



October 13, 2017

The National Stock Exchange of India Limited
Exchange Plaza, Fifth Floor
Plot no. C/1, G- Block
Bandra Kula Complex
Bandra (E), Mumbai – 400051
Scrip name: DEN

The BSE Limited
15th Floor, P J Towers
Dalal Street, Mumbai – 400001
Scrip code: 533137

Sub: - Press release

Dear Sir/ Madam,

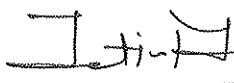
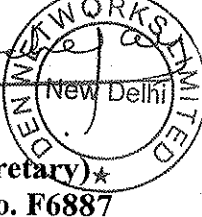
Please find enclosed copy of press release.

You are requested to take note of the same.

Thanking You,

Yours faithfully,

For DEN Networks Limited



Jatin Mahajan
(Company Secretary)*
Membership no. F6887

Encl: As stated above.

DEN Networks Limited

CIN: L92490DL2007PLC165673

Registered Office: 236, Okhla Industrial Estate, Phase – III, New Delhi – 110 020.

Landline: +91 11 40522200 || Facsimile: +91 11 40522203 || E-Mail : den@denonline.in || www.dennetworks.com



Press Release

BARC India and DEN Networks join hands for RPD; Move to boost TV viewership measurement

MUMBAI, 13th October 2017

TV viewership measurement in India is set to get a boost. In a major development, BARC India has partnered with cable distribution giant DEN Networks for measuring TV viewership using Return Path Data (RPD) via its digital set top boxes (STBs).

As part of this partnership, BARC India will fetch data from STBs of DEN Networks. DEN networks, will also use this data for subscriber management, packaging opportunities and to drive advertising revenue on their in-house channels.

BARC India, will use a portion of DEN Networks subscriber base to augment its TV measurement service. The large pool of panel households will also help address the issue of panel home tampering.

BARC India had recently upped its panel home size to 30,000. These RPD partnerships will enable BARC India to capture viewership from an exponentially larger panel.

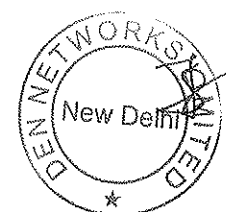
“Collecting viewership data using RPD is a global practice. However, for BARC India it will be another global-first as we integrate this as part of the currency. Our partnership with DEN is the first step towards using RPD for TV viewership measurement,” said Romil Ramgarhia, CBO, BARC India.

BARC India, which is looking at partnering with more Cable and DTH operators for RPD, believes that this approach will allow expansion of panel households to over 150,000 in the near future.

“Currently most Cable/ DTH operators in India do not have information on how their subscribers consume content. With more interactive services being launched, this will be a very valuable information for the platform owners. This partnership is a win-win for both and will benefit the larger ecosystem,” added Romil.

SN Sharma, CEO, DEN Networks said, “Data gathering and analytics is becoming increasingly relevant in a vast and heterogeneous society like India. With this partnership, we have taken the first steps towards world class data analytics of subscriber viewing patterns which will help us to serve our customers in a far more effective way and enabling us to offer personalized services.”

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About BARC India

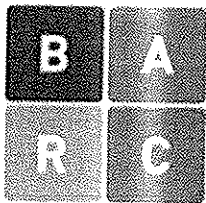
BARC INDIA is a Joint Industry Company set up in India in 2012 with the specific purpose of designing, commissioning, supervising and owning India's Television Audience Measurement System. BARC India is a joint venture bringing together the three key stakeholders in Television Audience Measurement, Broadcasters, Advertisers and Advertising & Media Agencies. Their respective apex bodies, the Indian Broadcasting Foundation (IBF), the Indian Society of Advertisers (ISA) and the Advertising Agencies Association of India (AAAI), represent the three industries. The three -way alliance ensures that the sizable resources - financial as well as intellectual, required to mount such a massive, continuously running initiative are made available within a robust, transparent and accountable governance framework. Stakeholders, in India and around the world, enjoy uninterrupted access to comprehensive, accurate, reliable and timely television audience measurement system.

Web: www.barcindia.co.in Twitter: @BARCIndia

For further queries please contact:

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Ms. Seema Singh, Sr. Manager – PR & Communications (seema.singh@barcindia.co.in), 9702333354

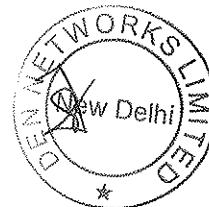


**BROADCAST
AUDIENCE
RESEARCH
COUNCIL
INDIA**

About DEN Networks Ltd.:

DEN Networks (NSE: DEN) is India's leading MSO engaged in the businesses of Cable TV, Broadband & OTT (Over-the-Top) Content.

The company is one of the largest Cable TV players in India as it reaches 13 million households in 400+ cities across 13 key states. It also provides super-fast broadband internet services of up to 100 Mbps speed using DOCSIS 3.0 technology under the brand name DEN Boomband. DEN's OTT App, DEN TV+ is a mobile online video-streaming app available for its subscribers.



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