

EARNINGS RELEASE: Q3 2010-11

January 27, 2011

ibn18 BROADCAST LIMITED

(Listed Subsidiary of Network18)

-
- I. ibn18 consolidated quarter revenues stood at Rs. 236 crores, up 22% against the corresponding quarter last year and up 25% sequentially from Q2 FY11. Operating profit surged to Rs. 32 crores in Q3 FY11 from Rs. 9 crores in Q3 FY10.**
- II. Strong profitable growth uptrend at Viacom18 continued – revenue growth of 21% (Q3 FY11 over Q3 FY10) driving an operating profit of Rs. 51 crores up substantially from a profit of Rs. 9 crores in Q3 FY10.**
- Q3 FY11 revenues stood at Rs. 323 crores (against Rs. 266 crores in Q3 FY10).
 - Operating profit increased to Rs. 51 crores up sharply compared to 9 crores last year. Profit After Tax (PAT) increased to Rs. 46 crores from Rs. 6 crores in Q3 FY10.
 - Colors continued its strong performance in the GEC space during the quarter. The channel delivered strong ratings across programming categories: Reality - led by our flagship reality show Big Boss 4; Movies - led by the premiere of Dabangg and 3 of our Fiction shows continued to be slot leaders during prime time.
 - MTV and Nick maintained their market leadership in the youth and kids genres respectively.
- III. In the General News Operations, CNN IBN maintained its leadership position and there was strong ratings traction at IBN7. Revenues grew 39% sequentially quarter on quarter and the business broke into profits compared to a small loss in the first half.**
- Q3 FY11 revenues stood at Rs. 72 crores against Rs. 58 crores in Q3 FY10, up 24%.
 - Operating profit was Rs. 8 crores against Rs. 5.5 crores in Q3 FY10.
 - CNN IBN sustained its position as the channel of choice for English audiences with a market leading 30% share.

IV. ibn Lokmat continued on a growth trajectory – revenues increased 16% over Q3 FY10.

V. SUN18 Media Services continued to make good progress in negotiating long term contracts with DTH companies and cable operators. These discussions affirmed our view that current year distribution revenues will show market linked growth and more meaningful upside will come through next year.

VI. Performance of New TV18 (Pro forma) – Comparison with last year (Q3 FY10)

	Q3 FY11			Q3 FY10			% Growth	
	Revenues	EBITDA	EBITDA Margin %	Revenues	EBITDA	EBITDA Margin %	Revenues	EBITDA
TV	315	55	17%	261	25	10%	21%	118%
<i>Business News</i>	79	23	29%	67	17	25%	17%	36%
<i>IBN</i>	236	32	14%	193	9	4%	22%	275%

VII. Performance of New TV18 (Pro forma) – Comparison with last quarter (Q2 FY11)

	Q3 FY11			Q2 FY11			% Growth	
	Revenues	EBITDA	EBITDA Margin %	Revenues	EBITDA	EBITDA Margin %	Revenues	EBITDA
TV	315	55	17%	257	23	9%	22%	141%
<i>Business News</i>	79	23	29%	68	21	31%	16%	8%
<i>IBN</i>	236	32	14%	189	2	1%	25%	1792%

ibn18 Broadcast Limited
Consolidated Financial Performance for the Quarter Ended 31st December, 2010
(Rs Cr)

Particulars	<i>ibn18 - Standalone</i>	<i>Viacom18</i>	<i>IBN Lokmat</i>	<i>TIFC</i>	<i>ibn18 – Consolidated</i>	<i>ibn18 – Consolidated</i>	<i>ibn18 – Consolidated</i>
	Q3 2010-11	Q3 2010-11	Q3 2010-11	Q3 2010-11	Q3 2010-11	Q3 2009-10	Q2 2010-11
	100%	50%	50%	50%			
INCOME							
Income from Operations	72	161	2	1	236	193	189
TOTAL	72	161	2	1	236	193	189
EXPENDITURE							
Production, administrative and other costs	44	126	2	1	173	156	158
Personnel expenses	20	10	1	0	31	29	30
TOTAL	64	136	3	1	204	185	187
EBITDA	8	25	(1)	(0)	32	9	2
EBITDA Margin	11%	16%	-40%	-18%	14%	4%	1%
Other income	2	0	0	0	2	0	4
Depreciation	3	1	0	0	5	5	5
Interest and financial charges	9	6	0	0	15	15	12
PROFIT BEFORE TAX AND EXCEPTIONAL ITEMS	(1)	19	(2)	(0)	16	(11)	(12)
Exceptional income	0	0	0	0	0	1	0
Exceptional expense (Impairment of ibn18 M)	0	0	0	0	0	0	0
Profit/(Loss) before tax & ESOP	(1)	19	(2)	(0)	16	(10)	(12)
Provision for taxes (Fringe benefit tax)	0	(4)	0	(0)	(4)	0	2
ESOP Cost	0	0	0	0	0	1	0
Profit/(Loss) after tax before associate loss	(1)	23	(2)	0	20	(11)	(13)

Notes:

1. ibn18 Consolidated Nos. 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 smaller subsidiaries not shown above.
3. Viacom18 numbers include subsidiaries.
4. Q3 FY11 includes TIFC numbers.

