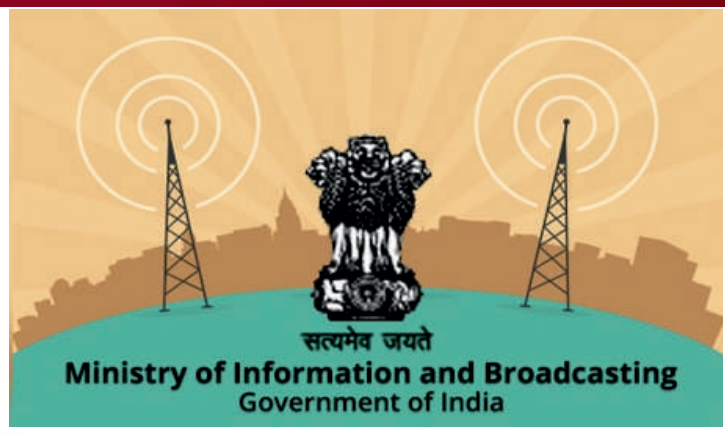
Spotify has unveiled its new in-house creative agency, Creative Lab, designed to collaborate with brands and agencies to foster innovative campaigns tailored to Spotify's unique audience.

Creative Lab will operate in 11 markets, including India, the US, Brazil, Mexico, Japan, Singapore, Australia, the UK, Germany, France, and Italy.

The local Creative Lab teams in each market will offer localized insights and work closely with brands and agencies through workshops, inspiration sessions, and collaborative ideation. High-profile brands such as The Coca-Cola Company and Royal Enfield are already utilizing Creative Lab in India to enhance their brand storytelling.

Arjun Kolady, Head of Sales – India, Spotify, stated, "Spotify inspires artists, creators, and advertisers at every stage to do what they do best: create. We currently work with brands to help them reach new customers, strengthen their brand reputation, and deepen trust. Through Creative Lab, we want to focus on providing an additional service that enables brands and agencies to design their campaigns and messaging for the Spotify audience."

Spotify aims to harness the creative, cultural, and contextual potential of its platform to help advertisers connect with its highly engaged audience through Creative Lab.



MIB discuses revenue share by Big Tech with stakeholders

The ministry of information and broadcasting (I&B) on Wednesday held an inter-ministerial meeting with various departments to discuss issues regarding revenue sharing between Big Tech companies and digital news publishers, Business Standard reported.

The meeting — chaired by I&B Secretary Sanjay Jaju — invited senior officials from the Ministry of Corporate Affairs (MCA), Competition Commission of India (CCI), Ministry of Electronics and Information Technology (Meity), and Departments of promotion of industry and internal trade, legal affairs and consumer affairs.

"We have only had a preliminary discussion to develop an understanding of the issue at hand and whose purview these matters would fall under," a senior official said.

The government has been approached by digital news publishers regarding the abuse of dominant position by Big Tech players in ad-revenue share agreements.

The discussion comes in the backdrop of the draft digital competition Bill proposed by the MCA.

The Bill was drafted on the suggestions of an expert committee constituted to look into the need for ex ante regulations for Big Tech companies.

Favouring the ex ante regulations, the Digital News Publishers Association (DNPA) had said large digital enterprises indulge in non-transparent data and revenue sharing policies, search and ranking preferencing. They are into bundling, tying and collecting user data to improve their own products, allowing bidding on keywords, leading to infringement of registered trademarks, among other issues.

"CCI should have pre-factum power for checking abuse of dominant position by large digital enterprises before revenue-sharing agreements are entered into with news publishers," DNPA had said.

TimesNow reigns supreme in English news genre in poll season

Reaffirming its supremacy in the English news category, TimesNow said it dominated the Lok Sabha election season with a commanding 31 percent market share, quoting Week 16-23 '24 data from BARC India

With an extensive election reportage and curated programming, the channel surpassed its contemporaries by a significant market share of 32 percent during the vote counting week and an impressive 33 percent market share during the prime-time slots, a statement from the news channel said.

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Channel	TVTs	Shares%
Times Now	398	31%
Republic TV	232	18%
CNN News18	305	24%
India Today Television	204	16%
Mirror Now	77	6%
BBC News	35	3%
WION(v)	21	2%
Genre	1272	100%

The comprehensive and engaging election coverage on TimesNow, spearheaded by seasoned journalists and strategic content, has solidified its position as the Election News Headquarters.

Channel	TVTs	Shares%
Times Now	398	31%
Republic TV	232	18%
CNN News18	305	24%
India Today Television	204	16%
Mirror Now	77	6%
BBC News	35	3%
WION(v)	21	2%
Genre	1272	100%

Continuing its undisputed leadership on exit poll day, the statement added that TimesNow was the genre leader registering an astounding 48 percent viewership share (Source: BARC| 10L+| NCCS AB 22+ Males| 1st June 2024, 5-11 pm).

Channel	Shares%
Times Now	48%
Republic TV	15%
CNN News18	19%
India Today Television	14%
Mirror Now	2%
WION(v)	1%
BBC News	0%
Genre	100%

Through the election season, TimesNow consistently delivered unparalleled coverage with exclusive and engaging programming including 'Election Premier League', 'Public Manch', and 'National Debate', driven by state-of-the-art studios, AI-led data analysis, high depth immersive graphics, exclusive interviews with top political leaders, innovative mobile studios, which all went into solidifying its position as the go-to choice for election coverage, the channel stated.

Sansad TV, IGNCA in pact for content on Indian art & culture

To make Indian art and culture more accessible to the people, an important agreement has been signed between the Indira Gandhi National Centre for the Arts (IGNCA) and Sansad TV (Parliament television).

Under this agreement, not only programmes produced by IGNCA will be telecast on Sansad TV but the latter will also be able to access the art centre's cultural archives, an official government statement said yesterday.

The memorandum of understanding (MoU) was signed by IGNCA Member Secretary, Dr. Sachchidanand Joshi and Sansad TV CEO Rajat Punhani. Director of IGNCA, Dr. Priyanka Mishra, heads of departments of IGNCA and Joint Secretary (Administration) of Sansad TV, Sumant Narayan, were also present, amongst others.

Dr. Joshi expressed his happiness over the agreement, stating, "It is a matter of great happiness that this agreement has been reached between Sansad TV and IGNCA. Through this, we can collaborate on many programmes.

"We all know that any collection, any art, needs widespread dissemination. The way Sansad TV broadcasts and the diverse



audience it reaches, we believe that the glorious heritage of IGNCA, the heritage of art and culture, will receive wide publicity through Sansad TV."

Punhani added that under this agreement, Sansad TV will showcase IGNCA's programmes and utilize its archive.

Sony Pictures Ent buys US cinema chain Alamo Drafthouse

Sony Pictures Entertainment (SPE) has acquired US cinema chain Alamo Drafthouse Cinema, the companies said on Wednesday, a move that will give the studio control over movie distribution.

The movie theatre chain will be managed under SPE's newly established division, Sony Pictures Experiences, which will be headed by Alamo Drafthouse's Michael Kustermann. He will remain the chief executive of the firm, Reuters reported.

The companies did not disclose the financial terms of the deal.

SPE has become the first major studio to acquire a cinema chain since the repeal of the "Paramount" consent decrees that were enacted to protect movie theatres from powerful studios.

These decrees, established in the 1940s and early 1950s, were antitrust regulations designed to prevent movie studios from monopolising film production, distribution, and exhibition.

In 2020, a federal judge granted the US government's request to terminate the consent decrees.

Alamo, which was founded in 1997, will continue to operate all 35 of its cinemas across 25 metro areas under the Alamo Drafthouse brand, the companies said in a statement.

The chain brings over 10 million guests annually, and has a core audience of four million loyal members, the companies said.

Sony Pictures Entertainment and private equity firm Apollo Global Management had earlier expressed interest in acquiring Paramount Global.

Paramount Global calls off merger talks with Skydance

Paramount hits in recent years. Those include several Tom Cruise films including 'Top Gun: Maverick' and installments of the 'Mission Impossible' series. Its founder and CEO is David Ellison, the son of Oracle founder Larry Ellison.

National Amusements, which owns a majority voting stake in embattled entertainment giant Paramount Global, said Tuesday that it has ended talks on a possible merger of Paramount with movie production company Skydance Media.

The potential deal had drawn attention for weeks amid concerns about Paramount's future given its heavy debt load and declining television business.

One media report in early June even stated that Paramount and Skydance had agreed to terms of a deal, contingent only on a signoff from Paramount's controlling shareholder, Shari Redstone. A statement from National Amusements merely noted that the two sides "have not been able to reach mutually acceptable terms" for the deal, AP reported.

Skydance, based in Santa Monica, California, has helped produce some major

Ex-CEO of Prasar Bharati Vempati joins BARC board



Former Prasar Bharati CEO Shashi Shekhar Vempati has been appointed as a professional director on the board of the Broadcast Audience Research Council (BARC) India.

Vempati, co-founder of DeepTech for Bharat Foundation, brings a wealth of experience from his extensive career in various government and academic roles.

Vempati's appointment to BARC is seen as a significant step, given his broad expertise and leadership in media and technology sectors. His current roles include chairing the Science and Technology Communication Apex Advisory Committee, advising the National Council for Science Technology Communication under the Department of Science and Technology, Government of India.

Additionally, he has served as the Chairperson of the External Experts Group at the University Grants Commission of India.

An alumnus of IIT Bombay, Vempati began his professional journey at Infosys Technologies, where he gained substantial experience in the tech industry.

While helming Prasar Bharati, Vempati had been chairman of a committee, set up by the then government in 2021, to study the functioning of BARC India and come up with suggestions for an overhaul.

Vempati committee findings emphasized the need to look at "technological solutions" that universalise samples .

Jio-SES satcom JV seeks trial spectrum after IN-Space clearance

Jio Satellite Communications has sought spectrum from the Department of Telecom (DoT) to start trial of satellite broadband services following authorisation granted by regulator IN-SPACe, sources aware of the development said.

The Department of Telecom has already granted satellite communication service licence GMPCS and internet service provider licence to Jio Satellite Communications, a PTI report from New Delhi stated.

"Jio Satellite Communications has applied for trial to spectrum last month. The commercial rollout will start once the government finalises spectrum for satellite communication," a source told PTI.



Meanwhile, reporting on the satellite broadband venture, a Reuters report from Bengaluru yesterday added that the three approvals issued to Orbit Connect India, which aims to provide satellite-based high-speed internet access, come as companies from Amazon.com to Elon Musk's Starlink have been vying for the go-ahead to launch satellite communication services in the world's most populous nation.

The authorisations have not been previously reported, the Reuters report clarified. They were granted in April and June from the Indian National Space Promotion and Authorisation Centre, known as IN-SPACe. These allow Orbit Connect to operate satellites above India.

Reliance, which owns Jio, did not respond to an email seeking further details, Reuters said.

Inmarsat, another company hoping to provide high-speed satellite-based internet, has also gotten approval to operate satellites over India, IN-SPACe chairman Pawan Goenka told Reuters. Two other companies, Elon Musk's Starlink and Amazon.com's Kuiper, have applied.

Eutelsat's Bharti Enterprises-backed OneWeb was given all of its approvals late last year.

India's satellite broadband service market is expected to grow 36 percent per year over the next five years and reach $1.9 billion by 2030, according to the consultancy Deloitte.

Globally, the race to connect rural areas of the world via space-based internet is accelerating. Amazon plans to invest $10 billion in Kuiper, which was announced in 2019, the year SpaceX began deploying its first operational Starlink satellites.

Goenka said the more companies were involved in the sector in India, the better off consumers would be.

"Comparatively low pricing of communication services in India will compel global players to drive innovation to reduce their pricing," said Goenka, the former managing director of automaker Mahindra & Mahindra.

IN-SPACe will also soon authorise private companies to operate ground stations, he said, which would enable satellite operators to download data as they pass over India.

Prime Minister Modi's government, which just won a rare third term, has been pushing the development of India's space industry.

MIB warns TV channels against live coverage of anti-terror ops



The Indian government has warned TV channels against airing live coverage of anti-terrorist operations by security forces.

The advisory against such live coverage comes from the Ministry of Information & Broadcasting (MIB) in the light of the coverage of operations by security forces in Kathua and Doda districts of Jammu in the aftermath of terrorist attack on a bus that killed several pilgrims earlier in the week.

"It has come to the notice of this Ministry that during ongoing anti-terrorist operations on 11.06.2024 and 12.06.2024 in Kathua and Doda districts of Jammu, some news TV channels are carrying extensive coverage of these operations," the advisory said, suggesting such activities should be stopped as they were against existing rules.

The Cable Television Networks (Amendment) Rules, 2021states that no programme "should be carried in the cable service", which contains live coverage of any anti-terrorist operation by security forces, and media coverage shall be restricted to periodic briefing by a designated officer.

"Such telecast is in violation of Cable Television Networks (Amendment) Rules, 2021 and liable for action thereunder. Therefore, all TV channels are advised not to telecast live coverage of anti-terrorist operation(s) by the security forces in interest of national security and to safeguard innocent lives," the MIB advisory said.

SPN to broadcast UEFA Euro 2024 Live in six languages across India

Sony Sports Network has announced its continued collaboration with the UEFA European Championship, bringing live coverage of the 2024 edition to football enthusiasts across India. Scheduled to take place from June 14 to July 14, 2024, this tournament will be held in Germany, promising a month-long celebration of football.

To enhance the viewing experience, Sony Sports Network has curated an expert panel for their live studio show, Football Extraaa.

The panel includes former France captain Patrice Evra, former India captains Sunil Chhetri and Bhaichung Bhutia, current India captain and goalkeeper Gurpreet Singh Sandhu, former India forward Robin Singh, and international stars like David James, Don Hutchison, Terry Phelan, Ashley Westwood, and Mark Seagraves. Hosts Adriano Del Monte and Olivia Buzaglo, along with Manas Singh and Arpit Sharma reporting live from Germany, will bring in-depth analysis and engaging discussions to the audience.

David James, former England goalkeeper, and Football Extraaa panelist, remarked, "The Euros promise to be unpredictable with many fantastic teams and players. Young talents are peaking, and underdogs have a real chance of creating upsets. I am excited to be part of Sony Sports Network's expert panel, offering insight, experience, humor, and seriousness. This is going to be a fantastic event."

In the lead-up to the competition, Sony Sports Network launched the 'Universe Ka Sabse Bada Football Festival' of 2024 campaign, featuring Bollywood star and brand ambassador Kartik Aaryan. Aaryan, in the campaign, embodies an alien to highlight the fans' extraordinary enthusiasm for UEFA EURO 2024.

Sony Sports Network will broadcast the UEFA EURO 2024 live in six languages: English, Hindi, Malayalam, Telugu, Tamil, and Bengali. The tournament will be available on the following channels:

The UEFA EURO 2024 is expected to be a major draw for football fans as it features eight of the top ten FIFA-ranked teams. Viewers can look forward to thrilling matches with star players such as Cristiano Ronaldo (Portugal), Harry Kane (England), Christian Eriksen (Denmark), Kylian Mbappé (France), and Toni Kroos (Germany) competing.

Sony Sports Network's coverage aims to bring the electrifying atmosphere of the tournament to homes across India, ensuring that football fans can enjoy every moment of this prestigious event.

Aaj Tak leads Hindi news with 50% reach on poll results day

Aaj Tak, India's premier Hindi news channel, has solidified its dominance in Hindi news coverage by achieving an impressive milestone during the Lok Sabha Election Results on June 4.

According to a press release from Aaj Tak, The channel was accessed by 50 percent of the Hindi news-viewing audience via mobile on Counting Day.

This significant accomplishment highlights Aaj Tak's position as the leading news provider for Hindi-speaking audiences. The channel's comprehensive coverage was accessed across multiple platforms, including YouTube, websites, and mobile apps, showcasing its strong digital presence and adaptability in a multi-platform media landscape.

Aaj Tak's success can be attributed to its unwavering commitment to delivering accurate, timely, and engaging news content. This approach has resonated deeply with viewers, ensuring that Aaj Tak remains the go-to source for millions seeking relible news.

The channel's innovative strategies for digital news dissemination have played a crucial role in its success. By leveraging cutting-edge technology and adapting to the evolving needs of its audience, Aaj Tak has set new benchmarks in the Indian news industry.

The Nielsen Mobile Panel data reflects the habits of 15 to 45-year-olds from the NCCS ABC demographic in towns with populations over 1 lakh, focusing on Android users. The data, though unweighted, provides a comprehensive view of audience engagement across various digital platforms. Aaj Tak's remarkable achievement during the Lok Sabha Election Results coverage underscores its leading position in the Hindi news segment. The channel's dedication to quality journalism and innovative digital strategies continue to set it apart, ensuring its dominance in the rapidly evolving media landscape.

IPL value up 6.5% to $ 16 bn; CSK most valued franchise

The value of the Indian Premier League (IPL) went up 6.5 per cent to $16.4 billion (approx. Rs 134,858 crore) in 2024, helped much by an increase in title sponsorship fee from the Tata group, according to a report by American investment bank Houlihan Lokey.

Besides, the brand value of the cash-rich T20 league has also increased 6.3 per cent to $3.4 billion (around Rs 28,000 crore) year-on-year, it added.

The increase in the value of IPL, according to a media statement put out by the investment bank, was helped by title sponsorship by salt-to-software Tata Group for a further five years (2024 to 2028) for approximately $300 million (Rs 2,500 crore), paying approximately 50 per cent more than the previous deal of Rs 335 crore per season.





Multiple times tournament winner Chennai Super Kings (CSK) continued to be the most valued franchise, while Shah Rukh Khan co-owned KKR witnessed the highest annual growth.

Houlihan Lokey, Inc. 's 2024 IPL Brand Valuation Study is a comprehensive report into the business enterprise and brand values of the IPL.

