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Content - Cable TV - Technology- Internet Broadcasting

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बिना सिग्नल फेल, बिना रुकावट।



ग्राहकों को दीजिए ऐसी सेवा, जो हर मौसम में साथ निभाए।

आज ही करवाइए स्विच – सिर्फ़ DEN पर।

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वो वाला नहीं, ये नया भारत है... मोदी वाला

बच्चों के बिगड़ने में पेरेंट्स की भूमिका को नकारा नहीं जा सकता है, सारा दोष सिर्फ बच्चे के सिर मढ़ आप अपनी जिम्मेदारी से हाथ नहीं झाड़ सकते हैं, अखण्ड भारत के टुकड़े कब और कैसे हुवे उन सब पर बात करेंगे तो कहानी बहुत लम्बी हो जाएगी , यहाँ 1947 में जन्मे पाक की बात करें तो इसके जन्म को समझना होगा कि यह क्यों जन्मा ....?

जिन्ना की जिद थी कि हमारा धर्म रस्मों रिवाज सब कुछ अलग है हम इनके साथ नहीं रह सकते, हमे इनसे अलग रहना है ,इसी बुनियाद पर भारत को काटकर एक और देश (बेटा) पैदा हो गया नाम रखा गया पाकिस्तान...

इधर से उधर या उधर से इधर को बीच में ही रोक दिया गया लेकिन जिन्ना की जिद पूरी की गई ,उसकी शैतानियत ने पीओके लिया लेकिन कश्मीर हमने बचा लिया ,उसकी शैतानियां बढ़ती रहीं,हमारी उदारता धैर्य और सहनशीलता की परीक्षा ली जाती रही और हम निंदा निंदा ही करते रहे, जबकि शैतान बच्चे को शुरू में ही दंड दे दिया गया होता तो ऑपरेशन सिंदूर तक की नौबत नहीं आती !

बीच बीच में लाल बहादुर शास्त्री या इंदिरा जी ने दंडित किया भी तो समझौतों में फिर वहीं जैसे थे पर पहुँच गए परिणाम क्या हुआ वह घमण्डी हो गया उसे वहम हो गया स्वयं को बहादुर लाल अपार शक्तिशाली समझ हमे ही धमकाने लगा आखिर में पहलगाम कर दिया लेकिन अब यहाँ स्वयं निर्णय लेने वाला प्रधानमंत्री मोदी बैठा है मोदी ने जो किया वो पूरी दुनिया देख चुकी है खूब थपड़ा दिया गया है बिगड़े बच्चे को और हाथ पाँव बांध कर बता दिया है कि आइंदा से कोई हरकत की तो फिर बहुत ज्यादा बुरा होगा ध्यान रखना .....!!

बस ये ही हजम नहीं हो पा रहा विपक्ष को कि रुक कैसे गया उसे तो पीट दिया यहाँ खरोंच भी नहीं आई ये तो गलत है, वही रोना धोना भोंकना शुरू है , देश के आम नागरिक जय जयकार कर रहें हैं लेकिन उन्हें निगला नहीं जा रहा ऐसे कैसे चलेगा मोदी ये मोदी वो पूरा विलाप चल रहा है ऐसे तो काँग्रेस आ ही नहीं पायेगी , मोदी और आगे निकल जायेगा .....

क्या सोचते हैं ये लोग कि लोग इनकी बातों में आ जाएँगे ,लोगों को दिखाई नहीं दे रहा क्या ,

हर कोई जय जयकार कर रहा है ,लोग मूर्ख नहीं बहुत समझदार हो गए हैं ,वो सारा सच जानते हैं उन्हें अब बेवकूफ नहीं बनाया जा सकता है ! युद्ध पाकिस्तान से नहीं आतंकवाद से है ,हमारी सेना ने आतंकवादी ठिकानों को ठिकाने लगाया है आतंकवादियों को मारा है,

वो पाकिस्तान में हैं तो ये उनकी गलती है वो क्यों आतंकवादियों की फेक्ट्री बन बैठे हैं ये उन्होंने सोचना है लेकिन मोदी जी ने बता दिया कि यह नया भारत है,गोली के जवाब में गोला आयेगा ...-.पूरे विश्व को बता दिया गया है कि भारत अपनी रक्षा सुरक्षा में पूर्णतया समर्थ है किसी को गलतफहमी हो तो सुधार ले ,

हम शांति चाहते हैं लेकिन शांति को हमारी कमजोरी ना समझा जाए,छेड़ोगे तो छोड़ेंगे नहीं,

समझे ...ये नया भारत है मोदी वाला भारत है !

-डॉ.ए.के.रस्तोगी

WAVES facilitated deals worth $1bn+; IICT campus inaugurated

Even as the first campus of the Indian Institute of Creative Technologies (IICT) was inaugurated on July 18 in Mumbai by Information and Broadcasting Minister Ashwini Vaishnaw, a government report released on the inaugural WAVES stated that over $1.1 billion in media and entertainment deals and investment commitments were finalised during the event held from May 1-4.

The World Audio-Visual Entertainment Summit or ; 2025, according to the post-event report released on July 18 in Mumbai in the presence of senior government functionaries from the federal and State governments, was more than a summit — it was a "movement".

With participation from over 100 countries, over 1000,000 visitors and business deals worth billions of rupees, the summit has set a new benchmark for global creative ecosystems, the report observed.

The four-day summit saw the presence of some of the top global and Indian M&E industry stalwarts including Reliance Industries Mukesh Ambani, JioStar Vice-Chairman Uday Shankar, Netflix Co-CEO Ted Sarandos, YouTube chief Neil Mohan, ad firm WPP global head Mark Read, Amazon Prime Video's global head of Originals Kelly Day, Adobe CEO Shantanu Narayen, Instagram head Adam Mosseri and Sony Group's global chief Hiroki Totoki, amongst a galaxy of other celebrities like Sharukh Khan, Salman Khan, Deepika Padukone, Rajinikanth and Shekhar Kapoor.

The WAVES report was released by Vaishnaw in the presence of MIB's junior minister Dr. Murugan, Maharashtra State Chief Minister Devendra Fadnavis and other senior government officials and dignitaries.

From the inauguration of the Bharat Pavilion, which showcased India's diverse cultural tapestry, to the adoption of the WAVES Declaration, the event reinforced the transformative power of media as a force for social good, economic prosperity and diplomatic synergy. The announcements of co-production treaties, the IICT and investments in the creator economy reflect the government's resolve to build a future where every voice finds a global audience, the report said.





Some of the notable deals and projects, according to the report, were as follows:

Indo-European Animation Alliance (€30 million).

Broadvision Perspectives (India) and Fabrique d'Images Group (Europe) forged a €30 million co-production deal for four animated features, setting a new benchmark for Indo-European animation collaborations.

UK-India Co-Production Milestone. The Bridge (UK) and Graphiti Studios (India) signed an MoU to co-produce factual television series under the India-UK audiovisual co-production framework, bringing rich Indian history to global audiences.

A top select film, 'Khidki Gaon' secured a major post-production and VFX deal with the prestigious Asian Cinema Fund (ACF), a key initiative of the Busan International Film Festival, bolstering the film's international exposure.

'Jahaan', a short film starring Tiger Shroff and directed by Rahul Shetty, was met with a remarkable response at WAVES Bazaar. The film's success has ignited conversations around potential international collaborations and screenings, underlining its strong appeal in the global market.

IICT gets Its First Campus in Mumbai:

Union Minister Ashwini Vaishnaw yesterday inaugurated the first campus of the Indian Institute of Creative Technologies (IICT) in Mumbai, and said more such institutions will be created in future on the lines of IITs and IIMs.

Speaking at the inauguration of the first IICT campus on the National Film Development Corporation (NFDC) premises, Vaishnaw said the institute has partnered with Google, Meta, NVIDIA, Microsoft, Apple, Adobe and WPP to design industry-focused training modules in the fields of VFX, gaming and extended reality (XR), a PTI report from Mumbai stated.

According to the official media statement put out by the Ministry of Information and Broadcasting yesterday, which was accessed by Indianbroadcastingworld.com, Vaishnaw added it was important to provide the people working in the creative economy with new skills, training and tools and to bring the best practices of the world to India.

"Then only new incubations, new ideas and new technologies will be made in India," the Minister asserted, expressing happiness about the first IICT campus being started in a short period of time.

The next campus coming up on land provided by the Government of Maharashtra at Film City, is being built aesthetically and in tune with the natural surroundings, Vaishnaw informed, adding that a budget of Rs. 400 crores has been allocated for the IICT.

Maharashtra CM Fadnavis, who was also present, said the State Government was committed to making Mumbai the global capital of the creative economy.

The CM expressed hope that the IICT campus, which was coming up at Film City, would emerge not only as an institution of world-class education, but also as an architectural and cultural landmark that would attract people from across the globe.

Dignitaries present on the IICT campus inauguration included noted filmmaker and IFFI festival director Shekhar Kapur and renowned lyricist and CBFC Chairperson Prasoon Joshi.

Prasar Bharati chief says willing to share revenue with sports bodies

India's national broadcaster Doordarshan is willing to share the revenue generated through the telecast of sporting events with sports federations after deducting the production cost, said Prasar Bharati chairman Navneet Kumar Sehgal yesterday in New Delhi.

Generating revenue is one of the most difficult tasks for National Sports Federations (NSFs) of lesser-known sports in India, and Prasar Bharati's (DD's parent) initiative to telecast their events and share the proceeds could help the federations become self-sufficient to an extent.

"Our revenue model is like, whatever we earn out of showing these sports activities, we will first deduct our production cost. And then (we will) share the revenue with the sports association," a PTI report quoted Sehgal (third from left in the picture) as saying.

"In this case, we will share the extra revenue with the Handball Association of India," said Sehgal after signing the memorandum of understanding with the Handball Association of India (HAI) to telecast their events on Doordarshan.

"So, this way the sports association also gets some revenue. Otherwise, normally, what used to happen was that, except for a few sports, others used to be ignored. But now (we) have a commitment that whatever we earn out of that (telecast), we will first deduct our production cost and the remaining we will share with them (NSFs).



"But the thing is, the visibility of these (lesser-known) sports is not there in the rural areas, particularly rural and semi-urban areas. And Doordarshan has a very big presence in these areas.

"And to make these sports (popular), we have already signed an agreement with Hockey India and we are covering their national championships... and their (Hockey India) League also," added Sehgal, according to the PTI report.

He added that Prasar Bharati is also in talks with the Badminton Association of India and the Professional Golf Tour of India to telecast their events.

Meanwhile, a post yesterday on X by Doordarshan Sports stated that the agreement with HAI is for three years under which Prasar Bharati will produce and broadcast all international and national handball events organised by HAI on DD Sports, national broadcaster's streaming platform WAVES OTT and others platforms managed by it.



GTPL Hathway FY26 Q1 revenues pegged at Rs. 900cr



Cable TV distribution firm and broadband provider GTPL Hathway Limited, which yesterday announced its financial results for the FY26 first quarter ended June 30, 2025, said Q1 revenues crossed Rs. 900 crore or Rs. 9091 million, signifying an annual increase of seven percent.

The Q1 FY26 profit after tax stood at Rs. 105 million. Some operational highlights for the period under review are as follows:

Digital Cable TV

Active subscribers were 9.60mn as of June 30, 2025.

Paying subscribers stood at 8.90mn as of June 30.

Subscription revenue from cable TV stood at Rs. 3018 mn for the period under review.

Particulars (₹ in million)	Q1 FY26	Q1 FY25	Q4 FY25	FY25
Digital Cable TV Revenue	3,018	3,193	2,982	12,327
Broadband Revenue	1,359	1,348	1,358	5,456
TOTAL Revenue	9,091	8,506	8,989	35,072
EBITDA	1,123	1,205	1,144	4,625
EBITDA Margin (%)	12.4%	14.2%	12.7%	13.2%
Operating EBITDA* (%)	22%	23%	22%	22%
Profit After Tax	105	143	105	479

Broadband

Increase in broadband subscribers by 20K Y-o-Y, thus total standing at 1050K.

Broadband revenue increased by 1 percent to Rs.1359 mn for Q1 FY26 Y-o-Y.

Homepass as on June 30 stood at 5.95 mn, which is an addition of 50K Y-o-Y. Of the 5.95Mn, 75 percent available for FTTX conversion.

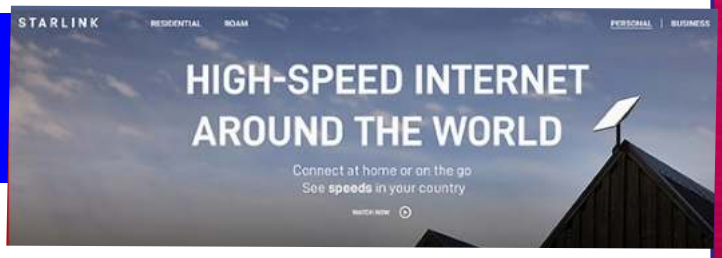
Broadband average revenue per user (ARPU) stood at Rs. 465 per month per subscriber, which is an increase of Rs. 5 Y-o-Y.

Average data consumption per user per month was 410 GB, an increase of 17 percent Y-o-Y.

Commenting on the financial result, Anirudhsinh Jadeja, GTPL Hathway Limited Managing Director, said, "It pleases me to report that the company has sustained its subscriber base across both our cable TV and broadband businesses, demonstrating operational resilience in a dynamically evolving and competitive industry landscape.

"This consistency reflects the strength of our customer relationships, the reliability of our service offerings, and the agility of our teams to adapt in a challenging environment. Looking ahead, the upcoming financial year will be pivotal for us. We are set to advance our capabilities in the distribution of television services, where we expect to realize tangible benefits over the medium term.

Starlink gets nod from space regulator INSPACe for satcom services



India's space regulator INSPACe has granted a licence to Elon Musk-run Starlink to offer space-based internet services in the country.

According to a PTI report from New Delhi yesterday, the Indian National Space Authorisation and Promotion Centre (INSPACe) has granted authorisation to Starlink Satellite Communications to enable the provisioning of Starlink Gen1 Constellation capacity over India, the space sector regulator said on its website.

The authorisation is valid for a five-year period. Starlink had been eyeing the Indian market since 2022 for launching commercial operations.

A Reuters report yesterday added that Starlink would be the third company to receive India's nod to enter the space, with India previously approving applications by Eutelsat's OneWeb and Reliance Jio to provide services in the country.

Starlink will now need to secure spectrum from the government, set up ground infrastructure, and also demonstrate through testing and trials that it meets the security rules it has signed up for.

Musk and billionaire Mukesh Ambani's Jio clashed for months over how India should grant spectrum for satellite services. India's government sided with Musk that spectrum should be assigned and not auctioned.

Interestingly, Starlink also has business pacts, signed earlier this year, with Reliance Jio and Bharti Airtel. On his last visit to the US earlier in February, Prime Minister Narendra Modi and an Indian delegation of officials had also met Musk.

730 FM radio channels' auction this month: MIB Secy Jaju

The much-anticipated e-auction for 730 FM radio channels across 234 cities in India is set to begin later this month, Information and Broadcasting Secretary Sanjay Jaju announced on Thursday.

The auction, conducted under the Private FM Radio Phase III policy, is expected to draw significant interest from major players in the radio broadcasting industry.

Speaking at the Broadcasting Engineering Society Expo in the capital, Jaju stated that more than 20 top companies have already shown interest and participated in the bidding process. "There are a lot of gains being made now in terms of the private FM radio. The auctions for private FM radio are slated to start this month," he said, expressing



optimism about the level of participation.

According to a PTI report, the Union Cabinet, chaired by Prime Minister Narendra Modi, had given its nod in August last year to proceed with the third batch of e-auctions. The auctions will offer 730 FM radio channels in 234 cities at a reserve price of Rs.784.87 crore, signalling the government's ongoing efforts to expand radio coverage and foster private investment in the sector.

Following the cabinet's approval, the Ministry of Information and Broadcasting had invited applications in October 2024. In a subsequent development, the ministry issued an amendment in April 2025, altering the duration of each bidding round in the Rank-wise Multiple Rounds allocation stage. The time per round has been extended from 30 minutes to 60 minutes, aiming to give participants more flexibility and time for informed decision-making during the allocation process.

The upcoming auction is being seen as a major push to enhance the private FM radio footprint across Tier II and Tier III cities, promoting local content and entertainment while offering new business opportunities in India's rapidly evolving media landscape.

Zee shareholders approve appointment of directors via postal ballot



In a key development, shareholders of Zee Entertainment Enterprises Ltd. have approved the appointments of Saurav Adhikari and Divya Rupchand Karani to the company's board of directors through a postal ballot process conducted entirely via remote e-voting.

According to a BSE filing dated July 8, 2025, this resolution follows the postal ballot notice issued by the company on June 3, 2025, seeking shareholder approval for the two board-level appointments. The postal ballot process, conducted under the provisions of Sections 108 and 110 of the Companies Act, 2013, and Regulation 44 of SEBI Listing Obligations and Disclosure Requirements Regulations, 2015, concluded at 5 pm on Tuesday.

Based on the consolidated scrutinizer's report submitted by Vinita Nair, Joint Managing Partner at Vinod Kothari & Co., the company confirmed that both resolutions received requisite majority approval. Accordingly, Saurav Adhikari has been appointed as Non-Executive, Non-Independent Director, liable to retire by rotation.

Additionally, Divya Rupchand Karani has been appointed as Non-Executive, Independent Director for a first term of three years, effective from January 23, 2025, to January 22, 2028.

The company stated that the detailed voting results and the scrutinizer's report have been made available on its official website (www.zee.com) as well as on the e-voting platform of National Securities Depository Limited (www.evoting.nsdl.com).

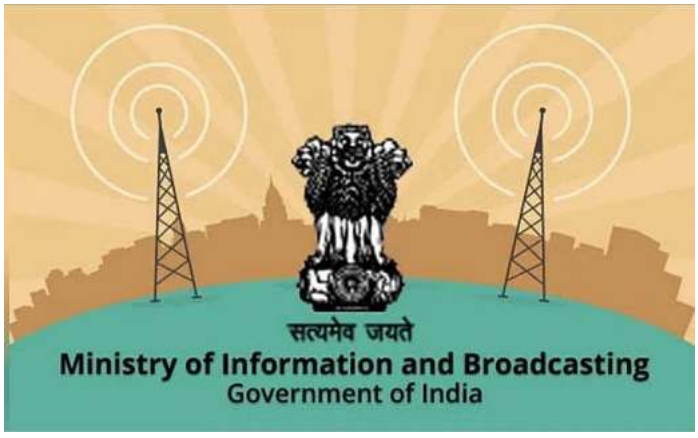
These appointments come at a critical time as Zee continues to navigate an evolving media landscape, and the addition of experienced professionals to its board is expected to strengthen its strategic oversight and governance framework.

MIB proposes amendments to TRP policy guidelines, seeks feedback

The Ministry of Information and Broadcasting (MIB) has proposed significant amendments to the existing policy framework governing Television Rating Agencies in India. The move aims to strengthen transparency, accountability, and regulatory oversight of the television rating process.

According to an official MIB notice, the proposed changes will amend the 'Policy Guidelines for Television Rating Agencies in India' originally notified on January 16, 2014. The ministry has invited comments and feedback from the general public and stakeholders within 30 days from the date of publication of the draft amendment.

