

## **ibn18 BROADCAST LIMITED**

(Earlier known as Global Broadcast News Limited - Listed Subsidiary of Network18)

### **ibn18 CONSOLIDATED QUARTER REVENUES AT RS 169 CR; SECOND STRAIGHT QUARTER OF EBITDA PROFITABILITY (EBITDA OF RS 3 CR IN Q4 FY10 AGAINST A LOSS OF RS 15 CR IN Q4 FY09)**

Ends the year at a very strong Rs 604 cr in revenues

### **VIACOM18 CONSOLIDATES ITS POSITION WITH ANOTHER SOLID PROFITABLE QUARTER**

Q4 Revenues of Rs 221 cr, taking the revenues to Rs 834 cr for the year;

International Revenues commence in Q4 FY10

EBITDA profit of Rs 28 cr in H2 FY10 offset by loss of Rs 55 cr in H1 FY10

Sharp growth in PAT to Rs 15 cr in Q4 FY10, up 172% from Rs 6 cr in Q3 FY10;

net loss of Rs 43 cr for the year on account of loss of Rs 64 cr in H1 FY10

### **'COLORS' WAS THE NO. 1 GEC FOR A SIGNIFICANT PART OF THE YEAR; SUCCESSFULLY EXECUTES INTERNATIONAL LAUNCH**

The No.1 GEC Throughout the Quarter. Firm Lead over Star Plus & Zee TV

300+ Average GRPs From Week 1 to 11 During the Quarter; Peak GRP of 365

COLORS Leads Primetime Viewership With 7 Out of 10 Slots for FY2009-10; 6 of the Top 10 Shows of FY2009-10 Were on COLORS

### **MTV, NICK & VH1 CONSOLIDATE LEADERSHIP POSITIONS**

MTV: The Undisputed Youth Entertainment Leader – Redefines itself with a New Look

Nick: The Leader in the Kids Genre

Vh1: Maintains Unique Positioning with International Entertainment & Music

### **NEWS CHANNELS – STRONG PERFORMANCE; ROBUST REVENUE GROWTH**

ibn18 Standalone (CNN IBN + IBN7): 18% Quarterly Revenue Growth (Q4FY10 over Q4FY09); 16% Annual Revenue Growth (FY10 over FY09) to reach Rs 210 cr for the year

CNN IBN: Sustains Its Position As The Channel Of Choice For English Audiences; Market Share Of 29% (vs 26% Apiece For The Next Two Players) During Q4FY10

IBN7: Maintains Strong Position in Hindi News

IBN Lokmat: Strong Player in Marathi News; Records Robust Revenue Growth of 246% (Q4 FY10 over Q4 FY09) and 258% (FY10 over FY09); Revenues Starting To Reflect Ratings Strength

**ibn18 Broadcast Limited**  
**Consolidated Financial Performance for the Quarter Ended 31<sup>st</sup> March, 2010**  
*(Rs Lacs)*

| Particulars                                             |                                             | <i>ibn18 -<br/>Standalone</i> | <i>Viacom18</i>   | <i>IBN Lokmat</i> | <i>ibn18 –<br/>Consolidated</i> | <i>ibn18 –<br/>Consolidated</i> | <i>ibn18 –<br/>Consolidated</i> |
|---------------------------------------------------------|---------------------------------------------|-------------------------------|-------------------|-------------------|---------------------------------|---------------------------------|---------------------------------|
|                                                         |                                             | <b>Q4 2009-10</b>             | <b>Q4 2009-10</b> | <b>Q4 2009-10</b> | <b>Q4 2009-10</b>               | <b>Q4 2008-09</b>               | <b>Q3 2009-10</b>               |
|                                                         |                                             | <b>100 %</b>                  | <b>50 %</b>       | <b>50 %</b>       |                                 |                                 |                                 |
| <b>INCOME</b>                                           |                                             | <i>Un-audited</i>             | <i>Un-audited</i> | <i>Un-audited</i> | <i>Un-audited</i>               | <i>Un-audited</i>               | <i>Un-audited</i>               |
| a                                                       | Income from Operations                      | 5,526.75                      | 11,072.31         | 234.87            | 16,883.81                       | 4,780.79                        | 19,342.28                       |
| b                                                       | Other income                                | 21.09                         | 45.97             | 12.74             | 26.17                           | 179.51                          | 21.90                           |
|                                                         | <b>TOTAL</b>                                | <b>5,547.84</b>               | <b>11,118.29</b>  | <b>247.61</b>     | <b>16,909.98</b>                | <b>4,960.30</b>                 | <b>19,364.18</b>                |
| <b>EXPENDITURE</b>                                      |                                             |                               |                   |                   |                                 |                                 |                                 |
| a                                                       | Production, administrative and other costs  | 4,391.30                      | 9,176.87          | 262.64            | 13,828.31                       | 4,510.10                        | 15,550.22                       |
| b                                                       | Personnel expenses                          | 1,689.95                      | 1,018.32          | 95.39             | 2,782.73                        | 2,043.58                        | 2,940.06                        |
|                                                         | <b>TOTAL</b>                                | <b>6,081.25</b>               | <b>10,195.20</b>  | <b>358.03</b>     | <b>16,611.04</b>                | <b>6,553.68</b>                 | <b>18,490.28</b>                |
| <b>EBITDA</b>                                           |                                             | <b>(533.41)</b>               | <b>923.09</b>     | <b>(110.43)</b>   | <b>298.94</b>                   | <b>(1,593.38)</b>               | <b>873.90</b>                   |
| c                                                       | Interest and financial charges              | 1,371.99                      | 52.17             | 55.55             | 1,487.94                        | 581.83                          | 1,450.44                        |
| d                                                       | Depreciation                                | 310.08                        | 102.69            | 49.18             | 462.09                          | 367.80                          | 476.89                          |
|                                                         | <b>TOTAL</b>                                | <b>1,682.07</b>               | <b>154.86</b>     | <b>104.72</b>     | <b>1,950.03</b>                 | <b>949.63</b>                   | <b>1,927.33</b>                 |
| <b>PROFIT BEFORE TAX AND EXCEPTIONAL ITEMS</b>          |                                             | <b>(2,215.48)</b>             | <b>768.23</b>     | <b>(215.15)</b>   | <b>(1,651.09)</b>               | <b>(2,543.01)</b>               | <b>(1,053.43)</b>               |
|                                                         | Exceptional income (Loan Written Back)      | 0.00                          | 0.00              | 0.00              | 0.00                            | 0.00                            | 56.58                           |
|                                                         | Exceptional expense (Impairment of ibn18 M) | 573.16                        | 0.00              | 0.00              | 564.92                          | 0.00                            | 0.00                            |
| <b>Profit/(Loss) before tax &amp; ESOP</b>              |                                             | <b>(2,788.64)</b>             | <b>768.23</b>     | <b>(215.15)</b>   | <b>(2,216.01)</b>               | <b>(2,543.01)</b>               | <b>(996.85)</b>                 |
| Provision for taxes (Fringe benefit tax)                |                                             | 0.00                          | 1.10              | (0.21)            | 0.89                            | 34.57                           | 11.29                           |
| ESOP Cost                                               |                                             | 32.50                         | 0.00              | 0.00              | 32.50                           | 50.17                           | 52.43                           |
| <b>Profit/(Loss) after tax before associate loss</b>    |                                             | <b>(2,821.14)</b>             | <b>767.12</b>     | <b>(214.94)</b>   | <b>(2,249.40)</b>               | <b>(2,627.75)</b>               | <b>(1,060.57)</b>               |
| Share in loss of Associates                             |                                             | -                             | -                 | -                 | -                               | (834.15)                        | -                               |
| <b>Profit/(Loss) after tax carried to Balance Sheet</b> |                                             | <b>(2,821.14)</b>             | <b>767.12</b>     | <b>(214.94)</b>   | <b>(2,249.40)</b>               | <b>(3,461.90)</b>               | <b>(1,060.57)</b>               |

