

FRAMING REACH AND MONETISATION

EVERY SCREEN. EVERY VIEWER. ONE SEAMLESS JOURNEY.



As viewing habits evolve, 'Z' is expanding its reach across Free-to-Air television, Connected TV, FAST channels, and digital platforms. Our content travels to where the audience is - backed by platform-agnostic distribution, tailored feeds, and partnerships that drive smarter visibility and performance. We're building a unified ecosystem where discovery, delivery, and monetisation align seamlessly.

A PLATFORM-AGNOSTIC DISTRIBUTION STRATEGY

'Z' is focused on capturing audiences wherever they consume content - with differentiated feeds for OTT and TV, strategic tie-ups with OEMs to secure premium placement on smart devices, and content positioning that maximises engagement without overlap or cannibalisation. Emerging formats like FAST channels are helping unlock new revenue layers from existing IP.

Separate OTT feed for TV content	Partnerships with OEMs to drive platform placement	FAST channels powered by 'Z's expansive content library
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MAXIMISING REACH. OPTIMISING VALUE.

We're leveraging FTA platforms for mass reach while targeting premium households through Connected TV - where limited ad loads and larger screens offer a high-impact, high-yield environment for brands. Regional language packs and differentiated pricing models are increasing ZEE5 penetration, driving incremental reach with improved ARPUs and minimal margin dilution. A tiered monetisation strategy across FTA, CTV, and B2B distribution channels enables 'Z' to optimise revenue - balancing scale, premium ad yields, and strategic licensing partnerships.

Language packs introduced for deeper OTT penetration	Tiered monetisation across FTA, CTV, and B2B channels
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MONETISATION, REIMAGINED

'Z' is enhancing monetisation at both platform and content levels - from in-show brand integrations and cross-platform storytelling to syndication and third-party licensing. We're diversifying our advertiser base, building equity-linked partnerships, and helping brands reach consumers across every screen. Innovations like separate ad feeds for linear TV on OTT are expanding inventory, while geo-targeted advertising and deep data analytics are driving sharper, more localised monetisation - going beyond traditional industry ratings.

Content-level monetisation through in-show integrations	Structured brand partnerships with tailored ad formats
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SYNDICATION AS A GLOBAL PLAY

The syndication business is being scaled as a standalone operation with repurposed and upgraded content for both domestic and international markets. An independent valuation confirmed the content library's value as substantially higher than book value, creating opportunity for long-term monetisation beyond primary release windows.

Independent valuation of content library completed	Syndication now operated as a focused business unit	Targeting both domestic and global licensing deals
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From screens to strategy, 'Z' is redefining how content is delivered and monetised - building a future-ready ecosystem where value grows with every viewer touchpoint.