

FRAMING NEW FRONTIERS

# BEYOND SCREENS. BEYOND FORMATS. BEYOND EXPECTATIONS.

Entertainment today is about more than consumption – it’s about experience. ‘Z’ is exploring bold new formats that push the boundaries of storytelling, audience connection, and monetisation. From podcasts and gamification to regional sports and branded IPs, we’re turning creativity into community and content into commerce.

## EXPANDING THE CREATIVE CANVAS

Innovation at ‘Z’ now moves in multiple directions – across formats, platforms, and user journeys. We’re developing IPs for interactive and immersive experiences, whether it’s a gamified storyline, a live concert, or a binge-worthy audio show.

Games and gamification formats under development

Original podcast content for digital-first audiences

Cultural and regional sports events gaining traction

## BUILDING LIVE AND LIVED EXPERIENCES

We’re stepping beyond passive viewing with events that bring stories to life. From on-ground activations to immersive branded entertainment, ‘Z’ is expanding its live events portfolio – creating emotional stickiness and new revenue lines.

Expanding live events across genres and geographies

IP-led branded experiences for deeper engagement

## INVESTING IN INNOVATION AND LEADERSHIP

To drive innovation at scale, ‘Z’ is reimagining its leadership and organisation design. Key business units – from syndication and short-form video to gamification and music – are now helmed by focused Chief Business Officers. Alongside selective external hiring, internal talent has been elevated to strategic roles, reflecting a future-focused approach to human capital.

Leadership strengthened with domain-specific CBOs

Strengthened Ad-Sales team focused on emerging revenue formats

By framing new frontiers, ‘Z’ is not just adapting to change – it’s actively shaping what entertainment looks and feels like tomorrow.



*Sandhya Raagam*

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MON-SAT  
7:30 PM