



3 ZEE YEARS

THIRTY EXTRAORDINARY YEARS OF ENTERTAINMENT EXCELLENCE



Extraordinary Together

Pioneering Excellence



Zee TV was the first-ever Hindi General Entertainment channel to be launched in North America, back in 1998, and in HD in 2013. Since the start of the journey over two decades ago, Zee now has 18 networks available in Hindi, Tamil, Telugu, Marathi, and Punjabi languages. It boasts a full-time dedicated workforce across five different locations throughout North America and the Caribbean. Zee TV was the first South Asian channel to launch in HD and the first Hindi network to be measured by Nielsen in the U.S.A. and Numeris in Canada. Furthermore, Zee TV is widely available as the most accessible Hindi General Entertainment network on all major DTH, Cable, Telco, and IPTV platforms.

WHAT MAKES US THE LARGEST

1.3Bn+

Viewers

173

Countries

4800+

Movie titles

47

Domestic Channels

35

International channels

260,000+ HOURS

Television Content



Extraordinary Together

BUILDING A STRONG GROWTH STORY ACROSS THE GLOBE



Extraordinary Together

Our Audience

THE FASTEST GROWING
ETHNIC SEGMENT IN THE
USA

THE GROWING U.S SOUTH ASIAN MARKET

South Asians

MOST AFFLUENT

South Asians in the US are twice as more likely than the national population to have an annual HH income of \$100k or more.

FASTEST GROWING

South Asians in US are of the fastest growing ethnic minority. Between 2000 and 2010 the South Asians grew by 80%

MOST EDUCATED

South Asians in the US are twice as more likely to be more educated than the general population.

MOST ENGAGED

Zee TV viewers are 50% more likely to buy a product from advertisement they see on Zee TV. Average viewing time on Zee TV US is 2 hours and 13 minutes per day.





