

## Sony Pictures Networks India Pvt. Ltd: Fact Sheet

<b>Year of Launch</b>	October 1995 (23rd Year of operations)
<b>Parent Company</b>	A subsidiary of Sony Corporation, Japan backed by Sony Pictures Television (SPT) USA
<b>Broadcast Formats</b>	Standard Definition and High Definition formats
<b>Channel count</b>	31 channels
<b>Businesses</b>	General Entertainment, Sports, Movies, Factual entertainment, Regional, Film production, Kids, Digital and Music
<b>Distribution Arm</b>	Sony Pictures Networks Distribution (SPND)
<b>Distribution reach</b>	170 million households in over 8000 towns across India Over 700 million viewers across India
<b>International Presence</b>	<ul style="list-style-type: none"> <li>• Available in 167 countries with 16 feeds</li> <li>• Distributed in over 70 countries</li> </ul>
<b>Key Management</b>	<ul style="list-style-type: none"> <li>• <b>Managing Director &amp; CEO:</b> N.P. Singh</li> <li>• <b>CFO:</b> Nitin Nadkarni</li> <li>• <b>General Counsel:</b> Ashok Nambissan</li> <li>• <b>President</b> (Network Sales and International Business) – Rohit Gupta</li> <li>• <b>President</b> (Distribution &amp; Sports Business) – Rajesh Kaul</li> </ul>
<b>Channel Break-up</b>	
<b>General Entertainment Channels (GEC's) - Hindi</b>  <b>5 channels</b>	<ol style="list-style-type: none"> <li>1. Sony Entertainment Television: SET &amp; SET HD – Flagship Hindi GEC with cross interest programming</li> <li>2. Sony SAB &amp; Sony SAB HD – India's first family oriented humour entertainment channels</li> <li>3. Sony Pal – archival content from SET and SAB</li> </ol>

<b>Regional Channels – Bengali</b>  <b>(1 channel)</b>	1. Sony AATH – SPN’s premium Bangla entertainment channel.
<b>General Entertainment Channels (GEC’s) – English</b>  <b>(2 channels)</b>	1. AXN and AXN HD – Edge of the seat, explosive action and adventure programming
<b>Sports Channels</b>  <b>(11 channels)</b>	<ol style="list-style-type: none"> <li>1. Sony SIX, Sony SIX HD</li> <li>2. Sony ESPN, Sony ESPN HD</li> <li>3. SONY Ten Sports – (SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD, SONY TEN GOLF HD)</li> </ol> Properties like the UFC, NBA, UEFA Euro 2016, 2017 FIFA U-17 World Cup, 2018 FIFA World Cup, FA Cup, SerieA, LaLiga, Copa America, NFL, Australian Open and ATP World Tour
<b>Movies – Hindi Channels</b>  <b>(4 channels)</b>	<ol style="list-style-type: none"> <li>1. Sony MAX and Sony MAX HD – provide movie buffs the best of Hindi Cinema</li> <li>2. Sony MAX 2 – brings alive yesteryear Hindi cinema</li> <li>3. Sony WAH – FTA channel for Rural audiences</li> </ol>
<b>Movies – English Channels</b>  <b>(3 channels)</b>	<ol style="list-style-type: none"> <li>1. Sony PIX and Sony PIX HD – engages viewers with amazing Hollywood films</li> <li>2. Sony LePlex HD – Showcases critically acclaimed Hollywood films</li> </ol>
<b>Factual Entertainment Channels</b>  <b>(2 channels)</b>	Sony BBC Earth and Sony BBC Earth HD - award-winning factual programming from BBC
<b>Movie Production</b>	SPN Productions works on a co-production level with some of the biggest names in Bollywood.
<b>Digital (VOD platform)</b>	SonyLIV – the networks VOD platform for LIVE sports, movies, music, short films, original and archival content
<b>Music Channels</b>  <b>(2 channels)</b>	Sony MIX - foot-tapping Hindi music channel Sony ROX HD - The premium HD Hindi Music Channel for the contemporary music enthusiast.
<b>Kids Channel</b>	

<b>(1 channel)</b>	Sony YAY! – A kids entertainment channel with homegrown original content in three language feeds Hindi, Tamil and Telugu
<b>Distribution Business</b>	Sony Pictures Networks Distribution (SPND) is the distribution arm of SPN and distributes the networks channels through multiple content delivery platforms. The company also distributes the TV Today Network channels.
<b>Corporate Social Responsibility</b>	'Ek India Happywala' is its call to action which guides its contribution to society. The 3 impact areas - Environment, Education and Empowerment.

