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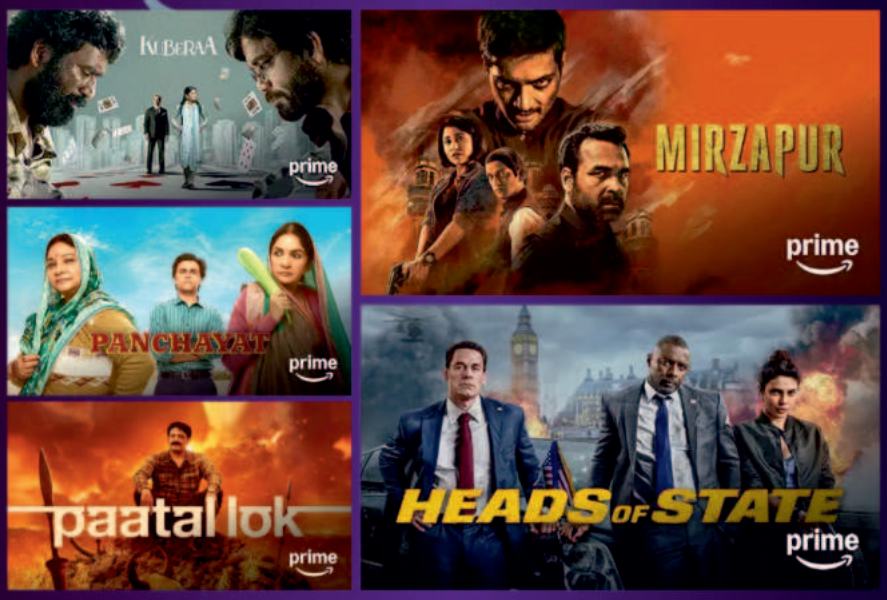
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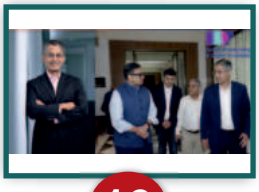
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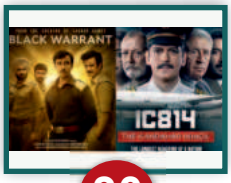
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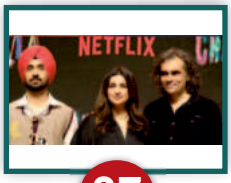
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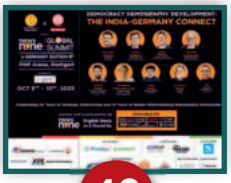
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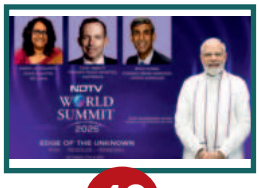
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उनकी चिंता वाकई चिंताजनक है

शिक्षा – चिकित्सा और राजनीति सेवा कर्म हैं लेकिन घोर धंधा कर्म बन गए हैं ,इसे लेकर संघ प्रमुख श्री भागवत जी का बयान आया है उन्होंने इंदौर में एक कैंसर के हॉस्पिटल का उद्घाटन करते हुवे चिंता व्यक्त की है , तसल्ली कर सकते हैं कि उनका ध्यान इस और गया लेकिन राजनीति पर उन्होंने कोई टिप्पणी नहीं की तो मान लेना चाहिए कि शिक्षा और चिकित्सा में ही व्यवसायीकरण हो रहा है राजनीति में नहीं ।

उनकी चिंता देश के नागरिकों के लिए पर्याप्त होनी चाहिए कम से कम इस और उनका ध्यान गया तो ,यह कम तो नहीं है जबकि प्रत्येक नागरिक के लिए शिक्षा और चिकित्सा बेसिक जरूरत होती है उसी का प्राइवेटकरन हो जाए तो फिर सरकारी तो सरकार की तरह ही चलेंगे वो चल रहे हैं ।

मोहन भागवत जी वर्तमान सरकार के लिए

आदरणीय हैं उनके शब्दों का बहुत वजन होता है,उन्होंने चिंता व्यक्त की है तो सोच समझ कर ही की होगी , क्या पता इस छेत्र में कुछ नया अध्याय लिखा जा रहा है ।

इस समस्या का बहुत सदा सा समाधान है अगर चिंता से आगे बढ़ना चाहें तो सभी नेताओ एवं सरकारी कर्मचारियों अधिकारियों के बच्चों को सरकारी शिक्षण संस्थानों में पढ़ाना अनिवार्य कर दिया जाए बस हो जाएगा समाधान चिंता खत्म ,इसी तरह से चिकित्सा के लिए भी इनके लिए सिर्फ सरकारी चिकित्सा केंद्रों व अस्पतालों में अनिवार्य कर दिया जाए , समस्या ही खत्म हो जाएगी फिर चिंता केवल राजनीति के छेत्र की रह जाएगी , उसका भी समाधान है, फिलहाल तो आदरणीय भागवत जी की चिंता पर गंभीरता दिखानी चाहिए सरकार को और ये असंभव नहीं है इलाज हो सकता है बस दृढ़ इच्छाशक्ति होनी चाहिए !

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हरि इच्छा हरि ही जाने

जरा सोचिए।



Zee FY26 Q2 profits decline 60+ % over reduced adspend

India's Zee Entertainment Enterprises reported a more than 60 percent decline in second-quarter profit yesterday, as companies continued to cut advertising spending.

The company, which runs television channels such as Zee TV and ZeeCinema, said its consolidated net profit fell to Rs. 765 million ($8.71 million), for the quarter ended September 30, from Rs. 2.09 billion a year ago, according to a Reuters report.

Broadcasters, which rely heavily on advertisements, have been hit by a sharp pullback in ad spending, particularly from major consumer companies that are grappling with sluggish demand.



Zee's revenue from advertising, which accounts for about 40 percent of the total, fell 11 percent from a year ago, the 12th decline in the last 13 quarters.

Core loss in Zee's streaming service, ZEE5, narrowed more than 80 percent, while revenue rose 32 percent, helped by a slew of new content. ZEE5 is well on track to achieve its target of break-even, the company said.

Higher promotional spending on new content and movie syndication costs also weighed on Zee's core profit margins, which fell to 7.4 percent from 16 percent a year ago. Overall revenue slipped 2 percent to Rs.19.9 billion.

Zee faces stiff competition from recently merged streaming major JioHotstar, owned by billionaire Mukesh Ambani's Reliance Industries, which holds exclusive rights to stream sports such as cricket in India.

Meanwhile, the broadcaster's 8-10 percent ad revenue growth goal for the year "looks a bit difficult" to achieve, but it is hopeful of a second-half recovery, chief financial officer Mukund Galgali said on a post-earnings call, another Reuters report added.

He said revenue growth and profitability are expected to be back-ended, helped by investments in new content and by recent cuts in national sales tax.

Galgali said Zee's 18–20 percent core profit margin outlook for the year also looks "difficult right now," given higher programming spend and broader cost inflation.

Zee, which runs television channels such as ZeeTV and ZeeCinema, has been investing across its digital and linear businesses, launching new channels and adding content. Those costs have risen, but the company said it expects benefits in the medium term.

Network18 Q2FY26 results: Revenue rises 7% despite weak ad market

Network18 Media & Investments Limited has reported a steady 7.2 percent year-on-year rise in operating revenue for the quarter ended September 30, 2025, reflecting resilience amid a sluggish advertising market. The company's operating revenue stood at Rs.477.2 crore in Q2 FY26, compared to Rs.445.3 crore in the same period last year and Rs.430.4 crore in Q1 FY26. The growth, despite a 7 percent decline in TV news industry inventory demand, was driven by stronger pricing yields and Network18's robust operating performance across key markets.

According to a press release issued by Network18, the results highlight a positive trend for the overall news media industry, with expectations of continued growth through the next two quarters. The company credited non-news verticals such as Moneycontrol Fintech and Creator18 for contributing significantly to the revenue momentum, helping offset the pressure from the broader advertising slowdown.

In a move reaffirming its regional dominance, Network18 has acquired the remaining 50 percent stake in IBN Lokmat News Pvt. Ltd., which operates News18 Lokmat, for Rs.25 crore. Following the acquisition, News18 Lokmat becomes a wholly owned subsidiary of the company. The Marathi news channel has maintained a strong growth trajectory over the past three years and continues to lead in its segment. Network18 said the acquisition will enable a more integrated experience for Marathi viewers across its television and digital platforms.

Commenting on the development, Adil Zainulbhai, Chairman of Network18, said, "Acquisition of balance stake in News18 Lokmat further strengthens our market-leading portfolio of national and regional news channels. Our mission is to be the one-stop news destination for audiences around the country, and this is another step in that direction. Our multi-lingual bouquet of TV and digital platforms continues to strengthen across markets, putting us in a strong position to benefit from the upside potential of government initiatives to boost consumer demand."

The company also continued to diversify its digital ecosystem, with Moneycontrol's fintech offerings gaining traction and lending emerging as a key growth driver. At the Global Fintech Festival 2025, Moneycontrol announced a strategic partnership with HDFC Bank, reinforcing its position as one of India's most trusted financial platforms.

MIB cancels licences of several MSOs across India

The Ministry of Information and Broadcasting (MIB) has tightened its regulatory sweep of the cable distribution sector, leaving just 818 Multi System Operators (MSOs) on the official roll as on September 30, 2025. The figure, published by the MIB in its monthly register, marks a modest but meaningful contraction in the number of licensed MSOs compared with earlier this year.

A comparison of the ministry's registers shows the count falling from 842 registered MSOs at the end of May 2025 to 818 at the end of September — a net decline of 24 operators over four months. This shift follows a sustained compliance drive by the ministry that has included cancellation, surrender and closure of registrations in cases where statutory conditions were not met.



The MIB's latest "Application Cancelled, Closed and Rejected" list details scores of individual cases where applications for MSO registration were either rejected, closed for want of documents, withdrawn by applicants, or cancelled for other reasons. Denial of security clearance, incomplete or missing paperwork, non-payment of the requisite processing fee, negative net worth and suppression of material information are among the specific grounds recorded in the ministry's orders. The department's files contain case-by-case notes that underline the range of procedural and substantive deficiencies that triggered action.

Industry trackers and trade outlets note the MIB's approach has been persistent since last year: more than 1,000 MSO registrations have been cancelled or surrendered over recent reporting periods as regulators push to cleanse the database of dormant or non-compliant entities. Alongside this long-term tally, a cluster of roughly 114 MSO applications have been explicitly listed by the ministry as cancelled, rejected or closed in recent months, illustrating that the enforcement drive reaches both active registrants and new applicants.

For operators and stakeholders, the immediate consequences are practical. A smaller, more rigorously vetted cohort of MSOs should — in theory — improve traceability and enforcement of obligations such as seeding/subscriber data submission, addressable system audits and anti-piracy compliance. However, industry analysts warn that abrupt deregistration or an opaque enforcement process could also create short-term disruption in under-served local markets where a cancelled MSO is the only distributor. The ministry has repeatedly stressed that closures follow due process and are driven by statutory lapses rather than discretionary intent.

What the numbers suggest is a sector in transition: regulators are reducing the headcount of registered MSOs, concentrating operating rights in entities that meet the technical, financial and security criteria. For consumers the change may not be immediately visible in most urban markets dominated by larger distribution firms and DTH operators, but in smaller towns and rural pockets the withdrawal of a local MSO could affect channel availability and last-mile service continuity unless alternate arrangements are made quickly.

The MIB's published lists — both the register of active MSOs and the separate compilation of cancelled and closed applications — provide a granular public record for industry watchers. They also set a clear signal for prospective MSOs: compliance, financial soundness and transparency of ownership remain non-negotiable if an operator wants to secure and retain a registration.

Waves OTT launches festive campaign 'Diwali ki Yaadein'

As the festive season ushers in warmth and togetherness, Waves OTT, India's national freemium streaming platform powered by Prasar Bharati, has launched its new Diwali campaign titled 'Diwali ki Yaadein'. Conceptualized by Creativeland Asia, the heartwarming short film captures the beauty of shared nostalgia and the emotional connection between generations.

At its core, the campaign tells the story of a mother and daughter who reconnect across distances through the classic television shows they once watched together — now streaming on Waves OTT. The film beautifully portrays how memories rooted in Indian entertainment continue to bind families, even as life moves forward and distances grow.

The campaign highlights Waves OTT's mission to revive and reintroduce India's beloved television treasures to a modern audience. From 'Fauji' to 'Byomkesh Bakshi', the platform curates shows that once defined Indian television, bringing them back for both those who grew up with them and a younger generation discovering them for the first time.

Through 'Diwali ki Yaadein', Waves OTT goes beyond the conventional festive messaging of lights and sweets. It positions Diwali as a festival of belonging — one that celebrates stories, emotions, and moments that connect people across time.

Blending nostalgia with accessibility, the campaign reinforces Waves OTT's identity as the home of India's most iconic content bridging the old with the new, and the familiar with the rediscovered.

‘Mahabharat’ returns to national TV with AI-powered twist

Collective Media Network’s Historyverse has announced an all-new AI-powered adaptation of the ‘Mahabharat‘, set to make a grand return to Indian television. The much-anticipated series will premiere on WAVES OTT on October 25 before making its television debut on Doordarshan every Sunday at 11 am, starting November 2.

According to an update shared on WAVES’ official X account, this reimagined version of the ‘Mahabharat’ combines India’s timeless heritage with cutting-edge AI technology. The collaboration between Doordarshan and Collective Media Network marks a major step in bringing mythological storytelling into the digital age. Using advanced AI tools, the project aims to recreate the universe of the epic — from its legendary characters and grand battlefields to pivotal moments that shaped the story — in a way that resonates with both traditional and modern audiences.

The initiative aligns with India’s ‘Make in India and Digital India’ missions, showcasing how innovation and culture can coexist to create immersive entertainment experiences.

Vijay Subramaniam, Founder and Group CEO of Collective Artists Network, said, “Like millions of Indians, I grew up watching the classic ‘Mahabharata’ on television every Sunday — it was an experience that shaped my imagination and connection to our culture. With this adaptation, our hope is to give today’s generation a similar touchstone, one that feels immersive and unifying, but told through the possibilities of today’s technology. This is about bhakti and pragati walking together — something deeply rooted in tradition and boldly forward-looking.”

Echoing his sentiments, Gaurav Dwivedi, CEO of Prasar Bharati, said, “Prasar Bharati has always brought stories of national and cultural significance to every Indian home. The re-telecast of the original ‘Mahabharat’ during the lockdown reminded us how deeply these narratives bind families and generations.



“Partnering on this AI-led reimagining allows audiences to experience one of India’s greatest epics anew — honouring tradition while embracing cutting-edge technology in storytelling. It is an expression of Vikas and Virasat coming together in modern broadcasting.”

WAVES OTT is Prasar Bharati’s streaming platform and offers family-friendly content.

TRAI says no pending satcom spectrum recommendations

The Telecom Regulatory Authority of India has no pending recommendation or reference on the issue of satellite communication spectrum, an official source said on Friday.

The comments have come a day after Union Telecom Minister Jyotiraditya Scindia said that the regulator has to finalise recommendations on the spectrum price, PTI reported.

“Trai has already given recommendations on spectrum allocation and price for satellite communications. There is no reference that it has received from the DoT after that,” an official source said on condition of anonymity.

Telecom regulator TRAI in May recommended a levy of 4 per cent of annual revenues as fee on satcom service providers like Elon Musk’s Starlink.

The 4 per cent of adjusted gross revenue (AGR) spectrum charge would be for both geostationary orbit (GSO) and NGSO (non-geostationary orbit) operators. These would be subject to a minimum annual spectrum charge of Rs 3,500 per MHz.

TRAI, in its recommendations to the Department of Telecommunications, had said that operators offering services in urban areas would have to shell out an additional Rs 500 per subscriber annually.

No additional levy would be applicable for services in rural areas.

The Telecom Regulatory Authority of India (TRAI) recommended that satellite broadband spectrum be allotted for five years, which can be extended by another two years.

MIB floats proposals on OTT content accessibility

The Ministry of Information and Broadcasting yesterday said it proposes to introduce guidelines for accessibility of content on platforms of publishers of online curated content (streaming platforms) for persons with hearing and visual impairment or persons with disabilities (PwD)

Enumerating the draft guidelines and proposed schedule for implementation, the government added that it will hold public consultations on the issue. However, the deadline kept is seemingly short for an important matter like this, a section of the content industry opined.

"While these (proposed) guidelines seek to progressively expand accessibility across online curated content made available on OTT platforms, it is important to acknowledge certain inherent technical and operational challenges, such as those related to practical difficulties in real time captioning or audio descriptions in live or deferred live events, audio content and advertisements which are typically short form," the MIB consultation paper stated.

It added that in light of the practical and operational considerations, the following categories of content are proposed to be kept exempt from accessibility requirements of the draft guidelines and they include (i) live and deferred live content; (ii) audio content such as music, podcast, etc. and (iii) short form content.

The proposed implementation schedules are as follows:

Phase I: Publishers of online curated content shall, upon expiry of six months of the date of publication of the guidelines ensure that all new content carries at least one accessibility feature for hearing-impaired and visually-impaired viewers, namely Closed/Open Captioning (CC/OC) and audio descriptors or Indian Sign Language (AD/ISL).

Prominently display, at the time of release, content descriptors indicating the accessibility features, including for promotional audio-visual material.

Integrate and make functional the accessibility features across user interfaces of the platforms.



Phase II: Progressive implementation will mean publishers of online curated content are encouraged to provide at least one accessibility feature for hearing-impaired and visually-impaired users, namely Closed/Open Captioning (CC/OC) and audio descriptors or Indian Sign Language (AD/ISL) progressively to all the content in their content libraries.

Under the same phase, streaming platforms shall strive to achieve not less than 30 percent of the total content library within 12 months; not less than 60 percent of the total content library within 18 months and 100 percent of the total content library within 24 months of publication of the guidelines.

MIB has clarified that after deliberations, the government had formulated Accessibility Standards for persons with disabilities in TV programmes and issued guidelines on September 11, 2019.

It further elucidated that the Code of Ethics for online curated content (OTT platforms) under The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 provides that every publisher of online curated content shall, to the extent feasible, take reasonable efforts to improve the accessibility of online curated content transmitted by it to persons with disabilities through the implementation of appropriate access services.

Star Plus unveils #NotJustMoms campaign at FICCI Frames '25

Star Plus, one of India's leading entertainment channels, made a powerful statement at FICCI Frames 2025 with the launch of its latest brand film under the theme #NotJustMoms, a campaign that challenges the long-held notion that parenting is solely a mother's responsibility.



The initiative calls for fathers, families, and society at large to share the responsibility of raising children, reinforcing Star Plus' commitment to using entertainment as a catalyst for social change.

According to a press note from the TV channel, the new brand film captures familiar, everyday situations where mothers are often expected to take full charge of a child's upbringing — from instilling values to managing responsibilities. The narrative concludes with a compelling reminder that parenting is a joint duty, not an individual burden.

