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Evershine is a leading South-Asian marketing and communications agency. We can advertise, revitalize, and promote your business via a multitude of mediums including the South-Asian television channels below. For pricing, please contact Shabbir Evershine at 647-407-5152 or shabbir@evershinegroup.com.

Zee Network



Zee Network is the largest integrated entertainment Company in the world in the South Asian niche. It reaches out to 350 million viewers across 120 countries.

Zee TV is the numero uno ethnic channel to reach out to South Asians in the USA. In USA currently we have a bouquet of four channels-Zee TV - 24/7 General infotainment Channel Zee Cinema - 24/7 Movie channel.

Zee Gujarati - 24/7 Gujarati Channel. Entertainment that reflects the colors and gaiety of the land with Special reference to business development and social changes, Popular Programs - Soaps and Serials, Gujarati News and Music programs, Events the channel is available in the US from June 22 on the same DTH platform as Zee TV and also on the Super Dish

Alpha ETC Punjabi -24/7 Punjabi Channel. A channel that links every Punjabi, anywhere in the world to their land in its entire flavor and updates him on the current 24 hours a day, seven days a week, Popular Program - Deferred Live Gurbani from Golden Temple, Serials, Punjabi News and latest Music videos. The channel is available in the US from July 14 on the same DTH platform as Zee TV and also on the Super Dish.



Zee TV USA's subscriber base today stands at over 297,600 H/H i.e. 1,190,400 individuals in USA alone and the same signal is also available to over 119,000 H/H in the Caribbean- Trinidad, Tobago, and St.Maarten, Panama.

Channel-wise break down is -

Zee Network* in US - 297,600 H/H i.e. more than 1.19 m individuals
Zee Network in US and Caribbean- 416,600 H/H i.e. 1.66 m individuals
*Zee TV and Zee Cinema

Zee TV in the US - 222,000 H/H i.e. 888,000 individuals
Zee TV in Caribbean - 119,000 H/H i.e. 476,000 individuals
Zee Cinema in US- 60,000 H/H i.e. 240,000 individuals

Zee TV is available both on Satellite as well as Cable. The signal is the same on both Satellite and Cable and is National.

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Geo TV



GEO TV was established in May 2002 Test transmission started on 14th August 2002 on the PAS 10 digital satellite Regular transmission started on 1st October 2002 Geo TV is the first South Asian Urdu language channel to provide content comparable with world-class television broadcasters Geo is the fastest growing TV Channel in Pakistan with ratings exceeding all satellite delivered TV channels in the market Geo has the widest distribution on cable systems in Pakistan with 100% carriage within 90 days of launch.

Geo has been described as the CNN and BBC of Pakistan due to its enormous news network within Pakistan and all over the world.

Business week one of the top 3 magazine of the world while including the news of MSR in 25 stars of Asia wrote that "Geo has become the most watched TV channel of Pakistan and its viewer ship is growing at the rate of 30% annually.

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B4U Network

B4U one of the world's leading Bollywood television network was incorporated in 1999 and launched B4U Music and B4U Movies simultaneously in UK. The channel received an overwhelming response and went on to expand its operations in the US & UAE before launching in India in May 2000. Within a short span of 2 years B4U managed to spread its broadcasting wings globally and at present is available on more than 8 different satellites, in more than 100 countries including the US, UK, Europe, Middle East, Africa, Mauritius Canada and India.

The B4U channels boasts of fantastic programming and mind boggling packaging and presentation with a single focus of entertaining - the Bollywood way - catering to all ages and a cross section of filmi, music and entertainment lovers.



B4U Music provides some of the best Bollywood, Indipop and International music with a greater leaning towards the Indian fare. Our digital formatting ensures crystal clear true to real viewing experience. However our content also provides entertainment through a host of vignettes, which has a strong dose of humour and Bollywood fare. All of this and more, has managed to carve a unique and distinct niche of the channel in the minds of

our viewers. With rapid strides, the channel happens to be one of the leading music channels among the C&S households globally. Some achievement for a young channel!

After having successfully launched **B4U Movies** globally, we launched B4U Movies in India on October 02, 2001, bringing Bollywood to your homes. B4U Movies is a window through which hardcore movie buffs can satisfy their complete bollywood experience. We guarantee a 360-degree view of bollywood through our various bollywood-based programming. We strongly believe that no one brings you Bollywood more comprehensively & passionately as we do.



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Indus Group



INDUS MEDIA GROUP (IMG) owns and operates INDUS TV NETWORK (PRIVATE) LIMITED and the INDUS brand of television channels in various global markets. IMG prides itself with launching Pakistan's first independent satellite channel pioneering the new face of Pakistani electronic media.

IMG entered the Pakistani market in 2000 with the launch of its flagship channel **INDUS VISION** - the first independent satellite channel and Pakistan's favorite drama channel. We captured the imagination of Pakistani viewers, primarily the youth of Pakistan.

The overwhelming response from our audience brought about **INDUS MUSIC** - Pakistan's premiere music channel. INDUS MUSIC or "IM", as it is popularly known, has an ever growing enthralled interactive audience domestically and internationally. INDUS MUSIC represents the music scene from Pakistan.

