

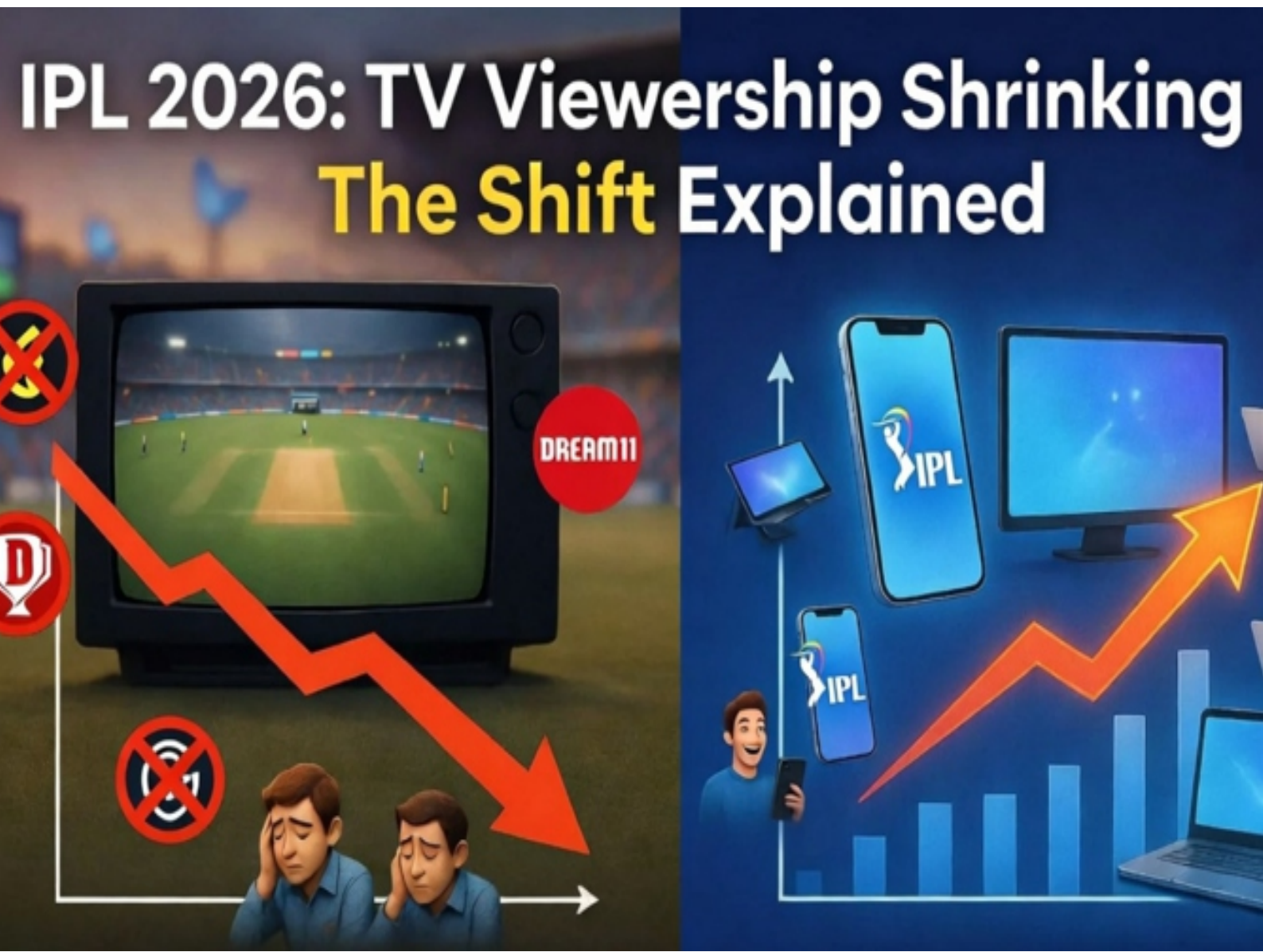
MEDIA AND COMMUNICATION

SECTOR SPECIFIC REPORT



01

IPL 2026 Viewership Shifted Toward Dual-Screen Consumption









The Indian Premier League (IPL) 2026 highlighted a significant change in viewing behaviour, with audiences increasingly adopting dual-screen consumption. Rather than watching matches solely on television, **viewers simultaneously engaged with streaming platforms, social media applications, and mobile devices.** This trend enabled audiences to remain connected with live action while accessing complementary content and updates throughout the tournament across a variety of digital touchpoints.