Fronting the film is Tulsi, the beloved character from 'Kyunki Saas Bhi Kabhi Bahu Thi', one of the most iconic television shows in Indian history.

MIB Secy calls for bold creative expansion tempered with safeguards



At the 25th edition of FICCI Frames 2025 in Mumbai, Ministry of Information & Broadcasting Secretary Sanjay Jaju yesterday urged India's media and entertainment sector to embrace a dual vision: bold creative expansion and robust safeguards against misinformation and piracy.

His keynote — echoed across major industry platforms and news reports — painted a picture of a nation at the brink of a "golden age of creativity," while sounding repeated cautions about the fragility of trust in the digital age.

Jaju stressed that freedom of expression, enshrined in Article 19(1) of the Indian Constitution, must not be diluted in the race for eyeballs. He cautioned that clickbait, sensational content, and deliberately misleading narratives pose a threat not just to media credibility, but to social harmony itself.

"The fundamental right of expression … must not get eroded because of monetizing content through clickbait and fake material," he asserted.

Simultaneously, he raised the alarm about content piracy as it not only impacts creativity and finances, but is also a matter with implications for national security and money laundering. He warned that pirated media often flows through offshore accounts, making enforcement complex and cross-jurisdictional.

To counter it, Jaju said the government has already convened working groups with the Motion Picture Association (of America) and Producers Guild of India, and is building applications to detect and suppress illicit distribution of content.

Jaju said the government's vision for growth is expansive: India should evolve from consumer of content to global creator, exporting films, animation, gaming, immersive experiences and narrative IP that resonates across borders. He emphasized that only when creators are fairly rewarded — and piracy is brought under control — can this transformation be sustained.

In a concrete push toward innovation, Jaju also announced the WaveX startup accelerator platform under the broader WAVES initiative. Through challenges like Kalaa Setu and Bhasha Setu, the Ministry aims to leverage AI/ML to solve linguistic, production, and distribution challenges—especially in regional and underrepresented languages.

Meanwhile, anothez media report stated that the second edition of World Audio Visual and Entertainment Summit (WAVES) — the first edition was held as a mega show earlier in May — will now be held in 2027 and as a bi-annual initiative.

TRAI extends comment deadline on draft b'cast rule

The Telecom Regulatory Authority of India (TRAI) has extended the deadline for submission of written comments on its draft Telecommunication (Broadcasting and Cable) Services Interconnection (Addressable Systems) (Seventh Amendment) Regulations, 2025 to October 14, 2025, according to an official statement issued on Monday.

The decision comes following requests from several stakeholders seeking additional time to share their inputs on the proposed amendments. The draft regulations, which were earlier released on September 22, initially invited comments until October 6.

According to a UNI report, TRAI stated, "Keeping in view the requests of some of the stakeholders for an extension of time for submission of comments, it has been decided to extend the last date for submission of written comments up to October 14. No further requests for extension would be considered."

The draft amendment aims to further streamline the framework governing interconnection agreements between broadcasters and distributors, enhancing transparency and compliance within the broadcasting and cable TV ecosystem. Stakeholders are expected to submit their comments to TRAI through the prescribed online portal or via written submissions before the revised deadline.

Netflix partners govt-backed IICT on AVGC talent support



Streaming giant Netflix yesterday announced a partnership with the Indian Institute of Creative Technology (IICT) and FICCI to develop the next generation of creative-technology talent in India.

According to a statement issued by the streamer yesterday, a memorandum of understanding (MoU) was exchanged between the various organisations concerned at the 25th edition of FICCI Frames in Mumbai.

Netflix said the partnership with the Indian Institute of Creative Technology and FICCI is aimed at supporting students in India's AVGC-XR sector (Animation, Visual Effects, Gaming, Comics, and Extended Reality). The MoU was exchanged in the presence of Ministry of Information & Broadcasting Secretary Sanjay Jaju.

The partnership will leverage Netflix's creative excellence, IICT's industry driven curriculum and FICCI's network to develop the next generation of creative-technology talent in India, the statement added.

Netflix will support IICT in curriculum development and facilitate industry professionals to share real-world experience and best practices with IICT students. The collaboration will include workshops, masterclasses, and guest lectures — delivered directly or through partners — designed to mentor students, enhance the academic environment and equip students with future ready skills to thrive in the creative industry.

Under this MoU, Netflix will leverage the Netflix Fund for Creative Equity to offer scholarships to select students identified in collaboration with IICT. The Netflix Fund for Creative Equity is a dedicated effort to create opportunities for underrepresented talent in the media and entertainment sector globally.

To strengthen this partnership, Netflix will participate in three of IICT's national councils too.

Mahima Kaul, Director – Global Affairs, Netflix India, said, "Building on our efforts to promote skill development and inclusive access in the media and entertainment sector, this collaboration with IICT and FICCI aligns with the government's vision to strengthen India's AVGC sector. By nurturing world-class talent, IICT aims to serve as a catalyst for India's digital economy. Together, we aim to equip every aspiring creator with the tools and opportunities to drive innovation in entertainment."

Dr. Vishwas Deoskar, Chief Executive Officer, IICT, added: "This collaboration with Netflix and FICCI marks a significant step in bridging the gap between academia and the creative industry."

According to Munjal Shroff, Chairman, FICCI AVGC-XR Forum, the pact with IICT and Netflix underscores the commitment to build an industry-led ecosystem where academia, industry and policy converge to unlock new opportunities.

NBF condemns Arasu blackout of Puthiya Thalaimurai channel

The News Broadcasters Federation (NBF) yesterday condemned the blackout of Puthiya Thalaimurai news channel by the Tamil Nadu Arasu Cable TV Network (TACTV) across the State of Tamil Nadu, which it termed "blatant and undemocratic".

"This arbitrary and opaque action, carried out without any explanation, justification, or due process is nothing short of institutional censorship — a direct assault on the freedom of the press and the citizens' constitutional right to information," a statement from NBF asserted.

Puthiya Thalaimurai has, over the years, stood as a pillar of fearless and independent journalism in Tamil Nadu, committed to truth, accountability, and public interest, it said.

"Silencing such a credible voice through a government-controlled cable network is a dangerous misuse of State power. It sends a chilling message to all media houses that critical reporting can be punished by arbitrary exclusion, undermining the very foundations of free and fair journalism in India," NBF observed.

The news broadcasters' lobbying body has demanded an "immediate and unconditional" restoration of Puthiya Thalaimurai on all platforms of Tamil Nadu Arasu Cable TV Network, further urging the TN Government to hold accountable those responsible for the blackout.

NBF also exhorted the federal government's Ministry of Information and Broadcasting and the Telecom Regulatory Authority of India to urgently intervene and frame strict regulatory safeguards preventing any State or private distribution platform from "weaponizing carriage control to silence the media".

Aavishkar Media GROUP & IBW INDIAN BROADCASTING WORLD

IN SPOTLIGHT WITH

Zee Business managing editor Anil Singhvi on importance of mahurat trading

ZBUSINESS



Anil Singhvi
(Managing Editor, Zee Business)

As the nation gears up for Diwali, the Indian stock market prepares for its own celebration 'Muhurat trading', a unique blend of faith, optimism, and financial foresight. It's a moment when emotions run high, screens glitter with energy, and investors both seasoned and new seek prosperity in the markets.

To understand the deeper meaning behind this tradition and its relevance in today's fast-paced, digital world, Anil Singhvi, Managing Editor of Zee Business, reflects on how Zee Business upholds credibility amid festive excitement, how investor sentiment has evolved, and why Muhurat trading remains a symbol of enduring confidence in India's growth story.

Q. Every Muhurat trading hour carries emotional and symbolic value for Indian investors. How does Zee Business balance the sentiment of the occasion with the need for data-driven, rational analysis on this auspicious day?

Every Muhurat trading hour is filled with emotion, but at Zee Business, our job is to guide that emotion with logic. We respect the sentiment of the day, but we also remind investors that auspicious doesn't mean impulsive. Our coverage blends tradition with data thereby celebrating the spirit of Diwali while helping our viewers make informed decisions backed by solid market insight researched by Zee Business.

Q. Diwali symbolizes new beginnings. Do you believe Muhurat trading acts more as a market ritual or a reflection of genuine investor confidence in India's economic story?

Muhurat trading has evolved from being just a ritual to becoming a reflection of faith in India's economic story. Today's investor isn't lighting a lamp only for luck, they're doing it with confidence in India's growth. This session shows that our markets are not driven by superstition, but by a deep belief in the country's long-term potential.

Q. Diwali symbolizes new beginnings. Do you believe Muhurat trading acts more as a market ritual or a reflection of genuine investor confidence in India's economic story?

The new generation of investors is fast, informed, and digital savvy. Zee Business has adapted by making our Muhurat coverage sharper, more visual, and interactive – real-time data, mobile-friendly insights, and expert takes that speak their language. We're ensuring the same credibility and depth, but in short format content that engage today's audience on various social media platforms.



Q. Over the past few years, we've seen retail participation in the markets rise sharply. How is Zee Business adapting its Muhurat coverage to connect with this new generation of digital-first investors?

Algorithms can process data, but they can't feel emotion. Muhurat trading is one of those rare moments when human emotion takes the front seat. It's a celebration of optimism, trust, and faith the qualities that no code can replicate / replace. While markets run on logic every other day, on this day, sentiment defines the screen.

Q. In an era of algorithmic trading and real-time analytics, do you think the traditional essence of Muhurat trading is evolving — or is it one of the few occasions where emotion still triumphs over algorithms?

Festive days bring excitement and with it sometimes noise. At Zee Business, our focus is clarity. We simplify the data, cut through speculation, and present clear, balanced guidance. Our responsibility is to help every investor whether new or seasoned to make sense of the market and not to get swept away by it.

Q. Market optimism is high as India continues its growth momentum. Do you believe this year's Muhurat session will reflect short-term excitement or long-term structural faith in India's economy?

I see this Muhurat session as a reflection of long-term faith. Yes, there will be excitement as it's Diwali, after all, but beneath that lies conviction in India's structural growth. The mood isn't just bullish for the day, it's optimistic for the decade.

Q. The role of credible business journalism has never been more vital. How does Zee Business ensure that during high-sentiment days like Muhurat trading, investors are guided by clarity rather than noise?

Trust isn't built overnight, it's earned every trading day. At Zee Business, we never chase hype. We explain, decode, and guide in the simplest manner and in their own language. During festive sessions, when markets are emotional, our job is to keep our viewers grounded with facts, logic, and integrity. That's how we've built and maintained investor trust over the years.

Q. Investor trust is the cornerstone of financial media. How does Zee Business maintain that trust while also keeping its coverage engaging and dynamic during festive market events like Muhurat trading? For first-time investors making their debut during Muhurat trading, what are the biggest mistakes to avoid and the smartest strategies to follow according to you? Finally, as the face of India's most trusted business news channel, what does Muhurat trading personally signify to you — as a journalist, market watcher, and believer in India's financial future?

First, don't trade just for the sake of tradition. Start small, stay disciplined, and focus on quality stocks. Avoid chasing hot tips or quick profits. Think of Muhurat trading as the start of a long journey and not as a one-day event. The smartest strategy is to invest with patience and purpose.

What Muhurat trading means personally

For me, Muhurat trading is symbolic of India's financial spirit which is a blend of tradition, optimism, and discipline. As a journalist, it reminds me why we do what we do: to empower investors with knowledge. As a market watcher, it's a joy to see every screen light up with hope. And as an Indian, it's a moment of pride because every Diwali, our markets tell the world that India believes in its own future.

TRAI unveils roadmap for private digital radio b'cast

The Telecom Regulatory Authority of India (TRAI) has released its recommendations on the long-awaited Digital Radio Broadcast Policy for private radio broadcasters, outlining the framework, terms and conditions, as well as reserve prices for the launch of digital radio services in major Indian cities.

The policy, seen as a milestone in the evolution of the Indian radio industry, aims to open new opportunities for broadcasters while offering listeners superior audio quality and multiple channel options.

The recommendations, announced today in a TRAI release, propose the introduction of digital radio broadcasting in simulcast mode across four 'A+' cities — Delhi, Mumbai, Kolkata and Chennai — along with nine 'A' category cities including Hyderabad, Bengaluru, Ahmedabad, Surat, Pune, Jaipur, Lucknow, Kanpur and Nagpur. The Ministry of Information and Broadcasting (MIB) had sought TRAI's inputs in April 2024 under section 11 (1)(a)(i) of the TRAI Act, 1997, leading to a wide consultation process. A paper was floated in September 2024, followed by 43 stakeholder comments, 13 counter-comments, and an open house discussion in January 2025 before finalising today's recommendations.

Under the proposed framework, digital radio services will begin in simulcast mode, allowing new entrants to broadcast one analog, three digital, and one data channel on a single frequency. Existing FM broadcasters will also be permitted to migrate to simulcast on a voluntary basis. TRAI has strongly recommended that a single digital radio technology standard be adopted nationwide, with the government tasked to select the most suitable technology in consultation with broadcasters and receiver manufacturers.

The recommendations call for frequency assignments through auctions as per the Telecommunication Act, 2023, with reserve prices fixed for each of the 13 cities. For instance, the spectrum base price has been set at Rs.194.08 crore for Mumbai, Rs.177.63 crore for Delhi, and ?87.22 crore for Bengaluru. Broadcasters who choose to migrate will pay the difference between the auction-determined price and their proportionate entry fee balance.

TRAI has suggested that digital radio operators should commence services within two years of acquiring spectrum, while existing broadcasters opting to migrate must confirm within six months of the auction. Importantly, the regulator has left the sunset date for analogue FM undecided, noting that it should be fixed only after evaluating the adoption of digital services.

To support the ecosystem, the regulator has urged the government to issue advisories on ensuring digital radio compatibility in mobile phones and car infotainment systems, similar to existing advisories on FM receivers. It has also proposed that private terrestrial broadcasters be allowed to stream their live terrestrial channels concurrently.

Among other highlights, TRAI has called for a new authorisation category for "Radio Broadcasting Infrastructure Providers" to allow leasing of infrastructure to broadcasters, though this will not be mandatory for launching digital services. A high-level steering committee has also been recommended to monitor the growth of digital radio receivers and industry dynamics, with representatives from MIB, MeitY, broadcasters, device makers, and technology providers.

The proposed authorisation period for digital radio services will be 15 years, with operators required to pay a fee of 4% of Adjusted Gross Revenue (AGR). For broadcasters in border, hilly and North-Eastern states, the fee has been relaxed to 2percent for the initial three years.

TRAI emphasised that digital radio broadcasting will bring a significant qualitative leap for both the industry and listeners. Unlike analog FM, which allows only a single channel per frequency, the digital system will provide three digital channels and one data channel alongside the existing analog service, ensuring better audio quality, diverse content genres, and value-added services.

The recommendations also encourage infrastructure sharing, including land and towers of Prasar Bharati at concessional rates, while calling for flexibility in transmission infrastructure usage among radio, telecom, and broadcasting players.

With over 908 private satellite TV channels and more than 70 OTT platforms already reshaping India's entertainment ecosystem, the push for digital radio is expected to mark the next wave of innovation in audio broadcasting, potentially offering richer experiences to millions of listeners and creating fresh growth avenues for the radio industry.

North-east MSO Axom alleges non-payment of dues by PEAR TV

Axom Communications & Cable Pvt. Ltd. (ACC), a leading multi system operator (MSO) in Northeast India, has raised serious concerns over non-payment of dues by Cobol Communication Pvt. Ltd., the broadcaster of PEAR TV.

The issue stems from a placement agreement signed between both companies, under which 50 percent of the placement fee was to be paid in advance by the broadcaster and the remaining 50 percent by August 31, 2025, a statement from Axom Communications stated.

According to the ACC statement, the advance payment was made prior to the execution of the agreement and Cobol Communication Pvt. Ltd. has failed to clear the remaining dues despite multiple reminders from ACC.

The MSO alleged that such delays in payment from broadcasters like Cobol were causing significant financial strain on cable operators across the region.

MSOs like ACC invest heavily in ensuring uninterrupted content delivery to their subscribers. However, the non-payment of placement fees disrupts their operations, impacts cash flow, and challenges their ability to maintain quality services, ACC asserted.

"If broadcasters fail to honour their commitments, MSOs are left with little choice but to absorb the losses or pass the burden on to consumers in the form of higher subscription costs," the statement read.

The company further warned that continued defaults of this nature could ultimately affect end subscribers, leading to either increased cable TV prices or a decline in service quality across the Northeast, particularly in cities like Guwahati where ACC operates.

ACC has urged Cobol Communication to clear the outstanding dues at the earliest to ensure smooth business relations and uninterrupted services for subscribers. "The broadcast ecosystem functions on mutual trust and timely financial commitments. Defaults not only disrupt operations but also hurt consumers who rely on cable television for news, entertainment, and connectivity," the company stated.

The matter has sparked discussion among local media operators who note that delays in broadcaster payments have become increasingly common, especially in smaller markets like the Northeast where margins are tighter. Many are now calling for stronger industry-level regulations to ensure accountability and protect the interests of both MSOs and subscribers.

NCLAT reserves verdict on Meta, WhatsApp appeals in data-sharing case

The appellate tribunal NCLAT has completed hearing and reserved its order on the appeals filed by Meta Platforms and WhatsApp, challenging the CCI's penalty on the social media major for the 2021 WhatsApp privacy policy update.

An NCLAT bench, comprising Chairperson Justice Ashok Bhushan and Member (Technical) Arun Baroka, has directed the parties to file written submissions by October 6, PTI reported.

"All the parties to file concise notes of submissions of not more than ten pages by October 6, 2025," said the bench on Thursday, while reserving its judgment.

The National Company Law Appellate Tribunal (NCLAT) was hearing the petition by the tech giant Meta, which challenged a penalty of Rs 213.14 crore on the social media major for unfair business practices with respect to the WhatsApp privacy policy update done in 2021.

Senior Counsel Arun Kathpalia and Amit Sibbal have completed their submissions in the rejoinder over arguments by the Senior Advocate Balbir Singh appearing for the Competition Commission of India (CCI) before the NCLAT, an appellate authority over the orders passed by the fair trade regulator.

In November last year, CCI imposed a penalty of Rs 213.14 crore on social media major Meta with respect to the WhatsApp privacy policy update done in 2021.



IBDF prez Vaz underscores the resilience of linear TV



The Indian Broadcasting & Digital Foundation (IBDF) held its 26th Annual General Meeting (AGM) in the capital on September 29, bringing together industry leaders to assess the sector's performance and outline the road ahead. The meeting was chaired by Kevin Vaz, President of IBDF and CEO – Entertainment, JioStar India Pvt. Ltd.

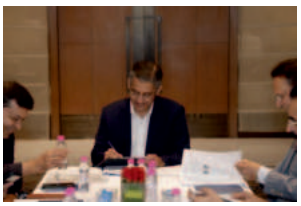
According to an IBDF press release, Vaz, in his inaugural address as President, reaffirmed the resilience of linear television in the Indian media landscape. "Despite geo-political and economic headwinds, linear television's fundamentals remain strong. It continues to be the bedrock of content creation and brand building in India," he said.

