



## JioStar Scales New Heights on TATA IPL 2026 as The Biggest Just Got Bigger

~ *Cumulative reach crosses 1.06 billion screens* ~

~ *Average match reach grows by 6% over last year* ~

~ *CTV emerges as fastest-growing platform, reach up 26% YoY* ~

**Mumbai, May 8, 2026:** JioStar today announced that TATA IPL 2026 has emerged as the biggest edition in the tournament's history, reinforcing its unmatched scale and deepening engagement across platforms and varied audience demographics. Building on a record-breaking start, the ongoing season continues to set new benchmarks, with **cumulative reach** across **digital and linear television** surpassing a staggering **1.06 billion**, a **7%** increase over the previous season.

The scale of viewership has been complemented by strong match-level growth, with **average match reach** climbing to **277 million**, marking a **6% increase** over the previous season. The continued momentum underscores the enduring appeal of TATA IPL, as fans across the country tune in across screens through **20+** feeds and **12** languages.

A defining trend this season has been the rapid growth of Connected TV (CTV), now the fastest-growing platform with a **26% increase in reach and a 20% growth in consumption** year-on-year. Notably, last year's total CTV reach was matched by Game 45 itself, underscoring the shift to large-screen digital viewing. Further elevating the experience is JioStar's "*Champions Wali Feed*", featuring legends, leading voices of the game, and some of cricket's sharpest analytical minds including Ravichandran Ashwin, Suresh Raina, Harbhajan Singh, Virender Sehwag, and Irfan Pathan, among others, bringing fans deeper insights, untold stories, and expert analysis alongside the live action.

On linear television, reach at a similar stage of the tournament is already in line with last year and is well on track to cross **500 million**, reinforcing TATA IPL's position as the biggest event on TV in India and proving linear TV to be the single largest driver of reach. The seamless integration of scale, accessibility, and enhanced viewing formats across JioStar's platforms continues to drive deeper engagement and sustained audience growth.

A key highlight of this season has also been the diversity and breadth of advertiser participation. On digital, 22 sponsors have partnered with JioHotstar and 16 have come on board Star Sports Network for linear TV, spanning a compelling mix of legacy Indian brands and new-age, technology-led platforms. A wide mix of established and emerging brands among associate sponsors, and as many as 125 new advertisers compared to last season highlights the growing importance of TATA IPL as a platform that delivers both national scale and category-wide relevance.

**Anup Govindan, Head of Sales, JioStar – Sports, said,** "TATA IPL 2026 is not just building on last year's momentum, it is redefining it. The scale we are witnessing today is



unprecedented, with over a billion screens already engaged. What stands out is not just the growth in reach, but the depth of engagement across platforms, especially the rapid acceleration of Connected TV. This season is a clear testament to how the biggest sporting property in the country continues to get even bigger, delivering unmatched value for fans and partners alike. As the tournament progresses, we are confident of setting even higher benchmarks and continuing to push the boundaries of what live sports can achieve in India.”

As the race to the playoffs intensifies, TATA IPL 2026 continues to captivate fans with thrilling contests, standout performances, and emerging stars making their mark alongside some of the league’s biggest icons, keeping excitement levels at an all-time high.

The continued surge in viewership and engagement reaffirms JioStar’s position as the definitive home of sports, as TATA IPL 2026 continues its march towards becoming the biggest season in the league’s history.

**Data for 43 matches on LTV, 49 on digital**

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### **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.