1. 'ibn18 Consolidated' includes 100% of ibn18 Standalone and 50% share of Viacom18 and 50% share of IBN Lokmat accounted for line-by-line in the JV method
2. Consolidated figure may not match the sum of ibn18 Standalone, 50% of Viacom18 and 50% of IBN Lokmat on account of immaterial subsidiaries not shown above.

**ibn18 Broadcast Limited**  
**Consolidated Financial Performance for the Year Ended 31<sup>st</sup> March, 2010**  
*(Rs Lacs)*

| Particulars                                              |                                             | ibn18 - Consolidated | ibn18 - Consolidated |
|----------------------------------------------------------|---------------------------------------------|----------------------|----------------------|
|                                                          |                                             | FY 2009-10           | FY 2008-09           |
|                                                          |                                             | <i>Audited</i>       | <i>Audited</i>       |
| <b>INCOME</b>                                            |                                             |                      |                      |
| a                                                        | Income from Operations                      | 60,350.43            | 18,272.22            |
| b                                                        | Other income                                | 5,479.94             | 398.68               |
|                                                          | <b>TOTAL</b>                                | <b>65,830.37</b>     | <b>18,670.90</b>     |
| <b>EXPENDITURE</b>                                       |                                             |                      |                      |
| a                                                        | Production, administrative and other costs  | 52,325.12            | 16,128.17            |
| b                                                        | Personnel expenses                          | 11,109.16            | 7,665.81             |
|                                                          | <b>TOTAL</b>                                | <b>63,434.28</b>     | <b>23,793.98</b>     |
| <b>EBITDA</b>                                            |                                             | <b>2,396.09</b>      | <b>(5,123.08)</b>    |
| c                                                        | Interest and financial charges              | 4,765.26             | 2,051.45             |
| d                                                        | Depreciation                                | 1,862.48             | 1,753.35             |
|                                                          | <b>TOTAL</b>                                | <b>6,627.74</b>      | <b>3,804.80</b>      |
| <b>PROFIT BEFORE TAX AND EXCEPTIONAL ITEMS</b>           |                                             | <b>(4,231.64)</b>    | <b>(8,927.88)</b>    |
|                                                          | Exceptional income (Loan Written Back)      | 56.58                | 900.00               |
|                                                          | Exceptional expense (Impairment of ibn18 M) | 6,581.14             | 0.00                 |
| <b>Profit/ (Loss) before tax &amp; ESOP</b>              |                                             | <b>(10,756.20)</b>   | <b>(8,027.88)</b>    |
| Provision for taxes (Fringe benefit tax)                 |                                             | 6.76                 | 169.45               |
| ESOP Cost                                                |                                             | 192.93               | 168.60               |
| <b>Profit/ (Loss) after tax before associate loss</b>    |                                             | <b>(10,955.89)</b>   | <b>(8,365.93)</b>    |
|                                                          | Share in loss of Associates                 | -                    | (834.15)             |
| <b>Profit/ (Loss) after tax carried to Balance Sheet</b> |                                             | <b>(10,955.89)</b>   | <b>(9,200.08)</b>    |