It said the title sponsorship for the IPL has been secured by the Tata Group for a further five-year period, from 2024 until 2028, for approximately US$300 million, paying approximately 50% more than the previous deal of INR 335 crores per season, which along with last year's media rights auction, reinforces the IPL's status as a "pivotal platform for esteemed brands seeking to enhance their value".

The IPL has proved to be an advertisers' delight and the most coveted asset in cricket. On average, a T20 match will have around 80 to 100 ad slots strategically placed between overs, innings break, timeouts, and after fall of wickets. Similar to the NFL's Super Bowl, where new TV commercials are launched every year, the IPL is doing the same for sports advertising in India, the report said.

This year, advertisers ranging from fantasy apps, FMCG, fintech, banks, and electronics all took advantage of the widespread appeal of the IPL by releasing new TV commercials.

"The IPL has solidified its status as a premier sports league on the global stage, showcasing an exceptional blend of sportsmanship, entertainment, and commercial success," commented Harsh Talikoti, Senior Vice President, Corporate Valuation Advisory Services at Houlihan Lokey.

Ad industry to petition SC for intervention

Advertising industry bodies are planning to file an intervention petition in the Supreme Court of India to address the new 'Self Certification' policy, sources in the advertising industry told ETBrandEquity.

The move is triggered by a notification by the Ministry of Information and Broadcasting making self-certification of advertisements on the Broadcast Sewa portal for broadcast ads. The MIB, directed through the Supreme court, notified that a new mandatory "Self Certification" policy will be imposed on all advertisements released from June 18 onwards.

Under the new mandate, advertisements before broadcasting or publishing must be self-certified by advertisers. In this self-declaration, the advertisers "must attest that the advertisement does not make any misleading claims and complies with all relevant regulatory guidelines." After doing so, the certificate must be signed "by an authorised representative of the Advertiser/company" and uploaded on the Broadcast Sewa portal for broadcast media. A new portal is to be created for print and digital media within four weeks from the date of the Order.

The notification has set the cat among the



pigeons in the advertising business. The policy, although meant to improve the standard and quality of advertisements published, has raised concerns for many professionals and stakeholders within the industry who believe that the implementation process is inefficiently designed.

'Stree 2' to release on August 15

The highly anticipated sequel to the horror comedy 'Stree', starring Rajkummar Rao and Shraddha Kapoor, is set to release on August 15, 2024, coinciding with Independence Day. The release date has been moved up from the original August 31.



Producer Dinesh Vijan's Maddock Films announced the new release date on social media platform X, stating, "Iss swatantrata diwas, aa rahi hai #Stree fir se! #Stree2 in cinemas this Independence Day, 15th August 2024."

'Stree 2' will face stiff competition at the box office from Akshay Kumar's 'Khel Khel Mein,' John Abraham's 'Vedaa,' and Allu Arjun's 'Pushpa 2: The Rule', PTI reported from Mumbai.

The original 'Stree,' released in 2018, was both a commercial and critical success, featuring Pankaj Tripathi, Abhishek Banerjee, and Aparshakti Khurana. Directed by Amar Kaushik, the film was set in Chanderi, Madhya Pradesh, and was inspired by the urban legend of 'Nale Ba' from Karnataka.

'Mirzapur' S3 to premiere on Prime Video July 5

Prime Video has officially announced that the highly anticipated Season 3 of the popular series 'Mirzapur' will premiere exclusively on the platform on July 5.

Fans of the franchise, who have eagerly awaited the new season, are set to be treated to ten episodes of gripping drama, intense power struggles, and shocking twists.

The acclaimed series, known for its captivating saga of power, revenge, ambition, politics, and complex family dynamics, will return with higher stakes and a larger canvas. As all eyes turn to the coveted throne of Mirzapur, the big question remains whether it will be earned or snatched in a fierce battle of dominance, the OTT platform said in a statement.

The stellar ensemble cast includes Pankaj Tripathi, Ali Fazal, Shweta Tripathi Sharma, Rasika Dugal, Vijay Varma, Isha Talwar, Anjum Sharma, Priyanshu Painyuli, Harshita Shekhar Gaur, Rajesh Tailang, Sheeba Chadha, Meghna Malik, and Manu Rishi Chadha. Produced and created by Excel Media and Entertainment, the series is directed by Gurmmeet Singh and Anand Iyer.

Nikhil Madhok, head of Hindi originals at Prime Video India, expressed excitement about the upcoming season, stating, "With its authenticity, well-etched characters, relentless pace, and nuanced storyline, Mirzapur has truly captured the hearts of viewers worldwide. We are thrilled to bring a new chapter in the Mirzapur saga that promises immersive entertainment with shocking twists and turns."



Ritesh Sidhwani, Producer at Excel Entertainment, added, "The first two seasons of Mirzapur received phenomenal response and love from our fans, which has been truly heartening. This overwhelming support motivates us to keep pushing our boundaries and delivering exceptional content. We can't wait for viewers to dive back into the quintessential world of Mirzapur and experience the thrilling ride that awaits them in Season 3."



Ashwini Vaishnaw will have to hit the ground running at MIB

The new Information and Broadcasting Minister Ashwini Vaishnaw may not be completely out of place at his ministry as many of the issues must have been brought to his notice when he headed the Electronics and IT Ministry (Meity) in the last government.

However, at Ministry of Information & Broadcasting (MIB), which has been this time entrusted to him in addition to the Meity and the Railways Ministry, he would have to take a view on some ticklish policy matters, including the proposed National Broadcast Services Bill, panned by industry stakeholders as government overreach, and the direct-to-mobile technology that had been championed by the previous Minister, Anurag Thakur.

Will Vaishnaw have to hit the ground running at MIB? In some way, yes. Especially as the Health Ministry has again revived the proposal to have anti-tobacco messaging in content being carried on various OTT platforms, both Indian and international — a move that had MIB in the cross-hairs of government policy making process as the stakeholders had pushed back against such an unilateral move and MIB is the nodal government agency for the media and entertainment industry in India.

While Vaishnaw's predecessor Thakur had harped on the marvels of a working self-regulatory regime — especially in the context of content regulations — he has had to talk tough at times on content termed 'obscene' and 'contrary to Indian culture'. Industry would expect the new minister to spell out the government stand without impeding the thriving content segment in the country.

If at Meity, it was his deputy Rajeev Chandrasekhar who was seen to be interacting more with the media and the world in general, and doing a great job at it, at MIB Vaishnaw will clearly be put in the spotlight — almost always — unless he'd prefer his Minister of State, Dr. L. Murugan, to be his Chandrasekhar at MIB Vaishnaw, who takes over the MIB baton from Thakur, inherits a sector that's still struggling financially, witnesses sizable litigations, and has several uncertain and uncharted areas of policy-making.

Even as Vaishnaw will look to settle down at MIB's Shastri Bhawan headquarters, his officials will be holding today a meeting of industry stakeholders, including platforms, broadcasters, tech giants and advertising industry representatives on an issue of self-declaration relating to advertisements on all media in the country — a proposed regulation that could cause huge logistical issues. Unless, of course, the scheduled meeting is postponed for another day.

However, to be fair to MIB, it's an issue that has been lobbed in its court by a Supreme Court observation that has been hearing a case against a big home-grown FMCG company's alleged misleading ads continuing to be released to the media despite early warnings. And, of course, there's the issue of pubcaster Prasar Bharati, its continuing modernisation and also stakeholder pushback against Doordarshan FreeDish, a satellite service that's not regulated as other distribution platforms.

The industry's argument: please level the playing field and bring FreeDish also under regulations that govern private sector DTH platforms and cable services. The chorus has been growing and it can play out during the finalisation of the Broadcast Services Bill, which is aimed to upgrade antiquated laws.

Meity Policy Momentum To Continue: Meanwhile, at Meity with Vaishnaw retaining Electronics, IT portfolio, where he has scripted success stories around electronics and semiconductor manufacturing and also spearheaded the enactment of crucial Digital Personal Data Protection Act, people expect the same momentum to continue, a PTI report from new Delhi stated.

An IIT Kanpur alumni, the bureaucrat-turned-politician has had an action-packed stint in the Modi 2.0 government and will need to build on the past momentum, which are crucial to make India's electronic and IT sector 'Atmanirbhar' (self-reliant) .Mobile phone manufacturing during Vaishnaw's tenure crossed Rs 4.1 lakh crore worth of production mark, which is a 21-fold jump in production level compared to that in 2014-15, when 98 per cent of local demand was met through imports. The country now meets 97 per cent of its total mobile phone demand locally.

Among the pending issues Vaishnaw would have to work out the enabling rules to implement Digital Personal Data Protection (DPDP) Act and also give shape to the proposed Digital India Act, which will supersede the over two decades old IT Act.

The DPDP Act was approved by Parliament in August last year after six years of the Supreme Court declaring 'Right to Privacy' as a fundamental right, and has provisions to curb the misuse of individuals' data by online platforms.

The Ministry of Electronics and IT (Meity) has been working on the draft Digital India legislation that would provide guard rails and prescribe regulatory approaches for new-age technologies like artificial intelligence.

The proposed DIA would also be crucial as it seeks to provide safeguards against newer forms of cyber crimes, including deepfakes, catphishing, doxing, cyber trolling etc.

Rajat Sharma denies allegations of using abusive language on air



In a strong rebuttal to recent accusations circulating on social media, India TV founder and esteemed journalist Rajat Sharma has categorically denied claims that he used abusive language on air.

With a distinguished career spanning over four decades, Sharma is celebrated for his cultured and civilized demeanor both on and off air, earning widespread admiration for his polite and gentle anchoring style.

The allegations, described as baseless and defamatory, were addressed in a formal statement issued by Sharma's representatives.

The statement highlighted the unfounded nature of the accusations, emphasizing Sharma's high degree of credibility and reputation in the media industry.

"The allegations made by you (Congress party's Ragini Nayak, Pawan Khera and Jairam Ramesh) in your posts are absolutely false and lack any basis and foundation whatsoever. They are malicious and defamatory and clearly constitute fake news," the statement read.

Sharma's team is considering legal action against the false claims, asserting that the allegations are a blatant violation of public decency and are intended to tarnish Sharma's impeccable reputation. The statement also warned against any further dissemination of the false information, particularly through a proposed press conference.

"We have come to know that you are trying to further compound the imperceivable by proposing a press conference and disseminating the same baseless, false, and defamatory news once again. We warn you that you should desist from this," the statement continued.

It reiterated that Sharma has never used abusive language in either private or public life, and any inferences drawn to the contrary are per se defamatory.

Sharma's representative stressed her commitment to protecting his reputation and integrity, underscoring the seriousness with which these allegations were viewed.

"We reserve the right to take further legal action," the statement concluded.

Spotify to introduce new expensive plan: Bloomerg report



Spotify will introduce a new expensive plan for its most ardent users later this year, said Bloomberg News on June 11, citing a person familiar with the plan.

The audio-streaming giant's new plan, which will be an add-on for existing users, is likely to cost $5 more per month for access to better audio and fresh tools for creating playlists and managing song libraries, the report said, according to Reuters.

Spotify declined to comment. The report comes a week after the company raised prices for its premium plans in the United States, in a push to boost margins, after it reined in marketing costs.

The new tier's pricing will vary as per each user's base plan but it is expected to average out to about a 40 percent markup, the report said, adding the upgraded subscribers will get access to Spotify's high-fidelity audio.

In 2021, Spotify announced the HiFi audio feature to let premium subscribers in select markets upgrade their sound quality, but according to the report its rollout was delayed.

Spotify's premium subscribers rose by 14 percent to 239 million in the first quarter ended March 31 from a year earlier. It forecast monthly active users at 631 million for the second quarter, the Reuters report stated.

RS Prasanna announces wrap of 'Sitaare Zameen Par'



Director RS Prasanna has announced the completion of filming for 'Sitaare Zameen Par,' starring Aamir Khan. On Saturday, Prasanna, known for 'Shubh Mangal Saavdhan,' shared the update on his Instagram Story with a photo of a cake featuring the film's title and the caption, "It's a wrap."

In another Instagram Story, Prasanna praised Khan for his leadership and humility. "From watching 'Lagaan' on screen and picking up my jaw from the floor to standing next to, learning from, admiring, and working with THE Aamir Sir. God has been extremely kind and generous," he wrote.

At Telecoms Ministry, Scindia's priority to be 5G spectrum auction

Returning to the Telecom Ministry after about one and half decades, Jyotiraditya Scindia as the new Telecom Minister has his task cut out to complete the 5G spectrum auction scheduled to be held later this month.

Besides the spectrum auction, where over Rs 96,000 crore worth of airwaves will be on the block, Scindia will also have to prioritise issues like satellite broadband services, security clearance for Elon Musk-led Startlink and formulate rules for the new Telecommunications Act, a PTI report from new Delhi yesterday stated. Scinida will have to set the ball rolling on a 100-day agenda that would outline clear priority areas, key deliverables, roadmaps and targets for the telecom sector.

The big mega event to play out later this month — as early as June 25— is the spectrum auction, where available spectrum in the 800 MHz, 900 MHz, 1,800 MHz, 2,100 MHz, 2,300 MHz, 2,500 MHz, 3,300 MHz and 26 GHz bands will see the participation of telecom biggies Reliance Jio and Bharti Airtel.

Scindia, who takes over the baton from Union Minister Ashwini Vaishnaw, inherits a sector with improved financial metrics, lower litigations, and lesser uncertainty following the disposal of several cases in courts.

Scinida's ministerial journey started as Minister of State for Telecom, Post and IT in



2008 with DMK's A Raja as his senior minister. He was instrumental in driving post office modernisation with the Project Arrow scheme.

As a minister in the Modi 3.0 government, Scindia will have the challenge of reviving state-run telecom firm BSNL and settling the debt issues of MTNL.

India Today, Microsoft Start collaborate on LS polls 2024

In a groundbreaking move that has redefined the landscape of Indian General Elections coverage, India Today Group has successfully delivered an innovative experience for viewers by streaming live coverage of the Lok Sabha Elections 2024 on Microsoft Start, a leading global content service.

With the Lok Sabha elections marking a pivotal moment in India's democratic journey, the collaboration between India Today Group and Microsoft Start has provided audiences worldwide with unparalleled access to real-time updates, in-depth analysis, and insightful commentary, all delivered with accuracy and speed, the channel said in a press release.

India Today, renowned for its journalistic excellence and steadfast commitment to delivering unbiased news, brought its wealth of experience and expertise to this collaboration. Through its extensive network of reporters and correspondents stationed across the country, India Today Group has provided viewers with comprehensive coverage of every aspect of the election process, ranging from political rallies and campaigns to voter sentiments and election results.

On the digital forefront, Microsoft Start's expansive reach has complemented India Today's broadcast capabilities. With its global footprint and user-friendly interface, audiences from every corner of the globe could access the latest election updates at their fingertips. From live streaming of key events to curated news articles and interactive infographics, the Microsoft Start Elections Hub offered a multifaceted approach to election coverage, catering to the diverse preferences of today's digital-savvy audience.

Speaking on the successful association, Kalli Purie, Vice Chairperson & Executive Editor-in-Chief, India Today Group, said, "Cutting-edge technology like AI, extensive ground reporting, and meaningful integrations like we have with Microsoft Start have redefined election coverage. We remain committed to maximizing global reach through our efforts and stories, ensuring awareness, unbiased insights, and comprehensive coverage. The purpose of any media organization is to tell the best stories to as many people as possible. During elections, this mission becomes even more critical, and our collaboration with Microsoft Start exemplified our steps to achieve it."

Nikhil Kolar, VP at Microsoft Start, expressed his enthusiasm about the collaboration, stating, "Microsoft Start's vision is to empower everyone on the planet to be informed, entertained, and inspired. The Elections Hub on Microsoft Start, featuring live streaming coverage from India Today and rich content experiences powered by Microsoft Start, was an exciting new way to empower people with information and encourage participation in elections."

As India navigated one of the largest democratic exercises in the world, India Today and Microsoft Start effectively delivered comprehensive coverage of the Lok Sabha elections 2024. Whether through television screens or digital devices, India Today and Microsoft Start have kept audiences informed every step of the way. For more detailed coverage, visit the Microsoft Start Elections Hub.

TVF to foray into films, plans sci-fi, horror shows

After delivering successful shows such as 'Panchayat', 'Gullak' and 'Kota Factory', content creation studio The Viral Fever (TVF) plans to foray into films while also exploring genres like horror and thriller in the long format, says the company's Originals Head, Shreyansh Pandey.

TVF, which began as a YouTube channel, has become one of the most successful companies in the Indian streaming space, churning out relatable stories from different corners of India whether it is 'Panchayat', a drama set in the rural space, or 'Gullak', which revolves around a middle class family in small town India. The company's first show as 'Permanent Roommates' in 2014.

'Kota Factory', another of their shows, explores the reality of competitive exams aspirants, trying to improve in the many coaching centres of Rajasthan's Kota city.

"We will keep making shows to entertain people. The next exciting step in our journey would be to make films. There are a couple of films that TVF content studio is working on. We are doing a lot of homework. We are in the process of starting new stuff," Pandey told PTI in an interview.

"For our shows, we'll do more genres, while dramas will remain at the core of it. The same goes with feature films, where we will have both simple stories and movies of spectacle and scale. There are sci-fi, horror and thriller (shows). We are trying to come up with next season of 'Gullak' soon, it is a family story on which people keep showering love," he said,

Pandey also teased more seasons of 'Panchayat' and 'Kota Factory' as well as the sophomore chapter of sports drama 'Sixer'.

TVF produced 15 shows in 2023 and the company plans to produce even more in 2024, he added.

"We hope to do more shows. We've a list of 35 to 40 shows which are in different phases of development, pre-production to production, and how much of it gets executed is a factor of many things."

Pandey, who serves as a creator of 'Gullak', said the anticipation around the fourth season, which was released on SonyLIV on Friday, makes him nervous but he is also proud about the show.