Source: <https://www.bwmarketingworld.com/article/ipl-2026-shows-strong-shift-to-dual-screen-digital-viewing-study-608418>

A defining feature of IPL 2026 was the emergence of hybrid viewing patterns. **A considerable share of viewers combined television broadcasts with streaming services, reflecting changing patterns in sports media consumption.** This approach gained widespread acceptance as audiences increasingly embraced a more interconnected way of following cricket content. Television remained the central platform for live broadcasts, whereas digital channels complemented the experience with a wider range of supporting content throughout the tournament.

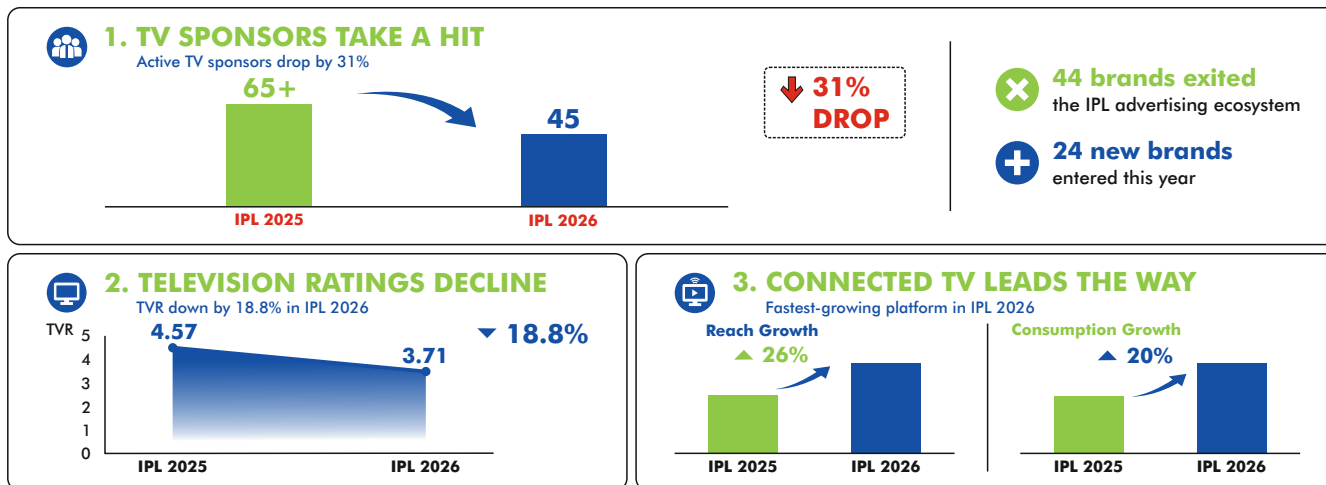
Key Elements Behind IPL 2026 Dual-Screen Viewing

 <h3>Television-Centered Match Viewing</h3> <ul style="list-style-type: none"> • Live match coverage • Primary viewing platform 	 <h3>Real-Time Information Tracking</h3> <ul style="list-style-type: none"> • Live scores and statistics • Player performance insights
 <h3>Growth of Digital Streaming</h3> <ul style="list-style-type: none"> • Flexible content access • Viewing across devices 	 <h3>Interactive Fan Participation</h3> <ul style="list-style-type: none"> • Fantasy sports engagement • Social media discussions
 <h3>Smartphone-Based Engagement</h3> <ul style="list-style-type: none"> • Instant match updates • Continuous content access 	 <h3>Integrated Media Consumption</h3> <ul style="list-style-type: none"> • Simultaneous platform usage • Connected viewing experience

The scale of this transition was evident in the tournament's audience reach. **IPL 2026 achieved a cumulative reach exceeding one billion across television and digital platforms,** highlighting the scale of audience participation throughout the tournament. The concurrent expansion of broadcast and digital audiences underscored the broad acceptance of cross-platform viewing among cricket followers. These audience trends reflected the growing importance of flexibility and ease of access in contemporary sports viewing.

