



**BIG RTL THRILL TO LAUNCH NOVEMBER 5, 2012**  
**ACTION ENTERTAINMENT CHANNEL FROM THE RELIANCE BROADCAST NETWORK (RBNL) AND RTL GROUP JOINT VENTURE**  
**INITIAL IN UTTAR PRADESH; PHASED EXPANSION TO OTHER MARKETS**  
**POISED TO ADDRESS A VOID IN THE ACTION ENTERTAINMENT SPACE, WITH GLOBAL HIT SHOWS FOR MALE AUDIENCES, DUBBED IN HINDI**  
**CONSOLIDATES RBNL'S POSITION AS A LEADING MEDIA PLATFORM, WITH SYNERGIES FROM THE REGION'S NO. 1 RADIO NETWORK 92.7 BIG FM AND VARIETY ENTERTAINMENT CHANNEL BIG MAGIC**

**EXCLUSIVE CONTENT FROM FREMANTLEMEDIA, ENDEMOL, RED BULL AND MORE**

**Mumbai, October 29, 2012...** Reliance Broadcast Network (RBNL) and RTL Group, the leading European entertainment network, today announced the launch of their joint venture channel **BIG RTL THRILL**. Positioned as an action entertainment channel targeted at male audiences, with the tag line *Action ka Baap (Ultimate Action Destination)*, the channel will launch on **November 5, 2012** in India. Initially, the channel will go on air in **Uttar Pradesh**, featuring international content dubbed in Hindi. Phased expansion to other Hindi-speaking markets and the SAARC region (South Asian Association for Regional Cooperation which include the countries of Sri Lanka, Bhutan, India, Maldives, Nepal, Pakistan, Bangladesh and Afghanistan) will follow. The channel will cater to a largely untapped market segment, with an entertainment mix developed by detailed sampling of content, focus group research and comprehensive market analysis.

BIG RTL THRILL will target at male viewers aged 15 to 44 and promises to offer adrenaline rush, 'edge of the seat' entertainment with hand-picked content from across the globe including reality shows, action series, wrestling, extreme sports, game shows and movies. Content has been acquired from some of the world's best production companies such as FremantleMedia, Endemol and Red Bull with key shows including Fear Factor, Cobra 11, Criss Angel, Wipe Out and Bay Watch. The line-up will also feature a strong library of international action films.

The channel will complement and provide synergies with RBNL's No. 1 radio network **92.7 BIG FM** which has 6 stations in the state, along with its variety entertainment channel **BIG MAGIC**. This consolidates Reliance Broadcast Network's position as a **leading media platform in Uttar Pradesh**, offering maximum focussed reach to marketers. The channel will be marketed through a holistic multi-media campaign across television, radio, out of home, on ground, print and digital.

Speaking on the occasion, **Mr. Tarun Katial, CEO, Reliance Broadcast Network Ltd.** said, "BIG RTL THRILL comes as an answer to the Indian males' quest for action entertainment. The product is world class, served in Hindi, and has been designed to fill a clear void that exists in the market, ensuring high audience engagement. With the launch of this channel, Reliance Broadcast Network fortifies its standing in Uttar Pradesh, offering advertisers a robust and unmatched offering in the region, delivering exceptional value for their brands."

**Mr. Andreas Rudas, Executive Vice President Regional Operations & Business Development CEE and Asia of RTL Group**, said: "This is an exciting moment for us at RTL Group; it's our first step into the Indian broadcasting market, which offers very promising growth opportunities. We will contribute our long-term broadcasting and programming expertise to BIG RTL Thrill – with high-quality content targeting a clearly defined audience. The powerful combination with Reliance Broadcast Network will help ensure that BIG RTL Thrill becomes a strong new brand on the Indian market."

**The market in Uttar Pradesh**

Uttar Pradesh was a natural choice for the launch of BIG RTL THRILL. It is home to India's largest male population and the country's second largest economic engine, contributing 8.05% of national GDP. The FICCI report shows the region's advertising market grew by 15% during 2011, faster than the national average with the strength of local business segments helping to provide some insulation from the current economic slowdown. Residents of the region also demonstrate higher than average income and consumption patterns. This makes

Uttar Pradesh an area of great interest for marketers and an excellent starting point for Reliance Broadcast Network and RTL Group's Joint Venture channel; further phased expansion will follow. Statistics and entertainment preference mapping indicate a strong appetite for action content in this market:

- 22 out of the top 30 Movies on Hindi Movie Channels in the Uttar Pradesh market are action movies compared to the ratio of 17:30 in other Hindi speaking markets
- Action and thriller shows are the 2<sup>nd</sup> highest rating drivers for Hindi General Entertainment channels, next only to serials
- Statistics also highlight that action and thriller shows are an under-served genre of content when it comes to regional channels targeted at Uttar Pradesh
- Action Sports like wrestling deliver 20% higher viewership in Uttar Pradesh, compared to All India Average

(Data Source: TAM, Market: UP All, HSM, All India, Period: week 1-26 – 2012)

BIG RTL Thrill promises to cater to this latent demand, bringing **Action ka Baap** to the market.

### **Channel distribution**

BIG RTL THRILL will be distributed as part of Reliance Broadcast Network's **seven television channel** bouquet, which includes BIG CBS PRIME, BIG CBS LOVE, BIG CBS SPARK, BIG CBS SPARK PUNJABI, BIG MAGIC and Bloomberg TV India. BIG RTL has also tied up with DEN Networks limited which is the largest player in the UP market along with MSO's Digicable, Siticable, Moon Cable, See TV and other large independent operators. BIG RTL THRILL is prepared for the advance of digitisation and has already teamed up with Reliance Digital TV, across India, and is in the process of closing deals with other operators.

### **About Reliance Broadcast Network Ltd. and RTL Group**

The present joint venture marks RTL Group's entry into the burgeoning Asian television market and Reliance Broadcast Network's second international joint venture, following on the heels of its successful joint venture with CBS Studios International.

#### **Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. It 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 – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes Bloomberg TV India, India's premier business news channel. In the space of live entertainment the Company has BIG LIVE a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is BIG PRODUCTIONS a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has BIG STREET – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

#### **About RTL Group**

*RTL Group is the leading European entertainment network, with interests in 53 television channels and 29 radio stations in nine countries and content production throughout the world. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain – the company also has interests in National Media Group in Russia. RTL Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, the Netherlands, Spain and Luxembourg. RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 9,200 hours of programming across 58 countries.*