

Biz-Connect

An exclusive newsletter that brings to you the latest updates, programming highlights and newsworthy stories.

SPN Channels Score High On Audience Popularity Meter

No 1* in Market
Share in the Hindi GEC Genre



No 1* in the Hindi GEC
HD Genre

No 1* in the Hindi
Movie HD Genre



No 1* in the English
Movie HD Genre

No 2* in the Sports
Genre for the 20th
consecutive week



*Source: BARC - Pay Channels Viewership ; Wk – 33 ; HSM Urban (SET, SAB, SET HD, MAX HD), India 1 mn+ (PIX HD), India Urban+Rural (TEN1) ; All NCCS 2+ (TEN1), All NCCS 15+ (SET, SAB, SET HD, MAX HD), NCCS AB 15-40 yrs (PIX HD)



IN THE NEWS

SONY PICTURES NETWORKS INDIA STRENGTHENS ITS CRICKET PORTFOLIO WITH THE EXCLUSIVE GLOBAL MEDIA RIGHTS TO SRI LANKA CRICKET

Sony Pictures Networks India (SPN) has acquired the exclusive global media rights for Sri Lanka Cricket (SLC), with the exception of terrestrial, digital and radio rights for the territory of Sri Lanka which has been retained by SLC, for a period of 3 years, starting 1st July 2020.



The agreement provides SPN exclusive TV and digital rights to air all 92 days of LIVE cricket comprising 10 Test Matches, 24 ODIs and 18 T20Is sanctioned by the ICC and conducted by SLC between the senior men's national cricket team of Sri Lanka and visiting ICC member national cricket teams along with access to Sri Lanka's Cricket archival content. The deal also includes rights to broadcast India touring Sri Lanka to play 6 T20Is and 3 ODIs with one of the series scheduled for July 2021 that will feature 3 T20Is, while the date for the other series is yet to be announced.

With the acquisition of Sri Lanka Cricket, SPN now holds broadcast rights of England and Wales Cricket Board, Cricket Australia and Cricket Ireland and has over 365 days of International, Big Bash T20 league, England Domestic Live Cricket till FY 2022-23 which includes 31 days of India cricket.

SONY YAY! BEEFS UP ITS CONTENT OFFERING WITH PYAAR MOHABBAT, HAPPY LUCKY

Sony YAY! the popular kids' entertainment channel and home to a host of kids favourite shows like Honey Bunny Ka Jholmaal, Paapometer and Kicko, is known to bring unlimited



entertainment and laughter to the lives of kids. Staying true to this promise, the channel adds yet another comedy show - Pyaar Mohabbat, Happy Lucky to its line-up, starting 17th August, Mon-Fri at 1:30p.m. This new hilarious chase comedy offers kids a chance to take an epic mischief-filled ride with the lead characters Happy and Lucky.

**PEHLE CHALNA SIKHAYA THA,
AB RASTA DIKHAYEGI...'
SONY ENTERTAINMENT TELEVISION'S
'INDIAWAALI MAA'**

The word 'Maa' evokes a gamut of emotions and it is the mother who sets a strong foundation for any child's future. While a mother's love is universal, an Indian mother surpasses the highest benchmark of motherly duties and selfless



affection! While she encourages and supports her child's future and gives them wings to fly, she is always around to pick them up when they fall. 'Bacche bhale hi haath chhod de, Maa saath nahin chhodti', no matter what age. Sony Entertainment Television's latest offering 'Indiawaali Maa' brings forth an endearing and a relatable journey of a mother who doesn't give up on her son, even though he proclaims to not need her. Starring Suchita Trivedi (Kaushalya), Nitesh Pandey (Hasmukh), Akshay Mhatre (Rohan) and Sheen Dass (Chinamma), 'Indiawaali Maa' ascertains the determination of a mother and her dedication towards her child. Produced by Jai Productions, the show premieres on 31st August and will air every Mon-Fri at 8:30p.m. only on Sony Entertainment Television.



