



## DD FREE DISH AUCTIONS SEE BIDS UP TO RS 13.45

The second day of the 8th annual DD Free Dish MPEG-2 e-auctions witnessed strong financial activity, with Hindi movie channels driving the highest bids and reinforcing the commercial value of the free-to-air distribution platform.

In Bucket A (Hindi Movies), four channels secured slots in closely contested bidding rounds. Star Utsav Movies emerged as the top bidder at Rs 13.45 crore, followed by Zee Action (Rs 13.4 crore), Goldmines (Rs 13.35 crore) and Zee Anmol (Rs 13.3 crore), highlighting intense competition for movie inventory on the platform.

Bucket B recorded bids ranging between Rs 10.2 crore and Rs 10.6 crore, with Zee Bioscope leading the segment. Other successful bidders included Bhojpuri Cinema, B4U Bhojpuri, Showbox, Unique TV and B4U Music.

In Bucket C (Hindi News), NDTV, Aaj Bharat, Zee News and India TV secured slots at Rs 8.6 crore, while News Nation and ABP News closed slightly higher at Rs 8.65 crore. In Bucket D, Russia Today secured a slot at Rs 9.75 crore, while GTC Punjabi closed at Rs 9.2 crore.



## JIOSTAR INTEGRATES INDIACAST AS FY25 REVENUE REACHES RS 240 CRORE

JioStar, the joint venture between Reliance Industries and Disney, has proposed a merger of its television distribution arm Indiacast Media Distribution into the parent company as part of a corporate restructuring aimed at consolidating its distribution operations.



The merger will be executed through a fast-track process under Section 233 of the Companies Act and will transfer Indiacast's entire business, including assets, liabilities, employees and contractual agreements, to JioStar India.

As Indiacast is a wholly owned subsidiary, the scheme will not involve any share issuance or cash consideration, and the entity will be dissolved upon completion of the merger.

JioStar has proposed April 1, 2025 as the effective date for the merger, subject to regulatory approvals.

## TV AD VOLUMES DOWN 11% IN 2025

India's television advertising market contracted in 2025, with ad volumes declining 11 percent year-on-year, according to the TAM AdEx Television Advertising Recap report.

The year began with some momentum, with ad volumes rising 6 percent sequentially in the April-June



quarter, before slowing in the second half. Volumes in Q4 fell 10 percent compared to Q3, highlighting weakening demand across the market.

Advertising spends remained concentrated, with Food and Beverages accounting for 21 percent of total ad volumes. The top 10 sectors together contributed 87 percent of total advertising volumes, reflecting the high concentration of spends.

## NETWORK18, NDTV GROW REVENUE IN Q3 FY26

India's television news broadcasters reported mixed revenue performance in Q3 FY26 despite the overall decline in advertising volumes.



Network18 posted operating revenue of Rs 500 crore, up from Rs 476.4 crore in Q3 FY25, representing a 5 percent year-on-year increase. The company noted that while advertising inventory demand for TV news declined by more than 10 percent, its utilisation remained stronger than the industry average.

NDTV also reported revenue growth, with revenue from operations rising to Rs 150.41 crore from Rs 132.74 crore in the corresponding quarter last year. Total income increased to Rs 152.22 crore from Rs 134.15 crore. ■