

Network18 Investor Update Q3 FY 2009-10

NETWORK18 MEDIA & INVESTMENTS LIMITED (Group Holding Company)

NETWORK18 TURNS EBITDA POSITIVE; AT RS 81 mn COMPARED TO NEGATIVE RS 464 MN IN PREVIOUS QUARTER

GROUP CONSOLIDATED REVENUES CROSS Rs 3.7 bn TO POST STRONGEST EVER GROWTH; UP 33% QOQ & 66% YOY

STRONG REVENUE GROWTH POSTED ACROSS ENTERTAINMENT, HOMESHOPPING, NEWSWIRE, WEB AND GENERAL NEWS BUSINESS; BUSINESS NEWS CHANNELS RECLAIM HIGH OPERATING MARGINS

7 OUT OF 9 TV CHANNELS ARE NUMBER 1 IN THEIR RESPECTIVE CATEGORIES:

- Colors is undisputed No.1 GEC leaving behind Star News and Zee
- CNBC-TV18 dominates 58% share in the relevant market
- CNN-IBN maintains No.1 position among English General News Channels
- CNBC Awaaz is the No.1 Hindi Business News Channel
- MTV continues to lead the Youth Entertainment Genre
- Nickelodean holds leadership position among Kids' channels
- Vh1 holds top position among international entertainment channels
- IBN Lokmat holds the No.1 position among Marathi News Channel
- IBN7 is one of the premier Hindi News Channels

HOMESHOP18 COMMISSION INCOME DOUBLES OVER Q3 LAST YEAR, UP 40% VS LAST QUARTER

Commences Strategic Partnership With GS Homeshopping Of Korea (The World's Third Largest Homeshopping Operation)

Gross Sales Soar 80% YOY And 45% QOQ; Orders Grow By 67% YOY And 51% QOQ

THE INDIAN FILM COMPANY MONETISES LIBRARY ON SATELLITE TV; POSTS REVENUES OF Rs 316 mn; SET TO RELEASE 4 BACK TO BACK FILMS IN JFM QUARTER

EVENTS AND SPORTS MANAGEMENT REVENUES SURGE BY 96% YOY

TELEVISION EIGHTEEN INDIA LIMITED (Listed Subsidiary of Network18)**TV18 GROUP RETURNS TO POSITIVE EBITDA; REVENUES HIGHER THAN LAST QUARTER****NEWS OPERATIONS BOUNCE BACK TO 30% OP. MARGIN; REVENUES AT Rs 674 mn UP 10% YOY; NET LOSSES CUT DOWN BY 36% QOQ**

High Operating Margins Likely To Be Maintained

One Time Restructuring Charge Of Rs 45 mn On Account Of Rationalized Workforce; Focus On Stringent Cost Control

Business News Channels Leave Competition Far Behind With 62% Market Share

WEB18 REVENUES SURGE TO Rs 197 mn UP 23% QOQ and 13% YOY; REDUCES EBITDA LOSSES TO Rs 28 mn Vs Rs 174 mn IN Q3 LAST YEAR; TARGETS OPERATING BREAK EVEN

Commences Strategic Partnership With Nokia

In.Com Firmly Placed At No.2 Position Among Indian Portals; Moneycontrol.com Completes 10 Years Of Solid Performance

NEWSWIRE18 REVENUES GROW TO Rs 84 mn UP 30% YOY; OPERATING MARGINS TOO MAINTAIN THE UPTREND**INFOMEDIA18 MAINTAINS TIGHT CONTROL OVER COSTS; REVENUES TO RECOVER IN COMING QUARTERS****FORBES INDIA STRENGTHEN'S ITS POSITION AS VALUE LEADER**

Circulation And Advertising Show Robust Growth

CAPITAL18 PORTFOLIO DEMONSTRATES VALUE; CONSOLIDATED REVENUES* CROSS Rs 100 mn PER MONTH; CONSOLIDATED EBITDA* NEAR BREAK EVEN; VALUE OF DEN STAKE OVER Rs 1.9 bn (AGAINST INVESTMENT OF Rs 200 mn)

* DEN NETWORKS NOT INCLUDED

ibn18 BROADCAST LIMITED (Earlier known as Global Broadcast News Limited - Listed Subsidiary of Network18)**ibn18 CONSOLIDATED REVENUES AT Rs 193.64 cr; 41% Q-o-Q GROWTH****VIACOM18 TURNS PROFITABLE IN JUST OVER 1 YEAR SINCE LAUNCH OF COLORS;**

Q3 Revenues over Rs 266.20 cr (vs 200.11 cr in Q2)

EBITDA at Rs 9.12 cr (vs Rs 38.12 cr EBITDA loss in Q2)

PAT over Rs 5.63 cr (vs Loss after Tax of 41.63 cr in Q2)

'COLORS' IS UNDISPUTED AS NO. 1 GEC; STRONG REVENUE GROWTH; GEARS UP FOR INTERNATIONAL LAUNCH

The No.1 GEC Throughout the Quarter. Firm Lead over Star Plus & Zee TV

300+ GRPs in 11 weeks of the quarter; Peak GRPs at 356

Ad revenues grow 41% Q-o-Q

Colors Launching Soon In the US & UK

STRONG GROWTH FOR MTV, NICK & VH1

MTV: The Undisputed Youth Entertainment Leader – Redefines itself with a New Look;

Ad Revenues up 34% (Q-o-Q)

Nick: The Leader in the Kids Genre; Ad Revenues up 27% (Q-o-Q)

Vh1: Maintains Unique Positioning with International Entertainment & Music; Ad Revenues up 21% (Q-o-Q)

NEWS CHANNELS – STRONG PERFORMANCE; ROBUST Q-O-Q REVENUE GROWTH

ibn18 Standalone (CNN IBN + IBN7): 45% Q-o-Q Revenue Growth; Rs 5.91 cr EBITDA

CNN IBN: The Leader in English News; 48% Q-o-Q Revenue Growth

IBN7: Maintains Strong Position in Hindi News; 39% Q-o-Q Revenue Growth; Achieves EBITDA Break-Even

IBN Lokmat: The Undisputed No.1 in Marathi News; 62% Q-o-Q Revenue Growth

Network18 Media and Investments Limited:
Consolidated Unaudited Financial Performance for the Quarter Ended 31st December 2009

Rs mn.

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|---|-----------------|-----------------|------------------|
| REVENUES: OPERATIONS | 3701.11 | 2227.59 | 2780.28 |
| I : Revenues: Media Operations | | | |
| a) Television Eighteen India Ltd (As published) | | | |
| 1) News Operations | 674.02 | 614.47 | 647.43 |
| 2) Web18 | 196.93 | 174.96 | 160.08 |
| 3) Newswire18 | 83.77 | 64.63 | 78.88 |
| 4) Infomedia18 | 334.35 | 450.86 | 353.72 |
| b) ibn18 Broadcast Limited (As published) | 1930.45 | 744.40 | 1361.37 |
| c) Homeshop18 (Unlisted Subsidiary) | 152.23 | 75.84 | 108.38 |
| d) TIFC (Listed Subsidiary) | 316.38 | 0.00 | 124.76 |
| e) Setpro18 (Unlisted Subsidiary) | 210.21 | 156.98 | 286.84 |
| f) Events & Sports Management (Division) | 102.30 | 102.52 | 52.32 |
| g) Advisory Services (Division) | 0.91 | 0.00 | 1.28 |
| II : Revenues from Investment Activities | 0.00 | 0.00 | 0.00 |
| III : Less - Inter Company Revenues | (300.44) | (157.07) | (394.78) |
| Operating Expense | 3620.01 | 2616.83 | 3243.93 |
| Operating Profit | 81.10 | (389.23) | (463.65) |
| Operating Margin | 2.19% | -17.47% | -16.68% |
| Net Outflow on Revenue Share with CNBC & CNN | (58.42) | (62.76) | (53.45) |
| Interest/Income from Investments | 190.71 | 377.42 | 94.06 |
| Interest on acquisition of long term investment | | | |
| Interest Expense | (529.91) | (556.66) | (535.61) |
| Interest (Net) | (339.20) | (179.24) | (441.55) |
| Depreciation | (172.87) | (229.25) | (187.65) |
| Non Recurring (Expenditure) | 5.66 | 0.00 | (296.74) |
| Non Recurring Income | 0.00 | 0.00 | 0.00 |
| Prior period and exceptional items | (0.67) | 15.86 | (8.46) |
| Total Profit Before Tax, Minority Interest and ESOP Charge Out | (484.40) | (844.62) | (1451.50) |
| Provision for Current Tax/FBT | 7.83 | (4.20) | (9.06) |
| Profits After Tax (before minority interest and ESOP charge out) | (492.23) | (840.42) | (1442.44) |
| Minority Interest | (325.99) | (355.88) | (717.85) |
| Share in Losses of Associates | 0.00 | 76.00 | 0.00 |
| Profits After Tax and Minority Interest (before ESOP charge out) | (166.24) | (408.54) | (724.59) |
| ESOP charge out | (31.44) | (32.97) | (14.70) |
| Profits After Tax and ESOP charge out | (197.68) | (441.51) | (739.29) |
| Exchange Fluctuations | 12.70 | (0.72) | (64.55) |
| Profits After Exchange Fluctuations | (210.38) | (440.80) | (803.84) |
| Provision for Deferred tax | 8.80 | 0.00 | 29.79 |
| Net Profit After Deferred Tax | (219.18) | (440.80) | (833.63) |
| Paid up Equity Share Capital | 570.54 | 308.96 | 479.53 |
| EPS (Rs.) without ESOP charge out | (1.65) | (6.60) | (8.54) |
| EPS (Rs.) with ESOP charge out | (1.92) | (7.13) | (8.69) |

Note: The Reserve Bank of India has, on the request of the company, cancelled its certificate of registration as an NBFC. The company has decided to modify, with effect from current quarter, the disclosure of investment income as 'Non Operating Income' and regrouped the previous period figures accordingly (including consequential modifications in Segment reporting).

**Network18 Media and Investments Limited:
Standalone Unaudited Financial Performance for the Quarter Ended 31st December 2009**

Rs mn.