Viacom18
Financial Performance for the Quarter Ended 31st December, 2010
(Rs Cr)

Particulars		Q3 2010-11	Q3 2009-10	Q2 2010-11	FY 2009-10
INCOME					
	Income from Operations	323	266	272	834
	TOTAL	323	266	272	834
EXPENDITURE					
	Production, administrative and other costs	253	234	232	781
	Personnel expenses	19	23	18	84
	TOTAL	272	257	250	865
EBITDA		51	9	22	(31)
EBITDA Margin		16%	3%	8%	-4%
	Other income	0	0	0	2
	Depreciation	2	2	2	8
	Interest and financial charges	11	2	2	6
Profit/(Loss) before tax & ESOP		37	6	18	(43)
Provision for taxes (Fringe benefit tax)		(8)	0	4	0
Profit/(Loss) after tax carried to balance sheet		46	6	14	(43)

ibn18 Broadcast Limited
Standalone Financial Performance for the Quarter Ended 31st December, 2010
(Rs Cr)

Standalone ibn18 comprises CNN IBN + IBN7

Particulars		Q3 2010-11	Q3 2009-10	Q2 2010-11	FY 2009-10
INCOME					
	Income from News operations	72	58	52	210
	TOTAL	72	58	52	210
EXPENDITURE					
	Production, administrative and other costs	44	36	39	153
	Personnel expenses	20	17	19	69
	TOTAL	64	53	59	222
EBITDA		8	6	(7)	(12)
EBITDA Margin		11%	9%	-13%	-6%
	Other income	2	0	4	3
	Depreciation	3	3	3	13
	Interest and financial charges	9	14	11	43
Profit Before Tax And Exceptional Items		(1)	(11)	(17)	(66)
	Exceptional income	0	1	0	52
	Exceptional expense (Impairment of ibn18 M)	0	0	0	66
Profit/(Loss) before tax & ESOP		(1)	(10)	(17)	(80)
Provision for taxes (FBT)		0	0	0	0
ESOP Cost		0	1	0	2
Profit/(Loss) after tax carried to balance sheet		(1)	(11)	(17)	(82)

IBN Lokmat
Financial Performance for the Quarter Ended 31st December, 2010
(Rs Cr)

Particulars		Q3 2010-11	Q3 2009-10	Q2 2010-11	FY 2009-10
INCOME					
	Income from News Operations	5	4	3	13
	TOTAL	5	4	3	13
EXPENDITURE					
	Production, administrative and other costs	5	5	5	20
	Personnel expenses	2	2	2	8
	TOTAL	7	7	7	27
EBITDA		(2)	(3)	(4)	(14)
	Other income	0	0	0	0
	Depreciation	1	1	1	4
	Interest and financial charges	1	1	1	3
Profit/(Loss) before tax & ESOP		(3)	(4)	(6)	(21)
Provision for taxes (FBT)		0	0	0	0
Profit/(Loss) after tax carried to balance sheet		(3)	(4)	(6)	(21)

