





**Who are we?**





India's most diversified media company

Close to **40 linear channels** across Hindi General Entertainment, Kids, Music,, Factual entertainment, Youth focused entertainment, Regional entertainment, National & Regional General News, National & Regional Business News, Education among others

India's largest Home Shopping Network

India's 3<sup>rd</sup> largest Bollywood Studio

India's leading news websites & digital news services

India's largest Financial website & portal

India's top movie & event ticketing portal

Publishing, Production, Distribution



Network **18**

building India's leading media company

Leadership In The Broadcasting Business  
Riding The Digital Wave...

2012+

Building The Entertainment & Digital Businesses  
Entry Into New Spaces – Films, Home Shopping  
2005-2011

Launched Our News Business  
1999-2005



moneycontrol.com  
INDIA'S NO.1 FINANCIAL PORTAL





Network **18**

## Partnerships with Global Media Giants



INDIA  
**Forbes**



# Our International Business



**11** channels, **16** Services

**15,000** hrs of content

Viewed in over **125** countries

**4** International offices

**Distribution, Ad Sales, Syndication**





The background features a white field with a large, faint Ashoka Chakra in the center. The top of the image is decorated with flowing, wavy bands of orange and yellow, while the bottom features flowing, wavy bands of green. The text is centered in a bold, black, sans-serif font.

