

June 21, 2011

The General Manager
Corporate Relationship Department
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai- 400 001
Fax No.: 22722037/39/41/61/3121/3719
BSE Scrip Code: 533143

✓ The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no.C/1, G Block
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**
(formerly known as Reliance Media World Limited)


Gururaja Rao
Company Secretary & Manager



BIG CBS SPARK's digital campaign gets a high five from the youth

India's first and only English Youth channel garners 4.5 lakh hits in just few days

Mumbai: With its aggressive and innovative social media strategy, BIG CBS SPARK, India's first English youth entertainment channel, has managed to strike a chord with its Indian audiences BIG time. Reaching out to its target audience of the youth and to increase **SPARK's** instant connect, the channel has launched a series of digital and social media innovations. The Channel has chalked out an extensive social media marketing plan and had allocated media spends of approximately Rs. 5 crore to reach out to its audiences ranging blogging, interactive contests, polls on social networking sites and other digital platforms.

BIG CBS SPARK started an interactive WAP site for initiating contests and polls and passing on information about the shows to the users. The site has received over 113120 hits till date. Also, the contest on the mobile site attracted more than 13800 leads in just a few days of launch. Concurrently, the Channel's facebook page also attracted 40000 plus members within just a few days of initiating the campaign.

During the recent IPL series, the channel targeted the youth through blue casting (a tool that enables brands to deliver content and applications to Bluetooth enabled mobile phones). Mobile users were able to receive information on contests, polls and download from the channel in the stadium. With blue-casting, the channel got a staggering 68000+ downloads during just two IPL matches.

Understanding the youth's internet behavior, BIG CBS SPARK took over the home page and the 'listen page' of in.com. They also created a roadblock on the movies page of rediff.com and home page of Games2win.com and captured the masthead of the most famous video website, youtube.com. The campaign helped the channel to receive an astounding 62 million impressions.

Commenting on digital innovations undertaken by the channel, **Anand Chakravorthy, Executive Vice-President Marketing, Reliance Broadcast Network Limited**, said, "The aim was to not just increase brand awareness but also to actively engage with the core TG of BIG CBS SPARK – the young urban youth. We went with a predominantly Digital led campaign, leveraging the mobile platform, social media, online portals and used cricket as a great opportunity to seed the channel. Given our audiences high affinity for interactive mediums, the campaign was designed to enable this and delivered great results, ensuring high awareness and sampling of the shows."

BIG CBS SPARK launched in the beginning of May, bringing an engaging mix of shows that are Edgy, Cool, Entertaining and Sexy. It airs international shows like Cheaters, Hawaii Five-0, 90210 and show The Jerry Springer Show. BIG CBS SPARK is available on more than 400 networks, reaching more than 30 million households. The channel is also available on DTH platforms like Hathway, In Cable, Digi Cable, DEN, 7 Star, WWIL, ICC, Sun Direct, Reliance Digital, VideoconD2H and Airtel Digital TV.

About BIG CBS Networks Pvt. Ltd.:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks is poised to change the way English language television entertainment is served to Indian audiences. The

JV has 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 are targeted at India's fast-growing, upwardly mobile population and are branded BIG CBS PRIME, a premium general entertainment channel, BIG CBS SPARK, India's first international youth entertainment channel and BIG CBS LOVE, India's first ever international entertainment channel for the contemporary Indian couple. 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.

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 stands to make a significant impact in India's burgeoning entertainment industry. Reliance Broadcast Network Limited has a multi-media play in the spaces of Radio, Television, Intellectual Property, and Out of Home 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.

