**Press Release**
**For Immediate Publication**

# Media conglomerates, Star & Zee join hands in a landmark distribution tie-up

**Mumbai, May 26, 2011:** Two of India's leading content aggregation and distribution companies, **Star Den Media Services Pvt. Ltd.** and **Zee Turner Ltd.** today announced a joint venture to combine distribution of their respective channel bouquets in the country. In a landmark move, which marks the coming together of Star and Zee, India's foremost media groups, this initiative would create great value for the entire industry. The vision is to create efficiencies in the distribution sector, incentivize digitization, address piracy issues and enable a content revolution in India.

The newly formed company **Media Pro Enterprise India Pvt. Ltd.** is a 50:50 Joint Venture between Zee Turner Ltd. and Star Den Media Services Private Ltd. and would jointly aggregate and distribute channels licensed to Zee Turner and Star Den . Star Den Media Services Pvt. Ltd. is an existing 50:50 joint venture between Star India Private Limited (SIPL) and Den Networks Limited (DEN) while Zee Turner Ltd. is an existing 74:26 joint venture between Zee Entertainment Enterprises Limited (ZEEL) and Turner International India Private Limited (TIIPL).

**Mr. Punit Goenka, Managing Director & CEO, Zee Entertainment Enterprises Limited** said, "*The Indian Television market is growing rapidly and provides ample opportunities for the JV Company to create value. The long-term vision of this venture is to pool together the resources of both the partners so as to address various anomalies of the present analog market, curb piracy, introduce transparency by accelerating pace of digitisation in India which would result in benefit to all the stakeholders in the value chain*"

Speaking on the occasion **Mr. Uday Shankar, CEO, Star India Private Limited** said "*This is a milestone initiative which will redefine the Indian distribution landscape and lead to a content revolution in the country by creating efficiencies in the value chain. In the past, there was a lack of shared perspective among broadcasters; the coming together of the two leaders will lead to a larger consensus around a growth blueprint for the Indian electronic media industry.*"

**Mr. Anshuman Misra, Managing Director, Turner International India Pvt. Ltd.** said, *"Zee Turner is the country's first bouquet of channels and marking the tenth year of our successful alliance with ZEEL, we are proud to be part of yet another path breaking distribution landmark that is created today. This is big win for the consumers as it gives them the choice of best of content, greater access and variety all under one bouquet and paves the way for faster digitization of the cable industry."*

**Mr. Sameer Manchanda, Chairman & Managing Director, DEN Networks Limited** said, "*This is a historic step forward in the Indian television industry and will create a paradigm shift in pay distribution. The new JV gives a clear impetus to digitalisation and promotes transparency and addressability in the broadcasting distribution value chain. It also brings more channels, and greater choice and flexibility to the Indian consumer.*"

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**About Star India**

*STAR India, the leading media and Entertainment Company, has one of the leading reach among the country's broadcasters, beaming to over 400 million people every week across India and over 58 countries across the globe. Its portfolio includes 33 channels in seven languages spanning the household brands STAR Plus, STAR One, STAR Gold, Channel [V], STAR Jalsha, STAR Pravah, STAR World, STAR Movies, STAR Utsav; along with the joint venture channels Asianet, Asianet Plus, STAR Vijay, Suvarna, and STAR News, ESPN and STAR Sports. STAR India also manages a portfolio of business ventures including DTH operator Tata Sky; cable system Hathway, channel distributor STAR Den, news channel operator MCCS, the film production and distribution business Fox STAR Studios India and STAR CJ Home Shopping. STAR India is a fully owned subsidiary of News Corporation www.newscorp.com*

