



RELIANCE BROADCAST NETWORK AND RTL GROUP'S JV CHANNEL 'BIG RTL THRILL' ADDS ENGLISH FEED

REACHES SUPERIOR INTERNATIONAL ACTION CONTENT TO DISCERNING MALE AUDIENCES

BEST INTERNATIONAL SHOWS LIKE FEAR FACTOR, M1, HOLE IN THE WALL, BATTLE OF THE BODS...

CHANNEL BECOMES BEST PLATFORM TO REACH MALE AUDIENCES ACROSS METROS AND HSM'S

Mumbai, June 9, 2013: **BIG RTL THRILL**, the joint venture channel between Reliance Broadcast Network and Europe's RTL Group which is positioned as the ultimate action entertainment channel targeted at male audiences, announces its English feed, beginning **June 12, 2013**, across key markets of **Mumbai, Delhi, Kolkata, Maharashtra 1Mn+, Gujarat 1Mn+ , Rajashtan 1 Mn+, Madhya Pradesh 1 Mn+, Bihar 1 Mn+, Jharkhand 1 Mn+, Haryana 1 Mn+, Punjab 1 Mn+, West Bengal 1 Mn+ and Uttar Pradesh 1Mn+**. Targeted at the **15-44, SEC Males**, the Channel will now be available in dual feeds of **Hindi and English**, reaching its world class electrifying action content to **29 million** discerning male audiences. **BIG RTL THRILL**, which initially launched in Uttar Pradesh in November 2012 has attracted male eyeballs in large numbers beating long standing male entertainment television entertainment options in the region. Backed with the success in Uttar Pradesh, the Channel has also recently announced its foray into the key markets of Mumbai and Delhi and now becomes available across a larger geography in line with its business plan of reaching the channel to over **17 mn HH's** across the country.

With limited male entertainment options on television, and research and consumer mapping indicating a lacuna – across both English and Hindi speaking male audience requirements – the business decision to go dual feed is in sync with the market opportunity available. With an assortment of shows, handpicked to ensure relevance, and meeting the predilection of its viewers, the Channel will feature globally hit and well acknowledged shows male which range **Fear Factor** (latest seasons, never seen in India), **Hole in the Wall**, **Wipe Out**, **M1**, **Distraction** and **Battle of the Bods**. With its superlative entertainment mix, now available to a larger audience base in languages of both Hindi and English, the Channel is well on its way to becoming the one-stop destination for male action related entertainment in India.

Commenting on the addition of the dual feed, **Mr. Sunil Kumaran, Business Head, Regional TV, Reliance Broadcast Network** said, "With this latest development we intend to emulate the same success which we have achieved in Hindi speaking markets. We have chosen the content as per our viewers' penchants and preferences and are confident it will work. With the dual feed, variety of new shows in the offing, and Phase II of DAS being implemented, we are confident that **BIG RTL Thrill** will find an enhanced relevant male audience base, proving to be the best possible choice for marketers wanting to reach out to this desirable audience."

The English feed of **BIG RTL THRILL** will see high impact campaigns across key markets. The channel will ensure audience engagement through mediums of television, radio, print, outdoor and on-ground activations to promote its English feed. **BIG RTL Thrill** is available across DTH and Digital platforms of Reliance Digital TV, Digicable, Siti Cable, In cable, Hathway Digital, 7 Star Cable, JPR Global Satellite, Star Broadband and others

About Reliance Broadcast Network:

Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television, intellectual properties and television production. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for



brands. The company houses the following verticals: 92.7 BIG FM - India's largest FM Network with 45 stations, reaching over 4 crore Indians each week; BIG CBS Networks - a joint venture with CBS Studios International offering English Entertainment Channels - Love, Spark and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL – a channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland featuring regional family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Company has also launched BIG MAGIC Bihar and Jharkhand, with specially created programming for the region. BIG MAGIC has also expanded into the United States, Canada and Australia under the brand name BIG MAGIC International; and BIG PRODUCTIONS - the television content production division caters to the creative needs of the diverse Indian television landscape. Reliance Broadcast Network also distributes Bloomberg TV India, the country's premier business news channel as part of its television bouquet. For more information www.reliancebroadcast.com

About RTL Group

RTL Group is the leading European entertainment network, with interests in 53 television channels and 29 radio stations in nine countries and content production throughout the world. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain – the company also has interests in National Media Group in Russia. RTL Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, the Netherlands, Spain and Luxembourg. RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 9,200 hours of programming across 58 countries.

For more information, please contact:

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