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|---|----------------|-----------------|-----------------|
| REVENUES: OPERATIONS | 103.21 | 102.52 | 53.60 |
| Operating Expense | 137.82 | 146.00 | 96.90 |
| Operating Profit | (34.61) | (43.48) | (43.30) |
| Interest/Income from Investments | 81.95 | 23.17 | 52.85 |
| Interest Expense | (97.30) | (113.31) | (113.97) |
| Interest (Net) | (15.35) | (90.14) | (61.12) |
| Depreciation | (0.84) | (1.35) | (2.70) |
| Non Recurring Income / (Expenditure) | 0.00 | 0.00 | 0.00 |
| Total Profit Before Tax, Minority Interest and ESOP Charge Out | (50.80) | (134.97) | (107.11) |
| Provision for Current Tax/FBT | 0.00 | 13.24 | 0.00 |
| Profits After Tax | (50.80) | (148.21) | (107.11) |
| Minority Interest | 0.00 | 0.00 | 0.00 |
| Share in Losses of Associates | 0.00 | 0.00 | 0.00 |
| Profits After Tax (before ESOP charge out) | (50.80) | (148.21) | (107.11) |
| ESOP charge out | 0.00 | 0.00 | 0.00 |
| Profits After Tax and ESOP charge out | (50.80) | (148.21) | (107.11) |
| Exchange Fluctuations | 0.00 | 0.00 | 0.00 |
| Profits After Exchange Fluctuations | (50.80) | (148.21) | (107.11) |
| Provision for Deferred tax | 0.00 | 0.00 | 0.00 |
| Net Profit After Deferred Tax | (50.80) | (148.21) | (107.11) |
| Paid up Equity Share Capital | 570.54 | 308.96 | 479.53 |
| EPS (Rs.) without ESOP charge out | (0.45) | (2.40) | (1.12) |
| EPS (Rs.) with ESOP charge out | (0.45) | (2.40) | (1.12) |

Television Eighteen India Limited:
Consolidated Unaudited Financial Performance for the Quarter ended 31st December 2009

Rs. mn.

| | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|--|----------------|----------------|----------------|
| Total Revenues (Part I, II, III and IV) | 1289.07 | 1304.92 | 1240.11 |

Part I: News Operations

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|--|-----------------|---------------|-----------------|
| REVENUES: NEWS OPERATIONS | 674.02 | 614.47 | 647.43 |
| Operating Expense | 469.59 | 469.09 | 547.11 |
| Operating Profit | 204.43 | 145.39 | 100.32 |
| Operating Margin | 30.33% | 23.66% | 15.50% |
| Other Income | 0.00 | 270.00 | 0.00 |
| Net Outflow on Revenue Share with CNBC | (38.17) | (47.15) | (35.06) |
| Interest/Income from Investments | 66.27 | 52.37 | 35.81 |
| Interest Expense | (286.11) | (324.58) | (288.32) |
| Interest (Net) | (219.83) | (272.21) | (252.52) |
| Depreciation | (48.79) | (54.24) | (53.55) |
| Profit Before Tax, Minority Interest and ESOP Charge Out | (102.36) | 41.78 | (240.81) |
| Prior Period and Exceptional Items | (44.74)* | 7.40 | (8.33) |
| Profit Before Tax, Minority Interest, ESOP Charge Out but After Prior Period and Exceptional Items | (147.10) | 49.18 | (249.14) |
| Provision for Current Tax/FBT | (0.46) | (23.53) | (2.19) |
| Profits After Tax (before minority interest and ESOP charge out) | (146.64) | 72.71 | (246.95) |
| Minority Interest | 0.00 | 0.00 | 0.00 |
| Share in Loss of Associates | 0.00 | 0.00 | 0.00 |
| Profits After Tax and Minority Interest (before ESOP charge out) | (146.64) | 72.71 | (246.95) |
| ESOP Charge Out | 0.59 | 27.38 | 4.70 |
| Profits After Tax and ESOP Charge Out | (147.23) | 45.33 | (251.65) |
| Exchange Fluctuations | 54.38 | (0.87) | 49.64 |
| Profits After Exchange Fluctuations | (201.61) | 46.20 | (301.29) |
| Provision for Deferred Tax | 8.80 | 0.00 | 29.79 |
| Net Profit After Deferred Tax | (210.41) | 46.20 | (331.08) |
| Paid up Equity Share Capital | 675.08 | 599.40 | 600.07 |
| EPS (Rs.) without ESOP Charge Out | (1.55) | 0.61 | (2.72) |
| EPS (Rs.) with ESOP Charge Out | (1.56) | 0.39 | (2.76) |

* One time cost on account of restructuring the back end operations of CNBC-TV18 and CNBC AWAAZ.

Television Eighteen India Limited:
Consolidated Unaudited Financial Performance for the Quarter ended 31st December 2009

Part II: Web18

Rs. mn.

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|--|-----------------|-----------------|-----------------|
| REVENUES: OPERATIONS | 196.93 | 174.96 | 160.08 |
| Operating Expense | 224.90 | 349.31 | 211.45 |
| Operating Profit | (27.97) | (174.35) | (51.37) |
| Interest/Income from Investments | 0.72 | 0.41 | 0.00 |
| Interest Expense | (5.30) | 4.92 | (4.33) |
| Interest (Net) | (4.58) | 5.33 | (4.33) |
| Depreciation | (41.54) | (42.03) | (43.36) |
| Profit Before Tax and Minority Interest and ESOP Charge Out | (74.09) | (211.05) | (99.06) |
| Prior Period and Exceptional Items | (47.64) | 0.00 | 0.00 |
| Profit Before Tax, Minority Interest, ESOP Charge Out but After Prior Period and Exceptional Items | (121.73) | (211.05) | (99.06) |
| Provision for Current Tax/FBT | 1.52 | 1.35 | 0.00 |
| Profits After Tax (before minority interest and ESOP charge out) | (123.25) | (212.40) | (99.06) |
| Minority Interest | 5.13 | 1.68 | 1.27 |
| Profit After Tax and Minority Interest | (118.12) | (214.08) | (100.33) |
| ESOP Charge Out | 0.00 | (1.16) | 0.00 |
| Profits After Tax and ESOP Charge Out | (118.12) | (212.92) | (100.33) |
| Exchange Fluctuations | 0.00 | (0.73) | 0.00 |
| Profits After Exchange Fluctuations | (118.12) | (212.19) | (100.33) |
| Provision for Deferred Tax | 0.00 | 0.00 | 0.00 |
| Net Profit After Deferred Tax | (118.12) | (212.19) | (100.33) |

Television Eighteen India Limited:
Consolidated Unaudited Financial Performance for the Quarter ended 31st December 2009

Part III: Newswire18

Rs. mn.

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|--|---------------|----------------|----------------|
| REVENUES: OPERATIONS | 83.77 | 64.63 | 78.88 |
| Operating Expense | 78.38 | 75.73 | 76.87 |
| Operating Profit | 5.39 | (11.10) | 2.01 |
| Operating Margin | 6.43% | -17.18% | 2.55% |
| Interest/Income from Investments | 0.03 | 0.00 | 0.07 |
| Interest Expense | (7.07) | (9.80) | (7.29) |
| Interest (Net) | (7.04) | (9.80) | (7.21) |
| Depreciation | (8.17) | (10.43) | (8.08) |
| Profit Before Tax and Minority Interest | (9.82) | (31.33) | (13.28) |
| Provision for Current Tax/FBT | 0.00 | 0.58 | 0.00 |
| Profits After Tax (before minority interest) | (9.82) | (31.91) | (13.28) |
| Minority Interest | 0.00 | 0.00 | 0.00 |
| Profits After Tax and Minority Interest | (9.82) | (31.91) | (13.28) |
| Exchange Fluctuations | (0.62) | 0.00 | 0.00 |
| Profits After Exchange Fluctuations | (9.20) | (31.91) | (13.28) |
| Provision for Deferred Tax | 0.00 | 0.00 | 0.00 |
| Net Profit After Deferred Tax | (9.20) | (31.91) | (13.28) |

Television Eighteen India Limited:
Consolidated Unaudited Financial Performance for the Quarter ended 31st December 2009

Part IV: Infomedia18

Rs. mn.

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|---|----------------|-----------------|-----------------|
| REVENUES: OPERATIONS | 334.35 | 450.86 | 353.72 |
| Operating Expense | 384.37 | 493.71 | 415.10 |
| Operating Profit | (50.02) | (42.85) | (61.38) |
| Interest/Income from Investments | 0.46 | 16.55 | 0.00 |
| Interest Expense | (22.22) | (25.31) | (27.38) |
| Interest (Net) | (21.75) | (8.76) | (27.38) |
| Depreciation | (18.06) | (19.53) | (20.81) |
| Total Profit Before Tax and Minority Interest | (89.83) | (71.13) | (109.58) |
| Prior Period and Exceptional items | 0.00 | (72.50) | 0.00 |
| Total Profit Before Tax, Minority Interest and ESOP Charge Out But After Prior Period and Exceptional items | (89.83) | (143.63) | (109.58) |
| Provision for Current Tax/FBT | 2.49 | (9.21) | (5.29) |
| Profits After Tax (before minority interest and ESOP Charge Out) | (92.32) | (134.43) | (104.29) |
| Minority Interest | 0.00 | (30.68) | (66.38) |
| Profits After Tax and Minority interest | (92.32) | (103.75) | (37.90) |
| ESOP Charge Out | 1.17 | 0.00 | 2.33 |
| Profits After Tax and ESOP Charge Out | (93.48) | (103.75) | (40.24) |
| Exchange Fluctuations | (37.29) | 0.00 | 10.81 |
| Profits After Exchange Fluctuations | (56.20) | (103.75) | (51.05) |
| Provision for Deferred Tax | 0.00 | 0.00 | 0.00 |
| Net Profit after Deferred Tax | (56.20) | (103.75) | (51.05) |

Television Eighteen India Limited:
Group's Consolidated Unaudited Financial Performance for the Quarter ended 31st December 2009

Rs. mn.

| Particulars | Q3 2009-10 | Q3 2008-09 | Q2 2009-10 |
|--|-----------------|-----------------|-----------------|
| REVENUES | 1289.07 | 1304.92 | 1240.11 |
| Operating Expense | 1157.23 | 1387.84 | 1250.53 |
| Operating Profit | 131.83 | (82.92) | (10.42) |
| Operating Margin | 10.23% | -6.35% | -0.84% |
| Other Income | 0.00 | 270.00 | 0.00 |
| Net Outflow on Revenue Share with CNBC | (38.17) | (47.15) | (35.06) |
| Interest/Income from Investments | 67.49 | 69.32 | 35.88 |
| Interest Expense | (320.69) | (354.77) | (327.32) |
| Interest (Net) | (253.20) | (285.44) | (291.44) |
| Depreciation | (116.57) | (126.23) | (125.80) |
| Total Profit Before Tax, Minority Interest and ESOP Charge Out | (276.10) | (271.73) | (462.71) |
| Prior Period and Exceptional items | (92.38) | (65.10) | (8.33) |
| Total Profit Before Tax, Minority Interest, ESOP Charge Out but After Prior Period and Exceptional items | (368.48) | (336.83) | (471.04) |
| Provision for Current Tax/FBT | 3.55 | (30.80) | (7.47) |
| Profits After Tax (before minority interest and ESOP charge out) | (373.03) | (306.03) | (463.57) |
| Minority Interest | (5.13) | (28.99) | (65.11) |
| Share in Loss of associates (ibn18 Broadcast Ltd.) | (21.31) | 0.00 | (165.29) |
| Profits After Tax and Minority Interest (before ESOP charge out) | (388.21) | (277.04) | (563.74) |
| ESOP Charge Out | 1.76 | 26.22 | 7.04 |
| Profits After Tax and ESOP Charge Out | (389.97) | (303.26) | (570.78) |
| Exchange Fluctuations and extraordinary charges | 16.48 | (1.60) | 60.45 |
| Profits After Exchange Fluctuations | (406.45) | (301.66) | (631.23) |
| Provision for Deferred Tax | 8.80 | 0.00 | 29.79 |
| Net Profit After Deferred Tax | (415.25) | (301.66) | (661.02) |
| Paid up Equity Share Capital | 675.08 | 599.40 | 600.07 |
| EPS (Rs.) without ESOP Charge Out | (3.06) | (2.30) | (5.45) |
| EPS (Rs.) with ESOP Charge Out | (3.08) | (2.52) | (5.51) |

ibn18 Broadcast Limited
Unaudited Consolidated Financial Performance for the Quarter ended 31st December 2009
(Rs. lakhs.)

| | | ibn18 - Standalone | Viacom18 | IBN Lokmat | ibn18 – Consolidated (see note 2) |
|--|--|-----------------------------------|-----------------------------------|-----------------------------------|--|
| | | For the Qtr Oct-Dec'09 | For the Qtr Oct-Dec'09 | For the Qtr Oct-Dec'09 | For the Qtr Oct-Dec'09 |
| | | 100% | 50% | 50% | |
| INCOME | | | | | |
| a. | Income from Operations | 5,810.65 | 13,303.35 | 206.69 | 19,342.28 |
| b. | Other income | 39.67 | 6.40 | (0.00) | 21.90 |
| | TOTAL | 5,850.32 | 13,309.75 | 206.69 | 19,364.18 |
| EXPENDITURE | | | | | |
| a. | Production, administrative and other costs | 3,608.66 | 11,705.61 | 267.00 | 15,550.22 |
| b. | Personnel expenses | 1,651.16 | 1,148.16 | 80.46 | 2,940.06 |
| | TOTAL | 5,259.82 | 12,853.77 | 347.45 | 18,490.28 |
| EBITDA | | 590.50 | 455.98 | (140.77) | 873.90 |
| c. | Interest and financial charges | 1,357.09 | 76.00 | 31.55 | 1,450.44 |
| d. | Depreciation | 333.84 | 96.28 | 45.88 | 476.89 |
| | TOTAL | 1,690.93 | 172.28 | 77.43 | 1,927.33 |
| Profit Before Tax And Exceptional Items | | (1,100.43) | 283.70 | (218.20) | (1,053.43) |
| | Exceptional income (Loan Written Back) | 56.58 | - | | 56.58 |
| Profit/(Loss) Before Tax & ESOP | | (1,043.85) | 283.70 | (218.20) | (996.85) |
| | Provision for taxes (Fringe benefit tax) | - | 2.00 | - | 11.29 |
| | ESOP Cost | 52.43 | - | - | 52.43 |
| Profit/(Loss) After Tax (PAT) | | (1,096.28) | 281.70 | (218.20) | (1,060.57) |

Notes:

- 'ibn18 Consolidated' includes 100% of ibn18 Standalone and 50% share of Viacom18 and 50% share of IBN Lokmat accounted for line-by-line in the JV method
- Consolidated figure may not match the sum of ibn18 Standalone, 50% of Viacom18 and 50% of IBN Lokmat on account of immaterial subsidiaries not shown above.

