

Reliance Broadcast Network Limited

A fact sheet

Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television broadcasting, IP, television production and out of home. It is part of the Reliance Group and specializes in creating and executing integrated solutions for brands. Its business verticals are as follows:

- 92.7 BIG FM India's largest FM Network, the radio brand pioneered the spread of FM entertainment in 2006, with the launch of its 45 station network. Today the radio station reaches over 4.16 crore Indians each week and is a strong No. 2 player nationally.
- BIG CBS A joint venture with CBS Studios International, USA's No.1 TV broadcaster which has seen the launch of 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. The Channels mark not just RBNL's, but Reliance Group's entry into television. BIG CBS is the **No. 1 English General Entertainment Network** in the country.
- BIG RTL The Company has also signed a joint venture with the leading European entertainment network RTL Group to launch BIG RTL television channels in the country
- BIG MAGIC Is India's first variety entertainment channel for the core Hindi heartland of UP, MP, Bihar and Jharkhand, from the Reliance Broadcast Network stable. The Channel, features locally relevant entertainment across humor, music, reality shows, Bollywood, action, non-fictional local connect programs, events and sports. In less than a year of launch, BIG MAGIC already ranks No. 1 in the region.
- BIG Live This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG Live has broken records by creating & executing over 23 IP's in under eighteen months; thus becoming India's largest owner of televised IPs.
- BIG Productions This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. BIG Productions has created over 700 hours of television programming in eight different languages in a short span of eighteen months since its launch.
- BIG Street In the business of acquiring and marketing of out-of-home assets, it owns marketing rights for premium properties across India.

Business Overview

92.7 BIG FM

92.7 BIG FM, India's No. 1 FM Station, since the launch of its first Station in September 2006, has expanded at a phenomenal pace, creating history, by launching its 45 station network in record breaking time of 18 months. With a presence spanning across 45 cities, 1200 towns and 52,000 villages, a weekly reach of 4.16 crores Indians across the country, the brand is now looking towards expanding to more markets and geographies. The brand has taken FM as a medium of entertainment beyond the metros, to virgin markets, offering consumers and advertisers a new experience of this medium of entertainment. Within a short span of time, with distinctive content and innovative promotion, 92.7 BIG FM has established leadership in the FM space and firmly laid the foundation for an exciting future ahead.

BIG CBS NETWORKS PVT. LTD.:

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks is changing the way English entertainment is served to Indian audiences. The JV has seen the successful launch of 3 English Entertainment Channels in less than 5 months, once again showcasing speed to market from the Company. Offering America's latest, freshest and hottest shows, almost concurrent to the US telecast, the Company has changed the way English television entertainment is consumed in India. Additionally, the Company has also concentrated efforts on developing locally produced content, relevant to its audiences.

With an offering of 3 Channels, at start, which have been christened BIG CBS Prime, a premium general entertainment channel targeting urban male audiences, BIG CBS Spark, India's first international youth entertainment channel and BIG CBS Love, India's first ever international women's entertainment channel. The Channels offer audiences immediate access to over 70,000 hours of content from CBS's vast program library, with a wide range of popular CBS content to be offered by the channels. The programs range from brand-new series such as "Hawaii 5.0," "Rules of Engagement", "Excused" and "The Defenders" to current hits such as "NCIS," "Survivor," "CSI: CRIME SCENE INVESTIGATION," "90210," "Canada's Next Top Model" and "Entertainment Tonight" to name a few. Ensuring offerings of local home grown shows, the Channel has also conceptualized programs like Bollywood Tonight, India's Sexiest Bachelor and India's Glam Diva...

The themed channels are targeted at India's fast-growing, upwardly mobile population and are already available across a network of digital and analog distribution platforms.

With the combination of Reliance Broadcast Network Limited's prolific multi-media presence and the content muscle of CBS Studios International, which is the sister company of the No. 1 US Network, CBS, BIG CBS is already making a significant impact in the growing English language entertainment seeking audiences and stands as the **No. 1 English General Entertainment Network**.

BIG RTL

RBNL and RTL Group ("RTL"), the leading European Entertainment Network, have entered a 50:50 joint venture agreement, to launch thematic television channels in India. The initial scope of the investment will include two thematic TV channels; a reality channel with international content, mainly from RTL Group's content production and distribution company Fremantle Media, and an action entertainment channel. This joint venture marks RTL Group's entry into the burgeoning Asian television market and Reliance Broadcast Network's second international joint venture, following suit to its joint venture with CBS Studios International. The joint venture channels focusing on the reality and action genres, will address a clear void in entertainment programming that currently exists in India.