Backing his statement with data, Vaz pointed out that nearly 200,000 hours of original content in 2024—amounting to 97 per cent of the total—was created for linear TV. With around 46 trillion minutes of annual viewing across 190 million screens, television, he stressed, continues to command unmatched audience engagement compared to other mediums. "The family co-viewing experience keeps TV at the heart of Indian homes and culture," he noted.

Looking ahead, the IBDF President projected a strong growth trajectory, citing the festive season as an immediate catalyst for advertising revenues and recent GST reforms as a long-term enabler. "Television's next chapter is one of evolution – leveraging its enduring reach and trust, amplified by digital capabilities. Through IBDF, we will continue to advocate for a consistent, forward-looking regulatory regime that reaffirms television's vital role in the nation's media fabric," Vaz said.

The AGM also completed board elections and key appointments. Gaurav Banerjee (Culver Max) and R. Mahesh Kumar (Sun Network) were re-elected, while Anil Kumar Singhvi (Zee Media) joined as a new board member. Following the meeting, the office bearers for the next term were confirmed: Kevin Vaz (President), Rajat Sharma (India TV), Gaurav Banerjee (Culver Max), and R. Mahesh Kumar (Sun Network) as Vice Presidents, and I. Venkat (Eenadu TV) as Treasurer.

Other board members include Aroon Purie (TV Today Network), Gaurav Dwivedi (Prasar Bharati), Jayant Mathew (MMTV), and Punit Goenka (Zee Entertainment). The board also co-opted Sumanta Bose (JioStar), John Brittas (Kairali TV), and Nachiket Pantvaidya (Culver Max) as members.



A major announcement at the AGM was the appointment of Avinash Pandey as the new Secretary General of IBDF, effective October 1, 2025. He succeeds Siddharth Jain, whose tenure concluded on September 30. The board expressed gratitude to Jain for his contributions and extended a warm welcome to Pandey. "I am honoured to take on this role at such a pivotal time for the industry. My focus will be on enhancing constructive dialogue with the government, navigating the evolving regulatory landscape, and strengthening the Foundation's role as a unified voice for growth," Pandey said.

The AGM was also attended by senior government officials, including Sanjay Jaju, Secretary, Ministry of Information & Broadcasting (MIB), and Prabhat, Additional Secretary, MIB, as special guests at a luncheon hosted by IBDF. The gathering provided a platform for industry leaders to engage in dialogue with policymakers on the future of broadcasting and digital media in India.

PM Modi to launch BSNL's indigenous 4G stack

Prime Minister Narendra Modi will unveil two major initiatives on September 27 — BSNL's homegrown 4G stack and the government's ambitious 100 per cent 4G saturation project under the Digital Bharat Nidhi scheme. Union Minister for Communications Jyotiraditya Scindia announced the launch on Friday, calling it a landmark moment for India's telecom sector.

According to an ANI report, Scindia said the indigenous 4G stack would be deployed across nearly 98,000 sites nationwide, ensuring coverage across every part of the country. "Our 4G towers and BTSs are already serving 22 million customers across India. It's fully software-driven, cloud-based, and future-ready. Most importantly, it will upgrade seamlessly to 5G," the minister noted.



He highlighted that BSNL has been

entrusted with implementing key government projects, particularly the 4G Saturation Scheme aimed at extending coverage to rural and underserved villages. The initiative is expected to plug connectivity gaps and bring millions more into the digital fold.

Scindia stressed that the government's focus goes beyond expanding access and is equally invested in building India's telecom manufacturing ecosystem. He pointed to the growing collaboration between global players and Indian firms. "The world today is getting into serious manufacturing in India. Cisco has tie-ups with Flex, Ericsson, and VVDN in Jabil, and Dixon is expanding here. Slowly, India is emerging as a hub for telecom equipment manufacturing. We are not just a services bouquet, but also an equipment manufacturing bouquet," he remarked.

The minister also underlined the expanding role of the Centre for Development of Telematics (C-DOT), which has moved beyond providing core technology to producing Radio Access Network (RAN) equipment in partnership with Tejas Networks. "This equipment has a big market, especially in the Global South. It will be the responsibility of these firms to package the solution, just as they have done for BSNL," he said.

On BSNL's future growth, Scindia revealed that a capital expenditure plan is in place to modernise infrastructure and expand sites, with funding expected through free cash flows, land monetisation, and central government support. While he refrained from disclosing further details until finalisation, he maintained that the plan was robust and aimed at long-term sustainability.

Responding to queries on tariffs, Scindia clarified that pricing would remain a matter for operators. "India has the cheapest telecom services in the world. The average cost of data here is just 11 cents per GB compared to $2.49 globally. Setting of ARPUs and packages is a company's domain in a highly competitive market, and I don't see any need for regulation," he said.

The minister also pointed out that BSNL had managed to post profits in two recent quarters. However, he urged stakeholders to assess its performance based on operating profits and EBITDA rather than net profits, given the impact of high depreciation following a record capital expenditure of Rs.25,000 crore in FY24-25.

"These initiatives will not only expand digital access across every village in India but will also mark a new chapter in India's journey towards becoming a global telecom manufacturing leader," Scindia concluded.

To boost AVGC, WaveX launches 7 new incubation centers

WaveX, the dedicated startup accelerator platform under the Ministry of Information & Broadcasting (MIB)'s WAVES initiative, has announced the launch of seven new incubation centers across India.

These centers, according to an official statement on Sept.24, are aimed at nurturing startups in the AVGC (Animation, Visual Effects, Gaming, Comics) and XR (Extended Reality) sectors, and mark the first dedicated accelerator-cum-incubator program for these creative industries in the country.



The new centers will be established at prestigious institutions, including the Indian Institute of Mass Communication (IIMC) campuses in Delhi, Jammu, Dhenkanal (Odisha) and Kottayam (Kerala), as well as in Amravati (Maharashtra), Pune (Film and Television Institute of India, FTII) and Kolkata (Satyajit Ray Film and Television Institute).

These centers, the statement added, will join the existing flagship incubator at the Indian Institute of Creative Technologies (IICT) in Mumbai, further strengthening WaveX's nationwide presence.

With the addition of these seven centers, WaveX offers startups access to state-of-the-art facilities, including film production and game development resources, VR/AR testing kits, and high-performance workstations. The IICT Incubator, in particular, boasts cutting-edge infrastructure such as an 8K Red Raptor camera, 4K HDR preview theatres, virtual production stages with LED walls, and photogrammetry systems, providing startups with world-class resources to develop and test their AVGC and XR content.

WaveX's incubation programme provides comprehensive support to selected startups, including access to co-working spaces, AV/digital labs, and high-speed internet. The incubators also offer advanced tools such as hosting servers, cloud credits, and AI compute services, essential for developing content in gaming, OTT, animation, VFX, and other immersive media.

Startups will also benefit from mentorship by industry experts, masterclasses, investor connect sessions, and structured boot camps to refine their business models and products.

Beyond infrastructure and mentorship, WaveX fosters global exposure by offering opportunities for startups to showcase their innovations at prestigious international events like VivaTech in Paris and the Game Developers Conference in the USA. These startups will also benefit from strategic connections with media units under the MIB such as Doordarshan and All India Radio, with priority given to projects outsourced by these units.

IMC '25 to spotlight 6G, satcom, cybersecurity, AI, IoT

Minister for Communications Jyotiraditya M. Scindia yesterday said that the 2025 edition of the India Mobile Congress (IMC) in New Delhi would highlight and usher in a new paradigm for connectivity, where telecommunications would become the highway and pathway for technologies such as 5G, AI, ML, IoT and satellite communications.

He, according to an official statement, added that this vision of technological empowerment was a carefully laid out strategy by Prime Minister Narendra Modi over the past eleven years — aimed at envisioning a self-reliant, empowered and innovative India that drives global progress.

Modi is scheduled to inaugurate the India Mobile Congress 2025 on October 8, which this year is being held at the swanky Yashobhoomi center in west Delhi

The Telecoms Minister visited the IMC 2025 venue yesterday by boarding the Airport Metro from Shivaji Stadium station, highlighting not only infrastructure development and connectivity, but also the ease of reaching the venue in comfortable environs.

During the visit, Scindia took a detailed tour of the exhibition area, interacted with participating start-ups and exhibitors, and chaired review meetings with senior officials of the Department of Telecommunications (DoT), Cellular Operators Association of India (COAI) and partner agencies. He also addressed the media, outlining the scale, ambition, and global significance of IMC 2025.

This year's IMC will host more than 150,000 visitors, 7,000 delegates and participants from over 150 countries, along with 400 exhibitors spread across 4.5 lakh square feet at Yashobhoomi. Scindia remarked that IMC has evolved beyond a national platform to become "an Asian and global technology congress that reflects India's growing capability and leadership in the digital domain."





Adding further, the Minister said that IMC 2025 will feature six major global summits, each representing the frontiers of digital innovation. These include the following:

The International Bharat 6G Symposium, which will showcase India's leadership in 6G research through the Bharat 6G Alliance.

The International AI Summit, focusing on the transformative impact of artificial intelligence in networks and services.

The Cyber Security Summit, underlining the importance of protecting over 1.2 billion telecom users.

The Satcom Summit, which will deliberate on the new era of satellite-based communication services in India.

The IMC Aspire Programme, that brings together around 500 startups and 300 venture capitalists, private equity investors and industry leaders, apart from the Global Startup World Cup – India Edition, where 15 finalists will compete for a one million dollar investment opportunity on the international stage.

Speaking about India's achievements in the telecom sector, Scindia said that the country today stands among the world's top three digital nations, with 1.2 billion mobile subscribers, 970 million internet users and the fastest 5G rollout in the world, which was achieved in just 22 months.

"Our strength lies in our ability to design in India, solve in India and scale in India. IMC 2025 will celebrate this journey of technological self-reliance and innovation," he noted.

MTV to pull the plug on iconic Music channels after four decades

In a move that marks the end of an era, Paramount Global has announced its decision to shut down five of MTV's long-running music channels by December 31, 2025, nearly 44 years after the brand redefined the global music and pop culture landscape. The decision has left millions of loyal fans nostalgic and disheartened, as MTV — once the heartbeat of youth culture — prepares to fade from television screens across the world.

According to The Economic Times, Paramount Global will permanently discontinue channels including MTV Music, MTV 80s, MTV 90s, Club MTV, and MTV Live. These platforms, which have long celebrated rock, pop, dance, and live performances, were central to MTV's identity as the world's first 24-hour music broadcaster. However, the network's flagship channel, MTV HD, will continue airing, focusing primarily on reality television content such as Naked Dating UK and Geordie Shore.

The move is part of Paramount's broader global cost-cutting strategy, which aims to save nearly $500 million (approximately Rs.4,000 crore). The shutdown will first take effect in the United Kingdom and Ireland before expanding to continental Europe, Australia, Poland, France, and Brazil. Reports indicate that the decision aligns with the company's efforts to consolidate resources amid changing audience preferences.





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ROLL ON

Varun Kohli returns to Bharat Express as Group CEO

Bharat Express has announced the return of Varun Kohli as its Director and Group CEO, marking a significant development for the channel as it looks to strengthen its presence in India's competitive news broadcasting space.

As per a press release issued by Bharat Express, the channel highlighted Kohli's reappointment as a reaffirmation of its commitment to visionary leadership and strategic growth. His return is expected to steer the network into its next phase of expansion while reinforcing its identity in the industry.

A seasoned media professional with over three decades of experience, Kohli had first joined Bharat Express in January 2023 as CEO and Director. During his earlier stint, he played a central role in shaping the channel's editorial and business strategies, aligning teams, and building its operational framework. His leadership was credited with laying the foundation for the channel's identity and driving revenue growth and audience engagement.

After leaving Bharat Express, Kohli joined Times Network as COO, where he led key operational and strategic initiatives for over a year. Over the course of his career, he has held leadership positions at some of the country's leading media organizations including ITV Network, Deccan Chronicle Holdings, Mogae Media, Network18, Bennett Coleman & Co. Ltd., HT Media, and Amar Ujala Prakashan. He is widely respected in the industry for his ability to successfully launch and turn around media brands, as well as for building high-performance teams.



Welcoming him back, Upendrra Rai, CMD & Editor-in-Chief of Bharat Express, said, "We are delighted to welcome Varun Kohli back to Bharat Express. During his first innings, Varun played a foundational role in successfully launching the channel and positioning Bharat Express as a credible voice in Indian news media. His strategic foresight and leadership were instrumental in building the core team, and establishing a strong operational framework. With his return, we are confident that his deep industry experience and visionary approach will help us accelerate our growth and take the channel to new heights."

Kohli's appointment is seen as a pivotal step for Bharat Express as it sharpens its focus on sustainable growth, audience trust, and innovation in the fast-evolving media landscape.

Hemlata Sharma bids farewell to Zee Media

After a distinguished career spanning more than 25 years, senior media professional Hemlata Sharma has officially concluded her journey with Zee Media Corporation Ltd., marking her last working day on October 7, 2025.

This farewell closes her fifth stint with the Zee Group — a rare and enduring professional association that highlights her longstanding contribution to one of India's leading media networks.

Over the years, Sharma has been a cornerstone of Zee Media's Distribution & Research team, where she led both national and international distribution strategies for the network's diverse bouquet of news channels. She played an instrumental role in expanding Zee Media's footprint across connected TV (CTV) platforms, while also championing innovative projects in Esports and digital transformation, effectively bridging the gap between traditional broadcast and emerging media ecosystems.

Her contributions have been widely recognized across the industry. Known for her strategic thinking and collaborative leadership, Sharma helped Zee Media strengthen its market presence and adapt to the rapidly evolving content consumption patterns.

Reflecting on her journey, Hemlata Sharma said in an official statement,



"After an enriching tenure at Zee, I have decided to move on. My journey with the company has been both dynamic and rewarding — having begun in the cable television space and evolving through multiple portfolios across the network. Mentoring young talent and working alongside exceptional teams has been deeply rewarding. As I take the next step in my professional journey, I look forward to leveraging this wide-ranging experience to continue creating meaningful impact across the ever-evolving media and entertainment landscape.Sharma added that in her next professional journey she'd look forward to leveraging the wide-ranging experience she gained at Zee to continue creating meaningful impact across the ever-evolving media and entertainment landscape.

Rajat Uppal joins ABP as Biz Head for live events' vertical

ABP Network has announced the appointment of Rajat Uppal as the Business Head for its soon-to-be-launched 'Concerts & Large Events' vertical. Uppal, a seasoned media and marketing professional with over two decades of experience, will spearhead ABP's foray into large-scale consumer and experiential events.



The development was shared through a LinkedIn post update, where the network welcomed Uppal to the team. Before joining ABP, he served as the Business Head at Stage Aaj Tak, the consumer events arm of the India Today Group, which he helped establish earlier this year. During his tenure, he played a key role in curating the 'Millionaire Tour with Yo Yo Honey Singh', which became one of India's most successful comeback tours, setting a new benchmark in the live entertainment space.

Before joining ABP Network, Uppal held senior leadership positions at India Today Group, RED FM, HT Media, and Reliance Broadcast, where he built expertise in brand strategy, experiential marketing, and event IP development. His career has been defined by a unique blend of strategic thinking and creative execution, earning him recognition across India's media and marketing landscape.

With this new appointment, ABP Network aims to expand its business horizons and establish a strong foothold in the country's rapidly growing live events and entertainment sector.

Paramount names Jay Askinasi as CRO



Paramount, a Skydance Corporation, has announced the appointment of Jay Askinasi as its new Chief Revenue Officer, effective November 3, 2025. The newly created role is aimed at accelerating the company's transformation into a next-generation media powerhouse through an integrated, data-driven monetization strategy.

As Chief Revenue Officer, Askinasi will oversee Paramount's advertising sales organization, leading efforts to unify the company's revenue operations across platforms and partnerships. His mandate includes leveraging analytics, product innovation, and ecosystem collaborations to drive the evolution of Paramount's global advertising business.

Askinasi will also join David Ellison's Executive Leadership Team, playing a key role in shaping Paramount's long-term growth vision and expanding its commercial footprint across emerging digital markets.

Before joining Paramount, Askinasi held a senior leadership role at Roku, where he led Ad Sales and the Go-to-Market (GTM) organization, including enterprise partnerships and platform monetization. His earlier experience includes serving as CEO of Publicis Media Exchange U.S., where he oversaw media investment strategy for leading global brands and drove monetization of the group's Epsilon assets.

Prior to that, he led Agency & Platform Partnerships at AT&T and served as President of RUN, a pioneer in mobile programmatic advertising technology.

Askinasi's appointment underscores Paramount's intent to build an agile, tech-driven revenue ecosystem that aligns with the rapidly changing dynamics of global content consumption and advertising innovation.

Spotify names Norström, Söderström co-CEOs

Spotify has announced a major leadership shift with founder and Chief Executive Officer Daniel Ek set to transition to the role of Executive Chairman effective January 1, 2026.

The company confirmed that Gustav Söderström, currently co-President and Chief Product and Technology Officer, and Alex Norström, co-President and Chief Business Officer, will take charge as co-Chief Executive Officers. Both will report to Ek and join Spotify's Board of Directors, subject to shareholder approval.

According to Spotify's pressroom report, the change reflects the structure the company has been operating under since 2023, with the co-presidents already leading much of the strategic development and day-to-day execution. Ek, as Executive Chairman, will take on a role closer to a European-style Chairman, focusing on long-term capital allocation, the company's future growth path and providing guidance to the senior leadership team.



"I always believed that Spotify could play an important role in revolutionizing listening around the world, and with more than 700 million users, we've truly charted a new course bringing creativity to every corner of the globe," Ek said. "Over the last few years, I've turned over a large part of the day-to-day management and strategic direction of Spotify to Alex and Gustav – who have shaped the company from our earliest days and are now more than ready to guide our next phase. This change simply matches titles to how we already operate."

Woody Marshall, Lead Independent Director of Spotify's Board, added that the evolution of leadership had been under consideration for several years. He noted that both Norström and Söderström, with over 15 years at the company, have been instrumental in shaping Spotify's success and driving innovation. "We are also thrilled that Daniel will be actively involved, giving Spotify both founder-led strategic stewardship and mentorship to the co-CEOs," he said.

The incoming co-CEOs also shared their vision in a joint statement, stressing their long-standing collaboration and commitment to building the most valuable listening experience in the market. "While we bring different experiences and perspectives to the CEO role, we both have a strong bias to action and can't wait to get started knowing that we will have Daniel's full partnership and ongoing support," they said.

The leadership changes are scheduled to take effect on January 1, 2026.

Amazon MGM Studios names Peter Friedlander as head of Global TV

Amazon MGM Studios has appointed Peter Friedlander as its new Head of Global TV, a role that will see him oversee the studio's original television content in the U.S., alongside global tentpole projects, MGM Television, and MGM Alternative.