Viacom18
Unaudited Financial Performance for the Quarter ended 31st December 2009
(Rs. lakhs.)

| | For the Qtr Oct-Dec '09 | For the Qtr Jul-Sep '09 |
|---|----------------------------|----------------------------|
| INCOME | | |
| a. Income from Operations | 26,606.70 | 19,946.34 |
| b. Other income | 12.79 | 65.08 |
| TOTAL | 26,619.50 | 20,011.42 |
| EXPENDITURE | | |
| a. Production, administrative and other costs | 23,411.23 | 21,723.23 |
| b. Personnel expenses | 2,296.32 | 2,099.78 |
| TOTAL | 25,707.55 | 23,823.00 |
| EBITDA | 911.95 | (3,811.58) |
| c. Interest and financial charges | 152.00 | 193.67 |
| d. Depreciation | 192.55 | 196.84 |
| TOTAL | 344.56 | 390.52 |
| Profit/(Loss) Before Tax & ESOP | 567.39 | (4,202.10) |
| Provision for taxes (Fringe benefit tax) | 4.00 | (39.25) |
| Profit/(Loss) After Tax (PAT) | 563.39 | (4,162.85) |

ibn18 Broadcast Limited
Unaudited Standalone Financial Performance for the Quarter ended 31st December 2009
(Rs. lakhs.)

| PROFIT AND LOSS ACCOUNT FOR THE PERIOD 01 OCTOBER, 2009 TO 31 DECEMBER, 2009 | | |
|---|--|--|
| | ibn18 (CNN IBN + IBN7) For the quarter Oct-Dec'09 | ibn18 (CNN IBN + IBN7) For the quarter Oct-Dec'08 |
| INCOME | | |
| a. Income from News operations | 5,810.65 | 4,594.15 |
| b. Other income | 39.67 | 106.00 |
| TOTAL | 5,850.32 | 4,700.15 |
| EXPENDITURE | | |
| a. Production, administrative and other costs | 3,608.66 | 3,383.88 |
| b. Personnel expenses | 1,651.16 | 1,949.31 |
| TOTAL | 5,259.82 | 5,333.19 |
| EBITDA | 590.50 | (633.04) |
| c. Interest and financial charges | 1,357.09 | 567.68 |
| d. Depreciation | 333.84 | 634.33 |
| TOTAL | 1,690.93 | 1,202.01 |
| Profit Before Tax And Exceptional Items | (1,100.43) | (1,835.05) |
| Exceptional Income (Loan Written Back) | 56.58 | 900.00 |
| Profit/(Loss) before tax & ESOP | (1,043.85) | (935.05) |
| Provision for taxes (Fringe benefit tax) | - | 37.92 |
| ESOP Cost | 52.43 | 67.50 |
| Profit/(Loss) after tax carried to balance sheet | (1,096.28) | (1,040.46) |

Notes:

1. Exceptional Income: Represents write back of a loan that was written off

IBN Lokmat
Unaudited Financial Performance for the Quarter ended 31st December 2009
(Rs. lakhs.)

| | | For the Qtr Oct-Dec'09 | For the Qtr Oct-Dec'08 |
|--|--|---------------------------|---------------------------|
| INCOME | | | |
| a. | Income from News Operations | 413.37 | 114.14 |
| b. | Other income | (0.00) | 1.62 |
| | TOTAL | 413.37 | 115.76 |
| EXPENDITURE | | | |
| a. | Production, administrative and other costs | 533.99 | 473.62 |
| b. | Personnel expenses | 160.92 | 187.27 |
| | TOTAL | 694.91 | 660.88 |
| EBITDA | | (281.54) | (545.12) |
| c. | Interest and financial charges | 63.11 | 68.77 |
| d. | Depreciation | 91.76 | 92.48 |
| | TOTAL | 154.87 | 161.25 |
| Profit/(Loss) before tax & ESOP | | (436.40) | (706.37) |
| | Provision for taxes (Fringe benefit tax) | - | 8.00 |
| Profit/(Loss) After Tax (PAT) | | (436.40) | (714.37) |

Network **18**



www.moneycontrol.com
www.ibnlive.com
www.in.com
www.indiaearnings.com
www.commoditiescontrol.com
www.yatra.com
www.jobstreet.com
www.buzz18.com
www.bookmyshow.com

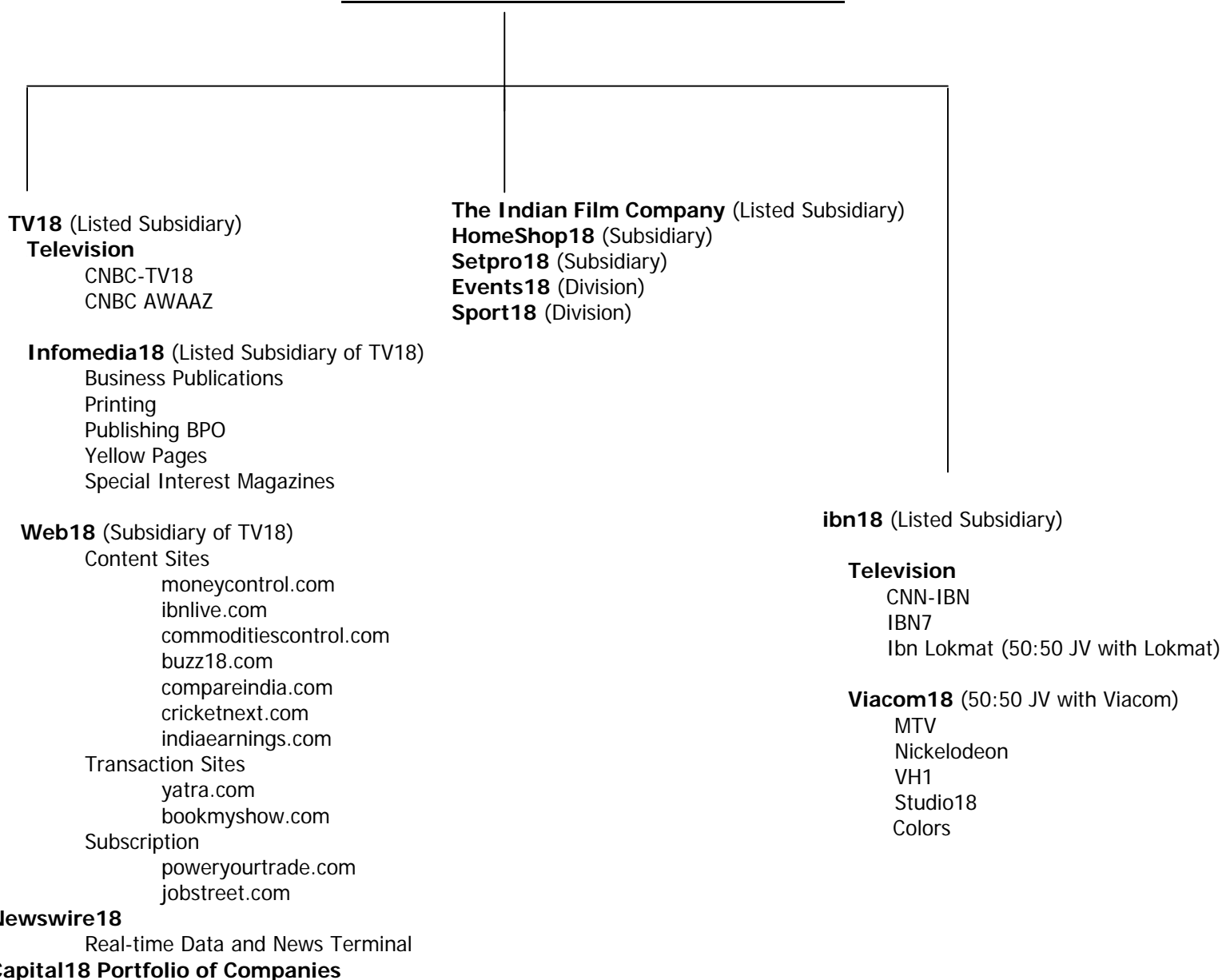
www.cricketnext.com
www.tech2.com
www.biztech2.com
www.indiwo.com
www.easymf.com
www.poweryourtrade.com
www.compareindia.com
www.josh18.com



NETWORK18 INVESTOR UPDATE

Network18[BSE: 532798,NSE: Network18] is one of India's leading full play media conglomerates with interests in television, print, internet, filmed entertainment, mobile content and allied businesses. Through its holding in Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV-18], Network18 operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminals - Newswire18. TV18 has expanded into print with Infomedia18, an entity following the acquisition of Infomedia, India's leading player in the special interest publishing and printing operations space. Through its holding in ibn18 Broadcast Ltd (ibn18) [BSE: 532800,NSE: ibn18], Network18 operates in the general news and entertainment space with leading general news channels CNN-IBN and IBN7 and has launched IBN Lokmat, a Marathi news channel in partnership with the Lokmat group. ibn18 also operates a joint venture with Viacom, called Viacom18 which houses the MTV, VH1 and Nickelodeon channels in India - as also Studio18, the Group's filmed entertainment operation and 'Colors', the country's leading Hindi general entertainment channel. Additionally, Network18 holds the Group's online & on-air home shopping venture, Homeshop18, its full spectrum events management venture, E18 and its sports management & marketing division, Sports18. In a pioneering foray, the group recently launched Forbes India, the nation's first local edition of a foreign news magazine title and the world's most influential business brand, in collaboration with Forbes Media.

NETWORK18 MEDIA & INVESTMENTS LIMITED



Television Eighteen India limited

Television Eighteen India Ltd (TV18) [BSE: 532299, NSE: TV18] operates India's leading business news television channels, CNBC-TV18 and CNBC Awaaz. It also runs one of India's largest Internet players - Web18, as well as one of India's leading real time financial information and news terminal businesses - Newswire18. TV18 has recently forayed into print & publishing through Infomedia18, India's leading special interest publishing and printing operations player.

1. BUSINESS TELEVISION

- CNBC-TV18 – India's No.1 business medium.
- CNBC AWAAZ – India's leading consumer focused business channel

2. PUBLISHING & PRINT

- INFOMEDIA18 – India's leading special interest & B2B publisher. Publishers of Yellow Pages, 'Overdrive', 'Chip' magazine amongst others.
- FORBES INDIA – The group recently launched "Forbes India", the first Indian title of a foreign news magazine.

