



## **BIG MAGIC rules the roost – highest GRP's and share amongst all Regional TV Channels in the Hindi Heartland**

**~ Re-iterates position as leading media choice of the region, with new strategic programming initiatives ~**

**January 4, 2012 - BIG MAGIC**, India's first variety entertainment channel for the core Hindi heartland from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humor, Movies, Reality, Talent Hunts and Action Sports, is marching forward and solidifying its position as the No. 1 Channel in the region. The latest TAM results Week 53'11 demonstrates a surge in the Channel's GRP's to 15.21 on the back of increase in reach. The quick growth of the Channel can be attributed to its new strategic programming initiatives ranging from movies to non-fiction shows and more. The channel continues to stay ahead of long established channels like *Mahuaa*, *Dabaang*, *Sahara Samay*, *ETV UP*, *ETV Bihar*, *ETV MP* etc.

Its new strategic programming initiatives range from home grown properties like, **BIG Memsaab** – a platform offering housewives of the region a platform to showcase their talent, which saw phenomenal talent come to the fore. **BIG Bal Kalakaar**, India's first children's devotional talent hunt, built around the thought of *Sangeet Main Sanskaar*, saw participation across the region during the recently concluded auditions. Backed by a high decibel marketing campaign the property has been able to capture the imagination of parents and children alike. Additionally, the **daily movies** on the Channel are also attracting excellent eyeballs and viewership. These new initiatives backed by a slew of excellent hand-picked programming ranging from a local devotional show *Seher*, *sitcoms like - Tu Tu Main Main*, *Nadaaniya* and *Bulbulay* which connect well with the audiences in the region.

These programming initiatives has helped BIG MAGIC cement its position as the No. 1 regional television channel.

Additionally, when clubbed with the region's No. 1 FM station – **92.7 BIG FM**, which boasts of presence across 11 stations in the region, offers unparalleled and an integrated media offering to advertisers.

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 MAGIC** is being distributed across all cable operators across the states of UP, MP and Bihar and spread across the likes of *DEN*, *Digicable*, *WWIL*, *Hathway*, *Darsh* and *Maurya* amongst others, reaching approximately 10 million households in the heartland. BIG MAGIC is also being supported with a high decibel integration plan on 92.7 BIG FM, Outdoor, and Mall Activation, play-out seeding in malls, print and local cable.

### **Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media entertainment conglomerate with play across radio, television, intellectual properties and out of home. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands. 92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 4 crore Indians each week. BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which has launched 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark. BIG MAGIC – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. BIG LIVE – This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms. BIG STREET – In the business of acquiring and marketing of long term premium out of home inventory. BIG PRODUCTIONS - This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape. For more information, log on to:*

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