



DQ ENTERTAINMENT (INTERNATIONAL) LIMITED

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The Manager (Listing) Department of Corporate Services Bombay Stock Exchange Limited P J Towers, Dalal Street, Mumbai — 400 001. Company Code: 533176 (BSE)	The Manager (Listing), National Stock Exchange of India Limited, "Exchange Plaza" Bandra - Kurla Complex Mumbai- 400 051. Company Code: DQE (NSE)
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Dear Sir/Madam,

Sub: DQE launches two YouTube channels

Kindly find enclosed herewith a copy of the Corporate Announcement with respect to the launch of two YouTube channels by DQE as part of its new digital media strategy. The channels – "**Power Kids**" and "**Tiny Toonz**" – are created in association with a leading multi-channel network ('MCN'), Whacked Out! Media ('WOM').

Kindly take note of the above and upload the same on the stock exchanges website.

Thanking you
Yours truly,

For DQ Entertainment (International) Limited


Sindhu M.S.
Company Secretary



Encl as under



DQ Entertainment (International) Ltd ("DQE")

DQE launches two YouTube channels

DQE, the global entertainment production and distribution company, today announces the launch of two YouTube channels as part of its new digital media strategy. The channels – "**Power Kids**" and "**Tiny Toonz**" – are created in association with a leading multi-channel network ('MCN'), Whacked Out! Media ('WOM').

Powerkids will showcase animated content for children aged five and above while **Tiny Toonz** will be aimed at younger children. DQE also plans to launch its content and games on other popular digital platforms such as Google play store, Amazon, iTunes etc.

The Company has formulated its digital strategy to exploit its substantial library of children's animated content. The plan is to target all platforms including apps, tablets, smartphones, social media and YouTube with the intent to develop a strong and sustainable digital content strategy.

With the internet increasingly developing as a parallel medium for content distribution to linear television broadcast, the Company views this as a vital alternate platform to monetize original content globally.

Apart from the existing library of iconic and popular titles such as **The Jungle Book, Peter Pan, Lassie, Iron Man, Robin Hood, Casper** and other high-quality content which have tremendous global appeal and are very well suited for digital platforms, DQE also plans to expand its portfolio with 'made for online' educational entertainment content which will attract children and parents alike.

WOM will act as a strategic digital media partner for YouTube, who will support DQE to brand and monetize their huge library of animated properties and mobile games globally.

Tapaas Chakravarti, Chairman and CEO of DQ Entertainment said: *"The majority of our audience today are constantly online consuming large amounts of animated content through mobiles, tablets and smart TVs from YouTube and other digital media platforms. Having established our footprint globally, DQE is perfectly positioned to leverage our extensive resources and content library for this high growth sector of the entertainment industry. We hope this will help us to reach wider global audiences."*

"We are excited to work with Whacked out Media, who are a leading MCN with vast experience in the digital ecosystem. We are confident that WOM will help us expand our global digital presence and reach new markets".

Ramkrishna Veerapaneni, Managing Director of Whacked Out! Media said: *"We are delighted to be working with DQ Entertainment to create a new online platform for children. We hope that 'DQE Digital World' will become the ultimate destination for cartoons, games and lots of fun content for kids all over the world! "*

About Whacked Out! Media: Whacked Out! Media is a 360° Digital Media powerhouse that diversifies its expertise into several verticals including Content Distribution, Digital Image Management, Digital Branding and Marketing, Content Production and Repackaging, Application Design and Development etc. One of the largest



YouTube Certified Multi-Channel networks in the Asia-Pacific Region, Whacked Out! Media has excelled in developing audiences for all kinds content genres like Film & Entertainment, Education and Edutainment, Animation and Gaming, Music, News, Devotional, Lifestyle and Alternative etc.

About DQ Entertainment: DQE is a global entertainment group with its production and distribution bases in Ireland, India, France, Manila and US, specializing in animation, gaming and VFX content production, licensing and distribution. DQE employs a large creative and production talent pool which has produced intellectual properties such as The Jungle Book, Charlie Chaplin, Peter Pan, Iron Man, Casper, Little Prince, Lassie, Robin Hood and other properties, in partnership with international broadcasters, distributors and independent producers in Europe & USA. DQE is a multiple Emmy nominated and an Emmy winner producer and has also won 'International Studio of the year 2012" at Cartoons on the Bay, Italy.

For further information, contact:

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