Among the key revisions, Clause 1.1 will be substituted to mandate that any applicant seeking registration for providing television rating services must be a company incorporated under the Companies Act, 2013. Additionally, Clause 1.4 will now bar such companies from engaging in consultancy or any other advisory activities that could present a potential conflict of interest with their primary function of television audience measurement.Further, Clauses 1.5 and 1.7 of the original guidelines will be deleted along with the proviso placed under Clause 1, which appears below the 'Explanation' of Clause 1.7. These changes will not only apply prospectively but also to companies already registered under the existing guidelines.



The Ministry stated that these amendments are being introduced to ensure that the entities involved in television rating activities maintain operational independence and adhere to the highest standards of integrity in their ratings methodology. The full draft amendment and the original 2014 policy guidelines are available on the official MIB website for public access.

Jio's subscriber gains signal tariff upside for telecom: Jefferies

Reliance Jio continues to strengthen its dominance in the telecom market with sustained growth in active subscriber additions, a trend that augurs well for potential tariff hikes across the sector, according to a report by Jefferies.

As per an ANI report, Jio's active subscriber market share has expanded by 150 basis points over the last 12 months, reaching a commanding 53 percent. This surge, notably driven by a 200 basis point market share gain in the B-Circles, highlights Jio's competitive edge and positions the company favourably ahead of peers like Bharti Airtel. The report noted that "Jio's continued outperformance vs. Bharti on active subscriber additions augurs well for the sector's overall tariff outlook."



After a marginal decline in April, the trend of active subscriber additions resumed sharply in May 2025, with calendar year-to-date (CYTD) additions touching 19.7 million—marking the highest monthly addition in the last 29 months. Jio led the growth, adding 5.5 million active users in May alone, while its total subscriber base grew by 2.7 million. The company also posted a 1.3 million increase in its urban subscriber base, indicating robust traction in densely populated areas.

At the industry level, active subscribers in India climbed by 7.3 million in May, pushing the total base to 1,080 million. A-Circles and B-Circles were the primary drivers of this growth, contributing a combined 9 million new users and now representing 75 percent of the sector's overall base. However, Metro Circles recorded a decline of 1.9 million users, suggesting saturation or churn in urban centres.

Jefferies' analysis further highlighted that Jio's consistent subscriber gains, coupled with Vodafone Idea's ongoing losses, could catalyse additional market share shifts towards Jio and Bharti Airtel. This consolidation trend, the report suggests, will reinforce pricing power and lay the groundwork for tariff increases—an encouraging sign for the sector's revenue outlook in the near term.

PwC, Parrot Analytics in global pact relating to M&E sector

PwC Consulting LLC and Parrot Analytics have unveiled a landmark alliance designed to revolutionize how media and entertainment organizations harness data to drive growth and profitability.

By combining PwC Consulting LLC's strategic consulting services with Parrot Analytics' entertainment analytics, streaming economics, and content valuation platform, the partnership would accelerate the data-driven expansion of content, IP valuation, audience monetization, and value creation for global media and entertainment clients, Parrot Analytics said in a media statement earlier this week.

Parrot Analytics has designated Japan as the primary launch market in Asia, positioning its innovative media sector at the forefront of new monetization models.

The partnership offers media and entertainment clients unparalleled visibility into content performance, market dynamics, and investment strategies. With PwC Consulting LLC's industry-leading consulting at the helm, each client engagement is tailored to deliver in-depth insights and actionable recommendations for sustainable growth and profitability.

Leveraging Parrot Analytics' global entertainment analytics platform, PwC Consulting LLC integrates audience insights into bespoke advisory engagements including market entry, portfolio optimization, and large-scale transformation programmes, the statement added.

Yusuke Harada, Partner, PwC Consulting LLC, commented: "The collaboration with Parrot Analytics marks the beginning of a new era in decision-making for the global expansion of content. By combining PwC Consulting LLC's deep market insights with Parrot Analytics' innovative analytics platform, we aim to identify new trends in content IP demand, mitigate risks, and achieve success in the rapidly evolving entertainment and media ecosystem alongside our clients."

Parrot Analytics stands at the forefront of streaming economics, offering a comprehensive valuation engine that translates global audience engagement and platform usage into tangible financial metrics.

Alejandro Rojas, VP Applied Analytics and Global Head of Parrot IQ at Parrot Analytics, added: "By combining PwC Consulting LLC's strategic advisory strength with our comprehensive content valuation and streaming economics capabilities, we're equipping our clients with a laser-focused perspective to allocate resources, optimize distribution strategies, and expand into new markets.

"It's a transformative leap for companies looking to succeed in today's highly competitive global entertainment landscape."

From local broadcasters assessing audience demand in Southeast Asia to global streaming services refining their international content slates, all segments of the media value chain stand to benefit from the partnership's integrated insights."

With Japan poised as a pivotal growth market for Parrot Analytics, local industry players can discover fresh monetization opportunities and scalable growth strategies, while the all-encompassing entertainment analytics help organizations of every size gauge local demand, tap into emerging regions, and expand content offerings globally. In parallel, PwC's Global Entertainment & Media Outlook serves as a comprehensive resource for entertainment and media (E&M) executives seeking to navigate rapid industry changes.

Parrot Analytics is a leader in global media and entertainment analytics – powering leading studios, streaming services, networks, production companies, talent agencies, entertainment law firms, game studios, sports leagues, film funds and government agencies to make smarter decisions in today's economy.

NBF condemns attack on Mahaa News office

The News Broadcasters Federation (NBF) today strongly condemned an attack on the offices of Monica Broadcasting, which owns and operates, Mahaa News, terming it "a direct assault" on journalistic freedom and integrity.

An unruly mob of over 40 people, allegedly affiliated to a regional political party, entered the office of Mahaa News in Hyderabad, at about 1.30 pm on June 28, a NBF statement said, adding that the mob threatened the staff, including camera crew, and tried to intimidate the employees.

The mob, according to the statement, also involved in physical assault, which left two staff grievously injured. The mob hurled stones at the office, smashing glass panels and damaging broadcasting equipment and facilities, including company vehicles used for reporting.

Mahaa News has been a consistent voice for principled journalism. Attempts to suppress independent editorial judgment through force or vandalism are not only illegal but a grave threat to democracy.

We urge the state government and law enforcement agencies to immediately investigate the incident, bring the perpetrators to justice, and ensure adequate protection for media professionals.

The NBF stands in full solidarity with Mahaa News and reiterates its commitment to defending the freedom of the press, which is the bedrock of a free and fair society.

MIB announces mock auction for private FM Radio phase III

The Ministry of Information and Broadcasting (MIB) has announced that a Mock Auction will be held on Monday, June 30, 2025, beginning at 0930 hours, as part of the preparatory steps for the upcoming Private FM Radio Phase III Batch III e-auctions.

The auction process is being conducted as per the Notice Inviting Applications (NIA) dated October 14, 2024, and is a crucial step for familiarising potential bidders with the rules, procedures, and digital bidding environment that will be followed during the live e-auction.

As per an official MIB press note, this mock session aims to provide all shortlisted bidders with practical exposure to the bidding methodology and Auction Rules, ensuring they are adequately prepared and confident before the actual auction goes live. It's also an opportunity for stakeholders to test their system setups and clear any technical hurdles ahead of time.

The Ministry has urged all participating bidders to configure their systems in advance, ensuring they meet the platform's technical requirements and avoid last-minute glitches. This includes verifying internet connectivity, browser compatibility, system security settings, and user authentication protocols. MIB has also advised participants to reach out for technical assistance well before the mock session, should they encounter any issues.

The Phase III Batch III auction is a continuation of the government's initiative to further liberalise and expand the private FM broadcasting space in India, offering new opportunities in unserved and underserved cities. The upcoming batch is expected to see participation from both legacy broadcasters and new entrants eager to tap into India's growing radio listenership.

The MIB is expected to release further details, including timelines and documentation requirements, in the days leading up to the final auction window. With the mock auction now scheduled, the process enters a crucial



phase, setting the stage for a transparent and technology-driven bidding exercise.

For bidders, this mock drill will serve as a crucial rehearsal before they enter the high-stakes live auction environment. The Ministry has reiterated that active participation in the mock session is strongly recommended to ensure smooth proceedings in the actual bidding round.

The auction is part of India's broader digital governance and media outreach strategy, aimed at democratising access to FM radio services across geographies, enhancing media plurality, and fostering healthy competition within the broadcasting sector.

Prasar Bharati to auction vacant FreeDish MPEG-4 slots in July

Prasar Bharati has announced the 89th e-auction for the allotment of vacant MPEG-4 slots on DD Free Dish.

The slots will be allocated for the period between July 11, 2025 and March 31, 2026. The e-auction is tentatively scheduled for July 2, 2025.

As per an official press note issued by Prasar Bharati, the auction is open exclusively to private television channels that are duly permitted and licensed by the Ministry of Information and Broadcasting (MIB). Additionally, international public broadcasters that meet MIB licensing requirements are also eligible to participate in the bidding process.

To ensure equitable representation across India's linguistic and regional spectrum, the channels will be categorised into specific buckets according to language and content genre. These include:

R1: All genres in Tamil, Telugu, Kannada, and MalayalamR2: All genres in Punjabi, Marathi, Gujarati, Bengali, and Odiya

R3: All genres in other regional languages listed under Schedule 8 of the Constitution (excluding Hindi and Urdu) not covered under R1 and R2

G1: News and current affairs channels

G2: All genres of non-news and current affairs channels

Each of these categories will have a defined reserve price for the MPEG-4 slot auctions, details of which will be shared closer to the auction date. The auction is part of Prasar Bharati's ongoing effort to optimise slot utilisation and enhance the diversity of DD Free Dish's channel offerings, particularly in the MPEG-4 format.

Interested broadcasters must submit their applications by June 30, 2025. This initiative is expected to give regional and genre-specific content providers another opportunity to access DD Free Dish's vast rural and free-viewership base, which continues to grow in Tier II and III cities across India.

Prasar Bharati has reiterated that the auction will follow strict compliance with MIB norms, and that the entire process will be conducted transparently via an online bidding system. The inclusion of MPEG-4 slot auctions is also aligned with technological shifts in the broadcast sector, as more homes adopt MPEG-4-enabled set-top boxes for enhanced viewing experiences.

NOMINATE NOW

An Initiative By

Aavishkar Media GROUP

(Nominations will be closed on 15th July, 2025)

th BROADCASTING | CABLE | SOCIAL

XI BCS

Eleventh Edition of RATNA AWARD

6th August, 2025 Le Meridien, New Delhi

AWARD CATEGORIES

Content Sector*

- Best GEC Channel of the Year (2024-25)
- Best FTA Channel of the Year (2024-25)
- Best HINDI News Channel of The Year (2024-25)
- Best FTA Movie Channel of the Year (2024-25)
- Best ENGLISH News Channel of The Year (2024-25)
- Best Sports Channel of The Year (2024-25)
- Best Business Channel of The Year (2024-25)
- Best Reality Show (2024-25)
- Best POLITOONS Series (2024-25)
- Best STORY Coverage 2024-25 (International/Political/Entertainment/Elections)
- Best Coverage of Major Events/Crises (2024-25)
- Best ANCHOR Male 2024-25 (News/Sports/Regional/Entertainment)
- Best ANCHOR Female 2024-25 (News/Sports/Regional/Entertainment)
- Best DEBUT Channel 2024-25 (News/GEC/Regional)
- Network with most loved & longest running TV Shows
- Best Innovative News Show (2024-25)
- First Linear TV distribution App
- Most Popular News Channel (2024-25)
- Best Regional News Channel (2024-25)
- Best Debut Regional Channel 2024-25 (News/GEC)
- Best Primetime News Show (2024-25)
- Best Religious Channel (2024-25)
- Hall of Fame (2024-25)
- Maximum No. of subscribers on Digital (2024-25)
- Most Watched Channel on YouTube 2024-25 (News/GEC/Music/Sports)
- Most Visible Channel across CTV Platform (2024-25)
- Best 360° Coverage Show (2024-25)
- The lead Brand, people's choice (2024-25)
- Emerging consortium (2024-25)

Distribution Sector*

(A) CABLE TV/ISP

- Fastest Growing MSO 2024-25 (Regional)
- Most Outstanding MSO 2024-25 (National/Regional)
- Outstanding MSO Providing TECHNOLOGY & Services
- Best LCO (North/East/West/South)
- Best Distribution Strategy 2024-25
- Best Distribution Legal 2024-25
- Best Broadcasting Distribution Sales 2024-25
- Best Performing MSO Regional
- Best Technology Provider of the year 2024-25
- Best Original Cable Programming 2024-25
- Most Outstanding ISP
- Best Future Ready Network 2024-25
- Best Network which introduced VAS and E-commerce in the network
- Best Network that introduced its Mobile app for its subscribers
- Best Network that installed edge centers in its universe to support OTT's 2024-25
- MSO with Maximum presence 2024-25

(B) DTH

- Best DTH Service Provider of the Year 2024-25
- Outstanding DTH TECHNOLOGY Provider
- Best Interactive DTH Service Provider 2024-25
- Most Outstanding DTH Aggregator 2024-25
- Largest DTH Player for Active Subscriber Base 2024-25
- DTH introducing localized WIFI in the Service

For Nominations

Visit:-

www.bcsratnaaward.com

www.indianbroadcastingworld.com



2024 - 25

(1st April 2024 - 30th May, 2025)

NOMINATE NOW

An Initiative By

Aavishkar Media GROUP

(Nominations will be closed on 15th July, 2025)

th BROADCASTING | CABLE | SOCIAL

XI BCS

Eleventh Edition of RATNA AWARD

6th August, 2025 Le Meridien, New Delhi

AWARD CATEGORIES

Technology & Innovation Sector*

- Best Teleport Service Provider
- Most Innovative Technology Provider
- Best Cloud Technology Leader (OTT/FAST TV/Linear/Cable)
- Emerging Satcom Company 2024-25
- Best Satellite Operator 2024-25

Digital Platform*

- Best OTT platform Of The Year 2024-25
- Best OTT Platform Regional
- Most Popular Content on OTT Platform 2024-25
- Best Marketing Strategy
- Best Debut OTT Platform
- Most Subscribed OTT Platform 2024-25
- Best Interactive OTT Platform
- Best Web series
- Most viewed series 2024-25
- Largest Subscriber Base on OTT 2024-25
- Best CEO – OTT
- Best OTT Aggregator
- Best Entertainment Series (Comedy/Drama/Reality)
- Best Original Web Series

Digital Creator Sector*

- Best Content Creator (YouTube/Facebook/Instagram)
- Most watched Content (Food/Travel/Gaming/Entertainment)
- Most Popular Personality/Channel
- Best Entertainer of the year
- Most Popular Digital Content
- New Comer Influencer of the year
- Best Influencers Backup Support

Individual Sector*

- Lifetime Achievement Award
- Most Versatile Personality of the Industry
- Legends of Journalism
- Global Leader and Facilitator of Broadcast Innovation
- Best CEO & CMO Award
- Entrepreneur of the Year
- Women business leader of 2024-25
- Young Champions of the Year
- Statesman of the Television Media Industry

For Nominations

Visit:-

www.bcsratnaaward.com

www.indianbroadcastingworld.com



2024 - 25

(1st April 2024 - 30th May, 2025)

ROLL ON

Sanjog Gupta moves to ICC as CEO; Chatterjee named JioStar Sports chief

The International Cricket Council (ICC) has announced Sanjog Gupta as its new Chief Executive Officer (CEO). A seasoned leader with a formidable track record across global media, entertainment, and sports ecosystems, Gupta will officially assume office on July 7, 2025, becoming the seventh person to hold the position in ICC's history.

The announcement was made through an official ICC press release, highlighting Gupta's impressive journey and extensive experience, particularly in sports strategy, content innovation, and commercial development. Sanjog currently serves as CEO – Sports & Live Experiences at JioStar and brings over 20 years of cross-functional expertise.

Widely credited as one of the key architects behind India's modern sports broadcasting era, he is known for blending visionary leadership with a deep understanding of fan engagement and sports commercialisation.

Ishan Chatterjee, presently CBO at JioStar with multiple responsibilities, would succeed Sanjog as the chief executive of JioStar- Sports & Live Experiences



Welcoming the appointment, ICC Chairman Jay Shah stated, "I am pleased to announce that Sanjog Gupta has been appointed as the CEO of the ICC. Sanjog brings extensive experience in sports strategy and commercialisation, which will be invaluable for the ICC. His deep understanding of the global sports as well as M&E landscape, combined with his continued curiosity about the cricket fan's perspective and passion for technology, will prove essential in our ambition to grow the game in the coming years."



Shah further noted that the ICC aims to break traditional boundaries and cement cricket's place as a regular Olympic sport while deepening its roots in key markets. "We considered several exceptional candidates for this position, but the Nominations Committee unanimously recommended Sanjog. The ICC Board Directors look forward to working closely with him," Shah added.

Sanjog's appointment followed a global recruitment exercise that began in March and received more than 2,500 applications from 25 countries. The applications included prominent names from sports governing bodies and global corporate leadership. After multiple rounds of scrutiny, 12 profiles were shortlisted and reviewed by the Nominations Committee comprising ICC Deputy Chair Imran Khwaja, ECB Chair Richard Thompson, SLC President Shammi Silva, and BCCI Honorary Secretary Devajit Saikia. Following a rigorous evaluation, the committee unanimously recommended Sanjog Gupta, whose appointment was approved by ICC Chairman Jay Shah and ratified by the ICC Board.

Expressing gratitude and excitement, the ICC CEO-designate said, "It is a privilege to have this opportunity, especially at a time when cricket is poised for unprecedented growth and enjoys the passionate support of almost 2 billion fans worldwide. These are exciting times for the sport as marquee events grow in stature, commercial avenues widen and opportunities such as the women's game scale in popularity. Cricket's inclusion in the Los Angeles 2028 Olympic Games and the rapid acceleration of technology deployment/adoption could act as force-multipliers for the cricket movement around the world."

Gupta, who started his career as a journalist, joined Star India in 2010 and quickly rose through the ranks. He became Head of Sports at Disney & Star India in 2020, overseeing the transformation of the sports broadcasting portfolio through consumer-first, multi-language, and digital-driven strategies. Following the merger of Viacom18 and Disney Star, he was appointed CEO of JioStar Sports in November 2024, leading one of the largest sports media enterprises globally.

His leadership has been instrumental in the success of various cricketing and non-cricketing properties including the IPL, ICC events, PKL, ISL, Premier League, and Wimbledon. Known for his innovation-driven approach, Gupta has consistently delivered on business growth, content excellence, and market expansion.

As the cricketing world braces for a new era, the ICC has placed its trust in a leader who has built and scaled some of the most impactful sporting experiences in India and beyond. Sanjog Gupta now takes the helm at a pivotal moment, as cricket looks to expand its global footprint and evolve its offering for a new generation of fans.

Sports writer & journo Boria Majumdar joins NDTV

NDTV has announced the appointment of celebrated sports journalist Boria Majumdar as Consulting Editor. Known for his sharp insight, unrivalled access, and two-decade-long career chronicling India's sporting history, Majumdar brings with him a compelling vision that blends sport with national identity, diplomacy, and deep cultural narratives.

According to an official press release from NDTV, the network's new editorial collaboration with Boria marks more than just a change in personnel.



It signals a fundamental shift in how sport will be covered — not merely as performance or spectacle, but as a reflection of India's evolving global aspirations. "This is a new NDTV," says Boria, "And I have been working on building a very new kind of Indian sports media narrative — one that breaks format, that gives Olympic and Paralympic sports their rightful place. It's bold, and it's overdue."