CANDID BYTES

Up, close and personal with prominent industry leaders who have defined the broadcast media and distribution landscape. Featuring Mr. Sunil Taldar and Mr. Gurdeep Singh in this edition.



Mr. Sunil Taldar
CEO & Director – DTH, Airtel.

5 words that best describe you?



*Risk taker, Adaptable,
Open and Inclusive,
Eternal optimist, Disciplined.*

Greatest accomplishment in Business that you are proud of?



*Winning teams that
I am so proud of.*

Mantra for success



*Keep things simple, decide
fast and keep people
motivated.*

Hobby or Favourite pastime



*Running.
Mixology - Creating Cocktails.*

Inspiration



*“Growth” inspires me.
India and particularly our
industry offers massive growth
opportunities.*

Favourite show from Sony Pictures Networks



The Kapil Sharma Show

One person you can never say no to?



My daughter

Message to the industry.



*Collaborate and succeed: -
Broadcasters and Operators
must work more closely
to serve end consumers better.*

One thing that always brings a smile to your face.



Winning

2 New things you learnt during the lockdown



*Enjoying the journey is as
important as reaching the
destination.
Jump rope and Body weight
exercises.*

Favourite Holiday Destination(s)



Amsterdam / Bali.

Favourite Actor



Ranbir Kapoor

Favourite Sport



Running

If you are given a time machine, what will you do?



*Go into future to create a
better new normal.*

If you met a Genie who offered you 3 wishes, what would you wish for?



*I am realist. In real life there
are no Genies.*



Mr. Gurdeep Singh
Promoter – Fastway Transmissions
Pvt. Ltd.

5 words that best describe you?



*Leader, Man of my words,
Ambitious, Good negotiator,
Innovative with focus
on the best quality.*

Greatest accomplishment in Business that you are proud of?



*Front runner in consolidation
of MSO and Digitalization.*

Mantra for success



*Follow up of work
and eye for details.*

Hobby or Favourite pastime



Gardening

Inspiration



My Mother

Favourite show from Sony Pictures Networks



The Kapil Sharma Show

One person you can never say no to?



My Wife

Message to the industry.



*Work on better services
to customers & create
content with better social value.*

One thing that always brings a smile to your face.



*Achieving challenging
goals.*

2 New things you learnt during the lockdown



*Value of family,
Value of health.*

Favourite Holiday Destination(s)



Udaipur & London.

Favourite Actor



Kader Khan

Favourite Sport



Wrestling

If you are given a time machine, what will you do?



Work on my health.

If you met a Genie who offered you 3 wishes, what would you wish for?



*Proper Law Enforcement.
Global Warming.
Removal of Poverty.*

GUESS AND WIN!

A WALK DOWN THE MEMORY LANE

Life's best times are the school & college years & what better occasion than **Teacher's Day** to reminisce those golden years. A time when our teachers and professors were the guiding light & the 'Google' of our lives, with answers to most of our questions.





This year, let's test our memories and relive those wonderful years together, with a **fun puzzle**.



Send in your answers to spnd.marketing@gmail.com with your Name, Mobile Number, Network Name.

Top 5 LUCKY DRAW winners will get Goodies from us! Game On!



A few examples to get you started :)

    = Trigonometry

  us = Calculus

 /SPNDIndia



NOT TO BE MISSED

LIVE SPORTS

A RIVALRY LIKE NONE OTHER!!

LIVE & EXCLUSIVE ON

SONY TEN 3 **SONY SIX**

HINDI ALSO AVAILABLE IN HD ENGLISH

AUSTRALIA TOUR OF ENGLAND
3 T20IS AND 3 ODIs

Co Presenting Sponsors:

MY11CIRCLE **ŠKODA**

STARTING SEP 4

FIERY T20 BATTLE BETWEEN TWO CRICKETING GIANTS

LIVE ON

SONY TEN 3 **SONY SIX**

HINDI ALSO AVAILABLE IN HD ENGLISH

PAK TOUR OF ENG

Co-presenting Sponsors:

MY11CIRCLE **KIA** **SONET** **Alpenliebe**

T20I 1 **T20I 2** **T20I 3**

28TH AUG, 10:30 PM **30TH AUG, 6:30 PM** **1ST SEP, 10:30 PM**

FOOTBALL SEASON'S CURTAIN RAISER IS HERE!