Extraordinary Together

Our Programming



Drama



Movies



Music

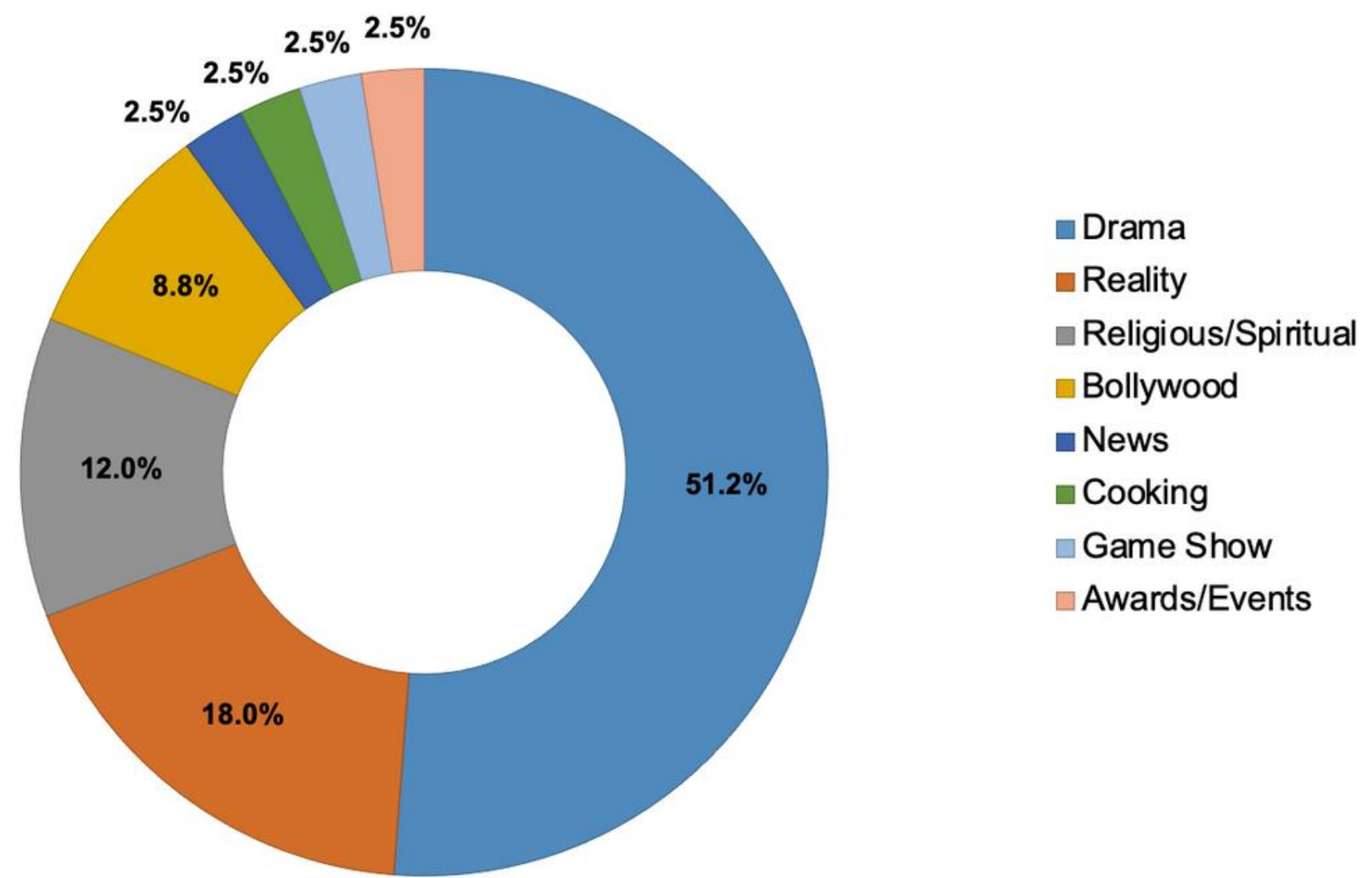


Reality, Religious
and Lifestyle shows





ZEE TV'S PROGRAMING BY GENRE



Commitment to Quality TV & Film Programming
Reaching Diverse Audiences: All Genders, Ethnicities & Income Levels













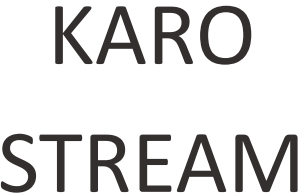

OUR CHANNELS & CARRIAGE

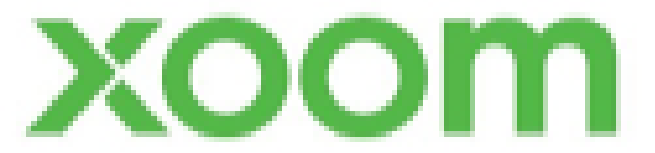
A DIVERSE PORTFOLIO

Zee caters to a highly diverse population speaking a variety of languages including Hindi, English, Punjabi, Marathi, Tamil, Telugu, and Bangla. With a wide bouquet of networks, serving all age groups starting with a fabulous line up of movies on Zee Cinema and newly launched music videos on Zing.



NATIONWIDE DISTRIBUTION

	 				
					 internet tv phone
		<p>Commitment to Quality TV & Film Programming Reaching Diverse Audiences: All Genders, Ethnicities & Income Levels</p>			 Extraordinary Together

