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DENTSU SPORTS & ENTERTAINMENT LAUNCHES FULL-SCALE OPERATIONS IN INDIA

Dentsu Group Inc. (Headquarters: Dentsu Group Inc.; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi; hereinafter Dentsu Group Inc. and its group companies are collectively referred to as "dentsu") has officially launched its Sports & Entertainment network in India - a bold move reflecting the network's conviction in the power of Sports & Entertainment to connect brands with culture at scale, following the global rollout of dentsu Sports & Entertainment in June 2025.

Dentsu Sports & Entertainment in India will bridge culture and commerce, helping brands engage authentically with fans, creators, and communities across metros, tier-2 towns, and global stages. The practice harnesses India's cultural depth and energy to create experiences that inspire audiences, elevate creators, and deliver measurable business impact.

India is at the forefront of a cultural surge where sport, entertainment, and fandom are driving engagement at an unprecedented scale. The country's streaming ecosystem is consolidating rapidly, with cricket and premium content commanding nearly 30% of the overall OTT market, creating unparalleled reach for brands. Major sporting and entertainment properties such as IPL 2025, the ICC Champions Trophy, and the Asia Cup have already demonstrated massive audience engagement, showing the immense potential of culture-driven content in India.

Dentsu Sports & Entertainment is uniquely positioned to engage younger, digitally native audiences such as Gen Z and Gen Alpha who are often out of reach for traditional advertising. In India, the practice will focus on four key areas: Japanese anime, sports & esports, influencer marketing, and entertainment content. It will create original properties that build fan loyalty while delivering measurable business impact.

Yoshinobu Ise, Global Head of dentsu Sports & Entertainment said, "The launch of dentsu Sports & Entertainment in India opens a new chapter for connecting people, ideas, and communities at scale. We will create experiences that inspire fans, elevate creators, and empower brands to engage meaningfully with audiences across sports, entertainment, and content, while offering business opportunities in the fast-growing market to our partners such as IP rights owners. This initiative brings global expertise that dentsu has developed over decades to India's vibrant landscape, shaping moments that matter and driving lasting impact."

Dentsu announced its new mid-term management plan in February 2025. Aiming for dentsu to return to a growth trajectory by the final fiscal year of 2027, it will further strengthen its "Integrated Growth Solutions" not only within Sports & Entertainment but across the entire dentsu. Furthermore, as a B2B2S company, it will contribute to the sustainable growth of society as a whole, working alongside clients and business partners.

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