

‘THE BILLION EMOTIONS ENGINE’: JIOSTAR’S NEW COFFEE TABLE BOOK CAPTURES HOW ‘ALWAYS ON’ ENTERTAINMENT POWERS INDIA’S UNSCRIPTED LANDSCAPE

~JioStar’s Hindi unscripted shows reached one billion people ~

~ Across multiple franchises, the portfolio recorded 460 billion minutes of watch time, with two-thirds of watch time from younger audiences~

Mumbai, 23 October 2026: JioStar recently unveiled *The Billion Emotions Engine: Home of Unscripted*, a coffee table book that captures the scale, audience profile and industry impact of India’s largest unscripted portfolio. More than a record of reach, the book is a celebration of the talent, makers, brands and audiences whose shared belief has made unscripted one of India’s most enduring entertainment ecosystems. Launched at FICCI FRAMES 2026, the book spotlights the diverse range of unscripted shows that JioStar offers, from Bigg Boss, Laughter Chefs Unlimited Entertainment and Roadies to Khatron Ke Khiladi, Splitsvilla, Hustle and Koffee With Karan, and more with audience data, partner perspectives and the voices of the talent and production houses behind them.

In the past year, JioStar’s Hindi unscripted shows reached 1 billion people*, roughly two in every three Indians, and recorded 460 billion minutes* of watch time. The portfolio is young; two-thirds** of watch time from younger audiences, the audience that will shape consumption and culture in the years ahead. Its influence also extends well beyond the screen. The previous season of each show together generated over 27 billion views*** on social media.

“Behind every unscripted moment is a person who took a chance: a contestant stepping into the spotlight, a maker backing a bold idea, a brand trusting a new format, a viewer who showed up curious and kept returning. At JioStar, our promise to be Always On Unscripted is about being there for those moments every single day, with franchises that keep growing alongside the people who love them. The Billion Emotions Engine is our thank you to the talent who trust us with their stories, the makers who dare to imagine them along with us, the brands that grow with them and the audiences who make it all matter. It is a reflection of what we have built together, and a promise of what is still to come,” said **Alok Jain, Head – Hindi & English Entertainment Business (Streaming, TV & Studios), JioStar.**

The portfolio’s strength lies in its balance and longevity, bringing together 70% homegrown originals and 30% global IPs. The content is built with a lens for changing times, designed to move seamlessly across screens, finding audiences at any moment, in any place. International formats such as Khatron Ke Khiladi have been adapted so deeply to Indian sensibilities that they have evolved into properties with strong local identity. This enduring appeal is reflected in franchises such as Bigg Boss, which has run for two decades, Koffee With Karan, which has entertained audiences for over twenty years, Roadies now in its 21st season, and Splitsvilla which has just concluded its 16th season. At the same time, newer

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**Age profile of watch time: internal JHS data, FY25.

*** Social views: total for the previous season of each unscripted show, measured via Meta, YouTube and X analytics.

^Brand partnerships: internal sales data, across JioStar’s unscripted properties, 2022–2026.

formats are pushing creative and production boundaries. The 50 brought fifty celebrities for 27 days of live production, supported by over 115 cameras across a two-storey set and a format that broke convention by having no celebrity host.

For advertisers, this depth of audience and talent translates into associations that build over time. More than 1,000 brands[^] have associated with the portfolio across categories from automobiles and FMCG to consumer electronics, fashion and home and the book carries partners' own accounts of how those relationships have evolved. Hero MotoCorp's Karizma was the first partner of Roadies and returned as the title sponsor of Season 20. Nivea expanded its partnership from Dhamaal With Pati Patni Aur Panga to Laughter Chefs S3. Jaquar's presence on Koffee With Karan has grown from lighting to bath across seasons. NEWME introduced a Shop The Look feature on the JioHotstar app for the very first time to let Splitsvilla viewers buy the styles they were watching.

The book also tells the human story behind the data. For many, a JioStar show has been the launchpad for everything that follows. Talent who found their first break on these shows return as hosts, judges and squad bosses to open the door for the next generation. Production houses have grown from first-time collaborators into creators of landmark formats. Partners return season after season, and audiences have moved from watching to taking part. *Hustle* alone has brought 96 rappers into the mainstream over five seasons.

At its heart, The Billion Emotions Engine is a thank-you: to the talent who bring these shows to life, the production houses who dare to imagine them, the brands that trust them and the audiences who return to them every day. As JioStar looks ahead, the ambition is to keep growing this ecosystem together and take stories made in India to a wider world.

The Billion Emotions Engine: Home of Unscripted closes on JioStar's "Always On" commitment: a show-a-day ecosystem, 365 days a year, built around audiences who keep watching, scrolling, sharing and voting. This commitment comes alive this festive season, with Bigg Boss and Dhamaal With Pati Patni Aur Panga, Koffee with Karan and MTV Roadies 21: Rebirth currently on air, offering audiences a diverse mix of highly entertaining unscripted content. Together, these properties offer advertisers a continuous festive line-up, with varied formats and audience connections that keep brands part of the conversation throughout the season.

The Billion Emotions Engine: Home of Unscripted is now available to view and download at <https://unscripted.jiostar.com/>

About JioStar: Perched firmly at the nucleus of spellbinding content and innovative technology, JioStar is a leading global media and entertainment company that is reimagining

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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.

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