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20th Chetna Yatra
5th Sept - 20th Oct, 2024



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CONTENT

2024. September. Vol 32. Issue 09



सम्पादकीय Pg-05



Roll on Pg-19-20



GLIMPSES
Pg-30-34

Article:- How the OTT Industry Has Transformed Entertainment in India and Globally 06

'Dil Se Doordarshan DD@65' show on Sept 15 to mark anniversary

TRAI to organise global regulators' roundtable & emerging b'cast trends meet

Aavishkar Media Group Flags Off 20th Chetna Yatra to Promote Positive Awakening Across India

Of Apple's big AI push with iPhone16 & other updates

Are b'casters mulling legal challenges to Prasar Bharati OTT platform?















PIL to ban 'IC 814-The Kandahar Hijack' withdrawn from Delhi HC after Netflix's disclaimer

AIDCF protests Prasar Bharati OTT platform exploring onboarding TV channels





Mumbai HC refuses relief to'Emergency'; Kangana says she's being targeted

Subhash Chandra accuses SEBI chief of scuttling Zee-Sony merger

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सम्पादकीय



डॉक्टर भी क्या कर लेंगे कुछ नहीं कर पाएँगे कोई भी इलाज जब काम नहीं आएगा...

टेक्नोलॉजी का दौर है उसका स्वागत परिणाम सैदेव घातक होता है, वही अब हो रहा है, अपनी ही घर-परिवार में झांकिए कि पूर्ण रूप से आप उसकी गिरफ्त में आ चुके हैं। माएँ स्वयं अपने लाडले शिशु को एडिक्ट बना रही है बड़ों की तो बात ही अलग है, देखिये किस तरह से दूध मुंह शिशुओं को मोबाइल के साथ दूध पिलाया जा रहा है कैसे उसे सेरेलक के साथ मोबाइल भी परोसा जा रहा है, मुंह में गुस्सा ठूंस देने के लिए बच्चे के हाथ में मोबाइल पकड़ा उसका ध्यान भटकाते हुए बस मौका डेस्क उसके मुंह में गुस्सा ठूंस - ठूंस कर खाने का काम निबटाती, माएँ अक्सर दिख जाएगी और बस बच्चे का पेट भर दिया है खुश हो जाती है माएँ बच्चे ने खाया या आपने ठूंसा से अनभिज्ञ माँ इसी तरह से अपने नौनिहाल को बड़ा कर रही हैं।

बड़ों का क्या हुआ स्क्रीन एडिक्शन के शिकार हो चुके हैं उनकी अपनी अलग -अलग दुनिया बन गई है, आपके साथ हैं तो जिस्म के रूप में लेकिन दुनिया को डिजिटल डिवाइस ने अपने शिकंजे में जकड़ लिया है, एक ही छत के नीचे अनजान से स्वयं में तल्लीन बैठे हैं। खाना-रखा है लेकिन खाने के लिए बार-बार कहना पड़ रहा है, निबटा देंगे ज्यादा माएँ - पत्नी खाना हो गया लेकिन खाया किसने? उस जिसम ने जिसे मोबाइल-लैपटॉप या फिर टीवी ने कैद कर रखा है? सम्वाद कहां गुम हो रहे हैं आपसी परिवार के बीच, मोबाइल नें एक विशेष जगह बना ली है, बच्चे की उंगली छूट जाए लेकिन मोबाइल का छूटना जैसे जीने की जी ही छूट गयी हो। कान में इयरफोन लगे सड़कों पर गुजरते बावलों को देखा आपने कैसे लगते हैं वो, स्वयं से ही जैसे कोई बड़बड़ाने की बीमारी से ग्रस्त हो।

बात सिर्फ आँखों पर चढ़े चश्मों की नहीं है मानसिक विकास के साथ-साथ पूर्ण शारीरिक सरंचना की है नर्वस सिस्टम प्रभावित हो रहा हैं , परिणाम अब आने लगे हैं , लेकिन भरे परिवार कुछ नहीं हुआ है, इलाज के लिए डॉक्टर कम तो नहीं हैं। डिजिटल डिवाइस के खतरनाक शिकंजे में जकड़ते जा रहे हैं आप और आप ग्लोबल वार्मिंग-पोल्लुशन-पॉलिथीन-प्लास्टिक-सेव एनर्जी-सेव वाटर, भंडारा - भजन-कथा-कीर्तन में ही मशगूल हैं। आप स्वयं में झांकिए तो मोमो-मैगी-चिप्स-चाप-ऊपर से कोक क्या कर रहे हैं अपने आप ही अपने लाडलों को जहर दे रहे हैं,सारी समझ मॉडर्न हो गई है तो समझ लीजिए कि अब उनके जिस्म छलनी हो चुके हैं खोखले बीमारियों से ग्रस्त हो चुके हैं। छोटे-छोटे बच्चों को आपके लाड ने डायबिटिक बना दिया है, उन्हें किडनी, लिवर, हार्ट फैल, कैंसर जैसी भयानक बीमारियों लीलने लगी है। अब आठ-दस-पंद्रह साल की उम्र पार करना भी कठिन हो रहा है कुछ जिस्मों को वह हमारे ही समर्पत के हिस्से हैं और हमारे परिवार के भी हो सकते हैं। उससे पहले हम नहीं संभलेंगे हमारे ही घर में यह दानव घर बना लेगा तो क्या कर लेंगे हम ? डॉक्टरों को तो मरीज चाहिए लेकिन कर कुछ नहीं पाएंगे।

अभी भी वक्त है, हमे ही कुछ करना चाहिए बड़ा जागरूक अभियान चलाया जाना चाहिए, शुरुआत में देरी बहुत देरी साबित होगी, बस अभी से हमे आपको हम सबकी एक नई पहल करनी चाहिए, मानव जीवन अनमोल है उसकी रक्षा की जानी चाहिए।

-डॉ.ए.के.रस्तोगी

How the OTT Industry Has Transformed Entertainment in India and Globally



The upward push of Over-the-Top (OTT) structures has disrupted the consumption industry moving the emphasis from media outlets to online streaming services. Prior to OTT, leisure intake was limited by linear programming schedule, time, place, and cost. Today, the access offered by the OTT structures is game-changing and redefines audience experience. This change, however, is visible in both urban and rural areas because OTT platforms eliminate divides and allow access to different programming.

Before OTT: Traditional Media Landscape

India:- Before the upward thrust of OTT, the Indian entertainment landscape became ruled through television and cinema. Doordarshan, the country-run broadcaster, become the number one supply of amusement, offering a constrained range of programming with rigid scheduling. Viewers had to plan their leisure round broadcast times, ensuing in a slender selection of suggests and movies.

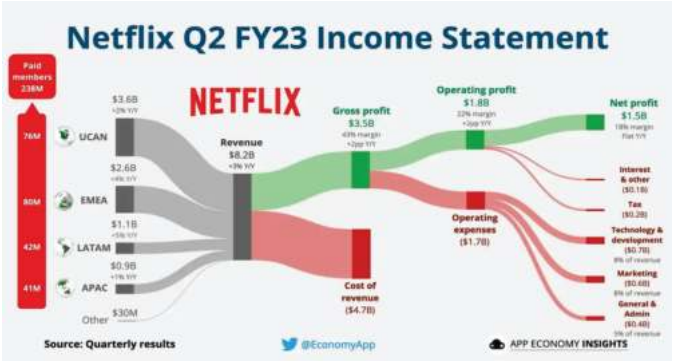
The creation of cable TV inside the 1990s increased viewing options, introducing several channels catering to various hobbies. However, notwithstanding this improved range, content intake remained confined via fixed schedules and constrained nearby programming. Access to multiplexes in urban regions provided a broader choice of films, however this luxurious was regularly unavailable to rural audiences because of geographic and economic barriers.



Global:- Globally, traditional media became in addition limited by its linear nature. In the U.S., Europe, and Asia, cable TV and satellite tv for pc broadcasting dominated the media landscape, providing visitors a couple of channels but with limited flexibility. The high price of cable subscriptions and the dearth of personalized content made it difficult for audiences to get right of entry to diverse programming.

Theatres were regularly located in city regions, making access difficult for the ones in rural regions. Additionally, international content material became frequently limited via broadcasting rights, stopping international audiences from accessing an extensive range of programming.

The Emergence of OTT Platforms

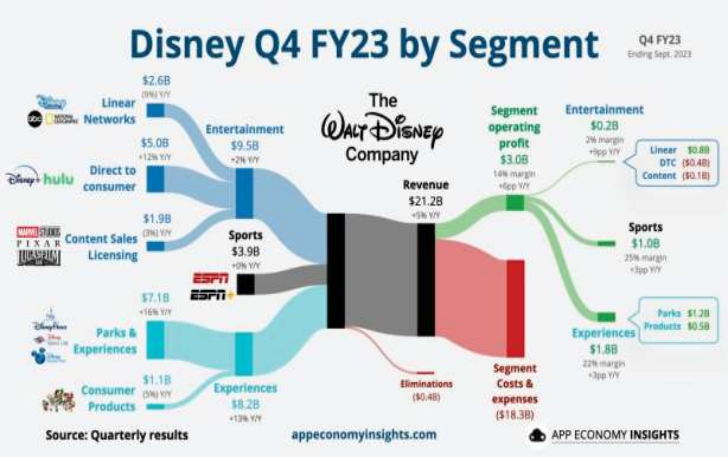


Global Perspective: The mid-2000s marked a turning factor inside the entertainment enterprise with the emergence of OTT platforms. These structures disrupted conventional media with the aid of supplying on-demand get admission to an extensive array of content, loose from linear scheduling and geographic obstacles.

- Netflix: Netflix revolutionized the enterprise with its transition to streaming in 2007. As of 2023, Netflix has over 238 million subscribers across the world, driven through its great content library and a success originals like ***'Stranger Things' and 'The Crown'.*** Netflix's sizeable funding in unique programming and worldwide expansion has solidified its role as a pacesetter inside the OTT space. (Source: Netflix 2023 Q2 profits document)

- Amazon Prime Video: Launched in 2006, Amazon Prime Video has become a major player in the international streaming marketplace. With two hundred million subscribers in over two hundred countries as of 2023, it gives a numerous variety of content material, consisting of acclaimed originals inclusive of ***'The Marvelous'; 'Mrs. Maisel' and 'The Boys'.*** Integration with Amazon Prime memberships has contributed to its substantial reach. (Source: Amazon 2023 Q2 monetary file)

- Disney+: Disney+ entered the marketplace in November 2019 and speedy became a considerable pressure in the OTT enterprise. By the cease of 2023, Disney+ had accrued 164.2 million subscribers, pushed by way of its enormous library of ***'Disney classics', 'Marvel content', and 'Star Wars'*** series. (Source: Disney Q4 2023 earnings record)



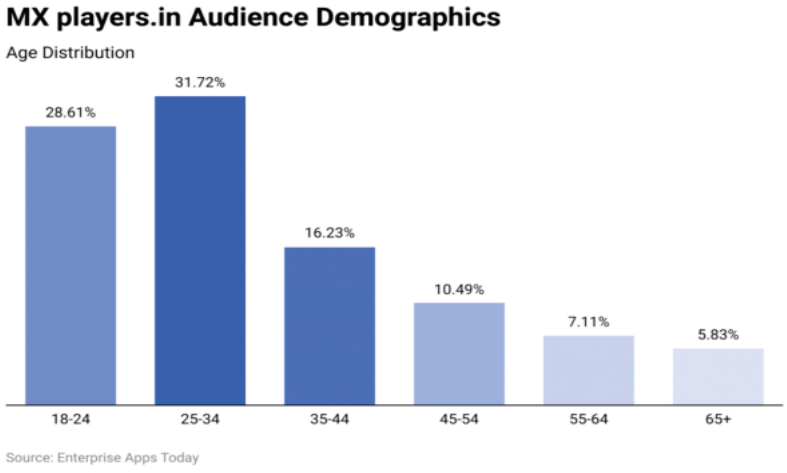
These structures have now not simplest redefined content consumption but additionally driven the fashion of "cord-slicing," in which consumers move far from traditional cable subscriptions in favor of bendy, on-call for streaming offerings.

Regional Perspective:

India's OTT revolution began with the launch of main structures including Disney Hotstar (formerly Hotstar), Netflix India, and Amazon Prime Video. The proliferation of cheap data plans, especially with Reliance Jio's release in 2016, became a key aspect in accelerating OTT adoption. High-speed internet get entry to became available to thousands and thousands of Indians, such as those in rural and semi-city areas, allowing broader get entry to streaming offerings.

- Disney Hotstar: As the leading OTT platform in India, Disney Hotstar boasts over 50 million subscribers. Its substantial sports content, mainly cricket, along an extensive choice of Bollywood and nearby programming, has made it a family call. The platform's ability to offer live sports activities and a comprehensive content material library has notably contributed to its reputation. (Source: FICCI-EY Report 2022)

- Zee5: Zee5, with eighty million month-to-month energetic users, makes a speciality of local content in 12 languages. Its emphasis on diverse local programming, such as Tamil, Telugu, Marathi, and different languages, has enabled it to build a sturdy subscriber base in tier 1 and tier 2 cities. Zee5's commitment to regional content material has performed a vital role in its success in India's OTT marketplace. (Source: Media Partners Asia, 2023)



- MX Player: Operating on an ad-supported version, MX Player boasts over 280 million monthly energetic customers. Its widespread content library, which include nearby programming and one-of-a-kind collections, has attracted a massive target market across various socio-economic segments. MX Player's loose-to-use model has drastically contributed to its large adoption in India. (Source: KPMG Report 2023)

The Rise of Niche and Small-Scale OTT Platforms

In addition to the important players, India's OTT panorama includes area of interest platforms catering to local and linguistic audiences. These smaller platforms have gained traction by using specializing in content that appeals to precise demographic organizations.

- Hoichoi: Catering to the Bengali-talking target audience, Hoichoi has over 15 million subscribers. The platform focuses on Bengali films, internet collection, and quick films, imparting a wealthy library of content that resonates with visitors in West Bengal and Bangladesh. (Source: Hoichoi's 2023 Growth Report)

- Aha: Launched to serve the Telugu-talking populace, Aha achieved over 10 million downloads in its first 12 months. Its attention on Telugu content and competitive pricing has allowed it to face out in a crowded market, especially in Andhra Pradesh and Telangana. (Source: Ormax Media Report 2023)

The Post-OTT Boom

India:- The OTT growth in India has brought about a widespread shift in amusement intake. OTT systems have emerged as mainstream, with great adoption throughout city and rural regions. The accelerated availability of affordable net and the developing type of local content have pushed this shift.



During the COVID-19 pandemic, OTT platforms emerged as the primary method of film distribution, as cinemas had been compelled to shut. Major films like ***'Gulabo Sitabo'*** and ***'Shakuntala Devi'*** were released at once on OTT structures, placing new precedents in the movie industry and highlighting the developing significance of streaming services.

Global:- Globally, the OTT revolution has led to a surge in twine-slicing, with purchasers leaving behind conventional cable TV in prefer of streaming services. Markets together with the US, Europe, and Southeast Asia have visible OTT structures come to be the dominant form of media consumption.

International content has completed worldwide acclaim, with suggests like Money Heist from Spain and Squid Game from South Korea captivating audiences worldwide. This fulfillment underscores the well-known attraction of nicely-crafted content material and highlights the OTT enterprise's ability to connect with diverse audiences across borders.

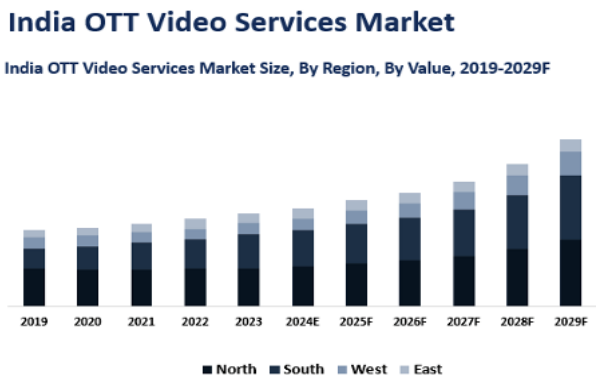


The competition amongst OTT systems has intensified, with great investments in original content material. For example, Netflix's $17 billion annual spending on content material manufacturing exemplifies the excessive stakes worried in the OTT content material wars, riding innovation and the introduction of numerous content material offerings.

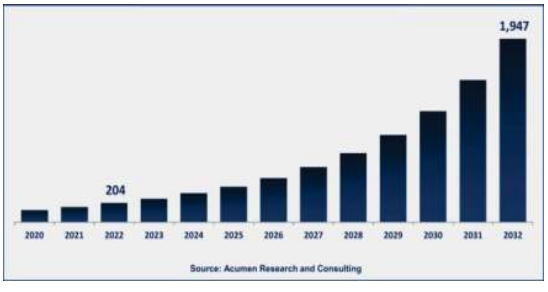
OTT Industry Growth in India and Globally

India:- The Indian OTT market changed into valued at $2.4 billion in 2021 and is projected to attain $ 5 billion by means of 2025. Major players in this market consist of Disney Hotstar, Netflix, Amazon Prime Video, Zee5, and Voot, each contributing to the fast increase of the OTT zone. The growing wide variety of subscribers, particularly in rural and semi-city areas, displays the expanding reach of those structures.

The call for local content has been a good-sized driver of OTT boom. Platforms like Zee5, Hoichoi, and Aha have capitalized in this call for with the aid of imparting content material in numerous regional languages, contributing to substantial subscriber growth.



Global:- Globally, OTT sales reached $83 billion in 2020 and are expected to surpass $275 billion by means of 2027. Leading platforms along with Netflix, Disney, and Amazon Prime Video have experienced giant boom in subscriber numbers, with Netflix investing $17 billion yearly in unique content material. Due to increase in on-demand streaming of content and binge-watching, the growth has been realized. Consumers, rather than sticking to the regular timings for TV programs and serials, have shifted their focus to directly access content that they want at their own comfort supported largely by the OTT platforms.



Key Regional Comparisons

India vs. Global:- Especially if the cross analysis is made, it is possible to notice that the content production is significantly different in India and foreign markets. India specifically has many linguistic and cultural regions and that is why it focuses on local and Bollywood content material. In evaluation, international structures include a great deal of range of genres and global audiences, from anime in Japan to E-dramas in South Korea. Revenue models also range, with India seeing freemium and advert-supported fashions (e.g., YouTube, Hotstar) compared to the subscription-based totally models established in global markets. Mobile streaming is distinguished in India, driven by way of lower priced 4G services, while worldwide markets showcase a balance among TV, pc, and mobile streaming.



Content Preferences

Content alternatives range throughout exclusive demographics. In India, youngsters and young adults are drawn to animated collection and teenagers-oriented dramas, while adults and center-elderly viewers prefer Bollywood movies, local dramas, and fact indicates. The upward thrust of niche genres, including crime and true crime, reflects a growing appetite for numerous and specialized content material.

Globally, content material alternatives additionally show substantial variations. Anime enjoys huge reputation in Japan, K-dramas are popular in Korea, and proper crime series are favored inside the US. The global OTT panorama gives a rich tapestry of content catering to various age corporations and hobbies, reflecting the enterprise's ability to evolve to evolving client tastes.ials, have shifted their focus to directly access content that they want at their own comfort supported largely by the OTT platforms.

Future Trends and Predictions



India:- The destiny of OTT in India seems promising, with endured growth predicted within the coming years. Key trends consist of the enlargement of nearby content material services, extended funding in unique programming, and technological improvements which includes interactive content material and virtual truth. The OTT marketplace is predicted to see expanded competition, with new players getting into the distance and present systems improving their offerings to seize a larger share of the audience. The growth of 5G generation is also expected to power in addition adoption of OTT offerings, permitting better-excellent streaming and extra immersive content experiences.