INDUS PLUS (INDUS NEWS) was our third launch as a 24 hour news, infotainment, and entertainment channel. The channel is the first of its kind on Pakistani airwaves as it offers a blend of periodic news updates, infotainment, and entertainment with each segment dedicated to targeting specific audiences. INDUS PLUS also the only channel to offer programming dedicated to the empowerment of women and has received tremendous response from women of all walks of life. Their participation and enthusiasm has been unprecedented.

CHANNEL G was our fourth launch as a 24 hours regional music, lifestyle and infotainment channel dedicated to the urban youth throughout the region. The channel provides the latest in regional music, entertainment news shows, red carpets, fashion shows, lifestyle, and infotainment programs.

Our in-house production teams continue to take bold initiatives by identifying niches and developing programming for underserved broadcast market segments. INDUS FOODS and INDUS CHOTU (KIDS), daily programming segments of INDUS VISION, are such initiatives that have had a terrific response from our viewers and advertisers.

Over the years we have partnered with the best distributors to expand our reach to major markets in Asia, Africa, Australia, Europe, Middle East, and North America. In the future, IMG plans to leverage evolving distribution platforms to expand distribution and reach to Urdu language viewers the world over!

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Sony TV

SONY



**Entertainment
Television**

Sony Entertainment Television was launched in the Indian sub-continent and the Middle East in October 1995. The channel is a joint partnership between Sony Pictures Entertainment and Argos Communications Enterprises, a Singapore based entertainment company specialising in South Asian program production and media services.

Since its launch Sony Entertainment Television has clearly emerged as the only true competitor to the other major television channels available in the sub-continent with research demonstrating that it attracts upscale, young adult viewers with families. The channel has consistently attained number 1 slot audience ratings for a variety of its regular and special programs.

Sony Entertainment Television Asia

As a result of the rapid and considerable success that Sony Entertainment Television enjoyed in the Indian sub-continent and the Middle East, the decision was taken to establish international feeds known as Sony Entertainment Television Asia. Major operations encompass the UK and Europe, the USA, Africa and Australasia

The channel is now available throughout the world - a truly global operation bringing high quality entertainment to South Asians everywhere.

Sony MAX



Launched in 1999, MAX is today the fastest growing channel in its category, reaching out to over 32 million people in India. MAX has registered tremendous growth in viewership and market share in the Indian Cable & Satellite Television market, not only with record ratings during all the ICC Cricket tournaments in 2002 and 2003, but also as the leading channel among Hindi movie channels in India in Prime Time for a major part of 2003. Most of MAX's key innovations in the field of Cricket and Movie broadcasting, such as Extraaa Innings and Extraaa Shots respectively, have been emulated by other channels in the genres.

MAX is part of the bouquet of channels distributed by the TheOneAlliance, which is a joint venture between SET India Pvt Ltd and Discovery Communications India.

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Star Network



India's number 1 cable channel for six years, **STAR PLUS** regularly features the top 40 programmes on cable in India every week. Prime time programmes on STAR PLUS consistently outperform other cable and satellite channels with the most popular programmes recording more than 50% of the viewership shares in Hindi speaking general entertainment markets. (Source: Nielsen TAM)



STAR GOLD brings to audiences the best and biggest Bollywood blockbusters. With one of the largest Indian film libraries in the world, STAR GOLD offers a wide variety of films for the entire family, showcasing Bollywood's legendary and hot stars and filmmakers.



STAR GOLD is available in the following markets: India / The Middle East

STAR ONE unleashes the next generation of Hindi entertainment with an innovative, diverse mix of programming and cutting edge production values that appeal to urban, upwardly mobile Indian audiences. STAR ONE boasts an array of original programmes across a range of entertainment genres – comedy, drama, action / thriller, youth, lifestyle and game shows, as well as original made for television movies. STAR ONE is available in the following markets: India / Middle East / The U.S. / Hong Kong



CHANNEL [V] is Asia's trend-setting music channel that features the latest chart-topping music videos, music stars and popular VJs. Locally produced programming, packaging and presenters ensure [V] reflects the tastes and attitudes of its huge youth audience. CHANNEL [V] in India features a range of successful reality-based talent quest shows including [V] Get Gorgeous, [V] Super Singer and [V] Popstars. CHANNEL [V] is available in the following markets: Hong Kong / India / Indonesia / Mainland China / Malaysia / Middle East / Philippines / Taiwan / Thailand / Australia



STAR UTSAV, a free-to-air Hindi general entertainment channel, brings the best of Hindi programming to millions of viewers across India. The channel features some of STAR PLUS' most popular programmes such as Kyunki Saas Bhi Kabhi Bahu Thi, Kahaani Ghar Ghar Kii and Kasautii Zindagii Kay from episode one. Other exciting programming includes comedies, thrillers, cookery, kids shows, mythological and game shows, as well as Bollywood films. STAR UTSAV is available in India.