NET DEBT POSITION TABLE

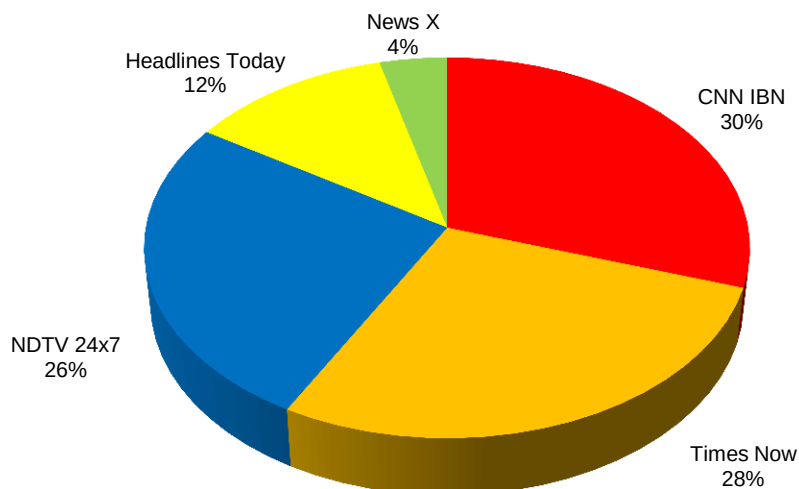
<i>All Values in Rs Cr</i>	Gross Debt		Cash & Equivalents (Liquid Mutual Funds)		Net Debt		Net Debt Net of Working Capital	
	Dec 31, 2010	Sep 30, 2010	Dec 31, 2010	Sep 30, 2010	Dec 31, 2010	Sep 30, 2010	Dec 31, 2010	Sep 30, 2010
TV18	765	773	119	200	646	573	341	292
IBN18	384	349	102	266	281	82	(44)	(229)

Note: Numbers mentioned above are for the consolidated entities.



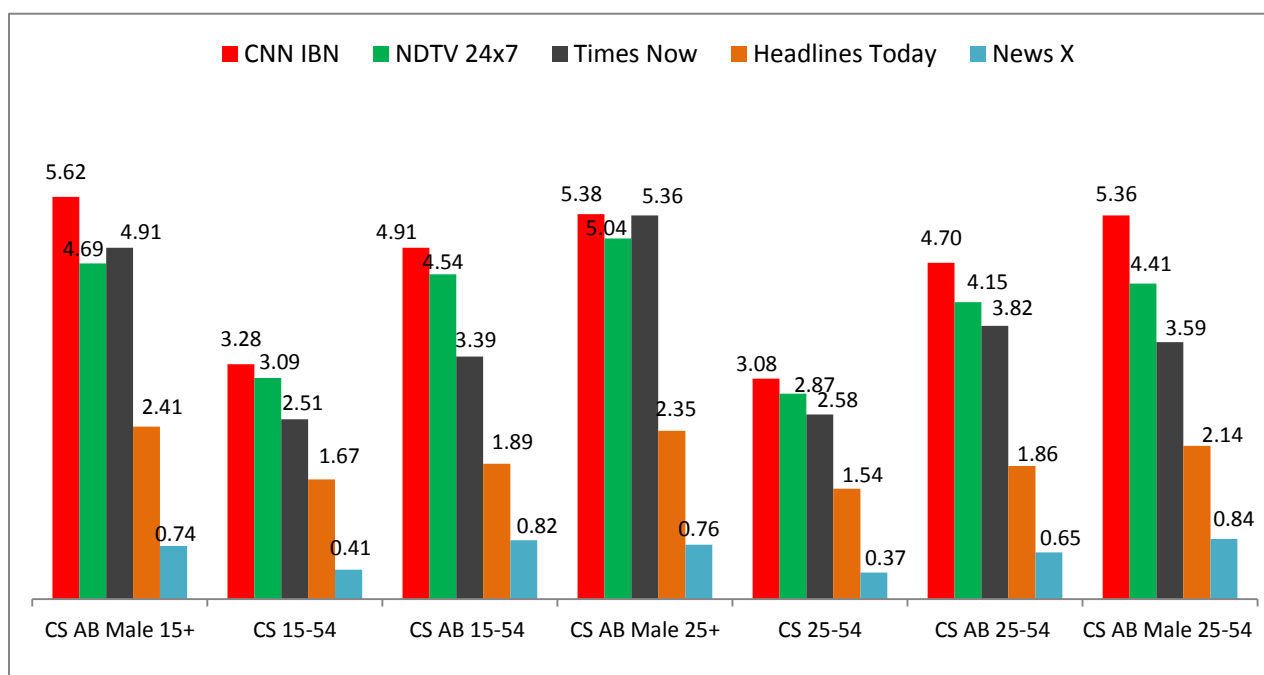
APPENDIX – KEY MARKET SHARE TRENDS

CNN-IBN: INDIA'S NO 1 ENGLISH NEWS CHANNEL



Source: TAM; TG: CS AB 25+ Yrs; Market: All India; Period: Q3 FY2011, 0600-2400, All Days