A Rhodes Scholar, founder of Revsportz, and one of the most respected voices in Indian sports media, Boria Majumdar has authored multiple bestsellers, including Playing It My Way, the official autobiography of Sachin Tendulkar — one of India's top-selling sports books. His reporting spans multiple Cricket World Cups and Olympic Games, with exclusive interviews from every Indian cricket captain since Sourav Ganguly. NDTV's move to bring him on board is seen as a serious editorial investment into creating more layered, meaningful sports coverage that delves into issues of equity, infrastructure, grassroots ecosystems, and governance.

"This partnership is about going beyond match results," said Rahul Kanwal, CEO and Editor-in-Chief, NDTV. "Boria Majumdar is the most high-impact sports journalist in the industry today. His depth of knowledge and nuanced understanding of the world of sports are truly exceptional. At NDTV, we're excited to collaborate with Boria to deliver high-quality sports reportage, in-depth analysis, and marquee events."

With India looking ahead to key global milestones — the 2026 T20 World Cup, FIFA World Cup qualifications, the 2028 Los Angeles Olympics, and its ambition to host the 2036 Games — Boria's addition comes at a time when the country's sporting story is rapidly evolving. He emphasises that sport is not just about entertainment. "It is identity. It is culture. It is diplomacy. It's where a nation stands when the anthem plays. At NDTV, the idea is to bring that lens to every report. To go deeper. To connect the dots. And to ask better questions."

Gaurav Banerjee takes over as Chairman of BARC India

Gaurav Banerjee, Managing Director and CEO of Sony Pictures Networks India (SPNI), has been appointed the new Chairman of the Broadcast Audience Research Council (BARC) India.

His appointment marks a pivotal moment for the industry's television and digital viewership measurement body, as it sets sights on building future-ready systems that respond to India's shifting content consumption landscape.

According to a report by Adtech, Banerjee steps into the role following the impactful tenure of outgoing Chairman Shashi Sinha, who held the position since March 2022. Sinha was widely credited with leading BARC through a critical phase of transformation, particularly its integration of deeper digital insights and enhanced transparency in audience data collection.

With over two decades of experience in both traditional broadcast and digital platforms, Banerjee's career reflects a rare blend of creative excellence and business acumen. As MD and CEO of SPNI, he leads the company's overall vision, business growth, and innovation across genres and platforms. His tenure is known for bridging storytelling and strategy, driving SPNI to become a formidable content powerhouse.

Prior to SPNI, Banerjee served as the head of content strategy at Disney+ Hotstar, where he played a key role in ramping up original programming across Hindi and regional markets, accelerating viewership and subscriber growth. His earlier leadership at Star India helped elevate flagship channels such as Star Plus and Star Gold, while establishing a robust regional footprint with channels like Star Jalsha and Star Pravah.

He also brings his industry-wide perspective through board roles at MSM-Worldwide Factual Media Pvt. Ltd. and Bangla Entertainment Pvt. Ltd. (BEPL), strengthening his engagement with India's vast and diverse entertainment ecosystem.



Banerjee's appointment arrives at a crucial juncture for BARC India. The organisation continues to evolve its methodologies in response to rising digital consumption, fragmented viewing patterns, and growing demands for data granularity. As Chairman, Banerjee is expected to steer BARC toward greater inclusivity in audience representation and renewed trust in media metrics, while also accelerating innovation in how viewership is measured in a hybrid TV-digital environment.

Industry leaders are optimistic that under his leadership, BARC will not only reinforce its credibility but also push forward new standards for audience measurement—ones that reflect the scale, diversity, and digital dynamism of India's media ecosystem.

Netflix appoints Ellie Mertz to its board of directors



Netflix has announced the appointment of Ellie Mertz, a seasoned executive with extensive experience in finance and strategic operations, to its Board of Directors. The move signals the company's intent to further strengthen its board with leadership that understands the dynamics of global growth and innovation.

According to a report by Variety, Mertz brings with her years of experience in corporate finance and governance. She is currently the Vice President of Finance at Airbnb, where she has played a critical role in scaling the company's operations and navigating its public market journey. Before joining Airbnb, she held key roles at Morgan Stanley and Goldman Sachs, building a reputation as a highly effective strategist and leader.

In a statement issued by Netflix, the company welcomed Mertz's appointment and noted that her background in finance, along with her operational expertise in scaling global businesses, makes her an invaluable addition to the board as Netflix continues to expand its reach and offerings worldwide.

NDTV COO Anil Uniyal steps down after two-year tenure

Anil Uniyal has resigned as the Chief Operating Officer (COO) of NDTV, marking the end of his two-year stint with the network. His departure comes at a time of transition and renewed focus for the legacy media house, which has been undergoing internal restructuring and strategic realignment.



Uniyal formally stepped down from his executive responsibilities, though he is expected to facilitate a smooth handover over the next few weeks. During his tenure, Uniyal oversaw several critical operational functions and played a key role in streamlining the network's processes following its acquisition by the Adani Group.

Uniyal had joined NDTV in 2022, bringing with him more than two decades of experience across media, advertising, and business strategy. Before his stint at NDTV, he had held leadership roles at companies like HT Media and Network18, and was widely regarded as a steady and solutions-driven executive in India's news media ecosystem.

Aniruddha Basu elevated as National Head of ABP One

ABP Group has appointed Aniruddha Basu as the national head of ABP One. The elevation marks a strategic shift by the media conglomerate to intensify focus on high-impact, client-first communication solutions across India's dynamic media landscape.



The development was shared through a recent LinkedIn post, which drew widespread attention across industry circles. Basu, who has spent more than a decade with ABP Group, has long been regarded as a driving force behind the evolution of ABP One—an integrated media solutions arm that connects brands with consumers through data-led strategy, powerful content, and multichannel distribution.

In his new role, Basu will be responsible for leading business expansion, enhancing advertiser relationships, and deepening the platform's capabilities in creative innovation and measurable ROI-driven campaigns. With a proven understanding of regional markets and a collaborative leadership style, he is expected to bring sharper market responsiveness and deeper brand storytelling to ABP One's offering.

Basu's track record within the organisation has been marked by agility and insight into what advertisers seek in today's fragmented media ecosystem. He has been instrumental in transforming ABP One into a preferred partner for both regional and national clients, delivering bespoke campaigns that reflect a strong understanding of audience sentiment and local nuances.

His appointment also reflects a wider trend among Indian media houses to empower leaders who can align first-party data, regional intelligence, and omni-platform content delivery to create value-led advertising strategies. ABP Group's decision underscores its commitment to scaling ABP One into a future-ready media solutions powerhouse, built on trust, innovation, and market insight.

Sabih Khan to succeed Jeff Williams as Apple's new COO

In a significant leadership move, Apple has announced that Sabih Khan, its Senior Vice President of Operations, will be elevated to the role of Chief Operating Officer (COO) later this month. The Indian-origin executive will succeed longtime Apple veteran Jeff Williams, who plans to retire after nearly three decades of service.

According to Apple's official announcement, Williams will continue to report to CEO Tim Cook in the interim and will oversee the company's design team, Apple Watch, and health initiatives until his retirement. Post his exit, Apple's design team will report directly to Cook.

"Jeff and I have worked alongside each other for as long as I can remember, and Apple wouldn't be what it is without him," said Tim Cook in the company's press statement. "He's helped to create one of the most respected global supply chains in the world; launched Apple Watch and overseen its development; architected Apple's health strategy; and led our world-class team of designers with great wisdom, heart, and dedication."



Cook further added, "Jeff's true legacy can be seen in the amazing team he's created, and while he'll be greatly missed, he leaves the work of the future in incredible hands."

During his career at Apple, Williams helped shape the global supply chain that supported the company's expansion across major markets including the U.S., China, India, Japan, and Southeast Asia. He played pivotal roles in the development of both the iPod and iPhone and was instrumental in driving Apple's growth strategies.

On Khan's promotion, Cook remarked, "Sabih is a brilliant strategist who has been one of the central architects of Apple's supply chain. He has helped pioneer new technologies in advanced manufacturing, overseen Apple's expansion in the U.S., and guided the company through global challenges with agility."

Cook also emphasized Khan's contributions toward sustainability, noting that he played a key role in reducing Apple's carbon footprint by over 60 percent. "Above all, Sabih leads with his heart and values, and I know he will make an exceptional Chief Operating Officer," he said.

Sabih Khan, who has spent three decades at Apple, joined the executive team as SVP of Operations in 2019. Over the past six years, he has been responsible for Apple's global supply chain — from planning and procurement to manufacturing, logistics, and supplier responsibility programs.In a farewell note, Jeff Williams shared, "June marked my 27th anniversary with Apple, and my 40th in the industry. Beginning next year, I plan to spend more time with friends and family, including five grandchildren and counting." Reflecting on his professional bond with Khan, he added, "I've had the pleasure of working closely with Sabih for 27 years and I think he's the most talented operations executive on the planet."

Sachin Singh joins NDTV as Executive Editor – Assignment



NDTV has appointed senior journalist Sachin Singh as Executive Editor – Assignment. The announcement was made via an internal NDTV press note, warmly welcoming him to the newsroom and underlining the network's renewed focus on editorial depth and leadership.

Sachin Singh, whose journalistic career spans over 17 years, brings with him a robust track record across some of India's leading media houses including India Today Group, Times Now, NewsX, DD News, and Voice of India.

Known for his sharp editorial judgement and deep-rooted field experience, Singh has led multiple high-impact news assignments and has been instrumental in driving exclusive stories and large-scale reporting operations.

In his new role, Singh is expected to play a critical part in strengthening NDTV's assignment desk, working closely with reporters, bureaus, and producers across platforms. His dynamic leadership is anticipated to steer coverage that's timely, impactful, and deeply reported. "Sachin's keen eye for news that matters will be a key pillar in elevating our editorial voice," the note stated.

ETV Bharat's Prashant Tyagi joins India TV to strengthen editorial team



Senior journalist Prashant Tyagi has made a significant move in the Indian broadcast news space, joining leading Hindi news channel India TV after his successful stint at ETV Bharat. Known for his sharp editorial sense and strong newsroom leadership, Tyagi's shift is expected to further reinforce India TV's core news operations.

The development was announced through a LinkedIn post update, where Tyagi expressed gratitude for his journey at ETV Bharat and enthusiasm for his next professional chapter at India TV. While details of his designation at India TV are yet to be officially confirmed, industry insiders suggest he will take on a key editorial leadership role within the network.

THE CONTENT ENGINE



‘Criminal Justice’, ‘Badnaam Aashram’, ‘Squid Game’ amongst top 5 OTT Originals: Ormax study



‘Criminal Justice: A Family Matter’, garnering 27.7 million viewership, on JioHotstar has emerged as the most watched streaming original show in the top 50 list for shows on OTT platforms in the first half of 2025, according to new findings released on July 17 by Ormax Media.

Amazon Prime Video has three shows in the top five category. The No. 2 position in terms of viewership (27.1 million), interestingly, is held by ‘Ek Badnaam Aashram S3 Part 2’, which is part of ad-supported Amazon MX Player. At #3 and #4 are S4 of ‘Panchayat’ (23.8 million) and ‘Paatal Lok’ season 2 (16.8 million), respectively.

At No. 5 is Netflix’s Korean fiction series ‘Squid Game’ S3 with a viewership of 16.5 million. The first season of this show was a runaway hit for the streaming platform globally, including India.

The only mythology-based and animated series in the Top 10 original streaming shows in the period January-June 2025 evaluated by Ormax Media was S6 of ‘The Legend of Hanuman’(16.2 million).

“Our new report ‘Top 50 streaming originals in India: Jan-Jun 2025’ lists the most-watched OTT original properties in India in the first half of 2025. The report is a part of our ongoing endeavour to build public domain data on the performance of the streaming category in India,” Ormax Media said in a statement, explaining the rationale and methodology used for the report’s survey.

This particular report, Ormax clarified, focuses only on Original content, and does not cover other ‘non-original’ content on streaming platforms, such as theatrical films, catch-up television and sports. “From May 2025, we have started estimating viewership of theatrical films on OTT as well. Because this expansion happened mid-year, this category is not a part of this report. However, our 2026 mid-year and annual reports will cover this category too,” Ormax added.

Amongst the English-language shows in the Top 50 list Netflix’s global critical sensation ‘Adolescence’ is at # 28 with a viewership of 8.7 million. ‘The Last of Us’ (8 million) season two on JioHotstar is placed at # 31, while action thriller ‘Reacher’ (7.5 million) S3 is at #33.

Amongst the regional language shows, ‘Suzhal-The Voretx’ S2 (8.3 million) in Tamil on Amazon Prime Video is at #30, while Tamil fiction series ‘Heart Beat’ S2 (7 million) on JioHotstar is at #37 and Malayalam show ‘Kerala Crime Files’ S2 (6.9 million) occupies #38 position.

Ormax said viewership is estimated through weekly primary research conducted amongaudience across India and languages, projected to the OTT universe in India. The viewership estimates (reported in millions) are a measure of the number of individuals who watched at least one full episode of a show, or at least 30 minutes of a film. They do not reflect the number of OTT accounts used, but rather the actual number of viewers.

The estimates represent unduplicated audiences — a viewer is counted only once even if he/she watched episodes over multiple weeks. The methodology also captures viewers who may have accessed the show or film through pirated means. All language versions are included in the estimates, including dubbed audio feeds in Indian languages. However, the estimates are restricted to the Indian market and do not include overseas viewership.

Some properties, primarily those launched in the second half of June 2025, are still being tracked and their viewership estimates have been projected for their complete run. Hence, final estimates may vary from the numbers in this report, Ormax asserted.



‘Chhaava’ tops the charts in the IMDB list

As 2025 reaches its halfway mark, IMDb has unveiled its definitive lists of the Most Popular Indian Movies of 2025 So Far and the Most Anticipated Indian Movies Releasing July–December 2025, offering a snapshot of what audiences across the globe are watching and eagerly waiting for. Based on actual page views from more than 250 million monthly users worldwide, these rankings are a reflection of genuine viewer interest — not critical ratings or box office numbers.

According to a Telegraph report, Laxman Utekar’s historical epic ‘Chhaava’, starring Vicky Kaushal, Rashmika Mandanna, and Akshaye Khanna, currently leads as the most popular Indian film of the year so far. “We’re honored that Chhaava has topped the IMDb list. What makes this recognition truly special is that it comes directly from the fans,” Utekar said in a statement, expressing gratitude for the overwhelming love from audiences.



Joining ‘Chhaava’ in the top 10 are titles spanning multiple genres and languages, including ‘Dragon’, ‘Deva’, ‘Raid 2’, ‘Retro’, ‘The Diplomat’, ‘L2: Empuraan’, ‘Sitaare Zameen Par’, ‘Kesari Chapter 2: The Untold Story of Jallianwala Bagh’, and ‘VidaaMuyarchi’. To qualify for the list, each film had to have a rating of 6 or above and at least 10,000 user votes, with IMDb determining popularity based on consistent global page views.

Looking ahead to the rest of the year, IMDb’s Most Anticipated Indian Movies list is equally exciting, with Coolie leading the pack. The list also includes ‘War 2’, ‘The Raja Saab’, ‘Aankhon Ki Gustaakhiyan’, ‘Saiyaara’, ‘Baaghi 4’, ‘Son of Sardaar 2’, ‘Hridayapoorvam’, ‘Mahavatar Narsimha’, and ‘Alpha’ — all films that have maintained a high level of user interest even before their release.

Dangal TV crosses 50mn YouTube subscribers, joins global top 100

Dangal TV has surpassed 50 million subscribers on YouTube, cementing its place among the world’s Top 100 most-followed channels. Ranked at #87 globally, this milestone comes just ahead of the channel’s eighth anniversary, marking a significant digital leap for the heartland entertainment giant.

Launched on August 2, 2017, Dangal TV’s journey on YouTube reflects a strong connection with audiences across geographies and a consistent focus on storytelling rooted in Indian culture. Its expansive digital footprint has been driven by the leadership of Managing Director Manish Singhal, whose vision to globalize India’s heartland stories has helped propel the channel’s meteoric rise.



“This is a proud and emotional moment for all of us,” said Akshat Singhal, Head of Dangal Play, and the key strategist behind Dangal TV’s digital transformation. “Reaching 50 million subscribers reflects the deep connection we’ve built with audiences worldwide and our valued partnership with YouTube. Our goal has always been to tell stories that cross boundaries, while staying rooted in the Indian heartland. Ranking 87th globally is just the beginning — with our lineup of shows, we hope to break many more records.”

The channel’s popularity is powered by its vast library of family dramas and popular shows such as ‘Pati Brahmachari’, ‘Mann Sundar’,’Man Ati Sundar’, ‘Bade Ghar Ki Choti Bahu’, and ‘Kahani Pehle Pyaar Ki’. On YouTube, Dangal TV delivers a mix of catch-up content, curated highlights, and Maha episodes — all designed to keep its loyal fanbase engaged and entertained.

A part of Dangal TV’s YouTube CMS, the channel is one among over 50 monetized platforms under its umbrella. Collectively, these channels bring in more than 3 billion monthly views, showcasing the brand’s commanding presence in the digital entertainment landscape.

With its consistent growth, regional storytelling focus, and cross-border appeal, Dangal TV is not only setting benchmarks in Indian television but is fast becoming a global digital force as well.

SPN expands regional sports offering with two new channels



In a move aimed at strengthening its regional footprint and enriching the sports-viewing experience for vernacular audiences, Sony Sports Network has announced the launch of two new regional channels — Sony Sports Ten 4 Tamil and Sony Sports Ten 4 Telugu. The channels will go live starting July 10, 2025.

According to a press release issued by the network, the newly launched channels are part of a broader strategy to create a more defined and culturally resonant offering for Tamil and Telugu-speaking sports fans. With this initiative, Sony Sports Network continues to deepen its regional engagement by delivering live action and premium sports programming in viewers' preferred languages — a key differentiator in India's increasingly language-sensitive content landscape.

In line with this regional realignment, Sony's existing Hindi sports channels will also adopt a refreshed identity. Sony Sports Ten 3 (SD) will now be known as Sony Sports Ten 3 Hindi, while Sony Sports Ten 3 (HD) will be renamed Sony Sports Ten 3 Hindi HD. These updates are designed to streamline content discovery and offer clearer brand positioning within the sports genre.

Rajesh Kaul, Chief Revenue Officer – Distribution & International Business and Head – Sports Business, Sony Pictures Networks India, commented, "The launch of Sony Sports Ten 4 Tamil and Sony Sports Ten 4 Telugu is our endeavour to provide localized content on dedicated Tamil and Telugu sports channels that make it easier than ever for fans to enjoy their favourite sporting moments in the language of their choice. This launch is about creating a seamless viewing experience and building a stronger emotional connection with our audiences in the regional markets. We aim to bring premium sports content closer to home and deliver the joy of live sports in a way that feels personal and relevant."

This announcement comes just ahead of a power-packed sports calendar featuring marquee tournaments like the India tour of England, the Asia Cup, UEFA Champions League, and live-action from the Ultimate Fighting Championship (UFC). With these region-specific channels in place, Sony Sports Network is positioning itself to offer a more immersive and inclusive experience for sports fans across the country.

Viewers can tune in to Sony Sports Ten 4 Tamil and Sony Sports Ten 4 Telugu starting July 10 to catch all the action in their native language — only on Sony Sports Network.