He revealed the series was initially planned as a YouTube show for the channel Screen Patti but SonyLIV decided to license it for its platform.

Starring Geetanjali Kulkarni, Jameel Khan, Vaibhav Raj Gupta and Harsh Mayar, the show centers on a middle-class Mishra family as they navigate life in a nondescript town in Uttar Pradesh.

"When you are making season four of the title, then you're always confused how much of it has to be new or how much of it has to be a return from the love for the characters and the universe that you've built," said Pandey, who also makes his debut as a director with 'Gullak 4'.

Writing is the most difficult job, the creator-director said, adding that the team spent close to two years to finalize the script for the new season.

"The only way to do it right is to go over your script again and again, rewrite it, and narrate it to a bunch of people. Our strength comes from the litmus test wherein we are narrating scripts to our creative forum, that is within TVF.

"We derive our confidence and learnings from that, we take feedback, we rewrite and incorporate and narrate again (to the team)."

Recalling the 14-long year journey of TVF, Pandey said it has been "very exciting, incredible and happening" and they are proud to have created at least 20 fan-favorite shows.

He also expressed gratitude to the audience for their unending love.

"The love pouring in, the subsequent seasons getting made, the memes that flow, the characters that people start loving, all these are the matrix for us to believe that the story is working and the characters are being loved by people. But celebrating the journey of a protagonist is important for a storyteller, you've to believe in your story," he said.

Ajay Devgn's 'Singham Again' set for Diwali 2024 release



Ajay Devgn's highly anticipated film 'Singham Again,' the latest installment in filmmaker Rohit Shetty's cop franchise, is now scheduled to release on Diwali, November 1, 2024.

The announcement follows Devgn's confirmation that the film will not be released on Independence Day as initially planned, PTI reported.

The actor shared the news on Instagram with an announcement poster, captioning it, "#SinghamAgain roaring this Diwali 2024."

'Singham Again' marks the third film in the 'Singham' series, following 'Singham' (2011) and 'Singham Returns' (2014). It is also the fifth entry in Shetty's cinematic cop universe, which includes 'Simmba' (2018) starring Ranveer Singh, and 'Sooryavanshi' (2021) starring Akshay Kumar.

The star-studded cast of 'Singham Again' features Ranveer Singh, Akshay Kumar, Kareena Kapoor Khan, Tiger Shroff, Deepika Padukone, Jackie Shroff, Shweta Tiwari, and Arjun Kapoor, who will play the antagonist.

Tata Play launches 'Anime Local' in Tamil, Malayalam, and Hindi



Tata Play has expanded its value-added service portfolio with the introduction of Anime Local, bringing the best of Japanese animation to Indian audiences. This ad-free service is available to all Tata Play subscribers in three languages—Hindi, Tamil, and Malayalam.

Anime Local offers a diverse selection of curated anime content, including popular shows like Naruto, Sergeant Keroro, Ninjaboy Rantaro, Naruto Shippuden, Black Clover, and Robotan, among many others. The service aims to attract anime enthusiasts with its wide range of thrilling action epics and heartwarming coming-of-age stories, all for just Rs. 2 per day. For added convenience, the service will also be available on the Tata Play mobile app, allowing for on-the-go viewing, the platform said in a press release.

Pallavi Puri, Tata Play's Chief Commercial and Content Officer, commented on the launch, stating, "The evolving preferences of our TV audiences have been the driving force behind the innovative programming weve envisioned for our platform services. Anime Local on Tata Play will be yet another jewel in our exhaustive offering. The palette for anime content has been growing, and our new service will provide top-notch content to uration for us."

Leena Lele Dutta, Business Head – Sony YAY!, added, "In today's world, where innovation drives the evolution of entertainment, anime has emerged as a global sensation and is rapidly growing in India. To meet this growing enthusiasm, we are thrilled to launch Anime Local with Tata Play, aiming to revolutionize the anime viewing experience for Indian fans."

Sony SAB launches inspirational drama 'Badall Pe Paon Hai'

Sony SAB premieres its highly anticipated show, 'Badall Pe Paon Hai' tonight at 7:30pm.

The show, set against the vibrant backdrop of Punjab, tells the inspiring story of Baani, a spirited middle-class girl with big dreams for her family.

Produced by the renowned duo Sargun Mehta and Ravi Dubey, Badall Pe Paon Hai is positioned to break television stereotypes with its bold narrative. The show delves into the world of stock market trading, traditionally dominated by men, as Baani navigates this challenging terrain with determination and optimism.

Baani, played by actress Amandeep Sidhu, embodies the essence of perseverance. Despite numerous obstacles, her unwavering spirit and ambition drive her to strive for more in life. The show highlights her sacrifices, struggles, and relentless willpower to turn her dreams into reality, portraying an empowering message for viewers.

Sargun Mehta, one of the producers, expressed her passion for the project, stating, "Creating Badall Pe Paon Hai has been an incredibly fulfilling journey for me. This show is close to my heart because it embodies the spirit of perseverance and hope. I was intrigued by how many women had made inroads into the stock market, a career mostly dominated by men, and I wanted to bring this story to television."

Mehta also emphasized the show's authentic depiction of Punjab, saying, "Filming in real locations has brought an authenticity to the show that I



believe viewers will appreciate. I hope this story resonates with our audience and inspires them to believe in themselves and their dreams."

Amandeep Sidhu shared her excitement about the role, "Being part of a Punjab-based show like Badall Pe Paon Hai feels like coming home. As a Sardarni, the culture, accent, and nuances are second nature to me, which has made portraying Baani a truly rewarding experience. Baani's unwavering courage and determination to overcome obstacles and chase her dreams resonate deeply with me."

Sony SAB invites viewers to join Baani on her inspiring journey starting tonight, June 10, at 7:30 pm.

'Badall Pe Paon Hai' will air every Monday to Saturday, offering a compelling narrative that encourages viewers to chase their dreams, no matter the obstacles they face.



Celebs, including SRK, Rajini, attend Modi swearing-in

Indian cinema and entertainment industry personalities Shah Rukh Khan, Kangana Ranaut, Rajinikanth and Akshay Kumar were among the dignitaries who attended the swearing-in ceremony of Narendra Modi as the prime minister for a third consecutive term yesterday evening.

Modi took the oath as the head of a coalition government at the ceremony, which was held at the Rashtrapati Bhavan in New Delhi.

Also part of the event were actors Anil Kapoor, Anupam Kher, Raveena Tandon, Vikrant Massey, director Rajkumar Hirani and producer Mahaveer Jain, PTI reported from New Delhi yesterday.

While Shah Rukh was accompanied by his manager Pooja Dadlani, Rajinikanth took part in the event with producer-wife Latha Rajinikanth.

Actor Ranaut, the BJP MP-elect from Mandi, had shared a series of videos of her getting ready for the ceremony on her Instagram Stories.

Rajinikanth, who flew in from Chennai for the function, had earlier told reporters that it was a "very historic event". "I congratulate PM Modi ji for becoming the prime minister for the third consecutive time..." he added.

Hours before the ceremony, Kher said it would be his third opportunity to attend the swearing-in ceremony.

"This is indeed special. But the bigger and more special thing is that #SameToSame is the Prime Minister all three times. The dialogue this evening will also be the same!!! I am Narendra Damodardas Modi.... Jai Ho! Jai Hind! #PrimeMinister @narendramodi," the actor alongside the photo of the invitation letter on X.

Actor and Jana Sena Party president Pawan Kalyan arrived at the venue with his wife Anna Lezhneva.

Manoj Tiwari, a former Bhojpuri cinema star-singer and BJP's candidate from North East Delhi, was also part of the event and so was actor-BJP politician Dinesh Lal Yadav, better known by his stage name Nirahua.

Earlier in the day, actors Ajay Devgn, Rajkummar Rao and Rishab Shetty congratulated Modi on social media.

"Congratulations to Prime Minister



@narendramodi Ji on his re-election! Wishing continued success in guiding India towards prosperity and greatness with his wisdom and compassion," Devgn wrote on X.

"My heartiest congratulations to our esteemed PM Shri @narendramodi ji on this historic third consecutive win. May our country continue to flourish under your exemplary leadership. God bless you sir. @PMOIndia," wrote Rao.

'Kantara' star and director Shetty congratulated Modi on his third term as prime minister of India. "We deeply value your dedication towards the development, education, and national safety," he added.

Ofcom to renew co-regulatory pact with ad watchdog

UK's communications regulator Ofcom has set out proposals to renew its co-regulatory arrangements with the Advertising Standards Authority (ASA) for the regulation of broadcast, on demand and video sharing platform advertising.

Under the current arrangements, the ASA acts as the frontline regulator and Ofcom provides a statutory backstop. The longstanding co-regulatory system, which was first established in 2004, has been highly effective and reduces complexity to give consumers a single point of contact for advertising issues across all media, the British regulator said.

"We propose to renew the co-regulatory arrangements without significant changes for a further ten years," it said in a statement.

The Advertising Standards Authority (ASA) is the UK's independent regulator of advertising across all media. It applies the codes written by the Committees of Advertising Practice (CAP).

The ASA will continue to report details of investigations regularly and this information will be publicly available. The ASA will also continue to provide Ofcom with performance data about its case handling arrangements.

Ofcom also set in motion a public consultation on any changes if needed in the arrangements with the ASA.

Ofcom has also set out principles for analysing self- and co-regulation. These are intended to set a clear framework under which it can consider if and when it may be appropriate to operate a co-regulatory system. Those principles provide that an effective regulatory body should have the following:

Independent governance and decision making, Clear public accountability, Clear regulatory objectives set out in a code, Clear and transparent processes, which are followed, Workable membership incentives (where relevant) and/or obligations for or on those it regulates, Secure and sufficiently independent funding and budget control;

accessibility to those seeking redress, Genuine powers of investigation.

Effective powers of enforcement and sanction.

ROLL ON

SPNI elevates Jaideep Janakiram to lead international biz, ops

Sony Pictures Networks India (SPNI) has announced a significant leadership change in its International Business and Operations division.

As per a press release, Jaideep Janakiram, previously the Head of International Business for the Americas, has been promoted to Head of International Business and Operations, succeeding Neeraj Arora.



Jaideep Janakiram brings a wealth of experience and a proven track record in managing the US and Canada markets. His exceptional leadership and business acumen have positioned him well to lead SPNI's international endeavors to new heights. In his new role, Jaideep will report directly to Rajesh Kaul, Chief Revenue Officer of Distribution & International Business and Business Head of the Sports Cluster.

Rajesh Kaul expressed confidence in Jaideep's new role, stating, "Jaideep has been an integral part of our team, demonstrating remarkable expertise and leadership. I am confident that our international business will continue to thrive and expand under his guidance."

In this transition, Shalin Patel, Head of International Business (Europe); Sharon Patel, Manager of Revenue Accounting; Naveen Kunal, Senior Manager of Ad Sales; Kavita Paul, Lead of International Operations; and Moitrani Dhar, Lead of Research and Programming Strategy, will report to Jaideep. Additionally, the teams in the US and Canada will continue to report to him.

SPNI looks forward to continued success and growth of its international operations under Jaideep's capable leadership.

Jagran New Media appoints Anuj Bhasin as CRO

Jagran New Media had named Anuj Bhasin as its new Chief Revenue Officer, according to his LinkedIn profile.

Bhasin brings over two decades of experience in media marketing and advertising solutions, having held significant roles at renowned organisations such as ZEE Entertainment, HT Media, Network 18, and ESPN.

An alumnus of The Wharton School and IIM Calcutta, Bhasin is recognised for his strategic and collaborative leadership. His career highlights include driving revenue growth, consultation practices, and effective pricing strategies. He is known for his passion for purpose-driven brands and building strong communities.

Bhasin is a versatile leader with a track record of delivering successful partner innovations and business transformations. His expertise in online video and OTT, particularly his role as Director-Sales at iStream, adds a valuable dimension to his new position at Jagran New Media.



Jagran New Media is confident that Bhasin's extensive experience and innovative approach will significantly contribute to the organization's growth and success in the dynamic media industry.

Bharti Airtel appoints Sharat Sinha as CEO of Airtel business

Bharti Airtel had announced the appointment of Sharat Sinha as the new CEO of Airtel Business, effective June 3, 2024. Sinha will report directly to Gopal Vittal, CEO and MD of Bharti Airtel, and will join the Airtel Management Board, the company said in a press release.



Sharat Sinha brings a wealth of experience from his previous role as President of Asia Pacific at Checkpoint Software Technologies Limited. His career also includes leadership positions at Palo Alto Networks, Cisco, and VMware, as well as early roles at Ericsson and VSNL, providing him with a robust telecom background.

Gopal Vittal expressed confidence in Sinha's ability to drive Airtel's growth, stating, "Sharat's broad global experience in product management and business leadership across many of the world's leading technology companies will provide tremendous firepower to Airtel's ambitions in rapidly growing our portfolio across connectivity and adjacencies."

ZMCL appoints Santosh Kumar as editor of Zee Bharat

Zee Bharat, a leading news channel known for its dynamic blend of news and cultural content, has announced the appointment of Santosh Kumar as its new Editor. With a distinguished career spanning over two decades, Kumar brings a wealth of experience and a steadfast commitment to journalistic integrity to his new role.



In his capacity as Editor, Kumar will oversee Zee Bharat's news operations, steering the channel towards continued excellence in news reporting and innovative programming. His extensive background in political, socio-economic, and investigative journalism will play a crucial role in enhancing Zee Bharat's editorial content, the channel said in a press release. Kumar's career in journalism includes significant roles at prominent media houses such as India News, Network 18, ABP News, MH1 News, Janmat TV, and BAG Films. His previous association with Zee Media saw him serving as Deputy Editor at Zee Bihar Jharkhand, contributing to the network's regional coverage with impactful journalism. Expressing his enthusiasm about joining Zee Bharat, Kumar stated, "I am honored to be part of Zee Bharat and look forward to working with the dynamic team to uphold the highest standards of journalism. The channel's mission goes beyond traditional news broadcasting; we aim to capture the essence of our society and deliver content that resonates deeply with our audience."

Rahul Sinha, Managing Editor of Zee News, welcomed Kumar's appointment, highlighting, "We are thrilled to have Santosh Kumar on board. His extensive experience and insightful perspective will be pivotal in shaping the future of our news programming. Under his leadership, we are poised to redefine news broadcasting in India."

In addition to his journalism career, Kumar's academic pursuits have enriched his understanding of societal dynamics. He has collaborated with prestigious institutions such as the London School of Economics and the Developing Countries Research Centre at the University of Delhi.

Zee Bharat stands as a platform that offers a fresh, distinctly Indian perspective, blending storytelling with a celebration of India's cultural richness and diversity. The channel is committed to amplifying the voices of rural India, providing a platform for those who truly represent the diverse fabric of the nation.

Kumar's appointment underscores Zee Bharat's dedication to fostering top-tier journalistic talent and delivering trustworthy news that empowers viewers nationwide.

Network18 appoints Sanchayan Paul as CHRO

Network18, a leading media conglomerate, has announced the appointment of Sanchayan Paul as its new Chief Human Resources Officer (CHRO)-Designate. Paul shared his new role on his LinkedIn profile.

Paul brings with him a wealth of experience from his extensive 25-year career in human resources, having previously held key positions at major corporations such as Reliance Industries, Thomson Reuters, Eicher Consulting Services, Hutchison Essar Telecom, and Vodafone. Most recently, he served as CHRO at Modenik Lifestyle.

In addition to his corporate roles, Paul co-founded the HR-Tech platform KaryaMitr.com, with a mission to enhance the livelihoods of over 400 million blue and grey-collar workers in India by connecting them with more than 50 million employers nationwide. His vision for KaryaMitr underscores his commitment to leveraging technology for social impact, particularly in the realm of employment and workforce development.

Paul's academic credentials include an MBA from XLRI – Jamshedpur, one of India's premier business schools, and a Bachelor's degree in Mathematical Statistics from Hindu College, University of Delhi.



Sanchayan Paul expressed his enthusiasm for his new role, stating, "I am thrilled to join Network18, a dynamic and influential media organization. I look forward to working with the talented team here to build on the company's strong foundation and contribute to its continued success. Together, we will create an environment that not only attracts and retains top talent but also fosters innovation and growth."

COAI gets VodafoneIdea's Abhijit Kishore as chairperson

The Cellular Operators Association of India (COAI), the premier industry association representing leading telecom, internet, technology, and digital services companies, has announced its new leadership for the 2024-25 term.

Effective June 2024, Abhijit Kishore, Chief Operating Officer (COO) of Vodafone Idea Limited, has been appointed as the Chairperson, while Rahul Vatts, Chief Regulatory Officer (CRO) of Bharti Airtel, will serve as the Vice Chairperson, IANS reported from New Delhi.

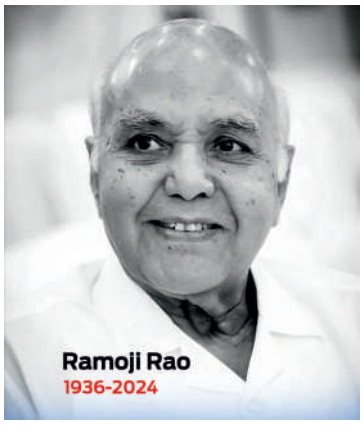


Eenadu Group founder Ramoji Rao passes away at 87

Media baron Ramoji Rao passed away here on on June 08. He was 87.

The Chairman of Eenadu Group of Companies breathed his last at a private hospital where he was admitted on June 5 due to breathing problems.

According to IANS, he passed away at 4.50 a.m.



Ramoji Rao was the founder of the largest circulated Telugu daily 'Eenadu', 'ETV' group of channels and Ramoji Film City.

His body was shifted to his residence in Ramoji Film City.