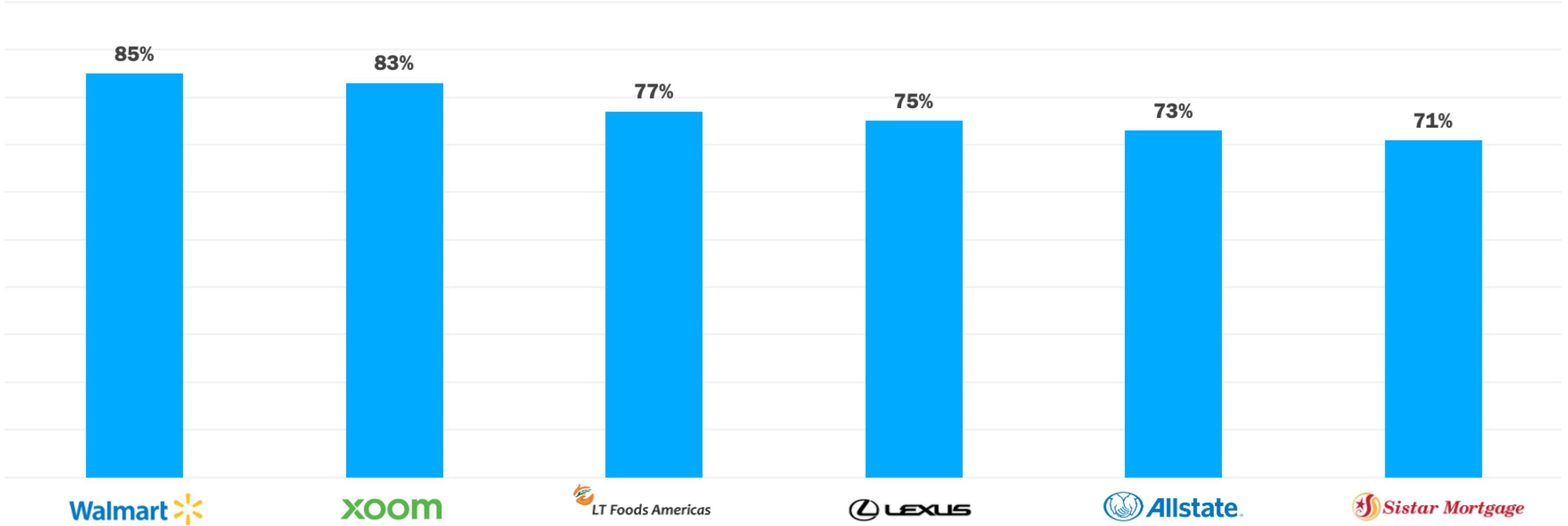


Top tested brands that fit strongly with Zee TV

The brands we tested fit strongly with Zee TV



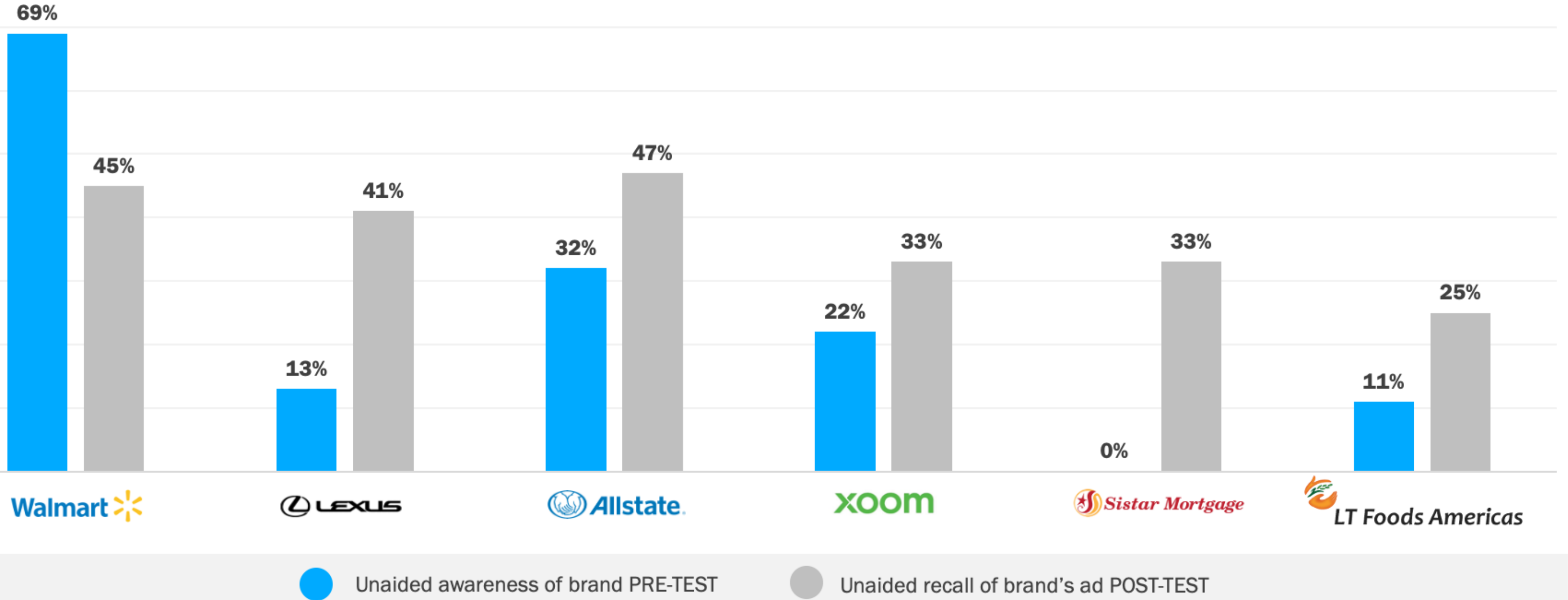
Ad "Fit" with Zee TV- Top 2 Box Summary



Q. And, still thinking about the commercial you just saw for [target brand], how well do you think this commercial fits with Zee TV?