THE FA COMMUNITY SHIELD

McDonald's

FA CUP WINNERS **PREMIER LEAGUE CHAMPIONS**

Arsenal **LIVERPOOL**

29TH AUGUST 2020, 8PM ONWARDS

LIVE ON

SONY TEN 2 **SONY TEN 3**

ENGLISH ALSO AVAILABLE IN HD HINDI

#TheSeasonBegins

WWE PAYBACK

MON, 31ST AUG | LIVE 04:30 AM

REPEATS AT 9 AM, 12:30 PM, 4 PM & 8 PM

LIVE ON

SONY TEN 1 **SONY TEN 3**

ENGLISH ALSO AVAILABLE IN HD HINDI

UEFA NATIONS LEAGUE™

EUROPE'S GREATEST NATIONS ARE BACK IN ACTION FOR CONTINENTAL GLORY.

SEPT 3RD - 9TH

LIVE ON

SONY TEN 2

ALSO AVAILABLE IN HD

NEW SHOWS



**Indiawaali
माँ**

31 अगस्त से
रात 8.30 बजे
सोम-शुक्र

**SONY
ENTERTAINMENT
TELEVISION**



**SONY
BBC
earth**

feel alive

**Undercover spies uncover
the hidden animal world**

Witness cutting-edge robotic animal spies with hi-tech camera gear live with wild animals across the globe to reveal unprecedented animal behaviours.

