

## **Kevin Vaz, CEO – Entertainment, JioStar, Appointed President of the Indian Digital Media Industry Foundation (IDMIF)**

**Mumbai, 04 August 2025:** The Indian Digital Media Industry Foundation (IDMIF), a subsidiary of the Indian Broadcasting & Digital Foundation (IBDF), today announced the appointment of Mr. Kevin Vaz as its new President. The decision was taken at the IDMIF Board of Directors meeting held on 30 July 2025.

One of India's most influential media and entertainment leaders, Mr. Kevin Vaz brings to bear nearly three decades of experience that have shaped the industry. Currently serving as Chief Executive Officer of the Entertainment Business at JioStar, he succeeds Mr. K. Madhavan, under whose leadership IDMIF has grown into a key advocate for India's digital media sector.

Speaking on his appointment, Kevin Vaz said, *"I am honoured to take on this responsibility and build upon the strong foundation laid by Mr. Madhavan. As we move into 2025–26, my focus will be on fostering fair competition, innovation and sustainable growth across India's digital media landscape. Digital is a critical pillar of the media and entertainment industry and with the right policy push and collaborative efforts, we have an incredible opportunity to further innovate, empower creators and enhance audience experiences. By working closely with the government, industry stakeholders and the creative community, we can shape an inclusive, future-ready ecosystem that delivers lasting value for all."*

IDMIF's Digital Media Content Regulatory Council (DMCRC), established on 31 May 2021 under the IT Rules, 2021, functions as an independent self-regulatory body for non-news content of IDMIF member Online Curated Content Providers (OCCPs). Registered with the Ministry of Information & Broadcasting (MIB), the DMCRC ensures balanced content governance, protecting consumer interests while upholding creative freedom.

The DMCRC is chaired by Justice Mukul Mudgal (Retd.) and comprises eminent industry experts, including:

- Ashwiny Iyer Tiwari (Writer & Filmmaker)
- Nikkhil Advani (Producer & Director)
- Deepak Dhar (CEO, Banijay Asia)
- Tigmanshu Dhulia (Director, Actor & Screenwriter)

The Council also includes representatives from leading Online Curated Content Providers (OCCPs) such as Mr. Anil Lale (JioHotstar) and Mr. Ritesh Khosla (SonyLIV).

Modelled on the highly acclaimed Broadcasting Content Complaints Council (BCCC) – IBDF's self-regulatory body for non-news television channels, the DMCRC plays a vital role in addressing viewer concerns and promoting responsible content practices. Notably, Justice Mudgal also previously chaired the BCCC, which has been commended by Indian courts for its effective self-regulation framework.

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### **About IDMIF:**

Founded in 2021, IDMIF serves as the collective voice of India's digital media industry, representing leading platforms including JioHotstar, SonyLIV, SunNXT, Zee5, Manorama Max, Discovery+, FanCode, Crunchyroll, Sony Pictures Stream, and YuppTV. Committed to innovation and ethical growth, IDMIF works closely with policymakers to help shape a progressive and thriving digital ecosystem.

**About JioStar:**

Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media & entertainment company that is reimagining the way audiences consume entertainment and sports. Its television network and streaming service together reach more than 750 million viewers every week, igniting the dreams and aspirations of hundreds of million people across geographies.