



From Stadiums to Screens: JioStar's 'TATA IPL 2025: A Year of Firsts' Report Highlights how a Billion Viewers Came Together To Celebrate Cricket

From fan-first invites driving all-time viewership highs to consumer-centric innovations powering record engagement; from record-breaking advertiser participation to never-seen-before subscriber growth, JioStar's TATA IPL 2025: A Year of Firsts report captures the tournament's historic impact

Bali, Indonesia, June 25, 2025: JioStar, in partnership with Media Partners Asia (MPA), today released its TATA IPL 2025: A Year of Firsts report at the APOS conference, organized by MPA in Bali. The report captures how Tata IPL 2025 became one of the most successful seasons in the league's history, setting new benchmarks with multiple records and industry firsts. JioStar transformed the IPL experience across both linear and digital - reimagining how fans, brands, and partners connect with live sport. Rooted in user-centric design thinking, the broadcaster crafted seamless, personalized viewing journeys that spanned devices, formats, and languages - ensuring every screen, whether big or small, offered an experience that felt deeply personal and inclusive.

"TATA IPL 2025 was a season where the lines between sport, storytelling, and shared experiences truly blurred. It wasn't just about broadcasting matches - it was where creativity, culture and commerce converged, with fan connections at the heart of it all. At JioStar, we set out to make every screen feel personal, every interaction meaningful, and every moment unforgettable. From deep consumer journeys to a rich spectrum of viewing experiences, this was a celebration of fandom in all its forms. The real success of the IPL isn't measured in numbers, but in the moments that moved millions." said **Sanjog Gupta, CEO – Sports & Live Experiences, JioStar.**

Whether Connected TV or mobile, the experience was designed to be intuitive, immersive, and insight-driven unlocking new value for every stakeholder in the ecosystem. This design philosophy not only enhanced fan engagement but also unlocked new opportunities for advertisers and distribution partners through flexible solutions, targeted reach, and measurable outcomes across every platform. The result was a tournament that became a showcase for industry-first achievements.

A Year of Firsts: Key Highlights from IPL 2025

Scale

- 1.19B total reach: 537MN on TV and 652MN on digital - TATA IPL 2025 on JioStar Network recorded the biggest reach ever
- 47% of IPL viewers on Star Sports were women
- The IPL Final attracted 426M (189MN on TV and 237MN on digital) reach during the final
- JioHotstar grew to 300 million subscribers. 1.04BN app downloads on Android
- 55.2M peak concurrency
- 235 million reach on Connected TV
- 417 million reach on mobile phones
- 514BN minutes of tournament watch-time
- 129 million viewers watched on Star Sports HD
- 840 billion minutes watch-time

Engagement

- MaxView 3.0 used by 30% of mobile viewers
- Regional language feed growth YoY: Hindi: 31%; Telugu: +87%; Tamil: +52%; Kannada: +65%; Bengali: +34%; Haryanvi: 47%

- 3.83B social interactions
- 44% of TATA IPL viewers on mobile experienced the thrill of 'Jeeto Dhan Dhana Dhan' play-along game

Brand

- It was a Year of the Advertisers on JioStar, with 425+ advertisers; 270+ debutants across 40 unique categories
- From market leaders to challengers, 32 brands across 9 categories leveraged Nielsen's third party measurement

Technology

- TATA IPL 2025 on JioStar was one of the most immersive and engaging viewing experiences ever
- Multi-Cam in 16:9: Viewers could switch between multiple camera feeds (Batter Cam, Bowler Cam, Stump Cam) in 16:9 resolution on the JioHotstar app
- 360degree/ VR Streaming: Fans could enjoy live matches with an immersive 360° view on their mobile devices, or step into the action in Virtual Reality using devices like JioDive.
- MaxView 3.0: A vertical viewing experience that lets fans swipe up to catch key match moments or swipe sideways for alternate camera angles
- Voice Assisted Search on CTV: Connected TV viewers could search using voice commands, enabling a more intuitive, hands-free experience
- Introduction of Free Ad-supported Streaming TV (FAST) channels dedicated to TATA IPL, offering non-stop cricket content without a subscription
- AI - Powered Match Highlights: Full match highlights auto-generated using AI, available within minutes post-match
- AI led Live Translation of Cricket Experts: Real-time AI translations of live commentary helped regionalize cricket insights and make expert analysis accessible across languages

- Audio Descriptive Commentary for the visually impaired
- Indian Sign Language Interpretation for the live matches

The full report can be downloaded at www.jiostar.com and www.aposlive.com

As JioStar looks to the future, IPL 2025 offers a powerful blueprint for how technology, storytelling, and deep customer focus can converge to deliver truly unmissable, multi-screen experiences for fans, brands alike.