Respondents were significantly more likely to recall the brands we tested after seeing ads for them.

Unaided Recall of Target Brands – Pre-test vs. Post-Test



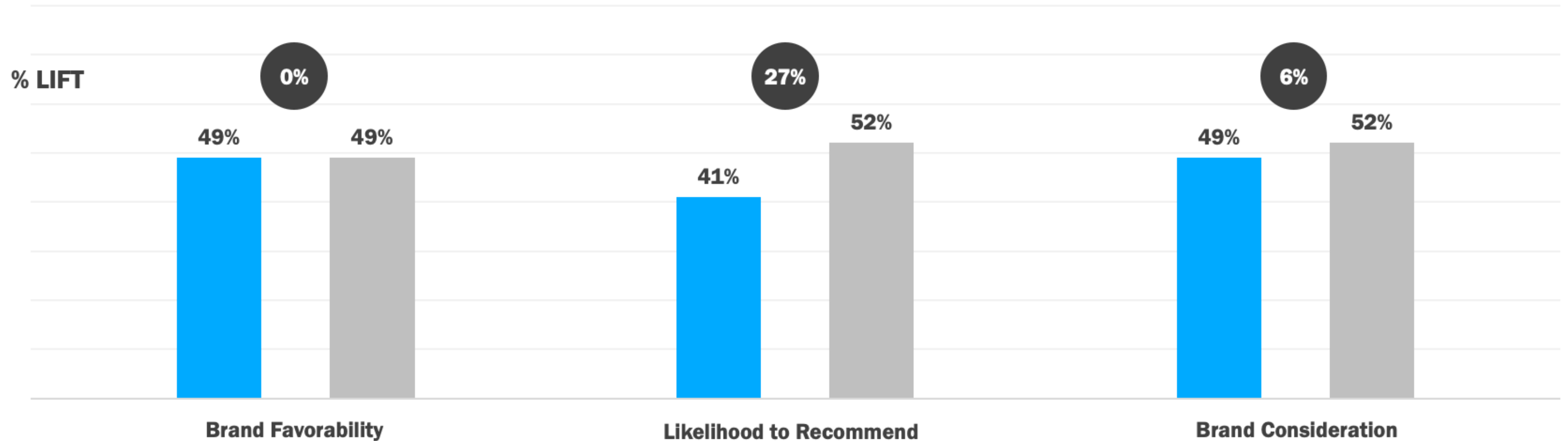
Q. When you think about [category brands], which come to mind?

Q. Several advertisements were shown during the video you just watched. Please list all the brands and products/services you remember seeing advertisements for.