3. CONSUMER INTERNET

- WEB18 – Portals across the content, transaction, subscription & mobile spectrum
 - CONTENT – In.com, Moneycontrol.com, Ibnlive.com, Cricketnext.com, Tech2.com, Compareindia.com
 - TRANSACTION – Yatra.com, Bookmyshow.com, 51818 Mobile
 - SUBSCRIPTION- Jobstreet.com, Poweryourtrade.com, Commoditiescontrol.com, Indiaearnings.com

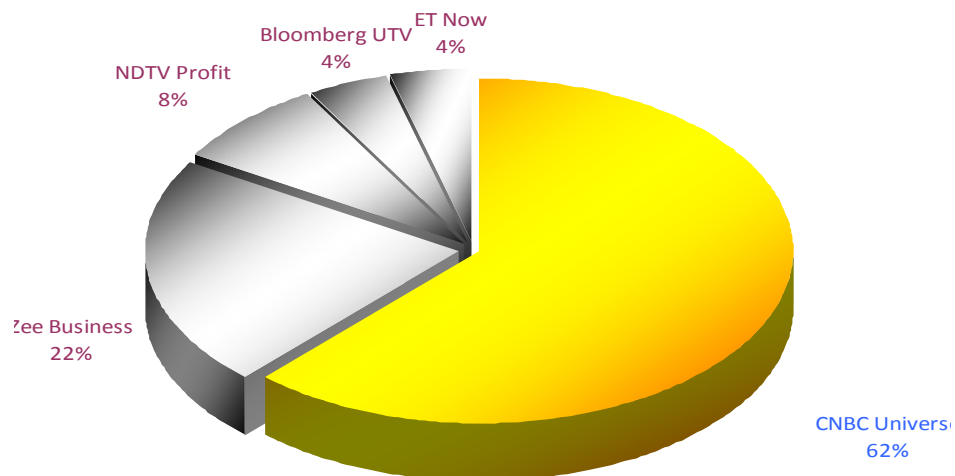
4. REAL TIME DATA & INFORMATION

- NEWSWIRE18 – India's leading provider of real-time market data and news for participants in the financial markets.

CNBC-TV18 & CNBC AWAAZ – Sustained leadership in business news & information

India's leading business news channels CNBC-TV18 & CNBC AWAAZ continued to be the leading sources for business information in the country ranging from investing & markets to corporate news, industry trends, consumer news and lifestyle. For the quarter under review, the CNBC channels led the business news genre with a 62% share. (See fig below).

CNBC-TV18 & CNBC AWAAZ: DOMINANT DUO IN BUSINESS NEWS



Source: TAM, TG: CS AB Male 25+, Market: All India, Market Share, Time Period: 1st Oct-26th Dec '09, All Days, 0600-2400 hrs

Out of Home: Do note that the existing TV viewership measurement mechanisms though essential do not project the actual audience delivery by a media platform like CNBC-TV18 & CNBC AWAAZ. The CNBC-TV18 & CNBC AWAAZ services attract large amounts of viewership out of home (OOH) especially in corporate offices, institutions, business areas, markets etc.

CNBC-TV18

Key highlights:

Programming

- **10 Years of Business leadership & the “Dream Decade”:** CNBC-TV18 celebrated 10 years of national broadcast with a series of programming and special initiatives on-air and off air. The channel celebrated the last 10 years of the Indian economy and emphasized on the rapid transformation in India’s growth story. Through a special on-air series called the “Dream Decade”, CNBC-TV18 focused on the various facets of India’s leaps in the first decade of the 21st century, from the booming markets to the personal finance revolution, from policy highs to India Inc’s global strides. Apart from this, benchmark shows from CNBC-TV18 such as Young Turks, Storyboard, Overdrive, and Tech Toyz presented “10 Year specials” to mark the anniversary of the channel. Other initiatives included special viewer & partner contests and a new special initiative to strengthen engagement with India’s future business leaders called the “Future Leaders Program”.

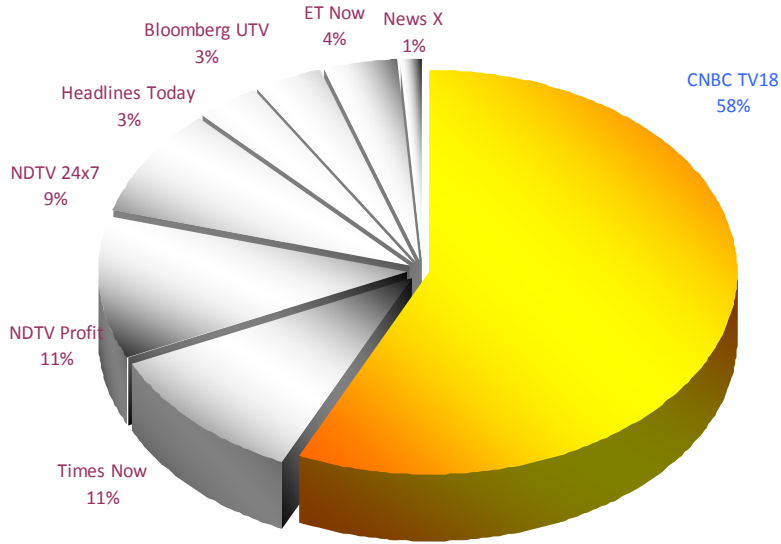
Special Properties

- CNBC-TV18 continued to engage with key stakeholders, viewers, advertisers & investors as well as the industry through its multiple benchmark special properties. These included:
 - **NSE & CNBC-TV18 present “Informed Investor”:** On the eve of its 10th anniversary, CNBC-TV18 launched an investor empowerment initiative called the “Informed Investor” in association with India’s leading stock exchange, the National Stock Exchange (NSE). This initiative will focus on further strengthening financial literacy and providing a comprehensive platform for investor education in the country. It will be a 360-degree platform with ground breaking multi-format initiatives that will reach out to investors across demographics, empowering them with the knowledge they need to understand, evaluate and make effective financial decisions.
 - **CNBC-TV18 “India Business Leader Awards” (IBLA):** India’s most acclaimed honor for recognizing entrepreneurial vision and business leadership returned for its fifth edition in this quarter. Attended by the who’s who of Indian policymaking & business, IBLA was India Inc’s appointment with its biggest stalwarts.

Viewership Performance

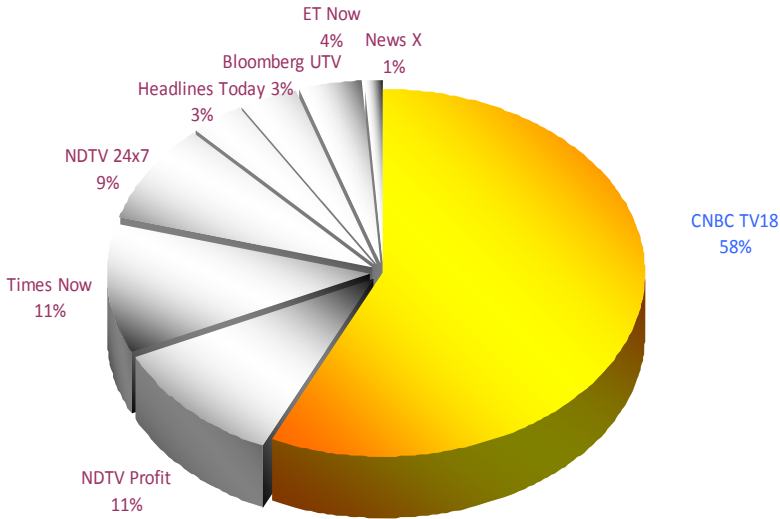
For period under review, CNBC-TV18 led the news genre and emerged as the nation’s most preferred news source amongst the nation’s decision makers.

CNBC-TV18: INDIA'S MOST PREFERRED NEWS SOURCE



Source: TAM, TG: CS AB Male 25+, Market: All India, Market Share, Time Period: 1st Oct-26th Dec '09, All Days, 0600-2400 hrs

CNBC-TV18: MARKET HOUR LEADERSHIP



Source: TAM, TG: CS AB Male 25+, Market: All India, Market Share, Time Period: 1st Oct-26th Dec '09, Weekdays, 1000-1600 hrs

CNBC AWAAZ

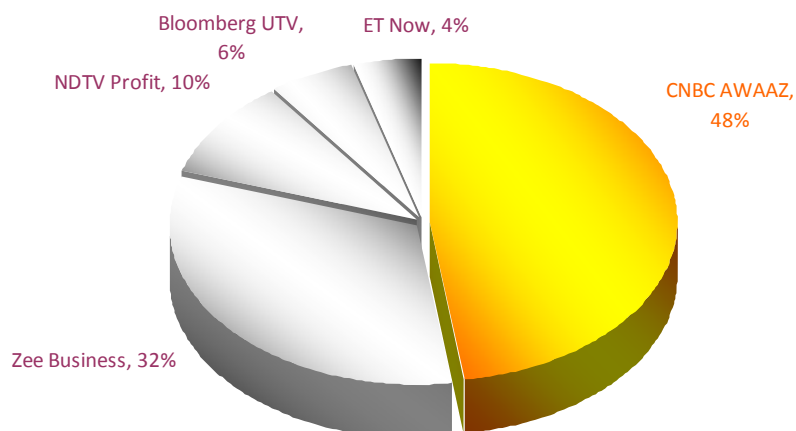
Key highlights:

Programming

- **CNBC AWAAZ** launched a spate of new shows that answered the evolving needs of the Hindi speaking business consumer & investor. Shows & properties such as
 - **Markets Shows:** CNBC AWAAZ strengthened its markets line up with new shows such as “SUPER-20” & “STOCK 20-20” Season 2, which was brought back on popular demand. These leading shows armed Indian investors with expert stock tips and trading calls.
 - **2010 Mein 10** was special series at the end of 2009 that displayed top ten picks in various sectors that investors, traders should look out for in the new year. From top ten stocks picks to hot cars, high tech gadgets, key property areas in the country and top investment picks.
 - **“Responsibility Aur Rupaiya”:** CNBC AWAAZ & Arms (A Division of Arcil) launched a pioneering personal finance initiative targeting high school children where they were educated about the pitfalls of bad financial planning and management. Children from India’s leading schools in key metro cities participated in this special financial literacy initiative.

Viewership Performance

CNBC AWAAZ: INDIA'S NO.1 HINDI BUSINESS NEWS CHANNEL



Source: TAM, TG: CS AB Male 25+, Market: HSM, Market Share, Time Period: 1st Oct-26th Dec '09, All Days, 0600-2400 hrs

WEB18

Key Highlights:

India's leading Internet player continued to build on its leadership in the online space through strong traffic sustenance on its web portals, growth in its WAP services portfolio and continued innovation in its features & offerings.

In.com

- **Strengthening Leadership:** IN.com further strengthened its leadership position and cemented its No.2 position among Indian horizontal portals.
- **"New avatar of IN.com":** In.com unveiled a new avatar in December 2009. The new intuitive interface promises to further facilitate user interactivity on the site. This includes significant additions to the content and features available on the various sections of the portal. From a new music player in its "Listen" section to a careers sub-section within "Read", from a beefed up "Find" page to more options within the "Download" section, the enhancements have further augmented the user experience on the site. The E-commerce capability of the site has also been strengthened which utilizes the backend synergies from Homeshop18, a Network18 owned company. In.com will shortly be launching enhancements within its "Mail" service as well as provide messenger services to users.