The announcement was made by Mike Hopkins, who leads Amazon MGM Studios and Prime Video. In his note to staff, Hopkins underlined that Friedlander will play a central role in shaping the studio's worldwide TV strategy and expanding its global content footprint.

Friedlander, a veteran of the streaming industry, comes to Amazon after a successful stint at Netflix, where he was head of scripted television for the U.S. and Canada. During his tenure, he helped launch and scale several international hits, including 'Wednesday', 'Bridgerton', and 'Emily in Paris', all of which became major franchises and cultural talking points.

He left Netflix in August 2025 and will officially assume his new position at Amazon MGM Studios on October 6. Friedlander succeeds Vernon Sanders, who recently stepped down from the studio.

With Friedlander's appointment, Amazon MGM Studios is signaling a renewed push to compete aggressively in the global streaming market, banking on his experience in developing content that resonates with audiences across borders.



THE CONTENT ENGINE



GTPL Hathway Q2 net profit dips 46% to Rs.7.4 crore; revs rises 12%

Cable TV and broadband services provider GTPL Hathway Ltd on Tuesday reported a 46.16 per cent decline in consolidated net profit to Rs.7.4 crore for the second quarter ended September 2025, compared to Rs.13.74 crore in the same quarter last year.

According to a PTI report, the company's total revenue, however, saw a healthy rise of 12 percent, touching Rs.959.05 crore during the July–September quarter, against Rs.855.56 crore in the corresponding period a year ago. GTPL Hathway, which is part of the Reliance Industries Group, attributed the overall revenue growth to consistent performance in both its cable TV and broadband segments.



Breaking down the segmental performance, revenue from the cable TV business stood at Rs.802.64 crore, while internet services contributed Rs.140.11 crore during the second quarter of FY26. The company continues to expand its broadband footprint across regional markets, with sustained growth in data consumption and subscriber additions aiding its internet services revenue.



At the bourses, shares of GTPL Hathway Ltd were trading lower following the results announcement. As of October 15, 2025, 12.19pm, the stock was down 2.07 percent at Rs.106.91 on the BSE, touching a day's low of Rs.106.05 and a high of Rs.111.01. Over the past 52 weeks, the stock has ranged between ?90.00 and ?167.90.

Despite the dip in quarterly profit, analysts suggest that the company's stable revenue growth and steady subscriber base in both its cable and broadband operations reflect resilience in an increasingly competitive sector. GTPL Hathway continues to invest in expanding its digital infrastructure and strengthening last-mile connectivity across India's smaller cities and towns, positioning itself to capitalise on the rising demand for high-speed internet and digital entertainment services.

Hollywood, Bollywood groups lobby DPIIT on AI models' content use

Hollywood and Bollywood groups are lobbying an Indian panel for stricter copyright protection that will prevent artificial intelligence firms from using their intellectual property to train AI models, letters show.

The movie industry is particularly concerned that AI tools could scrape their copyrighted videos, images and clips online — like trailers and promos — and more critically ingest pirated content onto their platforms.

India's current copyright law does not account for use by AI, a Reuters report..

The (Indian) government formed a panel this year consisting of lawyers, government officials and industry executives to review if existing copyright law is sufficient to tackle AI-related disputes, and make recommendations.

AI companies remain at loggerheads with content owners globally and governments are fast developing regulations that lay down rules for the new technology. While Japan gives broad exemptions to AI firms in using copyrighted content, the European Union has stricter rules that allow content owners to opt-out of such use.

Motion Picture Association (MPA), which represents the likes of Warner Bros, Paramount and Netflix, and the Producers Guild of India (PGI) have argued India should not tinker with its training exceptions to bolster AI innovation, MPA India Managing Director Uday Singh said in an August 2 letter the move could "undermine the incentive to create new works and erode copyright protection in India."

The Indian guild's CEO Nitin Tej Ahuja told the panel in his letter "licensing copyrighted works is essential for creators' revenue and business sustainability."

MPA declined to comment, while the guild did not respond to Reuters queries

on the letters, which are not public. India's commerce ministry official Himani Pande, who chairs the panel, did not respond to Reuters queries. The panel is finalising its recommendations, which it will present to senior officials in coming weeks, a source with direct knowledge said.

India has one of the world's most vibrant film industries. A Deloitte-MPA study in May said India's film, TV and online content industry generated $13.1 billion in revenues last year, growing 18 percent each year since 2019.

The deliberations come just when a Bollywood couple has gone to court to challenge YouTube's AI policies after their manipulated videos started spreading online.

The film studios' position is in contrast to the Business Software Alliance, which represents AI firms like OpenAI, and which argued in public submissions in July that New Delhi should ensure exceptions to permit lawful AI use.

MPA members however remain concerned. The association has said India should not consider allowing use of content in AI models with an opt-out system as it will put the burden of responsibility on the movie studios, a move that could force them to individually track and block sharing of their work on scores of AI platforms.

Such exceptions "would hinder future investments, development of high-quality local content," MPA India said.

At Frames '25, JioStar's Siddharth Sharma dwells on sports & b'casting

At FICCI Frames 2025, Siddharth Sharma, Head of Viewership & Monetisation – Sports at JioStar, offered an insightful perspective on how live sports, broadcast, and technology are converging to redefine the future of India's media and entertainment landscape.

Speaking during a panel discussion titled 'Cricketainment and Beyond – The Power of Live that Fuels M&E', Sharma shed light on the evolving relationship between sports and the broadcast medium, emphasizing that it has transformed from being a mere channel of delivery to becoming a powerful catalyst that shapes how India experiences sport.

Tracing the evolution of sports viewing, Sharma noted that the journey from radio commentary to today's highly personalized digital experiences reflects a monumental shift in audience behaviour. "From the days when people crowded around a single TV set in 1983 to now, when every fan can curate their own viewing experience, the evolution has been extraordinary," he said. "Viewers today decide how, when, and where they watch—and that empowerment is transforming the very definition of fandom."



The session, as covered in the event's press release, also highlighted how emerging technologies like artificial intelligence, data analytics, and interactivity are revolutionizing how sports are consumed. Sharma pointed out that tools like multilingual commentary, alternate camera angles, and second-screen engagement are creating immersive, participatory experiences that make audiences active contributors to the live narrative. "Audiences are no longer passive spectators; they're part of the storytelling. That is the true power of live," he said.

Drawing from JioStar's journey with indigenous sports, Sharma spoke passionately about kabaddi, describing it as a model for how traditional Indian sports can be reimagined for modern audiences. "Kabaddi is very close to my heart," he shared. "When we started, there was cynicism—people thought the sport was outdated or forgotten. But through strong marketing, an authentic product, and the efforts of the Federation, kabaddi captured the nation's imagination and became the second most-watched sport in India."

He went on to explain how the sport's revival was supported by deep-rooted community participation that had long gone unnoticed. "Even around Mumbai, there were thousands of kabaddi clubs, but they lacked exposure, structure, and the broadcast strength that we brought to it," Sharma recalled.

The creative collaboration with the Federation, he said, allowed them to enhance the viewing experience while maintaining the sport's authenticity. "We tweaked rules to add drama—like the 30-second raid—designed mats that complemented team jerseys, and built a fresh visual and narrative identity for kabaddi," he explained. "All this was done without changing its soul, while giving players the pride and visibility they deserved. When you elevate the competition, you automatically attract audiences."

Concluding his remarks, Sharma emphasized that the fusion of live sports, technology, and storytelling is driving India's sports economy into its next growth phase. "Broadcast is no longer just a medium," he said. "It's the engine powering the way India connects, competes, and celebrates sport."

Fadnavis bats for stronger film ecosystem, more cybercrime movies



Maharashtra Chief Minister Devendra Fadnavis yesterday emphasized the need to strengthen the State's film ecosystem while urging filmmakers to create more cinema around the growing menace of cybercrime. The CM was speaking at the inaugural ceremony of FICCI Frames 2025, the annual convention on the business of media and entertainment in Mumbai, where he was joined by Bollywood actor Akshay Kumar for an engaging and light-hearted conversation.

The Chief Minister spoke passionately about Maharashtra's deep-rooted connection with cinema, describing it as the "rightful capital of entertainment," according to PTI and ANI reports relating to Ficci-Frames 2025 from Mumbai

He said, "There is not just a film ecosystem in Maharashtra, but also vibrancy and people who have lived cinema. Generations have lived through various undying characters. All of these are present in the state, and this is what I would pitch to an international studio."

Sharing his vision for the future of the industry, Fadnavis revealed plans to develop Mumbai's Film City into a world-class hub. "I wanted to develop the film city and its ecosystem. We did a lot of planning and also spoke to the film fraternity. But we couldn't execute it properly. I have now decided to convert it into a world-class environment," he added.

The conversation also veered towards the rise of cybercrime, an area the Chief Minister believes deserves more cinematic attention. "I believe more films should be made on the issue of cybercrime… I feel our film heroes should come up against this crime," he said.

The session at FICCI Frames 2025 offered an insightful look at how cinema continues to influence governance, creativity, and public consciousness—while setting the stage for deeper collaboration between policymakers and the film fraternity.

Meanwhile, Akshay urged Fadnavis to transform the Film City, the iconic place in Mumbai that has been a hub for Bollywood film and television production.

Lauding the city's infrastructure, Kumar requested Fadnavis to give a full-fledged makeover to the Film City, also known as Dadasaheb Phalke Chitranagari, in suburban Goregaon. It was established by the Maharashtra state government in 1977.

During their interaction, Fadnavis reflected on his personal connection with cinema and its influence on society. When asked by Akshay about a film that inspired him, the Chief Minister named Anil Kapoor's 'Nayak: The Real Hero'.

"The film not only affected me a lot but also caused me a lot of troubles. In the film, Anil Kapoor does so many things as a CM in a single day. Today, when I got to this place, people ask me to work like Nayak. The film did the job of setting a benchmark. I also feel that films have shaped my emotions and feelings and helped me stay true to myself," Fadnavis said.

JioStar's Kevin Vaz calls for smarter policy alignment for media's growth

At the 25th edition of FICCI Frames 2025 in Mumbai yesterday, FICCI Media & Entertainment Committee chairman and JioStar CEO-Entertainment Kevin Vaz urged policymakers to ease the regulatory burden on television broadcasters, calling for a "light-touch" regime that encourages innovation, self-governance and growth.

He said excessive regulation on linear TV has created "artificial price barriers", preventing the sector from competing effectively with digital media. "Forbearance is something we have always advocated for," Vaz said, emphasizing that a flexible framework rooted in industry best practices is essential if India is to achieve its ambitious media-sector growth targets.

Delivering a keynote at the Frames' 25th inaugural session, Vaz observed India's broadcasting segment contributes nearly 40 per cent of the total media and entertainment (M&E) industry's turnover and remains central to realizing Prime Minister Modi's vision of making India the content hub of the world.



"Broadcasting growth is paramount for the overall vitality of India's M&E sector," he noted, adding that collaboration between policymakers and industry leaders will be critical to sustaining momentum.

Celebrating 25 years of FICCI Frames, Vaz said the industry has moved from advocacy to action — evolving from satellite television to cable, radio, OTT, and the fast-emerging animation, visual effects, gaming, and comics (AVGC) ecosystem.

He recalled that the first edition of FICCI Frames in 2001 coincided with the Government of India granting industry status to the M&E sector, a milestone that unlocked financing, infrastructure investment, and risk-taking in creative production.

Highlighting current trends, Vaz said India remains a rare "AND market", where both television and digital media continue to thrive simultaneously. He pointed to sports broadcasting as a key growth engine, with cricket, football, kabaddi, and esports driving record levels of engagement and multilingual content consumption. To sustain this surge, Vaz called for "ease-of-doing-business reforms" to make live broadcasting from India simpler and more globally competitive.

Vaz also underlined how regional cinema and OTT platforms have become powerful ambassadors of Indian creativity, citing global recognition for films like 'RRR' and 'The Elephant Whisperers'.

Concluding his address, Vaz described this as a "golden era" for Indian media, driven by unprecedented creative energy, technology, and global reach. But he tempered optimism with urgency, stressing that the pace of change demands smarter policy alignment, better infrastructure and continued collaboration.

At Ficci-Frames, Aroon Purie highlights disrupters, challenges in news biz

At the prestigious FICCI Frames event in Mumbai today, the India Today Group's chairman and media veteran Aroon Purie, addressed the evolving landscape of Indian media, underscoring how technological disruption, business pressures, and emerging platforms are reshaping journalism and content delivery in the country.

According to a press release from ITG, the media stalwart, reflecting on a 50-year-long career, noted that disruption is the only constant in media.

From the early days of India Today magazine with a peak readership of 5 million to the group's current portfolio spanning four 24-hour news channels and over 60 digital, mobile, and social media entities reaching 750 million viewers, readers, and followers, each wave of disruption created new opportunities—and new challenges. The launch of India's first AI news anchor, 'SANA', was highlighted as an example of embracing innovation in content delivery.



Speaking at length about the structural challenges in media business models, he pointed out that while India boasts over 140,000 registered publications and more than 375 24-hour news channels, the bulk of news consumption remains free, leaving publishers reliant on advertising revenue. This dependency, he cautioned, often threatens editorial independence. "When journalism's survival depends almost entirely on advertising from corporations and governments, its independence is under a constant threat of compromise," he said. He also drew attention to the rise of large industrial houses entering news media for influence, which he termed a danger to both profitability and credibility.

The veteran media leader critiqued digital platforms like Google, Facebook, YouTube, and Twitter for becoming the new gatekeepers of information. While these platforms do not produce journalism themselves, their control over distribution and monetization has shifted power from publishers to algorithms, favoring speed and virality over accuracy and depth. He noted that digital advertising now accounts for 55 percent of total media revenue, leaving traditional media companies with only a fraction of revenue despite producing credible, professionally reported news.

Looking ahead, he emphasized that Artificial Intelligence represents the next major disruption, posing existential challenges for news organizations as AI aggregates and synthesizes content without credit or compensation for original reporting. He urged the industry to innovate not only in content but also in sustainable business models, advocating for subscription-based approaches that recognize credible journalism as a public good.

Concluding his address, he reminded the audience of the enduring value of storytelling: "Ultimately, we are storytellers. Humanity survives on the stories we tell each other. The future of truth in India, and indeed the health of our democracy, depends on it."

The address resonated with media professionals and policymakers alike, presenting a stark yet inspiring reflection on the past, present, and future of Indian journalism.

Prime Video says 25% viewership for Indian content comes from overseas

At a session during FICCI FRAMES 2025 in Mumbai, senior leaders from Prime Video India highlighted the growing global influence of Indian entertainment, revealing that nearly 25 percent of viewership for Indian content on the platform comes from international audiences.

The discussion also explored Prime Video's long-term plans for innovation, customer engagement and expansion in India's evolving streaming ecosystem.

According to a press release from the streamer, the session titled 'Made in India: I-Dramas — Are Our Stories Ready to Travel Across Borders?' featured Shilangi Mukherji, Director and Head of SVOD Business, Prime Video India, and Nikhil Madhok, Director and Head of Originals, Prime Video India, in conversation with Ajita Shashidhar, National Editor, Fortune India. The leaders delved into the platform's efforts to amplify authentic Indian storytelling and its rising acceptance among audiences worldwide.

Speaking on the growing international appeal of Indian stories, Madhok noted that Indian titles trended in Prime Video's top 10 globally every single week in 2024. "What we've learnt is that imitation doesn't take you far — originality and authenticity do. For our content to travel and resonate worldwide, we must remain true to our roots," he said. Madhok added that while technical and production quality should meet global benchmarks, the strength of Indian storytelling lies in its cultural depth and emotional honesty.

Mukherji echoed the sentiment, pointing out that Prime Video's localisation strategy has been central to the platform's success. "We create stories that surprise, delight, and relate to audiences across languages and geographies," she said. Almost 60 percent of Indian customers stream content in four or more Indian languages, a testament to the growing multi-lingual engagement on the platform.

Discussing Prime Video's creative journey in India, Madhok reflected on how the company built its original programming from scratch. "We started with established filmmakers venturing into streaming, experimenting with long-form storytelling. Series like 'The Family Man', 'Paatal Lok', 'Mirzapur', 'Made in Heaven', and 'Panchayat' have not just become iconic franchises but symbols of India's creative prowess," he said, adding that over 60 percent of Prime Video's fiction shows have returned for multiple seasons.

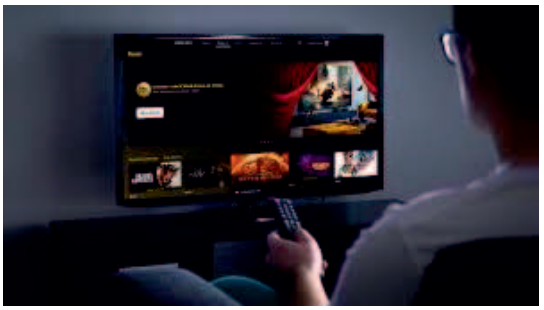
He also highlighted the rise of new talent in the digital entertainment space. "We're witnessing a wave of first-time creators making their mark. 'Dupahiya', for instance, created by debutant writers and featuring an ensemble cast, was so well received that a second season was greenlit within weeks," Madhok shared.

On the platform's expanding footprint, Mukherji said that Prime Video's Indian slate is the largest outside of the U.S., with



100 originals currently in various stages of development. "Through partnerships with over 25 streaming services, we now offer more than 75,000 hours of additional content, making Prime Video India the largest video entertainment marketplace," she said. The company also leads in movie rentals, with over 8,500 titles and transactions coming from 95 percent of India's pin codes.

Mukherji further elaborated on Prime Video's segmentation strategy, citing offerings like Prime Lite and Mobile Edition plans to make premium entertainment accessible across price points. The platform currently serves audiences in 10 Indian languages, through both original and licensed content, with subtitles and dubbing enhancing inclusivity.



Discussing the balance between streaming and cinema, Madhok revealed that starting 2026, Prime Video will release three to four local Indian films from Amazon MGM Studios in theatres annually. "We believe in the magic of theatres. For each movie, we jointly decide with creators whether it should have a theatrical release or go straight to streaming," he explained.

When asked about taking Indian content to the global stage, Mukherji emphasised the need for the industry to collaborate and invest in early localisation rather than treating it as an afterthought. "Our stories already have emotional depth — we now need to present them with strategic intent to reach wider audiences," she said.

Concluding the discussion, Madhok remarked that global success often stems from one exceptional story that breaks boundaries. "Every big cultural moment begins with a single story that connects universally. We're already seeing those sparks across our Originals," he said.

Dish TV's VZY partners 'Bigg Boss' Hindi,Kannada to deepen viewer connect

Dish TV India, one of the country's leading content distribution companies, has announced that its newly launched integrated smart TV brand VZY has entered into a strategic partnership with two of India's most popular reality shows—'Bigg Boss Hindi' and 'Bigg Boss Kannada'. With this move, VZY becomes the "Co-powered by Sponsor" for Bigg Boss Hindi on COLORS SD and COLORS HD, and the "Co-Presenting Sponsor" for Bigg Boss Kannada on COLORS Kannada and JioHotstar.