Born on November 16, 1936, in Krishna district of Andhra Pradesh, he launched the Telugu daily Eenadu from Visakhapatnam on August 10, 1974. In a short span of time, it became a leading daily.

The news of Ramoji Rao's death shocked the media and entertainment industries and politicians alike. Condolences poured in from a cross-section of society.

The Telangana government had decided to conduct the last rites of Ramoji Rao with state honours.

Telangana Chief Minister A. Revanth Reddy expressed shock over the Eenadu Group Chairman's death and directed officials to make arrangements for his cremation with state honours.

Revanth Reddy described Ramoji Rao's death as an irreparable loss to Telugu journalism and media industry. He said that Ramoji Rao gave credibility to Telugu journalism and values to the industry.

Telugu Desam Party (TDP) President N. Chandrababu Naidu, who is set to take oath as the Chief Minister of Andhra Pradesh, expressed his shock and profound grief over the passing away of Ramoji Rao.

Naidu said that Ramoji Rao, who was born into an ordinary family, achieved extraordinary achievements. He recalled his services to both the Telugu states and the country. He termed the death of Ramoji Rao a loss not just to Telugu people but to the entire nation.

Recalling his association with Ramoji Rao of four decades, the TDP chief said that Ramoji Rao had carved a niche for himself in the media domain with his courage to fight for truth and uncompromising values.

"He is an inspiration to me in fighting problems. Sri Ramoji's suggestions and advice were always valued in providing good policies to people," Naidu posted on X.

Former Vice President of India M. Venkaiah Naidu, megastar Chiranjeevi and leaders of various political parties and film personalities condoled the death of Ramoji Rao.

Manoj Tyagi honoured with 'Bharat Gaurav Award' in France

Manoj Tyagi, the CEO of Sanskar TV Group, had been honored with the prestigious 11th International Bharat Gaurav Award.

The award ceremony took place in the Senate (Parliament) complex of France, where Indians who have made remarkable contributions in their respective fields and Indian expatriates from 18 countries were recognized.

According to a press release, the honor was presented to Tyagi by Dr. Dominique Théophile, Vice President of the French Parliament, along with French MP Frederic Buval, Pandit Suresh Mishra, President of the organization, and Mahant Shri Naresh Puri Ji Maharaj of Mehndipur Balaji Dham.



The event was attended by many dignitaries, including representatives of the French government, MPs, and officials from the Indian Embassy. The International Bharat Gaurav Award is an annual accolade given by the Sanskriti Yuva Sanstha.

Manoj Tyagi has been a significant figure in the TV media industry for over two and a half decades. Serving as the CEO of Sanskar TV Group since 2017, Tyagi has made notable contributions to promoting Sanatan culture, religion, spirituality, yoga, and Ayurveda worldwide. One of his most acclaimed productions is the TV series 'Kaal Kapal Mahakaal,' aired on Zee News channel. His work has earned recognition and accolades from many spiritual leaders and organizations both in India and abroad.

Under the banner of Sanskar Info TV Pvt. Ltd., the group broadcasts several channels including Sanskar TV, Satsang TV, and Shubh TV, with extensions such as Sanskar USA, Sanskar UK & Europe, Sanskar Digital, and Satsang Digital. Sanskar TV also boasts a strong social media presence, with its YouTube channel recently surpassing 10 million subscribers.

The Bharat Gaurav Award adds to Tyagi's list of accomplishments, celebrating his enduring impact on the global promotion of Indian culture and spirituality.

Anil Kapoor to host 'Bigg Boss OTT' S3 on JioCinema

JioCinema Premium is gearing up to launch the third season of India's digital reality sensation, 'Bigg Boss OTT', starting June 21, which will be hosted by Bollywood star Anil Kapoor, the streamer on June 06 said.

Sharing the news on its Instagram handle, JioCinema revealed, "Presenting 'Anil Kapoor' as the new host for Bigg Boss OTT 3!! From reigning on the big screen to now ruling the Bigg Boss house, Anil Kapoor is kuch extra khaas! Witness his magic in #BiggBossOTT3 starting 21 June, exclusively on JioCinema Premium."



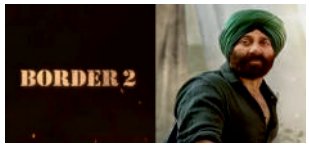
Expressing his excitement about hosting 'Bigg Boss OTT', Kapoor in a statement said, "'Bigg Boss OTT' and I are a dream team! We're both young at heart; people often say – jokingly – that I'm reverse ageing, but Bigg Boss is – seriously- timeless. It feels a bit like going back to school, trying something new and exciting.

"Having said that, I've always approached all my projects with sincerity and a commitment to hard work and I'm going to bring that same energy (times 10!) to Bigg Boss! Unscripted reality has something for everyone – laughter, drama, and surprising twists, and I can't wait to bring my own flavour to it!"

Earlier, there were speculation around as to who would be hosting season three of the reality show after Salman Khan declined to host it

Sunny Deol announces 'Border 2'

Bollywood star Sunny Deol on Thursday announced the sequel to 'Border' on the 27th release anniversary of the 1997 blockbuster film.



According to the makers, the upcoming movie is "India's biggest war film" which will be directed by Anurag Singh, known for 'Kesari' and the first two films in the 'Jatt & Juliet' franchise, PTI reported from Mumbai.

Filmmaker JP Dutta, who directed 'Border', will serve as a producer on the sequel alongside his daughter Nidhi Dutt via JP Films. Bhushan Kumar and Krishan Kumar will also produce the new movie under the banner of T-Series. Deol shared the announcement teaser of 'Border 2' on his official X page.

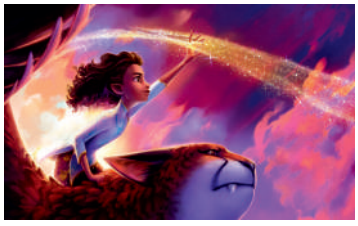
"Ek fauji apne 27 saal purane waade ko pura karne, aa raha hai phirse. India's biggest war film, #Border2. Produced by Bhushan Kumar, Krishan Kumar, JP Dutta & Nidhi Dutta will be directed by Anurag Singh #TSeries #JPFilms," the actor wrote.

Netflix unveils animated collaboration with Skydance

Netflix on June 07shared new details about upcoming animated films 'Spellbound' and 'Pookoo,' which were made in partnership with Skydance Animation.

'Spellbound' is about Ellian, the young daughter of the rulers of Lumbria, and she has a secret…a mysterious spell has turned her parents into monsters," said 'The Lion King' actor Nathan Lane during the streaming platform's 'Netflix on Netflix Animation', Reuters reported.

Ellian summons the mysterious Oracles of the Sun and Moon to come to help her break the spell.



The film is directed by Vicky Jensen, whose credits include the DreamWorks Animated film, 'Shrek.' She is joined by Academy Award winning composer Alan Menken known for working on countless Disney hits, including 'The Little Mermaid' and 'Beauty and the Beast.'

Actors Rachel Zegler, Nicole Kidman, Javier Bardem, John Lithgow, and Jenifer Lewis will also voice in the film, which will be released on the service on November 22.

The new animated releases signal Netflix's increased investment in such family friendly content as well as adult content, which have been found to help retain subscribers. It's also consistent with the company's broad programming strategy of creating something to satisfy all tastes.

Netflix Co-Chief Executive Officer Ted Sarandos last year said the company planned to increase its spending on animated content in 2024, because it is among the most re-watched on the service.

Feature films like 'Leo' and 'The Sea Beast' were successful with subscribers, motivating Netflix to add more, including another installment of 'Arcane,' based on the online multi-player game 'League of Legends' as well as another installment of the 'Wallace & Gromit' films.

Additionally, Netflix highlighted its TV slate at the preview event, including the final season of 'Big Mouth' and news that Timothy Olyphant will serve as the voice for the Terminator in the upcoming title 'Terminator Zero.'

'Pookoo' is the second film produced under a multi-year agreement with Netflix and Skydance. The movie, which is still in development, is a buddy comedy about a small woodland creature and a majestic bird, two natural sworn enemies of 'The Valley' that magically trade places and set off on an adventure of a lifetime.

'Tangled' director Nathan Greno will be taking the lead for 'Pookoo,' along with other animation veterans 'Toy Story' producer John Lasseter and 'Cloudy with a Chance of Meatballs' producer Mary Ellen Bauder.

The film scheduled for release in 2025.

Lasseter, Disney's former chief creative officer and the creative force behind Pixar Animation Studios, will guide production of the films. He left Disney in 2018, following allegations of unwanted workplace hugging.

Lasseter began working at Skydance Animation in 2019 after taking a leave of absence from Disney in 2017.

Zee gets Board nod to raise funds up to $240 mn

Zee Entertainment Enterprises's board has approved a fundraise of up to Rs. 20 billion ($239.6 million), the Indian broadcaster said on June 06.

The company had two major deals — a $10 billion merger with Sony India and a $1.4 billion cricket broadcasting deal with Walt Disney — fail this year, and was forced to cut costs and reduce losses in its business to meet key profit targets.

Zee said it will use the funds to "enhance its strategic flexibility to pursue future growth opportunities in the evolving media landscape", a Reuters report Bengaluru. The company plans to raise the funds through equity shares or any other eligible securities, via a combination of private placements, qualified institutions placements, and preferential issues, it added.

Amid the fallout of the deals and legal battles, Zee also contends with new competition after Reliance and Disney's merge their Indian media assets, creating an $8.5 billion behemoth.

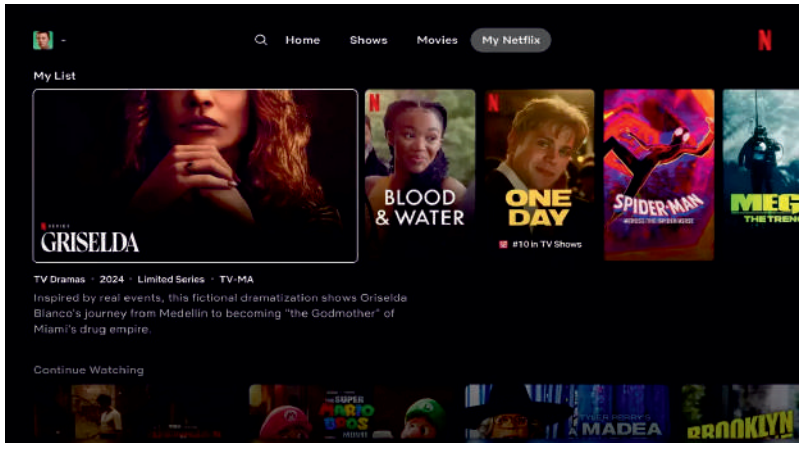
Meanwhile, on the Zee decision on June 06, analyst Karan Taurani from Elara Securities said the fundraising could be through a preferential allotment to promoters or by raising money via QIP and either way this will "boost investor confidence", which has been low since the merger with Sony was called off.

"The total fundraising amount is up to Rs. 20 billion, which is about 14 percent of the current market cap, though we don't expect the entire amount to be raised. We expect that the cash infusion could lead to i) improved investor confidence and sentiment, and ii) business expansion and investments, given the increased competitive intensity in the sector following the RIL-Disney merger," Taurani added.

Netflix unveils major TV app redesign after 10 years

Netflix started rolling out the first major revamp of its television app in a decade on June 07, testing changes designed to help viewers more quickly decide what they want to watch.

The video streaming pioneer wants to increase the time that viewers spend on the app to help retain customers and draw subscribers to its new, lower-cost plans with advertising.



Company research showed users were performing what Netflix executive Pat Flemming called 'eye gymnastics', or looking around to various parts of the Netflix home screen when trying to find a title that interested them.

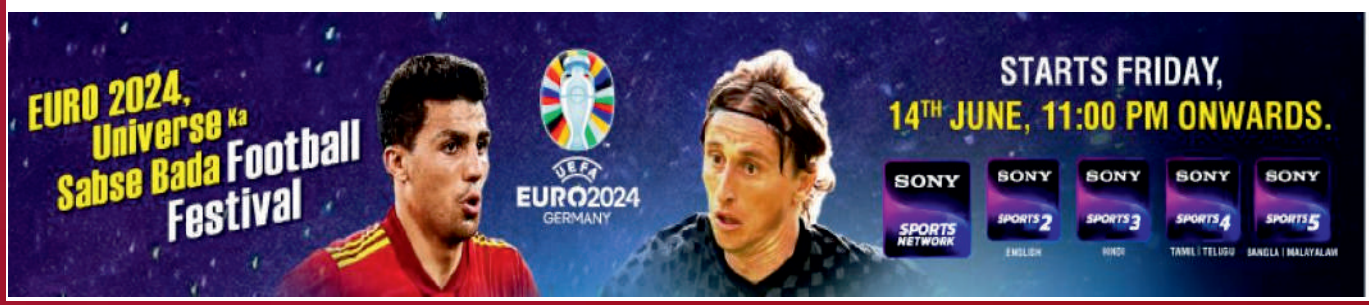
Viewers' eyes were darting around from "the row name to today's top picks, to the box art, to the video, back to the synopsis," Flemming, senior director of member product, told Reuters in an interview. "We really wanted to make that simpler, more intuitive, everything easier to navigate."

Revisions to the home page included enlarging title cards, reorganizing information, and highlighting easy-to-read tidbits such as a show or movie "spent 8 weeks in the top 10".

A subset of Netflix's nearly 270 million users around the globe will see the new format starting Thursday. The company will take feedback, and possibly make changes, before unveiling it more widely.

Netflix has been emphasizing engagement time as a key metric, telling investors it is the "best proxy for customer satisfaction". The company will stop regular reporting of subscriber numbers next year to shift Wall Street's focus.

Netflix has been emphasizing engagement time as a key metric, telling investors it is the "best proxy for customer satisfaction". The company will stop regular reporting of subscriber numbers next year to shift Wall Street's focus.



MIB warns TV channels, DPOs on multiple uplinking



The Ministry of Information & Broadcasting has cautioned permitted satellite TV channels and teleport operators against using the 'unfair practise' of multiple uplinking.

MIB issued an advisory to refrain from unfair practice of multiple uplinking of the permitted channels on multiple frequencies without approval of the government.

"It has been brought to the notice of the Ministry that in order to make their channel to be the most watched channel, some news broadcasters follow unfair practices of uplinking their channels on multiple feed as a result of which it becomes available on multiple LCNs across various distribution platforms," the advisory said.

It added these malpractises gives an "undue advantage" to TV channels in increasing their viewership.

"In order to ensure that such a scenario do not arise and also to ensure a level playing field, all permitted private satellite TV channels/ broadcasters are hereby advised to refrain from adopting such practices of unauthorized uplinking of their TV channels on multiple frequency without approval of the Ministry" the advisory said.

MIB also exhorted all DPOs to ensure placement of a channel uniquely in the electronic programme guide as per existing rules and regulations.

YouTube sensation Anant Rastogi hits 10 million subscribers at just 22

Anant Rastogi's story is nothing short of inspiring. At just 17, he set out to chase his dreams in filmmaking and acting. Despite facing hurdles and struggling in Mumbai, he never gave up. Instead, he turned to YouTube, where his comedy videos soon gained popularity.



In just five years, Anant's dedication paid off, and he reached an incredible milestone: 10 million subscribers at the age of 22! But his success isn't just about numbers; Anant also uses his platform to help animals and those in need.

Today, he's a well-known figure, loved for his family comedy videos. Supported by his family and his loyal dog Leo, Anant's journey from obscurity to stardom is a testament to perseverance and hard work.

He's not just a YouTuber; he's an inspiration to millions.

Pak SC issues contempt notices to 34 TV channels



Pakistan's Supreme Court on on June 05 issued a contempt notice to 34 TV channels for airing alleged anti-judiciary press conferences of two politicians last month.

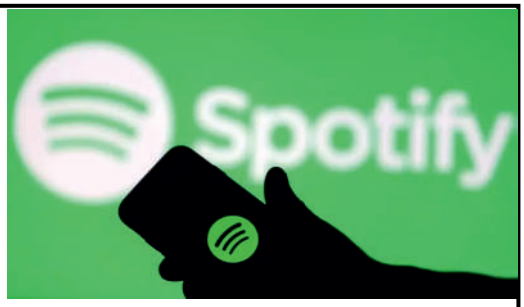
Senator Faisal Vawda, who was elected as an independent candidate, and Mustafa Kamal, a Muttahida Qaumi Movement (MQM) lawmaker, faced contempt of court proceedings for holding separate press conferences, allegedly passing critical remarks about the judges of the top judiciary, PTI reported from Islamabad.

A three-member bench led by Chief Justice Qazi Faez Isa and comprising Justice Naeem Akhtar Afghan and Justice Irfan Saadat Khan heard the contempt of court case against the two.

During the hearing, CJ Isa criticised media channels for broadcasting obscene language and questioned the Pakistan Electronic Media Regulatory Authority (Pemra) ban on reporting court proceedings

The bench issued notices to 34 TV channels for airing derogatory speeches and instructed them to respond within two weeks. It also asked Pemra to come up with its response regarding the ban on reporting court proceedings.

Spotify raises US prices of its premium plans



Spotify raised prices for its premium plans in the United States on Monday, the latest step by the Swedish music-streaming service in its push to increase margins.

The company raised prices of its plan to USD 11.99 from USD 10.99 per month, the duo plan to USD 16.99 from USD 14.99, and its family plan to USD 19.99 from USD 16.99 in its largest market by revenue, Reuters reported.

Spotify has been trying to boost its margins in recent months by lowering marketing spending and through layoffs, after relying on promotions and hefty investments to drive user growth.

Shares of the company, which competes with services from Apple and Amazon.com, rose more than 4 percent in morning trading.

"We're increasing the price of Premium Individual so that we can continue to invest in and innovate on our product offerings and features," Spotify said in an email, which it plans to send to its subscribers in the U.S. over the next month.