Moneycontrol.com

- **10 Years of Moneycontrol:** India's No.1 financial portal, Moneycontrol, celebrated its 10-year anniversary with a month long series of online and offline initiatives in this quarter. This saw participation from various industry stalwarts including the likes of Kumar Mangalam Birla, Sunil Mittal, Steve Forbes and a wide variety of exciting features on the site such as the CEO wall, guest editors, power chats and more.
- **Moneycontrol Newscenter:** The "Newscenter" was launched this quarter. It's a special content zone which aggregates the latest and most premium content from leading Moneycontrol partners including premier magazines such Forbes India, Overdrive, Chip, Entrepreneur and data sources such as Newswire18. In addition to an enhanced user-friendly interface, the "Newscenter" provides comprehensive and all encompassing coverage of business including areas such as leadership, management and corporate lifestyle
- **Moneycontrol-Intuit Alliance launches "Money Manager":** As part of this landmark alliance with global financial software major Intuit Inc, Moneycontrol launched a premium personal financial tool called the "Money Manager" for its audience. The beta version has gone live and investors have provided an encouraging response this service.

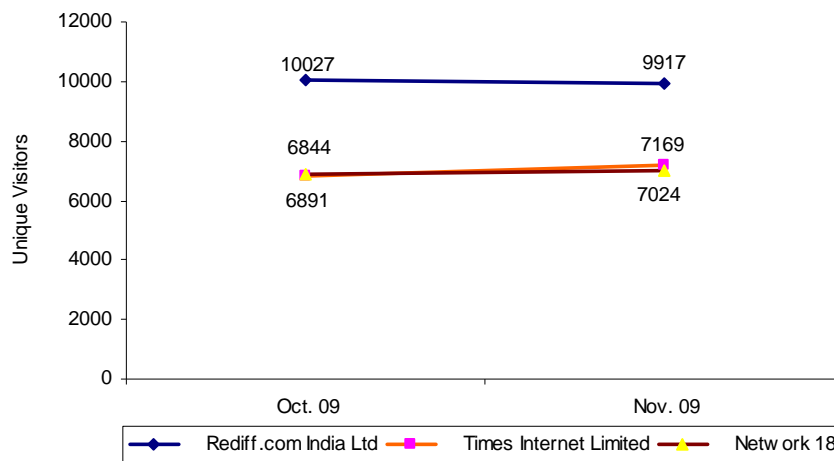
IBNLive.com

- India's leading general news portal maintained its online news leadership in this quarter. It also launched special profile pages on leading faces of CNN-IBN as well as a corporate section.

Mobile18

- Mobile18 further strengthened its WAP services portfolio with new launches such as "CNN-IBN Indian of the Year"

WEB18: STRONG GROWTH RATE, POSITIONED FOR MARKET LEADERSHIP



Source: Comscore

INFOMEDIA18

Key highlights:

- The new look “Infomedia Yellow Pages” were launched in Bangalore, Delhi, Ahmedabad and Chennai.
- The “Know your City” series, which has been powered by Burrp, saw its Hyderabad edition launched successfully.
- Ground events formats such as the “Engineering Expo” in Pune and Ahmedabad were very well received.
- India’s No.1 car and bike magazine, “Overdrive” was presented in an all-new exciting format.
- India’s leading magazine for business owners, “Entrepreneur” continued to be well received by customers and is ahead of business plan projections.
- “Better Photography”, “Disney Adventures” and “T3” anniversary issues received a robust response in the market
- The printing operations division received new orders from Idea Cellular and Orient Longman.
- Alibaba continued to further strengthen its presence in the Indian market.

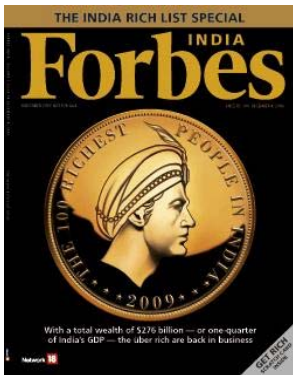
NEWSWIRE18

In spite of a challenging market environment, Newswire18 delivered a credible performance in the period under review:

Key Highlights:

- **Sales Growth** - Revenues grew by 6% over Q2 and 30% over the corresponding quarter a year ago, partly reflecting the improving business sentiment.
- **Operating Profitability** - Riding on this increase, Q3 EBIDTA more than doubled over Q2. The company posted its second successive positive EBITA quarter. Newswire18 is focused on delivering further cost efficiencies and is in the process of reviewing all its supplier arrangements.
- **Product Development** – Newswire18 restructured its product portfolio and launched an aggressive program to target sales from trials that had earlier not converted to sales. The product restructuring is also expected to save costs. A host of new products and services and value-adds, which are on the anvil are expected to provide a boost to sales both in the last quarter as well as beyond.

FORBES INDIA

"RICH LIST" ISSUE COVER OF "FORBES INDIA"

Since its impressive beginnings in May 2009, "Forbes India" has continued to build further on its launch momentum. Forbes India has emerged as a clear value leader in the Indian business print space generating strong traction with India's most influential and premium audiences while delivering significant value to advertisers and brand partners.

- **Value Leader:** This quarter saw the pricing of the magazine hiked by a 100% (To Rs.100), as the inaugural pricing offer was finally withdrawn. However, copy sales momentum continued to strengthen with strong traction across news-stands and subscriptions.
- **Strong Advertiser traction:** In this quarter, Forbes India enhanced the reader experience with two special issues and a host of interesting offers. Some of the best-selling issues this quarter included the "Year-End" Special Issue and a special India "Rich List" issue, which featured India's wealthiest individuals. Whether it's the "CEO Must Have" supplement or the special issues, advertisers have continued to build on their trust in Forbes India's premium audience delivery. This is reflected by the magazine's yield level, which has been maintained at more than twice the average ad rates for this space since launch.

As 2010 dawns, Forbes India is well poised to strengthen its position as the nation's most influential business medium.

IBN BROADCAST LIMITED

The third quarter of FY 2009-10 saw ibn18 scale new heights across all its channels, both news and in Viacom18. Colors solidified its lead as the No.1 GEC, staying No.1 throughout the quarter and maintaining a healthy leader over its rivals. MTV, Nick and Vh1 also saw their highest ever revenues during the quarter. News channels showed robust performance reporting the highest quarterly revenues of the year and maintaining their leadership positions.

1. **NEWS TELEVISION**

- CNN-IBN: The No.1 English News Channel
- IBN7 – A Premier Hindi News Channel
- IBN LOKMAT – The No.1 Marathi News Channel

2. **ENTERTAINMENT (Viacom18)**

- COLORS – The No.1 Hindi General Entertainment Channel (GEC)
- MTV – The No.1 Youth Entertainment/ Music Channel
- NICK – The Leading Kids Channel
- Vh1 – The Only English Entertainment cum International music cum Lifestyle Channel

3. **FILMS**

- STUDIO 18 – The Motion Pictures Division of Viacom18

4. **INTERNET PORTALS**

IBNLive.com-The internet news portal, www.ibnlive.com, (owned and managed by group affiliate Web18 Software Services Ltd.) serves as the online platform for CNN IBN.

ibnkhbar.com - IBNKhbar.com is the online platform for IBN7. The site's content is in the Hindi (Devnagari) script and is a pioneering initiative by an Indian news broadcaster to take news in Hindi to a global audience.

News broadcast from CNN IBN and IBN7 is put up in text and other interactive formats on their respective sites. The sites provide streaming video feeds, downloadable tickers and breaking news alerts. IBNLive.com contains a section on investor relations which provides regular updates and statutory notices and press releases for IBN18's shareholders.

CNN-IBN – The No.1 English News Channel

KEY INITIATIVES/DEVELOPMENTS:

CNN-IBN Wins Accolades At Asian Television Award:

- CNN-IBN won the prestigious Asian Television Award in November 2009 in the category of 'Best News Programme' for its counting day coverage during the General Elections 2009.

Children's Day Special With Prime Minister Manmohan Singh:

- CNN-IBN brought an exclusive Children's Day special show where in the Prime Minister Manmohan Singh and his wife Mrs. Gurcharan Kaur interacted with children from across the country at their residence.

CNN-IBN Indian Of The Year 2009:

- The 4th edition of the biggest and the most credible award of the nation honored the likes of AR Rahman, Indian Test Cricket Team (represented by Sourav Ganguly, Anil Kumble, Rahul Dravid, VVS Laxman and Murali Kartik), Kamal Hassan, Saina Nehwal, Satyam Revival Team among others this year.
- PM Manmohan Singh was the Chief Guest for the Grand Finale held on December 21st.

Hindustan Times Leadership Summit 2009 In Partnership With CNN-IBN:

- CNN-IBN partnered with HTLS - 2009 also that had Prime Minister Manmohan Singh, George Bush, Pranab Mukherjee, Brajesh Mishra, Dr. Naresh Trehan, Sunil Gavaskar etc as the key speakers.
- The summit this year focused on Vision 2020: Challenges for the next decade.

MJ This Is It Contest

- CNN-IBN tied up with Sony Pictures for the most awaited documentary film of the year made on Michael Jackson after his sudden demise.
- The documentary showcased MJ's last few days as he practiced for his to be held concert in London.

KEY PROGRAMMING/ INITIATIVES IN Q4 2009-10

Republic Day

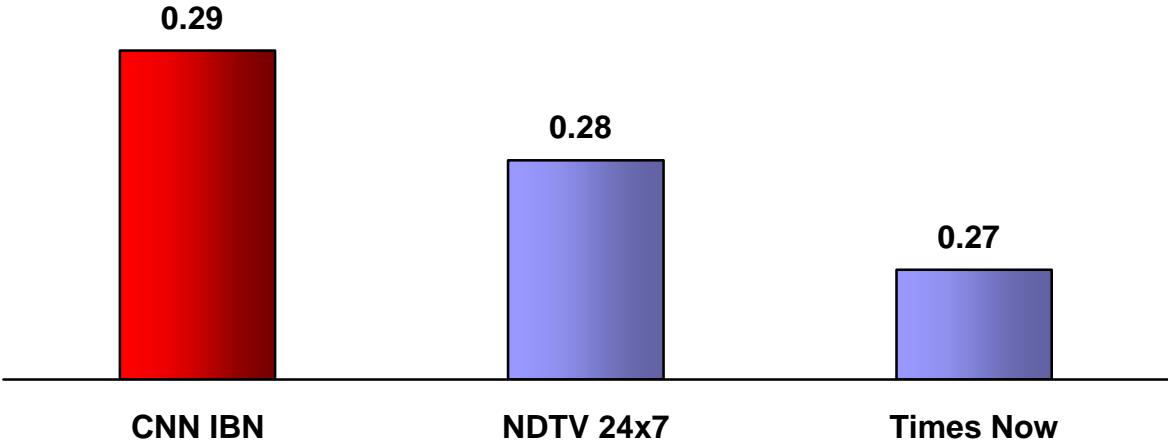
- **Makers of India:** An exclusive show where in Rajdeep Sardesai and renowned historian Ramachandra Guha will showcase 10 individuals whose works have come to symbolize the values enshrined in our constitution.
- **State of the Nation Poll:** In its 9th edition, the poll this Republic Day will highlight the issues and concerns related to the citizens who are 60 years and above.

Union Budget 2010:

- CNN-IBN will bring exclusive programming for the Union Budget 2010 with a specific focus on common people and corporate wish list from the Finance Minister

VIEWERSHIP PERFORMANCE

**CNN-IBN is No.1 English News channel in All India Market
(Market Shares %)**



Source: TAM; TG: CS 15-54, Markets: All India; Time Period: OND '09 (Till 26th Dec '09); All Days, 0600-2400

IBN7 – One of India's Premier Hindi News Channels

KEY INITIATIVES/DEVELOPMENTS:

IBN7 Diamond States Awards 2009:

- IBN7 announced the second edition of the prestigious 'IBN7 Diamond States Awards'- a path breaking editorial initiative in partnership with Outlook, for recognizing human and social development efforts by the states of India.
- Chief Guest Lok Sabha Speaker Mrs. Meera Kumar awarded various states for their excellence in respective categories.
- Kerala and Goa were adjudged as the Best States, in Big State and Small State categories at the awards ceremony held in Delhi on Oct 8th.