Advertising Effectiveness



Target Brand = Walmart
Target Market = Large Retail Stores



● Pre-Test ● Post-Test

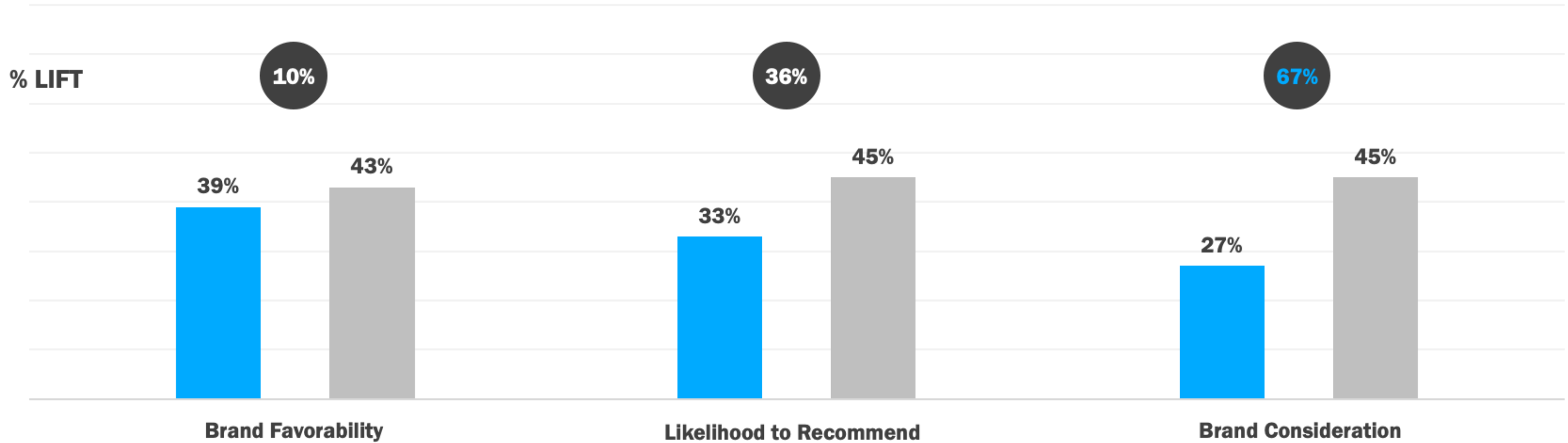
- Q. How would you describe your overall opinion of each of these brands?
- Q. How likely are you to recommend each of these to a friend, family member, or colleague asking about [category]?
- Q. The next time you are looking to [category text], how likely are you to consider each of these?

Source: Ipsos Connect | Zee TV Advertising Effectiveness Study
Statistically significant lift at 95% confidence level relative to pre-test

Advertising Effectiveness



Target Brand = Lexus
Target Market = Automobiles



● Pre-Test ● Post-Test

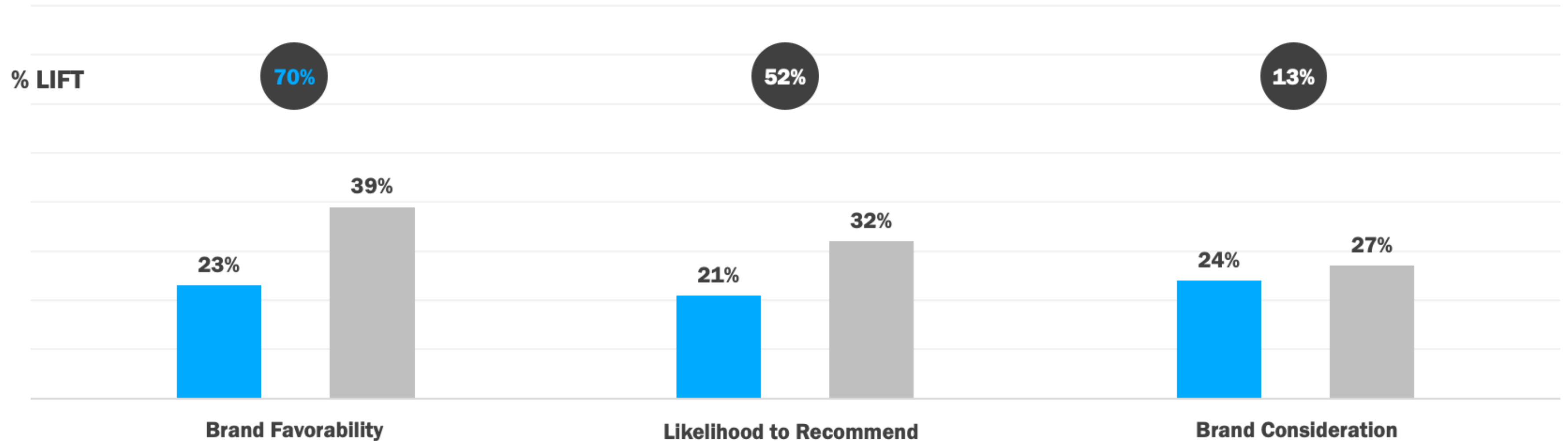
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Source: Ipsos Connect | Zee TV Advertising Effectiveness Study
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Advertising Effectiveness