# **Indian Content & Its Appeal Around The World**



# Evolving Image of India in the 21<sup>st</sup> Century...





# The **Indian** Media & Entertainment Industry

One Of The **Largest** in The World

**\$25  
Billion  
Industry**

**600 + TV  
Channels**  
reaching  
over 150  
mn TV  
homes in  
India

**400 +  
hours of TV  
content  
produced  
each week**

**Footprint of  
Indian  
Television  
spans 150 +  
countries**

**Indian TV  
channels  
earn over  
\$300 mn  
from  
International  
markets**

**Largest film  
Industry  
with  
1000+ films  
every year**

**Biggest  
Foreign  
investment  
market for  
media in  
Asia**





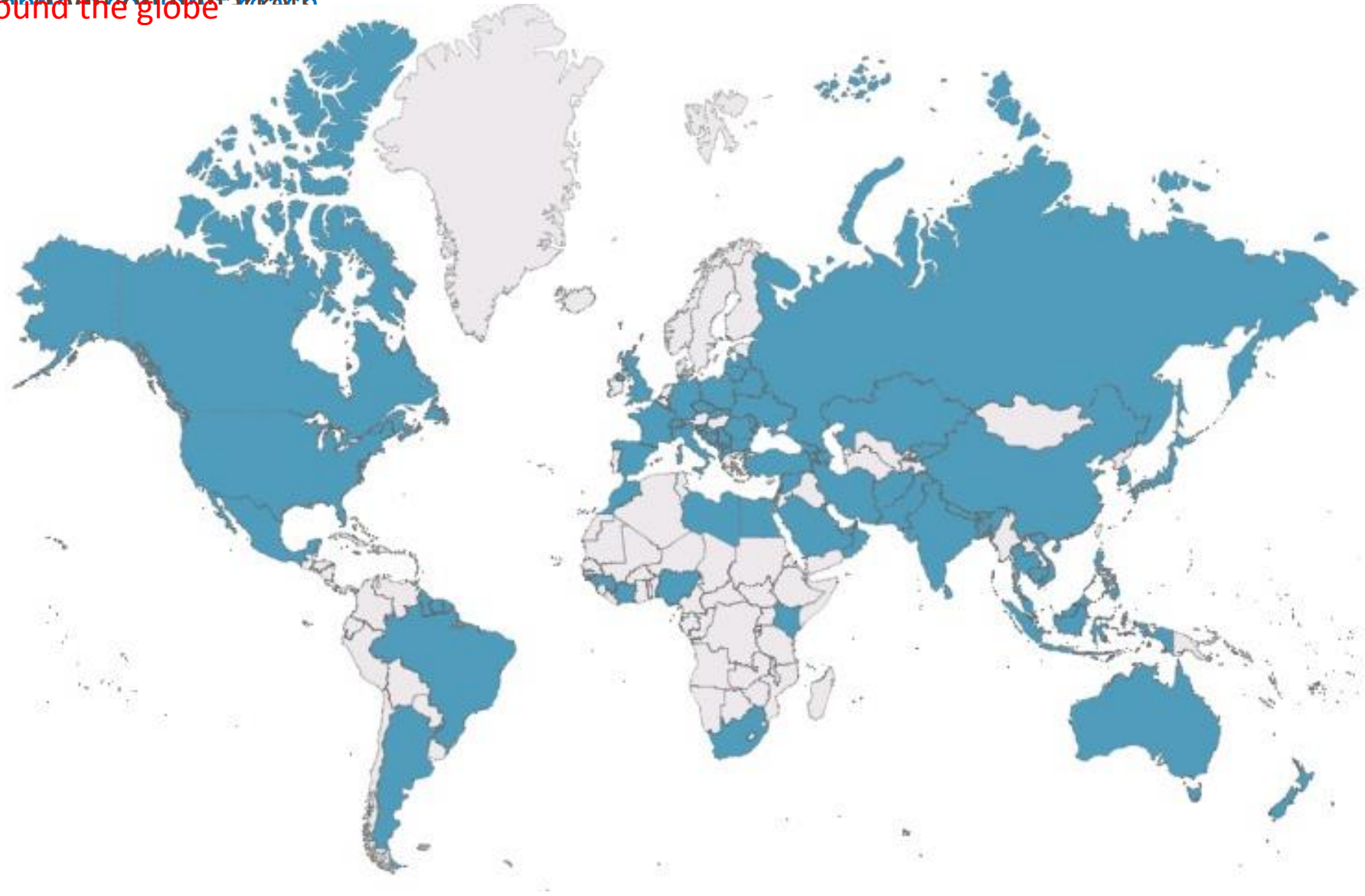
# **Export of Indian Entertainment**



**Now** Indian fiction content (dubbed/subtitled in local languages) has gained wide popularity around the globe

**1990s**

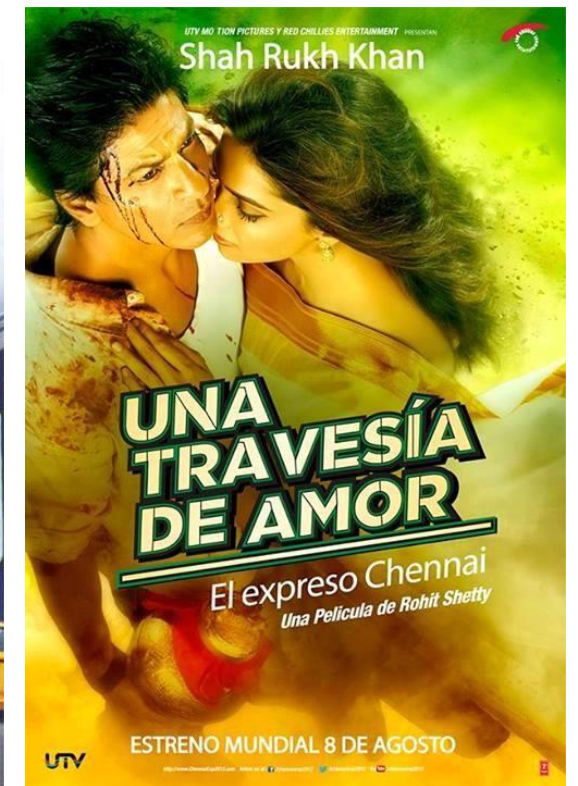
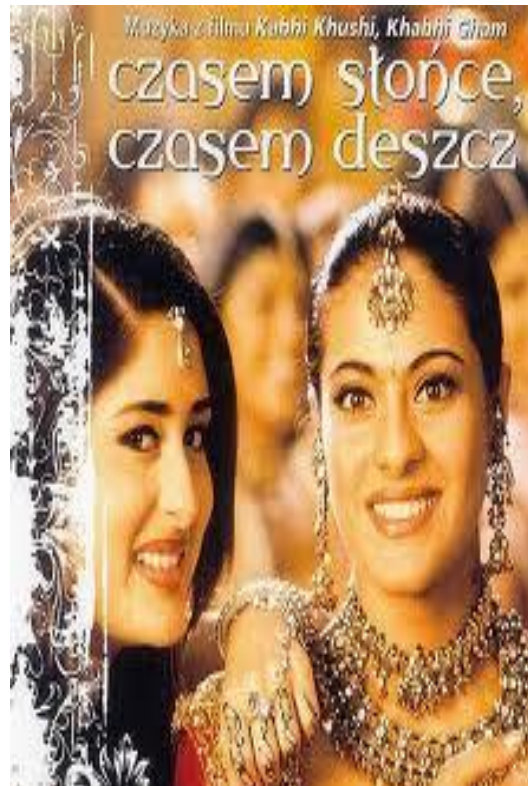
Indian channels distributed to cater to the strong Indian diaspora





