



# digitalstudio

BROADCASTING AND PRODUCTION IN INDIA

MEDIA KIT 2025



# ABOUT

Digital Studio is the must-have trade publication which focuses on broadcast and film production technologies in India. Published by ITP Media India, the monthly magazine has been at the forefront of reporting and showcasing the digital revolution in Indian media and entertainment industry.

It focuses on professionals involved in the broadcast, production, post-production, OTT, film and media industry, who are steering it to adopt new technologies and services. It documents the progress in digital production and the growing acceptance of IP-based solutions through breaking news, insightful interviews, noteworthy opinions from industry experts and analytical features.



# ADVISORY BOARD

Introducing the Digital Studio India Advisory Board: The board, composed of television and broadcast industry veterans and thought leaders, provides insights on market trends, feature ideas, technology, and editorial contributions.



**UJWAL N. NIRGUDKAR**

Member - The Academy, Member - Science & Technology Council of The Academy, Chairman-SMPTE-India Section



**DINESH SINGH**

Chief Technology Officer  
NDTV Limited



**RAJASEKHARAN HARIKRISHNAN**

Sr. VP & Head of Media Technology Services,  
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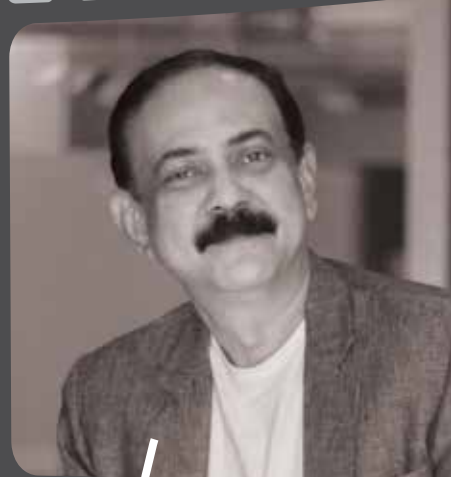
**PIYUSH GUPTA**

Group CTO  
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**SUBASH SAHOO**

VP, FWICE and  
General Secretary-WIMPTSEA



**AK MADHAVAN**

Founder and CEO, Assemblage  
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Senior Manager Sales Systems,  
Technology and Operations,  
APAC Warner Bros. Discovery



**FARZIN NAJMI**

Senior VP – Sports Technology CTO –  
Enterprise IT & BPE at Viacom18

# READERSHIP BY JOB PROFILE

**25%**

Senior Management  
(CEOs, GMs, SVPs)

**17%**

Technical Management  
(CTOs, Tech Director)

**15%**

Creative Heads  
(Head of VFX/Graphics,  
Creative Director)

**11%**

DOPs

**9%**

Engineers/ Technicians  
(Audio, Light, Colorist)

**6%**

Engineers/ Technicians  
(Audio, Light, Colorist)

**8%**

Editor

**3%**

System Integrators

**3%**

Producer/Executive Producer

**3%**

Others

**80%**

OF OUR READERS ARE DIRECTLY  
INVOLVED WITH THE PURCHASES.

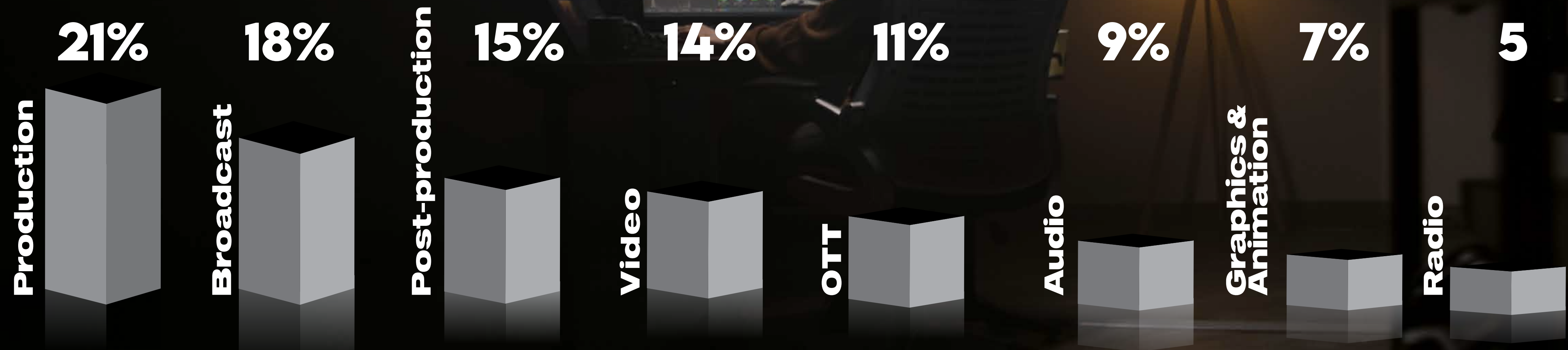
**93%**

OF OUR READERS RECOMMEND  
CAPITAL EXPENDITURE DECISIONS.

