

Reliance Broadcast Network's Television Business shows robust growth

~ **BIG CBS Prime, BIG CBS Love and BIG MAGIC emerge leaders in respective markets** ~

September 10, 2011: Reliance Broadcast Network Ltd., one of India's youngest entertainment media conglomerates marked its entry into the television business with its joint venture with US' No. 1 television broadcaster CBS Studios international, launching 3 premium entertainment channels beginning November 2010. In quick succession, in April 2011, the Company also launched its first Indian language channel BIG MAGIC exclusively catering to the core Hindi heartland- UP,MP, Bihar & Jharkhand. This 4 Channel bouquet, in a very short span of time, has already seen 3 of its Channels - BIG CBS Prime, BIG CBS Love and BIG MAGIC emerge as market leaders in their respective genres, with the youth channel BIG CBS Spark growing at a significant pace. The 3 BIG CBS Channels also consolidate their position and stand as the **No. 1 English General Entertainment Network**.

A summary of the channels as below:

- **Striking success of BIG CBS PRIME as it emerges as the market leader, with highest market share, amongst CS 25-44 SEC A males, Wk 36**
- **All Women Love BIG CBS Love! The Channel, captures highest market share amongst CS 15-34 SEC A Females, Wk 36.**
- **BIG MAGIC is already the undisputed leader in the heartland delivering 1.4 cr unduplicated audiences over 4 weeks across the markets of UP, MP and Bihar, amongst CS 4+, audiences**

According to latest TAM reports (week 36), **BIG CBS PRIME**, is the leading brand amongst male audiences and promises to be a force to watch out for in the coming weeks with an excellent program line up in the coming days. It has been one of the fastest growing channels in the English GEC space competing with veterans like AXN, Star World and in under a year of launch is already at leadership. With programs like *Bellator*, *Survivor*, *NCIS*, *CSI* and *action flicks*, PRIME has accounted for a very impressive 10 of the top 25 programs.

BIG CBS LOVE, India's only English Channel skewed to urban contemporary woman, has captured 28% market share amongst the premium women audiences, ahead of Star World, Zee Café etc. With shows like *Next Top Model*, *Oprah Winfrey Show*, *Everybody Loves Raymond*, *Rules of Engagement*, etc. BIG CBS LOVE's market share will only grow giving the channel a dominant position in the market.

BIG MAGIC, India's first variety entertainment channel exclusively for the core Hindi heartland featuring locally relevant entertainment around Comedy, Movies, Reality shows, Game shows & Bollywood has surged ahead of all channels in the region to become the undisputed No. 1 channel here. Shows like *Movie*



Magic, BT30, Dhan Te Nan, *Big Fighting Championships* and the newly launched show *Phir Bhi Dil Hai Hindustani* on BIG MAGIC have captured the viewers' imagination and boosted the channel's reach and popularity. This puts **BIG MAGIC** comprehensively ahead and one of the strongest local media platforms in the region.

BIG CBS Spark is the hottest destination for youth and amongst SEC A young women stands at 57% market share - CS 4-24, Wk 36, when compared to its closest competitor VH1. With shows like *Jerry Springers*, *Cheaters*, *Spark HITZ*, *Spark LIVE*, *90210* and *Hawaii 50*, the programs have caught on with their target audience like a house on fire!

On this huge success of all television channels **Mr. Tarun Katial, CEO, Reliance Broadcast Network Ltd.** said, "Our Channels have been conceptualised basis strong consumer insights and with a clear aim to bridge a void that existed in the market. This has helped us to get to quick leadership with 3 out of our 4 channels. Our carefully crafted television strategy is working excellently, targeting specific target audiences and markets, creating relevant platforms for advertisers. Our Television Network has had an encouraging start and is poised to become a network to reckon with, offering the best possible platform for marketers looking to reach out to different audiences across different geographies."

About Reliance Broadcast Network Ltd.

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.6 crores Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marks the Company's entry into the regional entertainment space. The Channel is positioned as India's only Channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humor, music and Bollywood. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to: www.reliancebroadcast.com

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