WaveX unveils 'Kalaa Setu' to power multilingual AI content innovation

In a significant step toward fostering AI-driven content development in India's diverse linguistic landscape, WaveX has launched its latest initiative, Kalaa Setu. The project aims to bridge the digital content gap across Indian languages by harnessing artificial intelligence for more inclusive, accessible, and culturally rooted media experiences.

According to an IANS report, Kalaa Setu is designed as a platform to accelerate AI research and deployment in Indian languages, with a special focus on regional storytelling, heritage preservation, and seamless multilingual communication. The initiative seeks to enable creators, technologists, and enterprises to develop tools and content that reflect India's linguistic plurality and rich narrative traditions.



"Language is not just a medium of communication—it is a gateway to identity and culture," said a WaveX spokesperson during the official launch. "With Kalaa Setu, we want to ensure that technological progress in AI is not limited by language. It's about creating an ecosystem where AI understands, processes, and generates content that resonates with every Indian, in their own voice."

Built with an open architecture framework, Kalaa Setu will provide developers access to regionally trained AI models, speech-to-text and text-to-speech capabilities, and transliteration engines. The initiative also promises support for digital content creators looking to scale their storytelling across languages without losing cultural nuance.

The launch comes at a time when the demand for vernacular digital content is rapidly increasing, with a growing number of users engaging online in their mother tongues. WaveX believes Kalaa Setu could be a vital link between technology and tradition, unlocking new possibilities in education, entertainment, e-governance, and media.

The platform will initially support Hindi, Tamil, Telugu, Bengali, Marathi, and Malayalam, with plans to expand into more languages in the coming months. WaveX is also calling for collaborators across academia, industry, and the creative economy to join in co-developing tools and datasets that reinforce the multilingual AI revolution.

Balaji Telefilms posts Rs. 85cr profit in Q1

Balaji Telefilms Limited (BTL), one of India's leading entertainment companies, has reported a strong consolidated performance for the first quarter of FY25, with total revenue touching Rs.453 crore and Profit After Tax (PAT) standing at Rs.85 crore. The growth comes on the back of a robust content pipeline, digital expansion, strategic restructuring, and a landmark creative partnership with Netflix.

As per the company's official BSE filing, On july 3 Balaji Telefilms has entered into a long-term collaboration with Netflix to develop high-quality, emotionally rich content across genres and formats. This strategic partnership seeks to marry Balaji's deep storytelling legacy with Netflix's global distribution muscle, aiming to bring culturally rooted, compelling Indian narratives to international audiences. The announcement comes at a time when global streamers are increasingly betting on Indian content for their next phase of subscriber growth.

Among Balaji's upcoming film releases are big-ticket projects like Vrusshabha, Bhoot Bangla, and Vvan, which are expected to add momentum to its theatrical slate. The company has also successfully completed the internal merger of its digital subsidiaries — ALT Digital Media Entertainment Limited (ALT) and Marinating Films Private Limited (MFPL) — into the parent entity, BTL, effective April 1, 2025. The merger is designed to streamline operations, reduce costs, boost IP creation, and unlock tax and operational efficiencies.

The BSE disclosure further highlights that the Group currently holds a strong order book exceeding Rs.300 crore for its B2B digital content division, with committed projects from top OTT platforms. In addition, Balaji has successfully raised Rs.130.7 crore through an equity issue, supported by both promoters and foreign institutional investors. The fresh capital will be channelled towards expanding its movie distribution arm, building stronger IP portfolios, and scaling its digital platform operations.

With a healthy cash reserve of Rs.172 crore held across banks and mutual funds, the Group asserts that it is adequately capitalized to fund current and future growth ambitions. Balaji's ongoing digital strategy emphasizes a strong focus on artificial intelligence, automation, and owned intellectual properties—a shift that has already begun reflecting in the growth of its digital segment.

In terms of revenue distribution for FY25, the company has reported that movies contributed 38percent, television 51percent, and digital 11percent of the overall earnings. Balaji continues to enjoy one of the highest per-hour realizations in the Indian television industry and remains a dominant force in serial production with several top-rated shows.

'Kyunki Saas Bhi Kabhi Bahu Thi' revival to premiere July 29

In what promises to be one of the most nostalgic comebacks in Indian television history, JioStar has officially announced the return of the iconic daily soap 'Kyunki Saas Bhi Kabhi Bahu Th'i.

The new season is set to premiere on July 29 at 10.30pm, airing on Star Plus and streaming simultaneously on JioHotstar. The announcement marks the 25th anniversary of the original series that transformed Indian primetime TV and gave birth to the now-ubiquitous 'saas-bahu' genre.



According to an IANS report, the new chapter of 'Kyunki Saas Bhi Kabhi Bahu Thi' aims to rekindle the emotional connect the show once had with millions of households across the country. Originally aired between 2000 and 2008, the series was a cultural juggernaut, spanning 1,800+ episodes and earning record-breaking TRPs. It wasn't just television—it was a phenomenon that brought families together and even shaped dinner-time schedules around the nation.

At the heart of its success was Smriti Irani's unforgettable portrayal of Tulsi Virani, a character who became a symbol of strength, sacrifice, and sanskaar for an entire generation. Irani's powerful screen presence not only earned her massive fandom but also laid the foundation for her transition into public life. Today, she serves as Union Minister for Women & Child Development and Textiles—yet her return to the small screen shows that her bond with Tulsi, and with Indian audiences, remains unbroken.

In the launch teaser released by JioStar, the nostalgia is palpable. It opens with a modern Indian family reminiscing about the days when Kyunki dominated their living rooms. One member cheekily quips, "Tulsi ji has reached Neta Nagri, she won't come back!"—only for Smriti Irani's voice to cut through, affirming: "I definitely will come!" The trailer closes with the punchline: "Because of our 25-year relationship," stirring excitement among longtime fans and curiosity among new ones.

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ICC WTC final 2025 sets new viewership record in India



The ICC World Test Championship (WTC) Final 2025 between South Africa and Australia, played at the iconic Lord's cricket ground in mid-June, has set a new benchmark for Test cricket viewership in India.

The summit clash of the third WTC cycle not only delivered a thrilling five-wicket victory for South Africa but also made history off the field with unprecedented numbers across both broadcast and digital platforms.

According to a UNI report, the match has become the highest-rated and most-watched non-India Test match ever televised in India. With a staggering 2.94 billion minutes of TV viewing time and a reach of 47 million viewers on the Star Sports network, the final has reaffirmed the enduring love for Test cricket among Indian audiences.

On the digital front, it recorded a phenomenal 225 million views, nearly matching the viewership seen during the 2023 WTC Final between India and Australia at The Oval.

Jay Shah, Chairman of the International Cricket Council (ICC), expressed delight over the remarkable response from fans, calling it a clear indication of the continued significance of the five-day format. "The remarkable viewership numbers for the ICC World Test Championship Final, across both broadcast and digital platforms, are a powerful testament to the appeal of high-quality Test cricket and the elevated context of the WTC Final," he said in a statement.

Shah further noted the importance of the sport's global following, adding, "What makes this success even more special is the enthusiasm shown by fans in regions beyond the two competing nations, reaffirming that cricket's reach is truly international, and that the purest form of the game can thrive beyond national affiliations."

The in-stadia turnout also reflected the magnitude of the occasion, with 109,227 spectators attending the five-day contest at Lord's, underscoring the draw of a global Test final, even without the involvement of cricket's traditionally dominant broadcast market — India — as a participating team.

A significant share of credit for the broadcast success goes to JioStar, the production and marketing partner for the event. Shah praised their "innovative and immersive coverage" which, he said, "captured the drama, emotion, and atmosphere of the 'Ultimate Test' in a way that deeply resonated with audiences around the world."

The WTC Final 2025 has not only strengthened the case for Test cricket's relevance in the modern era but has also highlighted the power of immersive storytelling and premium broadcast production in engaging audiences at scale.

Samsung TV Plus adds B4U channels to expand free entertainment offering in India



Samsung TV Plus, India's leading free ad-supported streaming television (FAST) service, has broadened its content portfolio by adding four flagship B4U channels—B4U Movies, B4U Music, B4U Kadak, and B4U Bhojpuri—to its growing slate. The move brings a richer selection of blockbuster films and chart-topping music to Samsung Smart TV users across the country, offering seamless entertainment at no cost.

According to a Samsung TV Plus press release, this partnership is part of the platform's continued efforts to serve Indian audiences with curated, premium content through over 125+ FAST channels. With B4U's entry, viewers now gain free access to a vast library of Hindi cinema, musical hits, and vibrant regional content from one of India's most recognizable entertainment brands.

"Our mission is to deliver unmatched access and exceptional value to both our audiences and advertisers on the Samsung TV Plus platform. By introducing new FAST Channels from the house of B4U, we aim to enhance access to the latest from the world of entertainment. This collaboration with B4U underscores our dedication to this vision," said Kunal Mehta, Head of Partnerships, Samsung TV Plus India.

B4U, which enjoys a global footprint across more than 100 countries, has been a cornerstone of Indian film and music entertainment for over two decades. From mainstream Bollywood to regional cinema and retro hits, the network has built a diverse and loyal following across generations.Speaking on the new venture, Johnson Jain, Chief Revenue Officer, B4U, added, "Connected TV (CTV) has emerged as a significant force in the Indian media landscape, revolutionizing how audiences consume content. In line with this, our approach has pivoted on reaching a broader and more diverse audience base. We are delighted to announce our collaboration with Samsung TV Plus, bringing our curated set of channels to their platform. Through this partnership, we aim to engage viewers with high-quality entertainment — featuring top-tier movies and the best in music — delivered seamlessly on a premium CTV experience."

On Chrome Talkies, Google's Neha Barjatya talks marketing & messaging



In the latest episode of Chrome Talkies, Neha Barjatya, Marketing Director at Google India, sat down with Pankaj Krishna, Founder & CEO of Chrome DM, for a deeply reflective conversation on the evolving purpose of marketing. Moving far beyond the confines of traditional brand storytelling, Barjatya explored how marketing can—and must—play a transformative role in shaping inclusive narratives, building empathy, and championing impact.

As detailed in a Chrome press release, the episode forms part of the third edition of IAA Voice of Change, a significant industry movement focused on challenging gender stereotypes and pushing Indian advertising toward a more inclusive and responsible future. In her conversation, Barjatya emphasized that today's marketers carry a profound responsibility. "Representation isn't a trend, it's a responsibility," she stated firmly, highlighting the need for authentic inclusion rather than performative gestures.

The discussion delved into the cultural complexity of Indian audiences and how marketers must take a nuanced approach to communication. From rural connectivity to digital accessibility, Barjatya stressed the importance of crafting content that resonates across language, region, and ability. She touched upon how India's diversity demands campaigns rooted not just in data, but in deep listening and cultural awareness.

The conversation also addressed the rapidly emerging world of generative AI and how it intersects with creativity and ethics. Barjatya urged marketers to approach AI not just with excitement for its capabilities, but with clarity around its ethical boundaries. She spoke of the responsibility that comes with scale and the need for marketing leaders to ask not just what can be done, but what should be done.

Through grounded storytelling and personal reflections, Barjatya called upon brand custodians to reimagine marketing—not merely as a tool to sell, but as a force to shape narratives that matter. She acknowledged the growing influence marketers hold in setting the tone for social progress and urged the industry to embrace that power with humility and intention.

With Chrome Talkies continuing to highlight voices driving transformation across India's media and communication space, this episode stands out as a powerful call to action. It is a reminder that marketing, at its best, can transcend metrics and deliver meaning.

PlayboxTV introduces India's first vertical micro-drama format

PlayboxTV has announced the launch of India's first-ever vertical micro-drama series—ushering in a new chapter in content consumption for mobile-first audiences. This pioneering format is designed specifically for smartphone screens, with short, sharp storytelling delivered vertically, mirroring how today's users naturally hold their devices.

The vertical micro-drama format is set to redefine how Indians watch entertainment on the go. With episodes clocking in at just a few minutes each, the format is built for attention-deficit timelines, while still promising high-impact drama, fresh narratives, and binge-worthy performances. It aims to bridge cinematic storytelling with the swipe-culture of today's digital viewer.



Speaking on the launch, PlayboxTV's CEO said, "We're not just creating content, we're reimagining how content is experienced. Our vertical micro-drama format reflects how Indian audiences are evolving. Mobile phones are now the first screen, not the second. We wanted to create something that fits seamlessly into their daily lives—without compromising on storytelling quality."

The platform's first micro-drama series, now streaming, blends high-octane emotion with fast-paced plots—all tailored for the vertical screen. With each episode designed to be under five minutes, it caters to viewers who want quick entertainment breaks without diving into longer commitments. This innovation also opens up newer storytelling techniques—from tighter framing and quicker scene transitions to immersive character-focused visuals that are ideal for vertical format.

With this launch, PlayboxTV becomes the first Indian platform to take the leap into what many global players have only begun to experiment with. The vertical micro-drama format represents not only a shift in screen orientation, but a rethinking of pace, engagement, and platform-native creativity.

As attention spans shorten and smartphones continue to dominate the media landscape, PlayboxTV's latest move positions it ahead of the curve—promising a wave of bite-sized storytelling that's not just mobile-friendly, but mobile-first.

Disney, Coke in global pact to tap into 'Star Wars' fandom

Coca-Cola and Disney have announced a thrilling new collaboration, 'Coca-Cola x Star Wars: Refresh Your Galaxy' that builds on Coke's 70-year relationship with the media company, beginning with the opening of Disneyland Resort in 1955.

The global campaign spotlights the power of 'Star Wars' fandom that unites and drives the two companies to create and celebrate meaningful human connections, the companies said in a media statement last week.

"A cornerstone of Disney's collaboration with Coca-Cola continues to be creating campaigns in honour of fans," said Mindy Hamilton, SVP Global Marketing Partnerships at The Walt Disney Company, "'Star Wars' is a powerful cultural force around the world, with millions of fans across generations who carry these stories off the screen and into their lives. This custom campaign is for them and inspired by them."

Islam ElDessouky, Global VP Creative Strategy & Content at Coca-Cola, added, "For generations, Coca-Cola and Disney have shared a commitment to creating moments of joy and human connection. This collaboration is about more than just bringing together two iconic brands — it's about celebrating the power of 'Star Wars' fandom, shared passions, and the strength of community when we lift each other up."

The collaboration, dubbed "out-of-this-world' by the two companies, merges the magic of Coca-Cola with the epic storytelling of Disney and 'Star Wars', celebrating the connections that unite people across galaxies, generations and fandoms.How does the campaign work? This is done through limited-edition Coca-Cola pack designs featuring iconic 'Star Wars' characters, captivating creative content and an innovative augmented reality (AR) experience that allows fans to share uplifting messages of community and connection in the style of a 'Star Wars' hologram transmission.

"With this campaign, we wanted to work with Coca-Cola to reach fans in new ways," said Becca Vodnoy, SVP of Corporate Alliances at The Walt Disney Company, adiing, "The campaign showcases iconic scenes, so fans feel like they are immersed in the world with the characters they love."

The multi-faceted campaign will engage 'Star Wars' fans around the world, supported by creative content across television, digital platforms, and out-of-home activations — the type of collaboration that can only happen when Disney and Coca-Cola come together, the media statement stressed.

This is a "natural and easy" evolution of the two brands' long standing relationship, according to ElDessouky, "Both brands believe in connection and in uplifting the human spirit," he said. "We both believe fandoms and communities are the heart of everything we do."

'Coca-Cola x Star Wars: Refresh Your Galaxy' kicks off with creative



content set in a movie theater, a culturally iconic location for 'Star Wars' and Coca-Cola. From discovering the hum of a lightsaber to experiencing movie marathons, the cinema has long been a powerful place to capture the "real magic" of Star Wars and Coca-Cola.

"It's all about building community," Vodnoy said, "The spot shows the fandom coming together, dressed as their favourite characters, being playful with each other and having fun in the moment. There's a sense of togetherness. This was made for the fans, and this is a story that only we could create together — one that we're showing in an unexpected way."

The 30 limited-edition cans and bottles — available for purchase in select markets around the world — will showcase iconic 'Star Wars' characters and scenes.

"The 'Star Wars' universe is very expansive, so we wanted to make sure there was something for every fan," Vodnoy said of choosing which characters and scenes to feature, "There are designs for original fans from 1977 and ones for the fans who are just discovering 'Star Wars'today."

And that's not all. By scanning the QR codes on Coca-Cola cans and advertisements, fans can unlock an AR digital experience and learn about all the collectible cans with beloved characters from the 'Star Wars' universe. Through the experience, fans can record a video of themselves that will be transformed into a Star Wars-style hologram transmission that can be used to share an uplifting message of community empowerment with friends and family.



Gaming a core pillar of India's M&E economy: MIB Secy Jaju

"Gaming now forms a very important pillar and part of the overall digital media and entertainment landscape," said Sanjay Jaju, Secretary, Ministry of Information and Broadcasting, while speaking at Storyboard18's Digital Entertainment Summit (DES) 2025 yesterday.

His remarks underscored gaming's rise from a niche hobby to a major force within India's rapidly expanding creative economy.

According to a media statement by Storyboard18, part of Network18, Jaju highlighted the powerful convergence of technology, content, and youth energy as the defining factors shaping the new face of Indian entertainment.

He said the gaming pavilion at WAVES 2025, held in May, India's flagship audiovisual and entertainment summit, had been a standout feature — with numerous Indian gaming companies showcasing their innovation, content, and technological capability.

"From immersive tech to global-quality storytelling, our M&E space is no longer limited by traditional formats," Jaju noted. He added that gaming now stood shoulder-to-shoulder with other digital content segments such as OTT platforms, animation, audio streaming, and the creator economy, all of which are contributing to India's cultural exports and economic growth.

To support this shift, Jaju announced the launch of the Indian Institute of Creative Technology (IICT) in Mumbai, which is expected to begin operations by September 2025. The institute will focus on skill-building and incubation for emerging creators and startups in the entertainment-tech space. "I think that will be a great place for people to hone their skills, and also for smaller companies to get incubated," he said.

He further emphasized the need for government and industry to collaborate in taking cinema and content creation deeper into the country's heartland. Among his recommendations were investments in low-cost cinema infrastructure in rural areas and positioning India as a hub for global



content production, citing its cost advantages, technical capability, and expansive talent pool.

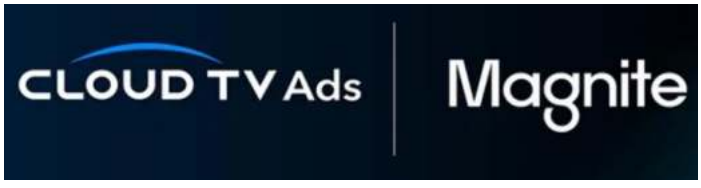
Jaju concluded his keynote by articulating a bold, three-pronged vision for India's entertainment future: Creative Excellence, where India becomes a global storytelling powerhouse; Digital Innovation, led by Indian creators and platforms pioneering in AI, XR, and VR; and Inclusive Growth, ensuring talent from every region gets a platform.

"Our time has come and the future is now," he said, calling upon the industry to unite in vision and purpose. "Let's walk together, let us speak together, let our minds be united."

CloudTV partners with Magnite, enters CTV advertising space

CloudTV has officially rolled out its connected TV (CTV) advertising platform in a move that further strengthens its foothold in India's fast-expanding digital content ecosystem. With this strategic launch, CloudTV aims to enable advertisers to access premium ad inventory reaching over 12 million viewers across the country.

