

JioStar Positions HD Viewing as the New Standard for TATA IPL on Linear Television with 'Watch on HD' Campaign

~ Watch the brand film [here](#) ~

Mumbai, 22nd April 2026: JioStar has launched its latest campaign, 'Watch on HD', anchored by a brand film that reflects how audiences are increasingly choosing to watch TATA IPL in High Definition (HD) on linear television. The campaign reinforces JioStar's commitment to delivering the best viewing experience for TATA IPL on Star Sports HD. Built on a simple and culturally relevant insight that for today's viewers, especially younger audiences, HD is no longer an upgrade, but the expected way to watch.

At the centre of the campaign is a light-hearted yet telling film set in a familiar family setting. During an IPL match, the film follows a young boy walk in to find his parents watching a star cricketer bat in standard definition. Visibly puzzled, he questions how they could watch such a moment without HD, before switching to **Star Sports HD** himself. What follows is a humorous role reversal, where the child questions his parents' choice even remarking that he clearly hasn't "trained them well enough."

The film taps into a broader growing reality in Indian households, where young viewers are often leading the shift towards better viewing habits, increasing influence on how families adopt new technologies and experiences. In this case, it reinforces a simple but powerful idea if even kids instinctively adopt to HD, as it has already become a default way to watch.

Built on the thought "Bacchon ko bhi pata hai TATA IPL ka asli maza sirf Star Sports HD par", the campaign reflects how deeply ingrained HD viewing has become in everyday consumption. For today's audiences, clarity of visuals and the richness of detail are integral to the experience especially for a spectacle like the TATA IPL.

With the tournament continuing to be one of India's biggest shared viewing experience, the campaign positions **Star Sports HD** as the go to destination to watch every moment as it is meant to be seen, from the precision of a cover drive to the emotion on a player's face.

A JioStar spokesperson said: "TATA IPL remains one of the strongest drivers of shared viewing on linear television, and our focus is to ensure audiences experience it in the best possible quality. With 'Watch on HD', we are reflecting how audiences are already engaging with the format today, where HD is widely accessible and easy to switch to. It enhances the overall viewing experience and ensures fans don't miss the finer details of the game. "

As access to HD continues to expand across markets, 'Watch on HD' serves as both a reflection of evolving consumer expectations and JioStar's continued effort to drive this transition at scale.

For millions of fans, TATA IPL is more than a tournament it is a shared experience that brings families together and turns every moment into a memory. The campaign reinforces that

these moments are best experienced on **Star Sports HD**, with upgrading now simple and within reach for households across the country.

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.