

December 28, 2012

The General Manager
Corporate Relationship Department
BSE Limited
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Fax No.: 22722037/39/41/61/3121/3719
BSE Scrip Code: 533143

✓ The Manager
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Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051
Fax No.: 26598237/38
NSE Scrip Symbol: RBN

Dear Sir/ Madam,

Re: Media Release

Please find enclosed the Media release. Kindly inform your members accordingly.

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For **Reliance Broadcast Network Limited**



Gururaja Rao
Company Secretary & Manager

Encl: As above

THE BIG-CBS NETWORK FORTIFIES ITS POSITION AS THE NO. 1
ENGLISH ENTERTAINMENT NETWORK POST DAS: GARNERING A 28% SHARE

GROWS 127% IN REACH AND 154% IN RELATIVE SHARE

BIG-CBS LOVE LEADS OVER KEY COMPETITION.

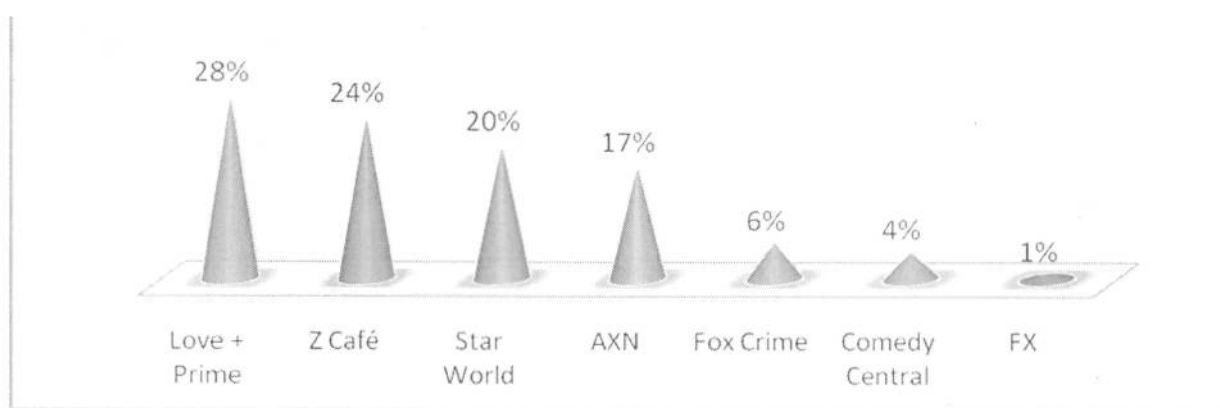
ALL 3 TOP RATED PROGRAMMES IN THE GENRE ARE ON LOVE - SEX & THE CITY, EXCUSED & LIFE
UNEXPECTED.

Mumbai, December 27, 2012: The successful implementation of DAS in the key metros has resulted in a strong upsurge in the viewership and market share for the BIG CBS Network, Reliance Broadcast Network Limited's joint venture with CBS Studios International, consolidating its position as the premier English Entertainment Network amongst viewers across metros. According to the latest TAM reports of week 51 (Source: 16th Dec – 22nd Dec, Digital 4+ AA Sec A, Top 7 metros), BIG CBS channels – PRIME and LOVE – have **topped the charts**, registering a cumulative **relative share of 28%** amongst all other competing English GECs.

For the same week, BIG CBS LOVE has surpassed Star World and AXN with 3.33 GRPs compared to 3.04 (STAR World) and 2.58 (AXN). (Top 7 Metros, CS SEC A 4+). The channel also garnered all 3 Top Positions in the Top Rated Programmes Charts, with Sex & The City, Excused & Life Unexpected among CS Females SEC A 4+, 7 Metros.

According to latest TAM reports, the data also highlights the huge increase in the Relative Share, Reach and TSV of the BIG CBS channels post DAS (Digital Addressability System) i.e. during weeks 48-51 (Market:– Mumbai, Delhi and Calcutta. TG: CS 4+ Sec A) compared to the pre-DAS figures. The Relative Share of BIG CBS PRIME and LOVE increased by 93% and 192% respectively while the channels' Reach increased by 86% and 124%. The TSV of both channels also registered impressive jumps with BIG CBS Prime and Love logging 33% and 78% growth respectively.





The BIG CBS Network has delivered on its promise of getting viewers the latest, freshest and hottest shows by bringing the latest seasons of hit international programs like America's Got Talent, American Idol and The X Factor in addition to various home grown properties like India's Prime Icon, I Love Style and more. The Network has also successfully simulcast various international shows, concurrent with the US airing, a strategy that has helped it garner loyal viewers.

Speaking about the achievement Anand Chakravarthy, Business Head, BIG CBS Networks said, "The post DAS environment has demonstrated the power and impact of the BIG CBS Network. With digitization any existing distribution advantages, legacy competitive channels had, is now nullified with the BIG CBS channels available across every headend in the DAS markets. This combined with exclusive and the latest seasons of leading shows from the US, has delivered proven performance. "

About BIG CBS Networks Private Limited:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks has changed the way English language television entertainment is served to Indian audiences. The JV, at start, launched 3 English language Entertainment Channels marking not just RBNL's, but the Reliance Group's entry into the television broadcasting space and CBS Corporation's channel entry into India. The themed channels targeted at India's fast-growing, upwardly mobile population are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, the ultimate music destination and BIG CBS LOVE, the Diva destination. The channels offer audiences the latest of CBS's world class and globally successful programming and are available across a network of digital and analog distribution platforms. The BIG CBS JV has also forayed into the regional television industry of India with Spark Punjabi - targeted at the markets of Punjab, Chandigarh and Himachal Pradesh (PCHP) region. Spark Punjabi is a regional general entertainment channel. With Reliance Broadcast Network Limited's prolific multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS has already made a significant impact on India's burgeoning entertainment industry and stands as the No. 1 English Entertainment Network in the country.

Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, Out of Home and Television Production, and specializes in creating & executing integrated solutions for clients, across the country. CBS Studios International, the leading supplier of programming to the international television marketplace, is a division of CBS Corporation.