

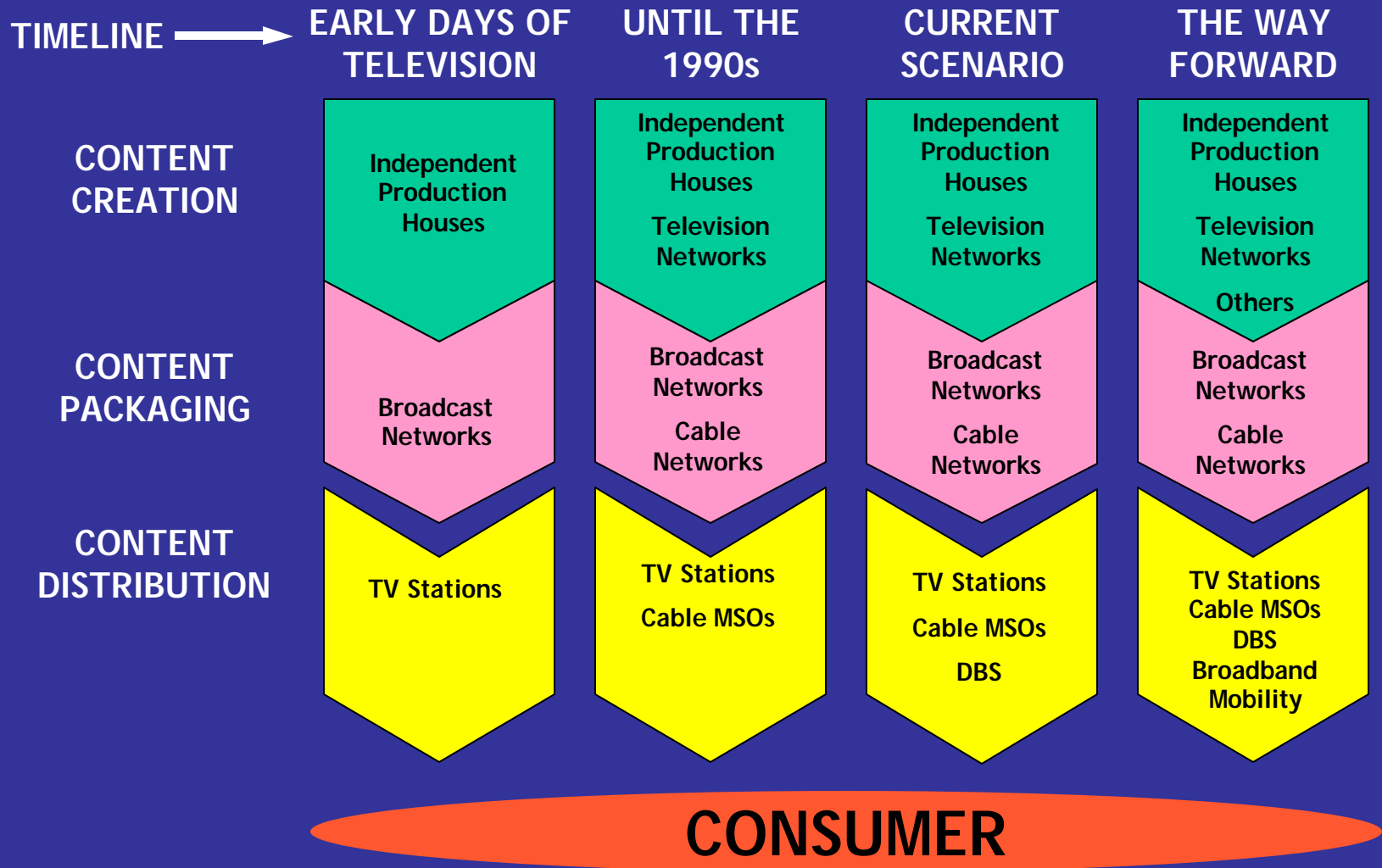
**NEW CONTENT
NEW PLATFORMS**

The background features a central, multi-pointed starburst or sunburst effect. The rays emanate from a bright, glowing center, transitioning from a deep red/purple hue near the core to a vibrant orange and yellow at the tips. The rays are densely packed and create a sense of intense energy and expansion. The overall color palette is warm and dramatic, set against a dark, almost black background that makes the light rays stand out prominently.

The future as we see it

- Emerging new technologies a positive growth driver
 - Mass adoption of the Internet, DVD, digital broadcasting to drive incremental revenues
- Increased distribution platforms will strengthen strategic positioning for content owners
- Power to consumers to access content almost “anytime anywhere”
- Broadcasters challenge will be to leverage content optimally for newer distribution platforms
- Could a potential shift from an advertising driven model to a “pay to play” model change the current marketing paradigm?

