



MEDIA RELEASE

BIG RTL THRILL STRENGTHENS REACH, EXPANDS TO MUMBAI AND DELHI

**ENTERS METROS AFTER A VERY SUCCESSFUL LAUNCH AND RATINGS, IN UTTAR PRADESH,
BEATING REGIONAL MALE TARGETED CHANNELS**

REACHES OUT TO OVER 6.5 MILLION HOUSEHOLDS ACROSS THESE CITIES

**CHANNEL WILL SHOWCASE THE BEST INTERNATIONAL CONTENT HANDPICKED FROM
FREMANTLE, ENDEMOL, RED BULL AND MORE...DUBBED IN HINDI**

**AVAILABLE ON INDIGITAL, HATHWAY, DIGICABLE, 7 STAR, JPR SPACEVISION, ABS, SITICABLE,
HOME CABLE & STAR BROADBAND**

Mumbai, March 17, 2013: After an extremely successful launch in Uttar Pradesh **BIG RTL THRILL**, the ultimate action entertainment channel targeted at male audiences becomes available on digital distribution platforms in Mumbai and Delhi. The joint venture channel between **Reliance Broadcast Network** and Europe's **RTL Group**, **BIG RTL THRILL** goes with the tag-line **Action ka Baap**, and showcases the best internationally acquired content dubbed in Hindi. The Channel has, within a just quarter of launching in Uttar Pradesh achieved strong ratings, beating regional male targeted channels in the news genre as well as other male action entertainment channels like AXN. In Mumbai and Delhi, the Channel has signed deals with **Indigital, Hathway, Digicable, 7 Star, JPR Spacevision, ABS, Siticable, Home Cable** and **Star Broadband** enabling it to expand its coverage to reach out to over **6.5** million households across both cities. This move is in line with its business plan of reaching out to audiences across 1mn+ towns in the the Hindi-speaking markets (HSMs) in a phased manner.

The Channel is positioned to create a new genre of entertainment for male audiences across the Hindi speaking markets. Until now, male skewed entertainment has been sporadically available across channels but there is no channel that caters exclusively and comprehensively to male audiences and their entertainment needs.

Targeted at male audiences (15-44yrs), **BIG RTL Thrill** promises to offer edge of the seat entertainment with content that ranges reality shows, action series, wrestling, extreme sports, game shows and action movies. The international content dubbed in Hindi, promises to give male audiences the adrenaline rush they seek from their television viewing experience. Content has been acquired from some of the most reputed names ranging Fremantle, Endemol, Red Bull etc., along with a robust library of international action films. Some of the key shows that will feature on the Channel are:

- **Fear Factor Darr Se Takkar**, one of the most challenging reality shows, will showcase the latest seasons from UK, US and Russia. Ensuring mass appeal amongst male audiences of India, the Channel has roped in television actor **Arhaan Behl** as the host of the show.
- **Cobra 11 Highway ke Rakhshak** is an action series featuring a highway patrolling team comprising 2 men who solve crimes on drugs, robberies and more. The show which has an excellent blend of suspense and action is distributed across over 100 countries globally



- **Criss Angel – Magic ya Sach** – is the most successful magic show in television history and is viewed by over 100mn people each season across 90 countries. During its 6 seasons and over 100 episodes, Criss created and performed over 1,000 mind-blowing demonstrations that still amaze and astound viewers.

Speaking on the occasion, **Mr. Tarun Katial, CEO, Reliance Broadcast Network** said, “BIG RTL THRILL has performed excellently in the regional market of Uttar Pradesh, consistently delivering strong numbers. The Channel, with its distinctive international dubbed content has already outperformed other regional male targeted channels and now makes its entry into the metros of Mumbai and Delhi. It also has plans to further grow to other key markets in the Hindi speaking belt in a phased manner. We are confident that the Channel will continue to deliver value to both audiences and marketers.”

With the channel already being available on Reliance Digital TV and other local platforms in Uttar Pradesh including Den, Digicable, WWIL, Incable, Siticable, Moon Cable and Sea TV, BIG RTL Thrill is now set to streamline its business synergies to reach out to a large cross-section of audiences while showcasing highly engaging international content. The Channel has in place a robust distribution network across Mumbai and Delhi ranging InDigital, Hathway Digital, Siti Cable, 7 Star, JPR Spacevision, Digicable, Nova Base, Home Cable, Satellite Channel and Star Broadband.

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 Punjabi; 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

About RTL Group

RTL Group is the leading European entertainment network, with interests in 54 television channels and 29 radio stations in ten 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 operates the joint venture channel Big RTL Thrill in India and 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.

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