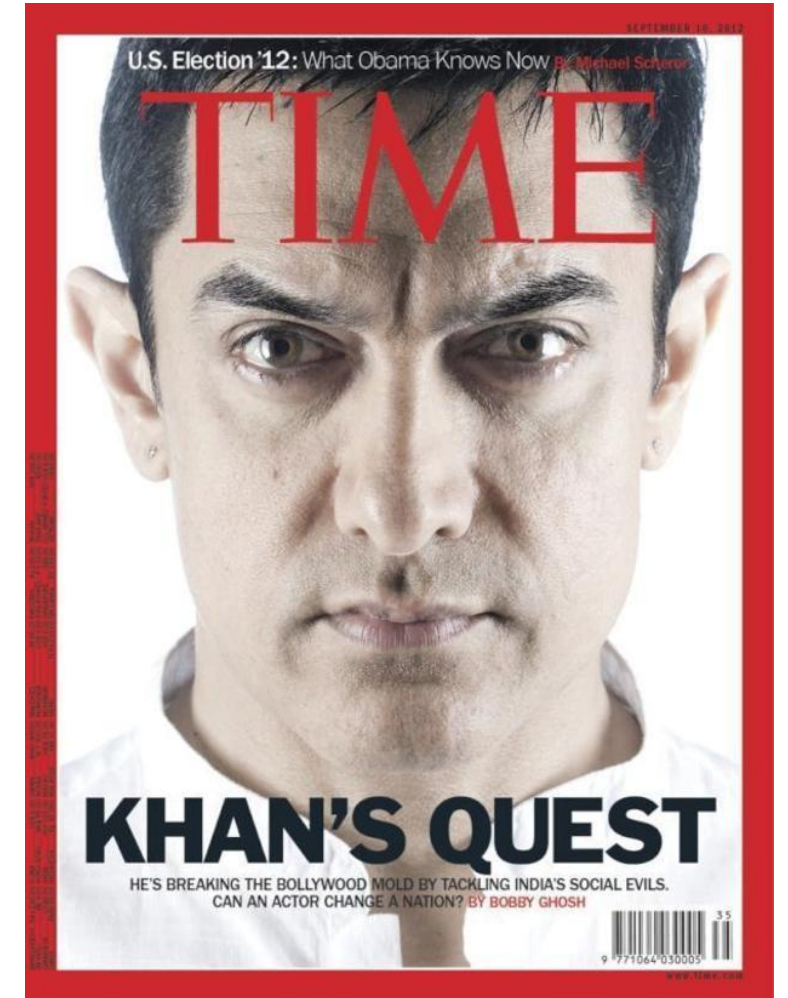
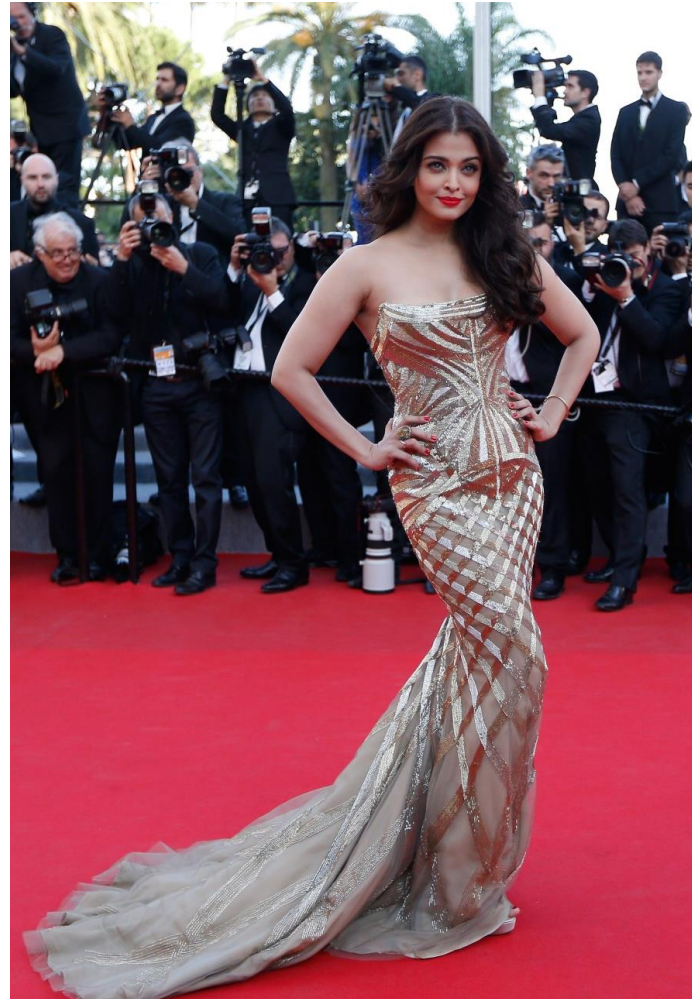
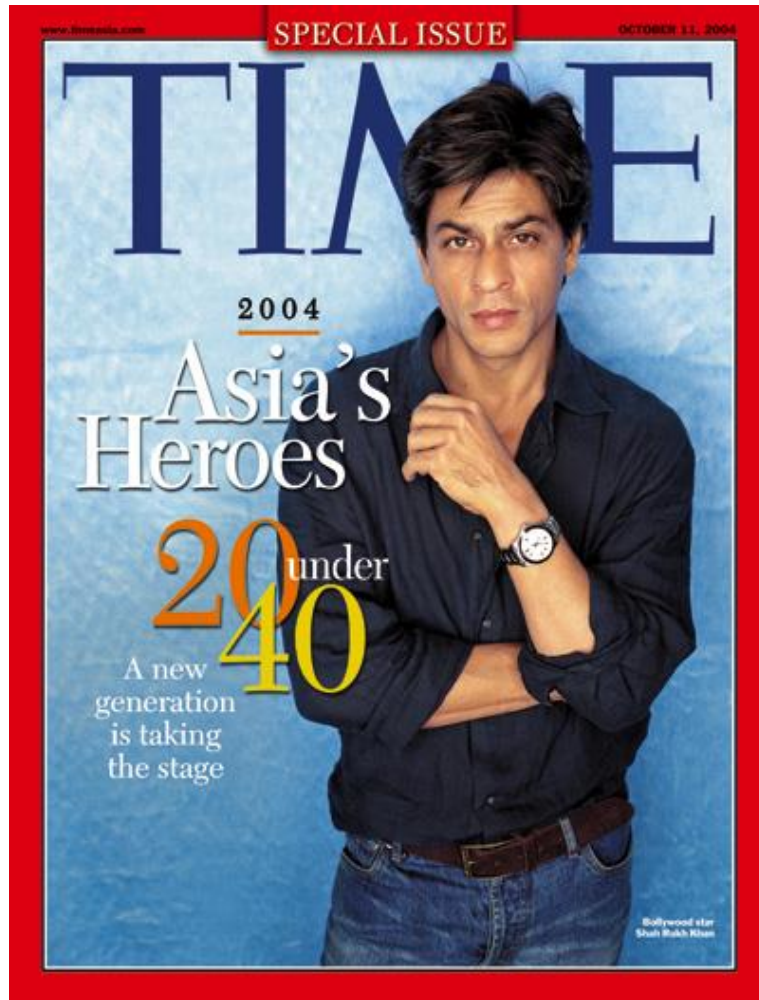
# Bollywood Crosses Over