The global television supply chain



Implications of some technological changes

Technological innovations

Emergence of newer video distribution technology and increase in number of competitors for access

Implications for content providers

Potential shift in balance of power from distributors to content owners

Growth of broadband subscription, leading to superior speeds and higher time spend

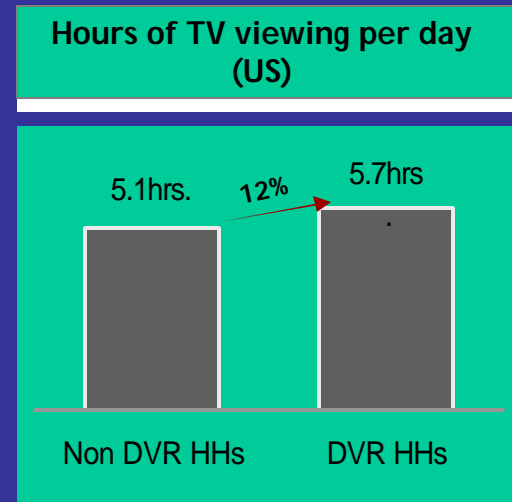
Incremental revenue opportunities for content owners

Introduction of mobile video content, although demand metrics are somewhat uncertain

New distribution channel for content?

Emergence of a new revenue model

- DVRs like TiVo have actually increased television viewing
- However, these users watch fewer commercials
- Therefore, this increased consumer demand has to be monetized in non-traditional ways
- The challenge for broadcasters is to make that demand incremental and not cannibalistic
- Effect on revenues could be accretive or dilutive depending on viewership swings
- Current examples:
 - Apple iPod downloads of *Desperate Housewives*, *Lost*, etc.
 - CBS on-demand partnership with Comcast



Source: Arbitron PPM, Apr24-May11 2005

Zee Network initiatives

- Committing significant investments to exploit new media opportunities
- Internal think tank in place to chart strategy around:
 - Content exploitation
 - Evolution of revenue model
 - Focus platforms within new media
- Plans underway to:
 - Digitize entire network content
 - Innovative content creation
 - Generate incremental revenues from
 - Mobility
 - Broadband
 - DTH
 - IPTV / “triple-play”

Digital Asset Management

- Process underway to digitize entire content library (Zee Asset Management Solutions)
- End-to-end technology platform for digital acquisition, development and play-out
- Expected to be completed by end 2006
- Benefits:
 - Secure content
 - Ability to deliver content to new platforms (IPTV, HDTV, Mobile, Broadband, VOD)
 - Potential for additional syndication revenues

New content formats

PLAY TV

“India’s first 24 hour interactive and gaming channel”



- Games, Contests, Music, Entertainment & Lifestyle all rolled into one fun experience
- Real time participation through SMS, E-mails and Chats
- Perfect fit for advertisers and media planners
 - Gives opportunity to marketers for interactive advertising
 - Creates innovative platform for their target audiences

OTHER INTERACTIVE TELEVISION SHOWS

- Nationwide game shows using SMS and IVR to drive interactive revenues
- Popular reality formats using tele-voting and internet voting to determine winners

Mobile platform Initiatives

- Zee owns and operates one of the largest mobile short codes in India (7575)
 - Content aggregator and interactive mobile platform
 - SMS/ IVR contests across all Zee network channels, as well as outside channels
 - Other activities: ring tones, games, wallpaper downloads,
 - New applications including stock tickers (Zee Business, movie ticket bookings (Fun Republic))
- Mobisodes
 - Packaging selected existing as well as original content to make it compelling for mobile viewing (action, comedy, some drama)
- Mobile TV
 - Timing still uncertain, bandwidth also a concern
 - Active discussions underway with OEMs on DVB-H plans
- Other devices
 - Strategic discussions and development of content for Playstation Portable/ other handhelds and Video iPods



Other distribution platforms

- **Satellite TV**
 - Started NVOD services for Hindi movies, English to follow shortly
 - Niche/ special interest commercial-free programming exclusively for Dish TV platform
 - Future plans include VOD, SVOD, DVR
- **Digital cable**
 - Packaged offerings around “triple play”
 - PPV, NVOD, VOD in the offing
 - Innovative programming around EPGs and interactivity
- **IPTV - content packaging discussions underway**
- **WiMax - internal team appointed to explore technological feasibility and revenue model**

THANK YOU!