Spotify's revenue in the United States grew nearly 11 percent to 5.23 billion euros (USD 5.69 billion) in 2023, according to its annual report.

The company offers an advertising-supported free service with limited features and a subscription-based paid service that gives access to all its functionality, with premium subscribers accounting for most of its revenue.

Analysts expect the streaming giant could drive further growth by offering tailored subscription plans based on consumer preferences in verticals such as music, audiobooks, and podcasts.

The company's quarterly gross profit topped 1 billion euros (USD 1.09 billion) for the first time in April after it reined in marketing spending.

Its premium subscribers rose by 14 percent to 239 million and it forecast monthly active users at 631 million for the second quarter.

Zee board to consider on June 6 fund raising proposal'

Leading broadcaster Zee Entertainment yesterday said it is planning to raise funds from the market through various routes, including issuing of equity of shares, and qualified institutions placements (QIPs).

Though the company has not specified the amount it plans to raise, Zee Entertainment Enterprise Ltd (ZEEL) in a regulatory filing said its board is meeting on June 6 to consider the proposal for this, a PTI report from New Delhi stated.

"A meeting of the Board of Directors of the Company is scheduled to be held on... June 6, inter-alia, to consider raising of funds by way of issuance of equity shares and/or any other eligible securities (convertible/non-convertible) through permissible modes..." it said.

This will be not limited to a private placement, a QIP, a preferential issue, or any other method or combination of methods subject to such approvals as may be required, the filing said.

This latest round of fundraising is after the Sony Corporation terminated a deal to merge its two entertainment entities in India with ZEEL.

After the termination of the said merger agreement, ZEEL had announced a strategic realignment of its revenue vertical, which is being directly driven by the MD & CEO.

In an investor conference call in March, Zee chairman said since 2020, ZEEL's performance has been impacted due to industry-wide macro slowdown, transitory issues, and management bandwidth constraints due to merger activities.

The board has also decided to closely monitor the business model and plan presented by the MD & CEO of the company, wherein he has provided the roadmap to improve the performance and efficiency of each of the businesses to achieve higher EBITDA.

In March, ZEEL laid off 50 per cent of its staff at its Bengaluru-based Technology and Innovation Centre.

On May 23, ZEEL sought a termination fee of $90 million (around Rs 748.7 crore) from the Sony Group for calling off the $10-billion merger deal in January this year.

It has sought termination fees from two Sony Group entities — Sony Pictures Networks India (SPNI), now known as Culver Max Entertainment, and Bangla Entertainment (BEPL) — ZEEL had said in a regulatory filing on Thursday.

ZEEL and SPNI had entered into an agreement to merge on December 22, 2021.

On August 10, 2023, the Mumbai bench of NCLT approved the scheme of merger of ZEEL with Sony group entities Culver Max Entertainment and BEPL, which could have created a $10-billion media entity. However, two years after that, Sony Corporation announced the termination of the agreement on January 22.

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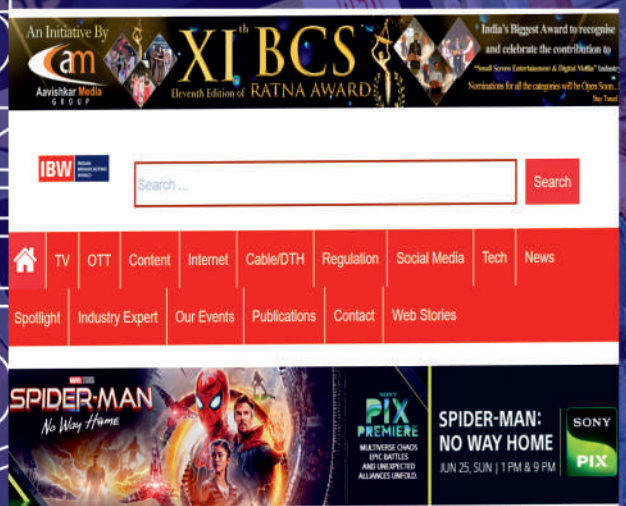
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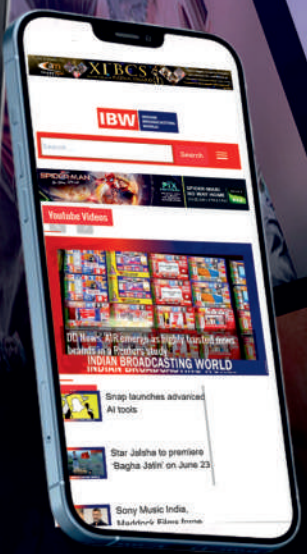
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Zee Media fights for press freedom amid govt. suppression

Zee Media recently faced a significant challenge to its journalistic independence, highlighting the increasing pressure on media organizations from the governing class. On May 23, 2024, an interview with Delhi Chief Minister Arvind Kejriwal conducted by Zee News stirred controversy when the channel's independent editorial team decided not to air certain objectionable content from the interaction

Despite this editorial decision, the Aam Aadmi Party (AAP) demanded the entire interview be broadcast, threatening the withdrawal of substantial advertising revenue by the Punjab Government as a consequence.

The situation escalated when the Punjab Government forced a blackout of Zee News, Zee PHH, and Zee Delhi NCR across the state through a monopoly of a particular Multiple System Operator (MSO). This blackout extended to Zee Entertainment channels, further exacerbating the issue. Additionally, AAP withdrew all its spokespersons from participating in debates on Zee Media's news channels. Despite these challenges, Zee Media sought legal recourse and successfully had its channels restored after eight days of blackout.

This incident is a stark reminder of the increasing attempts by political entities to suppress media freedom. Zee Media's commitment to journalistic integrity was underscored by its bold stance against governmental pressure.

On World Press Freedom Day, May 3, 2024, a viral video message by Zee Media's leadership emphasized the importance of a free press in a democratic society. This initiative led to a surge of support within the media fraternity, resulting in 54 press interview requests and a subsequent Media-Meet Press Conference.

The aftereffects of the viral video prompted the governing class to demand explanations, but Zee Media clarified that its actions were not targeted at any specific party or individuals. This stance led to a broader assurance from the political system to work towards improving India's press freedom ranking, which currently stands at 159th out of 180 nations.

The incident with Zee Media reflects a broader trend where media organizations face increasing pressure from political, corporate, and bureaucratic entities. Despite these challenges, Zee Media remains committed to its mission of delivering unbiased and credible news, emphasizing the role of a free press in safeguarding democracy.

Unbiased Reporting: Zee Media continues to focus on public interest journalism, bringing crucial information to the forefront regardless of external pressures.

Nationwide Network: Leveraging its extensive network to expose any undue government pressure, turning it into a nationwide campaign.

Journalist Training: Providing training to journalists on handling pressure and maintaining integrity under duress.

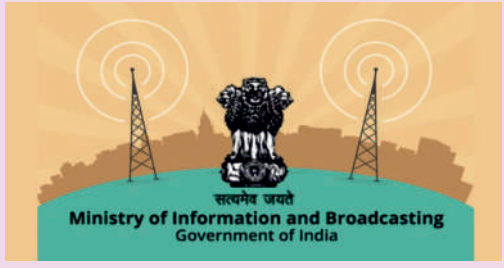
Legal Recourse: Pursuing legal remedies for violations of press freedom, including filing public interest litigation.

Zee Media urges all stakeholders, including viewers and regulatory bodies, to recognize and stand against threats to press freedom. A free and independent media is crucial for the health of India's democracy, economy, and social structure, and the protection of weaker sections of society. Zee Media is prepared to face any consequences to uphold its commitment to journalistic integrity and public service.

The recent incident with Zee Media underscores the vital role of a free press in a democratic society. Despite the challenges posed by political pressure, Zee Media remains steadfast in its commitment to delivering truthful and unbiased news. This episode serves as a call to action for all stakeholders to support and protect press freedom, ensuring a robust and democratic future for India.

MIB mandates self-declaration for new ads

The Ministry of Information and Broadcasting (MIB) has mandated a self-declaration certificate (SDC) for all new ads across TV, print, digital, and radio starting June 18, despite concerns raised by industry bodies on the practical difficulties in fulfilling this mandate.



The mandate comes in the wake of the Supreme Court order dated May 7 directing all advertisers and their agencies to submit an SDC before publishing or broadcasting any ad, The Economic Times reported.

The apex court's order prohibits ads from being broadcast or published without a valid SDC, which verifies that an ad does not contain misleading claims and complies with regulatory guidelines.

Advertisers will have to provide proof of uploading the SDC to the relevant broadcaster or publisher for their records.

Exploring GOAFEST 2024

Goafest 2024 welcomes over 50 partners for its 17th edition

South Asia's premier advertising and marketing festival, Goafest, is set to welcome over 50 partners for its 17th edition. The festival, scheduled to take place from May 29 to 31, 2024, at The Westin Mumbai, Powai Lake, continues to attract a wide array of brands and platforms eager to engage with the industry's top professionals.

Goafest 2024's primary partners include Snapchat as the co-presenting Partner, WhatsApp as the technology partner, and Hindustan Times as the digital partner. These partnerships reflect the festival's significant stature within the industry, offering curated integrations and engagement opportunities, the company said in a press release.



A diverse range of brands had joined Goafest 2024, including Tata Motors, Mondelez, ITC Foods, Britannia, Guinness World Records, NoBroker, and MakeMyTrip. Leading digital platforms such as ShareChat, Sony Liv, Flipkart Ads, Amazon Ads, Spotify, MiQ, The Trade Desk, and Whisper Media are also on board, enhancing the festival's digital engagement.

Media partners include prominent broadcasters, publishers, and content studios such as ABP News, Amar Ujala, Dainik Bhaskar, Dainik Jagran, Dangal TV, Disney Star, Eenadu, Femina, Flowers TV, Goldmines Telefilms, Malayala Manorama, Mathrubhumi, News18 Network, Radio City, Rajasthan Patrika, Sakal Media, Sakshi, Sri Adhikari Bros, Sun TV, The Hindu Group, TV9, Viacom18, Vijayavani, and Zee Media. Long-standing beverage partners PepsiCo, Kingfisher, and Pernod Ricard continue their association with the festival.

Prasanth Kumar, President of the Advertising Agencies Association of India (AAAI) and CEO of GroupM South Asia, expressed his enthusiasm for the partnerships, stating, "We are delighted to have Snapchat as our Co-presenting Partner, WhatsApp as our Technology Partner, and Hindustan Times as our Digital Partner. Goafest's incredible significance continues to attract brands and advertisers, presenting them with an opportunity to deepen their engagement with the industry. We welcome and thank all our partners and look forward to successful long-term associations that celebrate creativity and foster knowledge."

Co-hosted by the Advertising Agencies Association of India (AAAI) and The Advertising Club (TAC), Goafest draws over 2,000 industry professionals annually.

The festival had established itself as the definitive event for the advertising and marketing industry in South Asia, celebrating creativity, fostering innovation, and offering unparalleled networking opportunities.



Goafest '24 kicks off with focus on adaptation, innovation… and some fun

Goafest 2024, hosted by The Advertising Agencies Association of India (AAAI) and The Advertising Club (TAC), kicked off yesterday with an electrifying performance by Bollywood playback singer Sukhwinder Singh, presented by B4U Music.

His dynamic performance infused the event with energy, ensuring the audience remained captivated and enthusiastic throughout the day as the first keynote speaker, Tata Play MD& CEO Harit Nagpal, gave valuable insights on adapting to thrive.

This year's event also celebrated the third year of collaboration between The ABBY Awards and One Show. Under the theme 'The Age of Adaptability', delegates were welcomed to Goafest 2024 with a champagne launch, setting a celebratory tone for the proceedings.

In the first session presented by News18 Network, titled 'Adapt To Thrive Not Just Survive', Nagpal emphasised the importance of adaptability as a key to thriving rather than merely surviving.

In a captivating speech, laden with anecdotes, which left the audience both thinking and inspired, Nagpal underlined the inevitability of disruption in daily life and the critical importance of resilience in the face of it.

"Disruption can be caused by anything or anyone, but it becomes our responsibility to survive and thrive," he asserted, going on to discuss Business Continuity Planning, a strategy used in the 2000s, designed to address both expected and unexpected scenarios, and its relevance to COVID-19.

He then moved on to highlight the surge in digital interactions, including video calls and remote work, , which have now become the standard. The pandemic, he noted,

disrupted traditional office setups, but ultimately led to more flexible and efficient work arrangements.

He also revealed that a significant and growing proportion of Tata Play's customer base is now opting for digital recharge options, marking a notable shift in consumer behaviour. This trend is reflected in the company's increasing market share, as more and more customers embrace the convenience of virtual recharges.

In a nod to the rapid pace of innovation, he declared, "Disruption is the new norm." From the World Wide Web to AI, each breakthrough is shrinking the gap between disruptions, and "we're just getting started". His parting words, "Either you disrupt, or someone else is going to do it for you, and the best time to do it is when you feel the most comfortable."

Thereafter, Sun Neo presented an enlightening session titled, 'Navigating The Age Of Adaptability: Leading with Vision, Flexibility, and Purpose', led by Sanjiv Mehta, Executive Chairman of L Catterton India.

In this compelling talk, Mehta delved into the critical elements of leading with vision, flexibility, innovation, agility, and dynamic purpose in today's ever-changing market landscape. He articulated how visionary leadership combined with the agility to pivot and a strong sense of purpose can drive business success and resilience.



"Agility demands spare capacity and the ability to redirect talent towards value creation", he articulated.

Mehta also highlighted the importance of innovation through several examples, noting that no business follows a linear trajectory. Instead, resilience and adaptability are essential for organisations to bounce back and thrive in a dynamic environment.

He stated, "Learning happens when you have the humility to say 'I don't know'."

Mehta also highlighted myriad leadership attributes, including sensemaking, a term coined by Karl Weick, which involves piecing together disparate information to foresee and navigate complexity. He spoke about care and compassion being a core value for leaders as well.

Soon after, in a powerful session titled, 'From Setbacks to Comebacks: The Power of Persistence' presented by Adani, acclaimed writer and film director Tahira Kashyap captivated the audience with her inspiring journey with the session moderated by Atika Farooqui.

Tahira shared personal anecdotes and professional experiences, illustrating how resilience and determination have been instrumental in her success. "Women go through multiple hardware upgrades; every day is so different for women, every hour is so different than the previous one," she mentioned, also candidly referring to the books she has written on womanhood and motherhood.

When asked about the various facets of her identity, she smiled and said, "My identity is no longer defined by my title, but by the relationships I cherish. I take immense pride in being known as a wife, mother, daughter, and Mrs. Kashyap. It's the people in my life who give my existence meaning, and I'm humbled to be seen as a person, not just a professional label."

Throughout the discussion, she underscored that setbacks are not the end but opportunities for growth and reinvention. She reflected on the numerous hardships that life can bring, yet felt profound gratitude to the universe for her journey thus far.

Her story resonated deeply, offering a compelling reminder that persistence is key to overcoming challenges and achieving long-term success. This session underscored the transformative power of perseverance in turning obstacles into stepping stones.

In a finale brimming with wisdom, Disney+ Hotstar presented a session on 'Lessons of Adaptability: Embracing Failure to Touch Success', featuring '12th Fail' actors Medha Shankr and Vikrant Massey and moderated by the multifaceted Neha Dhupia. Medha and Vikrant illuminated the audience with their insights on embracing failure as a stepping stone towards triumph.

Reflecting on his 21 years in the industry, Vikrant delved into the essence of adaptability, citing his varied experiences from television to movies and the invaluable lesson that success cannot exist without acknowledging failure.

He said, "Success cannot be defined as a standard without failure. Out of 365 days in a year, in 300 you're off the mark, and only 65 are successes." He shared anecdotes from his latest project, '12th Fail', finding resonance in the film's themes of familial responsibility and the values instilled by Manoj Kumar's vision. Meanwhile, Medha, having relocated to Mumbai several years ago, echoed Vikrant's sentiment on embracing failure as a catalyst for growth.

They expressed openness to future collaborations, guided by a shared dedication to staying true to the director's vision and exploring diverse storytelling opportunities. Through engaging anecdotes and candid reflections, they demonstrated how resilience and adaptability are vital ingredients on the path to success.

The ongoing partnership between The Advertising Club and One Show has elevated the ABBY Awards 2024 Powered by One Show to unprecedented levels of global recognition and excellence for the third consecutive year, the organisers said in a statement.

This year, a staggering 3,506 entries were submitted from 273 companies, demonstrating the immense enthusiasm and commitment of both participants and jury chairs towards the awards.Prasanth Kumar, President of the Advertising Agencies Association of India (AAAI) and CEO of GroupM, South Asia, said,

"The composition of the clients has been very interesting this year with a notable presence of tech specialists. It's encouraging to see such diversity. It's truly heartening to witness the growing number of partners, which not only strengthens and welcomes many newcomers into the Goafest fold.

"While we anticipated challenges, the dedication and support of all involved have exceeded our expectations, and for that, we're immensely grateful. We're excited to welcome many new faces and investors to Goafest 2024; we're also looking forward to numerous tech sessions and integrations that will enrich the experience.

"Our goal is to institutionalise Goafest, constantly striving to improve. By completing 60 percent of the work early and refining timing, we're making practical strides toward our vision for the next year."

Rana Barua, President of The Advertising Club and Group CEO of Havas India, South East and North Asia said, "Through countless journeys together, we've always been driven by passion, not profit. This year, our commitment to not miss out has been unanimous. The whole team rallied together, united by our love for this industry, to make Goafest 2024 happen within our tight timeframe."

Jaideep Gandhi, Chairperson of the Goafest Organising Committee, said, "We aim to keep this festival relevant, as we've successfully done in the past two years, especially in the post-pandemic era. Each year, we strive to introduce new elements, constantly raising the bar."

