



## DISH TV INDIA LIMITED

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### SUPREME COURT DIRECTS REDUCING CONTENT COST FOR DTH OPERATORS

#### *NEW BENCHMARK AT 42% OF NON-CAS TARIFF; DOWN FROM 50% EARLIER*

NOIDA, India; April 19, 2011 - In a move likely to further propel the growth of DTH households in the country, the Honourable Supreme Court of India yesterday, while hearing the petition filed by TRAI (Telecom Regulatory Authority of India) against the TDSAT order on content cost, directed broadcasters to provide content to digital addressable platforms at not more than 42% of the Non CAS (Conditional Access System) rates prospectively.

TRAI had previously in a Tariff Order dated 22<sup>nd</sup> July, 2010, required broadcasters to make available TV channels to distributors of addressable systems at a maximum of 35% of the corresponding rates for non addressable cable TV services. While DTH players like Dish TV were largely unaffected due to long term fixed fee content contracts. Pay broadcasters had promptly challenged TRAI's Order.

Thereafter, setting aside the 35% requirement, the TDSAT (Telecom Disputes Settlement Appellate Tribunal) had ruled in favor of the broadcasters and maintained the content cost benchmark for digital addressable platforms (including DTH) at 50% of non-CAS tariff.

Contrary to widespread perception, content agreements outside the purview of fixed fee deals were continued to be serviced at 50% of non-CAS rates. With the Court order coming in, an 8% upside for DTH operators is quite evident. Simply speaking, a channel priced at Rs. 100/subscriber in a non-CAS market (almost the entire country) cannot be priced at more than Rs. 42/subscriber (Rs. 50 previously) for DTH operators in such markets.

Commenting on the judgment, Mr. Jawahar Goel, Managing Director, Dish TV India Limited, said, "An 8% reduction in content cost benchmark is no less than a windfall for DTH operators and is likely to be an ace up the sleeve for Dish TV when it re-negotiates content cost post the expiry of existing agreements."



**Caution Concerning Forward-Looking Statements:**

This document includes certain forward-looking statements. These statements are based on management's current expectations or beliefs, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors. Dish TV India Limited is under no obligation to and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise.

**About Dish TV India Limited:**

Dish TV is India's largest direct-to-home (DTH) company and part of the country's biggest media conglomerate - the 'Zee' Group. Dish TV has on its platform 267 channels & services including 21 audio channels with more than 10 million subscribers. 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 recently acquired transponders on the Asiasat 5 platform thus increasing its bandwidth capacity by 216 MHz to reach a total of 648 MHz, by far the largest held by any DTH player in the country. The Company has a vast distribution network of about 1400 distributors & 55,000 dealers that span across 6600 towns in the country. Dish TV has a 24\* 7 call centre with over 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

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