



JIOSTAR LAUNCHES CONNECTED TV PLAYBOOK TO DECODE INDIA'S PREMIUM LIVING ROOM AUDIENCES

~The CTV Playbook Reveals 3.1X Co-Viewing, 90% Affluent Audiences and 85% Surge in Watch Time~

Mumbai, 21st July, 2025: In an era where living rooms are turning into high-attention, shared digital spaces, JioStar Entertainment has launched its first-ever Connected TV (CTV) Playbook, a data-rich guide focused on the streaming platform's Entertainment content. This strategic resource unpacks how brands can harness CTV for deeper storytelling and tap into India's premium households through high-quality entertainment. With viewers leaning into immersive, long-form content from across genres and languages, the Playbook offers marketers a clear lens into how JioHotstar's Entertainment-led CTV ecosystem can drive sharper targeting, stronger engagement, and measurable brand outcomes.

Developed in collaboration with global research leader Ipsos, the Playbook blends platform analytics with third-party validation to present an end-to-end view of the CTV opportunity in India. Built on platform analytics and a national study conducted in June 2025, the handbook captures the seismic shift in viewing behaviour as India's digital homes go CTV first.

"Connected TV is no longer just a screen—it's becoming the new center of gravity in India's digital households. With co-viewing at 3.1X, 90% of audiences being affluent, and an 85% surge in watch time, the scale and quality of engagement on JioHotstar's CTV platform is unmatched. This Playbook is a strategic response to this shift—built to help marketers harness the full-funnel potential of big-screen storytelling. From lean-in attention to measurable business outcomes, CTV offers an unmatched canvas for brands to move beyond impressions to impact. At JioStar, we're excited to lead the charge in shaping this premium, intent-rich space into a high-performance marketing platform for the future", said Ajit Varghese, Head of Revenue, Entertainment & International, JioStar.

"The shift toward CTV within the digital ecosystem is a behavioural shift in how families consume, co-view, and even co-decide. Our research with JioHotstar supports what the data shows: CTV audiences are more premium, and more likely to recall and act on brand messaging delivered in a big-screen environment," said Jyoti Malladi, Managing Director – Research, Ipsos.

The playbook is anchored in JioStar's **R.A.C.E. framework** — Reach, Attention, Connection, and Effectiveness, a strategic four-pillar model that maps the full brand-building journey. In this playbook, **Reach** captures the scale of premium audiences across genres, geographies, and languages. **Attention** reflects time spent, lean-in behaviour, and the immersive nature of big-screen viewing. **Connection** focuses on tapping into co-viewing moments through contextual brand alignment and industry-first innovations. And, **Effectiveness** drives outcome-based planning, from recall and brand lift to measurable business results. Together, the framework helps marketers move beyond impressions to intentional, full-funnel planning — turning every moment into a brand-building opportunity.

Connected TV consumption on JioHotstar has surged by **85%**, with **40% of total watch time** now coming from the big screen. Viewers spend over **100 minutes a day on CTV — 1.5X more than mobile**, underscoring a clear shift toward immersive, shared viewing experiences.



The report shows that **66% of households** have a single connected device in the home, making CTV a shared experience. JioHotstar's **co-viewing factor stands at 3.1 times**, far above leading UGC platforms, with **70% of viewers living with family and 66% watching together**.

JioHotstar's CTV audience is also distinctively premium. The report finds that 90% of users belong to high or medium affluence households, 81% are from NCCS AB, and 61% are concentrated in India's top 8 metros.

The platform's content ecosystem includes over 22,000 titles across 19 languages, 250+ originals, 2.6 Lakhs hours of content, 10+ International Studios with 7,000+ international shows. Further reinforcing CTV's premium appeal, 91% of viewers of JioHotstar Specials are subscribers, a number that's 50% higher than the platform average, proving that long-form storytelling on CTV isn't just being watched, it's being paid for.

Language diversity is also shaping viewing behaviour. While Hindi (74%) and English (53%) command the largest share of CTV reach, platforms are seeing regional language content go national, particularly Malayalam, where over 80% of the CTV viewership is driven by non-Malayali audiences.

As connected homes continue to consolidate their viewing around the big screen, the JioStar CTV Playbook offers advertisers a clear, data-backed playbook to build deeper recall, brand lift, and business outcomes where it matters most, in India's living rooms, encouraging marketers to **#ThinkCTVThinkJioHotstar**.

[Download the Playbook!](#)

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.