



Siddharth Sharma

Head of Content, Sports - *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 Center premises, enabling the delivery of 25+

Live feeds for the IPL while optimizing production costs. His contributions span across pioneering AI-driven design tools, expanding language offerings for commentary feeds with the inclusion of Bhojpuri, Punjabi and Haryanvi in Live cricket, while also leveraging technology to enhance editorial efficiency and cost-effectiveness.

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 bringing to life 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.