



## **Avoid Traffic Snarls - Get to Work Faster with Traffic Active**

### **Dish TV expands its bouquet of innovative services**

*For the first time in India, view city traffic condition on your TV Screen*

**New Delhi, 30th July'10:** Behind the wheel of a car, even the most good-natured people can become impatient, aggressive and reckless. That probably comes as little surprise: worsening traffic is making everyday travel an increasingly frustrating and unpleasant experience. Severe traffic jams at several places and water logging during monsoon further adds to the woes of commuters. The problem is, you never know when you're going to get stuck in the traffic jam until, well, you are stuck in it.

Understanding the need of the hour, Dish TV – country's largest DTH service provider has announced the launch of yet another pioneering service 'Traffic Active'. This innovative service offers live traffic update, enabling Dish TV subscribers to actually know which route to follow to a particular destination and which one to avoid. Traffic Active service has also been nominated for prestigious AFDESI International iTV Awards 2010 for best interactive production in the news and information category. The service is powered by TheTrafficPeople.net, a leading traffic update portal and Mapmyindia.com, India's leading map provider.

Speaking on the occasion, Salil Kapoor, Chief Operating Officer, Dish TV said, "Every year, the civic agencies claim before the monsoon that there would be no traffic problems but the traffic comes to a standstill or moves at a snail's pace even after mild rain. Dish TV's Traffic Active service offers commuter's real time information on traffic situation and helps them to avoid traffic snarls".

"Traffic active is a user friendly interactive service for Dish TV subscribers, which offers access to live traffic updates in the city. The application currently provides the information on Delhi traffic, which will be expanded to Mumbai, Bangalore and other cities in the next phase. The service provides a complete traffic update on each area of Delhi – congestion points etc. The data is updated every 5 minutes on the ticker and the red dots on the route map signify congestion points". Salil Kapoor added.

Traffic Active is under the umbrella of Dish active services on LCN 126. Dish TV offers innovative value added services like - ICICI Active, Monster Jobs Active, Shaadi Active, Travel Active, Mobile Active, Cinema Active, Astro Active and Bhakti. All these services can be accessed free of cost at the touch of remote button in the comfort of home.

#### **About Dish TV India**

Dish TV is India's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dish TV has on its platform ~ 250 channels & services including 21 audio channels with over 7.5 million subscribers, which is growing. Dish TV has a vast distribution network of about 900 distributors & 48,000 dealers that spans around 6600 towns across the country. Dish TV has 24\* 7 call centre with 1600 seats in 11 different languages to take care of subscriber requirements at any point of time. For more information on Dish TV, visit [www.dishtv.in](http://www.dishtv.in)

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