



## MEDIA RELEASE

### **BIG MAGIC AMPLIFIES REACH ACROSS HINDI SPEAKING MARKETS, NOW AVAILABLE ON DD DIRECT+**

**September 3, 2013...** **BIG MAGIC**, the flagship general entertainment channel from the Reliance Broadcast Network stable is on an aggressive spree to intensify distribution and reach across the Hindi speaking markets. Coming close on the heels of its distribution alliance with Videocon d2h, the Channel today announced the inking of a carriage deal with yet another extremely critical player **DD Direct+**. **BIG MAGIC** is available on channel number 28 on the platform.

DD Direct+ is India's only free direct-to-home service and reaches all parts of India, even where cable is not available, making it the answer to the entertainment requirements of the masses. **BIG MAGIC** offers an eclectic mix of entertainment which appeals to the sensibilities of audiences and ranges from family dramas, to reality shows, to cookery shows, to game shows to weekend movies, and more, and is designed to cater to audiences with a progressive mind set.

Speaking on the occasion, **Mr. Sunil Kumaran, Business Head, BIG MAGIC** said, "BIG Magic is very happy to add DD Direct+ to its distribution bouquet. DD Direct+ penetrates into the deeper pockets where even cable TV finds it difficult to reach, adding substantially to our overall Channel reach. Our mix of shows, appeal to a wide cross section of audiences and the addition of DD Direct+ allows us to take this content to newer audiences, otherwise difficult to reach."

**BIG MAGIC** is already available across key DTH players ranging Airtel, Videocon d2h, Dish TV, Reliance Digital TV along with Hathway, Incable, Digicable, DEN, 7 Star, ABS, Siticable, Star Broadband and GTPL amongst others.

#### **About Reliance Broadcast Network**

*Reliance Broadcast Network Limited is a media entertainment conglomerate with play across radio, television and television production. 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 English Entertainment Channels – Love and Prime (which is available in dual feeds of English and Hindi), as well as a regional General Entertainment Channel for the Punjab, Chandigarh, Himachal Pradesh (PCHP) region called Spark Punjabi; BIG RTL THRILL – a dual feed channel from the Company's joint venture with Europe's RTL Group, targeted at male audiences and positioned as the ultimate action destination; BIG MAGIC – a General Entertainment Channel featuring family dramas, crime shows, sitcoms, reality shows and weekend blockbuster movies. The Channel has expanded further and launched BIG MAGIC Bihar and Jharkhand, with specially created programming for the market. BIG MAGIC has also expanded into the United States, Canada and Australia under the brand name BIG MAGIC International; BIG PRODUCTIONS - the television content production division 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 [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*