Target Brand = Allstate
Target Market = Insurance Companies



● Pre-Test ● Post-Test

- Q. How would you describe your overall opinion of each of these brands?
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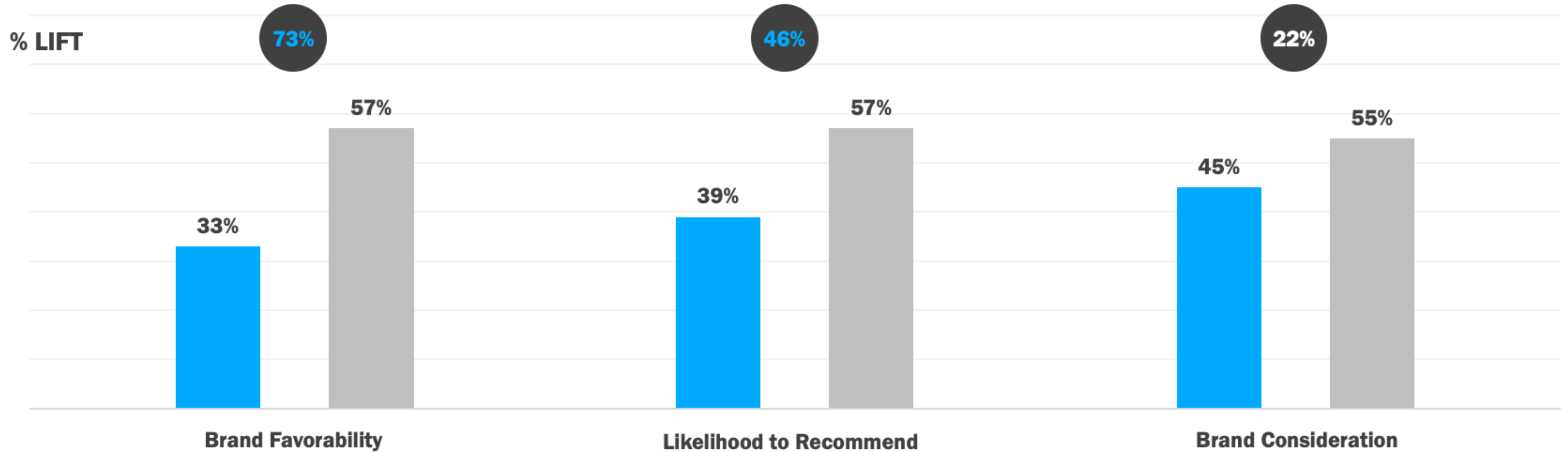
Advertising Effectiveness



