



Karan Bajaj, Senior Vice-President & General Manager at Discovery Networks Asia-Pacific on what prompted the network to launch two channels, DSPORT and JEET in the non-infotainment category.

“We are just following the consumer. Over the next five years, we believe that two very distinct and vibrant TV ecosystems will co-exist. One, the linear TV, which is becoming very mass-oriented and skewed towards tier II and tier III towns. Second, the digital platforms. We are seeing metro urban consumers constantly migrating to digital platforms. The need is to create distinct strategies for these two spaces—not focus on one.”