Global:- Globally, the OTT industry is about to continue its enlargement, with emerging markets consisting of Southeast Asia and Africa presenting new opportunities for increase. The development of interactive and immersive content material, consisting of virtual reality and augmented truth stories, is expected to shape the destiny of OTT. The enterprise will likely see ongoing consolidation, with most important players acquiring smaller structures to diversify their content libraries and enhance their marketplace positions. The upward thrust of direct-to-patron fashions and the growing consciousness on global content material distribution will similarly have an impact on the evolution of the OTT landscape.

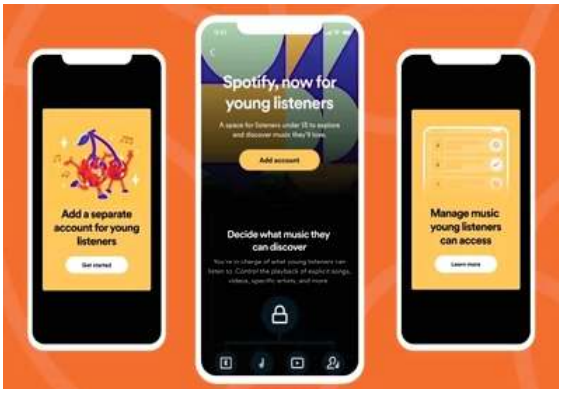


Conclusion

OTT has revolutionized the entertainment sector in India as well as world. OTT systems provide viewers the flexibility and desire because to consider the geographical and time limitations are no longer appropriate, as the viewers have many on-demand contents available to them. That is the reason wherein the emergence of nearby and area of interest structures in India and international fulfilment of many important OTT players which it becomes crucial that the industry continues providing numerous numbers of choices for viewers. Comparative is the threat and potential and possibility of development and creation of the OTT enterprise in defining the end customers experience for future growing with doubling with the pace of years and increasing purchaser expectations.

Spotify pilots new music experience for young listeners on family plans

Spotify is expanding its family-oriented services with a new pilot program tailored for younger listeners. The streaming platform has launched a Premium music account specifically designed for children under 13, available exclusively through its Premium Family plan in Denmark, New Zealand, and Sweden.



This managed account feature offers young users the chance to enjoy music with personalized recommendations, including the discovery of new artists. Parents and guardians will have greater control over the content their children can access. They can restrict features like Canvas, videos, and manage explicit content. Additionally, a new control option allows parents to select specific artists and tracks that their children can listen to.

A key benefit of this managed account is the separation of music preferences, ensuring that children's listening habits won't affect the main account holder's personalized recommendations or Wrapped results.

Families in the available regions can set up the managed account by navigating to the Spotify app, selecting "Add a listener aged under 13," and following the instructions. This offering complements Spotify Kids, a separate app designed for younger users, which is available in these three countries as well as 11 others.

Both options aim to provide a safe and enjoyable listening experience for children, emphasizing the importance of entering the child's correct age during the setup process.

COLORS Gujarati announces exciting line-up for RangRatri 2024 Navratri festivities

Navratri 2024 is set to get bigger and more vibrant with COLORS Gujarati's RangRatri 2024, returning for its second season. This unique celebration, beginning on October 3, will bring together the grandeur of Gujarat's traditional Garba with modern entertainment. RangRatri 2024 is the only Navratri festival in India celebrated live on-ground, broadcast on COLORS Gujarati, and streamed on Jio Cinema.

According to a press release, this year's theme, 'Assal Gujarati Ni Assal Navratri,' embodies the rich cultural spirit of Gujarat. RangRatri 2024 is poised to deliver nine days of musical extravaganza featuring renowned artists, high-energy Garba performances, and special celebrity appearances, ensuring a festive atmosphere filled with joy and togetherness.

Here's the official RangRatri 2024 Line-up:

October 3 (Thursday) – Arvind Vegda
October 4 (Friday) – Harsh Shah
October 5 (Saturday) – Shyamal Saumil
October 6 (Sunday) – Darshana Gandhi Thakkar
October 7 (Monday) – Lalitya Munshaw
October 8 (Tuesday) – Balraj Shastri
October 9 (Wednesday) – Sanket
October 10 (Thursday) – Megh Dhanush band
October 11 (Friday) – Golden Cheers band



Arnab Das, Head of the Gujarati Cluster at Viacom18, said, "Navratri is a cultural phenomenon in Gujarat, and we are proud to be at the heart of it. RangRatri 2024 celebrates tradition, music, and the true spirit of Gujarat, offering 'Assal Entertainment' through this immersive festival."

This year's event will take place at a 1 lakh+ square foot venue in Ahmedabad and will feature top Navratri singers, celebrity appearances, and surprises, making it the largest celebration yet. The exclusive partnership with BookMyShow ensures a seamless ticketing experience for Garba enthusiasts.

Devang Parikh, Business Head of COLORS Gujarati, added, "We are thrilled to bring a blend of legendary artists and fresh talents to this year's RangRatri, elevating the Garba experience for fans across the state and beyond."

For those unable to attend in person, the event will be broadcast live on COLORS Gujarati and streamed on Jio Cinema, making it accessible to Garba lovers everywhere.

Krafton India onboards Deepika Padukone as brand ambassador for BGMI

Krafton, the developer behind India's popular battle-royale game Battlegrounds Mobile India (BGMI), has announced an exciting new partnership with Bollywood star Deepika Padukone. This exclusive one-year collaboration will see Padukone as the brand ambassador of BGMI, marking a significant move in blending the worlds of gaming and entertainment, The Economic Times reported.

In a first-of-its-kind collaboration, Deepika Padukone will also be introduced as a playable character in BGMI. The character will come with two distinct skins, reflecting her signature style and persona. This initiative not only brings a new layer of engagement for BGMI players but also strengthens Krafton's ties with Indian pop culture.

Sean Hyunil Sohn, CEO of Krafton India, expressed his excitement: "Partnering with Deepika Padukone, a global icon, represents a bold step forward in crafting unforgettable experiences for our players. We are aiming to blend the best of both worlds — gaming and entertainment — through this collaboration."



Following previous successful collaborations with Indian celebrities like Ranveer Singh, Hardik Pandya, and Mumbai Indians, Krafton's partnership with Padukone reinforces the company's commitment to delivering innovative and immersive gaming experiences tailored for Indian players.

CNN-News18 launches special shows for assembly polls in J&K, Haryana

CNN-News18 has rolled out 'Battle for the States,' a dedicated special programming series for the Assembly Elections in Jammu & Kashmir and Haryana.

Starting on September 18, the channel will provide real-time updates, analysis, and in-depth coverage throughout the multiple phases of the elections until Counting Day.

According to the channel's extensive coverage of the 2024 General Elections, CNN-News18 aims to capture every critical development in these pivotal state elections. The Jammu & Kashmir elections, with the promise of peace in the region, and Haryana's dynamic political landscape, shaped by alliances and caste factors, will be at the forefront of the channel's focus.

Programming Highlights:

Real-time coverage: The network's team of reporters and anchors will provide on-ground updates, broadcasting live key moments from both states.

Poll of Polls Analysis: In-depth analysis before Counting Day, offering viewers predictions and expert insights.

The Reporters Project: A three-episode series showcasing CNN-News18's journalistic reach. The first episode will be from Kashmir, followed by Jammu and Haryana, highlighting the key election issues, public sentiment, and on-ground realities.



Smriti Mehra, CEO of English & Business News at Network18, emphasized the importance of delivering high-quality journalism during this election season. She expressed confidence that CNN-News18's coverage would engage viewers throughout the election phases. Zakka Jacob, Managing Editor of CNN-News18, echoed this, highlighting the elections' significance in India's political landscape and assuring meticulous coverage of every nuance in these regions.

Stay tuned to CNN-News18 for continuous, comprehensive election coverage from September 18 through Counting Day.





'Vicky Vidya Ka Woh Wala Video' not 'Sex Tape', says director

Director Raaj Shaandilyaa says his upcoming film 'Vicky Vidya Ka Woh Wala Video', starring Rajkummar Rao and Triptii Dimri, has nothing to do with the Hollywood film 'Sex Tape'.

The filmmaker, best known for the 'Dream Girl' franchise headlined by Ayushmann Khurrana, said he hasn't even seen the 2014 film featuring Jason Segel and Cameron Diaz, a PTI report stated yesterday.

'Vicky Vidya...' follows the titular married couple on a frantic search of a CD with a video of their wedding night, whereas 'Sex Tape' revolves around a married couple who make a sex tape to spice up their relationship only to wake up the next morning to find that it has gone missing.

Shaandilyaa said he found out that there was a film called 'Sex Tape' after the trailer launch of 'Vicky Vidya...', which is set in the 1990s.

"Someone asked me on Twitter, 'Is this film like 'Sex Tape'? I'm like, 'There's no sex in our film'. I was told by one of our writers that in that film their video goes viral on the Internet. The video in our film is made by the couple and they lose the CD because of their negligence.

"The characters and story are different. Our film has nothing to do with 'Sex Tape'. I've not even seen 'Sex Tape'. I didn't get inspired by it, rather I got inspired by life and the people around me," the director told PTI in an interview.

He is already working on the sequel of 'Vicky Vidya...', which will be set around the early days of the Internet.

"Where this film ends, we've got a sequel, which will be set 10-15 years later, when the advent of the Internet has happened. We've written the story. We will shoot this film after I make another film," he added.

The inspiration for 'Vicky Vidya...' came from co-writer Yusuf Ali Khan and the work on the screenplay began back in 2018, said Shaandilyaa.

Prior commitments and the pandemic delayed the film's development. The filmmaker said he had initially planned to make 'Vicky Vidya...' before 'Dream Girl 2', which released last year.

Shaandilyaa said he wanted to work with 'Stree 2' star Rao for "the longest time".

The director, who started out as a writer on the TV show 'Comedy Circus', said he exercises caution while penning dialogues.

But why set 'Vicky Vidya...' in the '90s? The filmmaker said he was driven by a desire to capture the essence of the CD era and its influence on society at the time.

"In those days, men would sport long hair and that's why the look of our actors in the film is that. It's not because we were inspired by Sanjay Dutt or Amitabh Bachchan. The reason why we wanted to show the era of the '90s is that at that time, CDs were the in-thing," he explained.

Shaandilyaa also revealed his plans for future projects, teasing collaborations with Khurrana, Rao, Kartik Aaryan, and Varun Dhawan.

DirecTV, Dish in merger talks again

Telecom operator AT&T and its joint-venture partner TPG are in early-stage talks to merge their DirecTV satellite TV service with EchoStar owned Dish, a person familiar with the matter told Reuters on Friday.

The two companies first attempted to merge back in 2002 when the U.S. Justice Department blocked the tie-up. The combined entity would create the largest pay-TV service provider in the U.S. at about 16 million subscribers, if the talks are successful, Reuters reported.

The potential deal would likely attract



antitrust scrutiny again although it might be able to clear regulatory hurdles this time as the industry has expanded substantially since then and DirecTV and Dish now compete against the likes of Comcast , Charter, Amazon Prime, YouTube TV, and Netflix. A merger would enhance the combined company's ability to negotiate with programmers, much like DirecTV is doing with Disney right now as the two sides are locked in a carriage dispute.

For Dish, the deal would allow them to focus all of their investments on building out their 5G wireless network.

"Rumors about a potential transaction involving DirecTV and Dish are nothing new, but we don't comment on rumors and speculation," a spokesperson for DirecTV said in an emailed statement to Reuters.

DirecTV and Dish have held on-and-off talks over the years since their first attempt to merge was blocked in 2002.

Dish did not immediately respond to Reuters requests for comments outside of business hours. TPG and AT&T declined to comment.

DirecTV is facing a public battle with Disney that has led to 11 million DirecTV customers losing access to ESPN in the middle of the U.S. Open tennis tournament.

Shemaroo Umang launches 'Main Dil Tum Dhadkan'

Shemaroo Umang, in collaboration with Shashi Sumeet Productions, is set to premiere its latest drama, 'Main Dil Tum Dhadkan', on September 16, 2024.

Airing Monday to Saturday at 8:30 pm, the show dives deep into the emotional bonds of motherhood, emphasizing that true maternal love transcends biological connections.

According to a press release, the show stars Radhika Muthukumar as Vrinda, whose life centers around her deep bond with her son, Krish, played by Kavish Khunger. The plot takes a dramatic turn when Keshav, portrayed by Zohaib Ashraf, reveals himself as Krish's biological father, sparking an emotional custody battle. Supporting Keshav is his mother, Rajeshwari Devi, played by Neelu Vaghela, adding further depth to the narrative.



Incorporating a modern twist on the timeless tale of Yashoda, 'Main Dil Tum Dhadkan' explores the complexities of motherhood and the emotional challenges both Vrinda and Keshav face as they fight for Krish.

Sandeep Gupta, COO of Broadcasting Business at Shemaroo Entertainment Ltd., expressed excitement about the show, stating, "Shashi Sumeet Productions has a reputation for delivering relatable stories, and 'Main Dil Tum Dhadkan' is no different. It will touch the hearts of viewers with its fresh take on motherhood and emotional relationships."

Shashi and Sumeet Mittal, the creative forces behind the production, shared, "We aim to breathe new life into the timeless Yashoda narrative, offering a contemporary lens that today's viewers will find relatable."

With a powerful storyline and a stellar cast, 'Main Dil Tum Dhadkan' promises to be an emotionally charged addition to Shemaroo Umang's programming.

Katrina Kaif is Xiaomi India brand ambassador

Katrina Kaif, one of Bollywood's most celebrated actresses, has been announced as the new brand ambassador for Xiaomi India, a global technology company known for its innovative products.

This collaboration comes as Xiaomi marks its 10th anniversary in India, underscoring the brand's dedication to making innovation accessible to everyone, UNI has reported.



Anuj Sharma, Chief Marketing Officer of Xiaomi India, expressed his enthusiasm about the partnership, saying, "As we complete ten years of bringing innovation to India, we are delighted to welcome Katrina Kaif back to the Xiaomi family. With this alliance, we will together make innovative technology accessible to everyone."

Katrina added, "I am super excited to come back to the Xiaomi family once again." She also praised the brand's commitment to innovation and technology and highlighted its growing popularity in India.

The partnership with Katrina is expected to strengthen Xiaomi's brand presence in India, leveraging her widespread appeal to further promote the company's innovative products.

Netflix sued for 'Squid Game'-related plagiarism by Soham Shah



Director Soham Shah has filed a lawsuit against Netflix for allegedly plagiarising his 2009 film 'Luck' to make the Korean series 'Squid Game', a claim the streamer on Sunday said holds no merit.

"This claim has no merit. 'Squid Game' was created by and written by Hwang Dong Hyuk and we intend to defend this matter vigorously," a Netflix spokesperson said in a statement, according to a PTI report filed from New Delhi.

According to the documents of the lawsuit obtained by American outlet TMZ, 'Squid Game' which became the most watched series on Netflix when it premiered in 2021 is a "rip-off" of the movie starring Imran Khan, Shruti Haasan and Sanjay Dutt.

Created, written and directed by Hwang Dong Hyuk, 'Squid Game' follows 456 players, all of them in deep financial debt, who were brought to a secret play to play a deadly children's game for a chance to win a 45.6 billion won prize.

On the other hand, 'Luck' revolves around an underworld kingpin who recruits people endowed with 'luck' from across the globe to take part in a series of challenges designed to test their chance factor, as gamblers around the world bet on them.

According to TMZ, in 'Luck' "it's only after characters start competing that they realize losing any of the challenges means death and that the death of a fellow participant also increases the pot of money available to the remaining contestants".

In the documents, Shah also claimed that he wrote the story of the film around 2006 and the film released in July 2009.

‘Dil Se Doordarshan DD@65’ show on Sept 15 to mark anniversary



Even as India’s public broadcaster Doordarshan readies for new challenges and opportunities in a digital age and changing geo-political landscape, it’s anyway time to celebrate and highlight the journey till now as the pubcaster marks its 65th anniversary that falls on September 15.

To commemorate this milestone, according to an official statement by DD parent Prasar Bharati, DD National channel will telecast a special programme ‘Dil Se Doordarshan,DD@65’, a gala event hosted by renowned Master Jaiveer Bansal and Anil Singh (ventriloquist), featuring performances by eminent artists.

The artists who will feature include Pramod Kumar, magician and mentalist, and also a Guinness Book of Records holder and Manisha Swarnkar, an accomplished sand artist, who is the first woman sand artist and has been performing for the last 13 years.

Since its inception on September 15, 1959, Doordarshan has been a cornerstone of Indian media fostering unity, culture, and education while serving as the voice of the nation.

From its humble beginnings with an experimental broadcast in Delhi, Doordarshan has grown to become one of the largest broadcasting organizations in the world. Over the decades, it has witnessed monumental transformations in technology and audience engagement, while steadfastly maintaining its commitment to public service broadcasting.

From the days of black and white television to the present era of digital and satellite broadcasting, Doordarshan has continuously evolved to cater to the changing tastes and preferences of its diverse audience. From the era of black and white transmission to 35 channels across its network giving every region the flair of its own language through its six national channels, 28 regional channels and one International channel, Doordarshan continues its journey with commitment of pioneering public service broadcasting.

It has been the platform for some of the most iconic television shows that have defined generations of Indians. From the mythological epics ‘Ramayana’ and ‘Mahabharat’ to the beloved ‘Chitrahaar,’ ‘Surabhi’, ‘Hum Log’, ‘Buniyad’ and many more, DD’s programming has reflected not only the diversity but also provided a space for cultural exchange, brought rural and urban India closer together, and created awareness about vital social issues through various educational and informative programmes.

The star performer for the ‘Dil Se Doordarshan, DD@65’ show will be Padma Shri awardee and singer Kailash Kher. The voiceover for the Doordarshan showreel has been done by the talented and much feted actor Manoj Bajpayee.

The show will be aired at 10 am and the repeat telecast will be at 8 pm on Sunday.

On this momentous occasion, Doordarshan renews its commitment to its mission of providing reliable, accessible and quality content to every citizen of India. The broadcaster continues to embrace technological advancements to reach audiences on all platforms — from television to mobile phones — ensuring that it remains a relevant and trusted source of news, entertainment, and information.

‘The Great Indian Kapil Show’ S2 premiere on Sept. 21

The much-loved The Great Indian Kapil Show is back on Netflix with its second season, premiering on September 21, 2024. This 13-episode season will bring fresh laughter every Saturday at 8:00 pm.

Kapil Sharma, along with his hilarious team—Sunil Grover, Krushna Abhishek, Kiku Sharda, Rajiv Thakur, and Archana Puran Singh—returns with the same vibrant humor that made Season 1 a hit.

The show promises even more glamour, featuring guest appearances by Bollywood stars like Alia Bhatt, Saif Ali Khan, Jr NTR, Janhvi Kapoor, and Karan Johar, along with sports personalities, including T20 World Cup winners, the streaming platform said in a press release.

Season 2 will delve into India’s rich culture and quirks, from Bollywood to cricket, spiced with Kapil’s comedic punchlines. Talking about the new season, Kapil Sharma said, “We are back with Season 2 in the blink of an eye. Expect bigger laughs and new antics every week.”

Tanya Bami, Series Head at Netflix India, emphasized, “This season is a celebration of all things India—Bollywood, cricket, and beyond. It’s a perfect family dose of laughter every weekend.”

Tune in for your weekly dose of fun on September 21, and get ready for Funnyvaars filled with laughter, only on Netflix.



