



MEDIA RELEASE

BIG MAGIC BECOMES NUMERO UNO CHANNEL OF THE HINDI HEARTLAND; GROWS 22% IN GRPs FOR WEEK 41-50, WITH A ROBUST CUMULATIVE REACH OF OVER 1.6 CR IN THE HEARTLAND

KHUL JA SIM SIM, BIG MEMSAAB AND POLICE FILES – BECOME NO. 1 SHOWS IN THE MARKET, IN RESPECTIVE GENRES

BIG MAGIC – THE BEST WINDOW TO MARKETERS IN THE HINDI HEARTLAND

December 27, 2012...BIG MAGIC, the regional general entertainment Channel for the Hindi heartland from the Reliance Broadcast Network stable emerges the Numero Uno Channel in Central India with a growth of **22%** as per the latest **TAM results** for the period – week 41-50. With a cumulative audience base of over **1.6 cr**, the Channel offers reach and depth like none other, continuing to stay ahead of long established channels like *Mahuaa, Dabaang, Sahara Samay, ETV UP, ETV Bihar, ETV MP etc.*

The Channel that features locally relevant entertainment, with focus on drama, crime, socio-mytho, game shows and talent shows, has grown steadily, demonstrating tremendous augmentation in reach. The performance of the Channel can be credited to the locally produced shows which ensure relevance, entertainment and aspiration all packaged together.

Key highlights:

Show name	Descriptor	TG	Week	TVR
<u>Khulja Sim Sim</u> – Emerges No. 1 Show of the Market	A simple game format, which is the local adaptation of the international format - Let's Make A Deal the show is a no brainer based on intuition and luck, making it an ideal opportunity for anyone to participate and win!	CS 25+ SEC A-E MF	Week 49	0.64
<u>BIG Memsaab</u> – becomes No. 1 show among female audiences within 3 weeks of launch	A show targeted at housewives, offering a platform to showcase their talent ranging song and dance to aerobics or even bargaining	CS 4+ Females	Week 49	0.67
<u>Police Files</u> - No. 1 show of the market	Show showcasing real crimes from the region	CS 25+ SEC A-E MF	Week 48	0.63

The Channel which is known to design shows basis intense and local research, ensures programming is devised to meet entertainment demands of the local populace. The Channel's well tailored programming, when coupled with the extensive marketing initiatives, offers the most effective platform for both national and local brands.

BIG MAGIC, when also clubbed with the region's No. 1 FM station – **92.7 BIG FM**, which boasts of presence across 11 stations in the region, offers unparalleled and an integrated media offering to advertisers.

BIG MAGIC is being distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of *DEN, Digicable, WWIL, Hathway, Darsh and Maurya* amongst others, reaching approximately 10 million households in the heartland. BIG MAGIC is also being supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, and Mall Activation, play-out seeding in malls, print and local cable.



About Reliance Broadcast Network Ltd.

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 3 English Entertainment Channels - Prime, Love, Spark, as well as a regional General Entertainment Channel for the PCHP region called Spark Punjab; BIG RTL THRILL – the first channel from the Company’s joint venture with Europe’s RTL Group, targeted at male audiences and is positioned as the ultimate action destination; BIG MAGIC – a regional General Entertainment Channel for the Hindi heartland, which has also expanded into the US, Canada and Australia under the brand name BIG MAGIC INTERNATIONAL; BIG PRODUCTIONS – the television content production division that 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 log on to www.reliancebroadcast.com