IBN7 Wins Accolades At The Indian Television Academy Awards:

- IBN7 won the ITA Award for 'AIDS PSA' in the category best interstitial/fillers at the 9th Annual Academy Awards. IBN7 was also nominated in several other categories including 'Best Hindi News Channel' and 'Best Talk/Chat Show (Zindagi Live)'.

Children's Day Special With Prime Minister Manmohan Singh:

- IBN7 brought an exclusive Children's Day special show where in the Prime Minister Manmohan Singh and his wife Mrs. Gurcharan Kaur interacted with children from across the country at their residence.

Zindagi Live – Season 3

- IBN7's flagship talk show 'Zindagi LIVE' after completing two successful stints entered in its third season with all new episodes around the Diwali weekend.
- Some of the topics being covered in ZL-3 are - Real Life of 'On-screen' Bhagwans, Ragging, Life of Stuntmen, Life after Retirement, Unusual Entrepreneurs, Victims of 26/11 tragedy, Victims of 84 Riots, Life on Dulicates, 10 Years of IC-814 Hijack and many more...

KEY PROGRAMMING/ INITIATIVES IN Q4 2009-10

IBN7 Bajaj Allianz Super Idols:

- IBN7 in its continuing endeavor to present positive journalism will showcase 18 truly inspiring individuals, who have overcome debilitating physical challenges through super human efforts to achieve acceptance and success.
- This is a first of its kind initiative by any media organization in the country to pay tribute to the triumph of the human spirit over physical challenges and constraints, in achieving greatness.
- The Super Idols will be felicitated at the Grand Finale to be held in Mumbai on Jan 19th.

Jai He...60 Varsh - Republic Day Programming:

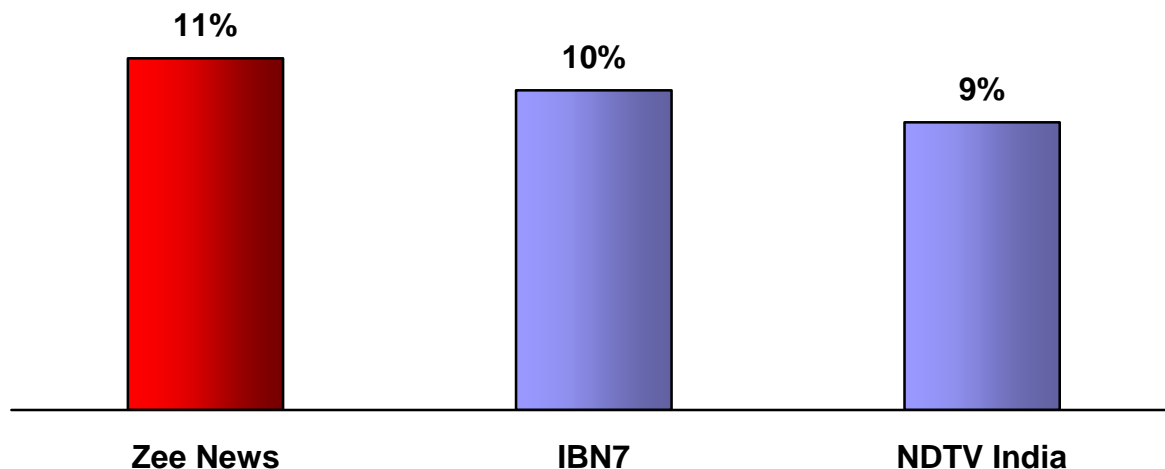
- Mission 2050 - one-hr debate show with experts from different walks of life on the vision of India in 2050 when our country will complete 100 years.
- Jana Gana Man: This special 6-part series will highlight the core Fundamental Rights as per the Indian Constitution, showcasing them through positive case studies each of the fundamental right.
- Taqdeer Banayi Hum Ne: Stories based on the 10 landmark events of Republic India
- Gantantra Ke Sipahi: Stories on the 10 visionaries whose landmark initiatives have impacted and changed the lives for the better.

Budget 2010 – Dreamz Unlimited:

- IBN7 will bring exclusive programming for the Union Budget 2010 with a specific focus on common people and corporate wish list from the Finance Minister

VIEWERSHIP PERFORMANCE

IBN 7 - Higher Market Share than NDTV India in Q3 FY2009-10
(Market Shares %)



Source: TAM; TG: CS Male 15+; Markets: HSM; Time Period: OND '09 (Till 26th Dec '09); All Days, 0600-2400 hrs

IBN LOKMAT – No.1 in Marathi News

KEY INITIATIVES/DEVELOPMENTS:

IBN-Lokmat Awards /Accolades:

- The IBN-Lokmat wins the "UNFPA-Ladali Media Award for Gender Sensitivity for its program Reportaaz-Harvaley Muli (Missing Girls) highlighting the campaign against sex selection.

Maharashtra cha MahaSangram:

- IBN-Lokmat Talk Show by Nikhil Wagle** with leaders of major political parties of Maharashtra includes Ashok Chavan(Congress),Nitin Gadkari (BJP),Shirish Parkar (MNS) Ramdas Athavale (RPI),Bharat Kumar Raut (Shiv Sena) & Kumar Ketkar (Loksatta)
- Koul Janatecha** 100 hours Nonstop Election Special programming till polling day(13th Oct)
- Faisala Janatecha** 100 hours Non Stop counting Day Special (22nd Oct)

Yaad karo Quarbani: IBN-Lokmat tribute to the tragic Mumbai Terror Attack-26/11:

- Specials programs based on the safety measures for Mumbai to avoid such incident, Revival of Police force, present situation of victims & Government responsibility.
- Editor Nikhil Wagle re-visiting the places of attacks & analyzing these majors.

IBN-Lokmat Talk Show:

- Talk Show on the eve of Dr Ambedkar Jayanti (6th Dec) on main streaming Dr. Ambedkar's thought with eminent personalities & social activist Sanjay Pawar, Nitin Kamble, Ramesh Thorat

Sachin T-shirt Auction on IBN-Lokmat:

- Sachin T-Shirt auction for the cricket lovers on IBN-Lokmat through sms 51818
- The proceeds given to Sachin Charity

New Shows on IBN-Lokmat:

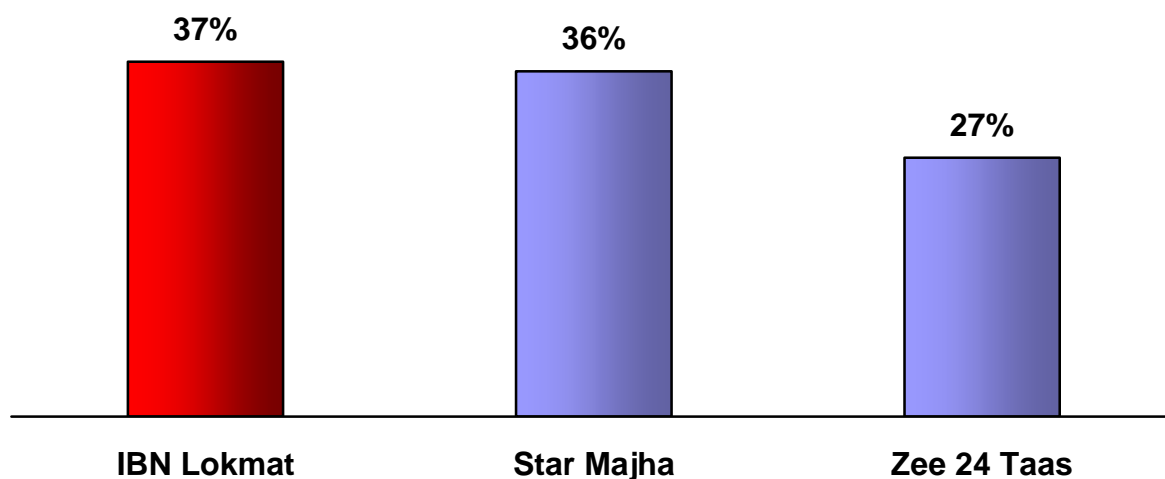
- **Natak Bhitak:** half hour show on Marathi theatre in Maharashtra. Every Sat 10.30 pm
- **Tech Show:** Half hour show on Everything about New Electronic gadgets in Market. Every Sat 6.30 pm

KEY PROGRAMMING/ INITIATIVES IN Q4 2009-10**Union Budget 2010:**

- IBN-Lokmat will bring an exclusive programming on Union Budget-2010 with specific focus on its impact on common people.

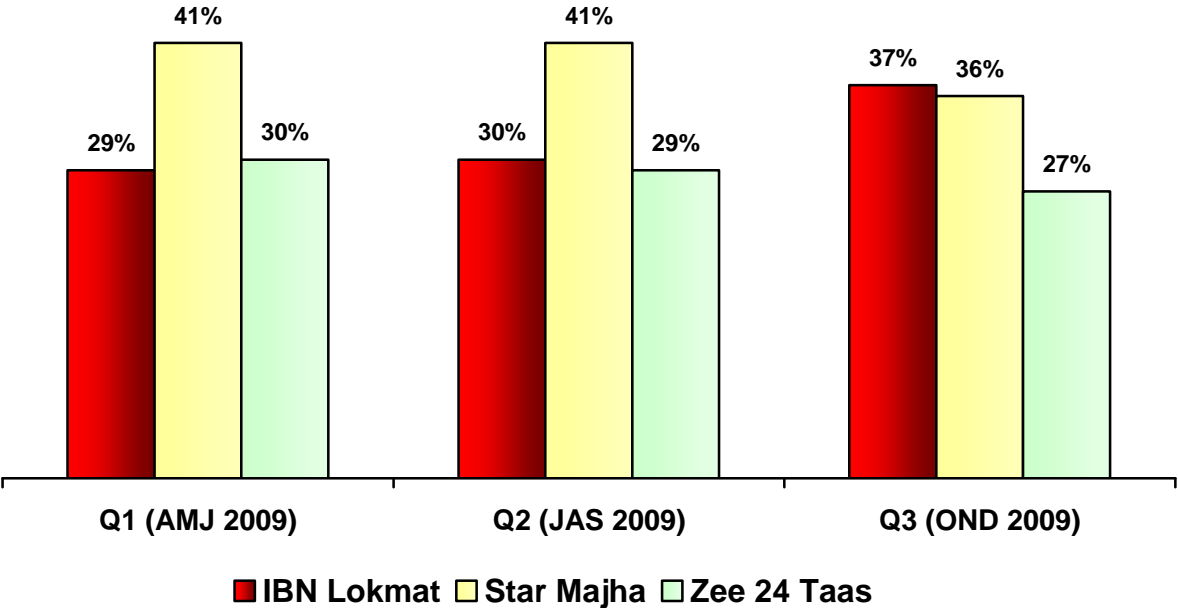
VIEWERSHIP PERFORMANCE

**IBN Lokmat is the No.1 Marathi News channel
(Market Shares %)**



Source: TAM; TG: CS Male 15+; Markets: Maharashtra; Time Period: OND '09 (Till 26th Dec '09); All Days, 0600-2400 hrs

**IBN Lokmat - Continuous Q-o-Q Growth in Market Share
(Market Shares %)**



Source: TAM; TG: CS Male 15+; Markets: Maharashtra; Time Period: All Days, 0600-2400 hrs

VIACOM18

Q3 2009-10 was a truly remarkable quarter for Colors and the other channels in Viacom18. Colors cemented its leadership position and opened up a significant gap with its closest competitors. MTV, Nick & Vh1 also showed strong performance, with revenue run rates reaching lifetime highs.