## Company Profile

Sony Pictures Networks India (SPN), is one of India's leading media companies that owns, operates and broadcasts a bouquet of television and digital channels. Backed by Sony Pictures Television (SPT), SPN began its journey two decades ago in 1995. In its 23<sup>rd</sup> year of existence, the company reaches out to over 700 million viewers across India every day. The network telecasts a variety of channels ranging from general entertainment, sports, digital, music and films in both Standard Definition (SD) and High Definition (HD) formats.

**General Entertainment (GEC's): Sony Entertainment Television (SET)** is the flagship channel of SPN. With a creative and innovative approach, **SET** and **SET HD** have become immensely popular with its cross-interest programming. SPN engages audiences with rib-tickling humour while simultaneously embracing its changing cultural fabric with its family-oriented humour entertainment channel **SAB and SAB HD**. Offering popular content from SET and SAB TV, **Sony Pal** is a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN's content library. **Sony MIX** thrills audiences with foot-tapping Hindi music while **Sony ROX HD** is the premium HD Hindi music channel for the contemporary music enthusiast enhanced with Dolby audio. **Sony AATH** is the premium Bangla entertainment channel with an eclectic mix of fiction and regionally produced animation programmes. **AXN** and **AXN HD** keep viewers on the edge of their seats with explosive action and adventure programming. **Sony YAY!** the kids entertainment channel, promises to be the destination of unlimited happiness for kids. Bringing BBC's award-winning factual programming to the Indian audience, the network has entered a joint venture with BBC Earth to launch **Sony BBC Earth** and **Sony BBC Earth HD**.

**Sports:** SPN has eleven sports channels, **Sony SIX, Sony SIX HD, Sony ESPN, Sony ESPN HD, SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD, SONY TEN Golf HD**. With an enviable line-up of sporting action across genres, SPN has brought international sports brands such as UFC, NBA, FIFA, FIFA U-17, Euro 2016, FA Cup, NFL, Australian Open and ATP World Tour to Indian shores to deliver a distinct experience and engage viewers in a multi-sport milieu.

**Digital:** In 2013, SPN launched **SonyLIV** - the premium video-on-demand (VOD) service and has seen success with its original premium content #Lovebytes, Tanlines and Lost and Found to name a few. Apart from archival and regional content, movie premieres, short films and LIVE sports are also a very important facet of the SonyLIV offering and the platform has already reached over 33 million app downloads so far.

**Movies: Sony MAX, Sony Max 2 and Sony MAX HD** provide movie buffs with the very best of Hindi cinema. MAX is the destination for world premieres, while MAX HD mirrors the disposition of the Indian viewers who love their movies, appreciate superior and premium quality in their TV viewing experience. MAX 2 caters to the needs of the discerning viewers who appreciate rich Indian cinema that are evergreen and iconic in nature. **Sony WAH** is a FTA movie channel for rural audiences. The network's English movie channels **Sony PIX** and **Sony PIX HD** engage viewers with Hollywood films, while **Sony Le PLEX HD** showcases entertainment beyond mainstream movies from Hollywood.

**SPN Productions:** SPN has successfully ventured into movie production with films like Piku, Azhar, Mubarakan, Poster Boys and the upcoming release Soorma. By working on a co-production model that's driven first and foremost by a strong script, the network reaffirms its belief in quality content.

**Distribution:** Sony Pictures Networks Distribution Pvt Ltd. (SPND) distributes the networks television channels across different genres and languages through multiple content delivery platforms. It reaches out to over 120 million households across 9000 towns and also distributes the TV Today Network channels, India Today, Aaj Tak and Tez. SPND has also been ranked as the No. 1 company in the media industry for 2016 and adjudged one of India's Great Mid-Size Workplaces for its distribution business by the Great Place To Work® Institute in the 2017 edition.

**Corporate Social Responsibility (CSR):** SPN believes in giving back to the society it operates in; hence 'Ek India Happywala' is its call to action which guides its contribution to society. To create positive change in the society we live in, SPN focuses on 3 impact areas - Environment, Education and Empowerment.

The network has been recognised as an employer of choice within and outside the media industry. SPN was awarded the elite title of 'Aon Best Employers India' in the 2017 edition in recognition of SPN's unique workplace culture and exceptional people practices. It is the only media and broadcast network to be featured amongst this year's top 19 companies across various industries. SPN also featured among the Top 10 companies in Corporate India for employer with Best Health and Wellness Practices for the fourth consecutive year by SHRM & CGP Partners, listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India in 2017. In keeping with its commitment to be an employer of choice and incorporating progressive HR practices, SPN has numerous initiatives to make the company more employee-friendly.