IPL 2026: BY THE NUMBERS

What the data tells us about viewership and advertising trends



Source: JioStar Official Release (Data for 43 matches on LTV, 49 on digital) | Various Media Reports

Source: <https://www.mykhel.com/cricket/ipl-2026-viewership-debate-explained-why-broadcast-numbers-and-advertising-trends-are-different-432153.html>

The increasing use of dual-screen viewing introduced new dimensions to how audiences followed and experienced the tournament. **While watching matches on television, viewers often relied on additional devices to monitor live scores, player performance data, match analysis, highlights, and fantasy sports activities.** Social media platforms further contributed to this trend by enabling real-time discussions and reactions, extending audience engagement beyond the broadcast itself and strengthening fan participation.



Source: <https://www.storyboard18.com/how-it-works/the-glass-stadium-ipls-new-digital-reality-95009.htm>

The growing prevalence of dual-screen consumption reflects broader changes in India's media environment. **These changing audience behaviours encourage broadcasters and advertisers to adopt more refined engagement strategies and adaptive communication formats.** The viewing trends observed during IPL 2026 suggest that future sports consumption will be shaped by seamless interaction across platforms rather than by standalone television viewing.

02

Jio Launched New OTT-Focussed Telecom Bundle



Reliance Jio launched the **Jio OTT Pass in May 2026**, introducing a new entertainment-focused telecom package that combines mobile connectivity with a wide selection of digital content. The offering is aimed at users seeking a **more streamlined way to access entertainment services** while expanding Jio's portfolio of digital products. The launch marks another addition to the company's efforts to strengthen its presence in India's digital services market.

Source: <https://arunachal24.in/jio-launches-%E2%82%B9200-ott-pass-with-15-streaming-apps-and-unlimited-5g/>

The Jio OTT Pass is **priced at Rs. 200** and comes with a **validity period of 28 days**. The offering includes **15 streaming services, more than 1,000 live TV channels, 30 GB of mobile data, and unlimited 5G access** for eligible subscribers. The pass brings multiple entertainment options together in a single package, providing an economical solution for users seeking diverse viewing choices. The plan is available to prepaid users and is intended to make digital entertainment more accessible to a broader audience.

Source: <https://www.newskart.com/jios-rs-200-ott-pass-looks-like-a-big-entertainment-deal-but-should-you-recharge/>

Jio stated that the new pass is designed to reduce the need for separate subscriptions across different platforms. The package caters to consumers who regularly use digital platforms for movies, television programmes, sports, and other on-demand content. It also expands the entertainment benefits available within the company's prepaid portfolio. The package forms part of the company's efforts to address rising demand for digital entertainment services.

Key Drivers Behind Jio's OTT-Focussed Telecom Strategy

Unified Digital Experience	Entertainment and connectivity through a single ecosystem
Consumer Convenience	Reduced need for managing multiple subscriptions
Growing Streaming Demand	Rising preferences for on-demand digital content
5G Ecosystem Expansion	Encourages greater utilization of next-generation networks
Enhanced Customer Engagement	Strengthens user interaction with Jio's digital services
Competitive Market Positioning	Differentiates offerings in the telecom sector

This development comes as telecom operators continue to broaden their value-added offerings beyond conventional voice and data plans. Bundled entertainment packages have become increasingly popular among users looking for a wider range of content through a single service. This shift reflects changing patterns in how consumers access and consume digital media. **Industry players are increasingly introducing content-led plans to address changing viewing habits.**



Source: <https://www.etvbharat.com/en/technology/jio-launches-rs-200-ott-pass-bundling-15-streaming-apps-1000-live-tv-channels-and30gbdataenn26052704678>

With the introduction of the Jio OTT Pass, Reliance Jio has added a new option to its prepaid lineup while strengthening its position in the digital entertainment market. The package broadens the company's content-focused offerings at a time when streaming services continue to attract a larger audience. The launch is expected to strengthen Jio's presence in India's expanding streaming market.

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03

TRAI Proposed AI-Based Systems to Detect Spam Calls and Fraudulent Messages



The Telecom Regulatory Authority of India (TRAI) has proposed the adoption of Artificial Intelligence (AI)-based systems to combat the growing menace of spam calls and fraudulent messages. **The proposal aims to reinforce consumer security by enabling telecom service providers to proactively identify unusual communication patterns and prevent fraudulent telecom activities before they reach subscribers.** As unsolicited commercial communications and cyber scams become increasingly sophisticated, the initiative represents a shift towards technology-driven regulation and preventive enforcement.



