



Regional-Language Emerges as Impact Player on JioStar's Record-Breaking TATA IPL '26 Presentation

~ JioStar initiative Beyond Boundaries showcases the multi-fold growth in regional language cricket consumption ~

Mumbai, 6th October 2026: JioStar today announced the launch of 'Beyond Boundaries', an initiative that brings advertisers closer to the growing and highly engaged regional-language cricket audience through live cricket feeds and Pre and Post programming (PPL) partnerships. Cricket consumption in regional languages is becoming an increasingly significant part of how audiences experience the game, with strong engagement on digital. During TATA IPL 2026, Kannada feed **reach** went up by **30% year-on-year** while Telugu and Tamil exhibited **23% and 12% uptick** respectively on JioHotstar. The **digital watch-time share** of Telugu recorded the highest growth at **30%** among the three markets, followed by Kannada and Tamil.

The growth reflects the continued evolution of cricket consumption beyond Hindi and English, with audiences increasingly engaging with the tournament through feeds that combine the scale of live sport with language and cultural relevance.

Each regional feed has also built its own programming identity around the home franchise in that market with commentary and shows built to reflect the fandom of each state. For TATA IPL 2026, this included dedicated formats such as Cricket with Chai and Orange O Rangu on the Telugu feed, Kempu Sainya and Inside RCB on the Kannada feed, and match-day content built around the "Ini Singapathai" narrative on the Tamil feed, alongside segments spotlighting emerging young talent across all three markets.

The regional-language experience was anchored by a commentary panel of over 160 voices across 12 languages, with former players and regional experts fronting coverage in each market. The Tamil feed's panel included Murali Vijay and L. Balaji, alongside former Sri Lanka cricketer Russel Arnold and RJ Balaji. The Telugu feed featured Hanuma Vihari and MSK Prasad, while the Kannada panel included Vinay Kumar and Veda Krishnamurthy reflecting JioStar's tailored approach of building each regional feed around recognisable, market-specific voices rather than a single national commentary team.

The 2026 season witnessed strong growth across digital with **Connected TV reach 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**. Regional language **watch-time share went up by 33% on digital**.

Anup Govindan, Head of Sales - Sports, JioStar, said: *“The growth of regional-language cricket reflects how cricket consumption in India is evolving. Audiences aren’t just watching in greater numbers; they’re choosing to experience the game in languages and environments that feel familiar to them. For brands, that matters because it opens up a deeper way to participate in cricket across markets. The real opportunity is in understanding what makes each audience and market distinct and building around those nuances rather than viewing regional consumption purely through the lens of scale.”*

As regional-language feeds continue to draw large audiences across platforms, they represent a growing part of the sports ecosystem thereby giving audiences, advertisers and partners more ways to engage with cricket across India’s diverse markets.

For JioStar, the growing consumption across languages points to a broader shift in the sports viewing landscape, where regional-language feeds are increasingly becoming an important part of the cricket ecosystem rather than simply an extension of the main broadcast.

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 800 million viewers every week, igniting the dreams and aspirations of hundreds of millions of people across geographies.