**About Zee Entertainment Enterprises Limited**

*Zee Entertainment Enterprises Limited ("Zee") is one of India's leading television media and entertainment companies. It is amongst the largest producers of aggregators of Hindi programming in the world, with an extensive library housing over 80,000 hours of television content. With rights to more than 3,000 movie titles from foremost studios and of iconic film stars, Zee houses the world's largest Hindi film library. Through its strong presence worldwide, Zee entertains over 500 million viewers across 167 countries. Zee has been selected Business Superbrands 2010-11, Industry Validated. Pioneer of television entertainment industry in India, Zee's well known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, Zee Smile, 9X, Ten Sports, Ten Cricket, Ten Action+, Zee Cafe, Zee Studio, Zee Trendz, Zee Jagran, Zee Salaam, Zing, ETC Music and Zee Khana Khazana. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Talkies, Zee Bangla,*

*Zee Telugu, Zee Kannada, Zee Cinemalu and ETC Punjabi. Zee and its affiliate companies have leading presence across the media value chain including television broadcasting, cable distribution, direct-to-home satellite services, digital media, multiplexes, amusement parks and print media amongst others. More information about Zee and its businesses is available on www.zeetelevision.com.*

**About Zee Turner**

*Zee Turner Ltd. is a joint venture between two renowned media giants – Zee Entertainment and Turner International. The company was incorporated in February 2002 with an objective to manage the distribution & trade marketing for pay channels. It offers this grand combination of Zee, Turner and third party channel bouquet to the customers in Indian sub-continent and also to some of the neighboring countries like Nepal and Bhutan. Headquartered in Noida, Zee Turner today has offices in various regions of the country, offering maximum depth of distribution in the country. Presently, Zee Turner Limited brings you the largest network of 34 channels, showing programs in the widest range of 17 genres. From general entertainment, drama, news & current affairs, movies, to reality shows, talent hunts, kid's entertainment and all kind of music, providing you the endless & unmatched variety of entertainment. Some of the most popular and best of the channels being offered by the broadcaster include Zee TV, Zee Cinema, Cartoon Network, Pogo, HBO, WB, CNN, Zee Studio, Zee Marathi, Zee Bangla, Zee Cafe, Zee News, Zee Business etc.*

**About STAR DEN**

*STARDEN is 50:50 joint venture between STAR India Pvt Ltd and DEN to create a platform for distributing television channels in India via all fixed networks including cable, DTH, IPTV, HITS and MMDS. STARDEN is an exclusive distributor for several television channels in India, Nepal, Bhutan, Bangladesh and Srilanka. The STARDEN bouquet currently includes Star Plus, Star One, Star Gold, STAR Movies, STAR World, Vijay Tv, Star Utsav, Star News, STAR Ananda, STAR Majha, STAR Pravah, Star Jalsa, Channel [V], National Geographic Channel, Fox History & Entertainment, Fox Crime, FX, Nat Geo Wild, Nat Geo Adventure, Nat Geo Music, Nat Geo – HD, Baby Tv, The MGM Channel, Asianet, Asianet Plus, Sitara, Suvarna, Star CJ Alive, NDTV 24x7, NDTV profit, NDTV India and NDTV Good Times.*

**About Turner International India Pvt. Ltd.**

*A division of Time Warner, Turner International India Pvt. Ltd. is the arm of Turner Broadcasting System. Inc. (TBS) that manages the sales and marketing of Turner's news and entertainment services in India and South Asia.*

**About DEN Networks Limited**

*DEN Networks Limited is one of India's largest national cable television distribution companies. DEN serves over 10 million households across key states and cities of India. DEN is a leading cable TV player in markets like Delhi, Uttar Pradesh, Karnataka, Maharashtra (including Mumbai), Gujarat, Rajasthan, Haryana and Kerala. DEN is a pioneer in digital cable. DEN's digital service offers up to 180 digital channels and a*

*feature-rich portfolio of cutting edge value added services. DEN's VAS offerings include a 10 channel, multi-genre digital music service, 'blog.Telly' (India's first micro blogging service on TV) and games. DEN also has a 50-50 joint venture with News Corporation's Star TV group called STAR DEN for the distribution of TV channels in India."*

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