According to a press release from CloudTV, the company has partnered with Magnite, the world's largest independent sell-side advertising platform, to power this ambitious expansion. The collaboration allows CloudTV to tap into Magnite's robust programmatic infrastructure, including SpringServe, to offer a range of advertising solutions—from Programmatic Guaranteed (PG) placements to Private Marketplace (PMP) access and Real-Time Bidding (RTB) capabilities.



As part of this development, CloudTV has also launched a dedicated brand platform catering specifically to advertisers, media planners, and agencies. The website is designed to provide detailed insights into inventory availability, audience segmentation, and partnership opportunities. With CTV consumption rapidly growing in India, the platform aims to deliver scalable, measurable, and data-driven ad experiences that align with evolving consumer behavior.

"CTV advertising is transforming how brands engage with audiences. With CloudTV Ads, we're providing advertisers with the tools to tap into this shift and deliver measurable results," said Harshad Wadivkar, Business Head – Monetisation at CloudTV. "Our collaboration with Magnite will further strengthen our platform and create new growth avenues within India's evolving CTV ad ecosystem."

Gavin Buxton, Managing Director, Asia at Magnite, added, "CloudTV's reach and market presence position them as a key player in India's booming CTV space. We're excited to support their growth and bring scalable programmatic solutions to advertisers."

71% Indian respondents feel Netflix K-content improved S. Korea perception

From sensations like 'Squid Game' to the heartfelt 'When Life Gives You Tangerines', Korean or K-content has become a defining force in global entertainment — moving hearts and sparking conversations between cultures. But its influence doesn't stop just at the screen.



To better understand how K-content resonates with viewers and what impact it's having globally, Netflix commissioned independent research firm 2CV to conduct a wide-reaching study. Over 11,500 people across eight countries —including the US, Japan, Brazil, India and South Korea — were surveyed to explore the cultural and economic effects of K-content, the streamer said in a statement earlier this week.

The results paint a clear picture: Netflix members aren't just watching K-content but it's helping them embrace Korean culture in deeper, more meaningful ways.

In India, for example, the percentage of female and male audiences for Korean content is equal in sharp contrast to France (62:38 percent F/M) or Brazil (72:28 percent).

A Global Fandom That's Here to Stay: Across the board, Netflix members demonstrate long-term loyalty to watching Korean stories. In Thailand, Japan and the US, the vast majority of viewers said they've been watching K-content for more than two years, with rates as high as 82 percent of people surveyed.

And this enthusiasm is far from fleeting: 63 percent of Netflix members who watch K-content plan to keep watching more.

Netflix continues to be the go-to platform for K-content. In nearly every country surveyed, it was ranked as the preferred or main service for watching Korean series and films. Those who discover K-content on Netflix tend to come back for more and explore beyond the shows themselves.

A Gateway to Culture: The data shows that watching K-content often sparks curiosity and leads viewers to engage with Korean culture more broadly. That could mean cooking Korean food, exploring Korean fashion and beauty trends, learning the language, or even planning a trip.

In fact, Netflix viewers were twice as likely to say they're interested in Korean culture than non-members (58 percent vs. 32 percent) and were significantly more likely to want to visit South Korea — with 67 percent of Netflix members expressing interest vs. 41 percent.

Among K-content viewers specifically, the desire to travel to Korea was even stronger, with 72 percent saying they want to go.

This fascination extends into how viewers perceive Korea itself. Among Netflix members, 61 percent said watching K-content improved their perception of South Korea: a figure that climbs even higher in countries like Brazil (73 percent) and India (71 percent).

Sixty-four percent of members acknowledged that K-content directly influenced their interest in Korean culture. Many are also taking steps to better understand the culture behind the content: 78 percent said they watch shows in Korean as a way to improve their language skills, the Netflix study showed.

Impact in South Korea: The positive ripple effects of this global interest are felt locally, too — 91 percent of South Korean people surveyed agreed that the popularity of Korean content abroad is enhancing the country's global image. Meanwhile, 87 percent said this success is opening new opportunities for Korean creators and businesses.

South Koreans also credit K-content with helping to raise awareness of the country's culture worldwide, with 77 percent saying it strengthened global appreciation and 72 percent saying it encouraged tourism.

At this year's APOS Conference, held in Bali from June 24-26, Don Kang, VP of Content (Korea) at Netflix, presented the report for the first time.

Reflecting on the cultural impact of Korean entertainment, he remarked, "The great thing is that all these shows have Korean elements — like you get to watch Korean food, you get to hear the songs we sing, the places that we go to. And it really impacts the way the world sees and understands Korean culture."

Kang went on to describe how Netflix's global reach has transformed what once felt like a regional niche into a worldwide phenomenon: "In recent years we've really seen this surge of global fandom around K-content, especially around the time of 'Squid Game'. I think for most people outside Korea, 'Squid Game' was the real first Korean series that they really watched.

"And ever since then, more than 80 percent of Netflix members have all watched Korean content, and many of them continue to do so. It's a testament that a great show on Netflix can really expand that audience. And it is just not in series, we're seeing this in non-fiction and films," Kang explained.

Amazon boosts dual-platform streaming in India with Prime Video, MX Player

At APOS Bali 2025, Amazon's senior leadership outlined its focused strategy of operating two distinct streaming services in India Prime Video and Amazon MX Player to cater to a diverse range of audiences in the country's rapidly evolving digital entertainment space.

Speaking during a panel moderated by Vivek Couto, Managing & Executive Director of Media Partners Asia, Gaurav Gandhi, Vice President, Asia Pacific & MENA, Prime Video; Nikhil Madhok, Director & Head of Originals, Prime Video, India; and Amogh Dusad, Director & Head of Content, Amazon MX Player, shed light on how Amazon is balancing high-end subscription-based storytelling with mass, mobile-first video entertainment.

In the session, Gandhi elaborated that Prime Video and Amazon MX Player cater to entirely different customer segments. "India is a truly heterogeneous country. Prime Video addresses the streaming-first, subscription-ready audiences who access content on living room devices and seek cinematic quality. On the other hand, Amazon MX Player is for the vast majority still transitioning from television and is AVOD-led. It already serves over 250 million monthly users, largely on mobile," he said.



The panel revealed how Prime Video's strategy combines licensing, direct-to-service premieres, Originals, co-productions, and theatrical-first Amazon MGM Studio movies. "Prime Video is a storytelling platform with global and Indian content across 10 languages. We're also home to add-on channels and rentals," Gandhi added.

Nikhil Madhok emphasized the platform's investment in differentiated and cinematic-quality Originals. "The bar is set against our international content. That's why shows like 'Paatal Lok', 'Made in Heaven', and 'Call Me Bae' have found strong resonance. We go deeper into themes, not just genres. 'Khauf', though a horror series, talks about trauma and urban isolation. 'Dupahiya' and 'Panchayat' strike a nostalgic chord with urban audiences longing for their roots," Madhok explained.

Madhok also unveiled Prime Video's upcoming slate of Amazon MGM Studios films, noting that from 2026, the studio will premiere four to six original movies in theatres annually, with Anurag Kashyap's Nishaanchi set for release this September.

Amogh Dusad outlined Amazon MX Player's content strategy aimed at mass audiences. "Themes of aspiration, inspiration, and escapism drive engagement. Shows like Aashram and dubbed international dramas do extremely well. Hustler, based on India's start-up culture, connects with the ambitions of young viewers," he said.

Dusad also announced 'MX Fatafat', a new micro-drama vertical format initiative designed for short attention spans. "These are one- to two-minute episodes told in serialized form – around 80 to 100 episodes per show. They're designed for mobile consumption, and we're excited to launch it later this year," he added.

Gandhi reaffirmed Amazon's commitment to fostering talent, revealing that over 50 percent of Prime Video Originals under development or production feature new creators. "Our success with Dupahiya, helmed by first-time creators, shows how new voices can deliver breakthrough storytelling. Similarly, 'MX Fatafat' aims to co-create with emerging digital creators."

On the question of monetization, Gandhi expressed optimism about both subscription and ad-supported models. "We are bullish on the streaming opportunity in India. It's still early days. Our dual-platform strategy allows us to build at scale while serving very different cohorts."

The session closed with the broader message that Amazon sees India as a long-term strategic content market — one where diverse consumption habits demand tailored approaches across screens, formats, and storytelling styles. With Prime Video continuing to grow its premium base and Amazon MX Player deepening its mobile reach, Amazon appears to be betting on two engines to drive its streaming growth in India.



JioHotstar nears Netflix with 300mn subscribers after IPL Boost



In a significant leap that underscores the growing dominance of homegrown digital platforms, JioHotstar has announced that its total subscriber base has touched the 300 million mark — bringing it just within striking distance of Netflix's last reported global count of 301.63 million.

According to a PTI report, the staggering jump in subscriptions was largely fuelled by the just-concluded Tata IPL 2025, which proved to be a watershed moment for India's digital streaming industry. The cricket tournament not only delivered record-breaking digital viewership but also helped JioHotstar catapult from a modest 50 million subscribers in February to 280 million by May, before touching the 300 million milestone in June.

The BCCI-promoted IPL saw digital viewership hit 652 million, surpassing television's 537 million — a notable first in the history of the tournament. The figures were shared in a report by Jiostar, the newly formed entity that emerged in February 2025 after the merger of Reliance-backed JioCinema and Disney+ Hotstar.

Sanjog Gupta, CEO of Sports and Live Experiences at Jiostar, underlined the commercial impact of this shift, stating, "We have managed to make this IPL the most monetised edition of the event and also the most monetised sporting event ever in India across advertising and subscription revenue."

Back in 2022, Disney Star had secured television rights for the IPL by bidding Rs.23,575 crore for five years, while digital rights were awarded to Viacom18 for Rs.20,500 crore. Despite a slight 1.6 per cent dip in TV viewership from last year's 546 million, digital witnessed a 5.16 per cent increase from the previous 620 million viewers on what was then Jiocinema.

The final match of the IPL, featuring Royal Challengers Bengaluru against Punjab Kings on June 3, drew massive digital attention with a reach of 237 million, compared to 189 million on television. Overall, the total IPL reach across TV and digital platforms stood at 1.19 billion, with average daily reach peaking at 170 million on digital and 121 million on TV.

The report also offered deep insights into the composition of the audience. A whopping 652 million tuned in on JioHotstar's streaming service, while connected TV accounted for 235 million viewers and 417 million accessed matches via mobile. Android app downloads for Jiostar touched 1.04 billion. Peak concurrency — the highest number of users watching simultaneously — hit an all-time high of 55.2 million.

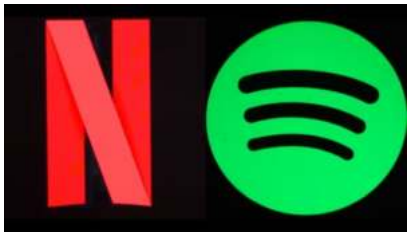
On the content consumption front, television recorded 514 billion minutes of watch time. Language-wise, Telugu audiences witnessed the fastest growth at 87 per cent over the previous edition, followed by Kannada (65 percent), Tamil (52 percent), and Hindi (31 percent).

The advertising ecosystem also saw robust activity, with 425 brands from 40 categories participating — including 270 first-time advertisers. Among the teams, Royal Challengers Bengaluru led in video viewership with over 330 million views, while Mumbai Indians topped TV watch time with a cumulative 106 billion minutes.

JioHotstar's surge puts it nearly on par with global OTT leader Netflix, which reported 301.6 million subscribers across 190 countries by the end of December 2024, with 18 million additions in the October-December quarter alone.

As India's digital consumption accelerates, the JioHotstar story could mark a new chapter in the streaming wars — where local content and massive live sports events prove to be the game-changers.

Netflix holds talks with Spotify to expand live TV content, WSJ reports



Netflix has held talks with Spotify to partner on projects such as music award shows or live concert series as part of its live TV push, the Wall Street Journal reported on Wednesday, citing people familiar with the matter.

The company has also discussed doing big celebrity interviews and shorter-turnaround documentaries, the report said, according to Reuters.

Netflix and Spotify did not immediately respond to Reuters requests for comment.

The streaming giant has aggressively broadened its live programming in recent years to boost advertising revenue, diversify content and attract new subscribers.

A new music show called "Building the Band" is set to debut next week. The streamer is working on another music competition that is expected to release in the coming months, the report said.

Netflix has also expanded its portfolio with high-profile live sports events, including two National Football League games on Christmas Day and the Jake Paul-Mike Tyson boxing match that earned the streamer a record 19 million subscribers in its fourth quarter.

NASA's space-related content will now be live on Netflix



American space agency NASA has announced its latest plans to team up with a streaming service to bring space a little closer to home. Starting this summer, NASA+ live programming will be available on Netflix.

Audiences now will have another option to stream rocket launches, astronaut spacewalks, mission coverage, and breath-taking live views of Earth from the International Space Station, the space agency said in a statement earlier this week. NASA+ is the space agency's free, ad-free, on-demand streaming service.

"The National Aeronautics and Space Act of 1958 calls on us to share our story of space exploration with the broadest possible audience," said Rebecca Sirmons, general manager of NASA+ at the agency's headquarters in Washington.

"Together, we're committed to a Golden Age of Innovation and Exploration – inspiring new generations — right from the comfort of their couch or in the palm of their hand from their phone," she added.

Through this partnership, NASA's work in science and exploration will become even more accessible, allowing the agency to increase engagement with and inspire a global audience in a modern media landscape, where Netflix reaches a global audience of more than 700 million people, the statement added.

The agency's broader efforts include connecting with as many people as possible through video, audio, social media and live events. The goal is simple: to bring the excitement of the agency's discoveries, inventions, and space exploration to people, wherever they are.

NASA+ remains available for free, with no ads, through the NASA app and on the agency's website. Additional programming details and schedules will be announced ahead of the launch.

ITG's MO hits 105mn Insta views in 30 days

The digital media platform MO had hit a major milestone this month, clocking over 105 million views on Instagram in just 30 days. With an average growth of 1,000 followers every single day, MO has also added over 35,000 new followers to its steadily growing community. For a platform that's barely chasing trends and yet becoming one, MO's surge signals something deeper — a shift in how Gen Z consumes content and chooses its cultural voice.

According to a MO press release, the platform isn't trying to break the news — it's focusing on breaking through the noise. From snappy explainers to bold, unfiltered conversations, MO's content is built around the promise of clarity, conviction, and cultural resonance. It's smart, it's sharp, and most importantly, it speaks the language of a generation that's tired of sugarcoated half-truths.

MO's rapid rise isn't just about numbers — it's about narrative. Whether it's cutting through complex issues with two-minute breakdowns or sparking conversations that mainstream newsrooms tend to avoid, the platform has become an unexpected north star for millions looking for substance without the drama. Its tone — neither preachy nor performative — is what keeps young audiences coming back.

At a time when content fatigue is real and attention spans are shrinking, MO seems to have cracked the code: keeping it real. There are no gimmicks, no overblown graphics, no shouting matches — just straightforward storytelling and insights that actually matter. It's a formula that's fast turning MO into one of the most trusted new-age platforms on the internet.

With content that travels across themes like social justice, political literacy, pop culture and everyday realities, MO has positioned itself as more than just a page — it's fast becoming a movement. One that is not chasing virality for the sake of it, but creating visibility where it matters most.

The way Gen Z rallies around authenticity is clear — and MO is giving them a space to see themselves, be heard, and stay informed, minus the frills.

As the platform continues its upward climb, the question isn't whether MO will sustain its momentum — it's how soon it will redefine what digital credibility and cultural connection truly look like in a fragmented media landscape. Because for a generation that doesn't trust easily, MO seems to have struck the rare balance: truth without theatrics, engagement without ego.

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Minister Shashi Panja headlines Bengal's Times Network Growth Summit

West Bengal's industrial journey took center stage at the SRMB Presents Times Network Growth Summit West Bengal, as Dr. Shashi Panja, Hon'ble Minister for Industries, Commerce & Enterprises, led a high-impact dialogue on the state's emergence as a resilient and future-ready economic powerhouse. The summit brought together key voices from government, business, and academia to chart a roadmap for Bengal's growth narrative across sectors.



Organised by Times Network, the event provided a platform for forward-looking discussions on transformative policy reforms, sustainable infrastructure, digital innovation, MSME development, and the evolving role of education and skilling. The Growth Summit was supported by Dollar Industries, University of Engineering & Management (UEM), and Sister Nivedita University as co-partners, alongside OmDayal Group of Institutions and Julien Day School.

In her keynote address, Dr. Panja spotlighted West Bengal's investment-driven growth. "The state has attracted over Rs.1.33 lakh crore in private sector investments, creating 1.8 lakh employment opportunities. The iron and steel sector has emerged as a clear leader with Rs.45,240 crore in investment and over 62,500 jobs, followed by energy, oil and gas at Rs.27,159 crore, and logistics contributing Rs.19,000 crore and 25,000 jobs," she shared.

This address was part of an official press statement from the Government of West Bengal, distributed during the event.

Dr. Panja also pointed to the state's industrial infrastructure milestones, stating, "West Bengal is home to the largest leather complex, hosiery and foundry parks, and railway manufacturing clusters in India. It is now a cement hub, with all nine major cement players having invested here. Bengal Silicon Valley—spread across 200 acres—has drawn 11 data centers and major IT firms such as TCS, Wipro, Infosys, and Cognizant."

Highlighting key policy interventions, she noted the 2023 Industrial Corridor Policy supported by a Rs.3,485 crore loan from ADB, and a Logistics Policy backed by Rs.2,072 crore to boost trade efficiency. The state's Tea Tourism Policy has already attracted 32 investment proposals, while the Sand Mining Policy has generated Rs.500 crore in revenue, with Rs.2,280 crore expected over five years. A shift to freehold land for industries has led to 21 proposals being approved, a landmark move in land reforms.

Dr. Panja underscored the prominence of MSMEs in Bengal's economy: "With over 90 lakh MSMEs, Bengal leads the country in women-led businesses with 36.4 percent female entrepreneurship and 12.73 percent female workforce participation. MSME credit disbursal has touched ?8.6 lakh crore, supported by cluster-based industrial development and 35 GI-tagged products showcasing Bengal's diverse craftsmanship and innovation."

The summit also featured insights from top industry leaders and educationists, including Ashish Beriwala (Director, SRMB Srijan), Prof. Ved Prakash (Former UGC Chairman), Prof. Biswajoy Chatterjee (Vice Chancellor, UEM Jaipur), and Vinod Gupta (MD, Dollar Industries). They discussed bridging industry-academia gaps, skilling youth for Industry 4.0, and harnessing Bengal's potential as a digital and manufacturing hub.

The Growth Summit concluded on a note of optimism and clarity, echoing a shared commitment to building Bengal into a center for innovation, inclusivity, and industrial resurgence.

Network18 posts Rs430cr revenue in Q1FY26

Network18 Media & Investments Ltd reported a standalone revenue of Rs.430 crore for the first quarter of FY26, reflecting a solid performance in its digital and television segments. Despite operating in a subdued advertising market and facing a high base due to last year's election-related ad spending, the company delivered a resilient quarterly performance. Net profit after exceptional items stood at Rs516 crore for the quarter ended June 30.

The company noted in its stock exchange filing that the drop in revenue year-on-year was mainly because the same period last year benefited significantly from election-linked advertisements. Additionally, the broader ad environment remained under pressure due to muted consumer sentiment and a packed sports calendar that diverted advertiser focus.