Dheeraj Sinha, Group CEO – India and South Asia, FCB and Co-chair Awards Governing Council, Abby Awards 2024 powered by One Show, said, "We're thrilled to see a fantastic response from returning agencies, with VML, and McCann Worldgroup India, amongst others, making a comeback, along with many others. It's a near-complete reunion, with only a handful of agencies not joining us this year."

Goafest 2024 Day 2 highlights gender-sensitive marketing



Day 2 of Goafest 2024 set a powerful tone with a series of insightful sessions, beginning with a knowledge seminar presented by Sri Adhikari Brothers Networks – Dhamaal, in collaboration with the International Advertising Association (IAA) and UNICEF. The session, titled 'Gender-Sensitive Marketing: Navigating The New Consumer Landscape,' featured an impressive lineup of speakers and addressed the crucial topic of gender sensitivity in marketing.

Among the distinguished speakers were Chandni Shah, Chief Operating Officer of FCB Kinnect; Darshana Shah, Head of Marketing & Customer Experience at Aditya Birla Capital; Kailashnath Adhikari, Business Head of Sri Adhikari Brothers & Managing Director of GovernanceNow; Rajdeepak Das, Chief Creative Officer of Publicis Groupe South Asia & Chairman of Leo Burnett South Asia; and Ram Madhvani, Filmmaker, Producer, and Founder of Equinox Films and Ram Madhvani Films. The discussion was expertly guided by Kranti Gada, Management Committee Member of the India Chapter of the IAA and Founder of NeOwn.in.

This thought-provoking session delved into the nuanced realm of gender-sensitive marketing, exploring strategies to navigate the ever-evolving consumer landscape. Chandni Shah highlighted core issues within the education system and the portrayal of gender roles, noting that "women can nurture women" and emphasizing the need to address subconscious biases and the predominance of men as primary decision-makers in households.

Ram Madhvani introduced the Bechdel test, which measures the representation of women in film and fiction. He pointed out the scarcity of female characters discussing topics other than men, underlining the importance of accurate and diverse female representation in media.

Rajdeepak Das spoke about the dramatic increase in female education rates, from 8.9 percent in 1951 to 64 percent in 2011 and 92.5 percent in 2021. He emphasized that the rapid change in education for women could inspire and enable greater female participation in the creative industry.

Kailashnath Adhikari highlighted the economic impact of gender inequality, citing reports that estimate several low to middle-income countries have lost over a trillion dollars due to the lack of female empowerment. He also noted the digital divide, with 37 percent of women globally lacking internet access, stressing the need for equal facilities for men and women.

The session underscored the importance of inclusivity and understanding diverse perspectives, offering brands a roadmap to connect authentically with consumers. Through engaging anecdotes and practical insights, the speakers provided valuable guidance for brands to foster deeper connections and drive meaningful impact in the marketplace.

The second half of Day 2 promises another enlightening Knowledge Seminar titled “A Story Of Adaptability: From the Silver Screen to the Mobile Screen” featuring Zeenat Aman, an Indian Film Actress, and moderated by RJ Anmol.

Following the Fireside Chat, the final Knowledge Seminar for Day 2, titled ‘Marketing Adaptability: Blending Traditional And New-Age Marketing For Brand Success,’ will showcase a distinguished panel of industry specialists. Among the esteemed speakers are Chandan Mukherjee, Director & Executive Vice President at Nestle; Shubhranshu Singh, Chief Marketing Officer of Tata Motors Commercial Vehicles; Sukhleen Aneja, Chief Executive Officer of The Good Glamm Group; Sandeep Karwa, Vice President of Monetization at Flipkart; and Zairus Master, Chief Business Officer at Honasa Consumer Ltd. Leading the discussion will be Delshad Irani, Editor of Storyboard 18.

Goafest 2024 continues to be a beacon for industry leaders, setting the stage for discussions that shape the future of advertising, media, and marketing.

Adaptability was in action on 2nd day at Goafest 2024

Adaptability is core to human nature — whether in life in general or in business or profession. So, it was a no-brainer that ‘adaptability’ was in full flow on the second day at Goafest 2024 in Mumbai with speakers and discussants holding forth on it from various angles and perspectives.

And so, when yesteryears Bollywood diva Zeenat Aman, now rediscovering herself and her passions after a long hiatus — read adapting to new environs — came on stage she naturally held delegates spellbound.

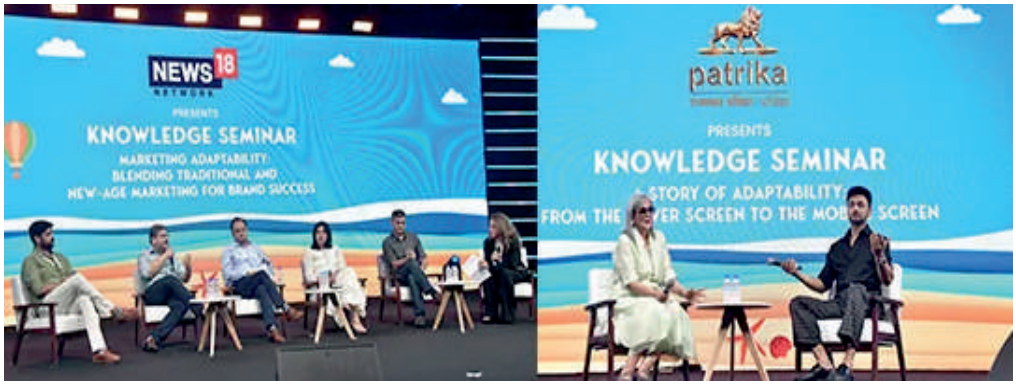
In a Knowledge Seminar titled ‘A Story Of Adaptability: From the Silver Screen to the Mobile Screen’, presented by Rajasthan Patrika, Zeenat gave an insight into her experiences as storytelling evolves in this digital age.

In conversation with RJ Anmol, Zeenat was candid on Anmol’s query on the fact how things have changed for the lady from the time she agreed to play sister to Dev Anand — when nobody was willing to do so — to playing Rupa in Raj Kapoor’s 70s blockbuster ‘Satyam, Shivam, Sundaram’ and now.

Zeenat responded by emphasising the importance of believing in ‘what you do and giving it your all’.

She also reflected on her transition from the silver screen to social media, something that a year ago for her as she valued her privacy having been thrust into the limelight during her heyday.

“I was quite overwhelmed by the response I received on social media; it was unexpected!” she said. Notably, she achieved an engagement rate of 16.6 percent last year, surpassing Jennifer Aniston and Kareena Kapoor Khan. Zeenat also stressed the importance of honesty and being forthcoming.



She spoke about the relevance of sharing thoughts and experiences that resonate with the times, noting that people appreciate listening to genuine stories. The session offered invaluable insights into the art of adaptability in the ever-changing entertainment landscape.

Following Zeenat’s session was one on ‘Marketing Adaptability: Blending Traditional And New-Age Marketing For Brand Success’. Sponsored by News18 Network, it featured a distinguished panel of industry specialists including Chandan Mukherjee, Director & EVP at Nestle; Shubhranshu Singh, Chief Marketing Officer of Tata Motors Commercial Vehicles; Sukhleen Aneja, CEO of The Good Glamm Group; Sandeep Karwa, VP, Monetization at Flipkart; and Zairus Master, Chief Business Officer at Honasa Consumer Ltd. Conducting the discussion was Delshad Irani, Editor of Storyboard 18.

Zairus, through this conversation, addressed the prevalent issue of emerging brands being overly fixated on short-term goals, long-term goals and the apparent divide, stressing the importance of balancing short-term and long-term objectives. He emphasised the overarching goal of building brands and the necessity of acting swiftly to achieve business growth.

“There is only one objective and action which is to create business,” he affirmed. Thereafter, Chandan underscored the importance of fundamental principles, such as understanding consumers and the brand and utilising various integrations to achieve objectives. He noted the evolving nature of brands in today’s dynamic landscape, highlighting their ability to redefine and stretch boundaries.

Chandan also touched upon the rapid digital penetration and technological advancements, urging against drawing distinctions between traditional and modern approaches. Sukhleen, while addressing the audience said, “Fundamentally, if we have to grow, we have to keep adapting and manage the pace of change, while keeping our humility in check.”

It was then time to rock and roll with Advertising Rocks, which was presented by Mastiii and powered by MIQ. Advertising Rocks is a one-of-a-kind musical contest that provides a platform for numerous members of the advertising, media and marketing fraternity to showcase their talents and rock the stage.

Stealing the show in first place in the Solo – Indian and Solo – International category



were Nishant Patil (in the picture) from Logicserve Digital Pvt. Ltd., and Bodhisattwa Banerjee from VML India, respectively.

The second half of Day 2 of Goafest 2024 began with an informative masterclass by Flipkart Ads, on the topic 'Flipkart IRIS: Winning the e-commerce game with deep analytics'. Khushagra introduced the "new hero and friend in the market" – Flipkart IRIS (Insights and Research Intelligence System).

His colleague Saksham continued the masterclass, stating that Flipkart IRIS essentially elaborates the marketing funnel, and can process petabytes of data weekly. One of its salient features is its homepage, which gives an overview of a brand's performance, vis-à-vis leaders as well as competitors. This masterclass left the attendees with constructive insights into achieving success in the e-commerce market today with the help of Flipkart IRIS.

Following this, a masterclass by Spotify, presented by Shraddha Shetty, provided attendees with invaluable knowledge on 'Unlocking Spotify: Innovation Beyond Audio', revealing that Spotify is more than just an audio platform.

She highlighted its highly engaging and immersive environment, making it ideal for brand advertising. Shraddha emphasised the importance of compelling storytelling, especially given the short attention spans of audiences. She concluded by stressing the future of Spotify as a blend of sound and sight, encouraging brands to focus on imagination, human-like communication, and contextual relevance.

The day concluded with a D&AD masterclass where Paul Drake, introduced 'Win One, Teach One' at the Trend Immersion Workshop, which emphasised on nurturing new talent in the creative industry through initiatives like D&AD New Blood and D&AD Shift.

The day was also a resounding success, providing attendees with valuable insights into gender-sensitive marketing, digital trust and the evolving roles of media client leaders.

The masterclasses offered deep dives into specific strategies for leveraging platforms like WhatsApp, exploring new markets like Nepal, and integrating brands into digital content.

Goafest Day 3: Adaptability with Manoj Bajpayee, Sourav Ganguly

As Goafest 2024 enters its final day, attendees are set for an exciting lineup of knowledge seminars centered on the theme of adaptability.

Day 3 will feature an enthralling session titled 'The Art of Adaptability: From Real Life to Reel Life,' with acclaimed actor Manoj Bajpayee in conversation with Prasoon Joshi, CEO and CCO of McCann World Group India.

This engaging seminar will delve into the intricacies of adaptation, with Manoj sharing his insights and drawing parallels between his real and reel life experiences. Prasoon will highlight the importance of adaptability in the entertainment industry and discuss how it plays a crucial role in the lives of actors.

Another highly anticipated session is 'Embracing Change: Lessons from The Field to Life,' featuring cricket legend and former BCCI President Sourav Ganguly, alongside moderator Boria Majumdar, a renowned sports journalist and historian. Sourav will share valuable lessons from his illustrious career, focusing on the significance of adaptability in sports and its application to broader life contexts.



Prasanth Kumar, President of the Advertising Agencies Association of India (AAAI) and CEO of GroupM, South Asia, expressed his enthusiasm, "Day 1 and Day 2 of Goafest 2024 witnessed stalwarts from across the industry delivering enthralling sessions. These two days have been phenomenal, and we are delighted to have seen the attendees gain valuable insights. The conversation between Manoj and Prasoon will further highlight the importance of adaptability in an actor's life. Additionally, we are delighted to present a stellar lineup of insightful speakers and engaging sessions that will definitely entice our attendees."

Day 3 will also feature several other engaging sessions as Indian Women Harnessing the Power Of Identity: Panelists include Shilpa Rao, Alankrita Shrivastava, Tamannaah Bhatia, and Prajakta Koli, with Ambika Muttoo, Editor-In-Chief of Femina, moderating the discussion.

Adapting Our Lifestyles to Increase Our 'Healthspan': featuring Dr. Marcus Ranney and moderated by Anupriya Acharya, CEO, Publicis Groupe, South Asia.

A keynote address by Gaurav Jeet Singh, Head of Agency Business, India, at Meta.

The Art of storytelling led by Neelesh Misra, a multifaceted journalist, author, and storyteller.

The afternoon sessions will captivate attendees with dynamic discussions as the customer-centric adaptability meeting Shifting Expectations; Maintaining Customer Loyalty in a Dynamic Environment: Featuring Tarun Puri, Asha Kharga, Siddharth Roy Kapur, and moderated by Anuradha SenGupta.

The cornerstones of a future-ready agency, panelists include Anusha Shetty, Arun Iyer, and Babita Baruah, with Dheeraj Sinha moderating.

Evolving the market landscape navigating the new normal featuring Shashank Srivastava and Sunil Kataria, moderated by Anuradha SenGupta.

OOH – Adapting to be Accountable featuring Pawan Bansal, Noomi Mehta, Jahan Mehta, and moderated by industry veteran Sam Balsara.

Join us for a transformative Day 3 at Goafest 2024, packed with insights from leaders across various fields. Tune in to CNBC-TV18 and CNCBTV18.com on May 31, 5 PM onwards to catch all the action live.

Goafest 2024 day 3 celebrates adaptability with engaging seminars

On May 31, Day 3 of Goafest 2024 began with a fresh wave of inspiration, featuring a series of thought-provoking knowledge seminars, captivating presentations, and performances, all centered around the theme of 'Adaptability'.

The day kicked off with an electrifying performance by Indian playback singer Harshdeep Kaur, presented by Spotify and powered by B4U Music, setting an energetic tone for the day.

The first major session was a Knowledge Seminar presented by Femina, titled 'Indian Women Harnessing the Power Of Identity.' The panel included notable personalities such as playback singer Shilpa Rao, filmmaker Alankrita Shrivastava, actor Tamannaah Bhatia, and content creator Prajakta Koli (MostlySane), with Ambika Muttoo, Editor-In-Chief of Femina, moderating.

The discussion focused on evolving concepts of identity and narrative among Indian women, with Prajakta highlighting the vast opportunities in the digital landscape and Tamannaah sharing insights on maintaining versatility and generosity in building a personal brand.

Following this, Dr. Marcus Ranney, Founder and CEO of Human Edge, led a seminar titled 'Secrets of Longevity: Adapting Our Lifestyles to Increase Our 'Healthspan', presented by Britannia. Dr. Ranney discussed the evolution of modern medicine towards a more preventive, proactive, and personalized approach, emphasizing lifestyle changes for better health outcomes.



Gaurav Jeet Singh, Head of Agency Business, India, at Meta, delivered a keynote address titled 'Do More With Conversations,' focusing on the transformative potential of business messaging on WhatsApp. He highlighted the platform's ongoing efforts to enhance interactivity and customer engagement, providing numerous brand examples.

The day also featured a WARC masterclass on 'The Anatomy of Effectiveness,' presented by Sujeet Kulkarni. He detailed the five building blocks of marketing effectiveness: investing for growth, balancing spending, planning for reach, being creative, and planning for recognition.

Varun Goswami from Meta Creative Shop led a masterclass on 'Getting Creative with Conversations,' discussing the creative and branding opportunities on WhatsApp, and emphasizing the importance of engaging, interactive, and human-centered user experiences.

Jo Jackson, CEO of D&AD, delivered a masterclass on 'Unpacking Brand Iconicity,' exploring the creation of iconic brands and the rigorous standards of the D&AD awards. Jackson introduced the concept of 'ownable iconicity,' stressing the importance of distinctive brand assets and clarity in messaging for effective brand recognition. She highlighted D&AD's initiatives in nurturing creative talent from underrepresented backgrounds.

Day 3 of Goafest 2024 concluded with a rich tapestry of insights, creativity, and innovation, reinforcing the festival's theme of adaptability.

Attendees left with valuable knowledge on enhancing personal and brand identity, embracing a preventive approach to health, and leveraging creative strategies for effective communication.

The festival continues to set the stage for transformative ideas and dialogues, promising more engaging sessions in the days to come.

Netflix renews 'Heeramandi' for season two



Netflix has officially renewed 'Heeramandi: The Diamond Bazaar' for a second season, much to the delight of fans worldwide. The series, which premiered on May 1, had quickly become a global sensation, dominating Netflix's Top 10 TV (Non-English) list in 43 countries within its first week and earning the title of the most-viewed Indian series globally. It has maintained its reign at the top of India's Netflix charts since its debut.

According to the platform, the impact of 'Heeramandi: The Diamond Bazaar' extends beyond the screen, inspiring a wave of fan-created content. From reels and posts echoing Mallikajaan and Fareedan's iconic dialogues, to seductive recreations of Bibbojaan's walk, and heartfelt renditions of the series' hit songs 'Sakal Ban' and 'Ek Baar Dekh Leejiye,' fans have immersed themselves in the rich tapestry of the show. The stunning costume recreations have also captured imaginations, showcasing the show's influence on fashion and culture.

In a spectacular celebration at Carter Road, Mumbai, a flash mob of 100 dancers, dressed in glittering anarkalis and ghungroos, performed to a medley of songs from the series. The dazzling performance culminated in the exciting announcement of Season 2, leaving the audience in awe and eager for more.

Sanjay Leela Bhansali, the visionary behind 'Heeramandi: The Diamond Bazaar', expressed his gratitude for the overwhelming response. "I'm blessed by the love and appreciation for Heeramandi: The Diamond Bazaar. It's been a joy to see the show resonate with audiences worldwide, and I couldn't have asked for a better partner than Netflix. I'm happy to announce that we'll be back with season 2!"

Doordarshan to telecast T20 World Cup matches

Prasar Bharati has announced that Doordarshan will telecast the T20 World Cup, set to take place in the West Indies and USA starting June 2, on the DD Free Dish platform.