**58%**

OF OUR READERS REFER OUR MAGAZINE  
BEFORE TAKING BUSINESS DECISIONS.

# READER BY INDUSTRY SEGMENT



# 2025 EDITORIAL CALENDAR

Month	Stories		
Jan	The Evolution of Virtual Production: Transforming the Filmmaking Landscape	Technologies To Watch Out: Industry Experts Views	Colour Grading Case Studies
Feb	AI in Post-Production: Revolutionizing Workflows and Storytelling	Next-Gen Audio and Immersive Sound	Profiling Women in M&E
Mar	Latest Softwares impacting the production and post-production	Promising New Talent-Audio Engineers	AI and Machine Learning in Content Creation
Apr	Profiling Rental Companies	NAB Show Preview	Promising New Talent Gaffers
May	Sustainable Filmmaking: How Studios Are Reducing Their Carbon Footprint	NAB Show Report/CABSAT Preview	The Media Production & Technology Show
Jun	Innovations Transforming M&E	CABSAT Show Report	Broadcast Asia Preview
Jul	Sports Broadcast New Technologies	Cinegear Show Report	Profiling VFX Designers
Aug	Future of Manufacturing in India	Promising New Talent-Cinematography	Broadcasting Trends
Sep	The Metaverse and Its Impact on Entertainment	Infocomm Preview	IBC Preview
Oct	The Future of Live Events	Broadcast India Show -Preview	IBC Show Coverage
Nov	Digital Studio India Awards	Broadcast India Show -Report	Jury Meet
Dec	Vlogging and Equipment for Vloggers	Post-Production Houses	Upgrades in Pro-Audio

# ADVERTISING OPPORTUNITIES FOR PRINT

POSITION	SPECIFICATIONS	USD
Inside regular full page	205 x 275 mm	3,500
Full page, first RH	205 x 275 mm	4,000
Double Spread	410 x 275 mm	5,500
Central Double Spread	410 x 275 mm	6,150
Inside front Cover – Single	205 x 275 mm	6,150
Inside front Cover – Double	410 x 275 mm	8,150
Inside Back Cover	205 x 275 mm	5,500
Outside Back Cover	205 x 275 mm	7,150
Half page	180 x 110 mm	2,050
Quarter page	90 x 110 mm	1,400

# ADVERTISING OPPORTUNITIES FOR DIGITAL PLATFORMS

## BANNER ADVERTISEMENT PRICE ON WEBSITE (PER MONTH)

Advt Size	USD
Leaderboard	1,800
Skyscraper	1,500
MPU1	1,000
MPU2	800
AUDEO/VIDEO	1,800

## Email Blast (PER ROUND)

Type	USD
Email Blast	1,500

## BANNER ADVERTISEMENT PRICE ON DAILY E-NEWSLETTER (PER MONTH)

Type	USD
Leaderboard	1,800
AUDEO/VIDEO	1,800



# FLAGSHIP EVENTS & AWARDS

## 8<sup>th</sup> Digital Studio India M&E Awards 2024



# FLAGSHIP EVENTS & AWARDS

## Digital studio india awards 2024-25



The Digital Studio Awards works on the vision to recognise and celebrate key players in the Media and Entertainment industry. This is the only awards of its kind in India making the DS Awards the only industry award show that recognises businesses and individuals for innovation, dedication, and leadership skills while establishing business value for themselves, their employees, their customers, and also their vendors. Carrying forward the success of 2024 edition held in October 2024, the 9th edition (2025) is in plans to be bigger and better than before.



Gold Partner <b>Grass Valley</b> WELovelive	Storage Partner <b>TOSHIBA</b>
Camera Partner <b>SONY</b>	Category Partner <b>OPTICS</b>
Magazine Partner <b>digitalstudio</b>	Event by <b>ITP MEDIA</b>

### DIGITAL STUDIO AWARDS SPONSORSHIP RATES

Types	Price
Platinum Partner	\$36,000
Gold Partner	\$27,000
Powered by	\$21,000
Associate Partner	\$15,000

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