

BIG MAGIC TO OFFER PROGRAMMING IN FRESH SEASONAL FORMAT
PROGRAMMING MOVE AIMED AT ENHANCING AUDIENCE ENGAGEMENT, BACKED BY RESEARCH
OFFERS AN EXCITING WINDOW FOR MARKETERS SEEKING PARTNERSHIPS FOR SHORTER PERIODS

Mumbai, 24th December... With the New Year round the corner, BIG MAGIC, the flagship general entertainment channel of Reliance Broadcast Network is all set to adopt a new seasonal format. Starting December 29, 2014 the channel with its core positioning of being *chatpata har pal*, will introduce seasonal formats across its popular shows like *Har Mushkil Ka Hal Akbar Birbal*, *Uff Yeh Nadaniyaan*, *Ajab Ghajab Ghar Jamai* and *MahiSagar*. With this format, the channel aims to emphasize on freshness in characters, more comedy twists in plots, new themes in a four week long season format.

New seasons for the shows kicks off as below:

Uff Yeh Nadaniyan - Dec 29th

Har Mushkil ka Hal Akbar Birbal – Jan 5th

Ajab Ghajab Ghar Jamai – Jan 12th

Mahisaagar – Jan 19th

With the seasonal format kicking in, the channel will see transformation in existing characters, new character introductions new high points- with an unpredictable climax at the end. It will continue its episodic formats but will bring in more comedy, quirky and over the top elements to garner a higher space in the comedy genre. The season will be divided into - Premieres, Mid- Season and Season Finale. Ensuing rib-tickling humor and side-splitting comedy, the new format will endeavor to cater content for family entertainment, giving them the perfect doze of over the top laughter.

Talking about the new season format, **Uditanshu Mehta, Creative Director, Reliance Broadcast Network**, said, “At BIG MAGIC, we regularly aim to bring in innovation and newness across our shows. Our regular innovation and programming spikes have ensured time spent on our channel has increased excellently over the past few months, and alongside has audience expectations. This move is part of our endeavor to ensure we deliver to our discerning viewers a truly chatpata experience through our programming.”

This move also allows marketers an effective window which can be perfectly timed to their campaigns, since they can now partner seasons, which are shorter and ensure high audience engagement.

As a part of the larger programming strategy, BIG MAGIC will be incorporating interesting storylines in their leading shows. The spikes will be marketed heavily across television, radio and digital, ensuring excellent promotions and reach with a 360 degree marketing plan.

BIG MAGIC is available across key DTH players ranging Airtel, Videocon, DD Free Dish, Dish TV, Reliance Digital TV along with Hathway, Incable, Digicable, DEN, 7 Star, ABS, Siticable and Star.

ABOUT RELIANCE BROADCAST NETWORK

Reliance Broadcast Network is a media and entertainment company with interests in radio, television and television production. The Company houses: 92.7 Big FM - India's No.1 FM Network with 45 stations, reaching over 4 crore Indians each week; Big Magic – which has built strong brand equity as a Comedy Channel and is positioned as the one stop destination for humor, with higher affinity in the Hindi heartland; Big Magic Ganga – the No. 1 regional Channel of Bihar and Jharkhand; Big Magic International – a channel targeted at the Indian Diaspora in the US and Canada; BIG Thrill – the destination for action entertainment; and Big Productions – its television content production division. For more information log on to www.reliancebroadcast.com