

JioStar Group Announces the Appointment of Stephan Bugaj to Shape the Next Chapter of AI in Entertainment

Mumbai, 3rd February 2026: JioStar Group today announced the appointment of Emmy Award winner Stephan Bugaj as Senior Vice-President of GenAI Content & Technology, as it accelerates its vision for creating AI-native, next-generation experiences. His appointment reinforces the Group's commitment to building intelligent content pipelines, interactive storytelling formats and scalable creative frameworks that enable faster experimentation, richer audience engagement and shape the future of entertainment globally.

Previously Chief Creative Officer at Genvid Entertainment, Stephan Bugaj co-developed the Massively Interactive Live Event (MILE) format, merging streaming, gaming, and live audience participation. He also built AI-native creative pipelines and tools for filmmakers, and as creator-showrunner, led the development of interactive storytelling productions that combine real-time engagement with premium narrative content, setting new benchmarks for intelligent media experiences.

A senior technology and creative leader with over thirty years of experience, Stephan Bugaj has held senior creative and technology leadership roles at DJ2 Entertainment, Pixar Animation Studios, Telltale Games, and Hanson Robotics and is recognized for his excellence in creative development and direction, and for translating emerging technologies into scalable platforms. His work spans systems architecture for AI-driven content, adaptive narrative frameworks, digital production pipelines, and immersive media platforms, all aimed at expanding creative possibilities and shaping the future of entertainment.

JioStar Group is already investing in AI-powered features across its content businesses, including conversational interfaces, second-screen engagement layers, and AI-assisted content workflows. The addition of Mr. Bugaj is expected to further accelerate innovation across next-generation experiences and interactive formats designed for digital-first audiences at scale.

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 steaming service together reach more than 750 million viewers every week, igniting the dreams and aspirations of hundreds of million people across geographies.

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