TRAI to organise global regulators' roundtable & emerging b'cast trends meet

The Telecom Regulatory Authority of India (TRAI) will be hosting two events mid-October in Delhi — a global regulators' roundtable and a symposium on 'Emerging Trends and Technologies in Broadcasting Sector' — that promise to bring forth interesting discussions around present regulatory regime and environment in the country vis-à-vis global trends.

Both the TRAI hosted events will be on the sidelines of the eighth edition of India Mobile Congress (IMC), co-hosted by the Department of Telecommunications (DoT) and Cellular Operators Association of India (COAI) from October 15-19.

Concurrent to IMC, India will also be hosting two prestigious international conferences — World Telecommunication Standardization Assembly New Delhi 2024 (WTSA 2024) and Global Standards Symposium (GSS 2024) from October 14-24.

The 'Emerging Trends and Technologies in Broadcasting Sector' event, to be held on October 17, will focus on topics related to Digital Radio Technology; D2M; 5G Broadcasting Opportunities and Challenges and Use of Immersive Techs in Broadcasting Landscape.

The session on immersive techs aims to delve into the practical applications and transformative capabilities of the immersive technologies across diverse use cases of the broadcasting sector and everyday scenarios.

Some of the international and domestic industry doyens slated to speak at the symposium include Alan Norman, Public Policy Director, Meta Platforms; Dr. Bo Hagerman, Director Advance Technology, APAC, Ericsson; Rrahul Sethi, Metaverse Expert and Founder, Metaverse911; Ganesh Kumar, Solutions Architect, India, Middle East, Africa, , Dolby Laboratories; Siddharth Sharma, CEO, Bharti Telemedia; Arunava Konar, SVP, Broadcast System & IT, Zee Entertainment Enterprises; Vishal Arya, Head of Technology, Tata Play; Ashok Kumar, DDG, DoT; Ashruf El-Dinary, SVP, Xperi and Sameer Kasare, Head IT & Broadcast, Reliance Broadcast Networks.



Apart from this, TRAI will also organe a one-day international conference of telecom regulators alongside ITU's World Telecommunication Standardization Assembly on October 16.

The theme for this conference is 'Emerging Trends in Regulation' and is proposed to focus on topics such as Regulatory Perspective in Standardization; Framework for Non-Terrestrial Networks; and Regulatory Outlook for OTT Communication Services, amongst others.

The sessions will be addressed by eminent international speakers and technical experts.

The regulators and industry experts scheduled to participate include Dick Christophe NG SUI WA ,Chairperson, ICTA, Mauritius; Tania Villa, DG-Spectrum Planification, Mexico Federal Institute of Telecommunications (IFT); Julian Gorman, Head of Asia Pacific, GSMA; Etienne Chaponniere, VP (Technical Standards), Qualcomm; Bharat Bhartia, ITU-APT Foundation of India; John Giusti, Chief Regulatory Officer, GSMA; David Goldman, VP-Satellite Policy, SpaceX-Starlink India; Dr Venkat Krishna National Aeronautics Laboratories; K. Krishna of Amazon; Ahmed Said, MCIT, Egypt; Jeanette Whyte, Head of Public Policy, APAC, GSMA; Oli Bird, Head of International Internet Policy, OFCOM, UK and Thomas Navin, Director & Global Head Connectivity Policy, META





WBD expects subscriber growth in Q3

Warner Bros Discovery expects to add more than six million subscribers to its Max streaming platform in the third quarter, as the service continues to build momentum in international markets.

"We're starting to scale and in the second half of the year, you'll see real revenue growth driven by real subscriber growth," Warner Bros Discovery Chief Executive David Zaslav said at the Goldman Sachs's Technology Conference on Thursday, Reuters reported.

Warner Bros Discovery relaunched its streaming service last May, with expanded programming offerings, to strengthen its position amid competition from giants like Netflix and Walt Disney.

This May, the company extended Max to Europe, capitalizing on the anticipation of the Olympic Games in Paris, which has helped in growing its international popularity.

"We're available in a lot of Europe and Latin America, and within two years, we'll be available in most of the world, we're going to be on those shelves," Zaslav said.

Warner Bros' streaming service Max includes premium content from HBO, along with programs from HGTV, the Food Network, the Discovery Channel and other cable networks.

Zaslav noted that bundling Max with Disney+ and Hulu has contributed to an increase in subscribers this quarter. He also mentioned that the company will focus on improving its studio operations. Earlier today, the media giant said it has renewed a multi-year deal with Charter Communications to integrate Max and Discovery+ into the cable company's streaming hub.

NCLT withdraws nod for Zee-Sony merger

The National Company Law Tribunal (NCLT) has withdrawn its previous approval for the merger between Zee Entertainment Enterprises and Sony Group Corporation's India media units, Culver Max Entertainment and Bangla Entertainment, The Economic Times reported.

This decision, passed by the Mumbai bench on September 5, effectively halts the merger that would have created India's second-largest media and entertainment conglomerate, poised to rival the proposed Star India-Viacom18 entity.

Zee had initially sought the NCLT's sanction for the merger through an application filed on August 29. The company requested that the NCLT recall its earlier order, dated August 10, 2023, which had approved the merger scheme. The request for withdrawal was motivated by unspecified concerns from Zee's side.

The NCLT's division bench, comprising Justices Charanjeet Singh Gulati and Lakshmi Gurung, granted Zee's appeal and instructed all relevant regulatory bodies, including the Registrar of Companies and Collector of Stamps, Enforcement-I, Mumbai, to follow through with the ruling.

Alia Bhatt, Diljit Dosanjh to reunite in 'Jigra'



Alia Bhatt and Diljit Dosanjh are set to reunite for their upcoming project, 'Jigra', marking their first collaboration since the critically acclaimed 2016 film 'Udta Punjab'. The pair will contribute their voices to a song for the film, further fuelling excitement among fans, PTI has reported.

Alia Bhatt took to Instagram on Friday to tease the collaboration with Diljit Dosanjh. The post featured a photo of the duo sitting on chairs, with the film's title, 'Jigra', illuminated in front of them. The back of Diljit's chair read 'Sings about kudi (girl),' while Alia's chair said 'the said kudi,' hinting at their roles in the upcoming track. Alia captioned the post, 'Chairs say it all @diljitdosanjh,' sparking enthusiastic responses from fans.

Alia and Diljit previously worked together on the song 'Ikk Kudi (Club Mix)' from 'Udta Punjab', where both actors played significant roles. The film, directed by Abhishek Chaubey, dealt with drug abuse issues in Punjab and starred Shahid Kapoor and Kareena Kapoor.

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ROLL ON

Zee Media onboards Rajesh Sareen as CRO

Zee Media Corporation Limited (ZMCL) has appointmented Rajesh Sareen as its Chief Revenue Officer (CRO), responsible for driving the company's revenue strategies, enhancing existing revenue streams and building new business opportunities across television, digital, and print platforms.

Reporting directly to ZMCL CEO Karan Abhishek Singh, Sareen's appointment marks a significant step in Zee Media's continued focus on growth and innovation in the media industry, the company said in a press statement yesterday.



Sareen is a veteran in the media space, bringing over 20 years of extensive experience in sales, business development and key account management. Before joining Zee Media, he served as Executive Vice President & National Revenue Head at TV18 Broadcast Limited, where he played a pivotal role in driving advertising sales and leading revenue growth across multiple channels.

His career also includes leadership positions at Star India Private Ltd, BCCL and HT Media Limited, where he consistently demonstrated his ability to build and maintain strategic corporate partnerships, while delivering exceptional business outcomes.

While welcoming Sareen's appointment, company head Singh stated: "We are thrilled to have Rajesh Sareen join the Zee Media leadership team. His depth of experience and strong track record in driving revenue growth make him the ideal choice to lead our revenue initiatives. Rajesh's appointment comes at a crucial time as we look to capitalize on new opportunities in an evolving media landscape. With his strong leadership and innovative approach, I am confident that Zee Media will achieve new milestones under his direction."

As a CRO, Sareen will be responsible for exploring new revenue models and leverage his in-depth knowledge of the media landscape to expand the company's revenue streams and forge strategic alliances. He will also enhance the company's ability to deliver value-driven solutions to advertisers and partners.

Sareen added, "I look forward to collaborating with the talented team at Zee Media to push the boundaries of innovation and build new revenue streams that will sustain long-term growth. Zee Media has a tremendous opportunity to capitalize on emerging trends in the media space."

Rajnish Ahuja takes editorial charge at ABP News

Rajnish Ahuja has officially taken over the editorial reins at ABP News, following the departure of Sant Prasad, who quit the channel recently.



Ahuja, who rejoined ABP Network in March 2024 as Executive Vice President, has now assumed the role of Executive Vice President News & Production.

With over 20 years of media experience, Ahuja's return to ABP marks a significant development in the channel's leadership.

He previously served as the Editor of Zee News & ZeeNews.com from September 2021 to March 2024. His long-standing association with ABP Network spans several leadership roles, including Senior Vice President, Deputy Managing Editor, and Associate Managing Editor between 2008 and 2021.

Ahuja's editorial expertise extends across major Indian news channels, having previously worked with Star News, DD News, and TV Today in various capacities. His experience is expected to bring fresh editorial direction to ABP News as it navigates the evolving media landscape.



Vivek Srivastava joins JioCinema as Hindi content EVP

Vivek Srivastava has taken on a new role as the Executive Vice President and Business Head for Jio Cinema's Hindi entertainment segment.

Announcing his appointment on LinkedIn, Srivastava expressed his excitement about returning to the company that had significantly shaped his professional journey a decade ago.

He stated, "Exactly 10 years later, I'm thrilled to return to the company that shaped my professional journey. Stepping into the role of EVP and Business Head – JioCinema Hindi Entertainment at Viacom18, joining a team that thrives on creativity, innovation, and a passion for delivering exceptional content."

Before joining Jio Cinema, Srivastava was associated with Prime Video, where he began in February 2022 as Head of Partnerships. In 2023, he was promoted to Head of Prime Video Channels in India.

Prior to his tenure at Prime Video, Srivastava spent over seven years at Times Network, serving as the President of Digital and Broadcast. His experience also includes roles at Kantar and TAM.

Gaurav Singh promoted to director of agencies & VC partnerships at Meta



Gaurav Jeet Singh has been promoted to the position of Director of Agencies & VC Partnerships, India at Meta. Singh announced his new role on LinkedIn, stating, "Starting a new position as the Director of Agencies & VC Partnerships, India at Meta."

Prior to this promotion, Singh was the Head of Agency Business at Meta, where he played a crucial role in strengthening the company's relationships with various advertising agencies. With over 25 years of experience in consumer marketing, he is recognized for his expertise in building brands and businesses.

Singh's impressive career includes more than 13.5 years at Unilever, where he held multiple leadership roles, contributing significantly to the company's marketing strategies and growth. His extensive experience in consumer marketing and leadership positions positions him as a seasoned veteran in the industry.

IndiaDotcom Digital names Rahul Garg as new CFO



IndiaDotcom Digital Private Limited (IDPL) had appointed Rahul Garg as its new Chief Finance Officer (CFO). In his new role, Garg will oversee the company's financial operations, focusing on enhancing performance and aligning strategies with IDPL's growth objectives.

According to a press release, Rahul Garg is a seasoned chartered accountant and company secretary with over 14 years of experience in financial management, strategic planning, and business leadership. Before joining IDPL, he was the Head of Finance (DGM) Business Finance and Controller at HT Media Group, and has held key roles at KPMG and V.K. Dhingra & Co.

Dr. Idris Loya, CEO of IDPL, expressed confidence in Rahul Garg's appointment, stating, "Rahul's extensive financial expertise and strategic insights will be invaluable as we continue to refine our financial strategies. His leadership will drive substantial value for IDPL."

Rahul Garg, reflecting on his new position, said, "I am excited to join IDPL and contribute to its dynamic growth journey. I look forward to leveraging my experience in financial management to support the company's ambitious goals."

In his new capacity, Garg will report directly to the CEO and lead all financial operations, ensuring alignment with IDPL's broader business vision.

Gippy Grewal: Punjabi industry focussed more on cinema than OTT

Punjabi actor Gippy Grewal says the cinema industry of Punjab is currently focusing on big screen releases and it will take some time for filmmakers to venture into the streaming space. Grewal, who made his directorial debut with 'Ardaas' in 2016, has come up with the third installment, 'Ardaas Sarbat De Bhale Di' after 2019's sequel 'Ardaas Karaan', a PTI report stated.

The third part, which also stars Jasmin Bhasin and Gurpreet Ghuggi in lead roles, released in theatres yesterday.

"The entire focus of our Punjabi industry is on cinema. The cinema of Punjab is getting big and our target is to make it bigger," Grewal told PTI in an interview.

The actor, 41, noted that the reach of Hindi cinema is 'already very big' so it can easily present its content on OTT, but for Punjabi cinema, which is still rising, it will take four to five more years to move to streaming platforms.

"Maybe in another 4-5 years, we will concentrate on OTT but right now everyone is focusing on cinema," the actor, also known for his roles in Hindi films 'Second Hand Husband' and 'Lucknow Central', said.

Ghuggi, 53, credited shows such as 'Tabbar' and 'Kohrra' for bringing stories from Punjab to the larger audience.

"'Tabbar' and 'Kohrra' are already in the backdrop of Punjab and mostly actors and makers are from there but they are using a mix of Hindi and Punjabi just to make the scope wider. If it's in pure Punjabi, then the audience won't get it.

"Eighty percent of Punjabi has been spoken in 'Tabbar' but like Gippy said, if you have excessive content in Bollywood, then everything cannot come in cinema," he said. Bhasin, 34, who is famous for her roles in 'Tashan-e-Ishq', 'Dil Se Dil Tak' and 'Honeymoon', also agreed that filmmakers in Punjab are focusing more on cinema.

"In Hindi, people are producing more content on OTT because it's a very vast industry. In Punjab, there is also web



content. So Punjabi cinema is also going towards web and OTT, it's growing out there," she said.

Over the last few years, the audience for Punjabi cinema is growing overseas and in the Hindi belt, Grewal said, pointing to the pan-India success of movies like 'Jatt & Juliet' and 'Carry On Jatta'.

"We have been to Australia, New Zealand and we have been to the UK and Canada, where there are big releases of Punjabi films... I think we are in the zone where our films will be released pan-India. Our last two-three films have worked well, even got sold out at Chennai. So we are hoping for the same for this one," he added.

Paresh Rawal's 'Jo Tera Hai Woh Mera Hai' set for release on Jio Cinema on Sept 20

Veteran actor Paresh Rawal is set to entertain audiences with his upcoming film, 'Jo Tera Hai Woh Mera Hai,' premiering on Jio Cinema on September 20.



Directed by Raj Trivedi, the slice-of-life comedy drama also stars Amit Sial, Sonali Kulkarni, and Sonnalli Seygall, PTI reported.

The plot revolves around Mitesh Meghani (played by Amit Sial), who devises a reverse mortgage con, hoping to gain his family's affection by tricking an elderly man (Paresh Rawal).

However, the plan backfires when the old man refuses to die, causing Mitesh's scheme to unravel.

Paresh Rawal, known for his impeccable comedic timing, shared his excitement for the project, stating, "Working on 'Jo Tera Hai Woh Mera Hai' was incredibly rewarding. Comedy, though often light-hearted, requires great skill, and this film was a testament to that." He also praised the cast and crew, adding that every day on set was filled with laughter and joy.

Produced by Jyoti Deshpande and Ajay Rai, the film promises to blend humor with relatable life situations, making it a must-watch when it releases on Jio Cinema.

Sanjay Leela Bhansali's 'Love and War' to release in 2026



Sanjay Leela Bhansali's upcoming film 'Love and War' has had its release date postponed to March 20, 2026, from its original Christmas 2025 slot, according to a recent update from Bhansali's team. The epic film will feature Ranbir Kapoor, Alia Bhatt, and Vicky Kaushal in the lead roles.

This project is of special significance for both Ranbir Kapoor and Alia Bhatt. Ranbir will reunite with Bhansali for the first time since his debut in 'Saawariya' (2007). For Alia, this will be her second collaboration with the director, following the success of 'Gangubai Kathiawadi' (2022). Meanwhile, Vicky Kaushal will be working with Bhansali for the first time, marking a notable milestone in his career, ANI reported.

The news of the release date change was shared by film trade analyst Taran Adarsh on X (formerly Twitter), confirming that Bhansali has finalized March 20, 2026, as the official release date for the film.

"Love and War" was first announced in January 2024, with the production originally slated to hit theatres during the 2025 Christmas season. The film's announcement post on social media garnered widespread excitement, featuring the signatures of the lead trio—Ranbir Kapoor, Alia Bhatt, and Vicky Kaushal—alongside a teaser that promised an epic saga.

Plot details of the film have been kept under wraps, but it is expected to be a grand cinematic experience, characteristic of Bhansali's opulent storytelling style. With Bhansali's reputation for crafting visually stunning and emotionally charged films, expectations are running high for "Love and War."

Production on the film is scheduled to begin in the coming months, with more updates on the storyline and cast likely to emerge as filming progresses.

Fans of Bhansali and the star-studded cast are eagerly awaiting further developments as the team prepares to bring this epic tale to life.

Zee 24 Taas to celebrate Anant Chaturdashi with special program 'Sukhkarta'

Zee 24 Taas, Maharashtra's leading Marathi news channel, is set to bring the vibrant celebration of Anant Chaturdashi to its viewers through a special day-long program titled 'Zee 24 Taas Sukhkarta.'

The festival, marking the conclusion of Ganeshotsav, will be celebrated with full fervor on September 17 2024, with live coverage starting from 7:00 am.

The special programming aims to offer an immersive experience of Anant Chaturdashi with live broadcasts of grand processions, expert commentary on rituals, and behind-the-scenes stories from various parts of Maharashtra.

Through segments like the Gharguti Ganpati Contest, where participants share their home celebrations and stand a chance to win gold coins, the program engages audiences in a participatory way, blending tradition with entertainment.



The 'Sukhkarta' special reflects Zee 24 Taas' commitment to showcasing the rich cultural heritage of Maharashtra. It aims to become a staple part of Maharashtrian festive celebrations by focusing on the Anant Chaturdashi rituals and the vibrant community spirit that comes alive during this period.

Kamlesh Sutar, Officiating Editor of Zee 24 Taas, expressed, "With Sukhkarta, we aim to go beyond traditional programming and truly celebrate Anant Chaturdashi with our viewers. This initiative reflects our commitment to presenting Maharashtra's cultural richness in its most authentic and lively form."

The show will feature diverse segments, such as live coverage of processions and expert analysis of the festival's significance, providing a comprehensive view of Anant Chaturdashi. The inclusion of interactive contests like the Gharguti Ganpati Contest aligns with the channel's mission to blend entertainment with tradition.

Karan Abhishek Singh, CEO of Zee Media Corporation Ltd. (ZMCL), emphasized the broader impact of the program: "Sukhkarta exemplifies our ongoing commitment to providing content that connects with our viewers. It's a meaningful way for our audience to be a part of the festival and experience Maharashtra's cultural heart."

Zee 24 Taas is part of Zee Media Corporation Ltd., which has a strong presence in the news and regional genres. ZMCL operates 18 news channels in seven languages, reaching 528+ million viewers across linear and digital platforms.

Through special programs like 'Sukhkarta,' the channel continues to cement its position as a key player in India's media landscape, especially during cultural and festive seasons.

Who'd win at Emmys? 'Shogun', 'The Bear', 'The Crown' or…?





