



**TV18, Viacom18 and DisneyUTV Come Together
to
Form a Distribution Joint Venture in India**

Mumbai, January 30, 2013 – TV18 announced that IndiaCast – the multi-platform, global distribution company of TV18 and Viacom18, has formed a strategic joint venture with UGBL - a DisneyUTV group company for the aggregation and wholesale distribution business of TV channels in India.

IndiaCast is a 50:50 JV between TV18 and Viacom18*. The aforementioned new distribution venture is a step-down joint venture and is envisaged as a 74:26 JV between IndiaCast and Disney UTV. It will become operational post necessary regulatory approvals. IndiaCast will move its domestic distribution business into this new venture, while continuing to manage its international distribution operation as well as new media distribution for TV 18, Viacom 18, A+E Networks | TV18 and Eenadu channels. Disney UTV will also move its domestic distribution activities for its entire bouquet of 9 channels to the new entity. The new step down entity will hence provide 35 channels from the TV18, Viacom18, Disney UTV, Eenadu Group and A+E Networks | TV18 to Cable, DTH and HITS platforms in India. The current IndiaCast management headed by Anuj Gandhi (CEO, IndiaCast), will manage the joint venture.

TV18 will continue to hold majority economic interest in both IndiaCast and the new step-down joint venture through a combination of its direct holding through TV18 and the indirect holding through Viacom18. TV18's effective economic interest in IndiaCast is 75% and ~56% in the new venture.

Announcing the transaction, Raghav Bahl, Managing Director, Network18 said that, "The Indian television industry is on the throes of a transformation on the back of digitization. The distribution joint venture of TV18 and Viacom18 with Disney UTV, announced today is a landmark deal and will help in shaping the future course of the domestic distribution landscape. At TV18, we have always believed that as industry leaders we should not only forge and nurture successful partnerships but also spearhead initiatives that accrue benefits to all stakeholders."

Commenting on the deal, Sai Kumar, Group CEO, said, "We take great pride and pleasure in being a part of this strategic partnership announced today and are very excited by the opportunity that the impending digitization of Indian television presents to us. We are confident that the coming together of some of the largest and most premier broadcasting properties in the country will significantly add to IndiaCast's bargaining power and its strength as one of India's foremost television distribution ventures."

**Please note that capitalisation by Viacom18 is under process.*

About TV18

The Network18 Group is a media and entertainment company with interests in television, internet, films, e-commerce, magazines, mobile content and allied businesses. Through its subsidiary 'TV18 Broadcast Ltd.' [BSE: 532800, NSE: TV18BRDCST], the group operates news channels - CNBC-TV18, CNBC Awaaz, CNBC-TV18 Prime HD, CNN-IBN, IBN7 and IBN-Lokmat (a Marathi regional news channel in partnership with the Lokmat group). TV18 also operates a joint venture with Viacom, called Viacom18, which houses a portfolio of popular entertainment channels – Colors, Colors HD, MTV, SONIC, Comedy Central, VH1, Nick, Nick Jr. and Nick Teen - and Viacom18 Motion Pictures, the group's filmed entertainment business. TV18 has also forayed into the Indian factual entertainment space through A+E Networks | TV18 (a joint venture between A+E Networks and TV18 Broadcast) and operates HistoryTV18. TV18 has most recently forayed into the Indian regional news and entertainment space through its acquisition of a stake in ETPL. TV18 will operate ten regional news and entertainment channels as a part of the stake acquisition - ETV Bangla, ETV Marathi, ETV Kannada, ETV Gujarati, ETV Oriya, ETV UP, ETV Bihar, ETV Urdu, ETV Rajasthan and ETV MP. It will also own a minority stake in the two Telugu channels operated by the Eenadu group – ETV and ETV2. TV18 and Viacom18 have also formed a strategic joint venture called IndiaCast, a multi-platform 'content asset monetization' entity mandated to drive domestic and international channels distribution, placement services and content syndication for the bouquet of channels from TV18, Viacom18 and other broadcasters. For more information, please log on to www.network18online.com.