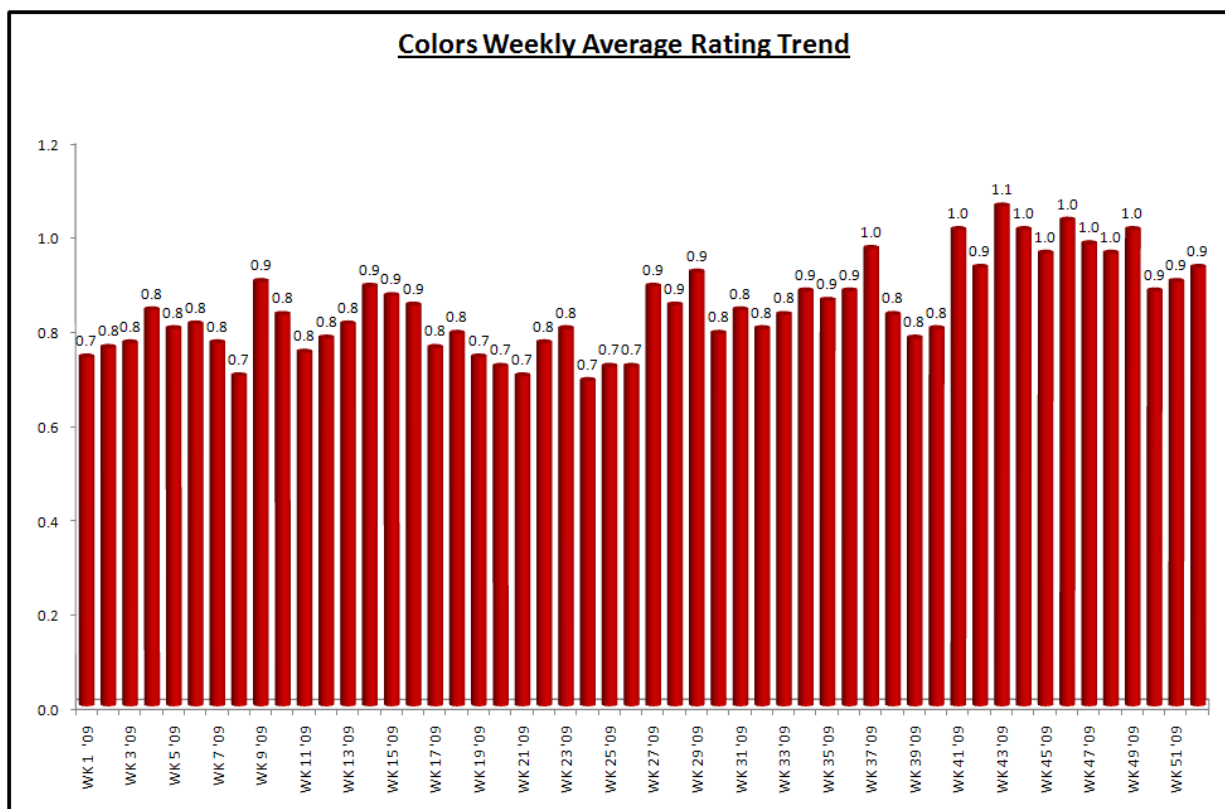
COLORS – The No.1 Hindi GEC

CONTENT & PROGRAMMING

The Leading Shows of the Channel Include:

- **Uttaran** (10:00–10:30pm) is the No.1 show across GECs in any time slot with average ratings of 5.3 TVRs for the week ending 26th Dec 2009 and a peak rating of 6.5 TVRs
- **Balika Vadhu** (8:00-8:30pm) is the No.1 show in its slot averaging 5.2 TVRs for the week ending 26th Dec 2009, with the peak of 6.7 TVR in Dec
- **Laado** (10:30-11:00pm) is the No.1 program in its slot with an average of 4.4 TVRs for the week ending 26th Dec 2009, with the peak of 5.3 TVRs
- **Bairi Piya** (8:30-9:00pm) leads the slot with an average of 3.9 TVRs for the week ending 26th Dec 2009, with the peak of 5.1 TVRs

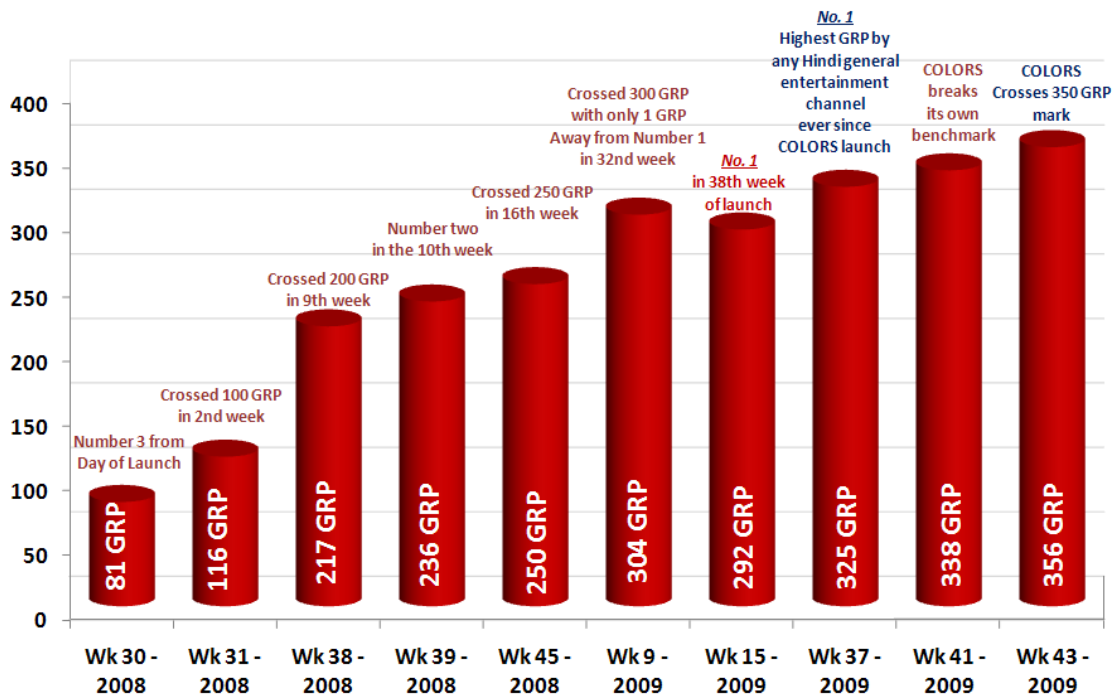
Viewership Performance



Source: TAM, Hindi Speaking Markets (HSM) CS 4+; CY 2009

| | % Viewership Share Oct - Dec 09 |
|--------------|------------------------------------|
| Colors | 25% |
| Star Plus | 20% |
| Zee TV | 20% |
| Sony | 14% |
| NDTV Imagine | 8% |
| SAB | 6% |
| Star One | 4% |
| Sahara One | 2% |
| Real | 0% |
| 9X | 1% |
| GEC | 100% |

Colors - Key Milestones



Source: TAM, Hindi Speaking Markets (HSM), CS 4+

MTV – The No.1 Youth Entertainment Destination

HIGHLIGHTS OF Q3 2009-10

- **MTV – Now in a New Look:** Q3 2009-10 witnessed MTV changing with the dropping of ‘Music’ & ‘Television’ from underneath the logo.
- **MTV: Home of 25 of the Top 50 shows in its category:** MTV saw successful launches of short form shows like Gone in 60 seconds, One short plot



- **Clean Sweep at PROMAX:** MTV's cleaned out the Promax Asia awards yet again with 6 trophies, the highest tally for a single channel
- **MTV Consumer Products:** From mouse pads, wallets, mugs to large co-branded/ extended products like the MTV Micromax Mobiles, 'Fram'd by MTV' sunglasses/ frames with Aureole.



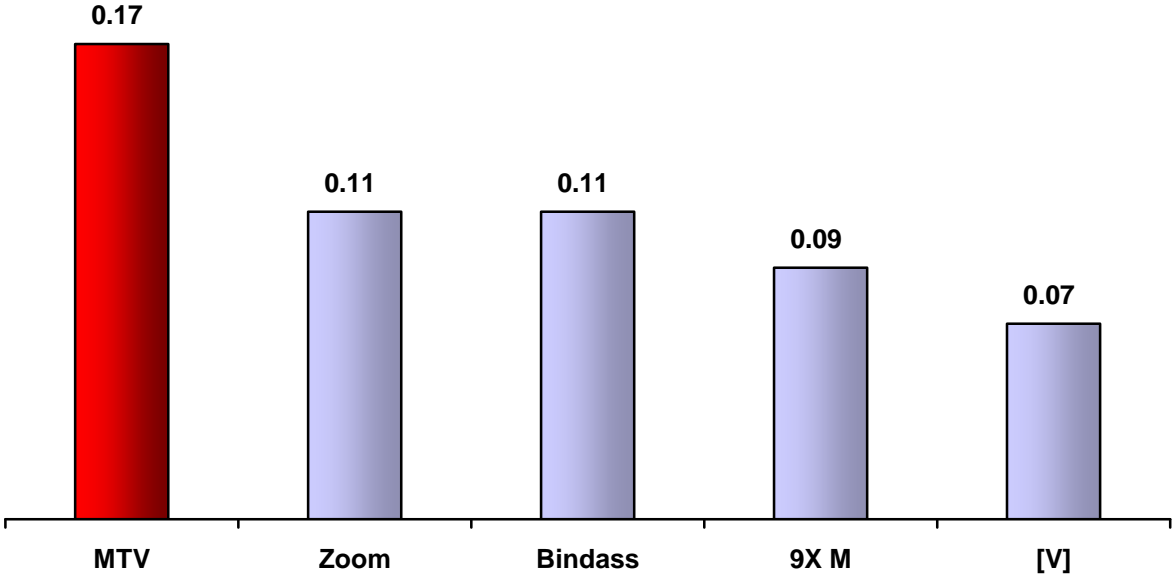
COMING UP IN Q4 2009-10: MTV's Signature Shows Waiting to Unleash in the Weekend Slot

- **MTV Roadies 7 @ Sunday 7 pm:** 7 Deadly Sins, 1 Wild Safari. Roadies promises to scale new heights in its 7th season
- **Splitsvilla Season 3 @ Saturday 7 pm:** 5 couples & 10 singles based at one of the most exotic destinations in the world, Phuket



Viewership Performance

**MTV: Continues to Rule as the No. 1
50% Lead over Its Closest Competitor!**



Source: TAM | HSM | 15-24 AB | Oct 09 - Dec 09

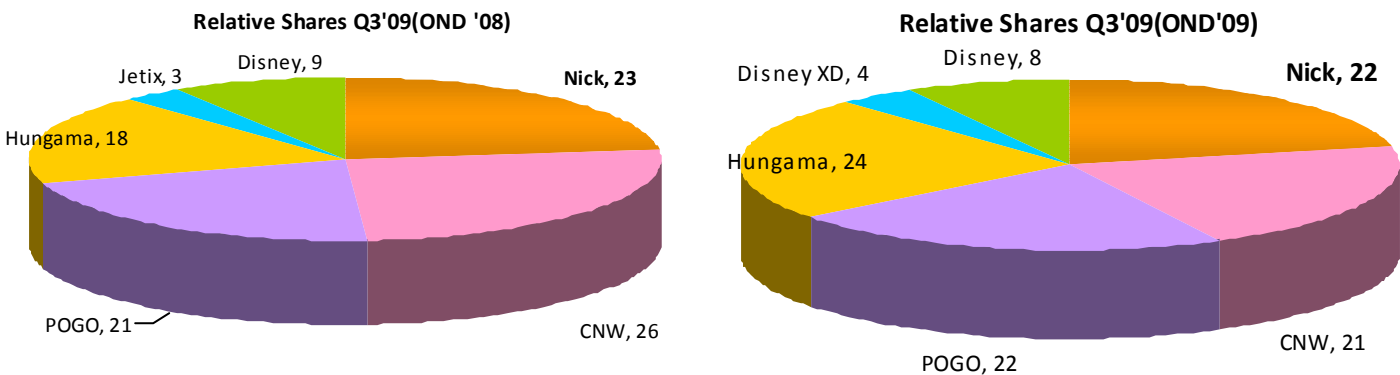
NICK – The Leading Kids Channel

Nick maintained its market share in the highly competitive festival season with the dual mantras of Engagement & Innovation.

