

FRAMING THE FUTURE OF CONTENT

STORIES THAT RESONATE. FORMATS THAT TRAVEL.



Content is at the core of 'Z's identity - and in FY25, we deepened our audience-first approach. Moving beyond TV and web series, we expanded into new formats and durations, strengthened both linear and digital content engines, and brought sharper focus to regional, age-specific, and culturally rooted storytelling.



REDEFINING CONTENT ACROSS FORMATS AND SCREENS

'Z' now operates with an omni-channel content mindset - where films, TV shows, web series, mini- and micro-series are developed within a unified creative ecosystem. Content is designed to cover the entire spectrum of age groups, consumer cohorts, formats (long and short form), and devices - tailored to how and where people choose to watch.

ZEE5 expanding content across 6 Indian languages

WINNING WITH SHORT-FORM, SCALING WITH LANGUAGE

With over 530 mn+ actively engaged followers across social platforms, 'Z' leads in short-form storytelling. With 700K+ videos published annually and a content infrastructure in 11 native languages, the brand stays connected to pop culture while building platform-native IPs.

530 mn+
followers and subscribers on short-form video platforms

700K+
short-form videos published annually

11
native languages

STRONG BRAND ENGAGEMENT. DEEP AUDIENCE INSIGHT

'Z' is activating new dimensions of content-marketing with brand integrations, campaign-led storytelling, and creative solutions that tap into emotion and reach. Over 30 Mn+ users engage with our content brands and marketing campaigns.

30 mn+
active brand-content users

GENRE INNOVATION, ROOTED IN CULTURE

From kids' content and folklore to mythology and non-fiction IPs, 'Z' is building new genres that reflect diverse audience needs and cultural stories.

New genre investments

Kids	Mythology & folklore
Animation	New non-fiction IPs

In a world of fragmented attention, 'Z' is building a content engine that's adaptable, localised, and born ready for every screen, every scroll, every story.

