



## **JioStar Unveils MegaBlast: India's Largest One-Day Ad Takeover Across TV and Digital**

*A never-before, one-day advertising phenomenon — delivering 365 MN reach, 4.5 BN+ ad views,  
and one brand exposure every 6 seconds*

**Mumbai, 21 April, 2025:** JioStar announces the launch of MegaBlast, a bold new media product that helps brands capture attention at scale, in just one day. In today's cluttered and fast-paced market, brands are constantly seeking newer, bolder ways to stand out. Whether it's launching a product, sparking conversations, or owning a moment, attention is the ultimate currency. But with every scroll, swipe, and view competing for it, cutting through the noise requires more than media — it needs impact. Designed for brands looking to create maximum buzz in minimum time, MegaBlast is the first product of its kind in India that combines the unmatched reach of television with the precision and scale of digital.

MegaBlast offers a unique blend of speed, scale, and visibility. It delivers 365 million viewers in a single day across 84 television channels and JioHotstar, with coverage in 10 languages and deep penetration across both urban and rural India.

*"MegaBlast is a response to what brands have been asking for the ability to dominate attention, not just buy media. Today's marketers want impact they can measure and moments that move the needle. With MegaBlast, we have brought together two of the most powerful platforms,*

*television and digital, to deliver unmatched visibility, reach and efficiency, all in one day,” said Ajit Varghese, Head of Revenue - Entertainment & International, JioStar.*

MegaBlast can help brands achieve over 4.5 billion ad views in just 24 hours. The format can help deliver an average frequency of 13 exposures per viewer— all in one high-voltage, unforgettable day. This will enable advertisers to achieve nationwide visibility at an unprecedented speed and scale.

From product launches and festive campaigns to brand milestones, MegaBlast can create a moment that marketers can truly own. It’s designed to help brands cut through the noise and take center stage across screens, households, and conversations.

What sets MegaBlast apart is the use of high-engagement formats such as Brand Bridge, Spotlight Frames, Pause Ads, Stings, and Mega Spots. These are seamlessly integrated into marquee shows and high-viewership content, ensuring the brand remains top-of-mind throughout the day.

At under one paisa per view, MegaBlast is also a highly cost-effective option. It offers a national scale without compromise, all concentrated within a single day.

MegaBlast is a game changer for brands and is built for the now. It gives brands a way to be everywhere, all at once, not over weeks, but in a single unforgettable day.

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**About JioStar (Entertainment):**

JioStar’s Entertainment business offers India’s finest storytelling across TV and Digital and is a dominant force in film entertainment. It is home to some of the most popular and iconic entertainment brands such as Star Plus, Colors, MTV, Nickelodeon, National Geographic, and more. With an impressive reach of over 750 million viewers weekly, it delivers unparalleled content that captivates audiences every day. JioStar’s Entertainment portfolio includes high-impact dramas, disruptive reality formats, and blockbuster movie premieres in 10 languages, shaping cultural narratives on a grand scale. Spanning over 80 television channels and JioHotstar, JioStar’s Entertainment business sets the standard across genres like general entertainment, youth, music, regional, infotainment, and kids’ content.