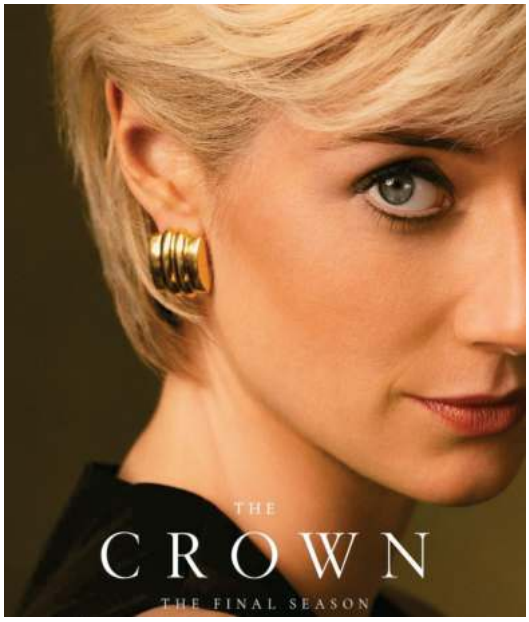
Which series will succeed three-time winner 'Succession' as television's best drama? Emmy voters will reveal their selection on Sunday (September 15) at a red-carpet ceremony where historical epic 'Shogun' enters as the favourite.

The story set in feudal Japan already has collected a record number of Emmys for a single season of a television series. 'Shogun' picked up 14 trophies at the Creative Arts Emmys, a precursor event that recognizes guest actors and crafts such as cinematography and production design, a Reuters report from Los Angeles said ahead of tomorrow's event.

In the comedy race, tension-filled Chicago restaurant tale 'The Bear' is poised to grab its second straight series honour. It scored 23 nominations, the most for a comedy in a single year.

Both shows debuted on the FX cable network, setting up a big night for owner Walt Disney, which will broadcast the downtown Los Angeles awards show live on ABC.

'Schitt's Creek' father-son duo Eugene and Dan Levy will host the ceremony, just eight months after the last Emmys. The 2023 honours were handed out in January 2024 because of strikes by Hollywood writers and actors.



With the Roy family saga 'Succession' concluded, Sunday will bring a new winner of best drama, the night's top award.

'Shogun', adapted from a novel by James Clavell, is the clear favourite. The show, in both English and Japanese, earned praise for its lavish sets and costumes, and the telling of the story from the Japanese characters' viewpoints. A 1980s 'Shogun' miniseries centered around an English sailor who was shipwrecked in Japan.

Stars Hiroyuki Sanada and Anna Sawai are in the running for top acting honours.

Competing with 'Shogun' is the final season of 'The Crown', stressful kitchen conditions should qualify as a comedy.

Jeremy Allen White, who plays Chef Carmen 'Carmy' Berzatto, and co-star Ebon Moss-Bachrach (Cousin Richie) are expected to win best comedy actor and supporting actor as they did in January.

'Hacks', from HBO, is viewed as the one show with a shot at defeating 'The Bear'. Due to the timing of past seasons, the pair have never competed with each other at the Emmys, and the just-completed third season of 'Hacks' was widely regarded as its best.

Other comedy contenders include ABC's 'Abbott Elementary' and 'Only Murders in the Building' on Hulu.

'Baby Reindeer', about a bartender stalked by a customer, leads the field vying for best limited series. Scottish comedian and star Richard Gadd has said the Netflix show is based on his real-life story, although a defamation suit argues the stalker's behaviour is exaggerated.

'Baby Reindeer', about a bartender stalked by a customer, leads the field vying for best limited series. Scottish comedian and star Richard Gadd has said the Netflix show is based on his real-life story, although a defamation suit argues the stalker's behaviour is exaggerated.

Rivals for limited series include Netflix's psychological thriller 'Ripley', FX's 'Fargo' and HBO's 'True Detective: Night Country', starring lead actress nominee Jodie Foster.



ZEE 24 Kalak highlights its impactful flood coverage

In the wake of unprecedented rainfall and devastating floods that hit various districts across Gujarat, ZEE 24 Kalak has emerged as a beacon of vital information and effective coverage. The channel's round-the-clock reporting not only raised awareness but also catalyzed immediate governmental action and relief efforts throughout the state.

ZEE 24 Kalak's on-ground reporting played a pivotal role during the catastrophic floods in Vadodara, triggered by the overflowing Vishwamitri river. The channel's real-time broadcasts included urgent video messages from authorities and breaking news alerts that guided residents in high-risk areas such as Karelibagh, Sayajiganj, Sama, and Harni to evacuate safely, the channel said in a press release.

By coordinating closely with the NDRF and the Army, the channel facilitated rescues and provided critical updates that prompted swift government action, including the restoration of vital routes like the one leading to the Statue of Unity.

Dixit Soni, Editor of ZEE 24 Kalak, emphasized the channel's commitment by stating, "This was not just about covering a flood; it was about protecting our citizens. We worked tirelessly to provide up-to-the-minute information, ensuring that residents could make informed decisions. Our priority was to cover every aspect of this disaster – from early warnings to post-flood recovery – so that the people of Gujarat were never left in the dark."

The channel's impactful coverage extended beyond Vadodara to address the effects of Cyclone Asani in Dwarka, Jamnagar, and Kutch. ZEE 24 Kalak was the first news team in Mandvi, reporting on submerged homes and shops, including those of officials.

In Koteshwar, near the India-Pakistan border, the channel provided exclusive coverage of rescue efforts, showcasing the administration's response to provide food, water, and shelter to stranded residents.

Karan Abhishek Singh, CEO of ZMCL, praised the channel's role: "ZEE 24 Kalak has consistently upheld the highest standards of journalism. During the Gujarat floods, we went beyond reporting—we acted as a lifeline for many citizens. Our coverage not only highlighted dangerous conditions but also showcased the administration's relief efforts. We played a crucial role in ensuring that help arrived when it was needed most, reflecting the power of responsible journalism in safeguarding communities."

The channel's marathon coverage, branded 'Khadama Gujarat', was instrumental in documenting infrastructure damage across the state. Detailed reports on poor road conditions in major cities and highways led to swift action from the Chief Minister, who ordered immediate repairs. In South Gujarat, particularly in Valsad, Navsari, Surat, and Bharuch, ZEE 24 Kalak provided life-saving updates and coordinated rescue efforts and aid distribution.

ZEE 24 Kalak's reporting not only informed the public but also drove effective governmental responses, ensuring the safety and well-being of citizens during the crisis.

COLORS announces new show 'Durga'



COLORS is set to launch a new romantic drama series, 'Durga', which will premiere on September 16. Produced by Magic Moments Motion Pictures, it is a love saga set against the backdrop of a majestic city and tells the compelling story of a tribal girl challenging societal norms to pursue her dream of becoming a doctor while navigating love and fierce opposition. Set in the stunning city of Jodhpur, the narrative centers on Durga, a spirited tribal girl determined to break free from societal restrictions and become a doctor. Her goal is not just to heal the body but to mend the very fabric of society. Durga, portrayed by Pranali Rathod, strives to bridge societal gaps, bringing hope to her community through her audacious ambition, a press release from the TV channel said.

Despite her determination, Durga faces formidable resistance from Paani Bai—a powerful tribal woman committed to preserving the status quo. Played by Indira Krishnan, Paani Bai represents a fierce protector of tradition, ready to go to any lengths to maintain control in a changing world.

D2H celebrates Onam with a new campaign by LS Digital

D2H, a leading Direct-to-Home (DTH) brand of Dish TV India Ltd., is marking the Onam festival with a dual celebration this year. In collaboration with LS Digital, D2H has launched a special film campaign that beautifully portrays the rich traditions and communal spirit of Onam.

According to a press release, D2H is also rolling out exclusive offers to enhance entertainment options for customers, ensuring a festive and memorable experience.

'Onam: A Celebration of Togetherness', D2H's new film campaign, created in partnership with LS Digital, masterfully blends traditional Onam customs with a modern narrative.

The film captures the essence of Onam by highlighting vibrant cultural elements



such as the Pookalam (flower carpet), the Thiruvonam feast, and other iconic festivities while focusing on the importance of maintaining cultural ties in a rapidly evolving world.

Manesh Swamy, MD and CCO of LS Digital shared insights about the film's creation, stating, "It was an exciting opportunity to create something authentic yet relatable to the youth. Onam is a cultural melting pot of stunning visuals and festivities. We wanted to showcase the homecoming of Mahabali with a new vibe and beat, blending traditional Kerala musicians with modern rappers to create a unique sound."

In addition to the film campaign, D2H is offering exclusive promotions for both new and existing customers:

New Customer Offers:

Offer 1: Available at all modern retail chain outlets, priced at ?1,999, this package includes ?5,000 cashback—comprising ?2,000 as instant cashback and 33% cashback on subsequent recharges. It also comes with a robust 5-year warranty (1 year comprehensive and 4 years on the set-top box) and access to 6 OTT platforms (5 fixed and 1 of choice). This offer is available at stores like Lulu Connect, Nandilath G-Mart, Pittapilly Agencies, KannanKandy, White Mart, and Easy Store.

Offer 2: Priced at ?2,500, this package provides similar cashback benefits, access to 6 OTT platforms, and includes a 3-year warranty (1 year comprehensive and 2 years on the set-top box).

Existing customers with a pack of ?200 or more can unlock access to 6 OTT platforms (5 fixed and 1 of choice) without any extra cost, making it an ideal time to upgrade and enjoy enhanced entertainment options.

Commenting on the partnership, Sukhpreet Singh, Corporate Head – Marketing, Dish TV and Watcho, Dish TV India Ltd, stated, "At D2H and Dish TV, we consider our customers part of our extended family. Onam is more than a festival; it honors our cultural heritage, kindness, and community spirit. Through this campaign, we aim to reconnect with these timeless traditions, especially in times when we may feel distanced from our roots. We are also excited to offer exclusive deals that provide exceptional value and enhance our customers' entertainment experiences."

The film campaign has resonated deeply with audiences, garnering significant attention and sparking meaningful conversations on social media about preserving cultural heritage. The authenticity and emotional depth of the film have been praised for evoking a sense of nostalgia and pride, making it a



compelling tribute to the spirit of Onam. Available on YouTube, Facebook, and Instagram, the film has gained widespread popularity, becoming a talking point among viewers.

Manesh Swamy added, "Onam is about celebrating life, joy, and togetherness. We wanted to depict this through a blend of tradition and modernity, creating something that feels authentic and contemporary, especially to the younger audience."

With this campaign, D2H aims to strengthen cultural connections, reminding audiences of the values that bind us together during festive times. The combination of special offers and the heartfelt film campaign invites everyone to embrace the spirit of Onam, celebrate their cultural heritage, and enjoy an enriched entertainment experience during this festive season.

D2H's Onam celebration reflects its commitment to delivering quality entertainment while celebrating India's diverse cultural traditions. As the film continues to receive praise and attention, the brand's unique approach to honoring cultural heritage, coupled with exclusive offers, underscores its dedication to providing a memorable experience for its customers during the festive season.

Meta expands WhatsApp Business features ahead of festive season

Meta, the parent company of Facebook, has introduced several new features and enhancements to WhatsApp Business as part of its strategy to help small businesses build a stronger presence, improve in-app customer interactions, and accelerate sales growth ahead of the festive season. he updates were announced at Meta's first WhatsApp Business Summit in Mumbai on September 12, 2024.

Key Highlights of the New Features

1. Meta Verified Now Available for Small Businesses: Meta is rolling out its paid verification service, Meta Verified, to all eligible small businesses in India using the WhatsApp Business app. This follows a phased introduction that began in September 2023, targeting businesses in India, Brazil, Indonesia, and Colombia. The service allows businesses to create verified channels, set up professional webpages, and link multiple devices, depending on their subscription tier. All subscribers will have access to features such as a verified badge, account support, and protection against impersonation.

2. Personalized Messaging Capabilities: Starting September 12, small businesses can send personalized messages to customers via the WhatsApp Business app for a fee. These messages can include appointment reminders, birthday greetings, or updates on holiday sales, and can be customized with the customer's name and call-to-action buttons. The feature, announced in June 2023, aims to enhance customer engagement.

3. On-Ground Training and Resources: Meta will launch a 'WhatsApp Business Yatra', during which company executives will visit tier-2 and tier-3 cities in India to provide hands-on training to small businesses on using WhatsApp Business, setting up catalogs, and creating ads. Additionally, Meta plans to build a resource center on its website to offer quick-access tutorials for businesses.

Meta continues to expand its WhatsApp Business offerings as part of its effort to diversify revenue streams beyond traditional digital advertising. In the past year, Meta introduced several AI tools to help small businesses, including AI agents for automated customer support and an AI assistant for creating engaging ads.

In addition, Meta modified its pricing strategy by categorizing conversations into Utility, Authentication, Marketing, and Service types, and adjusted rates accordingly.

Meta has also updated its messaging policies to allow businesses from regulated sectors, such as real-money gaming and over-the-counter drugs, to send promotional messages via WhatsApp Business in India. However, the platform still prohibits messages promoting alcohol in India and restricts businesses in regulated sectors from conducting any commerce activities through WhatsApp.

With WhatsApp's vast user base — over 2 bn daily active users worldwide and 500 mn in India — Meta aims to capitalize on the growing importance of business messaging. The introduction of Meta Verified and other features reflects the company's commitment to helping businesses maximize their value and enhance customer experiences on WhatsApp.

TV9 Bangla to air Suswasthya Health Conclave

This year's Suswasthya, Health Conclave & Awards, a leading award ceremony of TV9 Bangla, takes a different path to felicitate doctors as the protests around the brutal rape and murder of the young doctor of the RG Kar hospital have made news headlines. The show will air today on the channel in the first half of the day, the network said in a media statement.

Amidst protests for justice for the gruesome incident, TV9 Bangla presents the prestigious award, Suswasthya Health Conclave and Awards, to felicitate not only the renowned doctors who have done wonders but also those unsung heroes whose contribution to the society is immense.

While presenting the Health Awards, the news channel also expressed anguish over the recent nexus and the murder that has occurred.

The jury doctors that have selected the best research and innovation of the recent past are Dr. Kunal Sarkar, Dr. Sukumar Mukherjee and Dr. Dhiman Ganguly.

The unsung heroes who have been identified as Extraordinary Contributors worthy of being mentioned are Dr. Sukumar Chandra, Dr. Nayan Mukherjee, Dr. Amatabha Chakrabarti, Dr. Swapan Kumar Jana, Dr. Faruk, Hossain Gazi and Dr. Sankar Nath who have reached the extreme interiors of the villages to treat patients that cannot bear any expenses towards their health.

Other renowned doctors who have chosen different professions were also recognized. Even those who have contributed their service to society and are still practicing were also recognized under the Lifetime Achievement category.



US presidential TV debate watched by whopping 67 mn

On September 10 debate between America's Democratic presidential nominee Kamala Harris and Republican Donald Trump attracted an audience of 67.1 million US viewers on major TV networks — beating the turnout for President Joe Biden's ill-fated performance in June, a Bloomberg report said.. The host, ABC (a TV network), led with 19 million viewers, according to a statement Tuesday from the network. The debate was moderated by ABC News' David Muir and Linsey Davis.

The contest was viewed as a crucial test for both candidates. Vice President Harris targeted the former president for his felony convictions, his wealth and his role in overturning the federal right to an abortion. Trump complained that fact-checking of his remarks by the moderators from ABC amounted to a rigged debate.

The results ran "contrary to expectations of voter fatigue and anemic viewership," Ashwin Navin, chief executive officer of data researcher Samba TV, said in an email.

The debate contrasted with the earlier face-off more than two months ago, when Biden's mental stumbles raised questions about his fitness to serve a second term. Harris, who took over as nominee, made no comparable blunders.

Trump, trying to make the Biden-Harris immigration policy a key point of his campaign, repeated unfounded, online claims that undocumented migrants in an Ohio suburb were eating people's pets.

'Bagheera' to debut in cinemas on Oct. 31

Hombale Films, the production house known for blockbuster hits like 'KGF' and 'Salaar', has announced the release date of its next Kannada action film, 'Bagheera.'

The film is set to hit cinemas on October 31, 2024, PTI reported.

The announcement was made by Hombale Films, founded by Vijay Kiragandur, on their official social media platforms on Wednesday evening. The production house shared a striking poster of the film along with the message, "The hunt for justice begins! #Bagheera roars into cinemas on October 31st."

'Bagheera' promises to deliver intense action and drama, continuing Hombale Films' legacy of high-octane cinematic experiences.

India TV expands reach on Samsung TV Plus

India TV Group has partnered with Samsung TV Plus India to enhance its presence in the rapidly growing Connected TV (CTV) sector. Through this collaboration, India TV Group's exclusive channels—including India TV, India TV Speed News, India TV Aap Ki Adalat, and India TV Yoga—are now available on the Samsung TV Plus platform. This strategic move allows viewers to access a wide range of high-quality content spanning news, current affairs, fitness, and entertainment, all through their Samsung Smart Tvs.

This collaboration is a significant step in India TV's mission to expand its audience base by tapping into the booming CTV market. Samsung TV Plus is a free streaming service pre-installed on Samsung Smart TVs, offering a variety of channels, including news, sports, entertainment, and more, in select countries. In India, Samsung TV Plus provides access to over 100 live TV channels, along with thousands of movies and shows available both live and on-demand.

Kunal Mehta, Head of Partnerships at Samsung TV Plus India, expressed enthusiasm about the partnership, stating, "Samsung TV Plus has been at the forefront of bringing high-quality content via FAST (Free Ad-Supported Streaming TV) to our viewers. We remain steadfast in our commitment to provide content that our consumers find interesting and useful. The addition of the four new channels from the India TV Group aligns with our vision to deliver quality and diverse content."

The addition of India TV's channels to the Samsung TV Plus platform will enable a broader range of content for viewers. This partnership aims to provide comprehensive coverage of various genres, appealing to different audience segments. With the popularity of CTV continuing to rise, India TV's integration into Samsung TV Plus is expected to further strengthen its foothold in the digital content landscape.

India TV's expansion on the Samsung TV Plus platform is part of a broader strategy to adapt to changing viewer preferences and embrace the growing demand for digital content consumption. The collaboration will help India TV to reach a wider audience and offer diverse programming in a competitive digital environment.

‘Goti Soda’ S5 starts airing on ShemarooMe

The beloved Gujarati comedy series, ‘Goti Soda,’ returned for its fifth season yesterday on ShemarooMe after a massive success of previous seasons.

According to a press release from the company, season five promises to bring even more laughs with two entertaining storylines. The first follows Ayush, whose life hilariously unravels after discovering from his sister that he is adopted, leading to a series of comedic adventures.



In another plot, Pappu cancels a family resort trip to participate in a donation drive and stage ‘Mughal-e-Azam’. He finds a director for free, but the director’s mounting demands drive up production costs. As the tension rises, Pappu’s clever plan to outwit the director results in unforgettable funny moments.

The show features a star-studded cast, including Sanjay Goradia, Prarthi Dholakia and Pratham Bhatt, and is directed by Divyes Pathak. Packed with fresh humour and inventive twists, this season elevates the series to new heights, the statement added.

Goradia, the lead actor and producer, expressed his excitement for the new season and said, “We’re beyond thrilled to bring ‘Goti Soda’ back for Season 5. The love and response we received for the previous seasons were incredible, and we knew we had to make this season even better. The new season is sure to provide an exhilarating and humorous experience that both longtime fans and new audiences will enjoy.”

With its unique blend of humour and emotion, ‘Goti Soda‘ S5 aims to elevate the entertainment quotient further, offering fans a rich tapestry of comedy and drama.

Chrome DM spotlights Brandpulse Global in KL meet



Brandpulse Global, the dynamic new vertical of Chrome DM, recently made headlines at its international conference held in Kuala Lumpur, Malaysia. Led by Riya Maity, this offsite event was a significant milestone, bringing together managers and senior leaders to celebrate achievements and plan for future growth.