However, Network18 highlighted that its core news operations remained steady, with operating revenue from the news business declining by just 4.9 percent despite the challenges. When compared with the first quarter of FY24—which also lacked any major election-related revenue—the company said its overall revenue had grown by 9 percent.

Zee Kannada News honours 50 changemakers at Yuvarathna Awards

Celebrating the spirit of young achievers across Karnataka, Zee Kannada News successfully hosted the prestigious Yuvarathna Awards 2025 in Bengaluru. With a powerful theme of recognising extraordinary contributions from ordinary individuals, the event shone a spotlight on 50 young trailblazers making a difference in entrepreneurship, arts, sports, healthcare, agriculture, social service and politics.

As per a press release issued by Zee Kannada News, the initiative was aimed at celebrating the youth who are shaping the future of Karnataka and inspiring others through their perseverance, vision and service.

The event was graced by several dignitaries including Karnataka Legislative Assembly Speaker U.T. Khader, Transport and Muzrai Minister Ramalinga Reddy, Former Chief Minister D.V. Sadananda Gowda and former Minister and MLC C.T. Ravi, alongside stalwarts from the Kannada film industry, further elevating the occasion.

In his keynote, Khader underlined the power of unity and praised the channel's effort in bringing to light such committed youth. "By acknowledging these sincere, skilled, and committed individuals from every corner of the state, Zee Kannada News inspires a movement of hope and harmony," he said.

Reddy lauded the platform's commitment to recognising homegrown excellence, while Sadananda Gowda remarked, "This act of honouring 50 achievers is like saluting all the seven crore Kannadigas." Echoing this sentiment, Ravi added, "With achievers like you, the Prime Minister's vision of Aatmanirbhar Bharat is within reach."

Among the 50 awardees were names like Dr. B. Nagaraj, Veerabhadra Achari K.M., C.M. Shabaz Khan, Dr. Yuvasakthi Soori, Karuna Jain, Dr. S. Manjunath, and Akash Managuli, each of whom stood out for their excellence, integrity, and impact in their respective fields. The awardees represented the diverse and resilient spirit of Karnataka — from healthcare heroes and grassroots innovators to social reformers and rising artists.

Adding a personal touch to the occasion, Pushpa Arun Kumar, mother of actor Yash, praised the youth being honoured and highlighted the importance of supporting farmers. Veteran actress Sudharani appreciated the platform for recognising changemakers working selflessly for social upliftment. Actor Kichcha Sudeep, though not physically present, sent a warm video message encouraging the awardees to continue dreaming big and giving back to society. Actors Ajay Rao, Yuvarajkumar, and Chikkanna also graced the stage to applaud the achievements of the young awardees.

Ravi S, Editor of Zee Kannada News, summed up the evening in his heartfelt address, stating, "Each awardee is a beacon of hope for Karnataka. By bringing their stories to light, we aim to remind every Kannadiga that true change begins with ordinary people doing extraordinary work."

Karan Abhishek Singh, CEO of Zee Media Corporation Limited, echoed the editorial vision by adding, "Journalism is not just about reporting, it's about nation-building. The Yuvarathna Awards stand as a testament to Zee Kannada News' mission of amplifying voices of courage and conviction."

TV9 Bangla honours Bengal's medical heroes



In a heartfelt tribute to the guardians of public health, TV9 Bangla is all set to broadcast the fifth edition of its prestigious 'Suswasthya Health Awards & Conclave' on Sunday, July 13, at 11.30 am. The annual initiative salutes the doctors, researchers, and healthcare workers of Bengal whose silent dedication continues to uplift and transform lives.

As per an official press release by TV9 Bangla, this year's conclave and awards ceremony took a step beyond merely recognising excellence in clinical practice. It brought into spotlight pathbreakers in medical research, innovators in healthcare, and storytellers who've contributed to public health awareness through creative mediums.

Inaugurated by Amritanshu Bhattacharya, Managing Editor & Business Head, TV9 Bangla; Anirban Choudhury, Consulting Editor, TV9 Bangla; and veteran medical expert Dr. (Prof) Sukumar Mukherjee, the event set the tone for a day of honouring Bengal's finest in the health ecosystem.

Among the most revered recognitions of the evening were the 'Lifetime Achievement Awards', conferred upon two doyens of medicine — Dr. Indra Sekhar Roy, a legendary figure in Ophthalmology, and Dr. Subrata Malakar, a trailblazer in Dermatology. The event also honoured Prof. Suman Chakraborty, Director of IIT Kharagpur, for his invaluable contributions to research and innovation in medical science.

TV9 Bangla also introduced two poignant award categories in memory of pioneering figures — Dr. Subhas Mukhopadhyay, known for India's first test-tube baby, and Dr. Kadambini Ganguly, the country's first female doctor. The Dr. Subhas Mukhopadhyay Memorial Honour was awarded to Dr. Subhankar Chowdhury for his service in endocrinology and public health, while the Dr. Kadambini Ganguly Memorial Honour went to Dr. Geeta Ganguly Mukherjee for her lifelong dedication to women's healthcare.

News18 Lokmat hosts Samruddha Maharashtra 2025



Maharashtra Chief Minister Devendra Fadnavis outlined a bold and progressive long-term vision for the state at the recently held Samruddha Maharashtra 2025, a high-impact conclave hosted by News18 Lokmat.

The event brought together a diverse mix of ministers, entrepreneurs, policymakers, artists, and thought leaders who engaged in critical conversations around the state's developmental roadmap.

As per the News18 Lokmat press release, the conclave aimed to create a platform where actionable insights could be shared and strategies could be developed to address the evolving needs of Maharashtra. The event opened with a vibrant discussion among youth leaders like Meghana Bordikar, Varun Sardesai, Rohini Khadse, Shaina NC, and Sangram Kote Patil, who focused on the importance of sustainability, innovation, and the role of the younger generation in shaping the state's future.

Among the highlights of the day was a compelling session by Aaditya Thackeray, who elaborated on the "Maharashtra Pattern of Politics." He stressed the importance of ideological coherence, youth engagement, regional representation, and policy transparency as essential components of effective governance. Another power-packed panel, featuring leaders across party lines including Jitendra Awhad, Girish Mahajan, and Uday Samant, explored how collaboration beyond political affiliations is key to Maharashtra's forward momentum.In his keynote, CM Fadnavis addressed the audience with a detailed outlook on the state's infrastructure plans, economic reforms, and strategies to position Maharashtra as a globally competitive hub. He emphasized the importance of inclusive growth and sustainable development, pointing to policy continuity and public-private partnerships as crucial levers of change.The conclave also celebrated Maharashtra's cultural wealth in the session "Kalapatadi Maharashtra," featuring filmmakers Mahesh Manjrekar, Om Raut, and actor Bharat Jadhav. Discussions explored how storytelling, cinema, and theatre continue to shape the social and cultural identity of the state.

The Samruddha Maharashtra conclave was supported by MIT Design Technology – Pune and Reliance Industries Ltd, with special partners MIDC and Sandip University. Associate sponsors included Rotomag Solar Pump, Pimpri Chinchwad University Pune, LIC Housing Finance Ltd, and Mahagenco. Once again, News18 Lokmat demonstrated its commitment to not just covering Maharashtra's growth story but also actively facilitating the dialogue that shapes it.

Rekha Gupta slams Kejriwal's 'Sheesh Mahal' on 'Aap Ki Adalat'

Delhi Chief Minister Rekha Gupta has, for the first time, opened up about her decision not to move into the controversial 'Sheesh Mahal,' the lavish CM residence built under the leadership of former CM Arvind Kejriwal. Instead, Gupta has chosen to shift into a renovated bungalow on Raj Niwas Marg, which is currently undergoing refurbishment and is expected to be ready by Navratri.

In a candid appearance on Rajat Sharma's iconic show 'Aap Ki Adalat', which airs tonight at 10 PM on India TV, CM Rekha Gupta explained her reasons in a way that reflects her connect with the common man. When asked why she declined to occupy the multi-crore official residence, Gupta responded simply but strongly, "Neend Nahin Aati." She went on to elaborate, "I see how the people of Delhi are suffering, and Kejriwal Saheb was enjoying while staying there. Woh pardey bhi nahin kholte they. Janata ki awaaz unke kaanon tak nahin jaati thi."



The India TV press release detailed how Rekha Gupta slammed the previous regime for creating a disconnect between the CM's residence and the public. She said Kejriwal remained confined within his heavily guarded home, and even his own party MLAs allegedly never saw the Sachivalaya (Secretariat). "Today that secretariat has been opened to thousands of people. Earlier, entry to the corridors was restricted," she stated.

Gupta also addressed the recent PWD tender notice issued on June 28 for her upcoming official residence, which mentions installations such as 24 air-conditioners, chandeliers, 5 smart TVs, and CCTV security, among others. Responding to criticism, she drew a sharp comparison: "The man (Kejriwal) who had claimed he would never take a bungalow or car, spent Rs 80 crore of hard-earned money for his personal luxury. His curtains alone cost several crores. Today, even after four months as CM, I do not have an official residence. I sit on a table and chair on the road to hear people's problems."

She emphasized that she would only move into a home that is accessible to all. "My home and residence are open to all who want to meet me. I am your CM, my time is yours and my home is yours. Today, my residence is being renovated at a cost that Kejriwal Saheb used for buying doormats and curtains," Gupta added, reaffirming that she does not hold secret meetings or use dozens of cell phones like the previous government allegedly did.

When asked what will now happen to the infamous 'Sheesh Mahal', Gupta remarked, "Hamari yojana hai ki janata ka paisa jo wahan barbaad kiya, humari koshish rahegi ki hum aisa nirnay lein ki woh paisa phir se khazane mein aaye aur usse janata ka laabh ho, kaam ho."

The Chief Minister also touched upon a range of issues in the show including the Yamuna cleaning drive, state of slums, air pollution, and the education and healthcare systems. On the Yamuna front, she detailed how her government has launched a Rs.9,000 crore action plan, aimed at improving BOD levels, fixing dysfunctional STPs, and laying sewer lines in over 1,700 unconnected colonies. "We are working with Haryana and UP to increase the e-flow of the Yamuna," she said.

Reacting to Kejriwal's remarks on slum demolitions and his alleged warning that "Naani yaad aa jayegi" if slum dwellers come out on the streets, Gupta said, "Why should I remember my Naani? For 27 years, including 12 years of Kejriwal's rule, no houses were built for the poor. Today we are actually building and distributing flats to slum dwellers."

She did not spare Kejriwal's flagship healthcare initiative either, calling Mohalla Clinics a "fraud". "They set up porta cabins on drains, appointed doctors at Rs 40 per patient and called it healthcare. There were no medicines, no vaccinations, just fake numbers. In contrast, our Aarogya Mandirs are functioning primary hospitals with staff, facilities and tests."

She also criticised the civil defence recruitment model under AAP, stating that 25,000 people were appointed for tasks like monitoring odd-even traffic without proper structure or sustainability. "One man holding a placard was paid Rs.1,000 per day. Even an engineer doesn't earn that," she added. Gupta informed that her government will now give 1,500 permanent nursing jobs, marking a shift from the contractual chaos.'

On Delhi's notorious air pollution and the recent fuel ban for 10- to 15-year-old petrol and diesel vehicles, Gupta made her position clear. "The order was issued by CAQM, not by us. I will ensure that no injustice is done to people. Why is it that old vehicles can run in neighbouring NCR areas but not in Delhi?"

The show 'Aap Ki Adalat' featuring CM Rekha Gupta airs tonight at 10 pm on India TV, with repeat telecasts scheduled for Sunday at 10 am and 10 pm.

Minister Bhupender Yadav headlines Times Network's climate summit

Times Network, India's premium broadcast network hosted the second edition of the Adani presents Times Network India Climate Summit (co-powered by Mahavitaran) in New Delhi.

The summit convened policymakers, scientists, youth climate advocates, and international leaders to chart a practical path toward India's net-zero future, sustainability, and climate resilience.

The special address at the summit, helds last week, was delivered by Bhupender Yadav, Union Minister of Environment, Forest & Climate Change, who set the tone by outlining India's climate agenda and the path toward sustainable action.

Insightful sessions were delivered by distinguished speakers including actor and Climate Warrior (UN) Bhumi Pednekar, Dr. Mrutyunjay Mohapatra, India Meteorological Department MD, Lokesh Chandra, CMD of Maharashtra State Electricity Distribution Company Limited and Ashish Khanna amongst others.

Delivering the special address, according to a press release from the organisers, Yadav said, "Climate change is the defining challenge of our era, and India has adopted a proactive, action-led approach. We achieved our Paris Agreement goals on emissions intensity and renewable energy well before 2030, and are close to reaching our target of expanding the country's green cover. Our climate efforts are rooted in equity and sustainability, reflected through global initiatives like the International Solar Alliance with France (now 137 member countries), the Coalition for Disaster Resilient Infrastructure, Lead IT, and our comprehensive Greenhouse Gas Inventory."

Talking about The National Cooling Action Plan, he added, "There is another strategic step to promote long-term energy efficiency and environmental balance. Even without adequate international climate finance, India has forged ahead a balanced approach—prioritizing both ecology and economy, while encouraging citizen-led action through Mission LiFE and campaigns like Ek Ped Maa Ke Naam.''



Chandra said, "Maharashtra's distribution company is the second-largest in Asia. As the state progresses toward a trillion-dollar economy, our energy demand is projected to exceed that of several developed nations. Nearly 30 percent of this demand comes from agriculture, with over 45 lakh farmers using electric pumps. To meet the long-standing demand for daytime power and reduce subsidy pressures, we are transitioning to solar through the Mukhyamantri Saur Krishi Vahini Yojana."

Dr. Mohapatra said, ''India is undergoing a clear shift in heatwave patterns, caused by climate change. This rise in intensity and duration is closely linked to human-induced activities such as increased greenhouse gas emissions, rapid industrialization, deforestation, and urbanization. At IMD, we are strengthening our early warning systems and upgrading forecasting models to help mitigate risks and enhance preparedness at both institutional and community levels. However, forecasting alone is not enough. There is a collective need to reduce emissions, protect forests, adopt sustainable urban planning, and build climate-resilient infrastructure."

Sharing a fresh and youthful take on fast fashion and popular culture, Bhumi said: "Fashion has immense power—it's a form of expression, identity, and influence. I truly believe it can lead the way in building a more sustainable world. The shift we need is not about giving up style, but about being more thoughtful in how we consume. I support designers who champion conscious practices and celebrate Indian craftsmanship. I love vintage shopping, I repeat my outfits, I thrift and I bring this mindset to my film sets too by encouraging the use of reusable bottles and reducing waste."

Adding her perspective on sustainable living, she added, "Sustainability isn't a limitation—it's a more meaningful, intentional way to live. When fashion is rooted in purpose, it becomes a powerful force for change. Our choices—what we wear, what we reuse, how we consume—can shape a better future."

Zee Business sets Industry record with 45.8-mn viewer engagement in Week 24

In a defining moment for business journalism in India, Zee Business has set a new industry benchmark by clocking its highest-ever Average Time Spent by Viewers (ATSV) at an impressive 45.8 minutes.

This milestone, based on BARC data for Week 24'25 (HSM – 22+ Male ABC | 0600-2400 hrs), underscores the channel's exceptional connection with its audience and the growing appetite for reliable and in-depth financial news in the country.



According to a press release issued by Zee Business, this record-setting viewer engagement reflects the channel's unwavering focus on delivering insightful, credible, and actionable financial content. In an era dominated by fragmented viewing habits and shrinking attention spans, the fact that viewers are consistently spending close to an hour with the channel is not just a testament to its content quality but also a signal of shifting viewer preferences toward more trustworthy and meaningful journalism.

Anil Singhvi, Managing Editor of Zee Business, expressed pride over the achievement, saying, "We are humbled and proud to be the country's most trusted financial voice. The record-breaking ATSV of 45.8 minutes shows that our viewers don't just sample us—they stay with us. In a complex world of money and markets, Zee Business has become a reliable compass. This isn't just about ratings—this is about responsibility. We will continue to lead with truth, clarity, and purpose."

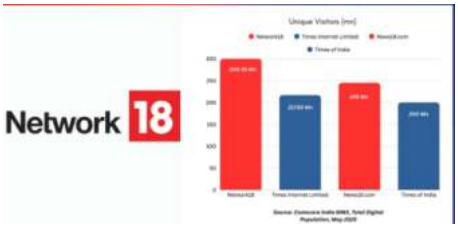
The sentiment was echoed by Karan Abhishek Singh, CEO of Zee Media Corporation Limited, who added, "At Zee Media Corporation Limited, we believe that true leadership is measured not just in numbers, but in the depth of connection with our audiences. Zee Business's performance is not just a win for the channel, but a milestone for the entire Zee Media network. It exemplifies our collective mission to inform, empower, and engage the nation with content that matters."

Zee Business's impact goes beyond the television screen. With a strong and growing presence across digital platforms and social media, the channel has managed to expand its influence to tier-2 and tier-3 cities and even remote areas, empowering millions to make better financial decisions. Innovative programming like the Jai Jawan Investment Plan and real-time stock market insights continue to serve as vital tools for viewers navigating the complexities of the Indian economy.

At a time when business news has emerged as a key driver of informed citizenship and financial empowerment, Zee Business's performance in Week 24 is a reminder of its role as both a trusted advisor and a national catalyst. As India's economy surges ahead, the channel's milestone is not just about viewer metrics—it represents a growing trust in business journalism done right.

Network18 outshines Times Internet, News18 beats TOI in May

Network18 has cemented its lead over Times Internet Limited across both digital and television platforms, according to the latest ComScore MMX Report for May. The data reinforces Network18's dominance as India's top news network, with strong performances recorded across its flagship digital properties and TV news channels.



As per the report, Network18 garnered 300.35 million unique visitors (UVs) with a 67 percent reach in May 2025, outpacing Times Internet, which registered 217.83 million UVs and a 48% reach. This marks the third consecutive month where Network18 has maintained a substantial lead over its closest competitor. In March and April, the group posted 315 million and 321 million UVs respectively, while Times Internet stood at 203 million and 196 million UVs for the same months.

According to the Network18 press release, the digital arm of the network, News18.com, has also continued its upward trajectory. It registered 245 million UVs in May, maintaining a strong edge over The Times of India, which stood at 200 million UVs. This lead has been consistent since March, with News18.com recording 251 million and 283 million UVs in March and April, respectively, against TOI's 182 million and 173 million UVs.

Network18's dominance extends beyond digital. On television, the group's flagship channels continue to hold leadership positions across languages. CNN-News18 has remained the No. 1 English news channel for over three years in a row—an unprecedented feat in the Indian news broadcast industry. Meanwhile, News18 India continues to top viewership charts as the most-watched Hindi news channel.

This consistent leadership across platforms highlights Network18's wide-reaching influence, cutting across regions, languages, and formats. Its growing reach and trusted journalism reaffirm its position as the most influential news network in the country.

India–UAE ties shine at News9 Global Summit 2025 in Dubai

TV9 Network's ambitious initiative, the News9 Global Summit UAE 2025, concluded on a high note in Dubai on June 19, 2025, setting a new benchmark for bilateral engagement between India and the United Arab Emirates.

Held at the iconic Taj Dubai under the theme 'India–UAE: Partnership for Prosperity & Progress', the event brought together over 40 influential speakers and 300 high-profile delegates from both countries, reflecting the growing diplomatic, economic, and cultural synergy between the two nations.

