



Siddharth Sharma

Head - Sports Content, JioStar

With a strong track record in content strategy and live broadcast production, Siddharth leads the Content team for JioStar Sports, overseeing key workstreams such as Editorial, Production Design, Content Strategy, Creative Services, and Digital Operations. He is pivotal in crafting the overarching storyline for digital and television content across a multitude of languages, ensuring high engagement, seamless execution across platforms and optimising monetisation opportunities across sports.

Siddharth has been instrumental in driving innovation in content creation and production. He led the establishment of state-of-the-art studio facilities at the One Unity Centre premises in Mumbai, enabling the delivery of 25+ Live feeds for the IPL while optimizing production costs. His contributions span pioneering AI-driven design tools in content creation to expanding the bouquet of language coverage in sports—including Bhojpuri, Punjabi, and Haryanvi—while leveraging technology to enhance editorial efficiency and cost-effectiveness. He was instrumental in delivering the most comprehensive, multi-feed Olympic Games coverage in India to date for Paris 2024, and also spearheaded the broadcast of the FIFA World Cup Qatar 2022, capturing one of the highest digital viewership markets globally.

A seasoned content leader, Siddharth brings a rich background in news and sports broadcasting. Before joining JioStar, he led the content division at Star Sports, focusing on increasing audience engagement and retention for both live and non-live programming. He was instrumental in creating and realising the broadcast vision of the Pro Kabaddi League, taking the sport from mud to mat and cementing it as India's second most watched sport.

Prior to his tenure at Star, Siddharth held leadership positions at prominent media houses, including Zee and ABP News, where he played a crucial role in shaping content narratives and driving viewer engagement for 15 years. Most notably, he served as a prime-time news anchor and also as Sports Editor. His expertise in storytelling, production innovation, and audience engagement makes him a key driving force in JioStar Sports' content evolution.