Films released in close to 40 countries worldwide in local languages





# And **Bollywood Icons** are now **Global Icons**





# Ever-increasing popularity in **Non-diaspora markets**



Expressindia » Story

## Afghanistan hooked to Kyunki

Reuters

Posted: May 17, 2006 at 1117 hrs IST

Don't telephone an Afghan at 8:30 in the evening.

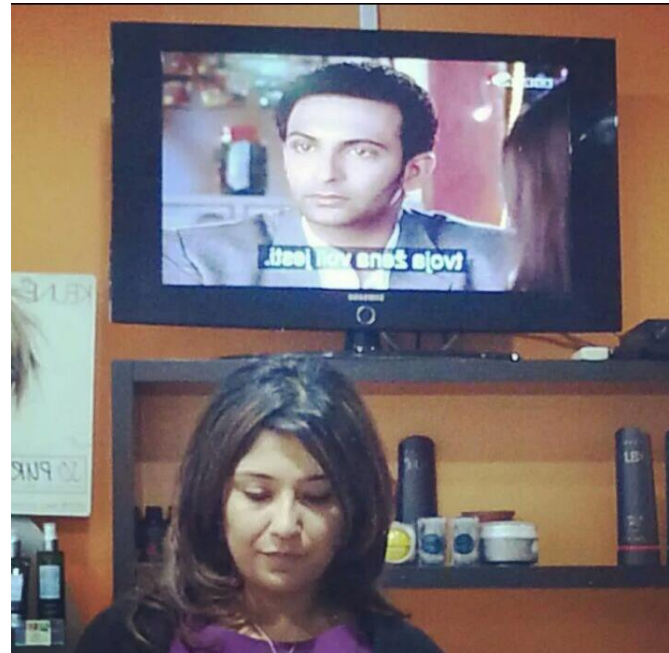
Chances are, he or she will be settled down in front of the television for a daily fix of an Indian soap opera. And they won't want to be disturbed.

The series *Kyunki Saas Bhi Kabhi Bahu Thi* has transfixed the country.

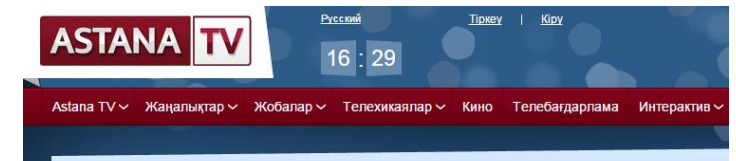
Men, women, young and old - anyone, it seems, with access to a television - is enthralled by the family drama. It centres on Tulsi, a young bride from a poor family who married because of love and is persecuted by her evil mother-in-law.

For the first time, Afghans have been able to see a long-running family drama that explores so many of the issues they encounter in their own lives, said television commentator Farzana Samimi.

**Popularity of 'Kyunki Saas...' in Afghanistan**



**'Uttaran' playing at a salon in Bosnia**



**Indian TV shows on-air in East Europe**





From **Popularity** to **Inspiration**

*Indian Entertainment Comes of Age*



## Bollywood's role in the **revival** of the American **musicals**



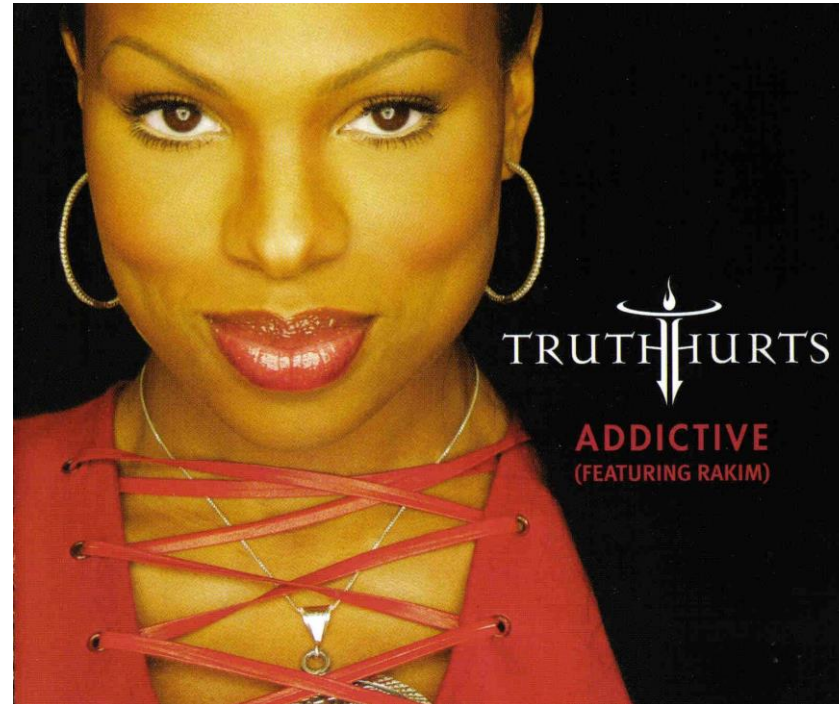
Baz Luhrmann stated that his musical film *Moulin Rouge!* was directly inspired by Bollywood musicals. It incorporated an Indian-themed play based on the ancient Sanskrit drama and a Bollywood-style dance sequence



