



NDTV FINANCIAL RESULTS: Q2 FY 10-11

Highlights - For the quarter ended September 30th, 2010

- Standalone revenues stood at Rs. 68 crore, while consolidated revenues were at Rs.81 crore. Revenues in October have been buoyant and we expect to see a turnaround in the next 2 quarters.
- Concluded a definitive agreement with a subsidiary of Astro All Asia Networks Plc to create a strategic alliance for lifestyle channels in India. South Asia Creative Assets Limited (which is a subsidiary of Astro All Asia Networks plc) will acquire a 49% stake in NDTV Lifestyle Holdings Private Limited ("NLHPL") infusing \$ 40 mn into the company in two tranches.
- News : NDTV 24x7 continues to retain its market leadership position. NDTV India maintained its share despite increased entertainment content on other Hindi news channels . NDTV Profit maintains its number 2 position in the business segment and successfully hosted the prestigious Business Leadership Awards this quarter.
- Distribution : NDTV tied up for exclusive distribution with, KidsCo, the international children's channel, to represent the channel across India, across all digital platforms. The tie-up will bring children's programming to families in the region.
- NDTV Worldwide and IndiaCan, a joint venture between Educomp (India's largest education company) and Pearson (an international media company with world-leading businesses in education, business information and consumer publishing), entered into an arrangement for a broadcast journalism training programme that leverages the strengths of both partners. The first batch of the programme has been launched in New Delhi.

- Convergence: ndtv.com has witnessed exponential growth in page views and is now targeting close to a billion page views by the end of the year. The website is also projected to stream a billion minutes of content this year. Further, NDTV Music has been launched in partnership with Hungama, the market leader in the entertainment space.
- NDTV Convergence has also been a leader in the mobile space, working with all operators in the 2G and 3G environment with a defined application strategy in place. The applications will be available across all platforms and devices by end of November, 2010. Video and mobile are our key thrust areas.