



JioStar Takes TATA IPL 2026 Reach to an All-Time High of Over 1.2 Billion

~ 19th season of TATA IPL becomes the **most-watched ever** ~

~ Connected TV emerged as the fastest-growing consumption platform with a **22% Y-o-Y growth** ~

~ The 2026 Final became the **most-watched match** in TATA IPL across screens ~

Mumbai, June 15, 2026: JioStar today announced another landmark season for the TATA IPL, as the recently concluded season became the most-watched ever in the league's history. Besides delivering record-breaking growth across television and digital platforms, JioStar reaffirmed the league's position as India's biggest sporting and entertainment spectacle.

TATA IPL 2026 reach soared over an astounding **1.2 billion**, reflecting a growth of **7% year-on-year**. The season, marked by new heroes, never-before-seen performances, and compelling sub-plots, kept viewers glued to screens as **watch-time touched 870 billion minutes**. The TATA IPL 2026 Final, which culminated in Royal Challengers Bengaluru lifting the trophy for a second consecutive year, delivered a viewership double, becoming the **most-watched TATA IPL match ever**, reaching over **400 million** across screens.

The 2026 season witnessed strong growth across digital screens. **Connected TV** continued its rapid ascent, **growing by 22%**, underscoring the rapid convergence of television-scale reach with digital precision for advertisers. Digital video views **reached 25 billion**, marking an **8% year-on-year increase**. Growth of digital was particularly fuelled by two audience segments, namely affluent consumers and young viewers, reinforcing the TATA IPL's ability to attract premium consumers and future-facing audiences at an unparalleled scale. Regional language **watch-time share went up by 33% on digital**.

Speaking on the record viewership for TATA IPL 2026, **Ishan Chatterjee, CEO, JioStar, Sports**, said, "*TATA IPL 2026 was a season where we set out on our journey of what a truly integrated sports platform should look like. Our endeavour was to make every screen, every interaction, and every moment meaningful, so that fans are not only watching sports on our platform but also interacting with it in ways that are deeply contextual and personal. The season-ending data is a testament to the efforts we made across platforms, with CTV's communal experience and regional-language presentation becoming unprecedented growth drivers. The final outcome was yet another TATA IPL edition that opened up new possibilities for sponsors, advertisers, distribution partners, and, more importantly, the fans; none of this would have been possible without their faith and the BCCI's unwavering partnership.*"

JioStar's presentation of the 19th edition of TATA IPL blended innovation with viewing experiences that spoke to the evolving needs and preferences of the fan. From 12 languages, a multi-cam experience, and 30 feeds to the newly introduced "Champions Wali Commentary," which brought together legends, former champions, and leading voices of the game, fans were

able to customise and enhance their viewing experience with a plethora of options at the tap of a screen.

The seamless integration of OpenAI and Swiggy into the TATA IPL experience this season enabled each viewer to enjoy live sports in a more personal and intuitive way. It also enabled brands to contextually participate in the viewer's experience. JioStar's presentation of TATA IPL 2026 was bolstered by 125 new advertisers compared to last season, even as 22 sponsors partnered with JioHotstar while 16 came on-board Star Sports Network.

With another landmark season of the TATA IPL successfully completed, JioStar is currently bringing the ICC Women's T20 World Cup 2026 to viewers from June 12 to July 5, while the Men in Blue will embark on a white-ball tour of England for 5 T20Is and 3 ODIs, July 1 onwards.

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 millions of people across geographies.