According to a press release, the conference served as a crucial platform for Brandpulse Global’s leadership to showcase their impressive achievements over the last quarter. From pioneering campaigns to forging new partnerships, the results underscored the brand’s commitment to excellence and innovation in the market. During the conference, managers shared their ambitious plans for the coming months, aiming to elevate the brand to even greater heights.

Pankaj Krishna, CEO of Chrome DM, expressed his excitement, saying, “This conference was a pivotal moment for Brandpulse Global, showcasing our collective achievements and plans. With the dedication of our team and the trust of our global partners, we are ready to unlock new milestones and set even higher benchmarks in the industry.”

The conference wasn’t just about meetings and presentations. The team also had the opportunity to experience Malaysia’s rich culture and beauty. Participants explored iconic landmarks, indulged in city tours, and spent quality time bonding outside the professional environment. This blend of professional and personal engagement fostered stronger team connections and created lasting memories.

Reflecting on the success of the event, Brandpulse Global is now well-positioned to soar to new heights. The company continues to focus on its core verticals, including brand audits, consumer surveys, and in-shop branding. With a clear vision for the future and an even stronger team spirit, Brandpulse Global is ready to push the envelope of growth and innovation.

Riya Maity, head of Brandpulse Global, stated, “Our team’s dedication and innovative spirit have been the driving forces behind our achievements. This conference has not only recognized our hard work but also set the tone for the exciting journey ahead.”

With the support of key global brands and a motivated team, Brandpulse Global is poised for continued growth and success. The conference in Malaysia set a positive tone for the brand’s future, highlighting the importance of collaboration, strategic planning, and a shared vision. As Brandpulse Global moves forward, it is ready to tackle new challenges and reach new milestones in the international market.

The latest international conference in Kuala Lumpur was a landmark event for Brandpulse Global, emphasizing the importance of both professional achievements and team bonding. With a clear roadmap for growth and a motivated team, Brandpulse Global is set to continue its journey of innovation and excellence.

KBC sees 24 % surge in viewership in fourth week, reaches 20 GRPs



The 16th season of Kaun Banega Crorepati (KBC) continues to captivate audiences, achieving a remarkable 24 percent increase in viewership in its fourth week. The show's original airings surged from 16 GRPs to 20 GRPs, demonstrating its strong hold on Indian television.

The beloved non-fiction show also saw an 18 percent growth in ratings, averaging 1.1 TVR in Week 36. Notably, the recent Olympics-special episode featuring young shooting champion Manu Bhaker alongside bronze-medalist Aman Sehrawat garnered significant attention, achieving a rating of 1.3 TVR, the channel said in a press statement.

Another episode that struck a chord with viewers was the inspiring story of Banti Vadiva, from the Adivasi community of Asadi in Madhya Pradesh. This heartwarming episode also secured a rating of 1.3 TVR, highlighting the show's ability to connect deeply with its audience.

Throughout the season, KBC has been celebrating the achievements of remarkable individuals, ranging from global sports champions like Manu Bhaker and Aman Sehrawat to selfless healthcare pioneers like Drs. Ajay and Rani Bang, who have made significant contributions in remote areas of India. These inspiring stories continue to draw millions of viewers, solidifying KBC's position as a leading show on Indian television.

ET NOW Swadesh announces 'Gold Mahakumbh'

ET NOW Swadesh, the leading Hindi Business News Channel, is set to air a special initiative titled 'Gold Mahakumbh' on September 14, from 10:00 am to 2:00 pm.

This four-hour mega event will feature 20 industry experts providing deep insights into the world of gold and silver investments, just in time for the festive season.

'Gold Mahakumbh' aims to empower viewers with comprehensive knowledge on various facets of gold investments, ranging from market trends, investment strategies, and taxation to physical purchases and silver investment opportunities.

Key Segments Include:

1. Golden Asset Class (10:00 am – 11:00 am):

Experts such as Saiyam Mehra (Chairman, All India Gem & Jewellery Domestic Council), Nitin Kedia (National General Secretary, All India Jewellers & Goldsmith Federation), and others will explore the significance of gold as an asset class. The session will cover the role of gold as a hedging or investment tool, its potential future as a currency, and taxation implications.

2. Golden Trading Ki Pathshala (11:00am – 12 noon):

This segment, featuring industry professionals like Shivanshu Mehta (Director, India International Bullion Exchange IFSC Ltd), and Anindya Banerjee (Head, Research, Kotak Securities), will delve into gold and silver futures trading, hedging strategies, and utilizing derivatives tools to purchase gold or silver.

3. Golden Shopping (12 noon – 1:00 pm):

A segment dedicated to the physical gold market, with insights from leaders such as Suvankar Sen (MD, Senco Gold & Diamonds) and Ashish Pethe (Partner, Waman Hari Pethe). Topics will include gold hallmarking, the Hallmark Unique Identification (HUID) system, and taxation on gold purchases.

4. Silver Shopping (1:00 pm – 2:00 pm):

Focused on silver investments, this session will explore lucrative market options, featuring insights from Rahul Mehta (MD, Silver Emporium Pvt Ltd) and Chintan Haria (Principal Investment Strategist, ICICI Prudential Asset Management Company Ltd). The discussion will cover demand, price outlook, and hallmarking in silver.



Tune in to ET NOW Swadesh on September 14 from 10:00 am to 2:00 pm to gain valuable insights from industry leaders on gold and silver investments during the 'Gold Mahakumbh'!

Aavishkar Media Group Flags Off 20th Chetna Yatra to Promote Positive Awakening Across India

Aavishkar Media Group (AMG), in collaboration with Zee News, has launched the much-anticipated 20th edition of the Chetna Yatra today. This initiative aims to foster awareness, unity, and growth within India's cable TV and broadcasting industry.

A Flagship Initiative with a Rich Legacy

The Chetna Yatra, AMG's flagship campaign, was first launched in 2005 by Dr. A.K. Rastogi, the founder of Aavishkar Group. It has become a cornerstone in India's media ecosystem, with a mission to empower and enlighten stakeholders in the cable TV and broadcast sectors. The Yatra is a unique effort to connect millions of stakeholders, from local cable operators (LCOs) to top-tier broadcasters, aligning with the vision of "Digital India: Uniting Minds, Connecting Lives!"

Journey and Key Objectives of the 20th Edition

The 20th Chetna Yatra 2024 will span over 40-45 days, covering more than 400 cities and towns across India, including Ludhiana, Jammu, Shimla, Kolkata, Chennai, Mumbai, Ahmedabad, Ujjain, and Raipur. Dr. Rastogi is set to engage with over 50,000 industry workers through more than 100 gatherings, both large and small, sharing insights and fostering connections within the industry.



This year, the Yatra is themed ''सकारात्मक जाग्रति'' (Positive Awakening) and aims to inspire local cable operators under the slogan **"जागो LCO जागो"** (Awaken LCOs). This slogan emphasizes the significant role of India, the second-largest subscription television market in the Asia-Pacific, with a substantial base of subscribers contributing to the industry's growth.

Over the years, the Chetna Yatra has served as a platform for advocacy and thought leadership, inaugurated by prominent figures, including former I&B Minister Prakash Javadekar, Union Ministers Narinder Singh Tomar, Gajendra Singh Shekhawat, and Dr. Subhash Chandra, the founder of Zee Group. The Yatra has been instrumental in promoting industry growth and resilience amid technological advancements and shifting market dynamics.

The 2024 Yatra focuses on educating LCOs about the latest Ministry of Information and Broadcasting (MIB) guidelines, raising awareness of consumer rights, GST, and policy matters, promoting value-added services, and encouraging collaboration among Multiple System Operators (MSOs), LCOs, and policymakers. It will also launch a new campaign to highlight the impact of digital devices on children's health.

This year the flag-off ceremony took place in Delhi, led by S.N. Sharma, CEO of Den Networks, and was attended by prominent Delhi cable operators like Madan Khurana. The event marked the beginning of a nationwide journey to uplift and inspire local cable operators (LCOs) across India. The Yatra is supported by partners such as Den, Hathway, Zee, GTPL, GTPL Buzz, Dangal TV, Bhojpuri Cinema, Sanskar, Satsang TV, BVG, Fastway, and Bhakti Sagar, with Indianbroadcastingworld.com as the digital media partner.

The Yatra will cover over 20,000 kilometers in 45 nights, returning to Delhi on October 20, 2024. It aims to address the pressing challenges and opportunities in the media sector, foster collaboration among industry players, and drive innovation that benefits millions of subscribers across the nation. As India is positioned among the few countries expected to achieve double-digit growth in television advertising, despite a projected decline in subscription growth, initiatives like the Chetna Yatra become even more significant.

As the 20th Chetna Yatra rolls across the country, it continues to inspire, connect, and empower those shaping India's media landscape, fostering a more informed and connected digital India. With its focus on bridging gaps, fostering dialogue, and uniting minds across the nation, the Yatra remains a movement dedicated to positive transformation.

The 20th Chetna Yatra is not just a campaign; it is a movement that aims to create a significant impact on India's media industry. As it embarks on this landmark edition, the journey ahead is poised to bring about a positive transformation, bridging gaps, fostering dialogue, and uniting minds across the nation's diverse media ecosystem.



ROUTE MAP* - 20th CHETNA YATRA, 2024

5th Sept. Delhi – Rohtak – Bhiwani – Hansi- Jind – Kaithal – Ujhana – Sangrur – Malerkotla – Ludhiana – 6th Sept. Jalandhar - Beas – Amritsar – Batala – Gurdaspur – Pathankot – 7th Sept. Kathua – Samba - Jammu – 8th Sept. Udhampur – Doda – Bhadarwah - Chamba - 9th Sept. Khajjiar – McLeodGanj – Dharamshala – Palampur – JoginderNagar – Mandi – Bilaspur - Shimla – 10th Sept. Solan – Kasauli – Chandigarh - 11th Sept. Ambala – Yamunanagar – Saharanpur – Haridwar - 12th Sept. Najibabad – Nagina - Dhampur – Seohara – Moradabad – 13th Sept. Kashipur – RamNagar – Nainital - 14th Sept. Haldhwani – Rudrapur – Bareilly – Shahjahanpur – Sitapur - Lucknow - 15th Sept. Kanpur – Urai – Jhansi – Nivari – Mahoba – Khazuraho - 16th Sept. Panna – Katni – Bandhavgarh - 17th Sept. Maihar – Rewa – Prayagraj - Varanasi - 18th Sept. Gazipur – Buxar – Ara – Patna - 19th Sept. Fatuha – Bakhtiarpur – Harnaut – Biharsharif – Nalanda – Jamui – Sono – Chakai – Devghar - 20th Sept. Madhupur – Jamtara – Asansol – Raniganj – Durgapur – Bardhaman - Kolkatta - 21st Sept. Kharagpur – Midnapore – Jaleshwar – Balasor - Bhadrak – Jajpur – Katak - Bhubaneswar - 22nd Sept. Puri – Konarak – Khurda – Chatrapur – Behrampur (Brahmapur) – Srikakulam – Vizianagaram - Visakhapatnam - 23rd Sept. Rajahmundry - Vijayawada- Machilipatnam - 24th Sept. Guntur – Ongal – Kavali – Nellore – Tirupati – Chittur - Thiruttani – Chennai - 25th Sept. Chengalpattu - Tindivanam – Puducherry – Cuddalore – Virudhachalam – Chidambaram – Sirkali – Karaikal - 26th Sept. Nagapattinam – Velankanni – Ettugudi – Tirutturaipundi – Vedaranyam - Kodaikanal – Pattukkottai – Peravurani – Karaikudi – Devakottai – Devipattinam – Ramanathapuram - Rameswaram - 27th Sept. Dhanushkodi – Rameswaram – Ramanathapuram – Sayalkudi – Vilathikulam – Thoothukudi – Palayamkottai – Nanguneri – Radhapuram – Vattakkottai – Kanniyakumari – Nagercoil - Thiruvananthapuram - 28th Sept. Kollam - Ochira – Kayamkulam – Mannarasala – Alappuzha – Cherthala – Ernakulam – Kodungallur – Thrissur – Guruvayur – Ponnani – Malappuram – Manjeri – Kozhikode – Lakkidi – Kalpetta - Sultan Bathery - 29th Sept. Waynad – Bandipur – Chamarajanagar – Mysore – Bangalore - 30th Sept. Tumakuru – Chitradurga – Davanagere – Haveri – Shiggaon – Hubli - Dharwad – 1st Oct. Alnavar – Londa – DudhSagar Water Fall - Bhagwan Mahavir Wildlife Sanctuary Range – Darbandora - Tisk Usgao – Ponda – Old Goa - Panji – 2nd Oct. Mapusa – Kudal – Oros Budruk – Fonda – Kolhapur – Karad – Satara - 3rd Oct. Khandala – Pune – Pimpri - Mumbai - 4th Oct. Bandra – Palghar – Talsari – Silvasa – DadarNagri Haveli – Daman – Valsad – Navsari – Surat – Bharuch – Vadodara – Anand - Ahemdabad - 5th Oct. Dakor – Godhra – Dahod – Jhabua – Rattlam – Ujjain - 6th Oct Dewas – Indore – 7th Oct. Omkareshwar – Khandwa – Asirgarh – Burhanpur – Betul -8th Oct. Nagpur - Adilabad – Nirmal – 9th Oct. Parket - Armoor – Jagtial – Mancherail – Sirancha – Bhopalpatnam - 10th Oct. Dantewara – Jagdalpur - Bastar - 11th & 12th Oct. Kondagaon – Keshkal - Kanker - 13th Oct. Dhamtari – Mahasamund – Raipur - 14th Oct. Bilaspur – Chilpi – 15th Oct. Mandala Fort – Jabalpur -16th Oct. Sagar – Guna – Shivpuri – Sheopur – Sawauimadhopur - 17th Oct. Gwalior – Mureina – Agra - 18th Oct. Bharatpur – Dousa – Jaipur – 19th Oct. – Delhi 20th Oct.

Associate Partners

DEN | hathway | ZEE | GTPL Entertain | Connect | GTPL Buzz | दंगल | BHOJPURI CINEMA | संस्कार सत्संग

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AVISHKAR | आविष्कार दर्पण | वोटर वाणी

Digital Media Partner

IBW INDIAN BROADCASTING WORLD

20th Chetna Yatra

GLIMPSES

5th Sept. - 20th Oct., 2024



















45 Nights, 400+ Cities, 20,000 km

20th Chetna Yatra

GLIMPSES

5th Sept. - 20th Oct., 2024





















45 Nights,

400+ Cities, 20,000 km

20th Chetna Yatra

GLIMPSES

5th Sept. - 20th Oct., 2024





















45 Nights, 400+ Cities, 20,000 km

‘Panchayat Aaj Tak Jammu & Kashmir’ explores politics ahead of polls



Aaj Tak, India’s leading news channel, will host the ‘Panchayat Aaj Tak Jammu & Kashmir’ event on September 12, 2024, in Srinagar. The event is set to take place just ahead of the much-anticipated Assembly Elections in Jammu & Kashmir, which will be held after a decade. These elections are viewed as a crucial moment in Jammu & Kashmir’s democratic journey, reflecting the aspirations of its people in a post-Article 370 era. The Assembly Elections in Jammu & Kashmir are being held for the first time in ten years, marking a significant chapter in the region’s political history. Since the abrogation of Article 370 in August 2019, which ended the special status of Jammu & Kashmir and bifurcated it into two Union Territories, the upcoming elections are expected to shape the future political landscape of the region. The ‘Panchayat Aaj Tak Jammu & Kashmir’ event aims to provide a platform for the discussion of these vital issues, facilitating a dialogue that will help outline a clear roadmap for the region’s future, the news channel said in a press release.

The ‘Panchayat Aaj Tak Jammu & Kashmir‘ will be a full-day event featuring a range of topics, from political and social issues to the aspirations and challenges of the people of Jammu & Kashmir. The event will bring together prominent leaders from various political backgrounds, offering a broad spectrum of opinions and perspectives. The discussions are expected to be both insightful and impactful, engaging viewers and providing a deeper understanding of the current situation in the region.

The event will see participation from some of the most influential political figures in Jammu & Kashmir, including:

Manoj Sinha – Lieutenant Governor of Jammu & Kashmir.

Farooq Abdullah – President of the National Conference and former Chief Minister of J&K.

Dr. Jitendra Singh – Minister of State (IC) for Science & Technology, Earth Sciences, and MoS for Atomic Energy, Space, PMO, Personnel, Public Grievances & Pensions.

Mehbooba Mufti – President of the People’s Democratic Party (PDP) and former Chief Minister of J&K.

Omar Abdullah – Vice President of the National Conference and former Chief Minister of J&K.

Mirwaiz Umar Farooq – Chairman, All Parties Hurriyat Conference.

Sajad Lone – President of the Peoples Conference.

Iltija Mufti – Leader and Campaign-in-Charge of the PDP.

Abrar Rashid – Star Campaigner for the AIP (Awami Ittehad Party).

Altaf Bukhari – Founding President of the Jammu & Kashmir Apni Party.

Ravindra Raina – State President of the BJP in J&K.

Tariq Hamid Karra – State President of the Congress in J&K.

Haseeb Drabu – Renowned Economist and former Finance Minister of J&K.

These leaders will engage in thought-provoking discussions on key issues such as the region’s political future, economic development, security concerns, human rights, and the aspirations of the youth. The event will also feature debates on the impact of the abrogation of Article 370, governance challenges, and the roadmap for peace and prosperity in Jammu & Kashmir.

The ‘Panchayat Aaj Tak Jammu & Kashmir’ will provide a platform for open dialogue, where diverse viewpoints can be discussed and debated. The discussions will focus on addressing the most pressing issues facing the region today and exploring possible solutions. The event aims to foster a spirit of inclusiveness and understanding, enabling participants and viewers to gain a comprehensive view of the region’s political and social dynamics.

With the participation of key political figures and thought leaders, ‘Panchayat Aaj Tak Jammu & Kashmir’ promises to be a landmark event that will set the tone for the future of the region. The event will highlight the aspirations of the people, the political challenges, and the opportunities that lie ahead, offering a clear and nuanced perspective on what the future holds for Jammu & Kashmir.

Given the historical context and the importance of the upcoming Assembly Elections, the event serves as a precursor to the electoral process, enabling voters to understand the positions of various political parties and leaders. It will also help in creating an informed electorate that is aware of the issues that matter most to the people of Jammu & Kashmir.

As Jammu & Kashmir prepares for a pivotal election, “Panchayat Aaj Tak Jammu & Kashmir” will be a crucial forum for dialogue, reflection, and planning. The event is expected to contribute significantly to the democratic process by fostering open discussions on the future of the region.

Stay tuned to Aaj Tak for live coverage and updates from this significant event, which promises to be a turning point in the political narrative of Jammu & Kashmir.

Amazon to debut new AI features on Prime Video for TNF

This upcoming season of 'Thursday Night Football' or TNF will mark the debut of a new set of AI-powered production innovations — called Prime Insights — that will enhance America's National Football League (NFL) viewing experience on Prime Video for fans.

Powered by AWS, these proprietary advancements highlight key players, illuminate hidden aspects of the game, and forecast pivotal moments before they happen, Amazon said in a media statement on Sept. 10.

"At Amazon, we're uniquely positioned to accelerate the integration of AI into our live events, given the in-house expertise we're able to collaborate with and the next-generation compute power that AWS provides," said Jared Stacy, director of live sports production, Prime Video.



"We consistently push the teams to use AI and computer vision to deliver enhancements that will be meaningful to fans. We are excited by the progress, and the new innovations coming this season," he added.