According to a Dish TV press release, VZY is positioned as India's first truly integrated smart TV, eliminating the need for separate DTH or OTT subscriptions. By offering all content subscriptions under one platform—including iSTB models where the set-top box is also integrated—the brand seeks to transform the home entertainment experience. The tie-up with Bigg Boss, a show with unparalleled fandom across national and regional audiences, is aimed at strengthening VZY's positioning as the go-to choice for entertainment-first households.

Commenting on the association, Sukhpreet Singh, Chief Revenue Officer, Dish TV India, said: "With the launch of VZY, our integrated smart TV brand, we aim to transform how families enjoy entertainment at home. Bigg Boss, both in Hindi and Kannada, is a show that unites audiences across regions and languages, making it the perfect platform for us to connect with viewers nationwide. This association allows us to showcase VZY as the smart TV of choice for today's entertainment-first consumers and strengthens our connection with Indian households across both urban and regional markets."

Echoing the sentiment, a JioStar spokesperson said: "Bigg Boss has cemented its place as India's most-watched and talked-about reality series, season after season, redefining entertainment engagement across TV and digital. We are delighted to have VZY on board as a key sponsor this year, with their smart TV proposition perfectly complementing the immersive experience that fans look forward to."

The latest season of 'Bigg Boss Hindi' is now airing on COLORS SD and COLORS HD, while 'Bigg Boss Kannada' is available on COLORS Kannada and streaming exclusively on JioHotstar. Through its association, VZY is betting big on one of television's most influential properties to build relevance and resonance across India's diverse viewer base.

SPNI, Accenture launch Sony AdEdge to empower SMB advertising

Sony Pictures Networks India (SPNI), in partnership with Accenture, today announced the launch of the Sony AdEdge Centre of Excellence (CoE)—a comprehensive advertising platform aimed at providing premium, cross-platform advertising opportunities to India's small and mid-sized businesses (SMBs) and emerging brands.Television has long been India's most trusted and influential storytelling medium, but for many SMBs, high costs and scale requirements limited their participation. Sony AdEdge aims to remove these barriers, enabling growth-stage advertisers to leverage SPNI's marquee television properties, including 'Kaun Banega Crorepati', 'Indian Idol', 'CID', and 'Taarak Mehta Ka Ooltah Chashmah', while enjoying the precision, flexibility, and measurability of modern advertising.

By combining SPNI's brand-building expertise with Accenture's AI-driven targeting, analytics, and media strategy capabilities, Sony AdEdge allows SMBs to plan and execute campaigns that reach mass audiences and deliver measurable results. The initiative is designed to democratize access to premium advertising inventory and create a new growth engine for emerging Indian brands.

The platform offers a consultative model with flexible buying options and uses Accenture's advanced analytics to provide precise audience targeting, post-campaign measurement, and seamless scalability across platforms. This integrated approach enables SMBs to combine the credibility and reach of television with the agility of digital advertising, delivering campaigns that build trust, drive growth, and generate tangible business outcomes.

Gaurav Banerjee, Managing Director and CEO, Sony Pictures Networks India, said,"We're witnessing an unprecedented transformation in India's advertising ecosystem, and SMBs represent the next frontier of growth. With AdEdge, we're not just opening the doors of TV to SMBs – we're reimagining how growing brands can leverage India's most powerful media assets at the right scale, with the right tools, and at the right price."

Berjesh Chawla, MD and Lead – Communications, Media and Technology, Accenture in India, added,"By placing the power of data-driven advertising into the hands of SMBs, we are enabling them to expand reach, boost agility, and maximize campaign effectiveness. This collaboration is designed to break down traditional barriers, unlocking full-funnel, cross-platform advertising that is accessible, flexible, and profitable for emerging businesses."

Netflix India gets 9 nominations for Asian Academy Creative Awards

Netflix India has emerged as one of the strongest contenders at the Asian Academy Creative Awards (AACA) 2025, bagging nine prestigious nominations across multiple categories. The recognition spans thrillers, documentaries, and biopics — reaffirming Netflix's growing influence in the Indian entertainment landscape.

The nominated titles will now go on to represent India at the Grand Awards in Singapore in December 2025, where the best of the Asia-Pacific region will compete for top honours, PTI reported from New Delhi.

Among Netflix's line-up, 'Black Warrant' led the charge with five nominations, including:



Best Promo or Trailer
Best Editing(Tanya Chhabria)
Best Sound(Kunal Sharma)
Best Screenplay(Satyanshu Singh and Arkesh Ajay)
Best Cinematography(Saumyananda Sahi)

The series also earned Best Actor in a Leading Role for Zahan Kapoor, whose portrayal of Sunil Gupta — a man who spent decades inside Tihar Jail — has been widely praised. Kapoor described the nomination as "surreal" and called the role a "once-in-a-lifetime experience."

Netflix India's documentary entries also impressed at the AACA:

'Modern Masters' – SS Rajamoulireceived a nomination for Best Documentary Programme (One-Off).

'The Greatest Rivalry: India vs Pakistan'was shortlisted for Best Documentary (Series).

'IC 814: The Kandahar Hijack'earned recognition for Best VFX, credited to Dipen Bhaskar and Vivek Dey.

These nominations highlight Netflix's commitment to bringing both untold stories and creative excellence to its Indian audiences.

Tanya Bami, Series Head, Netflix India, called the nominations a "testimony to the diverse range of stories", celebrating both emerging talent and behind-the-scenes contributors.

Actor Zahan Kapoor credited creators Vikramaditya Motwane and Satyanshu Singh for the powerful storytelling of Black Warrant, adding that stepping into the shoes of Sunil Gupta was "profound and humbling."

Sameer Nair, MD of Applause Entertainment, which co-produced Black Warrant, said: "These nominations are both humbling and gratifying. We're immensely proud that Black Warrant secured the most National Wins this year, and we look forward to the Gala Awards in Singapore."

This year's recognition builds on Netflix India's track record at the AACA. In 2024, the platform earned nominations for 'Amar Singh Chamkila', 'Heeramandi: The Diamond Bazaar', 'The Railway Men', and 'The Hunt For Veeruppan'.

With nine nominations in 2025, Netflix India is not just competing — it's cementing its place as a powerhouse of storytelling in Asia. All eyes are now on Singapore this December, where Indian talent could shine on the global stage once again.

UK PM visits YRF studio; bats for upping creative collabs



United Kingdom Prime Minister Keir Starmer yesterday visited the iconic Yash Raj Films (YRF) studio in Mumbai, marking a major step toward strengthening cultural and creative collaboration between the British and Indian film industries.

According to a PTI report from Mumbai, the British leader arrived at the YRF studio amid tight security, where he met with top executives, including YRF CEO Akshaye Widhani, to discuss upcoming collaborations.

During the visit, Starmer announced that three Bollywood films will be filmed in the United Kingdom starting next year, signalling a strong revival of Bollywood's presence in the UK after nearly eight years.

His visit, part of a broader push to enhance UK-India trade and cultural ties, also included discussions on creative exchange programmes and joint film projects.

"Bollywood is back in Britain, and it's bringing jobs, investment and opportunity, all while showcasing the UK as a world-class destination for global filmmaking," Starmer said. He highlighted that the partnership reflects the vision of the new trade deal between India and the UK — one aimed at driving growth and strengthening cross-cultural bonds.

Yash Raj Films has confirmed plans to bring its major productions to UK locations from early 2026, a move expected to generate over 3,000 jobs and boost the British economy by several million pounds.

Trump levies 100% tax on non-US made films; India may be impacted

President Donald Trump said on Sept.29 he would impose a 100 percent tariff on all films produced overseas that are then sent into the US, repeating a threat made in May that would upend Hollywood's global business model.

The step signals Trump's willingness to extend protectionist trade policies into cultural industries, raising uncertainty for studios that depend heavily on cross-border co-productions and international box-office revenue, a Reuters report said yesterday .



"Our movie making business has been stolen from the United States of America, by other Countries, just like stealing candy from a baby," Trump said in a post on his Truth Social.

However, it was not immediately clear what legal authority Trump would use to impose a 100 percent tariff on foreign-made films.

The White House did not immediately respond to a Reuters request for comment on how the tariffs would be implemented.

Meanwhile, a PTI report from New York added that the decision is likely to have an adverse impact on the Indian film industry, as the US is one of the leading markets for Indian movies due to a large Indian diaspora in the country.

India produces movies in several languages, which are popular among the diverse Indian diaspora in the US.According to a 2017 Forbes report, Indian language films have become big business in many places across the United States and Canada.

Indian movies' earnings are "commonly exceeding USD 8 million and occasionally topping USD 10 million," the report added.

Indian filmmakers and North American distributors and exhibitors alike cater well to this audience. At any given time, over 1,000 movie screens in the territory may be dedicated to showing Indian films, the report added.

There has been a significant rise in the collections of Indian movies in the US since then, experts say.

JioStar ropes in marquee sponsors for ICC Women's WC 2025 coverage

The ICC Women's World Cup 2025, scheduled from September 30 to November 2, is set to witness a power-packed broadcast as JioStar, the official broadcaster and streaming partner, unveiled a strong sponsorship line-up. Major partners on board include Google Gemini, Google Pay, Google Android, Google Pixel (W/O 10), Hindustan Unilever's Rexona, State Bank of India, and the International Gemological Institute (IGI), with more expected to join across categories.

The diverse mix of global tech leaders, FMCG giants, financial institutions, and luxury brands highlights the growing stature of the Women's World Cup as one of the most prestigious tournaments in world cricket. It also reflects the rapid momentum around women's sport, with brands increasingly recognizing its power to connect with dynamic and high-intent audiences across markets.

"We are thrilled to welcome this incredible mix of sponsors for JioStar's coverage of the ICC Women's World Cup 2025," said Anup Govindan, Chief Revenue Officer – Sports, JioStar. "Each sponsor brings unique strengths and a shared vision to elevate women's cricket on a global stage. With marquee brands from technology, lifestyle, and consumer industries on board, this edition of the World Cup will not only inspire millions of fans but also create impactful opportunities for brands to connect with audiences across platforms."

Echoing the sentiment, Tehmasp Printer, Global CEO of IGI, said, "IGI proudly supports the Women's World Cup: a celebration of grit, brilliance, and authenticity. Just as every diamond undergoes a journey of pressure and precision to shine at its brightest, so do the exceptional women cricketers who represent their nations on the world stage. With women as our core audience, this collaboration amplifies awareness and inspires them to embrace their brilliance on the field and beyond."

The month-long tournament begins September 30, with India facing Sri Lanka in the opener. Fans can watch all the action live on the Star Sports network, with digital streaming available exclusively on JioHotstar.

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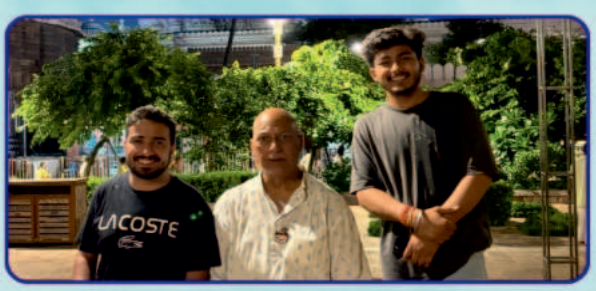

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GLIMPSES

















17th Sept. – 18th Oct., 2025

31 Nights | 375+ Cities | 17000 km

Shemaroo YouTube channel crosses 60mn subscribers

Shemaroo Entertainment has achieved a significant digital milestone, with its flagship YouTube channel crossing 60 million subscribers.

The achievement makes it the seventh most subscribed entertainment channel in India, underlining its strong connect with audiences across age groups.

According to the company, the channel also records over 200 mn monthly views, powered by its expansive library of more than 2,000 titles. The mix spans evergreen Bollywood classics such as 'Amar Akbar Anthony', 'Khuda Gawah', 'Hum Hai Rahi Pyar Ke', and 'Mann', alongside contemporary crowd-pullers including the 'Golmaal' and 'Housefull series', 'Highway',



'Welcome', 'Gupt', 'Mohra', and 'Tridev'.

This latest milestone adds to the larger digital ecosystem of Shemaroo, which now operates over 100 YouTube channels. Collectively, these channels have amassed more than 400 million cumulative subscribers and generate upwards of 2.5 billion monthly views. Among its leading platforms are Shemaroo Filmi Gaane (73.3 million subscribers), Shemaroo Movies (38 million), and Shemaroo Comedy (22 million), each catering to Bollywood and entertainment enthusiasts worldwide.

Saurabh Srivastava, Chief Operating Officer – Digital Business, Shemaroo Entertainment, called the feat a reflection of the brand's ability to adapt and resonate. "Reaching over 60 million subscribers on our flagship YouTube channel is a true testament to Shemaroo's ability to stay relevant and resonate with diverse audiences. This growth reflects the trust of millions of viewers who turn to Shemaroo YouTube channel for wholesome, accessible entertainment, and we are excited to continue shaping the digital entertainment landscape with engaging content offerings," he said.

With its growing global footprint, Shemaroo reaffirmed that the achievement marks not just scale, but its commitment to delivering accessible, timeless, and contemporary Indian cinema to audiences worldwide.

Tourism Ministry partners with Netflix to showcase India's destinations



The Ministry of Tourism (MoT) has announced its first-ever collaboration with global streaming platform Netflix to showcase and promote the cultural richness and diversity of Incredible India.

V Vidyavathi, Secretary, Ministry of Tourism, said in a statement: "This collaboration with Netflix reflects our shared commitment to showcasing India's cultural richness and diversity."

Netflix has already highlighted Indian backdrops in several acclaimed productions — from the lush Nilgiri forests in the Academy Award-winning 'The Elephant Whisperers', to the Andaman Islands in 'Kaala Paani' featuring Mona Singh and Ashutosh Gowariker; the colourful fields of Punjab in Imtiaz Ali's 'Amar Singh Chamkila'; the vibrant streets of Rajasthan in 'Mismatched'; and the misty hills of Kalimpong in Kareena Kapoor Khan's 'Jaane Jaan', IANS reported from New Delhi.

As part of the partnership, MoT and Netflix will work together to identify ways travel destinations can be meaningfully integrated into Netflix's India storylines, ensuring both creative alignment and tourism promotion.

Monika Shergill, Vice President, Content, Netflix India, said: "Through this partnership with the Ministry of Tourism, we're not just reaffirming our commitment, we're celebrating the very soul of India, its diversity, its people, and its voices. Together, we hope to create more opportunities for local talent and communities to thrive, and to share the magic of India with the world."

Netflix has filmed in over 100 cities across 23 states, making it the international streaming service with the widest filming footprint in India. This collaboration marks Netflix's first partnership with a tourism governing body in South Asia, following similar tie-ups with boards in France, Indonesia, Korea, Thailand, Spain, Brazil, and Greece.

Diljit, Imtiaz Ali celebrate International Emmy nods for 'Chamkila'



Filmmaker Imtiaz Ali and actor-singer Diljit Dosanjh have expressed delight over their Netflix film 'Amar Singh Chamkila' bagging two International Emmy nominations, calling it a moment of pride for Punjab and its artists.

The biographical drama, based on the life of the iconic and controversial Punjabi musician Amar Singh Chamkila, has been shortlisted in the TV Movie/Mini-Series category, while Dosanjh has also secured a nomination in the Best Actor category.

According to a PTI report, the International Academy of Television Arts & Sciences announced the nominations in New York on Thursday night, with 'Amar Singh Chamkila' standing out as the lone Indian entry this year.

The film, which tells the story of Chamkila and his wife Amarjot, both of whom were gunned down in 1988 at the peak of their fame, has received acclaim for its authentic portrayal of Punjab's cultural and social realities.

Imtiaz Ali, who directed the film, described it as a tribute to the soil and soul of Punjab. "Amar Singh Chamkila is a rare film because it has to do with the scent of the land of Panjab—its music, its socio-politics, its conflict, its aspirations, and its many problems. The fact that conflict creates art creates conflict was represented through the life of Amar Singh Chamkila in this film. We are all very happy that we could bring the story of Chamkila, such a unique individual, to the fore," Ali said in a statement.

The filmmaker congratulated his entire team and lauded Dosanjh's powerful performance. "I would like to congratulate Diljit Dosanjh twice over because he's also nominated in the Best Actor category. Not for a moment on the shoot was he not Chamkila. It was a wonderful grassroots kind of experience shooting in Punjab for this film," he said.'Dosanjh, who has been widely praised for capturing the essence of Chamkila, called the honour a tribute to the late singer's legacy.

"I feel truly honoured Amar Singh Chamkila, an artist from Punjab, is being recognized and talked about at a global level on such a prestigious stage like the International Emmys. I am grateful to Imtiaz Ali sir for choosing me for the role," the actor-singer said.

The 53rd International Emmy Awards gala will be held in New York City on November 24. 'Amar Singh Chamkila' will compete in the TV Movie/Mini-Series category against 'Herrhausen: The Banker' and the 'Bomb' (Germany), 'Lost Boys & Fairies' (United Kingdom), and 'Vencer o Morir' (Chile). In the Best Actor category, Dosanjh is nominated alongside David Mitchell for 'Ludwig' (UK), 'Oriol Pla for Yo', adicto (Spain), and 'Diego Vasquez for One Hundred Years of Solitude' (Colombia).Produced by Mohit Choudhary, Select Media Holdings LLP, Saregama, and Window Seat Films, the film also starred Parineeti Chopra as Amarjot. The music was composed by A R Rahman with lyrics by Irshad Kamil, adding depth and authenticity to the story of Punjab's beloved yet controversial folk star.

Netflix India's Vice President of Content, Monika Shergill, said the nominations were a proud moment for Indian storytelling. "This story is a celebration of an iconic Indian artist whose music and journey transcended boundaries. These nominations are not only a recognition of the remarkable work of the cast and crew but also a tribute to Chamkila's enduring legacy that continues to inspire," she said.

India has had past success at the International Emmys with 'Delhi Crime' winning Best Drama in 2020 and comedian Vir Das securing the Best Comedy trophy in 2021 for his Netflix special 'Vir Das: Landing'. This year's nominations for 'Amar Singh Chamkila' have once again put Indian talent on the global stage.

KJO marks 45 years of Dharma Productions



Renowned filmmaker Karan Johar celebrated the 45th anniversary of his iconic production house, Dharma Productions, reflecting on nearly half a century of shaping Hindi cinema. The milestone was marked with a special video montage shared by Johar and Dharma Productions on social media, capturing the journey of the banner from its inception in 1980 to its current status as one of Bollywood's most influential film houses.

