

BROADCAST (DOMESTIC)

# United by stories...

We bring the power of storytelling to every corner of the country through our diverse bouquet of 50 channels, spanning 11 languages.

### How the business performed

ZEE Network leads India's entertainment segment with over 859 million viewers in FY 2023-24, standing as the top television network outside news and sports. Our southern language channels have driven us to become the fastest-growing network in South India, achieving an all-time high market share.

In FY 2023-24, 57% of our viewership came from other language markets, up from 56% in FY 2022-23. ZEE's movie channels, with a portfolio of 24 channels in eight languages, accounted for 24% of urban movie channel viewership—a 100 basis point increase from the previous year.

### Winning across languages

We have established leadership in several genres, including Hindi movies, Kannada GEC, Odia GEC, Bangla GEC, Marathi movies, Bangla movies, and lifestyle. ZEE Punjabi is the top Punjabi GEC among national broadcasters, leading in monetisable GRPs within its genre.

In the eastern market, we have solidified our leadership. ZEE Bangla has regained its position as the leading Bangla GEC, while ZEE Bangla Cinema has reached the top spot as the number one Bangla movie channel for the first time, achieving an all-time high market share. ZEE Sarthak remains the leading Odia GEC and ZEE Biskope is the second-largest Bhojपुरi movie channel.



### FY 2023-24 highlights

**17.1%**  
Television network share

**143 bn**  
Weekly viewing minutes\*

**571 mn**  
Weekly reach<sup>®</sup>

**Solidifying our leadership position**

**ZEE Bangla**  
#1 channel

**ZEE Kannada**  
#1 channel

**ZEE Telugu**  
#2 channel

Source: ©BARC 15+ U I\* FY 2023-24

BROADCAST (INTERNATIONAL)

# ...that know no borders

Expanding our reach and leveraging our expertise in creating high-quality content and innovative storytelling, we have made a name for ourselves on the world stage.

### How the business performed

We lead in broadcasting Indian content to the global diaspora, with over 40 dedicated channels and over 70 passthrough channels reaching more than 120 countries. Our international operations extend beyond broadcasting to include ZEE's AVOD sales, B2B partnerships, sports monetisation, syndication, co-productions and local IP creations.

Our co-production business has surged, with five new collaborations completed for FY 2023-24 and seven new planned in FY 2024-25. This segment has grown by over 200% in FY 2023-24 and is set to contribute to our international revenue in the coming years.

### Widening our footprint

We have made history as the first South Asian network and non-English, non-Spanish network to launch an 18-channel pack on YouTube TV in the US. Our rapid expansion driven by strategic partnerships and

community engagement, solidifies our position within the South Asian diaspora. In Q3 FY 2023-24, leveraging our leadership, we made a pivot to consolidate multiple South Asian streaming platforms, leading to improved consumer convenience and cost savings.

Globally, we introduced ZEE Zonke, South Africa's first exclusive isiZulu channel, which became the #1 pay channel in the country out of over 400 channels within seven months. Simultaneously, ZEE One, our debut FAST (Free Ad-Supported Television) channel with German dubbing on one of the leading global TV manufacturers in Germany, secured the #2 spot among over 100 channels within six months of launch.

We expanded our FAST presence to 10 countries, partnering with one of the largest e-commerce companies in Europe and the USA to feature popular channels like ZEE World and ZEE Bollywood, with plans for further growth. Additionally, we signed a multi-year distribution deal in Bangladesh.

**40+** Dedicated channels across regions

**13** USA    **09** APAC    **06** Europe    **06** MENA    **10** AFRICA

### FY 2023-24 highlights

**470+ mn**  
Viewers

**#1**  
Hindi GEC in MENA for the 7<sup>th</sup> consecutive year

**21%**  
FY 2023-24 viewership share for channels catering to the South Asian diaspora; up from 20% in FY 2022-23

**#1**  
English-dubbed channel (ZEE World) in Nigeria for the 4<sup>th</sup> consecutive year