**Viacom18**  
**Financial Performance for the Quarter & Full Year Ended 31<sup>st</sup> March, 2010**  
*(Rs Lacs)*

| Particulars                                             |                                            | Q4 2009-10        | Q3 2009-10        | FY2009-10         |
|---------------------------------------------------------|--------------------------------------------|-------------------|-------------------|-------------------|
| <b>INCOME</b>                                           |                                            | <i>Un-audited</i> | <i>Un-audited</i> | <i>Audited</i>    |
|                                                         |                                            |                   |                   |                   |
| a                                                       | Income from Operations                     | 22,144.62         | 26,606.70         | 83,364.70         |
| b                                                       | Other income                               | 91.95             | 12.79             | 229.05            |
|                                                         | <b>TOTAL</b>                               | <b>22,236.57</b>  | <b>26,619.50</b>  | <b>83,593.75</b>  |
|                                                         |                                            |                   |                   |                   |
| <b>EXPENDITURE</b>                                      |                                            |                   |                   |                   |
|                                                         |                                            |                   |                   |                   |
| a                                                       | Production, administrative and other costs | 18,353.75         | 23,411.23         | 78,079.95         |
| b                                                       | Personnel expenses                         | 2,036.65          | 2,296.32          | 8,427.63          |
|                                                         | <b>TOTAL</b>                               | <b>20,390.40</b>  | <b>25,707.55</b>  | <b>86,507.58</b>  |
|                                                         |                                            |                   |                   |                   |
| <b>EBITDA</b>                                           |                                            | <b>1,846.18</b>   | <b>911.95</b>     | <b>(2,913.83)</b> |
|                                                         |                                            |                   |                   |                   |
| c                                                       | Interest and financial charges             | 104.34            | 152.00            | 573.35            |
| d                                                       | Depreciation                               | 205.39            | 192.55            | 796.13            |
|                                                         | <b>TOTAL</b>                               | <b>309.73</b>     | <b>344.56</b>     | <b>1,369.48</b>   |
|                                                         |                                            |                   |                   |                   |
| <b>Profit/(Loss) before tax &amp; ESOP</b>              |                                            | <b>1,536.45</b>   | <b>567.39</b>     | <b>(4,283.31)</b> |
| Provision for taxes (Fringe benefit tax)                |                                            | 2.20              | 4.00              | 15.70             |
| <b>Profit/(Loss) after tax carried to balance sheet</b> |                                            | <b>1,534.25</b>   | <b>563.39</b>     | <b>(4,299.01)</b> |

Note: Consolidation of Viacom18 financials in ibn18 Broadcast Limited commenced from FY2009-10 only and hence there are no comparatives with previous year time periods

**ibn18 Broadcast Limited**  
**Standalone Financial Performance for the Quarter & Full Year Ended 31<sup>st</sup> March, 2010**  
*(Rs Lacs)*

**Standalone ibn18 comprises CNN IBN + IBN7**

| <b>Particulars</b>                                        |                                             | <b>Q4 2009-10</b> | <b>Q4 2008-09</b> | <b>Q3 2009-10</b> | <b>FY 2009-10</b> | <b>FY 2008-09</b> |
|-----------------------------------------------------------|---------------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>INCOME</b>                                             |                                             | <i>Un-audited</i> | <i>Un-audited</i> | <i>Un-audited</i> | <i>Audited</i>    | <i>Audited</i>    |
| a.                                                        | Income from News operations                 | 5,542.95          | 4,704.98          | 5,810.65          | 20,950.28         | 18,085.79         |
| b.                                                        | Other income                                | 4.89              | 182.76            | 39.67             | 5,365.07          | 398.59            |
|                                                           | <b>TOTAL</b>                                | <b>5,547.84</b>   | <b>4,887.74</b>   | <b>5,850.32</b>   | <b>26,315.35</b>  | <b>18,484.38</b>  |
| <b>EXPENDITURE</b>                                        |                                             |                   |                   |                   |                   |                   |
| a.                                                        | Production, administrative and other costs  | 4,391.30          | 4,221.93          | 3,608.66          | 15,275.66         | 15,139.67         |
| b.                                                        | Personnel expenses                          | 1,689.95          | 1,934.62          | 1,651.16          | 6,880.81          | 7,257.95          |
|                                                           | <b>TOTAL</b>                                | <b>6,081.25</b>   | <b>6,156.55</b>   | <b>5,259.82</b>   | <b>22,156.47</b>  | <b>22,397.62</b>  |
| <b>EBITDA</b>                                             |                                             | <b>(533.41)</b>   | <b>(1,268.81)</b> | <b>590.50</b>     | <b>4,158.88</b>   | <b>(3,913.24)</b> |
| c.                                                        | Interest and financial charges              | 1,371.99          | 537.01            | 1,357.09          | 4,339.23          | 1,915.00          |
| d.                                                        | Depreciation                                | 310.08            | 314.76            | 333.84            | 1,303.81          | 1,565.13          |
|                                                           | <b>TOTAL</b>                                | <b>1,682.07</b>   | <b>851.77</b>     | <b>1,690.93</b>   | <b>5,643.04</b>   | <b>3,480.13</b>   |
| <b>Profit Before Tax And Exceptional Items</b>            |                                             | <b>(2,215.48)</b> | <b>(2,120.58)</b> | <b>(1,100.43)</b> | <b>(1,484.16)</b> | <b>(7,393.37)</b> |
|                                                           | Exceptional income (Loan Written Back)      | 0.00              | 0.00              | 56.58             | 56.58             | 900.00            |
|                                                           | Exceptional expense (Impairment of ibn18 M) | 573.16            | 0.00              | 0.00              | 6,589.38          | 0.00              |
| <b>Profit / (Loss) before tax &amp; ESOP</b>              |                                             | <b>(2,788.64)</b> | <b>(2,120.58)</b> | <b>(1,043.85)</b> | <b>(8,016.96)</b> | <b>(6,493.37)</b> |
| Provision for taxes (FBT)                                 |                                             | 0.00              | 33.95             | 0.00              | 0.00              | 160.08            |
| ESOP Cost                                                 |                                             | 32.50             | 50.17             | 52.43             | 192.93            | 168.60            |
| <b>Profit / (Loss) after tax carried to balance sheet</b> |                                             | <b>(2,821.14)</b> | <b>(2,204.70)</b> | <b>(1,096.28)</b> | <b>(8,209.89)</b> | <b>(6,822.05)</b> |