CLEAR MARKET LEADER ACROSS ALL SEGMENTS ON KEY NEWS DAYS **BIHAR ELECTIONS**

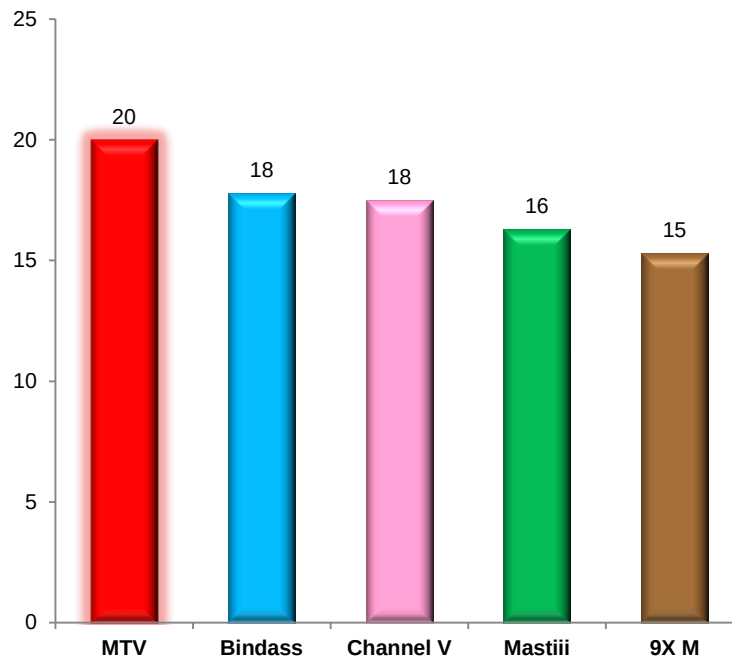


Source: TAM; Market: All India; 21, 24, 28 Oct and 01, 09, 20 and 24 Nov 2010

Ibn18 Q3FY11 Investor Update – January 27, 2011

Page | 8

MTV: INDIA'S NO 1 YOUTH BRAND
Highest Reach (Average Weekly) in the Genre

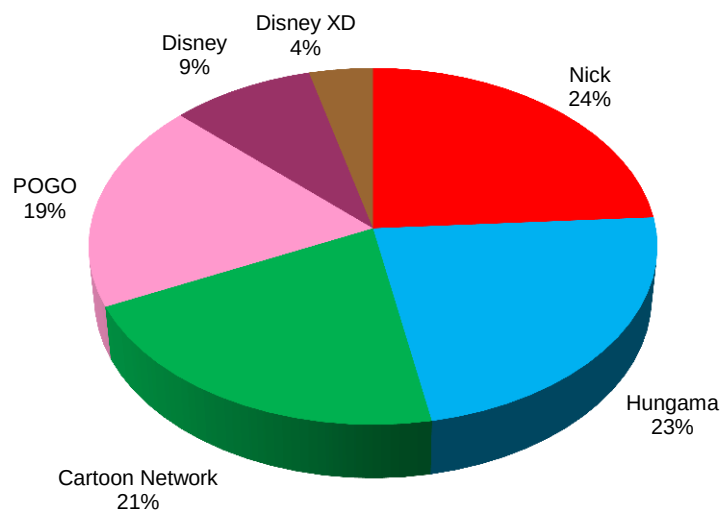


Source: TAM; TG: CS, 15-24 AB; Market: HSM; Period: Q3 FY2011

- MTV revealed its new philosophy – 'Stay Raw' - in line with the changing values of the Youth.
- MTV also launched Splitsvilla 4 – The Gamble of Love and MTV Bakra returned to rock the charts.



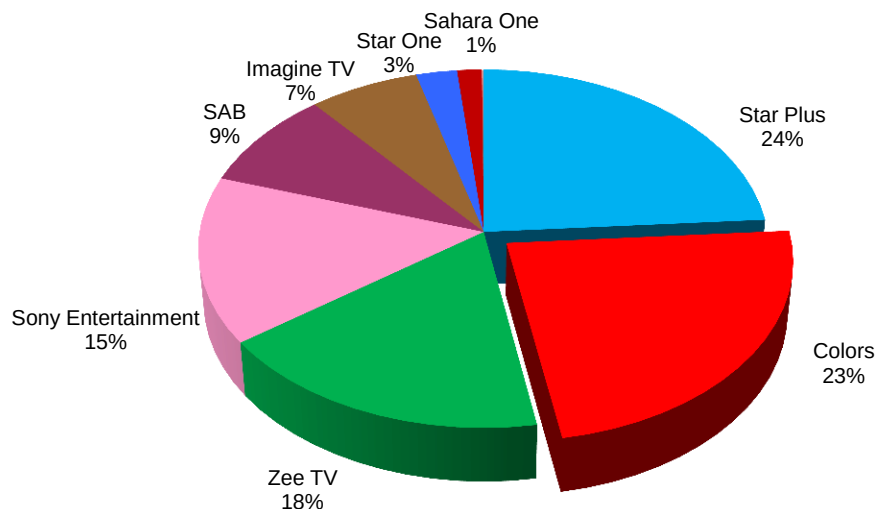
NICK: INDIA'S NO 1 KIDS CHANNEL



Source: TAM; Relative Market Share: HSM; TG: CS 4-14 ABC; Period: Q3 FY2011, Time: 0700-2200Hrs.