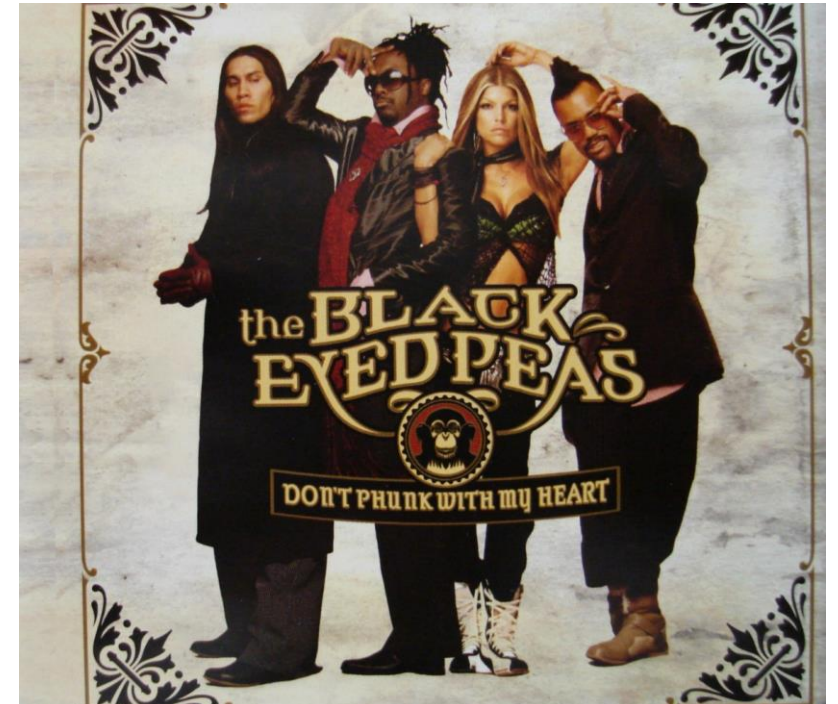
# Indian Film Music influencing International Pop Hits



Devo's 1988 hit song "Disco Dancer" was inspired by the song "**I am a Disco Dancer**" from the Bollywood film Disco Dancer (1982)



The 2002 song "Addictive", sung by Truth Hurts and produced by DJ Quik and Dr. Dre, was lifted **from Lata Mangeshkar's "Thoda Resham Lagta Hai"** from Jyoti (1981)



The Black Eyed Peas' Grammy Award winning 2005 song "Don't Phunk with My Heart" was inspired by two 1970s Bollywood songs: "**Ye Mera Dil Yaar Ka Diwana**" from Don (1978)



And now **influencing lifestyles** around the globe...



People are enamoured by Indian costumes and love to dress up in them



Indian “song and dance” routines are very popular Bollywood dance studios are coming up in several cities around the world



Indian themed weddings are becoming a big rage





What makes  
the **opportunity**  
so huge?



# Appeal to

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the**indian**diaspora



# 3Es

Enormity Of Audiences  
Emotional Connect  
Economic Opportunity

Indian Diaspora Today  
**26 million**

1966	UK: 166,000
1966	US: 100,000
1986	New Zealand: 6,500 Australia: 41,600
1966	Australia: 21,000
1970	Fiji: 300,000
PRE-1947	Colonies in The Caribbean, Africa, Asia: 1.5 million (indentured labour)

60 + Channels  
15 Languages  
150 Countries

## HOME AWAY

The Indian diaspora is the largest in the world, possibly barring the Chinese. And it is a large storehouse of financial and intellectual capacity

Co-ordinated by Abhishek Raghunath

Creating Dedicated Brands for the NRIs



Global Presence :  >1 Million  0.25 - 1 Million  0.1 - 0.25 Million  < 0.1 Million

Sources: Gateway House Indian Council on Global Relations; Mahindra Special Services Group; Ministry of Overseas Indian Affairs



# Appeal Beyond the Diaspora

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**Targeting International audiences**

