



## **Dishtv heralds a new chapter in the Indian broadcastingspace**

*Launches 30 channels on High Definition, announces Cricket World Cup feed in HD*

**New Delhi, February 17, 2011:** Setting up yet another first in the broadcasting industry in India, **Dishtv**, India's largest direct-to-home company is all set to redefine the Indian television industry by announcing the launch of 30 individual channels in High Definition. With as many as 30 channels offered in high definition, the Indian TV viewership is primed to reach the next level of digital entertainment.

Dishtv now has an enhanced product portfolio of 267 channels in standard definition and 30 channels in high definition, which is substantially higher than any competing DTH operator in both HD as well as SD transmission.

Speaking on the occasion, Mr. Jawahar Goel, Managing Director, Dishtv India Limited said "Being the pioneers as well as the thought leaders in the DTH industry, we are committed to offering innovations through unique and premium services to our subscribers. The availability of one or two HD channels on various platforms did not impact the market. Now, with the launch of 30 HD channels, Dishtv is officially scripting the HD revolution in India. Today, we are heralding a new era in Indian broadcasting and will build this category through content expansion, consumer education and high end product service."

Speaking on the occasion, Mr. R.C. Venkatesh, Chief Executive Officer, Dishtv India said "With 30 High Definition channels, Dishtv will be able to put forward a significant differentiated offering to its subscribers. We have the largest HD channel portfolio giving us a significant competitive advantage and quantum leap over competition. We expect this to translate into significant gains in terms of market share, ARPU as well as total revenue for the company. The addition of ESPN feed on our HD format will immensely enrich the experience of cricket fans as they get ready for the most eagerly anticipated sporting event this year."

Dishtv will offer all cricket fans the highly anticipated ICC World cup 2011 on high definition, which offers viewers a near- stadium experience. Other than the World Cup feed, the channels which Dish truHD offers include Zee TV, Zee Cinema, Zee News, Zee Studio, Zee Café, HBO, Movies Now, Discovery, National Geographic, Animal Planet, Zee Talkies, Zee Bangla, Zee Telugu, Zee Kannada, Times Now, ET Now, Cartoon Network, POGO, Ten Sports, AXN, MTV, VH1, WB, Pix, TLC, Ten Cricket, UTV Action, UTV Movies, Sony, Colors.



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With the Indian broadcasting system going in for a sea change, the Indian consumers are showing a very positive acceptance towards HD enabled systems and the availability of Full HD content through the DTH platform. Though many of the DTH players in the industry have launched the high definition format, most of them do not have more than 3-5 HD channels to offer to their subscribers. As a front runner in the DTH sector, Dishtv will offer 30 HD channels on its HD format.

Dish truHD will be offered at a price of Rs. 2390 which will include one month's Platinum subscription and all 30 HD Channels. Alternatively, Dish truHD packs will be available in two variants- Base pack of 15 channels @ Rs 125/- per month and A-La Carte of 15 channels @ Rs 100/- per month. Dish truHD will also showcase the World Cup and the French Open through a special pack @ Rs 150/- for the both the tournaments.

#### **About Dishtv India**

Dishtv is India's largest direct-to-home company and part of the biggest media conglomerate – Zee Group. Dishtv has on its platform 267 channels and services including 21 audio channels with over 9.9 million subscribers, which is growing. The company has a vast distribution network of about 1400 distributors and 55,000 dealers that spans around 6600 towns across the country. Dishtv 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 Dishtv, visit [www.Dishtv.in](http://www.Dishtv.in)

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