



Bigg Boss South Crosses Half a Billion Watch Hours in Just 5 Weeks; 75+ Brands Bet Big on the Franchise

~Biggest-ever launch across Tamil, Telugu, Kannada and Malayalam reinforces the franchise's growing scale, deeper audience engagement and strong advertiser confidence~

Mumbai, 15, October, 2026: JioStar's South editions of Bigg Boss have crossed 550 million watch hours in just five weeks, delivering the biggest launch in the franchise's history across Tamil, Telugu, Kannada and Malayalam. For the first time, all four South editions premiered on the same day, creating one shared entertainment moment across the region while preserving the unique identity of each market. The result has been the strongest opening the franchise has ever delivered, with overall watch time growing 20% year-on-year.

Bigg Boss South is seeing strong engagement across its 24x7 live feed this season as well. Beyond the daily episodes, 6 in 10 viewers are also engaging with the 24x7 live feed, signalling that Bigg Boss has evolved into an always-on entertainment experience, with audiences staying connected to the conversations, relationships and moments inside the house throughout the day.

Krishnan Kutty, Head – Entertainment Business, South Cluster, JioStar, said, *"The Bigg Boss phenomenon continues to get bigger with every passing season. Crossing half a billion watch hours in just five weeks is an important milestone, but what is even more encouraging is what sits behind that number. Every season, audiences are spending more time with the franchise, whether through the daily episodes or the 24x7 live feed. The simultaneous launch across all four South markets created one shared entertainment moment, while the continued growth in Connected TV consumption reinforces how audience behaviour is evolving. Together, these trends give us tremendous confidence in the long-term strength of the Bigg Boss franchise."*

The momentum has been matched by strong advertiser confidence. More than 75 brands have partnered with the four South editions, accounting for over 120 sponsorships. Notably, more than half of the participating brands are first-time advertisers, while local advertisers contribute approximately 30% of total advertising spends, highlighting the franchise's ability to attract both national and regional brands.

The brands on board include: WhiteGold, Maruti Suzuki India Limited, Ai + Nova Smartphone, Asian Paints, Britannia Nutri Choice, Dulcoflex, Denver, Star Health Insurance, Dazller, Ramraj Mrithu Towels, Walkaroo, Kajaria Ceramics, 1 to 3 Noodles, Haier, Cadbury 5 Star, Continental Xtra Instant South Blend, Cera, CP Plus, Gold On Phone Pe, MYK Laticrete, Simta Astrix, Vijay



Sales, Amazon, Amrutatanjan, Anil Foods, Ariel, Aroma Ghee, Asal, Ashwasurya Realities, Ashwin Sweets, Avaada Energy, Bakers Masala, Darling Digital, EcoPlanet Elevators, EXO, FirstClub, Gold Drop, IHP Iyengar, India Gate, Jeeni Slim, Jos Alukkas, JK Tyres, K P Namboodiri, KT Special Tea, Max Gold, Milk Bikis, MyG -Future, Nilkamal Sleep, Nivea Soft Gel, Pears, Purplle, Ramesh Lungies, Ramson Dhotis, Regal Jewellers, Rin, Sastry Balm, Shree Sai Gold Palace, Sparsh Masala, Sprite, Sudarshan Silks, Sunpure, Sunrich Oil, Taj Mahal, TDH Foods, TTK Prestige, Vicks Cough Drops, Vicks Inhaler, Walkmate, Hero Xoom, Kamla Pasand, ORN Vacations, Danube Properties Dubai, Colgate, Head & Shoulders, Kingfisher Packaged Drinking Water, Uber and Century Mattress.

Audience engagement began even before the main launch through Bigg Boss Agnipariksha, the franchise's first integrated digital pre-show across all four South markets. Known as Agnipariksha in Telugu, Agniparikshe in Kannada, Agnipareeksha in Malayalam and The Common Man in Tamil, the initiative gave aspiring contestants an opportunity to compete for a place inside the Bigg Boss house, extending audience participation and building anticipation ahead of the main season.

Bigg Boss Tamil, Bigg Boss Telugu, Bigg Boss Kannada and Bigg Boss Malayalam, hosted by Vijay Sethupathi, Nagarjuna, Kichha Sudeepa and Mohanlal respectively, air daily on Star Vijay, Star Maa, Colors Kannada and Asianet, with episodes and the 24x7 live feed streaming on **JioHotstar**.
