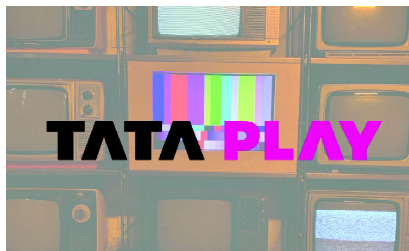




TATA PLAY'S LOSSES BALLOON IN FY25 DESPITE DEBT REDUCTION

Tata Play reported a deeper consolidated loss of Rs 529.43 crore for FY25, up from Rs 353.88 crore the previous year. Operating revenue declined by 5.15% to Rs 4,082.5 crore, while total income stood at Rs 4,109.3 crore. The DTH operator managed to reduce its net debt by Rs 565 crore to Rs 3,445.6 crore, reflecting improved financial discipline.



However, lower ad spends and tighter operational costs—down by 3%—weren't enough to counter revenue pressure. The company continues to face stiff competition from rivals like Airtel Digital TV, DishTV, and DD Free Dish. A proposed merger with Airtel's DTH arm was recently called off, leaving Tata Play to navigate its future independently.

ZEE TARGETS DOUBLING AD REVENUES BY 2028 WITH NEW PLAYBOOK

ZEE Entertainment has laid out an ambitious roadmap to double its domestic ad revenues by FY28. After a tough FY25 that saw ad income fall

11.4% to Rs.3,591 crore, the broadcaster plans to rebound through a diversified monetization strategy: building FTA strength, boosting regional content, scaling connected TV inventory, and tapping into brand solutions using data-driven storytelling.

With a renewed focus on digital and rural markets, ZEE expects an 8–10% uptick in ad revenue in FY26. The company is also looking to increase its overall TV viewership share to 17.5%.

NETWORK18 OFFLOADS DORMANT SUBSIDIARY MEDIA18 FOR RS 1 LAKH

Network18 has sold its entire stake in Media18 Distribution Services Ltd. to Prakhar Commercials Pvt. Ltd. for a token amount of Rs 1 lakh. Media18 had no operational activity or significant assets in FY25 and contributed virtually nothing to Network18's earnings.



The buyer has no links to Network18's promoters, making this a straightforward, non-related party transaction. The move allows Network18 to streamline its corporate structure and focus on core business areas.



ZEE PROMOTERS PUMP RS 2,237 CR TO BOOST OWNERSHIP AND GROWTH

ZEE Entertainment's board has greenlit a Rs 2,237.44 crore infusion from its promoter group via issuance of 16.95 crore convertible warrants at Rs 132 each. The infusion is aimed at fueling ZEE's strategic growth ambitions and increasing promoter shareholding to 18.39%.



This move, evaluated with guidance from JP Morgan, comes as ZEE focuses on a transformative roadmap that includes ramping up digital content, brand-led monetization, and regional growth.

FLICK TV BAGS \$2.3M TO BUILD INDIA'S FIRST MICRO-DRAMA PLATFORM

New-age OTT player Flick TV has raised \$2.3 million in seed funding led by Stellaris Venture Partners, alongside Gemba Capital and Titan Capital. Co-founded by Kushal Singhal and Pratik Anand in early 2025, the platform focuses on short-format vertical storytelling designed for mobile audiences.



Flick TV plans to scale across regional languages and build a creator-led production ecosystem, inspired by China's \$7B micro-drama market. The app is targeting India's 900M+ internet users, especially in Tier 2 and Tier 3 markets, with cinematic, snackable storytelling made for Gen Z and young adults. ■