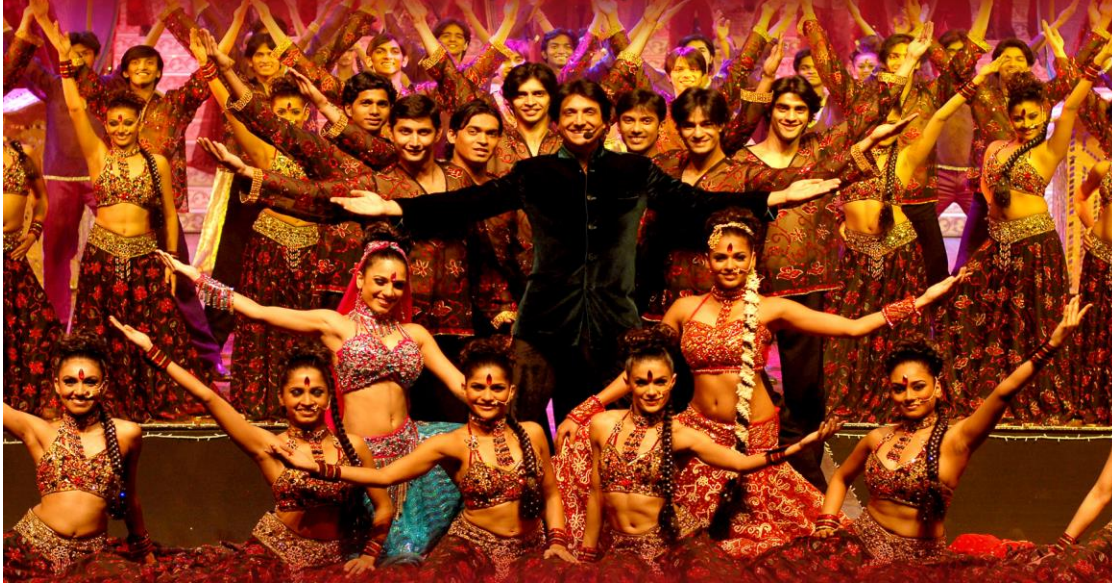


Larger Than Life

Family Values

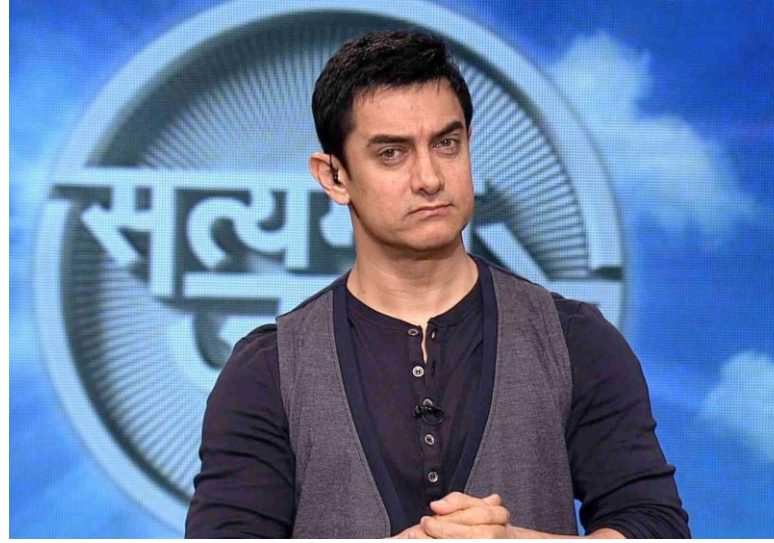
Strong Emotions

Dance and Music



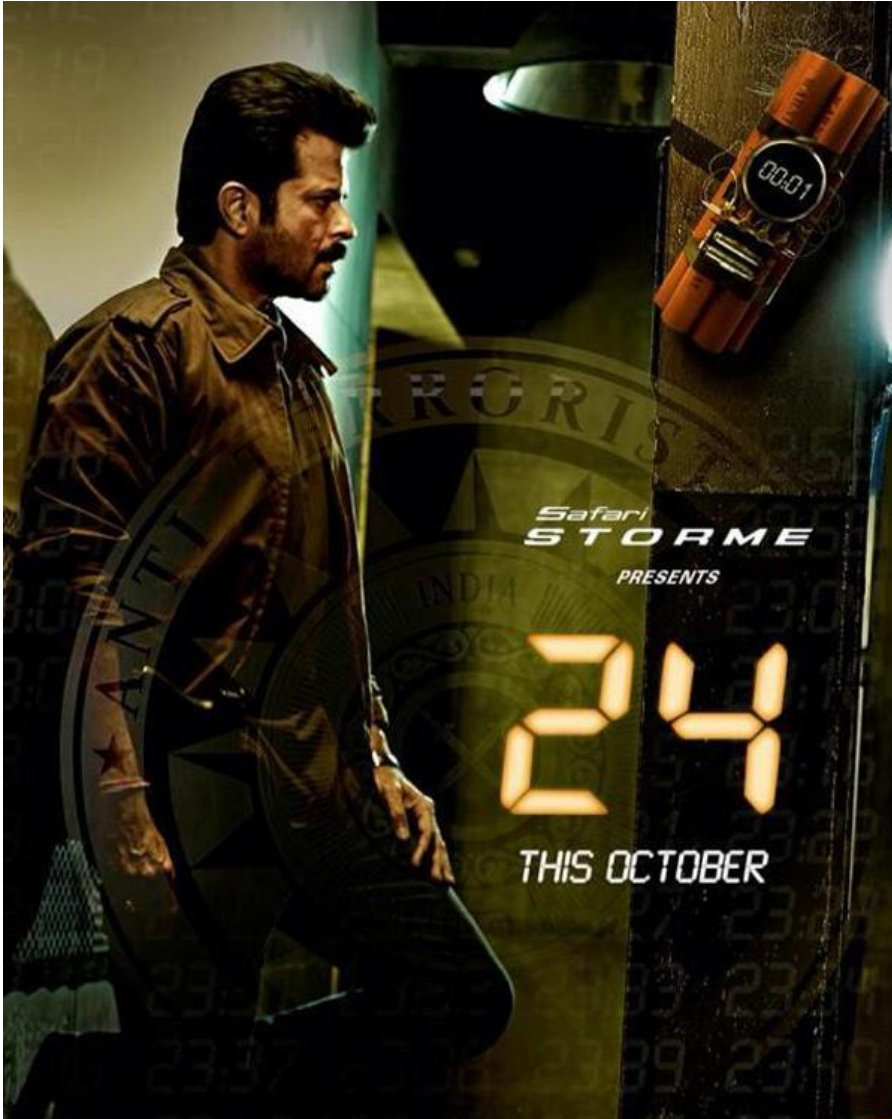


# Bollywood meets Television....seamlessly





# Evolution in **Content** & **Deal Making**



Licensing homegrown formats internationally



Indian shows being **remade** in International Markets



a  
quick glimpse  
of the (not so distant)  
future ...





Netflix and Colors, a Viacom 18 company, announced a partnership to launch an Indian Netflix originals. The first season of the show will consist of 13 half-hour episodes slated to

CC is dedicated to promoting 'Cohesive viewing', through programmes like Rahe Tera Aashirwaad, Bandhan Saath Jannam Ka, Jai Shri Krishna, Balika Vadhu- Kacchi Umar Ke Pakke Risthey, Jeevan Saathhi.

On the weekend of May 3-5, the film set a record for the largest worldwide weekend in IMAX with \$28.6 million.

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Honey Singh was quickly snapped up by Bollywood, with his debut song in 2011, 'Badiya Shakal Pe Mat Ja'. In 2012, he sang for Ajay Devgn's *Son Of Sardaar*, Akshay Kumar's *Khiliadi 786* and the Anurag Kashyap-produced *Luv Shuv Tey Chicken Khurana*. He has songs coming up in the movies *Race 2* and *Mastaan*, for which he has reportedly received the highest fee ever paid for a Bollywood song.



India may not take over the world with its army or politics, but will take over the world with its “Soft Power” - the attraction to our culture, music, dance, yoga, cuisine and most of all, our **entertainment...**

*Dr Shahi Tharoor - The former Under-Secretary General for Communications and Public Information at the United Nations*

*The above are Excerpts from Dr Tharoor's speech @ TED Talk in 2009*

*(Dr. Tharoor fought & lost the 2006 elections for the UN Secretary-General to Ban Ki-moon)*