

JioStar Entertainment Releases Episode 3 of *The Collective* – Cross-Screen Reach and Effectiveness Now Decoded

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Mumbai, 22nd April 2026: JioStar Entertainment unveils Episode 3 of *The Collective*, advancing the industry conversation from just cross-screen reach to focus on how multi-screen strategies drive reach plus real business outcomes. This episode explores a question that has often eluded marketers: which platform is truly driving effectiveness and delivering measurable business outcomes?

Anchored in a first-of-its-kind deterministic, single-source attribution study across TV, OTT, and digital platforms by Worldpanel India (part of Kantar) in partnership with SYNC Media, the discussion brings together leading marketers and media experts to examine how cross-screen measurement is reshaping modern media planning. Moving beyond a probabilistic approach, the episode highlights a more deterministic framework for how advertisers can now continuously measure and directly link ad exposure to tangible outcomes such as search activity, website visits, and transactions.

The discussion reinforces key findings that highlight Linear TV's pivotal role in driving exclusive reach - 3-4X higher than UGC platforms. TV acts as the trigger, while digital captures the response, driving 15-25% higher discovery and online search conversions. It demonstrates how integrated exposure across TV and OTT delivers measurable impact across the full funnel, spanning discovery, intent, and conversion.

Featuring K Ramakrishnan, Managing Director - South Asia - Worldpanel by Numerator; Samir Sethi, Head of Brand Marketing, Policybazaar; Pranay Rao, CMO, Sebamed India; Anita Kotwani, Senior Partner - Growth, Zoo Media; and Aditi Mishra, CEO at Lodestar UM, the episode unpacks how deterministic attribution enables marketers to move from optimising duplication to optimising contribution, understanding not just who was reached, but what each screen delivered.

As the ecosystem evolves from probabilistic models to deterministic measurement, Episode 3 of *The Collective* signals a decisive industry shift - from reach-centric planning to outcome-driven accountability, and from platform-led debates to integrated, evidence-based media strategies.

The Collective is JioStar Entertainment's flagship thought-leadership platform that brings together some of the most influential voices across marketing, media, and advertising. Through deep, insight-led conversations, it aims to shape industry perspectives, challenge conventional thinking, and reimagine the role of media and storytelling in driving business impact in a rapidly evolving landscape.