Source: <https://psuwatch.com/newsupdates/trai-proposes-disconnecting-pesky-callers-services-based-on-telcos-ai-spam-alerts>

Under the proposed framework, telecom operators would deploy AI and Machine Learning (ML) tools to continuously monitor calling and messaging activities. These systems can identify unusual communication behaviour, recognise emerging spam patterns, and flag telecom resources that repeatedly engage in suspicious activities. Unlike the existing complaint-based mechanism, the proposed approach would allow telecom operators to rely on AI-generated insights to initiate timely investigations and regulatory action.



Source: <https://telecom.economictimes.indiatimes.com/news/policy/dot-imposes-new-kyc-riders-for-biz-connections-move-aimed-to-prevent-online-fraud/110278437>

TRAI has further proposed that numbers consistently identified as spam by AI systems may undergo verification and, where violations are established, face disconnection or other enforcement measures. The framework also **recommends strengthening Know Your Customer (KYC) compliance** to prevent the misuse of telecom resources and discourage fraudulent telemarketing practices. While introducing stricter enforcement, the proposal also recognises the importance of verification procedures to minimise the possibility of genuine users being wrongly flagged.

Benefits of AI-Enabled Telecom Regulation



Beyond addressing conventional spam, the proposal aims to tackle **emerging threats such as AI-generated robocalls, voice impersonation, and deceptive telemarketing campaigns** that exploit advanced technologies to target unsuspecting users. By enabling telecom operators to respond more quickly to evolving fraud techniques, AI-powered systems are expected to improve the overall effectiveness of spam prevention while reducing dependence on manual consumer complaints.



Source: <https://brandequity.economictimes.indiatimes.com/news/digital/blocking-of-ai-generated-spam-is-premature-in-consultation-with-stakeholders-says-regulator-trai/128335207>

If implemented, **the proposed AI-driven framework could significantly enhance the security of India's telecom ecosystem** by reducing spam calls, blocking fraudulent messages, and protecting users from financial and cyber fraud. The initiative reflects TRAI's commitment to leveraging advanced technologies to build a safer, more reliable, and consumer-centric digital communication environment.

04

India Reduced Social Media Takedown Compliance Time to 3 Hours



India has strengthened its digital governance framework by reducing the compliance time for social media intermediaries to **remove unlawful online content from 36 hours to just 3 hours** after receiving a valid notice from the appropriate government authority. The revised requirement was introduced through the **Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Amendment Rules, 2026**, notified by the Ministry of Electronics and Information Technology (MeitY). The move aims to ensure faster action against illegal content and strengthen accountability among online platforms.









Source: <https://kalingatv.com/business/india-mandates-3-hour-takedown-rule-for-social-media-platforms-tightening-compliance-norms/>

The amended rules require intermediaries to comply promptly with official takedown directions. They must also **clearly label artificial intelligence (AI)-generated or synthetically altered material, including deepfakes, manipulated videos, and synthetic audio**, to help users identify digitally altered information more easily. These measures are intended to curb misinformation, protect users from deceptive digital content, and improve transparency in online communication.



Source: <https://theprint.in/india/governance/36-hr-takedown-window-cut-to-3-hrs-centre-notifies-it-rules-amendment-to-tighten-noose-on-deepfakes/2851104/>

According to MeitY, the amendments **strengthen the obligations of intermediaries under the Information Technology Act, 2000**. The revised framework is intended to strengthen enforcement while improving online safety and ensuring greater compliance with the new rules across digital platforms operating in India. It also enhances grievance redressal mechanisms and requires platforms to provide users with clearer information about compliance procedures.

Obligation	Pre-Amendment Timeline	Post-Amendment Timeline
Court-ordered or law enforcement takedown	 36 hours	 3 hours
Non-consensual nudity (NCN) removal	 24 hours	 2 hours
Grievance response	 15 days	 7 days

Source: <https://indianexpress.com/article/legal-news/indias-new-3-hour-deepfake-removal-rule-experts-urge-strict-compliance-10528122/>

The revised compliance timeline has sparked debate among technology companies, legal experts, and digital rights groups. Supporters believe **the change will help tackle cybercrime, online abuse, misinformation, and AI-enabled manipulation more effectively** through faster regulatory action and platform responsiveness. However, some stakeholders argue that responding within three hours may be operationally demanding, particularly when balancing rapid action with due process and freedom of expression.

