



JioStar Reveals New Insights from BARC | Nielsen One Ads During ICC Men's T20 World Cup 2026

24th March 2026, Mumbai: In a significant milestone for India's advertising ecosystem, JioStar today unveiled findings from BARC | Nielsen One Ads, a cross-screen measurement solution implemented during the ICC Men's T20 World Cup 2026, demonstrating how integrated television and digital campaigns are delivering incremental reach with minimal audience overlap.

The findings reveal that cross-platform duplication remained under 10% across all campaigns, indicating that television and digital are largely reaching distinct audience groups and delivering incremental reach. This reinforces the effectiveness of cross-screen strategies in expanding reach without significant audience duplication.

Key Findings from the Study

- Less than 10% duplication across platforms was observed across all participating campaigns, indicating that television and digital reach distinct audience groups.
- Digital platforms deliver incremental audiences, extending reach beyond television and enabling more precise targeting across devices.
- Cross-screen duplication remains limited, indicating that television and digital reach distinct audience cohorts.
- Together, these findings demonstrate how advertisers can achieve a unified, deduplicated four-screen audience, combining the scale of television with the precision of digital.

*"The ICC Men's T20 World Cup 2026 has once again demonstrated the power of scale in live sports, and these findings take it a step further by quantifying how that scale translates across screens," said **Anup Govindan, Head of Sales, Sports, JioStar.** "With less than 10% duplication, we now have clear, measurable evidence of how integrated planning delivers both efficiency and impact for advertisers. As we look ahead to IPL 2026, this sets a strong foundation for brands to plan with greater confidence, leveraging cross-screen strategies to maximise reach and effectiveness at scale."*

As audience consumption becomes increasingly fragmented, the need for unified measurement has become more critical. The solution integrates BARC's linear television data with Nielsen's digital measurement capabilities across connected TV, mobile and desktop, enabling a single, deduplicated view of campaign reach and frequency.

The learnings from the ICC Men's T20 World Cup 2026 are expected to inform future cross-screen strategies as advertisers gear up for upcoming tentpole events, including IPL 2026. BARC India, Nielsen, and JioStar will continue to advance cross-platform measurement capabilities to support a more unified and accountable advertising 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.