The new and returning AI-powered features for 'Thursday Night Football' that are paving the way in the industry for the integration of AI and live sports production include the following:

New Prime Insights

Defensive Vulnerability: The first AI-powered TNF feature that steps beyond highlighting players to identify key areas of the field. A proprietary machine learning model uses thousands of data points before the snap to analyze defensive and offensive formations, and highlight where the offense will—or should—attempt to attack.

Pressure Alert: TNF's latest AI-powered model that tracks defenders attacking the offensive backfield during live action and highlights those that are in position to disrupt the play.

Coverage ID: Coverage Identification, another new feature set to debut this season, uses an AI model combined with live player tracking data to identify the defensive scheme (e.g. Zone, Man) for fans in real time before the snap.

Returning Prime Insights

Defensive Alerts: The AI-powered 'Defensive Alerts' feature emerged as a breakthrough last season, and is the first predictive behavior AI model ever employed within a live NFL broadcast. Driven by a proprietary deep learning network that gets stronger as more plays unfold, Defensive Alerts tracks the movements of defensive players before the snap and identifies "players of interest" in real-time that are likely to rush the quarterback.

PIL seeks autonomous body to regulate OTT content

A PIL was filed on Sept. 10 in the Supreme Court seeking a direction to the Centre to set up an autonomous body to 'monitor and filter' content and regulate videos on over-the-top (OTT) and other platforms in India.

The PIL also referred to the Netflix series 'IC 814:The Kandahar Hijack' to highlight the need for such a regulatory mechanism as the OTT platform claimed it was based on real-life incidents, PTI reported.

"However, (what) the series have shown is a vile attempt to rewrite history, downplay the terror inflicted by the actual hijackers, and subtly glorify their actions…by reducing the tragedy of IC 814 to a farcical narrative, the series tried to promote the insidious agenda that seeks to whitewash the brutality of terrorism and vilify the Hindu community," said the plea filed by lawyer Shashank Shekhar Jha and Apurva Arhatia.



It said there exists a statutory film certification body- Central Board of Film Certification (CBFC)- tasked with regulating public exhibition of films under the Cinematograph Act.

The cinematograph law outlines a strict certification process for commercial films shown in public venues, it said

"However, no such body is available to monitor/regulate the OTT contents and they are only bound by the self-regulations, which do not comply properly, and the controversial contents are shown to the public at large without any checks and balances," the PIL said.

The petitioners who have made the ministries of Information and Broadcasting, Health and Family Welfare, Women and Child Development, Defence, and the Telecom Regulatory Authority of India parties to the plea, urged the top court to direct the Centre "to constitute an autonomous body/board namely 'Central Board for Regulation and Monitoring of Online Video Contents' to monitor and filter the contents and regulate the videos on various platforms for viewers in India".

The petition said such a board must be headed by a secretary-level IAS officer and shall have members from varied fields including the film industry, cinematography, media, defense forces, the legal profession, and members of academia.

"The issue pertains to the abuse of fundamental rights of equality (Article 14), and freedom of expression (Article 19), thus infringing the right to life of people at large (Article 21) and Article 47 mandating state to improve public health and prohibit the consumption of intoxicating drinks & drugs harmful to health," it said.

The OTT and other digital media platforms have given a way out for filmmakers and artists to release content without being worried about getting clearance certificates for films and web series from the censor board, it said.



Of Apple's big AI push with iPhone16 & other updates

Apple squarely shifted its focus toward artificial intelligence with the unveiling of its hotly anticipated iPhone16 along with a slew of new features coming with the next update to the device's operating system.

While the new phone line-up headlined September 9's showcase, the tech giant also shared updates to its smartwatch and AirPod line-ups, an AP report from Cuppertino, California stated.

Apple's core artificial intelligence offerings are being packaged and billed as Apple Intelligence — first revealed at the company's developers conference in June.

These features include the ability to search for images in your library by describing them, creating custom emojis, summarizing emails and prioritizing notifications.

Apple Intelligence will also upgrade Apple's virtual assistant Siri to get it to better understand requests and give it some awareness of on-screen actions taking place on the phone, hopefully making it more useful.

Most of Apple's AI functions will roll out as part of a free software update to iOS18, the operating system that will power the iPhone16 rolling out from October through December. US English will be the featured language at launch but an update enabling other languages will come out next year, according to Apple.

Meanwhile, according to Reuters, listed below are products the tech behemoth Apple launched at the 'Glowtime' event on September 9:

iPhone16:- The iPhone 16, starting at $799, comes in two sizes — 6.1 inches, and 6.7 inches for the Plus model. The phones are powered by new A18 chips, which feature a 16-core neural engine designed for generative AI-linked tasks and Apple Intelligence.

The phones also come with a customizable action button, allowing users to perform a variety of functions such as recording voice memo, identifying songs, and translating phrases.

Apple also unveiled iPhone 16 Pro and 16 Pro Max models with a faster A18 Pro chip. The phones' AI capabilities will include offering suggestions on how to set up a photoshoot more effectively.

The phones will also offer more advanced video capturing quality and a new audio mixing feature to enhance video recordings.

Apple Watch Upgrades:- Apple unveiled its latest Watch Series 10 starting at $399, which, the company claims, is its thinnest and fastest charging watch ever.

The Series 10 will be powered by Apple's new S10 chip, which includes a four-core neural engine that will allow machine learning activities and power features such as double tapping on device, Siri dictation, along with crash and fall detection.

Apple also highlighted the health-linked features of its watch, such as sleep apnea detection. The watch will monitor a new metric during sleep called breathing disturbances and will notify users if they display signs of sleep apnea.

Airpod Models

Apple's AirPods 4, powered by a new custom H2 chip, start at $129 and come with improved audio quality and personalized spatial audio. Users can also interact with Siri while using the AirPods by nodding "yes" or shaking their head to say "no" in response to Siri announcements. The charging case has USB-C ports.

The company also said that its AirPods Pro 2 can now be "transformed" into a personalized hearing aid via an upcoming software update, boosting the specific sounds in real time, like parts of speech or elements within a user's environment.

'Raid 2' to hit theatres on February 21, 2025



Ajay Devgn's much-awaited sequel, 'Raid 2,' is now set for a theatrical release on February 21, 2025, the makers revealed on Sept 10..

Initially slated for a November 15 release, the film has been pushed to the new date to build anticipation among the audience, PTI reported.

The upcoming movie is a follow-up to the 2018 hit 'Raid,' where Devgn portrayed the character of Amay Patnaik, an IRS officer determined to fight corruption. The original film was praised for its gripping storyline, intense performances, and edge-of-the-seat suspense, creating high expectations for the sequel.

Bollywood studio T-Series made the announcement via their Instagram account, stating, "Bringing back the action, intensity, and suspense your way! #Raid2 releasing on 21st February 2025!"

'Raid 2' promises to bring back the elements of action and intrigue that made the first film a success, and fans are eagerly awaiting the return of Ajay Devgn in one of his most celebrated roles.

TV no more prime source for news in UK: Ofcom

Television is no longer the single main source of news for United Kingdom adults, as a research by communications regulator Ofcom shows, which highlights online sites and apps are now as popular as TV news for the first time.

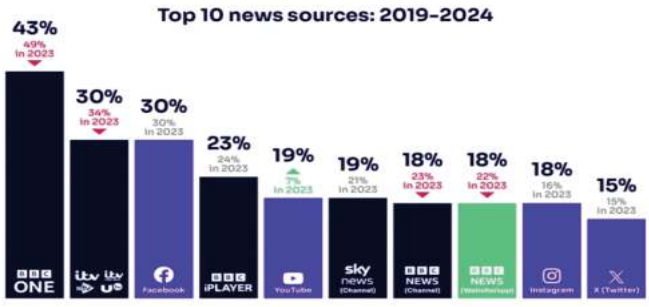
However, TV and radio news are still more trusted and the regulator yesterday said it has launched a review to support public service news television that has been considered the leading source of UK news since the 1960s, when widespread set ownership saw it overtake radio and newspapers.

Ofcom's annual study into how people access news highlights that 71 percent of adults now do so online, compared to 70 percent for TV, marking a generational shift in the balance of news media.

The big driving factor is the increasing use of social media for news. More than half of UK adults (52 percent) now use platforms such as Facebook, YouTube and Instagram to access news, up from 47 percent in 2023.



Top 10 news sources revealed



Once the dominant feature of the nation's news diets, the reach of TV news has gradually declined in recent years, and fell sharply from 75 percent to 70 percent last year, the Ofcom study revealed.

Going online is by far the most popular way for younger people to access news (88 percent of 16–24-year-olds), but older generations are also gradually adding online sources to their news diets.

Over half (54 percent) of people aged 55+ find news online — up from 45 percent in 2018 — with most navigating directly to news websites. Only 28 percent access news via social media, significantly lower than 16-24s at 82 percent.

Despite this trend towards online news sources, TV remains by far the leading platform for news among older age groups (85 percent), compared to only half of 16-24s (49 percent).

Online news sources – and social media platforms in particular – are rated much less favourably than traditional platforms such as TV and radio for accuracy, trust and impartiality.

Ofcom said it wants to support the availability of trusted and valued PSM news where people consume it, so it set the framework for next review of public service media or PSM.

"This will build on the findings from our last review, 'Small Screen: Big Debate', which saw many of our recommendations to the Government put in place through the recent Media Act 2024," an Ofcom statement stated on Sept.10.

Yih-Choung The, Ofcom Group Director, Strategy and Research, said, "Television has dominated people's news habits since the sixties, and it still commands really high trust. But we're witnessing a generational shift to online news, which is often seen as less reliable – together with growing fears about misinformation and deepfake content.

"Ofcom wants to secure high-quality news for the next generation, so we're k
icking off a review of the public service media that help underpin the UK's democracy and public debate."

How People Followed UK General Election: Ofcom has also researched news consumption during the 2024 General Election period. It tracked UK adults' engagement with news, the role of media in helping them form opinions, and experiences of potential misinformation.

The findings included the following:

Nine in ten followed the election, with younger adults especially engaged. The biggest increase in news interest during the election period was among younger adults aged 18-24 – up to 58 percent compared to 39 percent in normal periods.

Conversely, older adults aged 50+, women, and those in lower socio-economic households, were all more likely than usual to be uninterested in news during the election period.

Most people saw misleading content. Six in ten (60 percent) recalled having seen information they felt was false or misleading. Of these, one in ten said they saw this kind of content several times a day.

Worries about deepfake video and audio. Over half of people (57 percent) expressed concern about the impact of deepfake content during the General Election campaign. More than a quarter (27 percent) of adults claimed they had encountered a deepfake during the previous week.

Are b'casters mulling legal challenges to Prasar Bharati OTT platform?

Even as challenges mount for India's public broadcaster Prasar Bharati ahead of the mid-September launch of its proposed OTT platform, a report in the Storyboard18.com yesterday stated that some broadcasters were also exploring a legal challenge to seek regulatory clarifications on the venture.

The report in Storyboard18, which is part of the Reliance Industries' media empire, quoted an unnamed industry source as saying, "Broadcasters are prepping their legal arsenals to challenge Prasar Bharati. Complaints, petitions, and a push for stricter separation of public vs. private sector ventures are all on the table."



Indianbroadcastingworld.com could not independently confirm the options being weighed by private sector broadcasters, most of whom have their own digital businesses and streaming platforms.

Last month, the Prasar Bharati, which manages Doordarshan and Akashvani or All India Radio, had on its website put out a detailed invitation letter with do's and don'ts, seeking content partnerships with private sector TV channels and content producers on revenue share basis.

What has riled the stakeholders of the Indian M&E industry, including distribution platforms like MSos and DTH firms, is that Prasar Bharati's OTT platform could upset the market equilibrium; especially as the pubcaster is not governed by the various regulations of regulator TRAI, which have to be followed by the private sector players.

As reported by Indianbroadcastingworld.com last week, a powerful MSOs body, AIDCF, had in a letter to the government criticised Prasar Bharati for inviting private sector satellite TV channels to onboard its proposed OTT platform, saying it would violate the government's own uplinking and downlinking guidelines.

"Prasar Bharti vide its letter dated 5th Aug 2024, have issued a NIA (Notice Inviting Application) to all the linear satellite TV channels for on-boarding on their OTT platform. The above NIA by Prasar Bharti is promoting broadcasters to violate clause 11(3) (f) of the Uplinking & Downlinking guidelines dated 9th November 2022 and its subsequent amendment dated 24th March 2023," the AIDCF said in a letter to the Ministry of Information and Broadcasting.

Broadcasters are required to adhere to the downlinking guidelines, for the grant of permission to downlink satellite TV channels, irrespective of the distribution platforms, said All India Digital Cable Federation (AIDCF) in its letter. The organisation boasts of member-companies including DEN Network, Hathway, Hinduja Global Solutions' IMCL and Siti Networks.

Prime Video Channel brings HITS to India



Prime Video has announced the launch of HITS, a popular linear television channel owned by Rewind Networks, now available as an add-on subscription.

This service provides a curated selection of iconic international TV drama and comedy series, such as 'Frasier', 'CSI: Crime Scene Investigation', 'Agatha Christie's Poirot', 'Mission: Impossible', 'Quantum Leap', and 'I Dream of Jeannie'. Available to Prime members in India for INR 299 annually, HITS brings a range of beloved shows directly to viewers, offering both scheduled broadcasts and convenient catch-up options, the streaming platform said in a press release.

HITS features a broad array of evergreen, fan-favorite shows like 'Agatha Christie's Marple', 'Gilligan's Island', 'Baywatch, Law & Order: Special Victims Unit', 'Cheers, Bewitched', 'The Incredible Hulk', and 'Hawaii Five-O', among others.

The channel provides a linear service for scheduled viewing, allowing customers to enjoy TV classics while also offering the flexibility to watch previously aired content.

Gaurav Bhasin, Head of Marketplace (Add-on Subscriptions and Movie Rentals), Prime Video, India, expressed his enthusiasm about the launch: "We're thrilled to launch HITS as an add-on subscription for our customers in India, offering a curated line-up of iconic and much-loved TV shows for scheduled linear viewing, as well as catch-up. Our aim has been to provide Prime members with increased choice, accessibility, and convenience, all within a single app."

Sandie Lee, EVP of Rewind Networks, added, "We are delighted to partner with Prime Video to give viewers across India an opportunity to experience HITS. This collaboration allows customers to rediscover these iconic shows conveniently, celebrating the vast history of television."

Prasar Bharati OTT platform launch likely mid-Sept: report

Indian pubcaster Prasar Bharati's proposed OTT platform is likely to be launched on September 15, according to Storyboard18.com.

The launch as and when it happens will take place amidst serious concerns expressed over it by several stakeholders of the Indian media and entertainment industry, including the powerful industry body of MSOs, AIDCF.

The Storyboard18 report indicated that Prasar Bharati's streaming service, for which it has invited content from private sector TV channels and others, is likely to be free for the first year or so.

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The AIDCF also accused the broadcasters of misinterpreting existing regulations by stating that national broadcaster Prasar Bharti was outside the purview of regulator TRAI regulations and the federal law, Cable TV Act.

Tata Play presents anime shows in 3 Indian languages



Tata Play has introduced Anime Local, a brand-new destination for anime enthusiasts, offering an exceptional lineup of four popular anime series — 'Naruto', 'Naruto Shippuden', 'KochiKame', and 'Ninjaboy Rantaro'

These shows are now available in Hindi, Tamil, and Malayalam, allowing fans across India to experience the magic of anime in their preferred language.

Anime fans, whether seasoned or new, can dive into a world of unforgettable stories, striking characters, and heart-gripping emotions. With genres ranging from epic battles and heartfelt narratives to hilarious comedies and adventurous tales, Anime Local on Tata Play caters to diverse tastes and preferences.

Anime Local on Tata Play (Service Number 681) is a gateway to some of the best anime shows in various Indian languages.

Harshvardhan Rane locked for 'Sanam Teri Kasam 2'

As the romantic musical film 'Sanam Teri Kasam' gears up for its re-release in theaters this October, the makers have officially announced the sequel, 'Sanam Teri Kasam 2', with actor Harshvardhan Rane returning as the lead.

Harshvardhan Rane, who played the lead role in the original 2016 film, has been confirmed to reprise his role in the sequel. Although the storyline has been finalized, the filmmakers are yet to decide on a director to helm the new project, IANS reported.



For Harshvardhan, returning to 'Sanam Teri Kasam feels' like revisiting an old friend. He expressed his excitement, saying, "The love and connection that audiences have shown towards the film over the years is truly humbling. I'm thrilled to be a part of producer Deepak Mukut sir's world again and s the romantic musical film 'Sanam Teri Kasam' gears up for its re-release in theaters this October, the makers have officially announced the sequel, 'Sanam Teri Kasam 2', with actor Harshvardhan Rane returning as the lead.

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PIL to ban 'IC 814-The Kandahar Hijack' withdrawn from Delhi HC after Netflix's disclaimer

The PIL seeking direction to ban Netflix's series 'IC 814 The Kandahar Hijack' has been withdrawn from the Delhi High Court. The petitioner, through counsel, stated that Netflix's addition of a disclaimer clarifies the real names of the terrorists involved in the hijacking and addresses the concerns raised in the PIL. Recently, the PIL was moved by Surjit Singh Yadav, Chief of Hindu Sena, to seek a ban on Netflix's series, namely 'IC 814 The Kandahar Hijack.' The PIL alleged that the series distorts the actual identities of the terrorists involved in the hijacking, ANI reported.



The petitioner through Advocate Shashi Ranjan has approched the court against the television miniseries 'IC 814: The Kandahar Hijack,' directed by Anubhav Sinha, citing inaccuracies in its portrayal of the 1999 hijacking of Indian Flight 814.

The petition claimed that the miniseries erroneously assigns Hindu names such as 'Bhola' and 'Shankar'–names associated with Lord Shiva–to the real hijackers Ibrahim Akhtar, Shahid Akhtar Sayeed, Sunny Ahmed Qazi, Zahoor Mistry, and Shakir.This, according to the petitioner, distorts the identities of the hijackers, misrepresents historical events, perpetuates harmful stereotypes, and offends the sentiments of the Hindu community. The petitioner seeks the court's intervention to prevent further public misunderstanding and potential harm.

The plea mentioned that India's Constitution, which upholds secularism and religious harmony in a multi-religious society, mandates mutual respect for all religions as a fundamental right.It asserts that film producers, directors, and actors have a constitutional duty to avoid disturbing religious feelings and sentiments. Consequently, the Cinematograph Act, 1952 was enacted by Parliament to regulate feature films and ensure they adhere to these principles. The plea seeks the court's intervention to address these concerns in the context of the miniseries 'IC 814: The Kandahar Hijack.'

The Ministry of Information and Broadcasting has reportedly summoned Netflix's content head in response to accusations on social media that the makers of 'IC 814: The Kandahar Hijack' deliberately altered the names of the hijackers to 'Bhola' and 'Shankar.'

According to the reports, Netflix India's officials recently met with the Joint Secretary of the Ministry of Information and Broadcasting to address concerns about the series 'IC-814: The Kandahar Hijack.' Following the meeting, Netflix has committed to reviewing the series and updating the disclaimer to include the real names of the hijackers. Additionally, Netflix assured that future content on their platform will be more sensitive to national sentiments.

Delhi HC grants relief to Vishesh Films, restrains T-Series from using 'Aashiqui' in film titles

The Delhi High Court has granted interim relief to Vishesh Films by issuing an injunction that prevents Super Cassettes Industries, widely known as T-Series, from releasing any film under the titles 'Tu Hi Aashiqui,' 'Tu Hi Aashiqui Hai,' or any other name incorporating the term 'Aashiqui.'