**SPY
IN THE
WILD
2**

Premieres Sep 21
Mon-Fri, 9 pm



Watch many more astonishing spy creatures in this innovative series



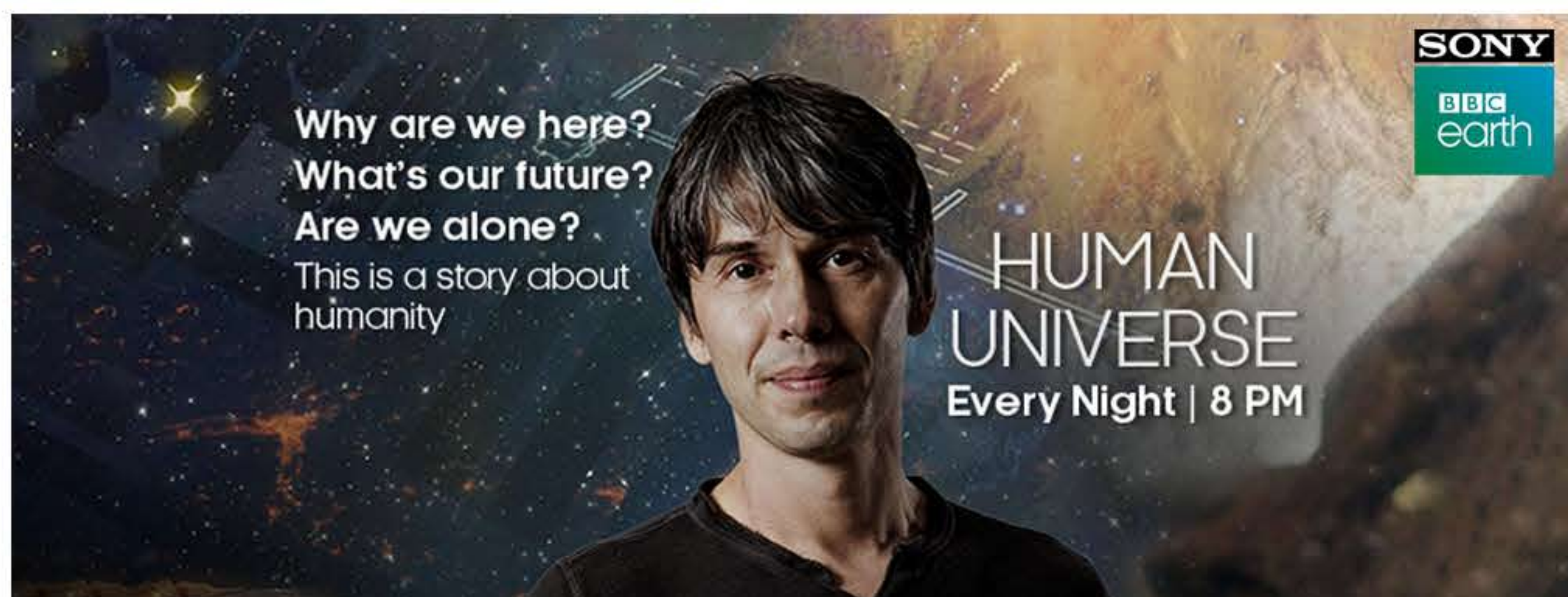
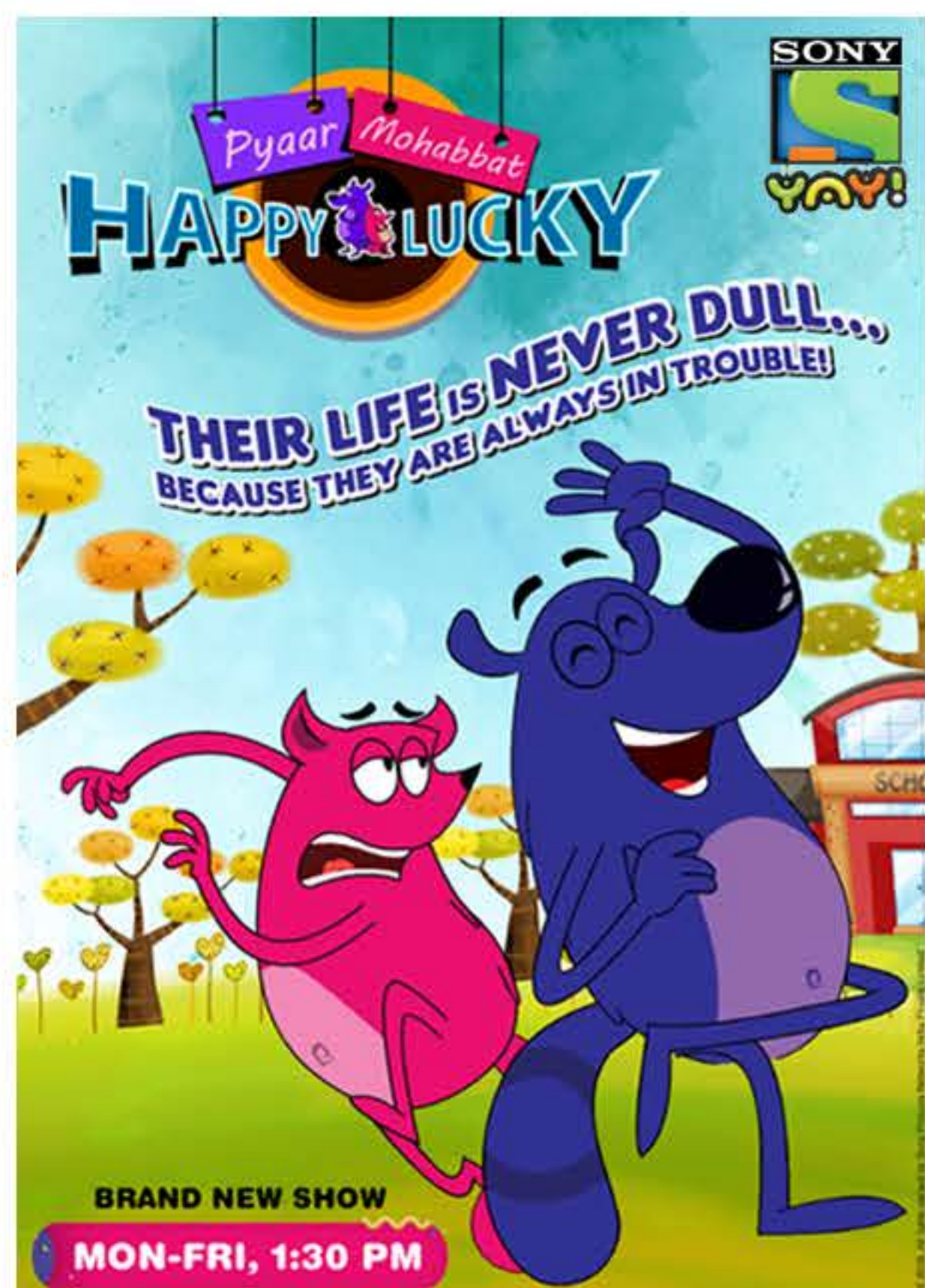
**Tera
Yaar
Hoon
Main**