**IBN Lokmat**  
**Financial Performance for the Quarter & Full Year Ended 31<sup>st</sup> March, 2010**  
*(Rs Lacs)*

| Particulars                                             |                                            | Q4 2009-10        | Q4 2008-09        | Q3 2009-10        | FY 2009-10        | FY 2008-09        |
|---------------------------------------------------------|--------------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>INCOME</b>                                           |                                            | <i>Un-audited</i> | <i>Un-audited</i> | <i>Un-audited</i> | <i>Audited</i>    | <i>Audited</i>    |
|                                                         |                                            |                   |                   |                   |                   |                   |
| a                                                       | Income from News Operations                | 469.73            | 135.79            | 413.37            | 1,303.05          | 363.54            |
| b                                                       | Other income                               | 25.48             | 0.00              | (0.00)            | 28.92             | 0.18              |
|                                                         | <b>TOTAL</b>                               | <b>495.21</b>     | <b>135.79</b>     | <b>413.37</b>     | <b>1,331.97</b>   | <b>363.72</b>     |
|                                                         |                                            |                   |                   |                   |                   |                   |
| <b>EXPENDITURE</b>                                      |                                            |                   |                   |                   |                   |                   |
|                                                         |                                            |                   |                   |                   |                   |                   |
| a                                                       | Production, administrative and other costs | 525.28            | 563.94            | 533.99            | 1,975.09          | 1,964.60          |
| b                                                       | Personnel expenses                         | 190.78            | 217.94            | 160.92            | 758.47            | 815.73            |
|                                                         | <b>TOTAL</b>                               | <b>716.07</b>     | <b>781.88</b>     | <b>694.91</b>     | <b>2,733.55</b>   | <b>2,780.33</b>   |
|                                                         |                                            |                   |                   |                   |                   |                   |
| <b>EBITDA</b>                                           |                                            | <b>(220.85)</b>   | <b>(646.09)</b>   | <b>(281.54)</b>   | <b>(1,401.59)</b> | <b>(2,416.61)</b> |
|                                                         |                                            |                   |                   |                   |                   |                   |
| c                                                       | Interest and financial charges             | 111.09            | 89.64             | 63.11             | 312.10            | 272.90            |
| d                                                       | Depreciation                               | 98.35             | 105.27            | 91.76             | 395.53            | 375.62            |
|                                                         | <b>TOTAL</b>                               | <b>209.45</b>     | <b>194.91</b>     | <b>154.87</b>     | <b>707.63</b>     | <b>648.52</b>     |
|                                                         |                                            |                   |                   |                   |                   |                   |
| <b>Profit/(Loss) before tax &amp; ESOP</b>              |                                            | <b>(430.30)</b>   | <b>(841.00)</b>   | <b>(436.40)</b>   | <b>(2,109.22)</b> | <b>(3,065.14)</b> |
| Provision for taxes (FBT)                               |                                            | (0.41)            | 1.26              | 0.00              | (0.41)            | 18.76             |
| <b>Profit/(Loss) after tax carried to balance sheet</b> |                                            | <b>(429.89)</b>   | <b>(842.26)</b>   | <b>(436.40)</b>   | <b>(2,108.81)</b> | <b>(3,083.90)</b> |

## **IBN18 Broadcast Limited**

IBN18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN Lokmat, a Marathi news channel in partnership with the Lokmat group. IBN18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the filmed entertainment operation and Colors, India's leading Hindi general entertainment channel.

### **1. NEWS TELEVISION**

- o CNN-IBN: The No.1 English News Channel
- o IBN7 – A Premier Hindi News Channel
- o IBN LOKMAT – The No.1 Marathi News Channel

### **2. ENTERTAINMENT (Viacom18)**

- o COLORS – The No.1 Hindi General Entertainment Channel (GEC)
- o MTV – The No.1 Youth Entertainment/ Music Channel
- o NICK – The Leading Kids Channel
- o Vh1 – The Only English Entertainment cum International music cum Lifestyle Channel

### **3. FILMS**

- o STUDIO 18 – The Motion Pictures Division of Viacom18

### **4. INTERNET PORTALS**

IBNLive.com-The internet news portal, [www.ibnlive.com](http://www.ibnlive.com), (owned and managed by group affiliate Web18 Software Services Ltd.) serves as the online platform for CNN IBN.

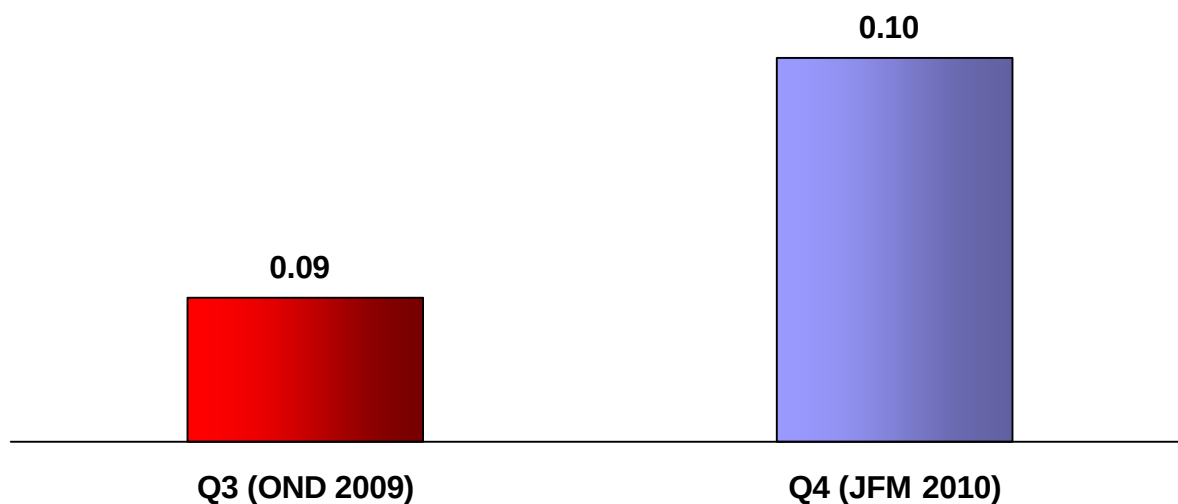
ibnkhavar.com - IBNKhavar.com is the online platform for IBN7. The site's content is in the Hindi (Devnagari) script and is a pioneering initiative by an Indian news broadcaster to take news in Hindi to a global audience.

News broadcast from CNN IBN and IBN7 is put up in text and other interactive formats on their respective sites. The sites provide streaming video feeds, downloadable tickers and breaking news alerts. IBNLive.com contains a section on investor relations which provides regular updates and statutory notices and press releases for IBN18's shareholders.