As reported by IANS, the video montage featured scenes from some of Dharma Productions' most celebrated films, including 'Kuch Kuch Hota Hai,' 'Kal Ho Naa Ho,' 'Kabhi Khushi Kabhie Gham...,' 'Dostana,' 'Ae Dil Hai Mushkil,' 'Kesari,' 'Jigra,' 'Devara,' 'Yeh Jawaani Hai Deewani,' 'Kill,' and the recent release 'Rocky Aur Rani Kii Prem Kahaani.' The compilation showcased the evolution of storytelling under the banner, highlighting its ability to blend commercial appeal with strong emotional narratives and memorable performances.

TRAI submits response to DoT on spectrum allocation for PMRTS

The Telecom Regulatory Authority of India (TRAI) has released its official response to a back-reference from the Department of Telecommunications (DoT) regarding the allocation of spectrum for Public Mobile Radio Trunking Service (PMRTS). The regulator's recommendations focus on ensuring a transparent and fair method for assigning spectrum in this crucial segment.

As per an ANI report, the original recommendations by TRAI were submitted on 20 July 2018, following a reference from DoT dated 13 July 2017 under Section 11(1)(a) of the TRAI Act, 1997. The DoT had sought TRAI's guidance on devising a mechanism for spectrum allocation, including the potential use of auctions, to ensure efficiency and transparency in the PMRTS segment, which caters to sectors such as public safety, transport, and utilities that require reliable mobile radio communication.

After reviewing its 2018 recommendations, the government, through the DoT, issued a back-reference on 21 July 2025 requesting reconsideration of certain points. TRAI conducted a detailed assessment of the DoT's observations and has now finalised its response, which has been made publicly available on its official website, www.trai.gov.in.

The regulator's response is expected to guide the DoT in implementing an allocation mechanism that balances sectoral requirements with market efficiency, reinforcing the critical role of PMRTS in supporting essential services across India.

Insta monthly active users pegged at 3 bn by Zuckerberg

Meta Platforms' Instagram has grown to three billion monthly active (MAU) users, CEO Mark Zuckerberg said on Sept.24 marking another milestone for one of the most popular social media apps in the world.

Meta last disclosed Instagram's user figures in 2022 when Zuckerberg said the app had hit more than 2 billion monthly active users.

Meta, previously known as Facebook, bought Instagram for $1 billion in 2012, a move that had raised questions about the company's strategy as the social media app had begun with just photo-sharing without significant revenue.



Since then the app has grown astronomically and some firms have estimated it will make up more than half of Meta's US ad revenue this year.

A major factor contributing to Instagram's success is the Reels feature, which launched in 2020 and allows users to create short-form content — a market that faces fierce competition from rivals such as TikTok and Google-owned YouTube shorts.

TikTok, owned by Chinese technology behemoth ByteDance, has more than one billion users globally who visit monthly, a company spokesperson said earlier this month.

Reliance cuts stake in Balaji Telefilms to 21%

Reliance Industries has marginally reduced its holding in Ekta Kapoor-led Balaji Telefilms, with its stake falling to 21.07 percent in FY25 from 24.82 percent in the previous fiscal, the company's annual report has revealed.

According to a report by The Economic Times, Reliance continues to remain the largest non-promoter shareholder in the production house despite the trimming. The conglomerate had first picked up close to 25 percent in Balaji Telefilms back in 2017, when it invested Rs.413 crore through a preferential issue as part of its larger Jio content strategy.

Balaji Telefilms, promoted by Ekta Kapoor and Shobha Kapoor, has been a leading player in television content production and has also made its presence felt in films and digital entertainment. Reliance's investment in the company was seen as a key step in strengthening content play for Jio's digital platforms, where original programming and exclusive rights to Balaji's library were seen as strategic assets.

Prime Video to stream NZ 2025-26 home cricket season in India

Prime Video has announced that it will live-stream every match of New Zealand's 2025-26 home cricket season for audiences in India. Starting October 1, 2025, and running through March 2026, cricket fans can catch all formats line Tests, ODIs, and T20Is, featuring both the Black Caps and the White Ferns. This includes thrilling encounters with Australia, England, West Indies, South Africa, and Zimbabwe, promising one of the most action-packed New Zealand home seasons in recent years.



According to a Prime Video press release, the season will kick off with the Black Caps hosting Australia in a three-match T20I series from October 1 to 4. England follow with a white-ball series, featuring three T20Is and three ODIs from October 18 to November 1. November will see the West Indies tour for a full schedule, comprising five T20Is, three ODIs, and three Tests from November 5 to December 18.

The season concludes in March 2026 with South Africa arriving for a five-match T20I series, including several double-headers alongside women's fixtures. Meanwhile, the White Ferns will face Zimbabwe Women for the first time in three T20Is and three ODIs between February and early March 2026. Matches will be played across nine of New Zealand's iconic venues, giving viewers nonstop cricketing drama.

Fans can expect top international stars to feature in the season. The Black Caps' lineup includes Rachin Ravindra and Mitchell Santner, while Australia will field Pat Cummins, Travis Head, and Josh Inglis. The West Indies bring talents like Roston Chase and Jomel Warrican, and South Africa, the current World Test Championship holders, will be led by Aiden Markram and Temba Bavuma. On the women's side, the White Ferns, captained by Sophie Devine, will take on Zimbabwe and South Africa, including players like Craig Ervine, Sikandar Raza, and Laura Wolvaardt.

With historic firsts, high-stakes rivalries, and a packed international calendar, Prime Video promises Indian viewers a front-row seat to every thrilling moment of New Zealand cricket's home season. Subscribers can stream all matches live through the Prime Video app, ensuring they don't miss a single boundary, wicket, or game-changing performance.

Jimmy Kimmel's late night TV return has 16mn digital views

Jimmy Kimmel's monologue on his return to US late-night television on Sept. 23 after Walt Disney lifted his suspension has been seen 16 million times on Google's YouTube and Meta's Instagram.

By noon, Kimmel's monologue had 11 million views on YouTube and 5 million on Instagram. Broadcast ratings for Tuesday's show were not yet available, a Reuters report stated till the time of writing this report.

Kimmel returned to the air six days after his remarks about the murder of right-wing activist Charlie Kirk led Disney to suspend his show under pressure from President Donald Trump's administration. Disney initially said some of Kimmel's remarks were "ill-timed" and "insensitive".

The company's decision to cut short Kimmel's exile marked a high-profile act of corporate defiance in the face of Trump's escalating crackdown on perceived enemies in the media through litigation and regulatory threats.

Kimmel on Tuesday defended political satire against "bullying" from Trump and officials in his administration. Kimmel's voice choked with emotion, moments after he took the stage to a standing ovation, and he said: "It was never my intention to make light of the murder of a young man. I don't think there's anything funny about it."

Last week Kimmel had said Trump's supporters were eager to characterize Kirk's assassin "as anything other than one of them" and accused them of trying to "score political points" from Kirk's killing.

Nexstar Media Group and Sinclair both opted on Tuesday to keep 'Jimmy Kimmel Live' off their combined 70 owned and operated ABC stations, which account



for about 23 percent of US households. That meant the show was not seen over the air in places like Seattle, Salt Lake City, Utah, Nashville and New Orleans, among other markets. It also did not air in Washington, D.C.

However, Disney offers Kimmel's show for viewing on a number of streaming apps, which are accessible all over the country.

In response to Kimmel's remarks last week, US Federal Communications Commission Chairman Brendan Carr threatened an investigation of ABC and its affiliates. He urged television stations to drop Kimmel's show or face possible fines and revocation of their broadcast licenses.

TV9 Network hosts second News9 Global Summit 2025 in Germany

TV9 Network, India's leading news broadcaster, is set to host the second edition of the News9 Global Summit – Germany Edition from October 9–10, 2025, in Stuttgart, marking a significant milestone in the India-Germany strategic partnership. The summit, themed 'Democracy | Demography | Development: The India-Germany Connect,' brings together policymakers, corporate leaders, and thought leaders to explore opportunities in trade, technology, and bilateral collaboration.

According to a TV9 Network press release, the summit is presented by the Government of Maharashtra and the Maharashtra Industrial Development Corporation (MIDC), co-hosted by VfB Stuttgart, and supported by the State of Baden-Württemberg. The event builds on a pan-German footprint that began in Berlin on October 6, where over 200 innovators, startups, and investors participated in the official launch at the AXICA Convention Centre. The opening included a keynote by H.E. Ajit Gupte, India's Ambassador to Germany, and a News9-moderated dialogue on the automotive sector, setting the stage for the main event in Stuttgart.



Barun Das, MD & CEO of TV9 Network, emphasized the summit's strategic significance: "The Germany Edition of the News9 Global Summit arrives at a pivotal moment when the India-Germany partnership is not just marking 25 years, but also redefining the next 25. This Summit is about more than dialogue; it is about building trust in a multipolar world. Stuttgart, a hub of engineering, innovation, and diplomacy, provides the perfect backdrop for India's narrative as the world's fastest-growing major economy."

The summit boasts a robust coalition of partners, with Fintiba and Barmer as Gold Partners, MHP – A Porsche Company and Tata Ace Pro as Silver Partners, and TK as Health Partner. Associate partners include MMRDA, CIDCO, Maharashtra Tourism, and SRA Brihan Mumbai, while GICC drives the innovation agenda, with Karlsruhe as Session Partner and A Heinrich as Celebration Partner.

The event features a stellar lineup of policymakers and industry leaders from Germany and Europe, including Johann David Wadephul, Federal Minister for Foreign Affairs, Nina Warken, Federal Minister of Health, Maroš Šefcovic, European Commissioner for Trade, along with regional leaders such as Winfried Kretschmann, Minister-President of Baden-Württemberg, and Frank Nopper, Lord Mayor of Stuttgart. From India, virtual participation includes Maharashtra CM Devendra Fadnavis, while in-person dignitaries include Anurag Singh Thakur and Uday Samant.

The summit also welcomes corporate and innovation leaders, including Andreas Lapp, Joachim Erdle, Bernd-Otto Hörmann, Anja Hendel, Honza Ngo, Jan-Frederik Dammenhain, Karl-Heinz Grossmann, Captain Michael Giss, and Gunnar Mey. From India, leaders such as Vivek Lall, Pankaj Vyas, Anandi Iyer, and Ujjwal Jyoti will provide insights on industry trends, while creative voices including Chef Kunal Kapur and Captain Zoya Agarwal will add cultural depth.

The News9 Global Summit 2025 – Germany Edition underscores the growing collaboration between India and Germany, celebrating 25 years of strategic partnership while charting a path for deeper engagement across democracy, demography, and development, and strengthening bilateral ties in the years to come.

NDTV Profit IGNITE's Diwali edition to spark ideas, innovation

As India welcomes Samvat 2082, NDTV Profit is set to illuminate the start of the new year with the Diwali edition of its flagship thought leadership platform, IGNITE. The event, designed to bring together the nation's leading minds in finance, business, and entertainment, promises a blend of insights, innovation, and practical strategies for investors, corporates, and policymakers.

According to a NDTV press release, IGNITE serves as a platform to spark conversations, uncover opportunities and inspire action. This special Diwali edition will host a stellar lineup of industry leaders, including Manish Chokhani of Enam Holdings, Ramesh Damani of BSE, Nilesh Shah of Kotak

Mahindra AMC, Ashishkumar Chauhan of NSE, Nimesh Shah of ICICI Prudential AMC, Vijay Kedia, Vivek Oberoi, and founders of Screener AI, among others.

Through fireside chats, panel discussions, and one-on-one sessions, the event will explore themes such as AI's transformative role in trading, market strategy evolution, wealth creation through SIPs, retirement planning, GST-driven consumption growth, and the interplay of money and markets.

Rahul Kanwal, CEO & Editor-in-Chief of NDTV, emphasized the festival's significance in fostering dialogue, saying, "Diwali is a celebration of light, renewal, and new beginnings. IGNITE embodies the same spirit – bringing together ideas, perspectives, and innovation as India steps into Samvat 2082. We aim to create conversations that inspire change, encourage collaboration, and illuminate pathways to growth for businesses, investors, and policymakers alike."

Mandeep Singh, Revenue Head–Network TV, NDTV, added that IGNITE blends strategy with celebration. "This Diwali edition is about building bridges between markets, corporates, and policymakers—and creating opportunities that will resonate throughout Samvat 2082. For NDTV Profit, it is a platform to connect, collaborate and catalyze growth across



sectors," he said.

By integrating celebration with strategic insights, NDTV Profit IGNITE – Diwali Edition aims to offer a holistic view of India's economic and corporate landscape.

Aaj Tak to host 'Panchayat Aaj Tak – Bihar' ahead of assembly elections

Ahead of the upcoming Bihar Assembly elections, Aaj Tak, India's leading Hindi news channel, is set to host 'Panchayat Aaj Tak – Bihar' in Patna on Thursday, October 16. The day-long event promises high-voltage discussions, bringing together prominent political leaders, policymakers, and influencers to debate key issues and chart the state's future.



According to a press release issued by Aaj Tak, the event will feature an array of influential speakers across the political spectrum. Among those slated to participate are Union Home Minister Amit Shah, Union Education Minister Dharmendra Pradhan, Former Union Minister Ravi Shankar Prasad, Jitan Ram Manjhi, Chirag Paswan, Tejashwi Yadav, Prashant Kishor, Mukesh Sahani, Upendra Kushwaha, Pawan Khera, Rajesh Ranjan 'Pappu Yadav', and Kanhaiya Kumar.

Panchayat Aaj Tak, known for setting the tone for political discourse during election seasons, aims to foster candid conversations between leaders, analysts, and citizens. The Bihar edition is expected to focus on governance priorities, youth aspirations, socio-political trends, and the challenges facing the state, while exploring pathways to sustainable development and inclusive growth.

The event, marked by spirited debates and insightful discussions, will serve as a platform for voters to engage with the ideas and policies shaping Bihar's political landscape. As the state heads to the polls in November, 'Panchayat Aaj Tak – Bihar' promises to be a defining moment in understanding the strategies, vision, and priorities of both established and emerging political voices in the region.

Network18 Q2FY26 results: Revenue rises 7% despite weak ad market

Network18 Media & Investments Limited has reported a steady 7.2 percent year-on-year rise in operating revenue for the quarter ended September 30, 2025, reflecting resilience amid a sluggish advertising market. The company's operating revenue stood at Rs.477.2 crore in Q2 FY26, compared to Rs.445.3 crore in the same period last year and Rs.430.4 crore in Q1 FY26. The growth, despite a 7 percent decline in TV news industry inventory demand, was driven by stronger pricing yields and Network18's robust operating performance across key markets.

According to a press release issued by Network18, the results highlight a positive trend for the overall news media industry, with expectations of continued growth through the next two quarters. The company credited non-news verticals such as Moneycontrol Fintech and Creator18 for contributing significantly to the revenue momentum, helping offset the pressure from the broader advertising slowdown.

In a move reaffirming its regional dominance, Network18 has acquired the remaining 50 percent stake in IBN Lokmat News Pvt. Ltd., which operates News18 Lokmat, for Rs.25 crore. Following the acquisition, News18 Lokmat becomes a wholly owned subsidiary of the company. The Marathi news channel has maintained a strong growth trajectory over the past three years and continues to lead in its segment. Network18 said the acquisition will enable a more integrated experience for Marathi viewers across its television and digital platforms.

Sonu Nigam to perform live on Dal Lake in historic tribute to Rafi

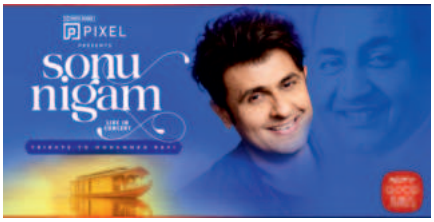
NDTV Good Times is bringing Sonu Nigam for a live concert on Sunday, October 26, 2025, at the SKICC, with the majestic Dal Lake and the Himalayan peaks forming a breathtaking backdrop. The evening will not only showcase Nigam's most celebrated Bollywood hits but also serve as a heartfelt tribute to the legendary Mohammed Rafi, whose centenary year is being marked with this grand celebration.

According to an NDTV press release, the concert will be the first of its kind in the valley, transforming Srinagar into the stage for a musical experience of global scale. For audiences, the chance to hear Rafi Saab's timeless classics reimagined by Sonu Nigam is expected to be a once-in-a-lifetime experience — a confluence of memory, legacy, and artistry.

Speaking about the occasion, Sonu Nigam said, "It is more special because we have not seen the celebration of 100 years of the late Mohammed Rafi Sahab at Dal Lake. Can you imagine! The whole world knows my connection with my peer, my guru, my inspiration but celebrating his legacy at Dal Lake in Kashmir, celebrating the zest of Kashmir is going to be really wonderful and special. Looking forward to seeing you all there."

Rahul Kanwal, CEO & Editor-in-Chief, NDTV, described the event as a defining cultural moment. "Good Times was created as a canvas for India's most extraordinary cultural expressions. To bring Sonu Nigam to Srinagar, with the Dal Lake as his stage, is an affirmation of India's confidence in presenting its heritage, its beauty, and its artistry to the world," he said.

Echoing the sentiment, Rahul Kumar Shaw, Chief Experiences Officer, NDTV Good Times, added, "When we said Good Times will be about extraordinary experiences, this is what we meant. Sonu Nigam at Dal Lake is a never-seen-before cultural spectacle that puts Srinagar on the world stage. We've promised audiences that every NDTV Good Times experience will be bigger, richer, and more immersive, and this evening is exactly what we promised."



The choice of venue itself is symbolic. SKICC, nestled along the Dal, is expected to mirror the glow of the stage as dusk settles, fusing nature and performance into an unforgettable spectacle. The event is not only a tribute to Rafi but also an attempt to reimagine Kashmir's place on the global cultural map.

Tickets for the concert are available exclusively on District, with limited seating and high demand expected for what is being described as an unmissable evening in the valley's cultural history.

On October 26, as Sonu Nigam's voice rises above Dal Lake, Srinagar will echo with nostalgia, hope, and the immortal magic of Mohammed Rafi.

ET NOW Swadesh celebrates 4th anniversary

ET Now Swadesh, India's leading Hindi business news channel, is set to celebrate its 4th anniversary on October 3, 2025. Over the past four years, the channel has emerged as the fastest-growing Hindi business news platform, championing financial empowerment for viewers and investors while connecting their growth to India's broader economic success.

Built on the theme 'Sachchai, Atoot Vishwas aur Sateek Disha Nirdesh' (Truth, Unwavering Faith, and Precise Guidance), ET NOW Swadesh marks its anniversary with a day-long lineup of high-impact programming. The special segments will feature insights from top market experts, analysts, strategists, fund managers, corporate leaders, C-suite executives, and prominent voices from key industries.

