

## Reliance Broadcast Network Limited

**Reliance Broadcast Network Limited** is a multi-media entertainment conglomerate with play across radio, television, out of home, IP and television production. It is part of the Reliance Group and specializes in creating and executing integrated solutions for brands. Its business verticals are as follows:

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|-----------------|--|
| 92.7 BIG FM     | India's largest FM Network, the radio brand pioneered the spread of FM entertainment in 2006, with the launch of its 45 station network. Today the radio station reaches over 4.16 crore Indians each week and is a strong No. 2 player nationally.        |
| 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. The Channels mark not just RBNL's, but Reliance Group's entry into television.                     |
| BIG RTL         | The Company has signed a joint venture with European leaders RTL Group to launch television Channels in the country  |
| BIG MAGIC       | Is India's first channel exclusively for Hindustan, the core Hindi heartland of Uttar Pradesh, Madhya Pradesh and Bihar, from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humour, Bollywood, Movies, and Music. |
| BIG Street      | In the business of acquiring and marketing of out-of-home assets, it owns marketing rights for premium properties across India.  |
| BIG Live        | This division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.  |
| BIG Productions | This division functions as a television content production house catering to the diverse creative needs of the Indian television landscape.  |

### Business Overview

#### 92.7 BIG FM

**92.7 BIG FM**, India's No. 1 FM Station, since the launch of its first Station in September 2006, has expanded at a phenomenal pace, creating history, by launching its 45 station network in record breaking time of 18 months. With a presence spanning across 45 cities, 1200 towns and 52,000 villages, a weekly reach of 4.16 crores Indians across the country, the brand is now looking towards expanding to more markets and geographies. The brand has taken FM as a medium of entertainment beyond the metros, to virgin markets, offering consumers and advertisers a new experience of this medium of entertainment. Within a short span of time, with distinctive content and innovative promotion, 92.7 BIG FM has established leadership in the FM space and firmly laid the foundation for an exciting future ahead.

## **BIG CBS**

An equal joint venture between Reliance Broadcast Network Limited and CBS Studios International, BIG CBS Networks is changing the way English entertainment is served to Indian audiences. The JV has seen the successful launch of 3 English Entertainment Channels in less than 5 months, once again showcasing speed to market from the Company.

The themed channels are targeted at India's fast-growing, upwardly mobile population and are branded **BIG CBS Prime**, a premium English general entertainment channel, **BIG CBS Spark**, first international youth entertainment channel and **BIG CBS Love**, international entertainment channel for the urban contemporary couple. The channels offer audiences immediate access to authentic and current CBS programs, including some of the most popular television programs in the world. The Channels are available across a network of digital and analog distribution platforms.

With Reliance Broadcast Network Limited's multi-media presence and an integrated sales offering, combined with the content muscle of CBS Corporation, BIG CBS stands to make a significant impact in India's burgeoning entertainment industry.

## **BIG RTL**

RBNL and RTL Group, the leading European Entertainment Network, have entered a 50:50 joint venture agreement, to launch thematic television channels in India. The initial scope of the investment will include two English-speaking thematic TV channels; a reality channel with international content, mainly from RTL Group's production arm FremantleMedia, and a channel primarily targeting male viewers with action-oriented content. This joint venture marks RTL Group's entry into the burgeoning Asian television market and Reliance Broadcast Network's second international joint venture, following suit to its joint venture with CBS Studios International. The joint venture channels focusing on the reality and action genres, will address a clear void in international entertainment programming that currently exists in India.

## **BIG MAGIC**

This Channel marked the entry of RBNL into the regional entertainment space. It is positioned as India's first and only channel exclusively for Hindustan, the core Hindi heartland of Uttar Pradesh, Madhya Pradesh and Bihar, from the Reliance Broadcast Network stable, featuring locally relevant entertainment around Humour, Bollywood, Movies, and Music. The Channel derives huge synergies with RBNL's already well established radio brand – 92.7 BIG FM, the leading radio network in this region, operating 11 Stations in the heartland and catering a weekly audience of approximately 22 lakh (in the region alone), an ideal platform that has given BIG MAGIC speed to market. The Channel already ranks No. 1 in the region backed with excellent programming and aggressive marketing as it fills a clear void in local entertainment requirements of audiences in the heartland.

## **BIG STREET**

**BIG STREET**, in the business of acquiring and marketing of out-of-home assets, has, within a short span of time acquired media rights for key projects spreading its inventory hold across the country. With a clear business strategy to own marketing rights for premium inventory without minimum guarantee and long term tenders for key properties, the Company has spread its projects strategically across key markets. It owns almost 45% of the inventory in the media dark market of Delhi and key inventory across the markets of Mumbai, Bangalore, Hyderabad, Chandigarh and others. Leveraging group synergies, BIG Street will also market media assets of the Reliance Group's Infrastructure offerings ranging, Delhi Airport Metro Express, Mumbai Metro One and Worli Sea Link. BIG Street's key strength is the Company's focus on delivering insight, innovation and impact to advertisers. A BIG Street's outdoor campaign is recommended post a detailed understanding of the advertiser's communication objective with reference to the consumer category, and environment.

The way forward in the out-of-home business is technology, and BIG Street brings the latest and the best technology like large format LED screens, digital signage's, blue casting, digital pods, huge projections, ground effects and much more as the company creates new benchmarks in building out of home solutions and focuses on owning its science.

## **BIG LIVE**

**BIG LIVE** conceptualizes and markets high end televised intellectual properties, across almost every relevant entertainment platform. It also leverages the Company's national presence to create regional intellectual properties and monetize the same with clients across the country. BIG Live also maximizes synergies & revenue through 100% managed properties—events, TV production, studios & strong in-house marketing team. It also evaluates international opportunities for partners / formats of entertainment which are yet to see presence in India.

## **BIG Productions**

This vertical is RBNL's television content production division, which caters to the diverse creative needs of the Indian television landscape. As a set up, it is completely equipped to create content appealing to all strata of Indian television audiences spanning different genres from fiction to nonfiction to reality, with presence in both regional and national markets.

BIG Productions promises to be the broadcaster's gateway to the most compelling fiction concepts and non fictions or reality formats. Its strength lies in creating concepts and formats on the basis of a strong understanding of the broadcaster's needs as well as a clear focus on the Indian viewer's sensibility, preferences and insights.

**RBNL's NETWORK STRENGTH:**

**North – 20 cities**

- Chandigarh, Hissar, Shimla, Ajmer, Kota, Jodhpur, Bikaner, Udaipur, Srinagar, Jammu, Patiala, Jalandhar, Jhansi, Bareilly, Aligarh, Amritsar, Agra, Allahabad, Kanpur, New Delhi

**East – 7 cities**

- Guwahati, Rourkela, Bhubhaneshwar, Ranchi, Jamshedpur, Asansol, Kolkata

**West – 9 cities**

- Panaji, Sholapur, Gwalior, Bhopal, Indore, Rajkot, Vadodara, Surat, Mumbai

**South – 9 cities**

- Pondicherry, Tirupathi, Thurivananthapuram, Vishakhapatman, Chennai, Bangalore, Hyderabad, Mangalore, Mysore