The order came in response to a petition filed by Vishesh Films, which co-produced the original 'Aashiqui' films, seeking to protect its well-established film franchise. Vishesh Films argued that the use of the term 'Aashiqui' by T-Series would amount to an infringement of their intellectual property rights, potentially misleading audiences and diluting the brand value associated with the iconic film series, The Economic Times reported.

The court recognized the significance of the 'Aashiqui' franchise and granted the injunction, acknowledging that Vishesh Films holds a legitimate interest in preserving the uniqueness and integrity of its title. The interim order effectively restrains T-Series from using the title 'Aashiqui' or any similar variation for their films until a final decision is reached in the matter.

‘Bappa Majha’ returns to celebrate Ganesh Utsav 2024



ABP Majha, Maharashtra’s leading Marathi news channel, has announced the return of its beloved program, Bappa Majha 2024, beginning on September 7, 2024. The flagship coverage will bring the vibrant festivities of Ganesh Chaturthi into homes across the state, capturing the essence of one of Maharashtra’s most cherished festivals.

This year, Bappa Majha is themed ‘Pahuya Utsava Anandacha’ (Let’s Watch the Festival of Happiness), reflecting the joy, unity, and community spirit that define Ganesh Utsav. Through this program, ABP Majha continues its tradition of showcasing the true essence of the festival, the channel said in a press release.

Program Highlights for Bappa Majha 2024:

Morning & Evening Aarti: Live broadcasts of sacred Aartis from renowned Ganpati temples across Maharashtra will allow viewers to begin and end their days with devotional hymns, offering a spiritual connection to the festival.

Ganesh Pujan: A 30-minute special segment will feature the Ganesh Pooja Sthapana and Aarti from ABP Majha’s Mumbai office, providing a glimpse into the channel’s own celebration.

Bappa Majha Bulletin: A special bulletin over the course of 10 days will traverse Maharashtra, capturing the diverse and vibrant celebrations in various towns and cities, showcasing intricate pandal decorations, community festivities, and united devotion.

Kaladhipati: A special segment featuring Maharashtra’s beloved celebrities as they visit and showcase iconic Ganesh pandals in their neighbourhoods.

Anant Chaturdashi Special Coverage: A full day of coverage on the final day of the festival, featuring the emotional and grand farewell processions of Lord Ganesha, capturing the processions and rituals across Maharashtra.

ABP Majha has also launched the ‘Maha Ganesh Mandal Contest,’ celebrating the creativity behind Ganesh Pandal decorations. The contest invites entries from Ganesh Mandals across different regions of Maharashtra, with the top three entries from each region being recognised for creativity, visual appeal, and social messages.

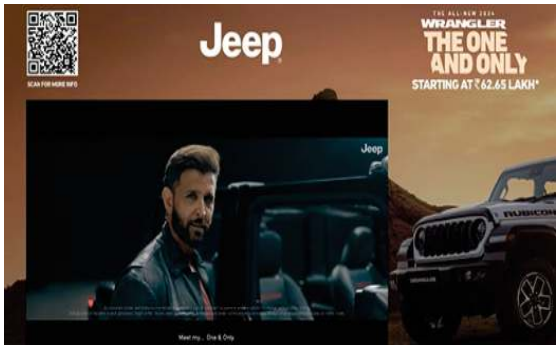
ABP Majha‘s Bappa Majha 2024 aims to be a conduit for bringing the divine presence of Lord Ganesha and the festive spirit of Ganesh Utsav into every home, inviting all of Maharashtra and beyond to participate in this grand celebration from September 7.

Bappa Majha 2024 is presented by Gowardhan, Jagganath Gangaram Pednekar Jewellers, Finolex Pipes and Fittings, Nirma Beauty Soap, and Manikchand Oxyrich. It is powered by Macho Hint, with partners Honda Activa and Cycle Agarbathi, and supported by Keshking.

ABP LIVE serves as the digital partner.

Frodoh partners with Jeep for CTV campaign

Fast-growing AdTech firm Frodoh has collaborated with Jeep for its first-ever Connected TV (CTV) campaign, achieving impressive results with a 97 percent video completion rate and 11,700 QR code scans. Conceptualized by Starcom India, a part of Publicis Groupe India, this innovative campaign featured a video starring Bollywood superstar Hrithik Roshan and utilized Frodoh’s cutting-edge “inverse L-skinner” technology, which maximizes screen visibility and user engagement, the company said in a press release.



The campaign strategically integrated a smart QR code with Jeep Wrangler branding, targeting over a million households across India’s top 10 metropolitan areas, with a strong emphasis on the Hindi-speaking markets (HSM).

The premium and affluent audience profile of CTV viewers contributed to the campaign’s effectiveness, demonstrating the potential of CTV as a medium for engaging with a targeted audience. The campaign also extended its reach to mobile devices, ensuring seamless cross-platform engagement and maximizing impact.

Kumar Priyesh, Brand Director of Jeep India, highlighted the campaign’s innovative nature, stating, “Jeep has always stood out for its bold and innovative approach to advertising. This pioneering CTV campaign for Jeep Wrangler, which combines CTV and QR technology, achieved outstanding results. It showcases the power of new ad technologies in reaching and engaging our target audience, and we look forward to exploring more such cutting-edge opportunities in the future.”

Russhabh R Thakkar, Founder and CEO of Frodoh, expressed enthusiasm about the collaboration, saying, “We are thrilled to have partnered with Jeep and Starcom for a campaign that has seen significant success. The metrics speak volumes about the potential of integrating smart technology mediums like CTV to deliver highly targeted campaigns, creating additional value for the brand.”

NDTV announces 'India Sustainability Mission' conclave

NDTV is set to host the 'India Sustainability Mission – A Conclave' on September 6, 2024 in New Delhi. This landmark initiative is dedicated to promoting sustainable development and environmental stewardship in India. The event aims to bring together policymakers, industry experts, and visionary leaders to share solutions for building a sustainable and climate-conscious India.

The conclave will cover critical topics, including: 'Green Energy', 'Green Financing', 'Enabling Business Adaptation', 'Road to Net Zero', 'Indian Industry and ESG Goals', 'The Future of E-Mobility'.



The event will be honored by Pralhad Joshi, Minister of Consumer Affairs, Food and Public Distribution, New & Renewable Energy, and Bhupender Yadav, Minister of Environment, Forests & Climate Change. Their presence will provide expert insights and vision to drive impactful dialogues on India's path toward a greener and more resilient future.

The conclave will also include, Rajnish Kumar – Chairman, Mastercard; Dia Mirza – Indian Actress & Social Activist; Ricky Kej – Music Composer & Environmentalist; Sanjeev Bhikhchandani – Founder and Executive Vice Chairman, Info Edge; Shomby Sharp – UN Resident Coordinator in India.

The conclave will feature sessions highlighting people-oriented solutions and innovation narratives, focusing on actionable strategies for a sustainable future.

The event underscores India's commitment to achieving Net Zero Emissions by 2070. It aims to foster conversations around sustainable practices such as improved waste management and conscious production and consumption.

Industry innovators participating in the conclave will also include, Cassio Simoes – Managing Director, Tetra Pak; Ankit Todi – Group Chief Sustainability Officer, Mahindra Ripudaman Bevli – Environmentalist & Social Activist.

Gaurav Kumar Dewani, Revenue Head – Content, NDTV, remarked, "The India Sustainability Mission Conclave is more than just a gathering; it's a movement. We're bringing together visionary leaders and experts to spark real, actionable change. This is where the future of sustainable India begins, and we are excited to see the groundbreaking ideas and collaborations that will emerge to propel us toward a greener, more resilient tomorrow."

NDTV's conclave aims to convene the nation's brightest minds and influential leaders to pave the way for innovative solutions and actionable strategies in sustainability. The event will catalyze meaningful dialogue and collaborative efforts to propel India toward a more sustainable future.

Sony AATH to enhance afternoon lineup with 'Taarak Mehta Kka Chhota Chashmah'

Bengali entertainment channel Sony AATH is set to brighten up afternoons for its viewers with the premiere of 'Taarak Mehta Kka Chhota Chashmah.'

The show, featuring animated characters inspired by the popular TV series 'Taarak Mehta Ka Ooltah Chashmah,' will begin airing on September 7, 2024, at 12:30 pm.



Created by Asit Kumarr Modi, 'Taarak Mehta Kka Chhota Chashmah' brings the same light-hearted humor, engaging storytelling, and moral lessons that have made the original series a favorite in many households.

The animated show captures the antics of beloved characters like Jethalal, who constantly finds himself in trouble, Dayaben with her boundless energy and innocence, and the inseparable bond of Tapu and Babuji, promising laughter and joy for all.

This new addition aligns with Sony AATH's goal of expanding its family entertainment content for Bengali-speaking audiences. Each episode will present a mini-adventure featuring the close-knit families of Gokuldham Society, filled with humor, love, and valuable life lessons.

Sony AATH invites viewers to enjoy the animated adventures and tune in for 'Taarak Mehta Kka Chhota Chashmah' on September 7, 2024, at 12:30 pm for a delightful blend of comedy and lessons that cater to all age groups.

India TV launches 24×7 fast news channel 'India TV Speed News' in HD

India TV has unveiled India TV Speed News, India's first 24-hour fast news channel in the HD segment, aimed at delivering timely, brief, and engaging news updates. This innovative initiative is designed for a linear audience, catering to the growing demand for fast-paced news formats, particularly among Hindi news viewers.

According to a press release, the launch comes in response to the evolving news consumption habits in India, where over 65 percent of Hindi news viewers prefer fast news formats. More than 30 percent of these viewers tune in multiple times daily, showcasing the shift towards concise, impactful content. The demand for high-definition content has also surged, with HD households increasing by 35 percent over the past three years. The NCCS A segment accounts for 42 percent of the HD viewership, and 78 percent of HD viewers are aged 15-50, reflecting a younger, more affluent audience.

Ritu Dhawan, Managing Director of India TV, stated, "With the launch of India TV Speed News Channel in HD, we are setting a new benchmark in the news broadcasting industry by delivering the fastest, most reliable news in a format that meets the needs of our modern audience. Our mission is to offer timely and accurate information while upholding the highest standards of journalistic integrity."



The HD channel primarily targets viewers aged 25-45 from the middle to upper-middle class, who seek high-quality, visually appealing content. This audience shares a strong overlap with the Connected TV (CTV) audience, both prioritizing premium viewing experiences.

India TV Speed News offers a range of segments such as Speed 50, Speed 100, Duniya 20, Mausam 20, Sports 20, and Headlines, ensuring viewers stay updated with the latest news in concise, impactful segments. The channel boasts an average of 1.1 million monthly viewers on the CTV platform, with 6.8 million average monthly watch minutes and an average watch time of 13 minutes per viewer.

With this new launch, India TV Speed News aims to strengthen its position as India's leading source for fast news, delivering high-quality content tailored to the fast-paced lifestyles of its discerning audience.

OTTVerse Summit to spotlight India's streaming revolution

OTTVerse, a leading platform for global streaming insights, has announced the OTTVerse Summit 2024, an exclusive event dedicated to advancing the streaming industry in India.

This summit will take place on October 5 in Bangalore and, according to a media statement from the organsiers, promises to be a transformative experience for India's rapidly growing digital media landscape.



India's OTT sector is experiencing unprecedented growth, fuelled by the digital consumption of entertainment, regional content, and emerging platforms. The OTTVerse Summit 2024 aims to contribute to this trend, bringing together the most prominent industry leaders and innovators to explore current trends and future advancements in the OTT ecosystem to uniting visionaries in streaming innovation, the organisers said.

Attendees can connect with industry leaders from renowned companies such as JioCinema, JioAds, Disney+ Hotstar, Zee, Samsung, Warner Bros. Discovery, Amazon MiniTV, ShemarooMe, Airtel XStream, Manorama Max and Lionsgate Play.

Netflix drops crime thriller 'Sector 36' trailer

Netflix dropped the trailer for its upcoming crime thriller 'Sector 36' yesterday. Produced by Dinesh Vijan's Maddock Films and Jio Studios, the film traces the story of a once-complacent police inspector who is on the heels of a devious serial killer when justice becomes personal as several children go missing from a basti (slum) in Sector 36.

Inspired by true events, 'Sector 36' is directed by debutante Aditya Nimbalkar.



Deliberately paced, the trailer follows Inspector Ram Charan Pandey (Deepak Dobriyal), father to a young daughter and doting husband, as he chases after a serial killer despite warnings to desist. With the lives of missing children in the balance, he hunts the enigmatic yet beguiling Prem Singh (Vikrant Massey), hiding in plain sight. A high-tension cat-and-mouse chase ensues, making 'Sector 36' a gripping watch.

Talking about his role in the film, Vikrant Massey said, "Stepping into the character of Prem for this film was unlike anything I've done before.

AIDCF protests Prasar Bharati OTT platform exploring onboarding TV channels

A powerful industry body of MSOs has criticised India's public broadcaster Prasar Bharati for inviting private sector satellite TV channels to onboard its proposed OTT platform, saying that it would be violative of the government's own uplinking and downlinking guidelines.

"Prasar Bharti vide its letter dated 5th Aug 2024, have issued a NIA (Notice Inviting Application) to all the linear satellite TV channels for on-boarding on their OTT platform. The above NIA by Prasar Bharti is promoting broadcasters to violate clause 11(3) (f) of the Uplinking & Downlinking guidelines dated 9th November 2022 and its subsequent amendment dated 24th March 2023," the AIDCF said in a letter to the Ministry of Information and Broadcasting.

Broadcasters are required to adhere to the downlinking guidelines, for the grant of permission to downlink satellite TV channels, irrespective of the distribution platforms, said All India Digital cable Federation (AIDCF) in its letter. The organisation boasts of member-companies including DEN Network, Hathway, Hinduja Global Solutions' IMCL and Siti Networks.

The AIDCF also accused the broadcasters of misinterpreting existing regulations by stating that national broadcaster Prasar Bharti was outside the purview of regulator TRAI regulations and the federal law, Cable TV Act.

AIDCF alleged that as per law satellite TV channels cannot be part of Prasar Bharti's proposed OTT platform and can only provide their channels' signals to registered DPOs.

Apart from pointing out the loopholes regarding TV channels vis-à-vis OTT platforms, the AIDCF letter highlighted that many streaming applications were mushrooming due to absence of any regulation or guidelines and will, thus, escape any regulatory vigilance as they were neither registered with MIB nor are reporting their server details/subscriber details to the government.

"Cable TV and DTH industry had already witnessed a huge churn in their subscriber base in last six years, wherein…the combined subscriber base of cable TV and DTH industry has significantly reduced to 120 million in 2024, which is an erosion of 33 percent of total subscriber base," the AIDCF letter said, adding that such reduction in subscribers has financially impacted the distribution sector.

"We seriously apprehend that if the regulatory disparity and violation continues, (distribution) industry will witness not only capital loss leading towards winding up of many DPOs and reduction in the size of industry, but also huge loss of employment due to such shrinkage," the letter added.

Pointing out that if private broadcasters were allowed to join Prasar Bharti's proposed OTT platform it would "kill the distribution platform operators completely", the AIDCF exhorted MIB to direct the pubcaster to "withdraw" the office memo on onboarding satellite TV channels.

Prasar Bharati, which has announced its decision to start an OTT platform to provide wholesome family content to viewers, put out a notice in August seeking participation from private sector TV broadcasters and, amongst other sops, offered a 65:35 revenue share in favour of private broadcasters.

The revenue share will be calculated after adjusting Prasar Bharati's expenses for the channel, including transcoding, CDN costs, and agency commissions, a report in the Economic Times had stated.

According to the report, which quoted a notification from Prasar Bharati that's on its website, only those TV channels permitted by the Indian government will be eligible to join the proposed streaming platform.

Ultra Play OTT revives nostalgia of yesteryear Hindi cinema



Ultra Media and Entertainment Group had launched its latest OTT platform, Ultra Play, a service dedicated exclusively to streaming classic Hindi films. With the tagline 'Har Pal Filmy,' Ultra Play aims to provide a nostalgic journey that brings the charm of classic cinema to both new and old generations of viewers.

Amid growing interest in classic Bollywood films, Ultra Play is leading the wave by offering a curated collection of over 2,000 iconic movies. Spanning from the 1950s to the present, the platform features blockbusters, hidden gems, and cult classics from legendary filmmakers such as Guru Dutt, Raj Kapoor, Shakti Samanta, Subhash Ghai, and Vidhu Vinod Chopra.

Ultra Play's launch is being supported by a vibrant new TV commercial (TVC) that captures the essence of the platform's tagline, 'Har Pal Filmy.'

The campaign is designed to evoke memories and emotions, reminding viewers of the iconic dialogues, memorable characters, and unforgettable moments that have defined Indian cinema for decades.

Kandahar hijack survivor feels Netflix show controversy 'needless'



Amid a row over the depiction of code names of hijackers of the 1999 Indian Airlines plane in the OTT series 'IC814: The Kandahar Hijack', a survivor of the harrowing incident yesterday said there is a "needless" controversy over the show.

According to a PTI report from Chandigarh, commenting on Anubhav Sinha's Netflix series, Pooja Kataria, who was then returning from her honeymoon in Kathmandu, said, "I have seen it. The controversy which is going on is needless. There is nothing like this, true event has been depicted and they (hijackers) had code names and they used to call each other using those names."

She also recalled how a hijacker with code name 'Burger' talked to the passengers, played antakshari and gifted her a shawl when he came to know it was her birthday.

"He was friendly with the people as they were having panic attacks. He used to even play antakshari," she said.

The web series has courted controversy with many claiming that the filmmaker changed the names of the hijackers to 'Shankar' and 'Bhola' to allegedly protect the terrorists who belonged to a certain community.

The real names of the hijackers were Ibrahim Athar, Shahid Akhtar Sayed, Sunny, Ahmad Qazi, Zahoor Mistry and Shakir. However, the series referred to the code names used by terrorists — 'Bhola', 'Shankar', 'Doctor', 'Burger' and 'Chief'.

Under pressure, Netflix India on Tuesday said it has included the real and code names of the hijackers.

Kataria (47), while recalling the harrowing events which unfolded after the plane was hijacked on December 24, 1999, 40 minutes after it took off from Kathmandu, said the hijackers addressed each other using their code names.

On the controversy surrounding the series, she said that the true event has been depicted. Reality has been shown, there should be no controversy, she asserted.

"I think it should be seen from entertainment point of view only. Other movies are also made. There is no need for controversy," she told PTI Videos.

Mumbai HC refuses relief to 'Emergency'; Kangana says she's being targeted

Even as a Mumbai court did not hand out an interim relief to Kangana Ranaut-helmed 'Emergency' on Sept. 04, which keeps the film's release in a limbo, the Member of Parliament and actor-producer said that she has become everybody's 'target', adding that that the court had lambasted the film certification body for delaying clearance to the movie.

'Emergency' didn't get any relief yesterday from the Bombay High Court, which refused to pass any order in the wake of a directive by the Madhya Pradesh HC directing CBFC to consider objections to the movie before certifying it, a PTI report from Mumbai stated.

MP-actor-director-producer Ranaut, meanwhile, according to another PTI report from New Delhi, yesterday said she has become "everyone's favourite target" and is paying the price for awakening a "sleeping nation".



The film was scheduled to release on September 6 but will now be pushed back for two weeks as the Bombay HC directed the censor board to consider the objections raised against the film and then certify it by September 18.

The film's producer Zee Entertainment Enterprises had moved the Bombay HC seeking a direction to the Central Board of Film Certification (CBFC) to issue a certificate for the biographical drama 'Emergency', helmed by actor-MP Kangana Ranaut.

The plea claimed that the censor board was ready with the certificate but was not issuing it apprehending law and order unrest after the movie's release.

