

MTV SPLITSVILLE X6 WRAPS ITS BIGGEST SEASON YET, CLOCKS OVER 260 MILLION WATCH-TIME HOURS ON JIOHOTSTAR

June 02nd, 2026; National: Over the years, MTV Splitsvilla has evolved beyond a reality show to become one of India's most influential youth entertainment franchises, shaping conversations around love, relationships and fashion for a generation of young audiences. As MTV Splitsvilla X6 concludes its successful run, the season stands out as the franchise's strongest yet, crossing 260 million watch-time hours on JioHotstar and delivering unprecedented engagement across audiences.

"MTV Splitsvilla sits at the centre of youth culture and conversation in India, where content is not just watched but experienced, shared and actively participated in. The phenomenal watch time of over 260 hours on JioHotstar reinforces how non-fiction shows continues to hold immense relevance for young audiences when it reflects their aspirations, relationships, and lifestyles in an authentic way." **said, Alok Jain, Head - Hindi & English Entertainment Business (Streaming, TV & Studios), JioStar.**

With each season, the format has continuously evolved to reflect changing audience sensibilities, while retaining its core appeal of high-energy entertainment, strategy, and emotional storytelling that keeps audiences deeply invested. Building on this strong legacy, Season X6 has further elevated engagement through a compelling mix of personalities, rivalries, and narratives. Hosted by Sunny Leone and Karan Kundrra, the season also featured Uorfi and Nia Sharma as Mischief Makers, further adding to the excitement and significantly amplifying viewer interest and social conversation around the franchise.

Expanding the experience beyond content, the season also introduced a first-of-its-kind "Shop The Look" integration in collaboration with NEWME, enabling viewers to seamlessly purchase their favourite contestants' outfits directly on JioHotstar, without disrupting their viewing journey. The integration goes beyond standard brand placement, with exact-match products featuring contestants wearing the looks on product detail pages, allowing fans to instantly connect content with e-commerce.

The season commanded a strong sponsor lineup of seven brands including **Instax by Fujifilm** as Presenting Sponsor, with **SOFY, NEWME Asia, ENVY** and **Philips** as Co-Powered by Sponsors, and **Matrix & Lotus Herbals** as Special Partner. The diverse mix across beauty, personal care, lifestyle and grooming categories reflects the property's strong advertiser confidence and appeal among India's youth demographics.

With the successful conclusion of MTV Splitsvilla X6, the franchise once again reinforces its position as one of India's most influential youth entertainment properties, continuing to drive strong engagement across television, streaming and social platforms.

About JioHotstar

JioHotstar is one of India's leading streaming platforms, formed through the coming together of JioCinema and Disney+ Hotstar. With an unparalleled content catalogue, innovative technology, and a commitment to accessibility, JioHotstar aims to redefine entertainment for everyone across India.