



STAR INDIA AD REVENUE SOARS 40% IN FY24

Star India recorded a 40% surge in advertising revenue, reaching USD 444 million in FY24, up from USD 318 million in FY23. This growth was driven by the airing of two ICC cricket



tournaments in 2024 compared to just one in 2023. Parent company The Walt Disney Company saw a 2.8% rise in total revenue, reaching USD 91.36 billion. While total company expenses declined slightly by 0.6% to USD 79.4 billion, net income saw an impressive 111.2% growth to USD 4.97 billion. Advertising expenses for the year dropped to USD 6.1 billion from USD 6.4 billion due to lower theatrical marketing costs.

PAY TV IN INDIA: EVOLVING, NOT DECLINING

At the curtain-raiser of FICCI Frames 2025, industry leaders



asserted that pay TV remains strong despite digital growth. Experts emphasized that pay TV continues to perform well, with robust distribution systems and consistent consumer engagement. According to Nachiket Pantvaitya, CEO of Sony Entertainment Talent Ventures India, the industry's challenge lies in



finding the next big content breakthrough rather than blaming the medium. Sumanta Bose of JioStar highlighted that content success is unpredictable and cannot solely be addressed through increased investment. Industry leaders reaffirmed that while digital platforms grow, pay TV remains resilient and profitable.

DIGITAL TO BOOST TV OPERATING MARGINS BY 300 BPS BY 2027

Crisil A Crisil Ratings report predicts a 300-basis point rise in TV broadcasters' operating margins to 15% by FY27, driven by increasing



digital revenues. With broadband penetration and on-demand content boosting digital engagement, traditional linear broadcasting revenues are expected to remain stable or decline slightly. Broadcasters are leveraging digital platforms to capture higher ad revenues from key sectors. Crisil projects digital revenue contributions to reach 25% by FY27, helping broadcasters optimize content costs and improve profitability.

JIOSTAR'S ICC CHAMPIONS TROPHY 2025 AD REVENUE HITS RS. 800-900 CRORE

JioStar is estimated to have earned Rs. 800-900 crore in ad revenue



from the ICC Champions Trophy 2025, falling short of its initial Rs. 1,500-1,600 crore target. High advertiser demand and premium rates drove revenue, particularly during India's matches. Ad rates for TV peaked at Rs. 20-25 lakh per 10-second slot, while Connected TV rates were Rs. 10-15 lakh. Digital ad rates stood at Rs. 500 per CPM. The tournament's final match saw a 20-25% surge in ad rates, underlining the enduring appeal of cricket as a top advertising platform. Early BARC data shows 110 million TV viewers for the first three matches, with total engagement expected to break records. ■