

Stories you live.
Streaming you love.

'Z's digital arm continues to evolve as India's largest homegrown streaming ecosystem – fuelled by deep cultural storytelling, smart technology and a sharp focus on monetisation and market leadership, both in India and globally.



MALAYALAM | TAMIL | TELUGU
KANNADA

HOW THE BUSINESS PERFORMED

ZEE5 reinforced its position as the multilingual OTT platform of choice for India and Bharat alike. With over 1.35 lakh hours of content in 12 languages, ZEE5's library includes 4,000+ films, 1,800+ TV shows, 420+ originals and 4,400+ music videos. Localisation through regional packs and hyper-personalised experiences across devices helped deepen penetration in Tier-2 and Tier-3 markets, while innovations like live streaming of ground events bridged 'Z's linear and digital strengths.

Original titles rooted in real India – such as Aindham Vedham, Sankranthiki Vasthunam, Bhaiyyaji and Vikkatakavi – delivered high engagement across regions. Our Kannada-language debut outperformed big-budget blockbusters, proving that culturally grounded content can scale impactfully at lower costs.

DRIVING MONETISATION WITH DISCIPLINE

ZEE5's balanced approach to growth, pricing and content yielded result by nearly 50% reduction in EBITDA loss – from ₹11.1 billion in FY24 to ₹5.5 billion in FY25. Revised pricing strategies for language packs and digital syndication deals supported both subscriber and revenue growth performance. The platform continues to prioritise long-term value and continues with a balanced cost structure.

ZEEPLEX: STRENGTHENING THE TVOD CATEGORY

ZeePlex, 'Z's Transactional Video on Demand (TVOD) platform, continued to gain traction in FY25. As India's first OTT service to offer pay-per-view options, ZeePlex expanded its library and released several high-performing titles during the year. With audiences increasingly open to selective paid content, the platform reaffirmed 'Z's position as an early innovator in India's evolving digital video landscape.

FY25 HIGHLIGHTS

59
Shows and movies released during the year, including 20 originals

50%
reduction in EBITDA loss vs FY24

#1 South Asian streaming platform in key global markets

Breakout original titles: Mrs, Aindham Vedham, Despatch, Gyaarah Gyaarah

ZEE5 Kannada original outperformed theatrical blockbusters

ZeePlex expanded its TVOD library with high-performing releases

All-time high syndication revenue



ZEE5 GLOBAL: SUSTAINING LEADERSHIP, HITTING BREAKEVEN

ZEE5 Global achieved a key milestone with EBITDA breakeven in FY25, backed by operational efficiencies and grassroots market activation. It retained its #1 position among South Asian platforms across the US, Europe, Middle East and APAC (App Annie, March 2025). Content-led growth was driven by breakout hits like Mrs, Gyaarah Gyaarah, Hisaab Barabar and Despatch, while continued success in the US market was powered by on-ground community engagement.