Key Outcomes of 3-Hour Social Media Takedown Rule

<p>Quicker Response</p> <p>Limits prolonged circulation of harmful material</p>	<p>Safer Digital Space</p> <p>Reduces risks from manipulated online content</p>	<p>Platform Readiness</p> <p>Encourages stronger monitoring and compliance systems</p>	<p>User Confidence</p> <p>Promotes greater trust in online information ecosystems</p>	<p>Regulatory Evolution</p> <p>Reflects adaptation to emerging AI-driven challenges</p>
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Overall, the three-hour compliance requirement marks a significant shift in India's regulation of social media platforms. By accelerating the removal of unlawful content and introducing safeguards against AI-generated deepfakes, **the government seeks to strengthen online safety while promoting responsible platform governance**. Effective implementation will be crucial to ensuring that the new rules protect public interest without compromising legitimate digital expression.

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05

DNPA Conclave 2026 Focussed on AI-Era Trust Crisis in Journalism



CONCLAVE 2026

CO POWERED BY



Saptharushi

The New World Order of News: Rewriting the Playbook for a Resilient Digital Future

26th Feb, 2026
Thursday

9:00 AM
Onwards

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The **Digital News Publishers Association (DNPA) Conclave 2026** brought together policymakers, media professionals, digital publishers, and technology experts to examine the growing trust crisis in journalism amid the rapid adoption of artificial intelligence (AI). **Discussions centered on how AI is transforming news production while creating challenges like misinformation, deepfakes, manipulated media, and declining public confidence.** Participants also acknowledged AI's potential to improve newsroom efficiency and audience engagement while agreeing that safeguarding credibility must remain a priority.



Source: <https://news.abplive.com/news/india/dnpa-conclave-2026-opens-in-delhi-with-focus-on-ai-sustainability-digital-news-publishers-association-1828843>







Representing the Ministry of Electronics and Information Technology (MeitY), the Government of India highlighted the **importance of ensuring that AI is deployed responsibly and transparently.** The government stressed that digital platforms should strengthen accountability for hosted content, enhance safeguards against AI-enabled misinformation and cyber fraud, and support a fair environment for original content creators. Greater transparency in the **use of AI-generated and synthetic content** was also emphasized to maintain confidence in digital information.



Source: <https://www.dnpa.co.in/photo-gallery/dnpa-gallery-8443653>

The discussions also underscored that effective AI governance must balance technological innovation with accountability, transparency, and human oversight. Participants observed that a robust policy framework, supported by responsible practices across the media sector, is essential for strengthening the digital information landscape. Such measures were identified as key to preserving public confidence while enabling innovation in AI-driven journalism.

Strategic Priorities for the Digital News in AI Era

<p>Platform Responsibility</p> <p>Strengthen oversight of digital information channels</p> 	<p>Ethical Innovation</p> <p>Balance technological advancement with societal interests</p> 	<p>Collaborative Governance</p> <p>Foster cooperation among government, industry, and civil society</p> 
<p>Publisher Sustainability</p> <p>Support fair value creation for original news producers</p> 	<p>Information Authenticity</p> <p>Promote reliable and verifiable digital content</p> 	<p>Future-Ready Media</p> <p>Build resilient news organizations equipped for evolving technologies</p> 

Speakers at the event noted that technological advancements cannot replace editorial judgement and professional ethics. **They emphasized that rigorous fact-checking, source verification, and clear disclosure of AI-assisted content are essential to preserving journalistic integrity.** As AI-generated material becomes increasingly sophisticated, news organizations must adopt strong editorial standards to distinguish authentic reporting from misleading or fabricated information.



The conclave concluded that addressing the **AI-era trust crisis** requires **sustained collaboration among government institutions, digital platforms, media organizations, technology developers, and civil society.** By combining responsible AI governance with strong journalistic practices, stakeholders can foster a trustworthy digital news environment while supporting innovation. The discussions reaffirmed that credibility, transparency, and accountability will remain the cornerstones of journalism in an increasingly AI-driven world.

07

Eminent Insight



"Platforms must take responsibility of what they are publishing. Times have gone when a platform could say that they are responsible for the content. Those times have gone because the platforms have themselves changed from being pure platforms to becoming hosts to the world."

**Shri Ashwini Vaishnav
Minister for Railways, Information & Broadcasting and Electronics &
Information Technology
Government of India**



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