

## **DishTV and VISIWARE enter into a strategic tie-up to offer “Playin ‘TV”**

~ launch a gaming service, redefines the TV gaming experience~

**New Delhi, March 7<sup>th</sup>, 2016** – In a bid to make TV the new playground, Dish TV, Asia Pacific’s largest direct-to-home (DTH) company has partnered with Visiware International, the world leader in interactive games for television. Both companies are proud to announce **Playin’TV**, Visiware’s flagship international gaming channel broadcasted on over 40 networks worldwide that will now be made available on the DishTV platform.

Visiware International and Dish TV started their partnership in 2007, with the launch of Minikids TV, a range of edutainment interactive TV games targeting 2-5 year old children. Now, with Playin’TV, DishTV’s customers will have access to a rich international gaming experience with a selection of games for the whole family to enjoy; boys and girls between 8 to 12 years, teens between 13 to 20 years and for those over 20.

Compatible on all set top boxes and available 24/7 for an affordable monthly subscription, Playin’TV is easily accessible through Channel No. 521 and doesn’t require any additional equipment apart from the existing set top box and the remote control.

The portal offers a selection of 20 games split up in 4 genres. Each category proposes 5 different games selected out of a 300-game catalogue:

- Action titles with hundreds of levels to conquer,
- Cards with classics such as Solitaire and FreeCell,
- Brain Teasers with mind boggling thinking references,
- Sports with games like Football and Cricket amongst others.

With one monthly subscription, players can enjoy experience-enhancing features without any additional fees:

- The monthly update includes 2 new games replacing old ones,
- They can play a selection of games both on TV and on the internet ([www.playintv.com](http://www.playintv.com)),
- The Playin ‘code allows them to resume playing at the level they stopped, both on TV or on the internet,
- Those who want to challenge other players, can enter competitions to win real-life prizes by posting their best scores.

**Elated with the promising tie-up, Mr. Arun Kapoor, Chief Executive Officer, DishTV said** “DishTV being the pioneer and market leader believes innovation is the key to our brand and technology plays a vital role in our innovative activities. Gaming over the years has evolved as a phenomenon in India. Individuals across ages groups and especially kids and young adults indulge in this entertainment via different channels be it XBOX, PlayStation, Nintendo etc. DishTV’s intent is to reach out to masses by maximizing the entertainment and edutainment experience via one platform and channel. We are pleased to join hands with Visiware International for launching Playin ‘TV on the DishTV platform and I’m sure this breakthrough service will surely add to their element of delight.”



“After launching Minikids TV in 2007, we are happy to partner with Dish TV again to launch this exciting and innovative product on the Indian market. Dish TV subscribers will be delighted with Playin 'TV, since the service is an affordable and easy to-control entertainment for the whole family to gather around.” **Said Frederic Fellague, COO of Visiware.**

**Dish TV subscribers can easily subscribe to this game service at Rs. 50 per month by giving a missed call on 1800 270 0558.**

#### **ABOUT VISIWARE INTERNATIONAL**

Visiware International, a SYNC subsidiary based in France, is a leading provider of interactive games for television under the Playin 'TV brand. The games services include major entertainment licenses and innovative features (multiplayer, multi-device, leaderboards, etc), run on connected TV sets and on cable, satellite and IPTV networks worldwide.

#### **ABOUT DISH TV INDIA**

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 520 channels & services including 22 audio channels and over 50 HD channels & services. Dish TV uses the NSS-6 satellite platform which is unique in the Indian subcontinent owing to its automated power control and contoured beam which makes it suitable for use in ITU K and N rain zones ideally suited for India's tropical climate. The company also has transponders on the Asiasat 5 platform and on the SES-8 platform which makes its total bandwidth capacity equal to 720 MHz, the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,180 distributors & over 216,240 dealers that span across 9,040 towns in the country. Dish TV customers are serviced by thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point of time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

**For more information, please contact:**

Hirdesh Agarwal, Corporate Communications, DishTV

Email- [Hirdesh\\_a@dishtv.in](mailto:Hirdesh_a@dishtv.in)