

BROADCAST (Domestic)

## Strength in every language

We bring the power of storytelling to every corner of the country through a diverse bouquet of 50 channels across 11 languages. With regional depth, strategic content investments, and leadership in key genres, 'Z' continues to strengthen its presence as one of India's most widely watched TV networks.

### HOW THE BUSINESS PERFORMED

With 855 million+ viewers tuning in this year, 'Z' retained its position as India's strong #2 entertainment network on television, outside news and sports. Our viewership share stood at 16.8% in FY25. Southern language channels were a key growth engine, helping us become the fastest-growing network in South India with an all-time high market share. 'Z's movie portfolio remained a dominant force – with 25 movie channels in 8 languages, accounting for 24% of urban movie viewership.

### EXPANDING OUR REACH

Language markets remained a cornerstone of 'Z's network strategy, contributing 57% of overall viewership in FY25. We strengthened our leadership in key genres – including Kannada GEC, Odia GEC, Punjabi and Marathi movies, and lifestyle. Zee Marathi recorded a 25% increase in viewership, resulting in a 6-percentage point market share gain. Zee Bangla retained its top spot in the Kolkata market, and Zee Sarthak remained the leading Odia GEC for the fourth consecutive year. Zee Punjabi emerged as the most-watched channel across all languages and genres in the Punjab/Chandigarh region, while Zee Kannada continued its dominance as the #1 channel in the Kannada GEC genre.

We've segmented our strategic focus – investing in growth markets like Zee TV, Zee Marathi, and Zee Tamil, while sharpening monetisation in high-performing brands like Zee Kannada, Zee Bangla, Zee Sarthak, Zee Punjabi, and our Hindi movie channels. This dual approach is helping us balance scale with efficiency.



### FY25 HIGHLIGHTS

16.8%

Television network share

546 mn

Weekly reach\*

137 bn

Weekly viewing minutes during FY25

4,900+

Total number of movie titles aired

Z मराठी

viewership



25%

Z ಕನ್ನಡ

#1 Kannada GEC

Z ପ୍ରାର୍ଥନା

#1 Odia GEC (4<sup>th</sup> year in a row)

Z ਪੰਜਾਬੀ

#1 channel in Punjab/ Chandigarh market

Z বাংলা

#1 Bangla GEC in Kolkata

Z తెలుగు

#1 Telugu GEC in Hyderabad

\*Source: BARC 15+ U