This marks the beginning of a high-profile sports coverage lineup that includes several major international events. Following the T20 World Cup, viewers can look forward to coverage of the Paris Olympic Games (July 26 – August 11, 2024), Paris Paralympic Games (August 28 – September 8, 2024), International Cricket Series between India and Zimbabwe (July 6 – July 11, 2024), India and Sri Lanka (July 27 – August 7, 2024), and the finals of the French Open (June 8 & 9, 2024) and Wimbledon (July 13 & 14, 2024), the Ministry of Information & Broadcasting said in a press release.

The announcement was made by Prasar Bharati CEO, Gaurav Dwivedi, during a media interaction in New Delhi. Secretary of the Ministry of Information and Broadcasting, Sanjay Jaju, along with Prasar Bharati Chairman Navneet Kumar Sehgal, CEO Gaurav Dwivedi, and Doordarshan DG Kanchan Prasad, also launched a special anthem 'Jazba' for the T20 World Cup sung by Sukhwinder Singh.

Additionally, a promo for the T20 event narrated by the renowned storyteller Neelesh Misra was unveiled.

Doordarshan has reached agreements with global sports organizations such as the NBA and PGTA to showcase their content on DD Sports.

The NBA's e-sports property NBA 2K League matches are already being telecast on the channel. Prasar Bharati is in advanced negotiations with various sports bodies to further expand their sports content offerings on DD Sports.

Gaurav Dwivedi highlighted the comprehensive preparations made by Doordarshan and All India Radio for the upcoming election vote-counting process on Tuesday. Over the past year, DD Sports has produced and telecast numerous multi-sport events across India, including the Khelo India University Games in North East India, Khelo India Youth Games in Tamil Nadu, National Games in Goa, Khelo India Para Games in New Delhi, and Khelo India Winter Games in Gulmarg and Leh. These events were not only broadcast on DD Sports but also shared with private channels like Star Sports, Jio Cinema, and Sony Network.

Doordarshan also produced the world feed for cricket matches at the Hangzhou Asian Games in China, which was broadcast across several Asian countries. Last August, Doordarshan had the linear television rights for the Indian Cricket Team's tour of the West Indies, providing commentary in multiple languages and regional broadcasts.

Starting with the T20 World Cup on June 2, Doordarshan aims to enhance its sports coverage through the DD Free Dish platform, strengthening its position as a premier broadcaster of major sporting events.

Men's T20 WC: ICC lines up digital initiatives for fans

The International Cricket Council (ICC) had lined up a suite of innovative digital initiatives designed to engage and reward cricket fans globally ahead of the ICC Men's T20 World Cup 2024, including Hindi language Insta and Facebook channels.

These initiatives will ensure more fans in more countries than ever before can experience the thrill of the tournament, ICC said in a media statement.

'In an effort to reach our diverse fanbase, we are launching dedicated Hindi language social media channels on Instagram and Facebook. This will provide Hindi-speaking fans with tailored content, updates, and exclusive insights into the tournament – including Hindi language highlights for all India and knockout matches," ICC highlighted.

This will complement the content produced at matches and in ICC's digital hub in Barbados around the clock, ensuring fans receive the latest updates, highlights, and behind-the-scenes footage throughout the tournament.

For the first time, ICC.tv will offer direct-to-fan streaming in 83 territories, including Nepal, Afghanistan,



Netherlands, Japan, and Germany. Fans in these regions will have unprecedented access to live matches, highlights, and exclusive content.

The ICC will also carry live radio commentary from its licensee BBC globally through the ICC website and app.

Additionally, ICC had an entirely new t20worldcup.com website and mobile app, placing video content at the center.

Featuring AI-produced video clips alongside high-quality video features created on the ground, the digital platforms will deliver the best T20 World Cup experience right to every screen, ICC said.

The new ICC Fan Passport, developed as part of our partnership with the NEAR Foundation, will reward fans for their digital activities. Whether predicting match outcomes or participating in ICC's integrations on Roblox, fans can earn points and unlock rewards, enhancing their T20 World Cup experience.

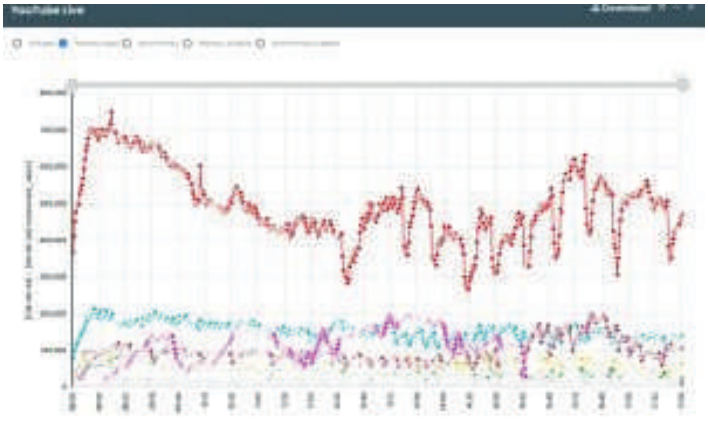
In other gaming news, the ICC Fan Zone had been integrated into three of the biggest games on Roblox, providing an immersive experience for younger fans.

"The ICC Digital department always aims to showcase what it's like to be at our amazing events to the hundreds of millions of fans across the world who love our game but can't be there in person. These series of initiatives will not only bring these experiences to more fans, but reward those who engage most deeply," said Finn Bradshaw, ICC's Head of Digital.

AajTak secures majority in market share during counting hours

During the crucial counting hours of the Lok Sabha elections in 2024, AajTak emerged as the undisputed leader in news broadcasting, capturing an astonishing market share of over 50 percent.

This milestone represents not just a victory but an absolute dominance in the media landscape, with AajTak's



viewership surpassing the combined sum of all other channels.

Within the first two hours of counting, AajTak surged ahead with an impressive market share peaking at a staggering 60 percent. This commanding lead underscores the channel's unparalleled reach and influence among viewers seeking real-time election updates and analysis.

In a remarkable display of supremacy, AajTak's peak viewership was recorded at 3.5 times higher than the closest competitor, solidifying its position as the go-to destination for election coverage.

This unprecedented achievement reaffirms AajTak's status as the nation's preferred news source during critical events.

With its unwavering commitment to delivering accurate and timely news, AajTak had once again demonstrated its ability to captivate audiences and set new benchmarks in media excellence.

As the channel continues to lead the way in journalistic integrity and viewer engagement, its dominance in the news sphere remains unchallenged.

Satellite operator Intelsat, SPNI renew partnership

Intelsat, operator of one of the world's largest integrated satellite and terrestrial networks, had renewed its partnership with Sony Pictures Networks India in delivering premium entertainment content to millions of viewers across Asia-Pacific, including Southeast Asia where there is a large Indian diaspora.

According to a media statement from Intelsat, the renewal of the partnership underscores Intelsat's position as Sony Pictures Networks India's preferred satellite solutions provider, facilitating the transmission of captivating Indian content to over a billion viewers daily in India and beyond.

Leveraging Intelsat's robust satellite infrastructure, Sony Pictures Networks India has achieved unparalleled reach and reliability, providing high uptime.

For over two decades, Sony Pictures Networks India has relied on Intelsat's resilient satellite infrastructure to distribute its 26 channels, reaching over 700 million viewers., the satellite operator said. Intelsat's advanced satellite technology offers several key advantages for broadcasters that include the following:

Unmatched Reach: Intelsat's extensive satellite network provides consistent and reliable signal delivery, even to remote areas, making it ideal for reaching viewers across the vast Asia-Pacific region.

High Uptime and Reliability: Broadcasters like Sony Pictures Networks India require a solution that can handle live programming. Intelsat's network offers exceptional uptime and superior signal quality, so viewers receive uninterrupted entertainment.

Advanced Protection Features: Intelsat's satellites are equipped with advanced features that safeguard against signal interference, so that content reaches its intended audience. Additionally, in-orbit back-up solutions provide further redundancy, minimizing downtime in the event of unforeseen circumstances.

Intelsat's media solutions also empower Sony Pictures Networks India to navigate the dynamic broadcasting landscape with confidence, providing unmatched resiliency and in-orbit protections against interference.

"Sony Pictures Networks India extending its partnership with Intelsat, is testimony to the robustness and reliability of our integrated satellite communication system in an ever-changing world," says Gaurav Kharod, regional vice president, Intelsat.

"This contract renewal reflects our shared vision of leveraging advanced satellite technology to drive innovation and enhance connectivity experiences for consumers across Asia-Pacific and Southeast Asia," he added.

TVF 'Panchayat' S3 sets record with 12mn+ views in first week

TVF's 'Panchayat' S3 has become a record-breaking success, amassing over 12 million views within its first week of release.

This makes it the most viewed streaming show or movie, dominating the charts with an overwhelming response from the audience.

The series had captivated viewers with its engaging content and relatable storyline, resonating deeply and trending at No. 1 since its release. The show's success is further solidified by its top ranking on the Ormax Stream Track for the week, highlighting its popularity among OTT originals.

In celebration of this milestone, the makers expressed their gratitude through a heartfelt social mediapost, "Breaking records and winning hearts! Panchayat 3 hits 12M views in its first week, claiming the top spot! Thank you for the overwhelming love and support!"

TVF has had an impressive run this year, starting with the well-received series 'Sapne Vs Everyone' and 'Very Parivarik'. The phenomenal success of 'Panchayat' S3 adds to their streak, and they are already gearing up for the release of 'Gullak' S4, with another season of 'Kota Factory' in the pipeline.

TVF's ability to consistently produce hit shows is a testament to their understanding of audience preferences and their commitment to delivering high-quality content.

With 'Panchayat' S3's record-breaking achievement, TVF continues to solidify its position as a leading player in the Indian streaming industry.



JioCinema hits 2,600 crore views during Tata IPL 2024

JioCinema, the official streaming platform for the Tata IPL, on May 30 said that it recorded a 53 percent growth in views at 2,600 crore views during Tata IPL 2024 compared to Tata IPL 2023.

The platform recorded over 35,000 crore minutes of watch-time, it said in a statement. JioCinema's reach grew by over 38 percent, concluding the season at over 62 crores, The Economic Times has reported.

The Connected TV audience expanded substantially as the 12 language feeds, 4K viewing, multi-cam views, and stadium-like experience through augmented reality/virtual reality (AR/VR) and 360-degree viewing led to an average time spent touching 75 minutes from over 60 minutes last season, according to the company.

JioCinema opened the 2024 season with over 11.3 crore viewers logged in on day one, a 51 percent increase compared to day one of Tata IPL 2023. It registered over 59 crore video views for the opening day of Tata IPL 2024 which led to 660 crore minutes of watch-time.

Aaj Tak dominates exit poll concurrency, surpassing competitors

AajTak, in a remarkable demonstration of its unparalleled reach, emerged as the leading news channel in India on the day exit polls were announced on June 01, the news channel said.

According to the latest viewership data, Aaj Tak's exit poll coverage garnered an audience greater than two to three times the combined viewership of all other Hindi news channels on the primary feed, a media statement from the news outlet stressed.

The channel resonated strongly with viewers, if all feeds were combined, the news network said, adding, this was the highest prime time concurrency reported by any news channel in the last one year.

Aaj Tak's success is matched by sister channel that too maintained the No. 1 position across the four hours on Saturday between 6-10 pm.

This makes streaming a strong media platform for advertisers, it said.

Telcos eye T20 WC to boost data usage, ARPU

After the Indian Premier League (IPL), telecom companies are now trying to capitalize on the cricket fever with the upcoming World Cup by launching low-priced data-only packs as well as bundled subscriptions to over-the-top (OTT) platforms, in a bid to push data usage and average revenue per user (ARPU).

Bharti Airtel, on June 04, announced a three-month subscription to Disney+ Hotstar, the official streaming partner of the T20 World Cup, for its prepaid, postpaid, international roaming, home broadband, and Airtel Digital TV users.

These offerings start at Rs 499 along with 3GB data for 28 days as well as a free subscription to 20+ OTTs on Airtel Xstream Play.

Airtel's 84-day plan is priced at Rs 839 while an annual subscription costs Rs 3359, The Economic Times reported.

In comparison, Reliance Jio continues to run its 'Cricket Plan' priced at Rs 749 for 90 days as well as data-only plans costing Rs 222 and Rs 49.

Vodafone Idea (Vi) also launched strategic plans for sports lovers offering bundled subscriptions to Disney+ Hotstar and Sony LIV. "This season, Vi is making it easier for its users to find and watch sports content. All the sporting action from ICC Men's T20 World Cup 2024, UEFA Euro 2024, and Copa America – will be available in one place, with a single subscription to Vi Movies & TV App," it said in a statement.

Vi's 90-day plans are priced at Rs 903, versus Rs 369 for 30 days and Rs 82 for 28-day plans.



NP Singh announces search for successor; will continue as MD & CEO until successor is appointed

In a significant leadership update, N.P. Singh, the Managing Director and CEO of Sony Pictures Networks India (SPNI) announced his decision to move on from his current role after an illustrious 25-year tenure at the company. Singh, who had been with the industry for nearly 44 years, will transition to an advisory position, focusing on social change and strategic guidance.

In his statement, Singh emphasized his strong commitment to SPNI, highlighting the numerous industry benchmarks, expanded reach, and notable accomplishments achieved during his leadership. He assured that his dedication to the company's success remains unwavering and expressed confidence in the legacy of excellence continuing under new leadership.

Contrary to recent rumors, Singh had neither resigned nor stepped down from his current position, as Indianbroadcastingworld.com had confirmed with the company itself.

"I will continue to lead SPNI until we find the right person to take over," Singh stated. The company has initiated a structured succession planning process to identify a suitable successor, to ensure a seamless transition. Singh underscored the priority of finding the right fit for the role, hinting at exciting news to be shared shortly.

Addressing potential speculation, Singh urged reliance on official updates for accurate information, committing to timely and transparent communication through established channels.

Singh expressed gratitude for the trust



and support received from colleagues and stakeholders, acknowledging their role in navigating this transition and driving the path of growth and innovation.

As SPNI looks forward to this new chapter, the company, and its leadership are poised to continue their trajectory of success, with Singh's advisory role playing a crucial part in guiding the future direction.

DD starts consultation on revising auction norms for FreeDish MPEG4 slots

Even as Doordarshan had invited bids for MPEG2 and MPEG4 slots on its free DTH platform FreeDish for June 2024 to March 2025 period, it had simultaneously sought stakeholders' comments in a short consultation paper for revising norms for MPEG4 auction process.

The latest rounds of e-auctions for MPEG4 slots are likely to be held on May 30.

Issues for stakeholders — read broadcasting companies — consultation include whether the various categorisation (or Buckets as they are called by Doordarshan) of genre of TV channels presently followed need a change as outlined in the consultation paper.

For example, DD had suggested that in future as the channel-carrying capacity of its platform increases, there can be three to five slots for all HD channels, while keeping five to seven slots for regional language channels of 'uncovered Indian languages'. In the latter regional category, all those TV channels being carried on private DTH platforms in the respective category, can participate in the auction process.

Similarly, it had been proposed in the consultation paper that three to five slots be allocated for kids, infotainment and sports channels in Hindi/English languages.

The consultation paper also seeks stakeholders' views on the reserve price for each category with bid incremental amount and the quantum of fee for participating in the e-auction process of MPEG-4 slots, industry sources, who have reviewed the paper, revealed.

FreeDish had come in for criticism from stakeholders at various platforms with the most recent being an open house on the proposed National Broadcasting Policy organised by regulator TRAI. Most common stakeholders' grouse: FreeDish, which is not regulated under any norms of the regulator, un-levels and queers the playing field as far as other distribution platforms go.

MPEG4 slots were started on FreeDish —- which commands about 40-45 million subscriber base as per unofficial industry estimates — in the year 2019 with the bidding kept open for all genres and language of TV channels permitted by the government to operate in India.

When it started, the auction reserve price was pegged at Rs 5 lakh (Rs. 500,000)/annum with bid incremental of Rs. 10,000. These figures were revised in April 2021 when the reserve price was upped to Rs. 50 lakh/annum with bid increment of Rs. 2 lakhs or Rs. 200,000.

Meanwhile, Storyboard18.com on May 28 reported that Prasar Bharati, which owns and manages Doordarshan and Akashvani, is likely to increase the capacity of DD FreeDish by at least 40 slots in 2025 as it would be allotted new transponders.

However, it was not disclosed on which satellite FreeDish would get additional transponders.

Sanjay Basu, Anurag Chaudhury acquire Ei Samay from Times Group

Sanjay Basu and Anurag Chaudhury have acquired the Bengali daily newspaper Ei Samay from the Times Group through their company, Tidings Media and Communications Pvt Ltd.



Sanjay Basu announced the acquisition on LinkedIn, expressing excitement for this new venture in the media industry. Tidings Media and Communications, established on April 18, operates out of the East India House in Kolkata.

Ei Samay, launched in 2012 as the Times Group's first Indian language newspaper, competes with notable Bengali dailies such as Anandabazar Patrika and Bartaman Patrika.

Despite the Times Group's prolonged efforts to sell the paper, Basu and Chaudhury finalized the purchase over other media houses.

'Kota Factory' S3 premieres on Netflix June 20



Netflix had announced that the highly anticipated third season of the teen drama 'Kota Factory' will premiere on June 20.

Directed by Raghav Subbu, the series set in Kota, Rajasthan, follows students striving to crack the Joint Entrance Examination (JEE) and enter the Indian Institutes of Technology (IIT), PTI reported.

The new season will explore the students' tumultuous journey into adulthood with their mentor, Jeetu Bhaiya, played by Jitendra Kumar. Subbu highlights the season's focus on self-discovery and growth for all characters.

Produced by TVF Productions, the show stars Mayur More, Ranjan Raj, Alam Khan, Revathi Pillai, Ahsaas Channa, and Rajesh Kumar, with Tillotama Shome joining in a pivotal role.