The anniversary programming, themed 'Swadesh Ke Chaar Saal, Bharosa Beshumaar', will include engaging segments such as 'Swadesh Ke Chaar Saal, Aap Banenge Malamaal' with guests like Nilesh Shah (MD, Kotak MF), Swarup Mohanty (VC & CEO, Mirae Asset Investment), Samir Arora (Founder, Helios Capital, Singapore), Devina Mehra (Chairperson & Chief Investment Strategist, First Global) and Gautam Shah (Founder, Goldilocks Global Research). Other segments include 'Swadesh Ke Chaar Saal, Bharosemand Diggajon Ke Saath', featuring Radhika Gupta (MD & CEO, Edelweiss Mutual Fund), Cheenu Gupta (CFA, Fund Manager – Equity, HSBC Mutual Fund), Manish Sonthalia (CIO, Emkay Investment Managers Ltd), Feroze Azeez (Deputy CEO, Anand Rathi Wealth), and Rishi Anand (MD & CEO, Aadhar Housing Finance Ltd.).

Additionally, the day will feature 'Swadesh Ke Chaar Saal, Charcha NSE Ke Saath' with Ashish Kumar Chauhan (MD & CEO, NSE), 'Swadesh Ke Chaar Saal, Charcha BSE Ke Saath' with Sundararaman Ramamurthy (MD & CEO, BSE), and 'Swadesh Ke Chaar Saal, SIP Hai Bemisal' focusing on mutual fund fundamentals with Vishal Kapoor (Vice Chairman, AMFI).

Vineet Jain, Managing Director, The Times Group, extended his congratulations on the occasion, saying, "I congratulate ET NOW Swadesh for completing four remarkable years of financially .

‘Teen Taal’ heads to Lucknow to celebrate S2’s 125th episode

Aaj Tak Radio’s ‘Teen Taal ‘– India’s No.1 ranked Hindi podcast and a consistent chart-topper on Apple Podcasts and other leading platforms – is set to bring its live magic to Lucknow on Saturday, 4th October, for the special recording of its 125th episode of Season 2.



After the overwhelming success of its 100th episode celebration in Pune, which drew a massive audience including fans who flew in from abroad, the podcast is now ready to charm audiences in the ‘City of Nawabs’. Lucknow will witness an evening packed with Teen Taal’s signature humour, sharp satire, and engaging conversations – a treat for fans eager to experience the podcast live.

The beloved trio of Kamlesh Kishore Singh (Tau), Kuldeep Mishra (Sardaar), and Asif Khan (Khan Cha) will take the stage with their trademark wit, turning everyday stories into a delightful mix of hilarity and reflection. Listeners can look forward to an evening of spirited banter, cultural commentary, and sharp observations that have made Teen Taal one of India’s most-loved podcasts.

The Lucknow event promises not just entertainment but also intimacy and interactivity. Fans will get the chance to meet the hosts, share laughter, and become part of the live recording of this landmark episode before it streams to audiences worldwide.

With its unique blend of satire, storytelling, and cultural insights, ‘Teen Taal’ continues to captivate listeners across India and beyond. The 125th episode marks yet another milestone in its journey of celebrating conversations and connecting with audiences at a deeper level.

Seats are limited and registrations are now open. Fans are encouraged to secure their spots early for an unforgettable evening of stories, satire, and live energy as ‘Teen Taal’ celebrates this milestone in style.

On Live Times, BJP’s Rudy says confident of Bihar poll win

Senior BJP leader and former Union Minister Rajiv Pratap Rudy has claimed that NDA is set to form the government in Bihar again. In an exclusive interview at Live Times show ‘Point Blank’, Rudy said “the people of Bihar have already made up their mind in favour of the NDA.”



Talking to Deepak Chaurasia, the show’s anchor and senior journalist, Rudy also took a swipe at the ongoing family feud in RJD chief Lallu Yadav’s family.

“Those who served him with loyalty deserved Rajya Sabha representation, but family feuds seem to have taken precedence.” he quipped. Rudy also dismissed Prashant Kishor’s political claims and said, “In just three years, no one can claim to capture the pulse of a state as layered and complex as Bihar.”

Speaking on the significance of the episode, Dilip Singh, Founder of Live Times , highlighted, “The episode will add fresh perspective on the upcoming polls in the state. ‘Point Blank’ is not about sensationalism, it is about getting the facts revealed to the viewers directly from the horse’s mouth.”

NDTV World Summit 2025 to host two serving, two former Prime Ministers



The NDTV World Summit 2025 is set to become a landmark global event, bringing together some of the world’s most influential leaders, including Prime Minister Narendra Modi of India, Sri Lankan Prime Minister Harini Amarasuriya, former UK Prime Minister Rishi Sunak, and former Australian Prime Minister Tony Abbott. Scheduled for October 17-18 in New Delhi, the Summit promises a rare convergence of two serving and two former Prime Ministers, underscoring its significance as a forum for shaping urgent global conversations.

According to an NDTV press release, the Summit will serve as a platform where leaders, innovators, thinkers, and cultural icons deliberate on issues defining the modern era. Against the backdrop of volatility, uncertainty, and global transformation, discussions will span geopolitics, technology, ecology, culture, economic architecture, and societal imagination, moving beyond analysis toward reimagination and renewal.

The 2025 edition, themed ‘Edge of the Unknown: Risk. Resolve. Renewal.’, invites participants to confront uncertainty with creativity, approach challenges with deliberate resolve, and envision utures not bound by the past. The Summit’s strength lies not only in the participation of these global leaders but also in the diverse voices from business, innovation, culture, and ethics, all converging to chart new possibilities for the world.

Rahul Kanwal, CEO & Editor-in-Chief, NDTV, remarked, “The NDTV World Summit 2025 is a crucible of influence where ideas, imagination, and intention converge. The presence of two serving Prime Ministers and two former Prime Ministers, alongside a wide constellation of global leaders and changemakers, is a powerful testimony to the urgency the Summit creates. It reflects India’s position at the heart of the world’s conversation and its growing role in shaping a collective future.”

NDTV, Dettol mark 12th season of 'Banega Swasth India' with new health initiative

NDTV and Dettol have announced the landmark 12th season of 'Banega Swasth India', the country's longest running television health campaign, with a promise to bring transformative launches, impactful partnerships and a renewed call for action towards building a healthier India.

According to an NDTV press release, this year's campaign telethon will be held on October 2, 2025, with actor and campaign brand ambassador Ayushmann Khurrana setting the tone through an invocation of the theme "I Am the Change" and the call for action "Mere Dus Gaz Se Viksit Bharat Tak" ("From My Ten Yards to a Developed India"). The initiative aims to encourage every citizen to become an agent of health transformation—at home, in communities and nationwide.





Among the new launches is 'Hygieia', India's first AI-powered hygiene chatbot available in 22 local and four global languages, designed to democratize health guidance. The season will also unveil the Swasth Bharat Champ Hygiene Loyalty Card Program—a non-financial loyalty scheme for children that uses gamification and rewards to build healthy habits. In addition, the Dettol Accessibility Curriculum, described as a world-first, will provide digital health education for children with visual, hearing, and developmental challenges, ensuring inclusivity and equity.

The telethon will also present awards for maternal and child health tech accelerators and showcase success stories from Dettol hygiene champions, schools and community partners, highlighting the campaign's decade-long impact. The programme will feature President Droupadi Murmu as a special guest, alongside leaders such as Uttar Pradesh Governor Anandi Ben and Odisha Chief Minister Vishnu Deo Sai. Cultural performances and appearances by stars including Malaika Arora, Nimrat Kaur and Jasmine Sandlas will add to the movement's reach.

Rahul Kanwal, CEO & Editor-in-Chief, NDTV, said the campaign has become a people's movement. "Banega Swasth India has evolved into a movement that inspires every citizen to contribute to the nation's health journey. In its 12th season, with innovations like Hygieia and inclusive programs for every child, the campaign demonstrates that purposeful individual action can transform communities—and collectively, guide India towards a Viksit Bharat by 2047," he said.

Gaurav Jain, Executive Vice President – South Asia, Reckitt, underlined the long-term commitment of the partnership. "With the theme 'I Am the Change' and the call 'Mere Dus Gaz Se Viksit Bharat Tak', we're inspiring a collective movement towards a healthier, more prosperous India. Every individual has the power to be an agent of change," he noted.

Having already reached 26 million children and enabled more than 38 billion handwashing occasions, the campaign enters its 12th year with renewed vigour, carrying forward its pledge towards health equity and the vision of Viksit Bharat 2047.

Zee Business partners Entrecon '25

Zee Business, India's leading Hindi business news channel, has announced its exclusive collaboration with Entrecon 2025, one of the country's most ambitious entrepreneurship conclaves. Scheduled for October 9 and 10 at IIM Lucknow – EIC, NOIDA, the second edition of Entrecon is set to bring together some of the sharpest entrepreneurial and investment minds in the country.

According to a Zee Business press release, the conclave will feature over 400 startups, 100 investors, 80 corporates, and more than 50 eminent speakers, making it a landmark event in India's innovation ecosystem. The initiative is designed as a high-powered platform to scale ideas, foster collaborations, and connect capital with creativity, while positioning Indian entrepreneurship as a driving force on the global growth map.

Through its LIVE coverage, Zee Business will ensure that the dynamic exchange of ideas, opportunities, and partnerships reaches millions of viewers across the country. The channel will also amplify the conclave's impact with an extensive digital campaign, including real-time updates, speaker highlights, behind-the-scenes glimpses, and thought-led conversations across social media platforms such as Twitter, Instagram, LinkedIn, and YouTube.

The event's speaker lineup features a diverse mix of industry leaders, investors, entrepreneurs, and influencers, including Ashish Agarwal (Resurgent India), Navin Honagudi (Elev8 Partners), Rohit Bhayana (Lumis Ventures & Oister Global), Dr. Anish Agarwal (Warner Bros. Discovery), Anupriya Goenka (Actor & Entrepreneur), Deep Bajaj (Sironha), Dr. Anurag Batra (Business World), Nishant Barnwal (Jindal Group Advisory), Girish Shivani (Yournest Ventures), Amit Singhal (Fluid Ventures), Addison Appu (Thinkuvate), Aditya Arora (Faad Network), Pradeep Lokhande (Rural Relations), Natwar Agrawal (Bacca Bucci), Ashish Taneja (GrowX Ventures), and Abhimanyu Bisht (Spyre Proptech).

Aaj Tak to host Health Summit 2025 on Sept 29

Aaj Tak, India's leading news channel, has announced the launch of the first edition of 'Health Summit 2025', which will take place on September 29, coinciding with World Heart Day.

The summit aims to highlight the country's growing silent health emergency, as India faces over 100 million cases of diabetes, increasing obesity, fatty liver conditions, and mounting mental health challenges.

According to an Aaj Tak press release, the summit will act as a high-impact platform designed to drive awareness, encourage early action, and inspire collective responsibility towards building a healthier nation. The event will feature a series of expert-led and relatable conversations to engage both citizens and policymakers in addressing urgent health concerns.

The day-long summit will bring together some of the most influential names in healthcare and policy. Eminent guests expected to attend include J P Nadda, Union Minister of Health and Family Welfare and National President of the BJP; Yoga Guru Swami Ramdev; Dr. Ashok Seth, Chairman of Fortis Escorts Heart Institute; Dr. Rakesh Yadav, Professor of Cardiology at AIIMS Delhi; Dr. Manoj Kumar, Principal Director of Cardiac Sciences at Max Healthcare; Dr. Neelam Mohan of Medanta – The Medicity; Dr. Ravi Malik, CMD of Malik Radix Hospital; Prof. Dr. SK Sarin, Director of ILBS; Dr. Shashank R Joshi, Endocrinologist and Diabetologist; Dr. Samir Parikh, leading Psychiatrist; and Dr. Sandeep Vohra, Neuropsychiatrist.

Adding further weight to the discussions, several key policymakers will also be present. Among them are Union Minister of State for Health and Family Welfare Anupriya Patel, Uttar Pradesh Deputy Chief Minister Brajesh Pathak, Delhi Health Minister Pankaj Kumar Singh, Uttarakhand Health Minister Dhan Singh Rawat, and Madhya Pradesh Minister of Sports and Youth Welfare Vishvas Sarang. Their participation will ensure robust dialogue between medical experts and policymakers to shape impactful strategies.

Anchored by Aaj Tak's most trusted voices, the summit will cover a wide range of pressing topics, from cardiovascular health and childhood lifestyle diseases to obesity, nutrition myths, and mental well-being. Organisers say the event is designed to go beyond conversation, offering actionable insights and building pathways for a fitter, stronger, and more resilient India.

ET NOW expands line-up with 'South Central', 'The Interview with Ayesha Faridi'

English business news channel ET NOW has announced the launch of two flagship shows — 'South Central' and 'The Interview with Ayesha Faridi' — further strengthening its programming slate with a mix of regional insight and in-depth conversations.

In a press release, Times Network said South Central will debut on Monday, September 29, airing weekdays from 5.30 pm to 6.00pm. Anchored by Jude Sujendran, the show will explore South India's growing importance as both an economic engine and a cultural powerhouse. Covering the five southern states, it will span business and economy, politics and policy, cinema and culture, as well as food and lifestyle — offering viewers a comprehensive view of the region's influence on India's future.

'The Interview with Ayesha Faridi', premiering on Friday, October 3 at 3.30 pm, will showcase candid and meaningful 25-minute conversations with some of India's most powerful voices. Hosted by Ayesha Faridi, Executive Editor, ET NOW and ET NOW Swadesh, the show will feature marquee leaders from business, markets, policy, sports, and culture. Each episode promises to move beyond daily headlines, unpacking bold decisions, untold stories, and insider strategies shaping India's present and future.

Commenting on the launch, Times Network said, "With 'South Central' and 'The Interview with Ayesha Faridi', ET NOW further strengthens its commitment to delivering high-impact programming that goes beyond fleeting headlines. Both the shows embody our vision of combining sharp analysis with engaging narratives, offering viewers unmatched perspectives on the people and forces shaping India's economy, politics, and culture."



Part of Times Network, ET NOW has established itself as India's premier English business news channel, reaching audiences across 16 countries. Beyond markets and finance, the channel is known for incisive coverage of the economy, policy, and development under its ethos 'Rise with India'. Its existing line-up includes marquee market shows such as 'The Market, First Trades, and Closing Trades'.

With the launch of 'South Central' and 'The Interview with Ayesha Faridi', ET NOW is aiming to broaden its storytelling canvas, combining sharp regional focus with thought leadership at the national and global stage.

Zee News to launch new tech-auto show 'Zee Tech & Torque'

Zee News is gearing up to launch a brand-new show, 'Zee Tech & Torque', on September 28 at 3.30 pm, promising viewers a unique blend of technology and automobiles. The show will go live across Zee News' linear and digital platforms, along with Techlusive, bringing together futuristic gadgets, powerful machines, and everything in between.



The announcement was made through a LinkedIn post update, highlighting the channel's vision of creating a one-of-its-kind space that bridges the worlds of technology and the automobile sector. Positioned as a destination for tech lovers, auto enthusiasts, and curious minds alike, 'Zee Tech & Torque' aims to capture the latest reviews, innovations, expert insights, and trends that are shaping the future of both industries.

With this launch, Zee News is pitching the show as more than just a series — it's being positioned as the start of a new era in storytelling where technology and automobiles converge. The network has promised that the program will offer something for everyone, whether it is brands looking for insights, consumers seeking trustworthy updates, or enthusiasts who want to stay ahead of the curve.

Scheduled to debut this Sunday, the show is expected to set a new benchmark in infotainment programming, blending deep insights with engaging presentation. 'Zee News' has urged viewers to "tune in, engage, and experience the future" with 'Zee Tech & Torque'.

News18 Kannada launches 'Namma Run' marathon in Bengaluru on Sept 28

News18 Kannada has announced its first-ever city marathon, 'Namma Run – South Edition', which will take place in Bengaluru on September 28, 2025, at St. Joseph's Ground, opposite UB City. The event promises to be more than just a race, positioning itself as a fitness festival that celebrates health, inclusivity, and community spirit by bringing together participants of all age groups.

According to a News18 Kannada press release, the marathon will be flagged off by iconic Kannada actor Shiva Rajkumar, fondly known as 'Karunada Chakravarthy'. His presence is expected to add star power and a strong sense of local pride to the city's first edition of this initiative. The event offers a wide range of categories designed to ensure participation from everyone, whether children, families, fitness enthusiasts, or seasoned runners.

For kids, there are 1 km and 2 km fun runs, along with a 3 km timed run. Adults and senior citizens can participate in the 3 km walkathon, while other options include 5 km and 10 km fun runs. For competitive runners, timed 5K and 10K runs are also part of the lineup, making 'Namma Run' a true blend of recreation and competition.

This is the debut edition of the 'Namma Run' series, beginning in Bengaluru before expanding across South India. The initiative will travel to Hyderabad in November, Chennai in December, and Kochi in January/February, offering cities across the region an opportunity to come together in the spirit of health and fitness. Registrations for the Bengaluru edition are now open, inviting citizens to lace up for a day of high-energy celebration.

The event is supported by several prominent sponsors and partners. Casagrand joins as the Presenting Sponsor, while Amity University is on board as Co-Presenting Sponsor. The marathon is powered by Fybros Smart Electrical Creations and Reliance, with Off Limits as the Sports Merchandise



Partner and Narayana Health as the Health Partner. Decathlon has come on as the Sports Partner, alongside Special Partners Prominence, Repose Mattress, and Meenakshi TMT. Twin Birds has also joined as an Associate Partner.

With its mix of star appeal, inclusivity, and community engagement, 'Namma Run' is set to create a landmark fitness festival in Bengaluru, combining the joy of running with the celebration of togetherness.

Zee News unveils bold new identity with next-gen studio experience



Zee News, one of India's most iconic and influential news channels, has opened a bold new chapter in its legacy with the launch of a distinct visual identity and a next-generation studio experience. The transformation marks a significant evolution in how the channel curates, presents, and delivers news to its audiences, aligning itself with the needs of a digitally savvy generation that seeks clarity, credibility, and engagement in equal measure.

According to a press release, this overhaul is not limited to cosmetic changes but signals a deeper editorial shift powered by viewer insights and data-driven planning. The new presentation format combines cutting-edge storytelling with modern anchoring, where news is delivered through interactive visuals, live data explainers, and immersive technologies. Anchors will now have access to dynamic formats that make news both accessible and visually compelling, reaffirming Zee News' commitment to empowering audiences with meaningful and trustworthy information.

For more than two decades, Zee News has stood as a symbol of credible journalism, often pioneering new benchmarks in editorial innovation and technological adoption. The reimagined design, featuring a modern red, blue, and white palette, breaks away from the industry's traditional dark reds and yellows. The result is a clutter-free, sharp, and distinctive look that mirrors the channel's editorial philosophy — clarity, credibility, and connection.

The new studio has been meticulously crafted to sharpen editorial delivery and storytelling impact. From advanced lighting and modular anchor zones to augmented reality explainers and dynamic data walls, every element has been engineered to create an immersive news experience. This futuristic setup ensures that stories are not just reported but also experienced, giving audiences richer context and deeper engagement.

Editorially, Zee News has shifted its approach from headline-driven coverage to insight-led storytelling, with content now planned through robust data analytics and audience research. New formats such as 'Guest Editor' and 'Editor of the Day' aim to democratise the newsroom by including experts, thought leaders, and citizen voices in shaping editorial agendas. This step underscores the channel's vision to reflect the plurality of India's discourse while staying rooted in journalistic integrity.