According to a News9 Plus press release, the Summit featured an immersive lineup of thought leaders, policymakers, entrepreneurs, cultural icons, and celebrities, all engaging in dialogue on future-ready themes like CEPA trade acceleration, artificial intelligence, and digital content's global rise. The keynote address was delivered by India's Union Minister for Oil & Gas, Shri Hardeep Singh Puri, who underlined the strategic significance of energy collaboration, sustainability, and inclusive growth in the India–UAE dynamic. "This Summit reflects not just our current partnership, but a shared vision for an interconnected and innovative tomorrow," he said, lauding TV9 Network's platform.



HE Abdulaziz Al Nuaimi, Assistant Under Secretary at the UAE Ministry of Economy, pointed to the fast-growing bilateral trade which is racing toward the $100 billion mark. "Platforms like this turn vision into partnerships," he said, emphasizing the role of forums like the News9 Global Summit in enabling real-world collaboration. India's Ambassador to the UAE, Shri Sunjay Sudhir, echoed these sentiments, speaking of the deepening engagement across diplomacy, trade, and diaspora outreach.

Adding a spiritual dimension, Pujya Brahmavihari Swami of BAPS Swaminarayan Sanstha drew on India and UAE's civilizational ties. The construction of the Swaminarayan Mandir in Abu Dhabi, he noted, is a testament to shared values of harmony and mutual respect.

Barun Das, MD & CEO of TV9 Network, hailed the summit as a milestone moment. "Dubai embraced the News9 Global Summit UAE with unmatched energy. This partnership goes beyond strategy—it's emotional, cultural, and forward-looking," he remarked, promising continued engagement in the region.

The day was not just about business and policy—it was charged with creative energy. Actor and entrepreneur Vivek Oberoi spoke passionately about merging purpose with profit in a riveting TED-style talk. Bollywood stars Suniel Shetty, Ektaa R. Kapoor, and Nargis Fakhri offered candid insights on cinema, entrepreneurship, and transformation in special duologues with Barun Das. Kapoor's comments on embracing criticism and reinvention, and Shetty's reflections on fitness, startups, and Brand India drew particular applause.

The summit's content-rich panels ranged from startup cross-collaborations and AI-driven innovation to cultural influence via OTT platforms. The session titled 'Streaming Stars, Screaming Success' captured the rising global profile of Indian content creators and storytellers.

Backed by a strong sponsor ecosystem, including Buimerc as the Patron, associate sponsors De Beers, TATA AIG Insurance, and NECC, the event also featured support from brands like Classmate, JK Super Cement, Hanok, and Womenpreneur Magazine. SKIL Travels, SOIL, and Sita Vatika supported the travel and cultural segments. Famous Studios and Khaleej Times amplified the summit's entertainment and media presence, while the Indian People's Forum (Abu Dhabi) served as the Diaspora Partner.

The News9 Global Summit UAE 2025 has reinforced TV9 Network's growing clout as a convener of cross-border dialogues, making the media group a vital player in global Indian discourse.

Catch the Summit's key highlights on News9 Plus and across TV9 Network's digital channels.

NDTV India to host 'Creators Manch' on June 27



NDTV India is all set to launch one of its most ambitious cultural initiatives this summer with 'Creators Manch'a day-long festival of ideas, expression, and storytelling that will bring together some of the most influential and beloved voices across literature, cinema, poetry, and digital media.

Scheduled to be held on June 27 in New Delhi, the event promises to be a celebration of India's creative soul, featuring an extraordinary line-up of speakers, performers, and creators.

According to a press release by NDTV India, it described 'Creators Manch' as a platform that goes beyond showcasing talent — one that seeks to honour and engage with the people who shape the cultural imagination of India. From celebrated icons to emerging voices, the event will span 16 sessions across formats including one-on-one conversations, panel discussions, writing workshops, and live performances.

Among the marquee names headlining the event are lyricist and poet Javed Akhtar, filmmaker Imtiaz Ali, author Chetan Bhagat, and poet Kumar Vishwas.

They will be joined by a vibrant ensemble including Banu Mushtaq, Anvita Dutt, Alok Shrivastav, Ashutosh Agnihotri, Jaya Kishori, Satya Vyas, Divya Prakash Dubey, Aditi Maheshwari, Milee Ashwarya, Anamika, Garima Srivastava, Gagan Gill, Manisha Kulshreshtha, Arpana Caur, and Reena Lath.

The platform will explore a wide range of topics relevant to the cultural landscape today — from the role of poetry in public life to storytelling in the digital era, from enduring literature to the evolution of performance art. Each session is designed to foster meaningful conversation, cross-generational dialogue, and a deeper understandingof the creative process.

“This is a rare and vibrant confluence of youthful energy and seasoned wisdom — a space where generations converse and creators reflect not just on their craft, but on the times we live in,” said Rahul Kanwal, CEO and Editor in Chief, NDTV, while announcing the initiative. “Creators Manch is a platform built not just to showcase creativity, but to honour the people behind it — those who express the spirit of the times and gently shape its future.”

The event will culminate in a soulful performance by Kabir Café, known for blending the mystic verses of Kabir with modern soundscapes — a fitting finale to a day devoted to rhythm, memory, and imagination.

With full-scale amplification planned across NDTV India’s broadcast, digital, and social platforms, ‘Creators Manch’ is poised to become a cultural moment that extends far beyond the venue — reaching into homes, social conversations, and the hearts of audiences across the country.

News18 Odia to bring Puri Rath Yatra 2025 live

With the sacred city of Puri preparing for the divine chariot procession of Lord Jagannath, News18 Odia has announced a grand programming lineup to celebrate and broadcast the Rath Yatra 2025.



Promising to bring viewers closer to one of India’s most revered spiritual events, the channel will roll out an immersive 15-day coverage, capturing every sacred ritual, vibrant cultural performance, and the unmatched devotional spirit of this iconic festival.

According to a press release issued by News18 Odia, the comprehensive telecast will begin on June 27 and run through July 5, bringing viewers uninterrupted live coverage of the Rath Yatra and the Bahuda Yatra, along with deep-dive specials, documentaries, and cultural highlights. The programming is designed to offer not just a visual treat, but also spiritual insight into the traditions and stories that surround the chariot festival of Lord Jagannath, Balabhadra, and Subhadra.

A key feature of the broadcast is the special series Badadande Bije Jagannath, which takes viewers behind the scenes with documentary-style storytelling. Covering the spiritual build-up to the festival, the series includes exclusive stories, expert interviews, and a close look at the intricate preparations underway in Puri. From the ceremonial rituals on Rath Yatra Day (June 27) to the return journey on Bahuda Yatra (July 5), the live programming promises to deliver a holistic experience of the Yatra to viewers across Odisha and beyond.

News18 Odia is also shining a spotlight on the deeper spiritual fabric of Odisha by taking audiences to other revered locations like Kantilo Nilamadhab, Patali Srikhetra, and Chatiabata, capturing the essence of pilgrim journeys and temple traditions. These segments aim to forge a deeper connection between the viewers and the sacred geography of Jagannath worship.

The elaborate coverage is supported by a host of sponsors who have come together to amplify the celebration. The telecast is co-powered by Madhukunj Agarbatti, Evergreen Tea, Santanu English Medium School, and Nippo Swooper. Special Partners include Dynapar QPS Plus, Scan Steels Ltd, TBW Combook, Hari Plast, IMFA, Akash Education, TVS Raider, and Muthoot Finance. Associate Sponsors range from Ganesh Group of Institutions and Sri Sri University to Keshari Chatua, Hi-Tech Medical College, Mountain Breeze, and Airtel.

More than just a festival broadcast, News18 Odia’s coverage aims to serve as a spiritual and cultural tribute to the legacy of Rath Yatra. The channel’s editorial and technical teams are stationed in Puri to ensure an enriching viewing experience with real-time visuals, immersive storytelling, and expert commentary.

Viewers can tune in to News18 Odia on June 27 for the all-day telecast of Rath Yatra 2025 and be a part of the divine spectacle as it unfolds live from the grand avenues of Puri.

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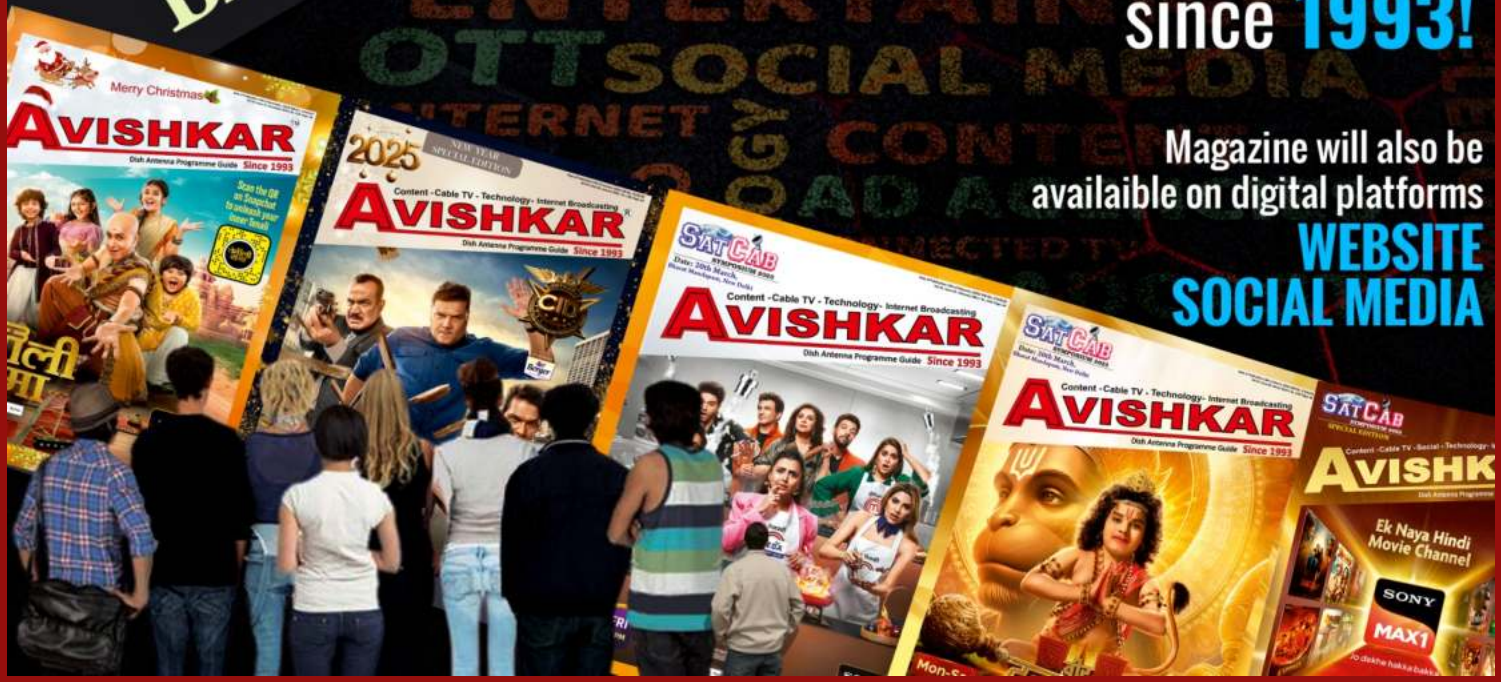
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Amitabh Bachchan returns as host for KBC S17, premiering August 11 on Sony TV

India's most iconic quiz show, 'Kaun Banega Crorepat' (KBC), is all set to make its grand return with Season 17 premiering on August 11, exclusively on Sony Entertainment Television. The legendary Amitabh Bachchan will once again don the role of host, continuing a legacy that has spanned over two decades and made him a household figure across generations.

Since its debut in 2000, KBC has evolved beyond just a game show — becoming a cultural phenomenon that combines knowledge, aspiration, and compelling human stories. The new season promises to carry forward that rich tradition, now bolstered by the powerful new tagline: 'Jahaan Akal Hai, Wahaan Akad Hai' — a tribute to the pride and confidence that comes with true wisdom.

In a recently released promo video, Sony introduced viewers to the new theme through a thought-provoking narrative. It shows a wealthy man criticizing a salesman over a damaged imported carpet. In response, the salesman calmly offers a carpet made in Bhadohi, a town known for its craftsmanship, subtly reclaiming the conversation with intelligence and dignity. The mood shifts as Amitabh Bachchan enters the frame, delivering the tagline in his unmistakable baritone, underscoring the season's message of intellectual pride.



Adding to the nostalgia, Bachchan announces the show's return in the voice of his legendary character Vijay Dinanath Chauhan from Agneepath, evoking memories of one of his most iconic roles — a clever nod to his cinematic legacy intertwined with the show's emotional resonance.

With each season, KBC continues to be more than just a game of crores — it's a platform for dreamers, thinkers, and everyday heroes from across India. As the show prepares to light up television screens once again, fans can expect new stories, new faces, and a celebration of the silent confidence that knowledge brings.

'Kaun Banega Crorepati' S17 premieres on Sony Entertainment Television from August 11, 2025.

Sudhir Mishra presents Indo-Italian film 'Parikrama'

Filmmaker Sudhir Mishra is presenting a special homage screening of the upcoming film 'Parikrama'. The film marks the first official Indo-Italian co-production, and is directed by Goutam Ghose.

According to an IANS report from Mumbai, the film is touted to be a cross-cultural journey, and stars Chitrangda Singh, Marco Leonardi and Aaryan Badkul.

Talking about the film, Mishra said, "We are the Indian film industry and not just individuals making separate films. It's important for us to support each other's work, especially when it pushes boundaries in terms of storytelling. 'Parikrama' is a fine example of cinema that builds bridges across cultures and deserves to be celebrated".



The film is made in partnership with Life Journey Films Production LLP, Indrapur Cinematografica SRL and Rai Cinema, with the support of the Ministry of Information and Broadcasting, NFDC and Film in India.

Director Ghose said, "'Parikrama' is an emotional and philosophical voyage across cultures, identities, and inner thoughts. Sudhir Mishra's gesture of presenting this screening, reinforces the solidarity that should define Indian cinema across the board".

'Parikrama' has already garnered attention with official selections at prestigious international festivals including the New York Indian Film Festival, UK Asian Film Festival and the Indian Film Festival of Australia, where it was awarded Best Indian International Film and Best Cinematography. The film also won the Best Cinematography award at the Macau film festival.

Mishra is known for films like 'Dharavi', 'Hazaaron Khwaishein Aisi', 'Chameli', and 'Serious Men'. His work has been recognised with three national awards by the Indian government and the Order of Arts and Letters by the French government.

‘Dhadak 2’ trailer released



The makers of ‘Dhadak 2’ have unveiled the trailer of the highly anticipated romantic drama, revealing a heart-wrenching love story entangled in the deeply rooted caste system. Starring Siddhant Chaturvedi and Tripti Dimri, the film marks a powerful follow-up to the 2018 blockbuster Dhadak, this time with a darker, more socially grounded narrative.

Written and directed by Shazia Iqbal, the trailer opens with moments of youthful affection and freedom shared between Siddhant’s and Tripti’s characters. Their bond, initially tender and filled with hope, slowly begins to fray as the reality of caste-based prejudice creeps in. The trailer cuts through quiet glances, stolen moments, and societal scorn, making it clear that their love faces the harsh test of entrenched discrimination.

Iqbal, who earlier earned critical acclaim for her short film Bebaak and the Prime Video series Love Storiyaan, brings a raw, rooted tone to this story, differentiating it sharply from the glossy texture of its predecessor. Unlike ‘Dhadak’ (2018), which starred Janhvi Kapoor and Ishaan Khatter, ‘Dhadak 2’ leans more into the emotional and political consequences of inter-caste romance in modern India.

The film is jointly produced by Dharma Productions, Zee Studios, and Cloud 9 Pictures. With Siddhant and Tripti bringing an intense freshness to their roles, and a director committed to telling uncomfortable truths, ‘Dhadak 2’ appears poised to ignite conversations on social hierarchy and the cost of love in the face of systemic barriers.

‘Dhadak 2’ is slated for release on November 22, 2025, promising a gripping cinematic experience that blends intimacy with a bold social lens.

Uorfi Javed, Nikita Luther win S1 of ‘The Traitors’



In a dramatic and high-stakes finale that gripped audiences across the country, Uorfi Javed and professional poker player Nikita Luther were crowned winners of the first season of Prime Video’s reality series ‘The Traitors’. The pair, who played as ‘innocents’ in a game built entirely around deception and betrayal, beat all odds to claim the title and the grand cash prize.

According to a press release from Prime Video, the nine-episode series, which premiered on June 12, closed with an explosive finale that revealed the two winners had outwitted the ‘traitors’ with a bold mix of strategy and instinct. Hosted by Karan Johar and filmed at the regal Suryagarh Palace in Jaisalmer, ‘The Traitors’ quickly became a social media sensation with its unpredictable plot twists, heated eliminations, and evolving alliances.

Adapted from the BAFTA and Emmy Award-winning global format developed by IDTV and distributed by All3Media International, the Indian version was produced by BBC Studios India Productions. The show brought together a star-studded cast of 20 celebrity contestants including names like Karan Kundrra, Maheep Kapoor, Raftaar, Jasmine Bhasin, Ashish Vidyarthi, and Anshula Kapoor among others, all of whom battled through mind games and betrayals in an environment where trust could be the ultimate trap.

Reflecting on the season, host Karan Johar said, “The Traitors was everything we hoped it would be—explosive, emotional, totally unpredictable, and wildly entertaining. Watching the players navigate betrayal, strategy, and sheer instinct has been a masterclass in human psychology. Uorfi and Nikita may come from different worlds, but together, they cracked the game’s biggest question—who can you trust when trust is the only currency?”

For Uorfi Javed, known for her unfiltered energy and bold choices, the show was a test of grit and authenticity. “People saw me as the wild card, the chaos—but I brought heart, instincts, and honesty to the game. I wasn’t pretending, I wasn’t playing safe, and I definitely wasn’t backing down,” she said after the win.

Meanwhile, Nikita Luther brought calm logic and razor-sharp observation to the table. “There were moments when it felt like I was one decision away from being out of the game, but Uorfi and I held the line. This win is not just about beating the traitors, it is about proving that calm, steady gameplay with foresight still wins in the end,” she said.

With a gripping narrative and cinematic production, ‘The Traitors’ has not only redefined reality entertainment for Indian audiences but has also set the stage for a potential cultural phenomenon, blending celebrity, suspense, and psychological gameplay into one thrilling format.

‘Squid Game’ S3 opens with 60mn views in global record



Netflix’s global phenomenon ‘Squid Game’ has returned with a thunderous finale, clocking an astonishing 60.1 million views in just three days since its release on June 27. The series, which redefined global entertainment with its 2021 debut, continues to break new ground in its third and final season, reaffirming its place as a cultural and streaming juggernaut.

According to a report by Netflix’s newsroom, the latest season soared to the top of the Netflix Global Top 10 and secured the ninth position on the platform’s Most Popular Non-English TV list. It became the first series ever to rank #1 in all 93 countries with Netflix Top 10 lists during its premiere week—setting a new record for views within the first three days of a show’s release. With Season 2 and now Season 3 both hitting these milestones, Squid Game remains unmatched in consistency and reach across seasons.