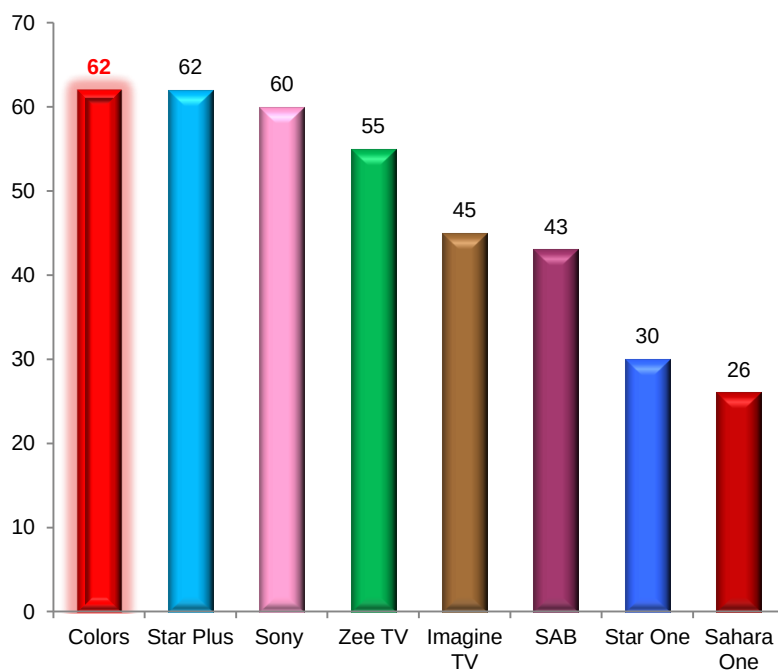
- Nick dominates the Kids' category as the No. 1 player with 24% share in Hindi Speaking Markets.
- Our popular shows 'Ninja Hattori' and 'Oggy & the Cockroaches' are the best in the category.

COLORS – The Preferred Choice for General Entertainment in India

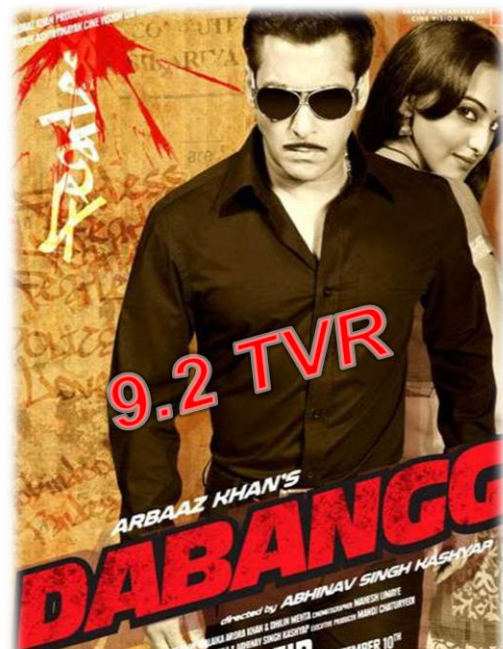


Source: TAM; Hindi Speaking Markets; TG: CS 4+; Q3 FY2011: Prime Time Share 2000-2359 hrs, All Days

COLORS – Highest Reach (Weekly AVERAGE) among GECs



COLORS - ROBUST PERFORMANCE ACROSS FICTION, REALITY AND MOVIES



Highest Rated Premiere On Colors
in 2010



Bigg Boss – 4 had a phenomenal run

One of the most successful reality shows on Indian Television



No. 1 Shows in Their Respective Slots

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 persons mentioned below, or from the company's website www.network18online.com. This update covers the company's financial performance for Q3 FY 2010-11.

For further information on Business and Operations contact:

Haresh Chawla, Group CEO, Network18

Tel # 022-40019186; Fax # 022-66618984

e-mail: haresh.chawla@network18online.com

For further information on financials contact:

R D S Bawa, Group CFO, Network18

Tel # 0120-4341700; Fax # 0120-4324110;

e-mail: rds.bawa@network18online.com

Further information on the company is available on its website www.network18online.com