

digital studio

BROADCASTING AND PRODUCTION IN INDIA

MEDIA KIT 2026



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 international technology 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, case studies and leadership articles, 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.



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NIRGUDKAR**

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

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Sr. VP & Head of Media Technology Services,
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Group CTO
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Senior Manager Sales Systems,
Technology and Operations,
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**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.

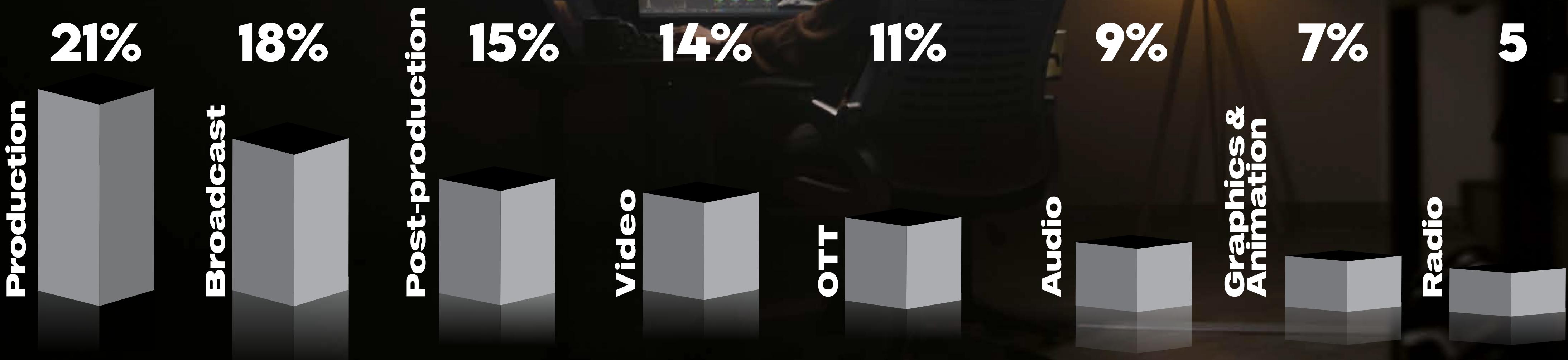
93%

OF OUR READERS RECOMMEND
CAPITAL EXPENDITURE DECISIONS.

58%

OF OUR READERS REFER OUR MAGAZINE
BEFORE TAKING BUSINESS DECISIONS.

READER BY INDUSTRY SEGMENT



2026 EDITORIAL CALENDAR

Month	Stories		
Jan	Industry Opinions for the Year Ahead	Post-Production in the Cloud	Editing/Colour Grading Case Studies
Feb	The Evolution of Lighting Techniques	VFX Powerhouses of India their Global Impact and Their Profiles	Lighting Brands and Models, Focusing On New Gaffers
Mar	Cloud To Cameras The New Approach Of Storage	Sports Live Production Streaming and Broadcasting Merger-IPL Special	
Apr	Editing Softwares And Studios, Broadcast Asia Preview	NAB Show Preview	NAB Show April 18–22
May	NAB Show Report; CABSAT Preview	Artificial Intelligence Adoption in Post-Production and Production	CABSAT June 2–4, Media Production & Technology Show May 13–14, Preview of Infocomm June 13–19, Broadcast Asia May 20–22
Jun	Manufacturers in M&E India	System Integrators Profiling and Project implementation	
Jul	CABSAT Report, Sports Broadcast Technologies; Cinegear Show Report; Profiling VFX Designers	Sustainability Adoption In Broadcasting and Streaming	Cinegear Show Early June (TBA)
Aug	Upcoming talents In Broadcasting and OTT	Metaverse Meets Indian Cinema	IBC Show Preview
Sep	Infocomm Preview; IBC Show Coverage	Women in M&E Pioneers and Upcoming Talents	IBC Show September 11–14
Oct	New Age Cinematographers; Broadcast India Preview;	18th Anniversary Issue Special Edition	Preview of Broadcast India Show October 22-24, 10th Digital Studio India Awards
Nov	Digital Studio India Awards; Broadcast India Report	Celebrating Excellence: Highlights from DSI Awards	Jury Meet Insights
Dec	Vlogging Gear & Trends; Post-Production House Profiles	News Broadcast/Streaming: The Change of Guard And Its Impact	Pro-Audio Upgrades

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
AUDIO/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
AUDIO/VIDEO	1,800

FLAGSHIP EVENTS & AWARDS

9th Digital Studio India M&E Awards 2025



FLAGSHIP EVENTS & AWARDS

Digital Studio India Awards 2025-26



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 2025 edition held in October 2025, the 10th edition (2026) is in plans to be bigger and better than before.



DIGITAL STUDIO AWARDS SPONSORSHIP RATES

Types	Price
Platinum Partner	\$45,000
Gold Partner	\$33,750
Powered by	\$27,000
Silver Partner	\$21,000
Associate Partner	\$18,850

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