## CNN-IBN

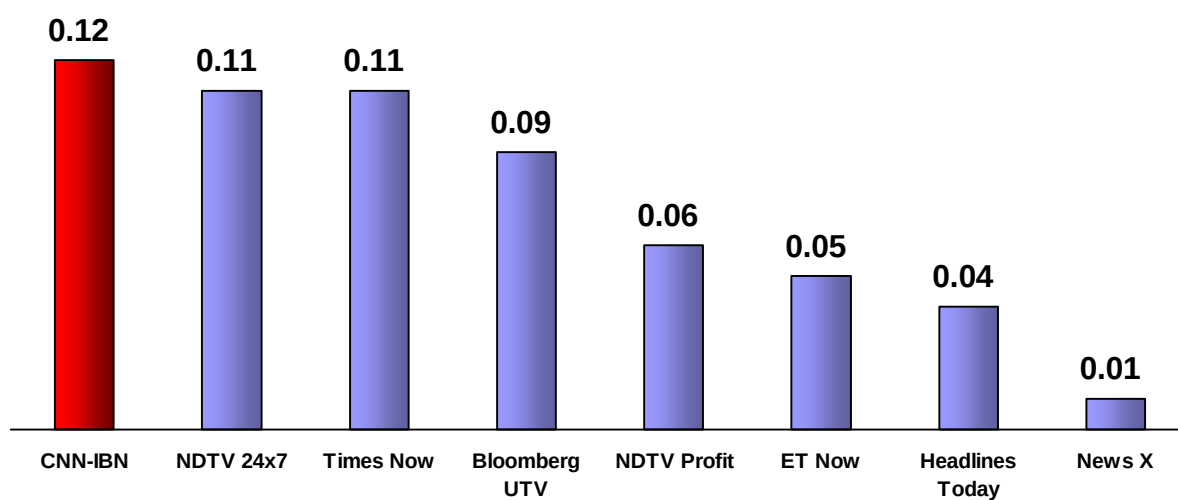
### VIEWERSHIP PERFORMANCE

**CNN-IBN's Channel Shares over Q4 FY2009-10 have risen 11%  
from Q3 FY2009-10  
(Channel Shares %)**



**Source:** TAM; TG: CS 15+ Yrs; Market: All India; Period: 600-2400, All Days

**CNN IBN : Undisputed Leader when it Matters – On Budget Day,  
CNN-IBN leads over General English & Business News Channels  
(Channel Shares %)**



**Source:** TAM; TG: CS 15+ Yrs; Market: All India; Period: 26/02/10, 600-2400 hrs

## AWARDS AND ACCOLADES

### NEWS TELEVISION AWARDS, MARCH 2010

CNN-IBN emerged triumphant in multiple categories and the biggest winner in the 3rd edition of NT Awards 2010. The channel was recognised for its informative, incisive and intelligent programming in the following categories:

- TV News Anchor of the Year: Rajdeep Sardesai
- TV News Presenter of the Year: Suhasini Haidar
- TV News Reporter of the Year: Karma Paljor
- Sports News Show Presenter of the Year: Gaurav Kalra
- Entertainment Critic of the Year: Rajeev Masand
- Young TV Journalist of the Year (below 28 years of age): Arunoday Mukherjee
- News Documentary Programme: 30 Minutes - True lies in Manipur
- News Talk Show: Devil's Advocate
- Lifestyle & Fashion News Show: Living it Up
- Crime Show: 30 Minutes - Killed in the Name of Honour
- Business News Programme of the Year: 30 Minutes - Diamonds Not Forever
- Sports News Show of the Year: 30 Minutes - Boys in the Bubble

### ZINDAGI LIVE WINS 'LAADLI MEDIA AWARDS 2009-10'

- Zindagi LIVE bagged the prestigious national 'Laadli Media Award' for Gender Sensitivity for its episode on female feticide. This which included entries sent by all zones.

### NEWS TELEVISION AWARDS, MARCH 2010

Living up to the expectations of its viewers at the prestigious NT Awards'10, IBN7 demonstrated that winning is a habit. Despite being nominated in several categories, IBN7 bagged the following awards:

- **Best News Talk Show:** Zindagi LIVE
- **Best Investigative News Report:** NREGA Ka Nark

### IBN7 WON ACCOLADES AT THE INDIAN TELEVISION ACADEMY AWARDS:

- IBN7 won the ITA Award for 'AIDS PSA' in the category best interstitial/fillers at the 9th Annual Academy Awards.
- IBN7 was also nominated in several other categories including 'Best Hindi News Channel' and 'Best Talk/Chat Show (Zindagi Live)'.

Prestigious Awards Received by IBN-Lokmat & its Team:

### UNFPA-Ladali Media Award for Gender Sensitivity

- Reportaaz (Harvaleyli Muli) missing girls highlighting the campaign against sex selection.