**STARTS
31ST
AUGUST**

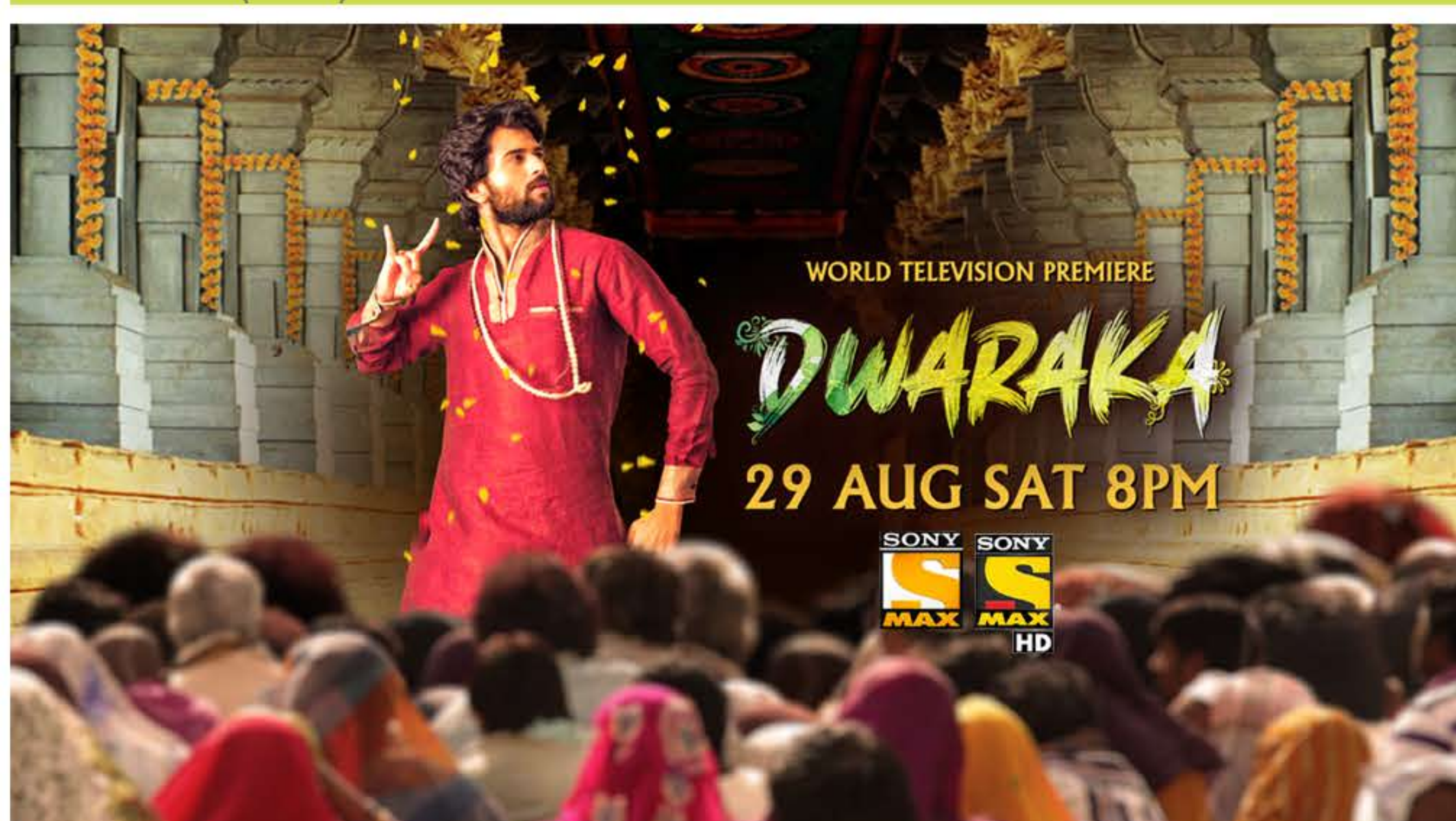
**MON-FRI
9PM**

**SONY
SAB**

AUDIENCES ARE LOVING



MOVIES





Covid Katha

As the country reopens, the new phonics of the Dos and Don'ts to keep you and others safe.