A division bench of Justices B P Colabawalla and Firdosh Pooniwalla on Wednesday accepted the producer's contention that the certificate was kept ready but not issued.

The bench said once the certificate was issued online to the makers of the film, the CBFC's contention that the certificate was not issued as it was not signed by the chairperson is incorrect.

The court, however, noted it would have directed the CBFC to issue the certificate on Wednesday itself had there not been an order from the Madhya Pradesh HC.

"We know that there is something else happening behind. We don't want to comment on it. The CBFC shall consider the objections and take a decision by September 18," it said.

The Madhya Pradesh HC on Tuesday heard petitions filed by Sikh groups claiming that the film contains scenes that may hurt their religious sentiments and may hence cause unrest.

The CBFC had claimed there that the movie had not yet been issued a certificate.

The Madhya Pradesh HC then directed the censor board to consider the representation of the petitioner Sikh groups raising objections to the film before issuing the certificate to the movie.

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Netflix updates opening disclaimers on terrorists in 'Hijack' drama

Netflix India on Sept.03 said it had updated the opening disclaimer of its latest series 'IC814: The Kandahar Hijack', which has courted controversy over its depiction of hijackers' code names.

"For the benefit of audiences unfamiliar with the 1999 hijacking of Indian Airlines Flight 814, the opening disclaimer has been updated to include the real and code names of the hijackers," said Monika Shergill, Vice President, Content at Netflix India, according to a PTI report filed from Mumbai.



"The code names in the series reflect those used during the actual event. India has a rich culture of storytelling — and we are committed to showcasing these stories and their authentic representation," she said in the statement.

Shergill's comments came after her meeting with the Information and Broadcasting Secretary Sanjay Jaju in New Delhi yesterday. She was summoned by the ministry after concerns were raised in some quarters about various issues, including Hindu code names used by the hijackers and the alleged humane face given to some of them.

Directed by Anubhav Sinha and featuring a stellar cast of Vijay Varma, Patralekhaa, Pankaj Kapur, Naseeruddin Shah, Arvind Swamy, Dia Mirza, the series chronicles the true story of the December 1999 hijack.

It is inspired by real events, including an adaptation of the book titled 'Flight Into Fear' written by Captain Devi Sharan and Srinjoy Chowdhury.

The series had courted controversy on social media and elsewhere with many claiming that the filmmaker changed the names of the hijackers to 'Shankar' and 'Bhola' to allegedly protect the terrorists who belonged to a certain community.

Hashtags such as #BoycottNetflix, #BoycottBollywood and #IC814 trended on social media but many survivors and journalists have come out in support of the series saying that the hijackers did use the code names depicted in the show.

The 'aliases' used by the hijackers in the series have been in public domain, including the Union Home Ministry's official statement issued on January 6, 2000.

Meanwhile another PTI report from New Delhi stated that Shergill's meeting with MIB Secretary Jaju in his office lasted for about 40 minutes during which the OTT platform official was apprised of the sentiments expressed by a large section of the society and the need to be sensitive while handling such topics.

Voicing concern over the depiction of terrorists in the web series, a senior official has said nobody has the right to play with the sentiments of the nation.

"Nobody has the right to play with the sentiments of the people of this nation. Indian culture and civilisation should always be respected," another official source said.

"Should we allow any foreign people to slipshod over our cultural values," the source said without elaborating.

The sources said filmmakers have to think before portraying something in a wrong manner. "You may be liberal, but you cannot portray institutions in a wrong manner," the source said.

L'oreal ropes in alia bhatt as global brand ambassador



Leading French cosmetic maker L'Oreal Paris on Sept. 03 said it had roped in Bollywood actress Alia Bhatt as its new global brand ambassador.

With this, Bhatt joins the brand's diverse roster of L'Oreal brand ambassadors like Viola Davis, Jane Fonda, Eva Longoria, Kendall Jenner, Elle Fanning, Camila Cabello, and many others, a PTI report from New Delhi stated.

She will star in the French beauty brand's campaigns, starting in September 2024, said a L'Oreal statement.

Alia's repertoire of cinema spans languages and genres, which have won her awards and critical acclaim. A true multi-hyphenate, Alia embodies the core values of L'Oréal Paris, representing inclusivity and empowerment, sharing the transformative power of self-belief with women all over the world, the cosmetic maker said.

"At L'Oréal Paris, we are honoured to welcome Indian actress Alia Bhatt to the family. I admire how Alia uses her global platform and role as a producer to push for inclusivity in the film industry and to shed light on Indian cinema worldwide.

"Her commitment to care for people and planet makes her the perfect ambassador for female talent, entrepreneurship, and for the endless possibilities L'Oréal Paris seeks to open up by uplifting women's worth," said Delphine Viguier-Hovasse, L'Oréal Paris global president.

MIB seeks Netflix explanation on 'Kandahar Hijack' drama

The Indian government had summoned the content head of OTT platform Netflix over the series 'IC-814 — The Kandahar Hijack', which has triggered a row over depiction of hijackers.

Official sources said the Ministry of Information and Broadcasting (MIB) had summoned the content head of Netflix India on Tuesday, seeking an explanation on the allegedly contentious aspects of the OTT series, a PTI report from New Delhi stated.

The depiction of hijackers of the Indian Airlines flight from Kathmandu to Delhi had kicked off a row with a section of viewers objecting to the 'humane' projection of the perpetrators.



BJP IT Cell chief Amit Malviya said the hijackers of IC-814 were dreaded terrorists, who acquired aliases to hide their Muslim identities.

"Filmmaker Anubhav Sinha, legitimised their criminal intent, by furthering their non-Muslim names," Malviya posted on X. "Decades later, people will think Hindus hijacked IC-814," he said.

"Left's agenda to whitewash the crimes of Pakistani terrorists, all Muslims, served. This is the power of cinema, which the Communists have been using aggressively, since the 70s. Perhaps even earlier," Malviya said.

"This will not just weaken/put in question India's security apparatus in the long run, but also shift the blame away from the religious cohort that is responsible for all the bloodshed," he said.

Former Jammu and Kashmir Chief Minister Omar Abdullah said it was really amusing to see the people who took movies like 'Kashmir Files' as the gospel truth having a melt down at the way the events of IC814 are depicted in the Netflix show.

"Now suddenly they want accuracy and nuance packaged in the script," Abdullah said on X.

Meanwhile, on September 1, amid demands by a section of social media users for boycott of the series for allegedly hiding the real identities of the terrorists involved in the 1999 incident, casting director Mukesh Chhabra claimed the perpetrators used nicknames for each other and proper research was done for the show.

Directed by Anubhav Sinha, the series is based on the 1999 hijack of an Indian aircraft by five terrorists on December 24, 1999, 40 minutes after it took off from Kathmandu. It started streaming on Netflix from August 29.

Zee moves Bombay HC seeking CBFC nod for 'Emergency'



Zee Entertainment Enterprises on Sept. 03 moved the Bombay High Court seeking a direction to the Central Board of Film Certification (CBFC) to issue a certificate for the film 'Emergency', helmed by Kangana Ranaut.

The court agreed to hear it on Sept. 04. Zee Entertainment is the producer of the film, a PTI report from Mumbai stated.

Scheduled for release on September 6, the biographical drama is caught up in controversy after Sikh organisations including the Shiromani Akali Dal objected, accusing it of misrepresenting the community and getting historical facts wrong.

The petition before the high court claimed that the CBFC had "illegally and arbitrarily" withheld the certification.

As per a lawyer, the petition claimed that the Censor board was ready with the certificate, but not issuing it.

The plea was mentioned before a division bench of Justices B P Colabawalla and Firdosh Pooniwalla for urgent hearing. The bench agreed to hear it on Sept. 04

Ranaut, who has directed and co-produced the film besides playing the lead role of former Prime Minister late Indira Gandhi, on Sept. 02 accused the CBFC of stalling certification to delay the release.

She had earlier told Shubhankar Mishra on his podcast that "an emergency has been imposed on my film too".

"It's a very hopeless state. I'm quite disappointed in our country and whatever the circumstances are... How much will we keep getting scared?

"I've made this film with a lot of self-respect which is why the CBFC can't point out any contention. They've stalled my certificate, but I'm determined to release an uncut version of the film. I'll fight in court and release an uncut version," she had said.

Subhash Chandra accuses SEBI chief of scuttling Zee-Sony merger

Zee group's founder and present Chairman Emeritus Subhash Chandra had once again pointed fingers at Madhabi Puri Buch, the controversial chief of the Indian markets regulator, accusing her of scuttling the Sony-Zee merger, which was called off earlier this year.

Accusing Buch, chairperson of the Securities and Exchange Board (SEBI), for being "corrupt" and "vindictive", Chandra in a press conference on Sept. 02 alleged that Zee's issues with SEBI was the "main reason" that the merger fell apart, a news report in entertainment outlet Variety stated.

A PTI report from Mumbai said the SEBI did not offer any comment immediately. However, a source familiar with the matter said that the allegations were malicious.

"All these allegations made by Mr Chandra are malicious. The facts would suggest otherwise," the source told PTI.

Meanwhile, the Variety report went on to add that in June 2023, SEBI had barred the father-son duo of Chandra and Zeel MD & CEO Punit Goenka from holding any managerial or directorial positions in listed companies. The suspension was while SEBI carried out investigations into allegations of insider trading and alleged "siphoning" of funds.

The merger was called off in January this year and in February a Bloomberg report had alleged that SEBI had found a discrepancy of about $ 241 million in Zee's accounts.

On Monday, Chandra, according to the Variety report, said that during the time the merger was still in progress, he had written to India's Finance Minister telling her that Buch was acting against the Zee-Sony merger, but got "no response" from the federal government.

"I don't want to subject myself to this investigation by a corrupt person. You may get me investigated by anybody, any third



party, any independent," Chandra said at yesterday's press conference, adding that "SEBI has not been acting in the interest of investors of ZEE Entertainment".

"The ZEE Sony merger was progressing well and they had got SEBI/ Stock exchange approval. Despite the same, SEBI instructed BSE/NSE (Bombay Stock Exchange/National Stock Exchange) to intervene in NCLT (National Company Law Tribunal) proceedings and scuttle the merger by spooking Sony. Ultimately, the merger was terminated by Sony which resulted in the erosion of huge wealth of minority shareholders," a statement released by Chandra after the press con stated.

DistroTV announces strategic partnership with GTPL

DistroTV, a leading global streaming platform, had announced a strategic partnership with GTPL Hathway Limited (GTPL), India's largest Digital Cable TV and Broadband Service provider.

This collaboration aims to enhance the entertainment experience for GTPL's customers by integrating DistroTV's diverse content portfolio into GTPL's services.



According to a press release, DistroTV's extensive array of streaming channels, including news, sports, entertainment, and lifestyle content, will now be available to GTPL users. This move is set to significantly expand the content options for GTPL's customers.

The integration will offer GTPL users access to a broader range of high-quality global content, enhancing their overall viewing experience.

Commenting on the partnership, Navdeep Saini, Co-founder and CEO of DistroScale, "We are thrilled to partner with GTPL Hathway Limited, aligning with our mission to broaden the reach of dynamic content. This partnership marks a significant milestone in enhancing the streaming experience for audiences across India."

Anirudhsinh Jadeja, Managing Director, GTPL Hathway Limited, "This collaboration with DistroTV allows us to offer an expanded range of high-quality streaming content, elevating the entertainment experience for our customers."

Vikas Khanchandani, APAC Head, DistroScale, Inc.,"The partnership with GTPL Hathway is a pivotal moment for us, combining GTPL's extensive network with DistroTV's rich content offerings to redefine the digital entertainment landscape in India."

The integration of DistroTV's channels into GTPL Hathway's services represents a significant enhancement in content accessibility and quality for GTPL's customer base.

‘Kandahar Hijack’ makers clarify terrorists’ names after boycott calls

Amid demands by a section of social media users for boycott of the series ‘IC 814: The Kandahar Hijack’ for allegedly hiding the real identities of the terrorists involved in the 1999 incident, casting director Mukesh Chhabra on September 01 claimed the perpetrators used nicknames for each other and proper research was done for the show. Directed by Anubhav Sinha, the series is based on the 1999 hijack of an Indian aircraft by five terrorists on December 24, 1999, 40 minutes after it took off from Kathmandu. It started streaming on Netflix from August 29.



Using hashtags #BoycottNetflix, #BoycottBollywood and #IC814, many X users shared posts claiming the makers changed the names of the hijackers to ‘Shankar’ and ‘Bhola’ to allegedly protect the terrorists who belonged to a certain community, a PTI report stated.

A user accused Sinha of “deliberate distortion of facts” as well as termed the series “propaganda”.

“…. it’s a vile attempt to rewrite history, downplay the terror inflicted by the actual hijackers, and subtly glorify their actions. By reducing the tragedy of IC 814 to a farcical narrative, Sinha had shown where his loyalties lie—not with the victims or the truth, but with an insidious agenda that seeks to whitewash the brutality of terrorism and vilify the Hindu community,” she wrote on X.

“Names of IC814 Hijackers changed to Shankar & Bhola by @anubhavsinha. This is how Bollywood let the TERRORISTS WIN: #BoycottBollywood #IC814TheKandaharHijack,” wrote another. “IC 814 Terrorists names – Ahmed Omar Saeed Sheikh, Masood Azhar and Mushtaq Ahmed Zargar. In Movie – Shankar & Bhola!” read a post.

Chhabra, a prominent casting director in the industry, said the terrorists used “nicknames or fake names” to address each other.

“I am reading so many tweets about the names of the hijackers. We did the proper research. They used to call each other by those names—nicknames or fake names, whatever you want to call them.” “And thank you, everyone, for loving the ensemble cast. A big thank you to my team, and especially to Anubhav Sinha for trusting us and giving me the freedom to explore. #IC814 #Netflix,” he wrote on X.

Five terrorists Ibrahim Athar, Sunny Ahmed Qazi, Zahoor Ibrahim, Shahid Akhter and Sayed Shakir hijacked the IC-814 plane during its flight from Kathmandu to Delhi on December 24 that year.

At least 154 passengers and crew were held hostage for eight days and the stand-off ended when hardcore terrorists Masood Azhar, Omar Sheikh and Mushtaq Ahmad Zargar were released and the then external affairs minister Jaswant Singh took them on a special plane to Kandahar.

‘IC 814: The Kandahar Hijack’ features an ensemble cast of Vijay Varma, Naseeruddin Shah, Pankaj Kapur, Manoj Pahwa, Kumud Mishra, Arvind Swamy, Dia Mirza and Patralekhaa, among others.

Kangana threatens legal action to have CBFC clear ‘Emergency’

Four days ahead of the scheduled premiere of ‘Emergency’, actor Kangana Ranaut had levelled allegations against the Central Board of Film Certification (CBFC) for stalling its certificate to delay the release.

Ranaut, who plays the role of former Prime Minister Indira Gandhi in the movie, said she will go to court if she doesn’t get a clearance on the uncut version, PTI reported from New Delhi.

“An emergency had been imposed on my film too. It’s a very hopeless state. I’m quite disappointed in our country and whatever the circumstances are… How much will we keep getting scared?

“I’ve made this film with a lot of self-respect which is why the CBFC can’t point out any contention. They’ve stalled my certificate, but I’m determined to release an uncut version of the film. I’ll fight in court and release an uncut version,” she told Shubhankar Mishra on his podcast.

According to a source, the film isn’t releasing on Friday because the makers are yet to receive the certification from the CBFC.

“Even though they (CBFC) have put a U/A certificate on their website, the makers haven’t received the copy of the certificate yet. Everyday there’s a new cut being given to the film, which they are doing due to some pressure. Kangana is fighting for the sanctity of the film,” the source told PTI.

Meanwhile, another PTI report stated that drawing parallels between ‘Emergency’ and Netflix series ‘IC 814: The Kandahar Hijack’, Ranaut said censorship is only for those who make films based on historic facts, while violence and nudity can be shown on streamers.



“Law of the land is that one can show unimaginable amount of violence and nudity on OTT platforms without any consequence or censorship.

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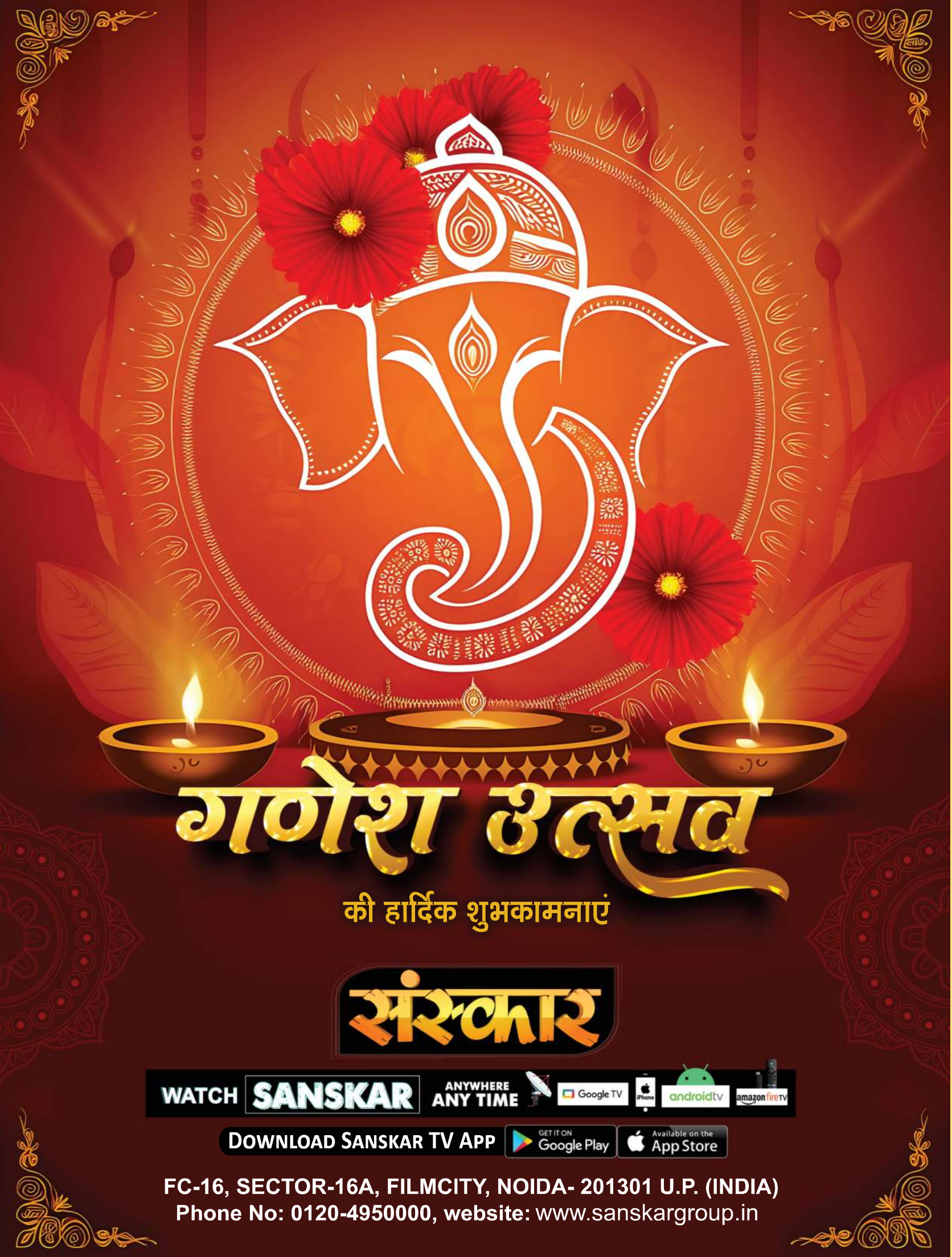
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