### Sanskriti Kala Darpan Rajani-2010

- Best News Anchor-Nikhil Wagle

### Ma Ta. Sanman-2010:- 6 News Awards:

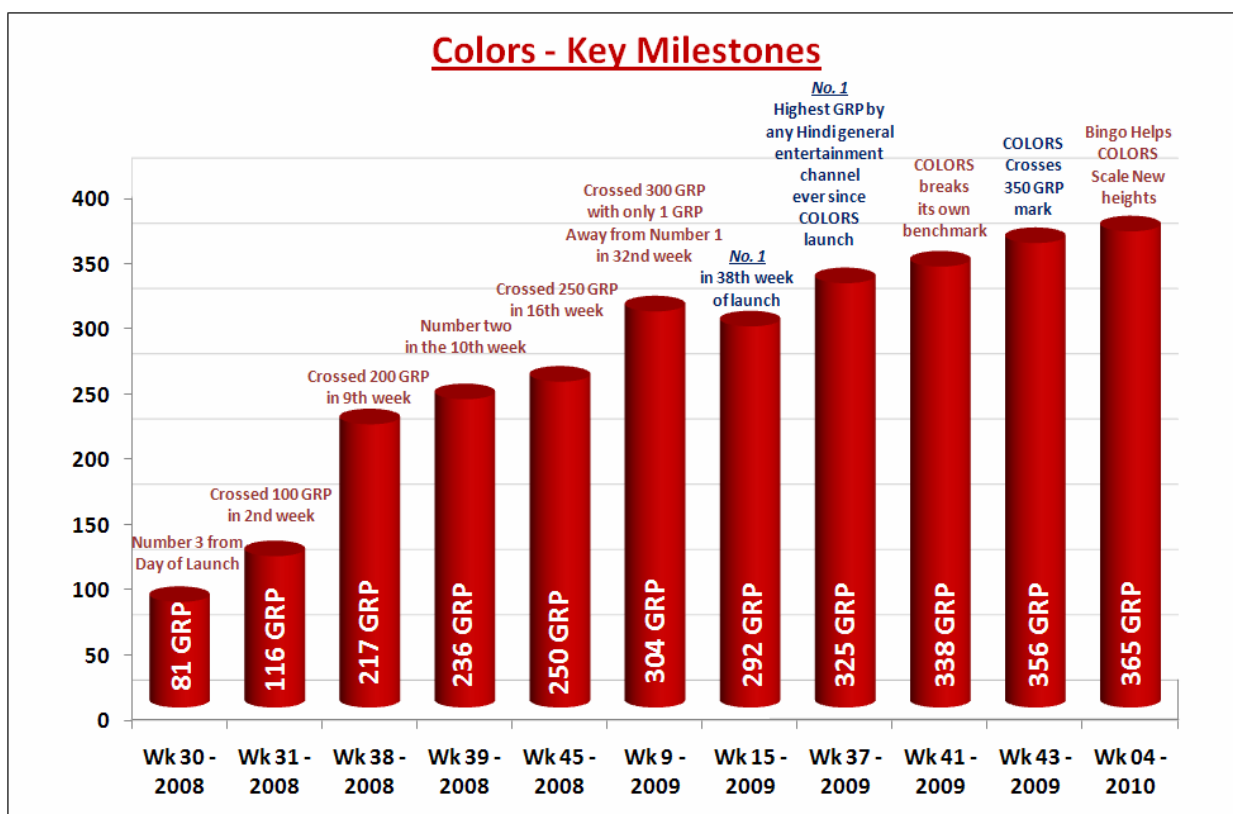
- Best Show Salaam Maharashtra
- Best Anchor Vasundhara Kashikar for Salaam Maharashtra
- Best Anchor male- Amol Parchure(Natak Bitak)
- Best News Anchor female-Renuka Ramchandran
- Best youth Show - Tech Guru
- Best political show -Janatecha jahirnama

# VIACOM18

## COLORS

### VIEWERSHIP PERFORMANCE

- COLORS has dominated the Hindi GE space for entire FY 2009-10.
- COLORS became number 1 Hindi General Entertainment Channel in India ending Star Plus's 9 year run at the top slot.



Source: TAM, Hindi Speaking Markets (HSM) CS 4+

| Relative Channel Share % |            |            |            |            |            |
|--------------------------|------------|------------|------------|------------|------------|
| Channels                 | Jan-Mar'09 | Apr-Jun'09 | Jul-Sep'09 | Oct-Dec'09 | Jan-Mar'10 |
| Colors                   | 23.8       | 23.2       | 23.2       | 25.5       | 23.8       |
| Star Plus                | 26.5       | 23.1       | 22.4       | 20.2       | 22.8       |
| Zee TV                   | 18.7       | 20.7       | 20.7       | 19.6       | 20.4       |
| Sony                     | 7.6        | 7.5        | 10.3       | 13.5       | 11.7       |
| Imagine                  | 6.1        | 8.6        | 9.2        | 8.1        | 8.4        |
| SAB                      | 4.3        | 4.8        | 5.4        | 5.8        | 6.5        |
| Star One                 | 5.7        | 5.2        | 4.1        | 3.7        | 3.3        |
| Sahara One               | 4.2        | 3.6        | 2.6        | 2.4        | 2.3        |
| 9X                       | 2.7        | 2.0        | 1.5        | 1.0        | 0.6        |
| Real                     | 0.4        | 1.4        | 0.6        | 0.1        | 0.1        |
| Colors Rank              | 2          | 1          | 1          | 1          | 1          |

- COLORS become the market leader in the first Quarter of FY 2009-10 and has dominated the space since.
- COLORS leads the primetime with 7 out of existing 10 slots for all of FY 2009-10.

### 7 of the 10 Slots Occupied by COLORS Shows

| <i>Slot Leadership for FY 2009-10 (Average Slot TVR - Mon-Fri)</i> |               |                  |               |                |             |
|--------------------------------------------------------------------|---------------|------------------|---------------|----------------|-------------|
| <i>Time Slot</i>                                                   | <i>Colors</i> | <i>Star Plus</i> | <i>Zee TV</i> | <i>Imagine</i> | <i>Sony</i> |
| <b>19:00</b>                                                       | <b>2.2</b>    | <b>0.7</b>       | <b>0.8</b>    | <b>0.4</b>     | <b>0.6</b>  |
| <b>19:30</b>                                                       | <b>1.8</b>    | <b>1.3</b>       | <b>3.9</b>    | <b>0.6</b>     | <b>0.6</b>  |
| <b>20:00</b>                                                       | <b>5.3</b>    | <b>2.4</b>       | <b>3.0</b>    | <b>0.8</b>     | <b>0.7</b>  |
| <b>20:30</b>                                                       | <b>3.5</b>    | <b>2.6</b>       | <b>2.8</b>    | <b>1.3</b>     | <b>0.8</b>  |
| <b>21:00</b>                                                       | <b>2.1</b>    | <b>5.1</b>       | <b>4.1</b>    | <b>1.2</b>     | <b>0.7</b>  |
| <b>21:30</b>                                                       | <b>2.2</b>    | <b>6.0</b>       | <b>4.0</b>    | <b>1.4</b>     | <b>0.6</b>  |
| <b>22:00</b>                                                       | <b>4.6</b>    | <b>3.1</b>       | <b>3.1</b>    | <b>1.6</b>     | <b>1.1</b>  |
| <b>22:30</b>                                                       | <b>4.3</b>    | <b>2.0</b>       | <b>2.3</b>    | <b>1.3</b>     | <b>1.2</b>  |
| <b>23:00</b>                                                       | <b>2.6</b>    | <b>1.1</b>       | <b>1.3</b>    | <b>0.6</b>     | <b>0.9</b>  |
| <b>23:30</b>                                                       | <b>1.1</b>    | <b>0.7</b>       | <b>0.8</b>    | <b>0.3</b>     | <b>0.6</b>  |