In terms of digital engagement, Season 3 has already garnered over 4.56 billion impressions on Netflix’s global social channels—making it the most engaging campaign in the platform’s history. On TikTok, a clip from the iconic “Red-Light, Green-Light” game racked up over 128 million organic views, becoming the most-watched Netflix video on the platform. Additionally, the mobile game Squid Game: Unleashed became the #1 Free Action Game in 107 countries on App Store charts shortly after launch.

Fan engagement reached new heights with immersive global activations. From New York’s Domino Park to Seoul’s grand finale event on June 28, over 273,000 fans attended live events while 10 million more participated online. The Seoul celebration, attended by more than 38,000 fans, featured major cast appearances and a parade showcasing the show’s iconic elements. The traveling immersive attraction Squid Game: The Experience, now running in five major cities, has seen sell-out crowds and is projected to attract over half a million visitors by summer’s end.

The show’s cultural influence continues to grow, with a sharp rise in interest in Korean content, language learning, and merchandise trends. Through innovative campaigns and global collaborations, ‘Squid Game’ has transformed from a gripping drama into a worldwide entertainment brand with lasting impact.

Namit Malhotra’s ‘Ramayana’ first look unveiled

The much-anticipated cinematic adaptation of the epic ‘Ramayana’, produced by Namit Malhotra, is all set to unveil its first look on July 3 across nine major Indian cities. Touted as one of the most ambitious and visually advanced films ever attempted in Indian cinema, the film’s unveiling will take place simultaneously in Mumbai, Delhi, Bangalore, Chennai, Ahmedabad, Hyderabad, Kolkata, Pune, and Kochi.



According to a UNI report, the project is being positioned not merely as a retelling but as a global reinterpretation of the age-old mythological tale, crafted with state-of-the-art visual effects and immersive storytelling techniques. The film promises to merge traditional Indian narrative with international cinematic sophistication, giving audiences an entirely new experience of the ancient epic.

Directed by acclaimed filmmaker Nitesh Tiwari, ‘Ramayana’ is being co-produced by Malhotra’s Prime Focus Studios in collaboration with the Oscar-winning VFX company DNEG and Yash’s Monster Mind Creations. Since its inception, the film has generated tremendous curiosity, thanks to its bold vision and the involvement of an international creative consortium known for groundbreaking work in cinema.

The story, rooted in one of the world’s most cherished mythologies, will be brought to life over two parts. The first installment is scheduled for a grand theatrical release during Diwali 2026, followed by the concluding chapter in Diwali 2027. With high expectations from audiences and industry watchers alike, ‘Ramayana’ is being closely followed as a benchmark project that could redefine Indian storytelling on the global stage.

‘Four More Shots Please!’ to return with final season on Prime Video



Prime Video has officially announced the fourth and final season of its much-loved and International Emmy-nominated original series ‘Four More Shots Please!’. The hit show, which has resonated with audiences for its bold storytelling and unapologetic celebration of female friendships, is set to return soon with the original cast reprising their iconic roles.

According to a press release from Prime Video, Sayani Gupta, Kirti Kulhari, Bani J, and Maanvi Gagroo will reunite for the final chapter of the series. The show, which broke ground with its fresh, urban narrative centred on four independent women navigating life, love and everything in between, will come to an emotional and empowering close with this season.

Created by Rangita Pritish Nandy and Ishita Pritish Nandy, the upcoming season is being described as a “joyful celebration of identity, independence and unbreakable friendship.” While the premiere date is yet to be revealed, the makers have promised that the final installment will be packed with the signature sass, drama, and heartfelt moments that made the show a cultural favourite.

Ever since its debut, ‘Four More Shots Please!’ has been a significant part of Prime Video’s original content lineup in India. The series has drawn praise not only for its honest portrayal of modern urban women but also for starting conversations around gender, sexuality, ambition, and freedom in a way few shows have.

With three successful seasons behind it and a loyal fan base, the fourth season is expected to offer both closure and celebration, bringing the journeys of Damini, Anjana, Umang, and Siddhi full circle.”

Varun Dhawan’s wild ideas for ‘Heads of State’ promotions

Varun Dhawan, Prime Video’s beloved ‘Prime Bae’, has once again proven why he’s the king of charm and comedy.

In a now-viral video released by the streaming platform, the actor was seen bursting into a marketing team meeting at Prime Video India’s office with a bag full of “outrageous, crazy, and pathbreaking” ideas for the Indian campaign of their latest action-comedy, ‘Heads of State.’

According to a Prime Video press note, the surprise appearance was packed with Varun’s signature humour. From proposing the Hindi title ‘Desh ke Sir – Baaki Sab Be-asar’, to suggesting India’s famous Sutli bomb as an action effect, to even offering to dub for all three lead characters—including Priyanka Chopra Jonas—Dhawan’s antics left everyone in splits. His spirited involvement, though slightly offbeat, certainly stole the spotlight and added an unexpected flair to the film’s marketing rollout.



‘Heads of State’, directed by Ilya Naishuller, features a star-studded cast including John Cena, Idris Elba, and Priyanka Chopra Jonas. Also starring Paddy Considine, Stephen Root, Carla Gugino, Jack Quaid and Sarah Niles, the high-octane film blends action and comedy against a backdrop of political chaos. It is now streaming exclusively on Prime Video in six languages—English, Hindi, Tamil, Telugu, Malayalam, and Kannada.

The film is part of Prime Video’s Prime Day 2025 line-up, with Amazon’s much-awaited Prime Day scheduled from July 12 to 14.

AAO NXT to premiere Odia-language thriller ‘Atithi’

AAO NXT has acquired exclusive streaming rights for ‘Atithi’, an intense Odia-language crime thriller directed by Ajay Padhi.

The film promises to bring a fresh wave of regional storytelling to audiences in its fold, offering gripping narrative and edge-of-the-seat suspense in a genre that continues to gain popularity across Indian regional platforms.

As per an announcement, ‘Atithi’ delves into the darker alleys of crime, exploring intricate human motivations and moral dilemmas that confront its characters. Under Padhi’s direction, the thriller is being positioned as a standout addition to Odia content on digital platforms — at a time when regional series and films are commanding increased attention for their rooted storytelling and cinematic finesse.



AAO NXT website says it is Odisha’s first independent OTT platform aimed at showing web series, feature films and documentaries across a wide variety of genres, satiating the need of 50 million Odias across the globe.

With its exclusive streaming debut lined up on the Odia platform, the film is poised to enhance the streamer’s regional content slate and cater to viewers eager for high-quality regional thrillers. A launch date and episode details will be announced soon.

Excel Entertainment to globally distribute 'Tanvi The Great'

Excel Entertainment has joined hands with Anupam Kher Studios to take the globally acclaimed film 'Tanvi The Great' to audiences across the world. Directed by veteran actor Anupam Kher, the film is set for a worldwide release on July 18, 2025, and is being distributed globally by AA Films in partnership with Excel Entertainment, the production house helmed by Ritesh Sidhwani and Farhan Akhtar.

The film, which has already made an impression on the global festival circuit — including marquee screenings at Cannes and the New York Indian Film Festival — is being lauded for its powerful storytelling and emotional resonance. 'Tanvi The Great' narrates the journey of a spirited girl who, in the face of overwhelming odds, transforms her struggle into a story of triumph. With themes of hope, love, and resilience at its core, the film promises to be a deeply moving cinematic experience.

Speaking about the collaboration, Ritesh Sidhwani said, "Tanvi The Great is a film that resonates deeply with universal emotions and the power of the human spirit. We're honoured to partner with Anupam Kher Studios to bring this moving story to audiences across the globe."

Echoing the sentiment, Farhan Akhtar added, "The vision and passion behind 'Tanvi The Great' are truly inspiring. We at Excel are excited to support this beautiful film and help it find the audience it deserves worldwide."

Anupam Kher expressed his enthusiasm about the partnership, stating, "I've always admired the incredible storytelling and vision of Excel Entertainment. Thrilled to have them come on board for 'Tanvi The Great'. Their support strengthens our journey in taking this inspiring film to greater heights!"

The film features a stellar cast, including



Anupam Kher himself alongside Iain Glen, Boman Irani, ackie Shroff, Arvind Swami, Pallavi Joshi, Karan Tacker, M. Nasser, and debutant Shubhangi. The music is composed by Oscar-winner M. M. Keeravani, adding further gravitas to the project.

Co-produced by Anupam Kher Studios and the National Film Development Corporation (NFDC), 'Tanvi The Great' promises to be a heartwarming saga told with cinematic brilliance. With Excel Entertainment now on board, the film is poised to reach a global audience with the visibility and support it deserves.





'Sitaare Zameen Par' earns Rs 108cr at BO; 'Maa' nets Rs 11cr

Aamir Khan-starrer 'Sitaare Zameen Par' has collected over Rs 100 crore at the domestic box office, while mytho-horror film 'Maa', headlined by Kajol, netted Rs. 11.19 crore till now.

Directed by RS Prasanna, 'Sitare...' is produced by Aamir alongside Aparna Purohit and Ravi Bhagchandka. Billed as a spiritual sequel to the critically acclaimed movie 'Taare Zameen Par', it was released in theatres on June 20.

The film opened with Rs 10.7 crore nett at the domestic box office. The total box office collection stands at Rs 107.78 crore nett, according to a press release, a PTI report from New Delhi stated yesterday.

'Sitaare Zameen Par' follows the journey of a basketball coach (Aamir), who mentors ten differently-abled individuals. Alongside Aamir, the film also stars Aroush Datta, Gopi Krishna Varma, Samvit Desai, Vedant Sharma, Ayush Bhansali, Ashish Pendse, Rishi Shahani, Rishabh Jain, Naman Mishra, and Simran Mangeshkar.

Aamir's 'Taare Zameen Par' released in 2007, starring Darsheel Safary alongside the actor. In the film, Aamir portrayed the role of a school teacher who helps Safary's character uncover his potential after discovering he has dyslexia.

Meanwhile, another PTI report, quoting the filmmakers yesterday, stated 'Maa', has collected Rs 11.19 crore nett at the domestic box office in two days.

Also starring Indraneil Sengupta, Kherin Sharma and Ronit Roy alongside Kajol, the film released in theatres on Friday.

Presented by Jio Studios and Devgn Films, the mythological horror film is produced by Jyoti Deshpande and co-produced by Kumar Mangat Pathak. It is written by Saiwyn Quadras and directed by Vishal Furia, known for 'Lapachhapi', 'Criminal Justice' and 'Chhori'.

The makers shared the box office collection on the X handle, featuring the film's poster. The text on it read, "Maa makes her mark! 11.19 crore NBOC India." It further had a day-wise breakdown of the collection.

Prime Video drops first-look poster for 'The Family Man' S3

Streaming service Prime Video yesterday shared the first poster for the third season of its smash hit series 'The Family Man'. The streamer shared the poster, featuring the show's lead star Manoj Bajpayee, on its official social media pages.



"All eyes on our family men. #TheFamilyManOnPrime, New Season, Coming Soon," Prime Video wrote in the caption, according to a PTI report from New Delhi.

Bajpayee will once again portray the character of Srikant Tiwari, a 'middle class guy and a world class spy'. Srikant will expertly confront the looming threat to national security, while balancing the demands of family life and desperately working to mend his relationship with his wife, in the forthcoming season. As Srikant races against time, the stakes escalate as he needs to outmaneuver a formidable adversary and protect his country and its sovereignty.

Shreya Dhanwanthary, who plays Zoya in 'The Family Man', was quoted in some media reports as saying, "The gang is back!", while Sharib Hashmi, who plays JK Talpade, wrote, "YOOOHOOOOO." Harman Singha commented, "Can't wait to see Srikant Tiwari , JK and Suchi back in action."

Manoj Bajpayee, Sharib Hashmi, Priyamani, Ashlesha Thakur Vedant Sinha, Gul Panag, Shreya Dhanwanthary will reprise their roles in this season. Jaideep Ahlawat plays the antagonist in the new season.

'War 2' to release worldwide in IMAX



Yash Raj Films' highly anticipated spy thriller 'War 2' is set to hit theatres globally in IMAX, delivering a larger-than-life cinematic experience to audiences across the world. Starring Hrithik Roshan and NTR Jr. in lead roles, the film is the latest addition to the YRF Spy Universe and is being helmed by acclaimed filmmaker Ayan Mukerji.

According to The Economic Times report, the film's IMAX release has been locked in as part of Yash Raj Films' strategy to scale up its blockbuster franchise and offer viewers an immersive spectacle. Following the massive success of its predecessor War (2019), this sequel will bring together high-octane action sequences, global espionage, and an intense face-off between its lead characters — all captured in a format designed for maximum visual impact.

"Releasing War 2 in IMAX is a reflection of the film's scale and ambition," a source close to the production said. "It's one of the most awaited titles from the YRF Spy Universe and the format will elevate the experience for fans around the world."

YRF's spy universe already includes hits like 'Ek Tha Tige'r, 'Tiger Zinda Hai', 'War', and 'Pathaan'. With Ayan Mukerji stepping into the action-thriller space after his success with 'Brahmastra', expectations are high for War 2, which is being touted as one of the most ambitious crossover action films in recent times.

The IMAX release strategy also underlines the growing trend of Indian films expanding their global footprint with premium formats and cross-border casting. With Hrithik Roshan reprising his role as Kabir and NTR Jr. marking his Bollywood action debut, the film is expected to appeal to audiences across regions and languages.

'War 2' is currently in production and is slated for a 2025 release.





GIZMOS & Gadget 2025

01. Android 14 now available for Pixel phones

Google has officially begun rolling out Android 14 to a wide range of Pixel smartphones, offering users the latest operating system enhancements, privacy protections, and refined user experience. The update, available over-the-air, can be installed by navigating to Settings → System → Software update on supported devices.



This update brings new customization options—like the ability to tailor lock screens, a versatile photo picker, and improved passkey support—as well as on-device health, safety features, and enhanced Ultra HDR imaging support.

Pixel phones continue to benefit from Google's update policy, receiving at least five years of security updates and up to seven years of OS upgrades depending on the model.

If you own a supported Pixel, simply check for updates in Settings. The staged rollout means availability may vary slightly by region or carrier.

02. Samsung's Upcoming Tri-Fold Phone Tipped to Match Galaxy Z Fold 7 in Performance

Samsung is reportedly gearing up to launch its first-ever tri-fold smartphone by October 2025, and early leaks suggest that the foldable will deliver top-tier performance on par with the Galaxy Z Fold 7. Internally codenamed Q7M, the device is expected to feature the Snapdragon 8 Gen 3 for Galaxy (Elite) chipset—the same high-end processor that powers Samsung's current flagship foldables and Galaxy S25 Ultra.

According to insiders and leaked One UI 8 beta builds, Samsung's tri-fold device will sport a multi-hinge design, enabling the screen to fold inward in two places. While exact specs are still under wraps, sources indicate that the phone will come equipped with a large foldable OLED display, flagship-grade camera capabilities, and S Pen support.



Samsung's mobile division head TM Roh has confirmed that the company is actively working on the tri-fold model and aims to release it before the end of 2025. This aligns with earlier predictions that Samsung would expand its foldable lineup to introduce new form factors while maintaining high performance benchmarks.

The tri-fold is speculated to launch under the name Galaxy Z TriFold, distinguishing it from the current Z Fold and Z Flip series. While pricing details have not been confirmed, reports suggest a premium price tag in the $3,000–$3,500 range, targeting professionals and tech enthusiasts.

If successful, this new model could help Samsung strengthen its dominance in the foldable smartphone market, setting a new bar for innovation and design in the ultra-premium segment.

03. JSW MG Motor Opens First MG Select Experience Centre in Delhi

JSW MG Motor India has unveiled its inaugural MG Select Experience Centre in New Delhi, marking a significant step in its ambition to cater to luxury EV customers. The gallery-style showroom—officially inaugurated by Delhi Cabinet Minister Parvesh Verma—is located in the Mohan Cooperative Industrial Area and designed to showcase premium models such as the MG Cyberster electric roadster and the MG M9 electric MPV.



Eschewing the typical dealership layout, the centre embraces a minimalist aesthetic inspired by modern art galleries. Vehicles are displayed as sculptural centrepieces against earthy tones and white backdrops, offering an immersive and personalized shopping environment.

04. Google Confirms Merger of ChromeOS and Android into a Unified Platform

In a major shift for its operating system strategy, Google has officially announced that it will merge ChromeOS into Android, forming a single, unified platform across devices—from smartphones and tablets to laptops and foldables.

Sameer Samat, President of Google's Android Ecosystem, explained the rationale during a recent interview, emphasizing Google's interest in simplifying workflows and enhancing user productivity across form factor.

This move builds on Android's evolving big-screen capabilities—such as desktop mode, multi-window interface, external display support, and improved app adaptability—features that were once exclusive to ChromeOS.

By consolidating the two systems, Google aims to streamline development, reduce fragmentation, and deliver a more seamless user experience across devices. It's also expected to accelerate the rollout of AI-powered tools like Gemini across platforms.



05. Samsung Begins One UI 8 Watch Beta for Galaxy Watch 5 Series

Samsung has initiated the first beta release of its Wear OS 6-based One UI 8 Watch for the Galaxy Watch 5 and Watch 5 Pro, marking a significant move to bring its latest smartwatch interface to older models. Previously exclusive to the new Galaxy Watch 8 and Ultra, this public beta makes One UI 8's sleek design and advanced features accessible to a broader user base.



The One UI 8 Watch beta introduces a visual redesign with grouped and customizable Tiles that display more information on a single screen, along with the new Now Bar sidebar providing quick access to ongoing activities like workouts or timers.

Enhanced gesture controls, such as a smarter double-pinch, allow users to manage notifications, control music, and navigate app shortcuts more intuitively.

06. Kotak Mahindra Prime Named Tesla's First-Ever "Preferred Financer" in India

Tesla has officially appointed Kotak Mahindra Prime (KMPL) as the first preferred financer for its electric vehicles in India, marking a major milestone in the luxury EV sector. KMPL will now be integrated into Tesla's digital platform, allowing customers to explore curated auto-financing options directly on the Tesla India website and mobile app.



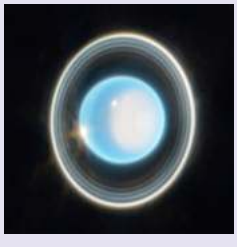
Shahrukh Todiwala, Managing Director and CEO of KMPL, praised the collaboration, stating, "We have always championed financing for sustainable mobility. This partnership with Tesla further empowers customers to embrace a green future".

This move aligns with Tesla's July 18 entry into the Indian market, marked by the debut of the Model Y and the inauguration of its Mumbai showroom. While some debate has surrounded Tesla's pricing strategy, experts agree that having a seamless financing partner will boost consumer confidence and aid long-term adoption of premium electric vehicles in India.

With over 161 branches across 24 states, KMPL is well-positioned to support this high-end EV push. The company already lends to new and used passenger vehicles, two-wheelers, and dealers—this new tie-up significantly strengthens Tesla's presence and convenience in the country.

07. NASA & Oxford Reveal Uranus Is Warmer Than Previously Believed

NASA, in collaboration with Oxford researchers, has overturned long-standing assumptions about the icy giant Uranus. New analyses combining modern computer models with decades of data show that Uranus emits 15 percent more heat than it receives from the Sun—correcting the belief, based on the 1986 Voyager 2 flyby, that the planet lacked internal warmth.



According to the study—published in Monthly Notices of the Royal Astronomical Society—Uranus is still shedding residual heat from its formation, which helps resolve the puzzling discrepancy with other gas giants like Jupiter, Saturn, and Neptune, all of which radiate significantly more heat than they absorb.


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