

MEDIA RELEASE



BIG MAGIC CREATES MAGIC, DELIVERS HIGHER GROWTH THIS FESTIVE SEASON

BACKED BY INSIGHTS WITH THE FESTIVE TOUCH LED A BOOST IN RATINGS AND STICKINESS

CHANNEL CONSISTENTLY MAINTAINS LEAD AMONGST THE NEWLY LAUNCHED GEC CHANNELS

CREATES DEEPER LOCAL CONNECT WITH AKBAR BIRBAL, UFF YEH NADANIYAN AND AJAB GHAJAB GHAR JAMAI

National: This festive season as the nation gears up for the celebrations and each broadcaster leverages their most valued inventories, **BIG MAGIC**; a relatively new channel from Reliance Broadcast Network has made its presence felt in the number game with respect to ratings and performance. The young and vibrant channel known for being Chatpata Har Pal and as one stop humour destination, BIG MAGIC has been constantly beefing up its content each weekend during the festive season to deliver excellent programming backed by local insights, festival connect and familiar faces. With the week 41 ratings, BIG MAGIC has showcased a 44% growth and stands at **57 Mn GVT**, with **TSV** demonstrating a **30% increase**.

Already ahead of all the newly launched channels, this performance of BIG MAGIC comes on the back of programming that is based on insights, a clear understanding of audience requirements in television entertainment, and its ability to customise and integrate in its shows situations with festivals that is preferred by viewers - **Navratri** special with **Shailesh Lodha and Sunil Pal**, **Karva Chauth** special with **Roshni Chopra** and **Giaa Manek**, **Diwali** specials with **Rajesh Sharma, Vikram Massey, Vipul Gupta & Govardhan Puja** special with **Nitish Bharadwaj**.

Riding on the success, BIG MAGIC boosts of massive line up of talented artists, best from the industry like **Kiku Sharda, Delnaaz Irani, Keeshwar Merchant, Upasana Singh, Sumit Vats** and **Himani Shivpuri** to name a few who have been handpicked for their roles ensuring excellent connect with audiences.

Commenting on the success, Mr. Lavneesh Gupta, COO, Reliance Broadcast Network said, “We are thankful for such an overwhelming response from our viewers that has helped us to climb this ladder of success. BIG MAGIC has always promised to deliver fresh and original content that satisfies the

entertainment quotient of the entire family. And we adhere to this promise through our intensive research which has always helped us present to the audience the precise entertainment content that they are looking for across the Hindi heartland.”

Some highlights of BIG Magic:

- Channel **GVT** stand at 40 mn (TAM: wk 37)
- Channel **GVT's** (gross viewership) stand at **57mn** (TAM: wk 41'14)
- In recent months, BIG MAGIC has fortified its position across the Hindi speaking markets spreading laughter to over **85 million** Indian households
- BIG Magic delivers a **10% unduplicated incremental reach** across the markets of UP, MP and Rajasthan, when compared to the top 6 GEC's
- The Channel rides on Reliance Broadcast Network's robust marketing muscle with India's No. 1 radio station **92.7 BIG FM** and its No. 1 Regional Channel **Big Magic Ganga**
- BIG Magic has a robust distribution network, and clubbed with its availability on **DD Free Dish**, the Channel provides excellent depth in reach across the Hindi heartland.

The forthcoming offerings from the Channel will see more innovations and special celebrities adding to the already well known line-up of artists, attempting at bringing unique and engaging programming for the audiences.