

JIOSTAR UNVEILS JIOSTARVERSE: A DATA-DRIVEN INFLUENCER MARKETING PLATFORM

~ Driving smarter, data-led, and measurable decisions in a performance-first creator economy ~

Mumbai, 07 May, 2025: As influencer marketing evolves into a more measurable impact and ROI-driven space, JioStar has announced the launch of JioStarverse, a data-led influencer marketing platform built for brands and agencies navigating an increasingly complex creator economy. JioStarverse will have a pool of 500+ JioStar influencers/talent across genres and will equip JioStar with deeper marketing intelligence, engagement insights and content performance on its expansive pool of talent, enabling sharper, more targeted, and effective collaborations.

“The influencer marketing landscape has moved far beyond just reach and impressions. Today, marketers are looking for authenticity, brand relevance and a clear link to business impact. Our aim with JioStarverse, is to deliver exactly that. The platform’s AI-led insights, precision targeting and campaign optimisation capabilities align perfectly with our goal of offering smarter, scalable, and accountable influencer solutions to brands. JioStar is home to iconic characters who are influencers both on and off screens, and this association gives us better visibility into our deep talent pool, allowing us to design more informed, impactful, and brand-relevant campaigns,” said **Ajit Varghese, Head of Revenue, Entertainment and International, JioStar.**

With marketers demanding greater precision and transparency from their influencer campaigns, JioStarverse offers a robust solution that streamlines talent discovery, enables real-time performance tracking, and audience intelligence. The platform enables data-driven campaigns that deliver tangible, measurable results.

Through the collaboration with JioStarverse, brands will gain access to the advanced suite of tools designed to map the right talent to campaign objectives, monitor real-time metrics and extract actionable insights for future planning. Whether it’s engaging with niche creators or marquee names, the platform will empower marketers to make informed decisions and extract greater value from every collaboration.

The platform powered by Qoruz, integrates seamlessly with JioStar’s extensive talent and content ecosystem, making it a powerful value-add for media planners, brand marketers, and ad sales teams looking to unlock the full potential of influencer-led campaigns.

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 sets the standard across genres like general entertainment, youth, music, regional, infotainment, and kids’ content.