Key Quarter Highlights

- **Growing Reach:** Nick achieved avg. Reach of 36% in Q3 2009-10, a 62% y-o-y growth
- **New and Old Characters Draw Audiences:** Nick launched new and highly engaging shows Globo Loco and the iconic Casper series. Kids kept coming back to their favourite Nick characters – New seasons of Perma & Ninja, Dora movie premieres, weekend marathons of Ninja, etc.
- **Nick Continues to Pioneer Path-breaking Initiatives:** Let's Just Play 10-hour play-a-thon was a first of its kind consumer engagement initiative where the channel went blank to urge kids to go out and play. This was a massive 5 city, 10-hour play day that saw over 28,000 kids actively engaging on-ground with Nick.
- **Christmas Special:** Kids engagement continued through Christmas initiatives such as 'Lift Your Gift' where Nick played Santa and gave away fabulous gifts to kids every day over a 4-week period.
- **Consumer Products:** Nick's launched consumer products such as SpongeBob Squarepants micro bead cushions and Dora & SpongeBob calendars. The launches were supported by interactive and buzz-creating activities to drive sales.

Viewership Performance



Source: TAM TG : MF 4-14 ABC,HSM1L+,07:00 – 22:00 Comparison between Q3'08(O/N/D'08) & Q1'09(A/M/J'09)

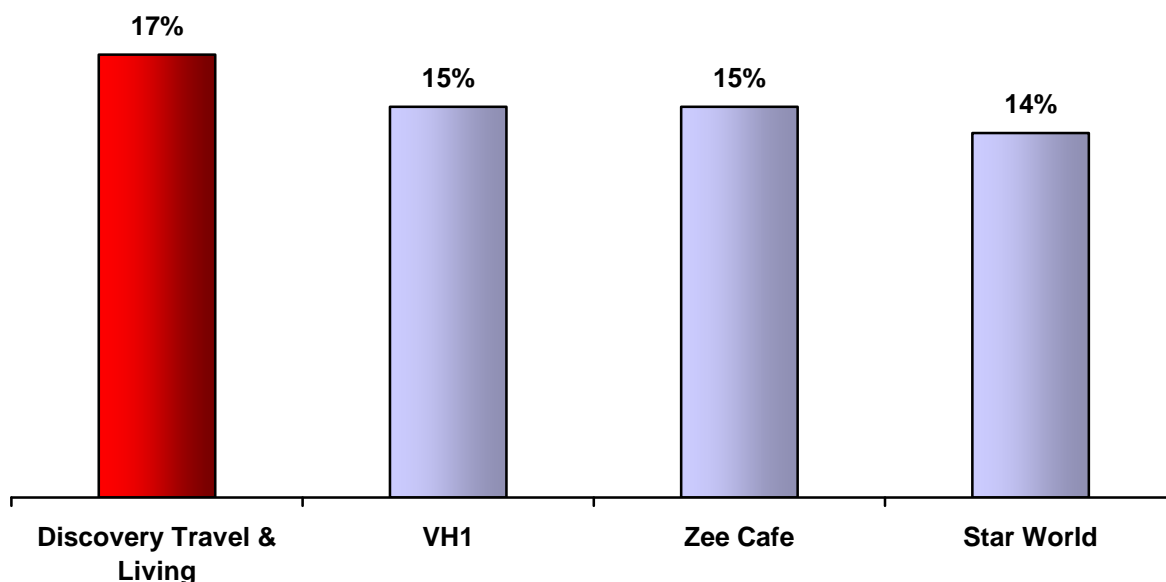
VH1 – No.1 in International Entertainment

Vh1's continues to be India's only International Entertainment cum Lifestyle cum International Music channel. Highlights during Q3 2009-10 were:

- Hugely successful 3 city tour of Vh1 Dance 101 featuring Hed Kandi in October 2009
- The flagship Hip Hop Hustle - a 3 city 360 degree activity - was held during December 2009
- Q3 saw Vh1's advertiser base grow 40% y-o-y
- A line up of new shows, including America's Got Talent, will premiere in February 2010
- Other Q4 launches include 'Movies That Rock' marking the launch of movies on Vh1 for the first time

VIEWERSHIP PERFORMANCE

Vh1: Strong Position as a Premier English Channel
Market Shares (%)



Source: TAM | CS15-34 Sec AB | Markets : 7Metros

STUDIO18 – The Film's Division

Studio18, the motion pictures & filmed entertainment division of Viacom18 distributed a set of films during Q3 FY 2009-10 and has a series of movies lined up for release over Q4 FY'10.

- During Q3 FY'10, Studio18 distributed "Fruit N Nut" and "London Dreams"
- Films slated for release over Q4 are "Striker", "Road Movie", "Kaun Bola".

NETWORK18 INVESTOR UPDATE

HOMESHOP18 (A Subsidiary of Network18)

The business objective of Homeshop18 is to participate in and leverage the fast expanding retail opportunity by building a robust and scalable virtual retail business. It's in process of building a credible home shopping network that not just provides the "best in class" products and services to consumers but also assists them in taking "well informed purchase decisions". A virtual retail service that on one hand will enable the consumers to take well informed purchase decisions through specially developed infotainment led TV content, and at the same time an on ground logistics foot print and a web enabled fulfillment mechanism that will deliver quality, value and convenience to his doorstep. It also broadcasts India's First 24 hour Home Shopping Channel.

Key Highlights:

Despite a challenging environment, Homeshop18 delivered a credible performance both in terms of sales as well as viewership for its home shopping TV channel. Some of the highlights of Q3 '09 are as under:

Strategic Investment: GS Home Shopping Inc., Korea, the world's third largest Home Shopping Network, invested USD 18.5 Million to acquire a 15% equity stake in the Holding Company. The Company has entered into a Strategic Cooperation Agreement under which GS Home Shopping Inc. will lend its expertise in the areas of Sourcing, Merchandising, Broadcasting and Logistics to scale the HomeShop18 business in India.

Sales & Customer management: HomeShop18 had a strong 3rd quarter, which is the typical heavy shopping season, with executed Gross Sales increasing by 45% over Q2 FY10 and 80% over Q3 FY09. Order growth saw an increase of 67% over Q3 FY10 & increase of 51% over the Q2 FY09. The CRM base crossed the 2.4 million mark, an increase of 166% over Q3 FY09

Channel Viewership: The cumulative reach of the channel for Q3 FY10 stood at 26 mn. 230 new products were launched on the 24 Hour Channel, during the quarter.

Special Promotions :HomeShop18 also ran successful promotions during the quarter:

In October, "Diwali Dhamaal",HomeShop18's hugely successful Diwali promotion from last year came back for a new season.

In November a one of a kind promotion on TV was launched. It was called "Win Every Hour" and gave customers an opportunity to win prizes such as microwave ovens, cameras, camcorders, LCD TV's every hour
The quarter ended with the Year End Maha Sale, held in December

Channel Programming: During the quarter, HomeShop18 ran a number of specials on its 24 hr channel:

Coinciding with the launch of the movie 3 Idiots, HomeShop18 ran a special show, "Converse 3 Idiots collection", in which exclusive Converse branded merchandise from the movie 3 Idiots was offered

In partnership with leading brands such as Zero-B, Oster, Peter England and Jiva, special shows were aired during the quarter, featuring products like Water Purifiers, Home Appliances, Health Products and Apparels.

The Indian Film Company Limited

The Company has achieved revenue of INR 31.64 Cr in the third quarter

- The films slated for release, in the fourth quarter of the current financial year are “Striker”, “Road Movie”, “Kaun Bola” and “Banda yeh Bindaas hai”.
- The Company signed up deals worth INR 24 Cr for Satellite Syndication of films in its library.
- The Company’s Productions and Co-productions projects are at various stages of completion and are progressing as scheduled.

E18 (A Division Of Network18)

E18 is the events division of NETWORK18. E18 is fast establishing itself as a reputed player in the events & activation space and has a robust pipeline of events and special properties.

Key highlights:

Branch Expansion: E18’s Bangalore operation has started to generate revenue by adding Yamaha Motor Cycles and TVS to the client roster.

Corporate Business: This vertical executed events for CNBC Channels, CNN-IBN, Lavasa, Lupin, Nirmal Lifestyle, Castrol & Daikin.

B2B Events: This vertical acquired new clients like Monster.com, Avaya, Dell & Rolta. It has already executed multiple seminars and events in the HR, Defence, Power & Infra Platforms.

Entertainment Business : This Vertical successfully completed the launch of the VW Beetle & Touareg Brands

SPORT18 (A Division Of Network18)

SPORT18 is the sports management division of Network18. SPORT18 is focused on emerging growth opportunities within the business of sports in India including but not limited to rights management and representation, licensing & advisory and sponsorship marketing. Since launch, SPORT18 has managed to carve a niche for itself in the highly challenging & cluttered sports management business with some early significant moves. A large part of its growth has come from marquee properties such as the marketing & broadcasting rights of the **Professional Golf Tour of India (PGTI)**, **horse racing rights from Royal Western India Turf Club (RWITC)** and the **broadcast rights for the benchmark city marathons in Mumbai, Delhi and Bangalore**. Sport18 was instrumental in creating value for these benchmark sports properties by attracting “best fit” sponsorships such as Aircel for PGTI amongst others and it continues to consolidate the presence of these properties on the sporting landscape of the country.

Key highlights:

Sport18 launched the biggest mass participation cycling event, the “**BSA Hercules Bengaluru Cyclothon 2009**” in Bengaluru in October 2010. The event was a fine combination of Sport and Entertainment and attracted over 7000 participants and 20000 spectators. The event was very well received and has set a benchmark for other cycling events in India. Taking this initiative ahead, Sport18 has scheduled a similar event for Mumbai in February 2010.

The golf season of 2009 has ended and Sport18’s role was acknowledged by **PGTI** during its annual awards. Sport18 has also obtained rights for securing event sponsors and tour partners for the PGTI.

In line with its expertise of organizing and monetizing large-scale marathons, Sport18 would be executing and commercially exploiting the **Hyderabad 10K** to be conducted in November 2010.

On the marketing front Sport18, released **Knowledge paper** on Indian sport in conjunction with **FICCI** and released it in the FICCI global summit on 15th and 16th December in Delhi.

INVESTOR COMMUNICATION:

Network18's ongoing investor communication endeavors to adopt best international practices and the quarterly investor updates are designed to regularly provide detailed information to investors. Each update covers information pertaining to the reporting period under review. If you would like to get a sequential and continued perspective on the company this report should be read along with the updates sent out earlier. The previous updates can be accessed on request from the contact person mentioned below, or from the companies website www.network18online.com. This update covers the company's financial performance for Q3 FY 2009-10.

For further information on Business and Operations contact: For further information on financials contact:

Haresh Chawla, Group CEO, Network18

Tel # 022-40019186; Fax # 022-66618984;

e-mail: haresh.chawla@network18online.com

R D S Bawa, Group CFO, Network18

Tel # 0120-4341700; Fax # 0120-4324110;

e-mail: rds.bawa@network18online.com

Further information on the company is available on its website www.network18online.com