



NETWORK18 POSTS RS. 1,435 CR LOSS AMID VIACOM-STAR MERGER

Network18 reported a consolidated loss of Rs. 1,435.79 crore for FY25, largely due to the reclassification of Viacom18 as an associate post its merger deal with Star India, and the sale of its stake in IndiaCast. Q4 revenue sharply declined to Rs. 564.5 crore from Rs. 2,580 crore in the same quarter last year. However, the network's news segment showed resilience, posting a 4.3% revenue growth despite a 15% fall in TV advertising inventory. Operating expenses rose slightly, but network



VIACOM 18



EBITDA improved marginally from Rs. 221 crore to Rs. 242 crore.

GTPL HATHWAY ADDS 1 LAKH CABLE SUBSCRIBERS

GTPL Hathway expanded its cable subscriber base by 100,000 and added 25,000 broadband subscribers in FY25. Its consolidated revenue reached Rs. 3,507 crore, up 8% YoY.



Broadband revenue grew to Rs. 533 crore with an ARPU of Rs. 465 and a 11% rise in average data usage per user. EBITDA stood at Rs. 462.5 crore and PAT at Rs. 47.9 crore for the fiscal. As of March 2025, GTPL's broadband presence extended to 70 cities across 24 states.

CTV ADVERTISING IN INDIA HITS RS. 2,500 CRORE

Connected TV (CTV) advertising in India has become a strategic pillar for brands, with the market now valued at Rs. 2,500 crore in 2025. The country has over 50 million CTV households, and the figure is expected to rise to 60 million by 2026.



The average viewer spends 3.5 hours on TV daily, with 80% of that time accompanied by mobile usage—fueling omnichannel ad strategies. Programmatic platforms and interactive ad formats have made CTV measurable and efficient.

“CTV has evolved from a niche to a core medium,” said Nikhil Kumar, Chief Growth Officer at mediasmart by Affle. The segment is now driven by smart TV penetration and diverse OTT and FAST content. ■

INDIA'S MOST RESPECTED TRADE MAGAZINE FOR THE CABLE TV, BROADBAND, IPTV & SATELLITE INDUSTRY



... You Know What You are doing
But Nobody Else Does

ADVERTISE NOW!

Contact: Mob.: +91-9108208956 Tel.: +91-22-6216 5313 Email: geeta.lalwani@nm-india.com