### 6 of the Top 10 Shows for the year April 2009 - March 2010 were on COLORS

| Rank | Channel   | Date       | Day | Start Time | End Time | Programme                      | Dur{min.} | Genre         | TVR |
|------|-----------|------------|-----|------------|----------|--------------------------------|-----------|---------------|-----|
| 1    | Colors    | 10/11/2009 | Tue | 22:07      | 22:37    | Uttaran                        | 31        | Serials       | 9.6 |
| 2    | Colors    | 26/10/2009 | Mon | 22:08      | 22:39    | Uttaran                        | 32        | Serials       | 8.6 |
| 3    | Colors    | 27/10/2009 | Tue | 22:04      | 22:36    | Uttaran                        | 33        | Serials       | 8.4 |
| 4    | Imagine   | 02/08/2009 | Sun | 21:00      | 23:28    | Rakhi Ka Swayamvar-Faisle Ki R | 149       | Reality Shows | 8.4 |
| 5    | Colors    | 24/10/2009 | Sat | 22:00      | 22:58    | Uttaran                        | 59        | Serials       | 8.2 |
| 6    | Star Plus | 13/08/2009 | Thu | 21:29      | 21:59    | Yeh Rishta Kya Kehlata Hai     | 31        | Serials       | 8.1 |
| 7    | Colors    | 14/01/2010 | Thu | 21:59      | 22:29    | Uttaran                        | 31        | Serials       | 8.1 |
| 8    | Star Plus | 21/07/2009 | Tue | 21:30      | 22:00    | Yeh Rishta Kya Kehlata Hai     | 31        | Serials       | 8.1 |
| 9    | Star Plus | 11/08/2009 | Tue | 21:30      | 21:59    | Yeh Rishta Kya Kehlata Hai     | 30        | Serials       | 7.8 |
| 10   | Colors    | 20/01/2010 | Wed | 22:29      | 22:59    | Na Aana Is Des Laado           | 31        | Serials       | 7.7 |

## AWARDS & ACCOLADES

### FICCI Frames Excellence Awards 2010

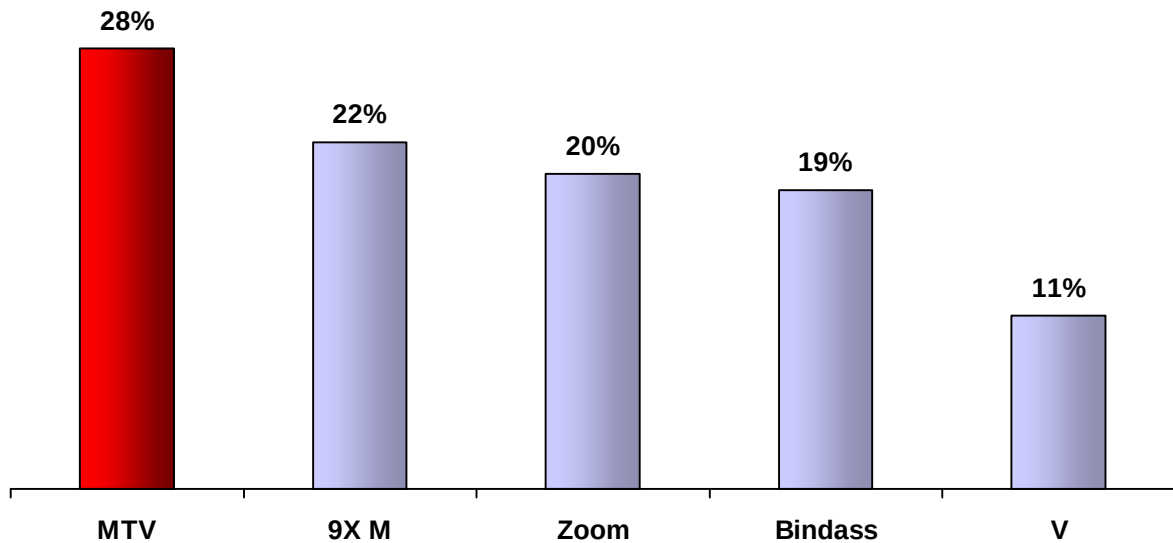
- Colors - Most Successful Television Channel of the Year
- Uttaran - Most Successful Drama Series of the Year
- Ayub Khan - of 'Uttaran' fame grabbed the Best Actor of the Year: TV – Male award

**MTV**

## VIEWERSHIP PERFORMANCE

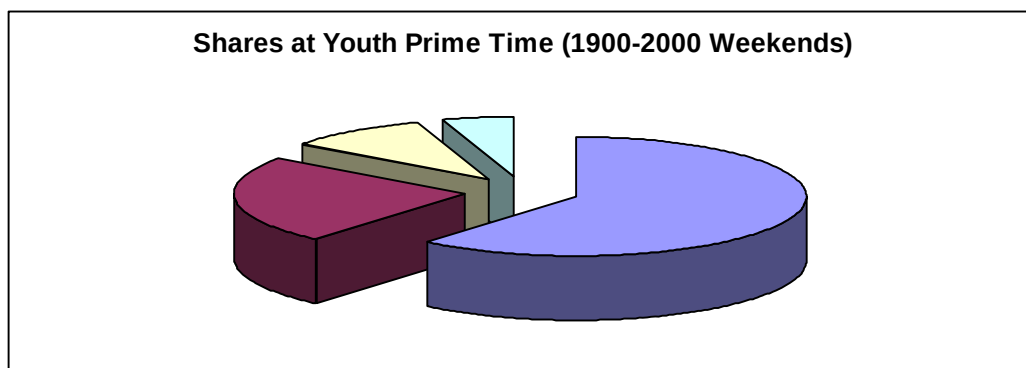
MTV continues its leadership status through the last decade: The share gap between MTV and 2nd in line has doubled in FY 2010

### MTV Dominates the Category and Has Further Strengthened its Lead vs. the 2nd in Competition



Source: TAM | 15-24 AB | HSM | FY 2010

During the Youth Prime time, MTV claimed an astounding 60% + of the Youth viewership



