

MEDIA RELEASE**BIG RTL SIGNS FIRST DISTRIBUTION DEAL WITH RELIANCE DIGITAL TV****OFFERS BEST INTERNATIONAL CONTENT FROM RTL TO AUDIENCE****BOUQUET, TO MAXIMISE ON DIGITIZATION****REACH TO 30LAKH DIGITAL TELEVISION HOMES ACROSS INDIA****LEVERAGES GROUP SYNERGIES**

**Mumbai, February 17, 2012...**Marking its first, long term distribution deal, BIG RTL, the television joint venture between Reliance Broadcast Network and the RTL Group, announces its tie up with Reliance Digital TV, India's leading Direct To Home service provider in the country. As part of the deal, at launch, BIG TV will distribute the Channels from the BIG RTL bouquet – an action entertainment channel and a reality show based channel.

With excellent business synergies, this alliance promises to be a winner for both parties. With digitization in the anvil and a more aware audience to cater to, BIG RTL's programming offerings will be designed to provide entertainment that these audiences seek. This partnership ensures it serves highly engaging and the best of international content to the huge subscriber base of Reliance Digital TV.

With a reach of approximately 30 lakh digital television homes across India and cashing in on group synergies, Reliance Digital TV is one of the most desirous and natural choices for BIG RTL. The endeavor being to reach the best in line content of BIG RTL, to maximum audiences across the country and this partnership marks the beginning. Similarly, for Reliance Digital TV, the partnership with BIG RTL brings great value to their viewers as RTL has an extensive library of world-class entertainment content of global top rated programs.

Reliance Broadcast Network has a robust 7 channel bouquet and has recently launched the '**Choose Your Set-Top-Box Wisely**' campaign, which is designed to increase awareness and empower consumers with adequate information to make the right choice while choosing their set top boxes, while parallely enabling operators to build their brand equity. The Company's well crafted channel bouquet ensures it is ready to maximize from the digital wave.

With this partnership, BIG RTL and Reliance Digital TV ink the deal to become DTH & IPTV platform partners together leading a new revolution in Television Entertainment in India.

**About 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. It houses the following verticals: **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 4 Channels, BIG CBS Prime, BIG CBS Love, BIG CBS Spark and the first international Punjabi Channel Spark Punjabi; **BIG MAGIC** – marked the Company's entry into the regional entertainment space, positioned as India's only Channel exclusively for the Hindi Heartland. Added to this robust bouquet, the Company also distributes **Bloomberg UTV**, India's premier business news channel. In the space of live entertainment the Company has **BIG LIVE** a division which develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms and synergizing excellently with this division is **BIG PRODUCTIONS** a division which functions as a television content production house catering to the diverse creative needs of the Indian television landscape; In the out of home space, the Company has **BIG STREET** – which is in the business of acquiring and marketing of long term premium out of home inventory. For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*

**About RTL Group**

*RTL Group is the leading European entertainment network, with interests in 47 television channels and 29 radio stations in 10 countries and content production throughout the world. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia and Hungary, Ren TV in Russia and Antena 3 in Spain. RTL Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, the Netherlands, Spain and Luxembourg. RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 9,500 hours of programming across 54 countries.*

**About Reliance BIG TV DTH Service:**

*Reliance BIG TV DTH is a wholly owned subsidiary of Reliance Communications, India's largest integrated telecom service provider. It offers India's first fully Digital Home Entertainment Service using MPEG-4 platform and offers over 230 TV, Cinema and Audio channels, the highest by any other DTH operator in the country. With 21 exclusive movie channels in English, Hindi and Regional languages, Reliance BIG TV DTH offers a choice of 600 new movies every year, unmatched by any DTH or cable operator in the country.*