

Z

Sports

Game on. Globally.

'Z' is taking a measured, strategic approach to sports by investing in scalable properties that blend entertainment, audience engagement and monetisation.



In January 2025, 'Z' broadcasted Season 3 of the International League T20 (ILT20), held across Dubai, Sharjah and Abu Dhabi. With six competitive franchises, world-class infrastructure and entertainment-led storytelling, the tournament further cemented its global appeal. Backed by a 10-season media rights deal signed in 2023, ILT20 has become a high-impact, scalable cricket property with growing traction across India, the Middle East and other global markets.

FY25 HIGHLIGHTS

Broadcast of ILT20 Season 3 across 'Z's TV network and ZEE5

Expanded reach across India, MENA and key international markets