

BROADCAST (International)

Taking Indian stories to the world

'Z's international business continues to evolve into a dynamic, multi-platform growth engine – bringing Indian storytelling to diverse audiences across geographies, languages, and cultures, while expanding its presence across both diaspora and local markets.

HOW THE BUSINESS PERFORMED

'Z' now reaches over 470 million viewers in 120+ countries through 41 dedicated channels, 75+ pass-through feeds, and a rapidly scaling digital and FAST (Free Ad-Supported TV) footprint. Zee TV MENA remained the #1 Hindi GEC in the UAE for the 8th consecutive year. Zee Zonke emerged as the top pay TV channel in South Africa, while Zee World sustained its #1 rank in Nigeria with 19 million monthly viewers. In Germany, Zee One entered the top 3 FAST channels within just six months of launch.

EXPANDING OUR REACH

'Z's FAST portfolio grew from 4 to 21 countries, with 12 channels across 8 languages now live on major global platforms. Strategic linear launches like Zee Duniya (Kenya) and Zee Punjabi (UK) unlocked new, hyperlocal audiences. The co-production engine scaled up with 7 completed projects, while our foray into Spanish-language drama drew strong global interest. Five original IPs were also launched across Nigeria and South Africa, alongside an expanded suite of advertiser-funded and brand-integrated content solutions.



FY25 HIGHLIGHTS

470+
million
viewers across
120+ countries

41
dedicated
channels across
5 global regions



**#1 Hindi GEC in
UAE (8th year)**

FAST
footprint
12 channels |
21 countries |
8 languages



**#1 pay TV
channel in
South Africa**

**Zee
World**
**#1 English-dubbed
channel in Nigeria
(5th year)**



**Top 3 FAST
channel in
6 months**

5
local IPs
launched
across Africa