India SVoD market to touch $2.1bn by 2028: GlobalData

GlobalData. Marketing Solutions

The subscription video on demand (SVoD) service revenue in India is expected to grow at a compound annual growth rate (CAGR) of 6.7 percent from $1.5 billion in 2023 to $2.1 billion in 2028, driven by healthy growth in SVoD subscriptions and increase in unique SVoD household penetration, according to a new market research by GlobalData, a UK-based leading data and analytics company.

An analysis of India SVoD forecast (Q1-2024) reveals that the SVoD subscriptions in the country will increase at a CAGR of 5.2 percent during 2023-2028, driven by the increasing availability and affordability of high-speed internet, and steady rise in household penetration of fixed broadband services, particularly high-speed fiber-to-the-home/building (FTTH/B) services, which enable consumption of high-bandwidth OTT video content, GkobalData said yesterday in a statement.

Growing investments in local original content and subsidised telco bundles are also driving SVoD penetration.

Hrushikesh Mahananda, Telecom Analyst at GlobalData, was quoted as saying, "Indian SVoD market is on an accelerated growth path thanks to the availability of high-speed broadband services, growing smartphone penetration, and widespread popularity of OTT content among the younger population.

Hrushikesh Mahananda, Telecom Analyst at GlobalData, was quoted as saying, "Indian SVoD market is on an accelerated growth path thanks to the availability of high-speed broadband services, growing smartphone penetration, and widespread popularity of OTT content among the younger population.

"Moreover, 5G network expansion will further aid in the growth of SVoD streaming services by facilitating a seamless streaming experience to the consumers.

Global SVoD operators such as Disney+ Hotstar, Netflix and Amazon Prime Video, which have gained immense popularity in India, have been adopting innovative pricing plans with multi-device streaming options to expand their user base, and are investing heavily in developing premium original video content, especially in regional languages."According to Mahananda, Disney+ Hotstar platform will hold the largest share of India's SVoD services market, in terms of subscriptions through the 2023-2028 period. This can be attributed to the company's wide, distinct pool of multilingual, localized and original content library, competitive pricing and exclusive coverage rights to live sports events.

Dish TV Q4 net loss widens; revenue dips 19%



Direct-to-home broadcast service provider Dish TV India on May 27 said its consolidated net loss widened to Rs 1,989.69 crore in March 2024 quarter due to impairment of investments in OTT business Watcho as well as property, plant and equipment.

The company had reported a net loss of Rs 1,710.62 crore in the January-March quarter a year ago, PTI reported from New Delhi.

Its revenue from operations was down 19.38 per cent to Rs 406.95 crore during the quarter under review as against Rs 504.82 crore in the corresponding quarter.

According to Dish TV, it had an exceptional item expenses of Rs 402.69 crore in the March quarter and its loss before exceptional items and tax was at Rs 14.24 crore.

"Exceptional items of Rs 402.7 crore for the quarter and fiscal ended March 2024 in consolidated financial results include Rs 301.7 crore as impairment of intangible assets under development (for Watcho) and Rs 101 crore as impairment of property, plant and equipment," said Dish TV in a regulatory filing.

During the reporting quarter Dish TV's subscription revenues were at Rs 319.7 crore, down 17.8 per cent, as against Rs 389 crore in Q4 of FY23.

Its operating revenue was also lower by 19.4 per cent at Rs 406.9 crore in the March 2024 quarter. It was at Rs 504.8 crore a year ago.

Its operating revenues include marketing and promotional fees, advertisement income and other income.

Dish TV's total expenses in the March quarter were down 42.92 per cent to Rs 426.37 crore. This includes the cost of goods and services, personnel cost and other expenses.

Total income of Dish TV in the March quarter was down 19.7 per cent to Rs 412.13 crore. For the financial year ended March 2024, Dish TV's consolidated loss had widened to Rs 1,966.57 crore. It was at Rs 1,683.54 crore a year ago.

Dish TV revenue from the operation for FY24 was down 17.9 per cent to Rs 1,856.53 crore. It was at Rs 2,261.85 crore a year ago.

In FY24, Dish TV added over 3 million new subscribers, crossing this benchmark after a gap of more than 3 years.

However, the company said: "Churn rate remained elevated but was not way-off the industry trend. Resultant overall net additions during the quarter and fiscal were in the negative zone."

Shares of Dish TV India Ltd on May 27 settled at Rs 16.57 per scrip on BSE, down 3.16 per cent from previous close.

Avinash Kaul celebrates a decade at Network18

Network18 CEO and A+E Networks MD Avinash Kaul recently marked his 10th anniversary with Network18 Media & Investments Limited.

Reflecting on his journey, in a lengthy LinkedIn post Kaul shared his experiences and the network's extraordinary growth over the past decade, highlighting the transformation of Network18's channels and its ascent to market leadership.

When Kaul joined Network18 in 2014, the media landscape was vastly different. The network's channels, then known as CNN IBN, IBN 7, and IBN Lokmat, have since been rebranded to CNN News18, News18 India, and News18 Lokmat, respectively. He noted that regional channels were not part of Network18 at that time. Today, the network boasts a dominant presence in both television and digital media, with several channels leading their respective markets and many regional channels ranking in the top three.

One of the significant milestones mentioned in his post is the News18 Hindi website surpassing all legacy players to become the number one Hindi website in India. Additionally, Moneycontrol has emerged as the leading financial website in the country, while Forbes and History continue to excel in their categories.

Expressing his gratitude, Kaul acknowledged the contributions of his colleagues and the top leadership team at Network18 for their wisdom and guidance. He extended a special shout-out to the editorial, sales, marketing, distribution, HR, tech, finance, and legal teams for their relentless efforts in ensuring the success and standing of the Network18 brands.

Kaul's post concluded on an optimistic note: looking forward to another decade of leadership and innovation at Network18.



10+ fan parks in 5 countries to b'cast ICC Men's T20 WC-24

Record number of fan parks for the T20 World Cup and AI-assisted vertical feed to optimise viewing on mobile devices (courtesy Disney Star), are some of the star attractions lined up by the ICC for the short-format cricket extravaganza beginning June 1.

The International Cricket Council (ICC) had announced a record number of fan parks will broadcast the ICC Men's T20 World Cup 2024 with nine live sites in five different countries, bringing the biggest cricket carnival to more communities than ever before in ICC World Cup history.

In total 22 ICC Men's T20 World Cup 2024 matches will be broadcast in locations, including New York City, New Delhi and Rawalpindi, totalling the most amount of fan parks for an ICC World Cup ever, crickets global governing body said in a media statement.



The parks will see live entertainment, including DJs, as well as food and drink outlets, cricket ambassadors and family activities, making it an experience not to be missed for fans across the globe.

In New York City, the Oculus World Trade Center is one of the standout venues, with the fan park showing 18 matches on 10 different dates, including the highly anticipated Final on June 29.

New Yorkers can also watch the World Cup opener between USA and Canada on June 1, as well as clashes between arch-rivals Australia and England on June 8 and India and Pakistan on June 9. Ten different fan parks will show the Group A game between India and Pakistan, including Cedar Creek Park, Seaford, New York hosted by Nassau County, the Indira Gandhi Indoor Arena in New Delhi, India and Rawalpindi Cricket Stadium in Pakistan.



There will also be an opportunity for fans in the other two host USA locations with Epic Central in Grand Prairie, Texas and Broward County Stadium in Florida hosting fan parks.

Outside of the USA, the DP World Wanderers Stadium in South Africa will show the Proteas' first match against Sri Lanka on June 3 and the highly anticipated India v Pakistan game, while Birmingham's Edgbaston Cricket Stadium will also show the June 9 fixture.

The ICC's Broadcast Partners in each region will support all ICC Men's T20 World Cup 2024 fan parks by providing live feeds.

ICC Head of Events Chris Tetley said: "We are thrilled to be able to bring communities together through broadcasting the ICC Men's T20 World Cup 2024 in a record number of fan parks.

These parks are designed to make the sport more accessible and enjoyable, allowing fans of all ages to experience a T20 World Cup like never before. With 23 matches shown across

ICC MEN'S T20 WORLD CUP
WEST INDIES & USA 2024

16 fan parks in five different countries, the fan parks will help connect more people to the biggest T20 World Cup ever."

AI Supported Vertical Feed: ICC also announced that cricket world's first AI supported vertical feed will be launched at ICC Men's T20 World Cup 2024.

To deliver an unmatched viewing experience for cricket fans worldwide during the upcoming ICC Men's T20 World Cup 2024, alongside live coverage of every match, a comprehensive world feed service will be available for licensees and an AI supported vertical feed, a world first for cricket, will be launched.

Ensuring fans have access to all 55 matches across 28 days of action, the extensive coverage will feature a pre-match show, an innings interval programme, and a post-match wrap-up when the event kicks off on June 1 with hosts USA taking on Canada in Dallas.

Taking a step further into the world of vertical 9:16 aspect-ratio coverage following the success at the ICC Men's Cricket World Cup 2023, ICC TV will introduce an AI-supported vertical feed. Produced in collaboration with Disney Star, Quidich Innovation Labs, and NEP for the event, the coverage is designed to engage casual fans with an intuitive viewing experience optimized for mobile devices.

Meanwhile, an illustrious commentary panel featuring cricketing legends will provide insights and analysis, ensuring the fans get to experience the game in all its glory from the nine host locations across the USA and West Indies.

DD Kisan to get AI anchors who can speak 50 languages

Doordarshan Kisan is all set to become the first government TV channel in the country to have an Artificial Intelligence (AI) anchor.

"In this era of 'Artificial Intelligence', Doordarshan Kisan is going to become the first government TV channel of the country, where all eyes are going to be on an AI anchor," said a statement on May 24 issued by the Ministry of Agriculture & Farmers Welfare, IANS reported from New Delhi.

Doordarshan Kisan is going to launch two AI anchors: AI Krish and AI Bhoomi. One special thing about these anchors is that they can speak fifty Indian and foreign languages.

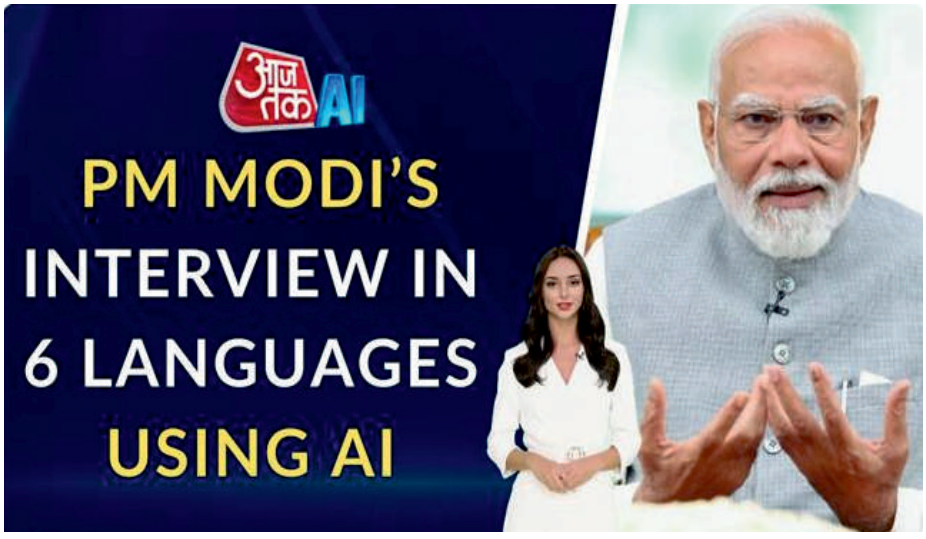
DD Kisan is the only TV channel in the country, which had been established by the Government of India and is dedicated to the farmers. This channel was established on 26 May 2015.

The objective of establishing DD Kisan channel, the government statement said, was to always keep the farmers informed about the changes in weather, global and local markets, etc. so that they could make appropriate plans in advance and make the right decisions on time. DD Kisan Channel has been meeting these standards for the last nine years.

DD Kisan channel is also working to bring forward the efforts of progressive farming to all the people, to serve the agricultural and rural community in the country, and work towards creating an environment of holistic development by educating them.

DD Kisan channel is strengthening the three-dimensional concept of agriculture which includes balanced farming, animal husbandry and plantation, the statement said.

ITG breaks language barriers with AI-translated PM interview



The India Today Group (ITG) had leveraged artificial intelligence to expand its reach and inclusivity. This time it's the PM's interview.

Following the success of its AI anchor, Sana, the group has now translated Prime Minister Narendra Modi's interview into six diverse languages—Marathi, Punjabi, Bangla, Bhojpuri, English, and Odia—- with the help of AI.

This innovative move ensures that the PM's messages resonate across India's varied linguistic landscape, breaking down language barriers and democratizing access to information, the channel said in a press release.

The PM's interview, conducted by a distinguished panel of India Today network anchors and editors—Rahul Kanwal, Sudhir Chaudhary, Sweta Singh, and Anjana Om Kashyap—covered significant topics, including his vision for another term and his thoughts on the absence of a global news channel from India. Modi emphasized the need for more global channels like AajTak and highlighted the importance of thorough election coverage.

The #SabseSolidModiInterview quickly surged to the top spot on X's (formerly Twitter) trending list, demonstrating the widespread interest and engagement surrounding the interview. The live broadcast on YouTube attracted a peak of 1.16 lakh concurrent viewers, while social media platforms saw over 1 million actions from May 16th to May 19th, 2024. The interview amassed more than 30 million video views and reel plays across YouTube, Facebook, X, and Instagram during this period.

This groundbreaking AI-driven translation initiative highlights the India Today Group's commitment to innovation and inclusivity. The translated interviews have garnered significant interaction from regional audiences, with official party channels and prominent political leaders sharing them widely. These impressive statistics underscore the interview's far-reaching impact and its ability to connect with viewers on a massive scale.

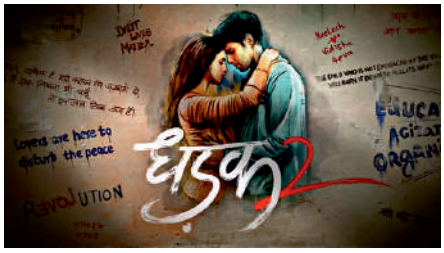
In his interview, Prime Minister Modi highlighted his favorite moment of the current election cycle—record voting in the Kashmir Valley, which he attributed to the abrogation of Article 370 in 2019. He also lauded the India Today Group's extensive election coverage and analysis, expressing his hope for more in-depth reporting from the group in the future.

As the election season progresses, the India Today Group's use of AI to break language barriers stands out as a revolutionary step in media, ensuring that crucial political discussions are accessible to a broader audience than ever before.

KJo announces 'Dhadak 2' with Triptii Dimri, Siddhant Chaturvedi

Karan Johar had announced his new film, 'Dhadak 2'. Produced by Johar, the film will star Siddhant Chaturvedi and Triptii Dimri and will be directed by Shazia Iqbal.

Sharing the announcement video, Karan Johar wrote in Hindi, "Once upon a time, there was a king and there was a queen. They were from different castes, and that's the end of the story."



The caption also read, "Presenting Dhadak 2 starring Siddhant Chaturvedi & Triptii Dimri. Directed by Shazia Iqbal. #Dhadak2 in cinemas 22nd November 2024."

The movie will explore barriers of class and status stitched in the minds of societies, underscoring a narrative of love that can never be fulfilled, PTI reported.

'Dhadak 2', produced by Zee Studios, Dharma Productions, and Cloud 9 Pictures, features Siddhant Chaturvedi and Triptii Dimri in the lead roles. Directed by Shazia Iqbal, the film is slated for release on November 22, 2024.



Cinepolis India partners Star Sports for T20 WC matches

Cinepolis India had joined forces with Star Sports to bring the excitement of the ICC T20 Men's World Cup to the big screen. From June 1 to 29, cricket fans can watch all Team India matches live at 40 Cinepolis locations across the country, including the semi-finals and finals, starting at 8 pm, the Economic Times had reported.

This unique partnership allows Cinepolis to transform its cinemas into mini-stadiums, offering a high-definition, surround-sound experience that promises to deliver the thrill and excitement of live cricket.

"Cricket is more than just a sport in India; it is a unifying force that brings people together," the ET report quoted Devang Sampat, Managing Director of Cinepolis India, as saying, "We believe that big matches deserve the big screen, and this association ensures that fans can experience the thrill of cricket in a truly immersive and communal environment."

According to Vikram Passi, Head of Marketing at Star Sports, this association highlighted Star Sports' dedication to fostering a sense of community and joy around cricket, showcasing the power of sport in uniting people.

Sony announces 'Pukaar – Dil Se Dil Tak'; premieres on May 27

Sony Entertainment Television is set to captivate audiences with its latest offering, 'Pukaar – Dil Se Dil Tak.'

This heartfelt drama, co-powered by Fortune premium Kachi Ghani Pure Mustard Oil, premieres tonight at 8:30 PM and will air every Monday to Friday.

Set against the vibrant backdrop of Jaipur, 'Pukaar – Dil Se Dil Tak' follows the journey of Saraswati and her daughters Vedika and Koel, separated by fate but bound by love. Produced by Studio LSD, the show explores the complexities of familial relationships and the enduring power of love to overcome any obstacle.

Neeraj Vyas, Business Head of Sony Entertainment Television, expressed excitement about the show, stating, "'Pukaar – Dil Se Dil Tak' is an entertaining drama that underscores Sony Entertainment Television's content strategy to engage with women. Introducing a compelling and emotional story set in the milieu of Rajasthan, the show explores themes of love, family, and revenge."

Pukaar – Dil Se Dil Tak' promises to be a must-watch for audiences seeking engaging and emotionally resonant television content.

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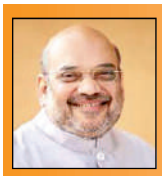
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