BIG MAGIC

This channel is India's first variety entertainment channel for the core Hindi heartland of UP, MP, Bihar and Jharkhand, from the Reliance Broadcast Network stable. The Channel, features locally relevant entertainment across humor, music, reality shows, Bollywood, action, non-fictional local connect programs, events and sports. In less than a year of launch, BIG MAGIC already ranks **No. 1 in the region** backed by excellent programming and aggressive marketing, filling a clear void in local entertainment requirement of audiences.

The Channel derives huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating 11 Stations in the heartland and catering to a weekly audience of approximately 22 lakh (in the region alone), an ideal platform that has given BIG MAGIC speed to market. The Channel's well tailored programming, when coupled with the extensive marketing initiative offers the most effective platform for both national and local brands.

BIG STREET

BIG STREET, in the business of acquiring and marketing of out-of-home assets, has, within a short span of time acquired media rights for key projects spreading its inventory hold across the country. With a presence in 75 cities, 5000+ Media vehicles, 25 Million – Pan-India reach, BIG Street is the largest OOH player in the country. With a clear business strategy to own marketing rights for premium inventory without minimum guarantee and long term tenders for key properties, the Company has spread its projects strategically across key markets. It owns almost 45% of the inventory in the media dark market of Delhi and key inventory across the markets of Mumbai, Bangalore, Hyderabad, Chandigarh and others. Leveraging group synergies, BIG Street also markets media assets of the Reliance Group companies like Delhi Airport Metro Express Ltd and BIG Cinemas.

BIG Street's key strength is the Company's focus on delivering insight, innovation and impact to advertisers. A BIG Street's outdoor campaign is recommended post a detailed understanding of the advertiser's communication objective with reference to the consumer category, and environment.

BIG LIVE

BIG LIVE conceptualizes and markets high end televised intellectual properties, across almost every relevant entertainment platform. It also leverages the Company's national presence to create regional intellectual properties and monetize the same with clients across the country. BIG Live also maximizes synergies & revenue through 100% managed properties—events, TV production, studios & strong in-house marketing team. It also evaluates international opportunities for partners / formats of entertainment which are yet to see presence in India. BIG Live has broken records by creating & executing over 23 IP's in under eighteen months; thus becoming India's largest owner of televised IPs.

BIG Productions

This vertical is RBNL's television content production division, catering to the diverse content needs of the entire Indian Television landscape, spanning fiction to non-fiction to reality and with presence in both regional and national markets.

It's strength lies in creating concepts basis strong understanding of the broadcaster's needs as well as a clear focus on the Indian viewer's sensibilities, preferences and insights.

Backed by world class production resources, BIG Productions has created over 700 hours of television programming in a short span of eighteen months since it's launch right from fiction to non-fiction, events to international productions in both regional as well as national markets. BIG Productions has produced shows for National TV like 'Sa Re Ga Ma Lil Champs' for Zee TV, 'Badmash Company' for Colours, 'Comedy Ka Maha Muqabala' for Star Plus, 'Star One Horror Nights' for Star One and 'Pardes Mein Mila Koi Apna' for Imagine. BIG Productions has produced shows for Regional channels like 'Swapnachya Palikadle' for Star Pravah, 'Moti Baa' for ETV Gujarati, 'Halla Bol' for ETV Marathi, 'Money Money' for Maa TV and more.

It consists a core team that has an extremely extensive experience of working for various broadcasters as well as reputed production houses. With a presence in eight different languages, BIG Production is constantly tapping new markets, and has set up special regional cells in different parts of the country to focus on locally relevant content.

RBNL's NETWORK STRENGTH:

North – 20 cities

- Chandigarh, Hissar, Shimla, Ajmer, Kota, Jodhpur, Bikaner, Udaipur, Srinagar, Jammu, Patiala, Jalandhar, Jhansi, Bareilly, Aligarh, Amritsar, Agra, Allahabad, Kanpur, New Delhi

East – 7 cities

- Guwahati, Rourkela, Bhubhaneshwar, Ranchi, Jamshedpur, Asansol, Kolkata

West – 9 cities

- Panaji, Sholapur, Gwalior, Bhopal, Indore, Rajkot, Vadodara, Surat, Mumbai

South – 9 cities

- Pondicherry, Tirupathi, Thiruvananthapuram, Vishakhapatnam, Chennai, Bangalore, Hyderabad, Mangalore, Mysore