VIJAY is one of the most popular Tamil entertainment channels in India. Programming on VIJAY is tailor-made to cater to the distinctive culture of Tamil Nadu, and has been making waves with innovative programmes in a variety of genres including talent hunts, music shows, sitcoms, thrillers, reality shows as well as dramas. VIJAY is available in India/ the U.S./ Singapore/ Hong Kong



For audiences across Asia, **STAR WORLD** is the first choice for top-rated programming from the U.S. and U.K. From all-time favourites to award-winning shows, STAR WORLD features

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a wide range of entertainment, covering everything from action and drama series, to comedies, talk shows, children's programming and live international events. Popular and acclaimed hits on STAR WORLD include American Idol, Rock Star, The Simple Life, Arrested Development, Grey's Anatomy, Malcolm in the Middle, Everybody Loves Raymond, Friends, Scrubs, Seinfeld, Monk, The Simpsons and TNA Wrestling.

In India, STAR WORLD offers programmes especially selected for local viewers, including The Kumars at No. 42, and Rendezvous With Simi Garewal. Programmes including Friends, Seinfeld and The Simpsons are now shown five days a week on STAR WORLD in India due to popular demand. STAR World is available in the following markets: Hong Kong / Indonesia / India / Malaysia / The Middle East / The Philippines / Singapore / Taiwan / Thailand



The No.1 English movie channel in India, **STAR MOVIES** brings audiences the biggest blockbusters from Hollywood powered by all the leading Hollywood studios including 20th Century Fox, Buena Vista (including Walt Disney Pictures, Miramax, Touchstone Pictures and Hollywood Pictures), DreamWorks, MGM / United Artists, Sony Pictures, Universal, Paramount, Warner Bros., and over 100 independent distributors. STAR MOVIES also features the Emmy® award-winning and critically acclaimed series Lost and the science-fiction smash hit trilogy The Triangle. Exciting STAR MOVIES programming highlights include Opening Night and prestigious film industry events such as The Annual ACADEMY AWARDS®. STAR MOVIES is available in the following markets: Hong Kong / India / Indonesia / Mainland China / Malaysia / Middle East / The Philippines / Singapore / Taiwan / Thailand



STAR ANANDA delivers 24-hour comprehensive news in the Bengali language, featuring West Bengal local news and national news in India in quick-paced half-hour bulletins and coverage in crime, politics, lifestyle, sports and films. Besides gathering news from its extensive news bureau network, STAR ANANDA also sources local and national news from the ABP network and STAR NEWS; and international news from the Fox and Sky network. STAR ANANDA is available in India.



STAR NEWS offers viewers 24-hour Hindi news that is relevant to today's Indians. It covers the full spectrum of news ranging from politics to business, investigative reports to consumer issues, crime to the environment. Reporting news as it happens in India and with links to international news agencies, STAR NEWS keeps viewers across India fully informed and engaged. STAR NEWS is available in the following markets: Hong Kong / Europe / India / Middle East / The Philippines / Thailand



ESPN brings viewers in Asia the most exciting sports action from around the world. The channels mix of regional and international programming ensures fans enjoy the most comprehensive sports coverage. ESPN features international as well as regional sports events and more cricket than any other television channel over the next five years. ESPN is available in the following markets: Hong Kong / India / Indonesia / Mainland China / Malaysia / Philippines / Singapore / Taiwan / Thailand

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STAR SPORTS is a leader in sports programming and offers viewers a diverse array of top-flight Asian and international sports. Mostly presented live with a trademark format of entertaining, yet informative commentary, STAR SPORTS lines up the most professional and knowledgeable team of local anchors in Asia to cover world-class sports events. STAR SPORTS is available in the following markets: Hong Kong / India / Indonesia / Mainland China / Malaysia / Philippines / Singapore / South Korea / Taiwan / Thailand



THE HISTORY CHANNEL

Reaching more than 200 million viewers in 70 countries, versioned in 20 languages, **The History Channel** is the only international television network devoted exclusively to historical programming. The History Channel is available in India.



National Geographic Channel showcases the expeditions of dynamic and committed explorers, filmmakers, and researchers on assignment around the world. Unmatched for its involvement in exploration, science, adventure and the dedication to quality that comes from a heritage of 114 years of National Geographic Society, the channel engages, educates and awes audiences with compelling stories and spectacular hallmark images. There is only one National Geographic Channel. National Geographic Channel is available in the following markets: Hong Kong / India / Indonesia / Mainland China / Malaysia / Middle East / Philippines / Singapore / South Korea / Taiwan / Thailand



A1 offers non-stop, adrenaline-pumping programmes, featuring active outdoor adventures and travels. Whether it's kayaking, mountain biking, skiing, surfing, hiking, skydiving, deep sea diving or travelling for the thrill of the outdoors, A1 brings out the adventure in everyone. A1 is available in the following markets: Australia / Europe / Hong Kong / India / Indochina / Indonesia / Middle East / Pakistan / Pacific Islands / South Korea

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ARY Digital



ARY Digital, a family entertainment, Urdu-language channel from Pakistan, provides a complete package to entertain every member of the household. Enjoy comedies such as "Loose Talk," popular live English and Urdu programming such as "Video Mix," dramas, sitcoms, fashion and music shows, current affairs, news, cartoons, and much more.