



ZEE5 partners with Tata Elxsi for multi-platform front-end application development of its new digital entertainment platform

Bangalore, 26 February 2018: ZEE5, the newly launched digital entertainment destination by Zee Entertainment Enterprises Ltd. has partnered with Tata Elxsi for its front-end applications.

ZEE5 is India's largest, most comprehensive digital entertainment platform for language content. It offers the best of Originals, Indian and International Movies and TV Shows, Music, Live TV, and Health and Lifestyle content - across 12 languages.

Tata Elxsi has driven the integration of ZEE5 with the video backend, multi-lingual front-end user experience and multi-CDN networks. At the device level, the Tata Elxsi teams have powered the next generation voice-based user interfaces and integration with multiple DRMs on Android, iOS, Web as well as Android TVs.

"With Language as its central proposition, ZEE5 is a digital entertainment platform for every Indian, irrespective of what language they speak and how tech savvy they are. Considering this varied user base, we have used superbly sophisticated technology to make the platform extremely easy to use, with features like Display Language and Content-Language Selection, Voice Search and Download to watch offline. Tata Elxsi brings in great technical expertise and domain knowledge, and has been a key partner for us in enabling a great user experience on ZEE5." said **Amit Goenka, CEO, ZEE International and Z5 Global**.

"We congratulate ZEE Entertainment on the successful launch of ZEE5. This next generation platform is a key milestone for the industry. With its unique multi-lingual, multi-screen offering, ZEE5 sets a new bar as far as personalized viewer experience is concerned, with its 11 display language options, 12 content

*language options, download and watch offline and voice search features.” said **K P Sreekumar, VP and Head – Broadcast Business Unit, Tata Elxsi.***

Tata Elxsi has been at the forefront of enabling digital transformation for leading media companies and PayTV operators across the world, helping them develop innovative services and applications that create subscriber stickiness and drive revenue growth.

About Tata Elxsi

Tata Elxsi is a global design and technology services Company and a part of the \$100+ billion Tata Group. Tata Elxsi works with leading MSOs, content providers and studios to develop innovative services and applications that create subscriber stickiness and drive revenue growth.

This is backed by over 25 years of design and engineering experience and deep specialization in video and OTT engineering and service delivery, a global delivery presence and offshore development centers in India.

For more information, please visit www.tataelxsi.com

About ZEE5

ZEE5 is the brand new digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1-lakh hours of On Demand Content and 90+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers groundbreaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

The ZEE5 App can be downloaded from Google Play Store and iOS App Store. Also available at www.zee5.com, as a Progressive Web App (PWA), and on Android TVs, and Amazon Fire TV Stick. ZEE5 also supports Chromecast.

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