



Media Release

Indian Broadcasting & Digital Foundation (IBDF) Reaffirms Strength of Linear TV and Charts Future Path at 26th AGM

New Delhi, September 30, 2025: The Indian Broadcasting & Digital Foundation (IBDF) convened its 26th Annual General Meeting (AGM) yesterday in New Delhi. The meeting, chaired by Mr. Kevin Vaz, President of IBDF and CEO – Entertainment of JioStar India Pvt. Ltd., brought together industry leaders to review the sector's performance and strategize for the future.

In his inaugural address as President, Mr. Vaz underscored the enduring power of Linear Television. *"Despite geo-political and economic headwinds, Linear Television's fundamentals remain strong. It continues to be the bedrock of content creation and brand building in India,"* he stated.

Mr. Vaz highlighted compelling data to support this view: *"An overwhelming 97% of India's original content - nearly 200,000 hours in 2024, was produced for Linear TV. It engages audiences at a scale unmatched by any other medium, with roughly 46 trillion minutes of annual viewing across 190 million screens, outpacing user-generated video. The family co-viewing experience keeps TV at the heart of Indian homes and culture."*

Looking ahead, he added, *"We anticipate a significant upswing in advertising revenue, with the festive season providing an immediate boost and recent GST reforms announced by the Government laying a robust foundation for sustained long-term growth, aligned with India's economic trajectory. Television's next chapter is one of evolution - leveraging its enduring reach and trust, amplified by digital capabilities. Through IBDF, we will continue to advocate for a consistent, forward-looking regulatory regime that reaffirms television's vital role in the nation's media fabric."*



Board Elections and New Appointments

The AGM saw the re-election of **Mr. Gaurav Banerjee** (Culver Max) and **Mr. R. Mahesh Kumar** (Sun Network) to the IBDF Board. **Mr. Anil Kumar Singhvi** (Zee Media) was newly elected to the Board.

Following the AGM, the Board of Directors re-elected the Office Bearers for the upcoming term:

- **President: Mr. Kevin Vaz** (JioStar)
- **Vice Presidents: Mr. Rajat Sharma** (India TV), **Mr. Gaurav Banerjee** (Culver Max), and **Mr. R. Mahesh Kumar** (Sun Network)
- **Treasurer: Mr. I. Venkat** (Eenadu TV)

The Board also includes: **Mr. Aroon Purie** (TV Today Network), **Mr. Gaurav Dwivedi** (Prasar Bharati), **Mr. Jayant Mathew** (MMTV) and **Mr. Punit Goenka** (Zee Entertainment).

The Board also Co-opted **Mr. Sumanta Bose** (JioStar), **Mr. John Brittas** (Kairali TV), and **Mr. Nachiket Pantvaidya** (Culver Max) as members.

Mr. Vaz announced a key leadership transition, informing members that respected media veteran **Mr. Avinash Pandey** will assume the role of Secretary General, effective October 1, 2025. He succeeds **Mr. Siddharth Jain**, whose tenure concludes on September 30, 2025. Members expressed their sincere gratitude to Mr. Jain for his significant contributions and extended a warm welcome to Mr. Pandey.

Mr. Avinash Pandey, new IBDF Secretary General, said, *"I am honoured to take on this role at such a pivotal time for the industry. I look forward to collaborating with the Board and members to champion the interests of the broadcasting and digital sector. My focus will be on enhancing constructive dialogue with the government, navigating the evolving regulatory landscape, and strengthening the Foundation's role as a unified voice for growth."*



Indian Broadcasting & Digital Foundation

The event was graced by Shri Sanjay Jaju, Secretary, Ministry of Information & Broadcasting (MIB) and Shri Prabhat, Additional Secretary, MIB; as special guests at a luncheon hosted by IBDF. The occasion provided a valuable opportunity for industry leaders to engage in a fruitful dialogue with the government.

About IBDF:

Indian Broadcasting & Digital Foundation is the largest body of Television Broadcasters in India. Setup in 1999, IBDF represents and is dedicated to the promotion of television broadcasting in, to and from India. IBDF members provide channels and programmes that deliver about 90% of television viewership in India. Member offerings cater to most of India's diversity and plurality in every language and in every genre of television viewing. IBDF has, over the years, achieved the unique position of the accredited spokes-body of the television broadcasting industry. IBDF endeavours to work closely with and align industry, policy makers, regulators and partners so that the television sector in the media and entertainment industry grows to its fullest potential in an equitable manner.