



Kevin Vaz

CEO – Entertainment, *JioStar*

Chairman – Media & Entertainment Committee, *FICCI*

President – *Indian Broadcasting & Digital Foundation (IBDF)*

President – *Indian Digital Media Industry Foundation (IDMIF)*

With an illustrious career spanning three decades in the Media & Entertainment sector, Kevin brings a wealth of expertise and leadership to his role as Chief Executive Officer – Entertainment. In this role, he plays a pivotal role in driving the growth and strategic expansion of JioStar network and JioHotstar's entertainment business.

Kevin is responsible for scaling up revenue realisation and significantly expanding the network's overall market share across genres and regions. He is also responsible for the media company's film studio business. A strong advocate

for the power of collaboration, Kevin has successfully integrated content creation and monetisation across both TV and OTT, unlocking incremental synergies and further strengthening the organization's overall success.

As a recognized leader in the sector, Kevin drives the industry agenda as President of the Indian Broadcasting & Digital Foundation (IBDF) and the Chairman of the Media and Entertainment Committee at FICCI.

Before taking on the current role, Kevin had joined Viacom18 in July 2023 as Chief Executive Officer – Broadcast Entertainment where he was responsible for the media company's TV and studio business, its regional content and marketing for its digital entertainment business. Prior to joining Viacom18, Kevin was the President & Head of the network entertainment business at Disney Star, where he made significant contributions to the network's success and growth. Kevin was instrumental in shaping the language markets and driving Disney Star channels in those respective markets towards pole position. His illustrious career encompasses the successful launch and management of 53 television channels, along with driving revenue growth and spearheading innovative content strategies.

A hands-on leader, Kevin has the unique distinction of having led teams across every major touchpoint of the media and entertainment ecosystem – from business management to revenue to content to marketing to distribution.