

RTL Group and Reliance Broadcast Network Limited sign joint venture agreement

Luxembourg/Mumbai, 30 May 2011 – RTL Group, the leading European entertainment network, and Reliance Broadcast Network Limited, one of India's youngest media conglomerates, today announced the signing of a joint venture agreement to launch thematic television channels in India, operated by an equally owned joint venture company.

The initial scope of the investment will include two English-speaking 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.

Andreas Rudas, Executive Vice President Regional Operations & Business Development Central and Eastern Europe of RTL Group, says: "RTL Group believes strongly in the Indian market – a market with a young population which loves TV and impressive potential for further growth. We are thrilled to have such a strong local partner as Reliance Broadcast Network for our first broadcasting venture in Asia."

Tarun Katial, CEO of Reliance Broadcast Network Limited, says: "This joint venture brings Europe's leaders to India, and Reliance Broadcast Network is proud to be at the core of creating a revolution in the Indian English entertainment space. We are committed to offering Indian audiences unprecedented international television content, and RTL Group's extensive library and lineage compliment the partnership perfectly. The synergies, values and visions that both companies share will allow this joint venture to offer value to audiences and marketers alike."

For further information please contact:

Oliver Herrgesell
Corporate Communications
Phone: +352/2486 5200
oliver.herrgesell@rtlgroup.com

About RTL Group

RTL Group is the leading European entertainment network, with interests in 41 television channels and 34 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, Alpha TV in Greece, 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 Broadcast Network Limited

Reliance Broadcast Network Limited (RBNL) is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance Group and specialises in creating and executing integrated media solutions for brands.

92.7 BIG FM – India's largest FM network with 45 stations, reaching over 35.7 million Indians each week.

BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching three channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark.

BIG MAGIC – marks the company's entry into the regional entertainment space. The channel is positioned as India's only channel exclusively for the Hindi Heartland, featuring locally relevant entertainment around humour, music and Bollywood.

BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long-term premium inventory, across India.

BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.

All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.