Avoid gathering and crowd



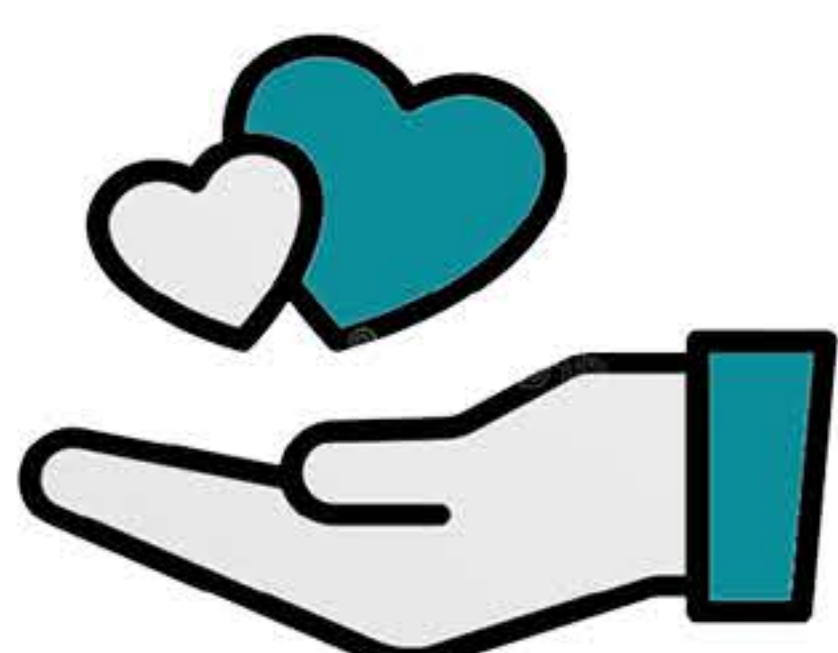
Beware of fake news and misinformation



Cover while coughing and sneezing



Download Aarogya Setu App



Encourage frontline warriors



Fight with patience



Go to hospital, only if advised



Hygiene helps



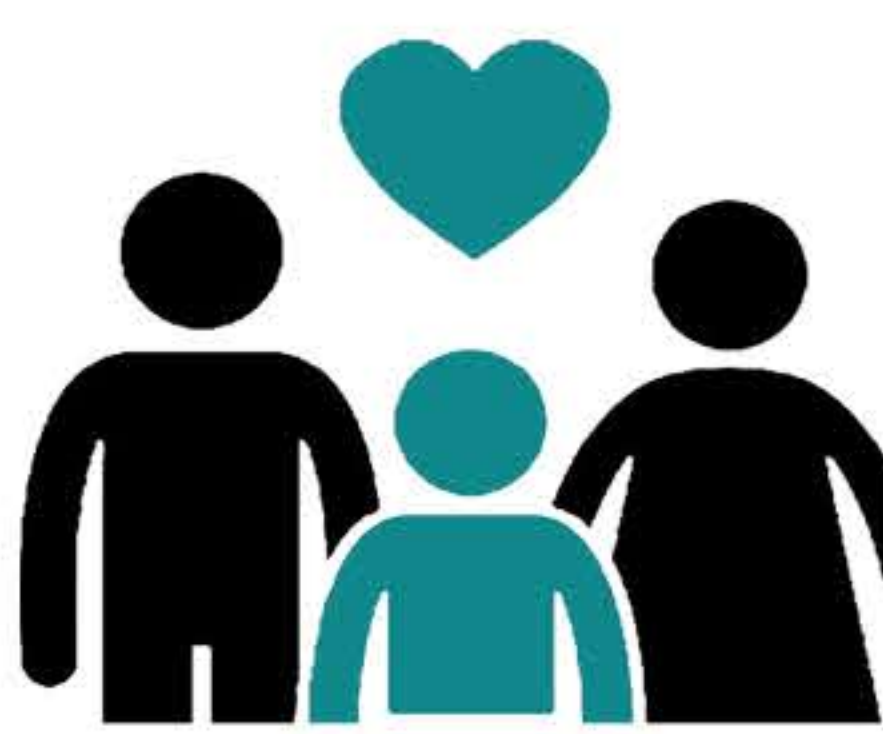
Improve immunity to prevent infection



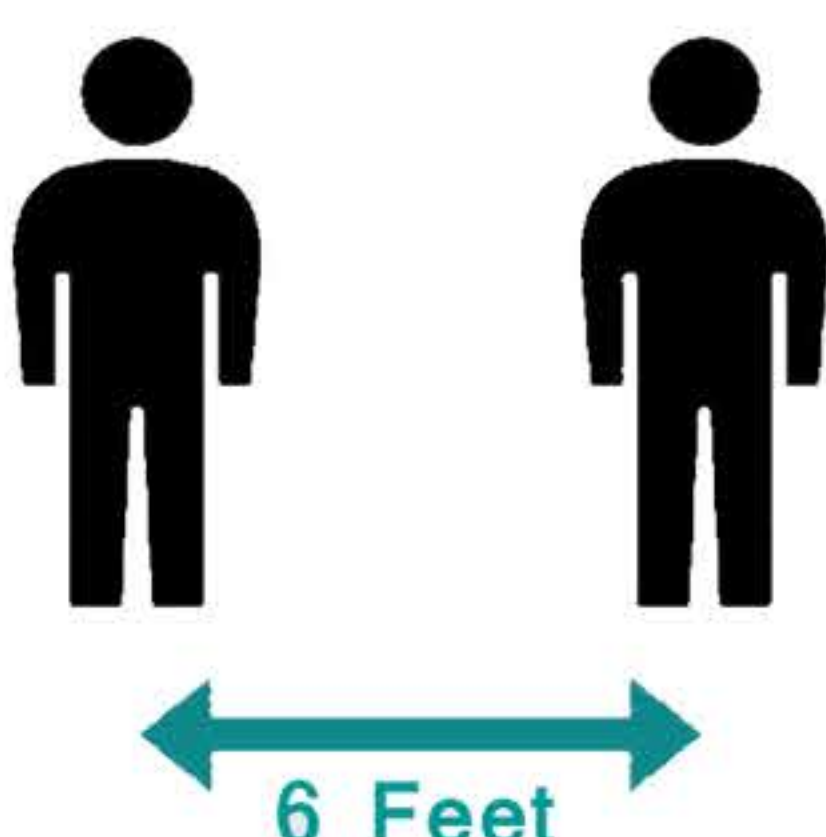
Join your hands to support



Know the symptoms



Love yourself and family first



Maintain at least 6 feet distance

SOCIAL DISTANCING IS HEALTHY

Stay Safe, Stay Strong

Stay Connected

with us on

facebook

&

twitter

For regular updates
& information

Like us on

fb.com/SPNDIndia

&

Follow us on twitter

[@SPNDDistribution](https://twitter.com/SPNDDistribution)