Rahul Sinha, Managing Editor of Zee News, called the revamp "historic," adding, "Today, we are entering an era where news is not just reported but experienced. Our bold new identity gives Zee News a sharp, futuristic edge that sets us apart in an industry of lookalikes."

ABP Network rises to second spot on Comscore VMX rankings

ABP Network has strengthened its position as one of India's leading digital news platforms, according to the latest Comscore VMX-Multi-Platform data for July 2025.

The network recorded over 110.7 million unique users and secured the second spot among India's video platforms, surpassing competitors including India Today, Zee Digital, Times Network, and NDTV.

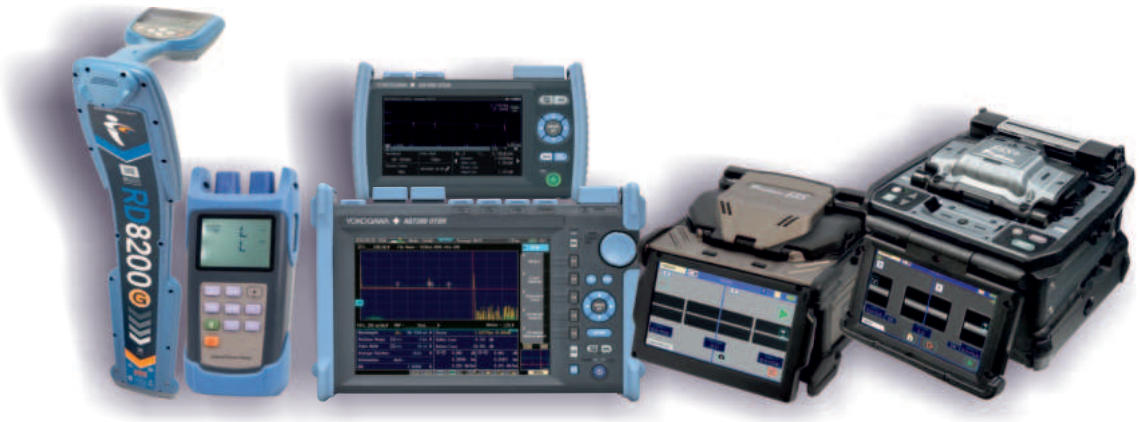
According to an ABP Network press release stated that the platform garnered 765 million video views in July 2025, highlighting its growing reach and audience engagement. Earlier in the month, the network also ranked fourth on the Comscore MMX MP rankings, with 145.7 million unique users when social metrics were included.

ABP Network has shown particularly strong performance across regional markets. ABP Majha retained its #1 position in the Marathi segment for both June and July 2025, reaching 16 million unique visitors and outperforming rivals like TV9 Marathi and News18 Lokmat. ABP Ananda ranked second in the Bengali market with 7.3 million users and 94.1 million video views, while ABP Asmita secured the second spot in the Gujarati market with 4.4 million unique visitors and 37 million video views. In the Hindi segment, ABP News achieved the fourth position with 36.8 million unique users.

The network's steady rise underscores its commitment to delivering high-quality journalism tailored for India's diverse regional audiences. Focused on innovation and expanding its digital footprint, ABP Network continues to be a credible and influential voice in the country's media landscape.

ABP Network, with nearly a century-long legacy, operates a multi-language portfolio reaching over 528 million individuals in India, combining its broadcast and digital strengths. Its content arm, ABP Studios, creates and licenses original entertainment beyond news, reflecting the group's ongoing commitment to storytelling and audience engagement.

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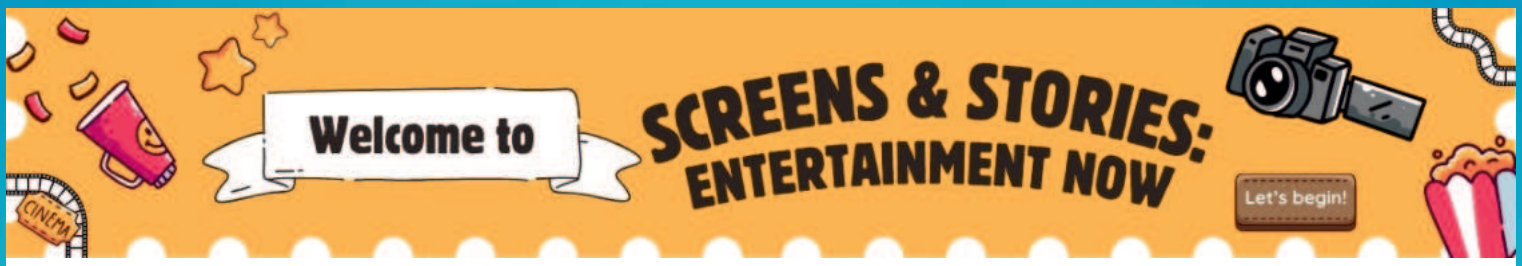
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SRK tops IMDb report as India's most prolific star

Bollywood superstar Shah Rukh Khan has emerged as India's most prolific star, featuring in 20 out of 130 most popular Indian movies, said a new report by IMDb.

The report, titled '25 Years of Indian Cinema (2000-2025)', was released on Tuesday by IMDb, the global movie database with over 250 million monthly users.

It is based on the top five most popular Indian movies released each year between January 2000 and August 2025, collectively accounting for more than 9.1 million user ratings worldwide.



According to the study, Khan dominated the early 2000s, starring in eight of the 25 most popular films released between 2000 and 2004.

He also headlined the top movie for five consecutive years during this period.

His enduring stardom has ensured that even in years without a release, he remained a constant presence on IMDb's Popular Indian Celebrities list, featuring in the top 10 every week of 2024.

Khan said it is encouraging for him to see the impact his films have had on people.

"It's pleasantly surprising and encouraging to see the impact films that I have been a part of have made. The goal has always been to entertain people and win over their love through storytelling. It's always been my belief that the power of cinema lies in the fact that it can transcend boundaries of language and culture," he said in a statement.

"To see that my films have entertained people not just in India but elsewhere, is very fulfilling. I am thankful that my journey over these 25 years has been highlighted in the IMDb report.... can't help but say, 'picture abhi baaki hai," the 59-year-old actor said.

The report also highlighted the shifting landscape of Indian stardom.

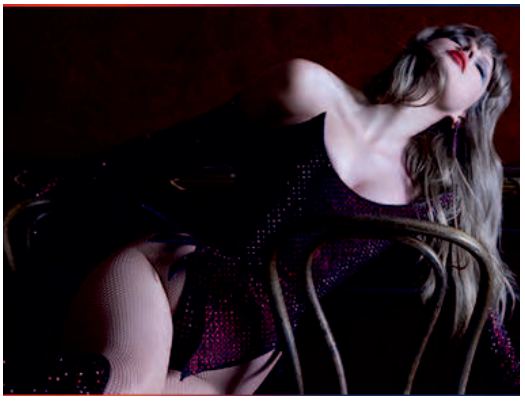
While the first five years of the millennium saw 13 male leads dominate the 25 most popular films, the past five years have featured 23 different male stars, with only Prabhas, Allu Arjun, Suriya, and Vijay appearing more than once.

"Stars were once engines of success, but today they are a component of a larger machinery," IMDb said.

"They function less as guarantors of success and more as multipliers of a movie's intrinsic strengths. The fans of today may line up for a selfie, but they may not show up for the movie," it added.

Taylor Swift unveils 8 bonus tracks in 'The Life of a Showgirl'

After the success of her 12th studio album titled 'The Life of a Showgirl' popstar Taylor Swift announced the addition of eight bonus acoustic tracks.Released on October 3, 'The Life of a Showgirl' comprised 12 tracks. It has earned the second spot in the largest US first day album sales in modern history behind Adele's '25', with an opening frame of 2.7 million physical and digital copies sold, as per Billboard, a PTI report from Los Angeles stated yesterday.



Swift has added eight tracks to the album and they will be spread out over four limited CD releases, which will be added to her website for 24 hours.The 14 times Grammy winner announced the news with a post on her Instagram handle on Saturday (Oct. 5). It featured the 35-year-old singer showcasing the collection of her CD art.

"File this under 'save your best for the finale'... I think my favourite moments from the tour were the acoustic surprises. So I went back into the studio with Max and Shellback to record acoustic/unplugged versions of a few of the Showgirl songs with brand new vocals and production!

Aryan Khan says love for 'The Ba**ds of Bollywood*' moved him

Aryan Khan on Friday said he is deeply moved by the overwhelming response his maiden OTT series 'The Ba**ds of Bollywood*' has received worldwide. The Netflix original, which marks his debut as a creator, has quickly turned into one of the platform's biggest recent successes from India, trending across multiple countries within days of its release.



According to a PTI report, Aryan, the son of Bollywood superstar Shah Rukh Khan, admitted that the scale of love and engagement took him by surprise. "The love from around the world has been incredible, with the show trending across countries and filling timelines with reels, memes, and fan theories. What began as my story now truly belongs to the audience, and it's only because of Netflix that this story could reach homes across the globe," he said in a statement.

Created by Aryan along with Bilal Siddiqi and Manav Chauhan, the series takes audiences behind the glamourous curtain of the Hindi film industry, showing not just its glitz but also the hidden struggles of those trying to make a mark in Bollywood. The drama explores ambition, sacrifice, competition and the darker realities of chasing stardom, offering a fresh perspective to viewers who are often only exposed to the glamorous side of cinema.

Industry watchers point out that the series has struck a rare balance between stylised storytelling and grounded realism, which may be a key reason for its strong reception. Social media platforms have been abuzz with conversations, memes, and viral clips inspired by the show, with fans drawing parallels between the fictional narrative and real-life Bollywood stories.

For Aryan, who has so far remained away from acting and pursued interests behind the camera, the success of 'The Ba**ds of Bollywood*' is being seen as a significant milestone in building his own creative identity. With the show's breakout popularity, he has joined a growing list of young creators experimenting with Indian stories for a global audience.

The success also reaffirms Netflix's growing reach in India and its ability to showcase homegrown talent on a worldwide stage. As Aryan himself put it, the journey that started as a personal story has now "found a home in millions of hearts" across continents.

'Sunny Sanskari Ki Tulsi Kumari' opens to Rs 10.11 cr



The much-anticipated romantic comedy 'Sunny Sanskari Ki Tulsi Kumari' opened on a promising note at the domestic box office, collecting Rs 10.11 crore on its first day, makers confirmed on Friday. The film, which released in theatres nationwide on October 2, has been welcomed by audiences eager for a lighthearted, entertaining weekend outing.

Directed by Shashank Khaitan, known for his successful romantic comedies, and produced under Karan Johar's Dharma Productions, the film brings together a stellar ensemble cast featuring Varun Dhawan, Janhvi Kapoor, Sanya Malhotra, and Rohit Saraf. The story weaves a charming mix of romance, family dynamics, and comedy, appealing to both young viewers and family audiences.

Industry analysts suggest that the strong opening reflects not only the star power of Varun Dhawan and Janhvi Kapoor but also the film's festive release timing, which has helped attract audiences to cinemas. The combination of romance, humor, and music is expected to drive footfalls over the weekend, potentially pushing the total collections significantly higher.

The film's release also marks another successful outing for Dharma Productions, which has consistently delivered box-office hits across genres. With positive early reviews and social media buzz around the performances and comic moments, 'Sunny Sanskari Ki Tulsi Kumari' is likely to maintain momentum in its first week, analysts said.

As audiences continue to return to theatres for high-quality, entertaining content, films like this are playing a key role in revitalising the domestic film industry post-pandemic, providing both financial gains and a cultural touchstone for moviegoers.

Hassanandani wins Zee reality show 'Chhoriyan Chali Gaon'

Television actor Anita Hassanandani has emerged as the winner of Zee TV show 'Chhoriyan Chali Gaon' (Girls Go To the Village). Hosted by Rannvijay Singha, the show revolved around 12 women moving to a rural area, leaving the city comforts behind.

Contestants in the show had to spend over 60 days in the rural setting without gadgets, luxuries, or shortcuts, while experiencing village chores, navigating daily life, and embracing the simplicity and wisdom of age-old customs.



Hassanandani, known for her work in television serials such as 'Kkavyanjali', 'Kyunki Saas Bhi Kabhi Bahu Thi', and 'Yeh Hai Mohabbatein', said her husband Rohit Reddy and son Aaravv became her biggest motivation to win the trophy at the competition, according to a PTI report from New Delhi.

"When I agreed to be part of 'Chhoriyan Chali Gaon', I knew it would push me far out of my comfort zone, but I didn't anticipate just how much I would grow through the experience. From day one, I kept telling myself I wanted to win this for Aaravv and Rohit; they have been my biggest motivation throughout," she said in a statement.

"Every time I struggled or missed home, I thought of them and pushed myself harder. Today, holding this trophy feels surreal. It's not just my win; it's our win as a family. This journey has been raw, emotional, humbling and truly unforgettable; I'll carry these lessons with me forever," she added. Singha said the actor "stood out with her determination and grace".

"Hosting 'Chhoriyan Chali Gaon' has been incredibly special because it brought me back to the village life I grew up around and cherished. Watching these amazing chhoriyas (girls) step away from their urban comfort zones and embrace the simplicity of gaon (village) life with such honesty was inspiring. Anita stood out with her determination and grace and watching her lift the trophy was the perfect ending to this journey," he said.

"For me, every contestant is a winner because they discovered strength and joy in life's simple thing, something we often forget in today's fast-paced world. Also, indeed, it was great working with them. My best wishes and blessings to all the contestants of 'Chhoriyan Chali Gaon' in their lives ahead," he added.

Krishna Shroff, Aishwarya Khare, Sumukhi Suresh, Anjuum Faakih, Rameet Sandhu, Reha Sukheja, Erika Packard, Surabhi Mehra, Samriddhi Mehra, Dolly Javed, among others, were also the contestants alongside Hassanandani.

Dharma Productions merges Dharmatic Entertainment to streamline operations

Dharma Productions has merged its digital arm, Dharmatic Entertainment, into the parent company as part of its strategy to consolidate operations amid a rapidly evolving entertainment landscape. The decision marks a significant shift for the Karan Johar-led production house, which continues to adapt to changes in the film and OTT ecosystem.

According to The Economic Times, the fast-track merger application filed with the regulatory authorities has received approval from shareholders and creditors of both companies. The merger officially takes effect from April 1, 2025. This development also follows last year's deal in which entrepreneur Adar Poonawalla acquired a 50 percent stake in Dharma Productions for Rs.1,000 crore, valuing the company at Rs.2,000 crore.

The consolidation aims to streamline Dharma's group structure by reducing the number of entities under its umbrella, cutting down administrative costs, and simplifying legal compliance. Since Dharmatic was already a wholly owned subsidiary, the merger does not involve any financial consideration. The existing holding of Dharma Productions in Dharmatic will automatically stand extinguished after the amalgamation.

‘Indian Idol’ returns with new season on Oct.18

Sony TV’s most iconic singing reality TV show, ‘Indian Idol’, is all set to come up with a new season.

The 16th season will kickstart from October 18 on Sony Entertainment Television. A promo of the show was unveiled by the makers on social media, ANI reported from New Delhi.

“Dekhiye Indian Idol, 18 October se, raat 8 baje #SonyEntertainmentTelevision aur SonyLIV par,” the makers captioned the post.



This season comes with a heartfelt theme — ‘Yaadon Ki Playlist: Jahaan Awazein Aaj Wali Aur Gaane Aap Wale’.

Shreya Ghoshal, Badshah and Vishal Dadlani have come on board as judges. The previous season was judged by them only.

Indian Idol first premiered on October 21, 2004. The inaugural season captivated audiences across the country with its talent-filled competition, culminating in Abhijeet Sawant being crowned the first-ever winner of the show.

Over the years, Anu Malik, Alisha Chinai, Sonu Nigam, Farah Khan, Neha Kakkar, Salim Merchant, and Javed Akhtar have served as judges on Indian Idol.

Chaupal to stream Punjabi comedy ‘Sarbala Ji’ from Oct 2

Chaupal, an OTT platform showcasing Punjabi-language content, is all set to kick off the festive season with laughter as it announces the premiere of ‘Sarbala Ji’, a comedy of errors, streaming exclusively from October 2. The film promises a rollicking ride through the chaos of a Punjabi wedding, where traditions collide with pranks and mischief.



The film stars Punjabi superstars Gippy Grewal as the mischievous Sucha and Ammy Virk as the shy groom-to-be Gajjan. Nimrat Khaira and Sargun Mehta add glamour, wit and comic timing, making the wedding drama a full-fledged laugh riot.

In Punjabi culture, the sarbala, or the groom’s page boy, plays a minor but charming role in wedding ceremonies. In ‘Sarbala Ji’, however, this role spins into a whirlwind of confusion when Sucha convinces his cousin Gajjan to make him the sarbala, turning the mandap into a stage for runaway animals, misplaced rituals and relatives unsure whether to laugh or cry.

The film cleverly twists big-fat Punjabi wedding tropes — from energetic dhol beats to dance-offs — while delivering both heart and hilarity. Family feuds, pranks, and surprises tumble one after another, ensuring non-stop laughter.

Chaupal has positioned ‘Sarbala Ji’ as the ultimate family entertainer of the festive season. Whether viewers are veterans of numerous Punjabi weddings or seeing one on screen for the first time, the film promises to bring the baraat straight to living rooms, without the traffic jams or wedding chaos.

‘Godday Godday Chaa 2’ set for theatrical release Oct. 22

The much-anticipated Punjabi-language film ‘Godday Godday Chaa 2’ is all set to hit theatres on October 22, the makers announced on Sept.24. The sequel to the 2023 comedy-drama has generated excitement among audiences, especially after the original film won widespread acclaim.



According to a PTI report, the announcement comes just a day after the film was awarded the National Film Award for Best Punjabi Film at the 71st National Film Awards, further boosting anticipation for its theatrical release. The recognition highlights the film’s contribution to Punjabi cinema and raises expectations for the sequel.

Directed by Vijay Kumar Arora and written by Jagdeep Sidhu, ‘Godday Godday Chaa 2’ stars Ammy Virk in the lead role. The original 2023 film featured Sonam Bajwa and Tania, and the sequel continues the comedy-drama’s narrative, promising to deliver the same humour, emotion, and entertainment that audiences loved in the first installment.

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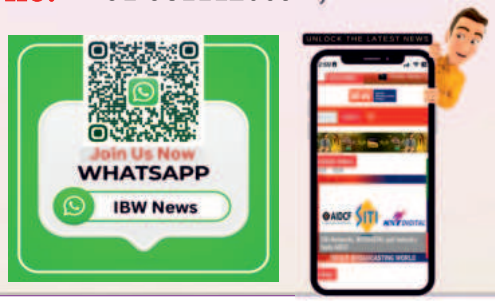


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