Source: TAM, 15-24 AB, Q1 2010, Sat + Sun, 1900-2000

## AWARDS & ACCOLADES

**MTV Sweeps Promax Again - An internationally acclaimed award for programming and channel environment**

### 10 Golds and 7 Silvers

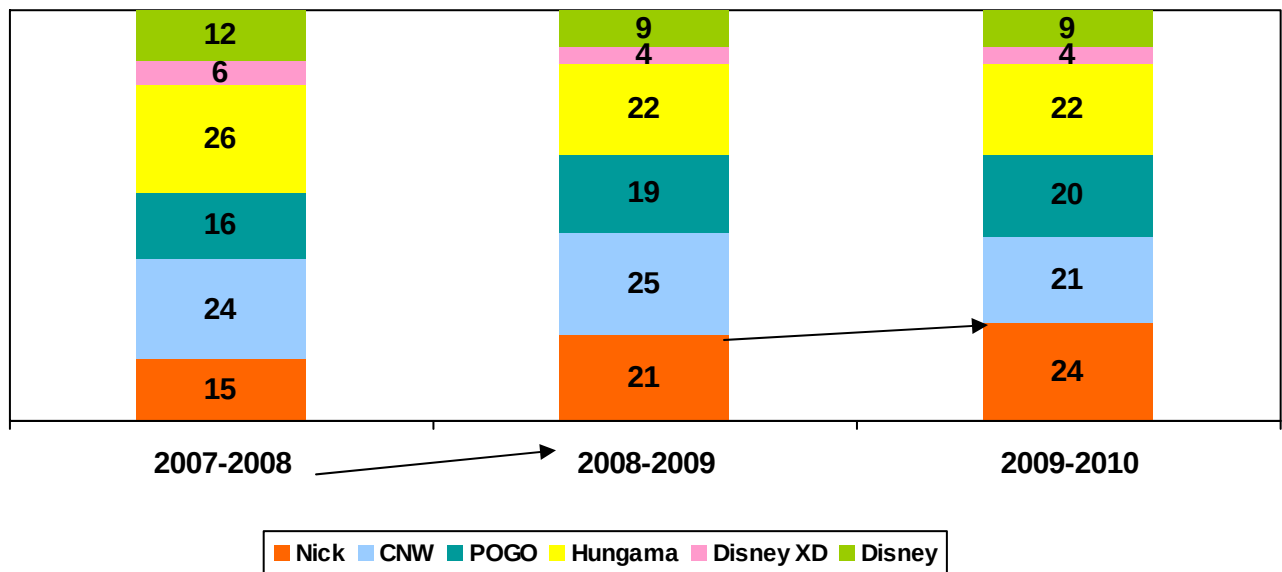
- Best in-house station ident
- Best image promo
- Best logo design
- Best animation
- Best sound design

- Best packaging
- Best script
- Best launch campaign
- Funniest spot, etc. etc.

## NICK

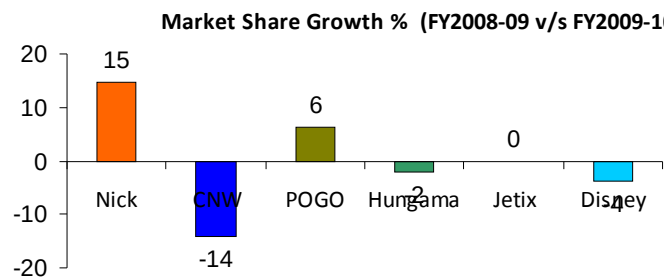
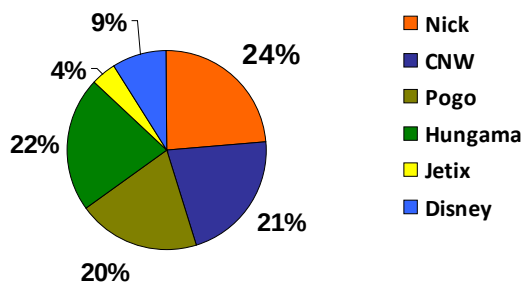
### VIEWERSHIP PERFORMANCE

**Nick – The fastest growing kids channel**  
Went from No. 4 rank to No. 1 rank in 3 years



**Source:** Source: TAM, Relative Share, Market: HSM, TG: CS 4-14 ABC, Period: Apr-Mar, Time: 0700-2200Hrs

**Nick, The Challenger Brand in Kids - Breaks Status Quo & Emerges as the Clear No. 1 Channel**  
Nick was the no. 1 kids' channel of 2009 and continues its dominance in 2010



**Source:** TAM, Relative share, Market: HSM, TG: CS 4-14 ABC, Period: week 14 2009 – week 13'2010 (Apr 09- Mar 10), Time: 0700-2200hrs

- The kids category grew by 16% and most of this growth can be attributed to Nick
- Gained share mainly from erstwhile leader - CNW
- Nick had the fastest growing Reach with an avg. viewership of 7.6 mn. kids
- Despite an increase in new eyeballs, Nick continued to be sticky as ever with time spent of 100 mins. per week

**KEY HIGHLIGHTS**

**Over FY 2009-10, Vh1 Re-launched as 'International Entertainment' from 'Music only' in May 2009**

- Among Premier English Channels - Jumped from the No.5 to battling for the No.2 position
- Launched 'Lifestyle' & 'Movies', increased 'Reality' content
- Category viewership share up 60% y-o-y - from 11% to 18%
- Consistently ahead of Star World & Zee Café
- 20% increase in Ad Sales revenues yoy
- Big deals with Tuborg, Nokia, ITC & HUL over the year
- 25% increase in advertiser base

**INVESTOR COMMUNICATION:**

IBN18's ongoing investor communication endeavors to adopt best international practices and the quarterly investor updates are designed to regularly provide detailed information to investors. Each update covers information pertaining to the reporting period under review. If you would like to get a sequential and continued perspective on the company this report should be read along with the updates sent out earlier. The previous updates can be accessed on request from the contact person mentioned below, or from the website [www.network18online.com](http://www.network18online.com). This update covers the company's financial performance for FY 2009-10.

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Further information on the company is available on its website [www.network18online.com](http://www.network18online.com)