Target Brand = Xoom

Target Market = Online Money Transfer & Payment Processing Websites

xoom



● Pre-Test ● Post-Test

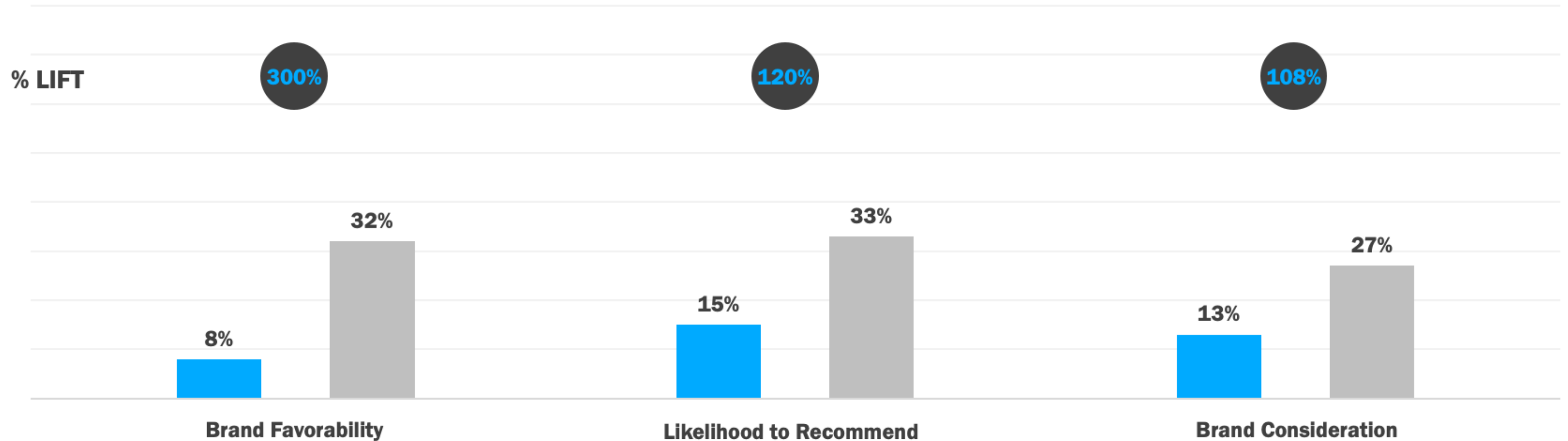
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Source: Ipsos Connect | Zee TV Advertising Effectiveness Study
Statistically significant lift at 95% confidence level relative to pre-test

Advertising Effectiveness



Target Brand = Sistar Mortgage
Target Market = Mortgage Lenders



● Pre-Test ● Post-Test

- Q. How would you describe your overall opinion of each of these brands?
- Q. How likely are you to recommend each of these to a friend, family member, or colleague asking about [category]?
- Q. The next time you are looking to [category text], how likely are you to consider each of these?

Source: Ipsos Connect | Zee TV Advertising Effectiveness Study
Statistically significant lift at 95% confidence level relative to pre-test

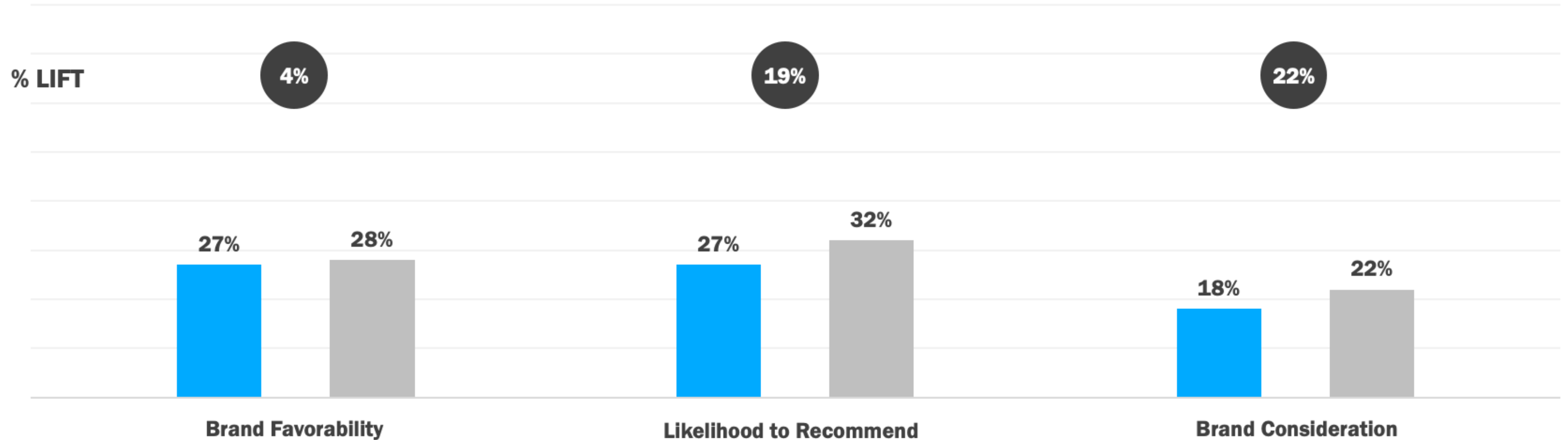
Advertising Effectiveness



Target Brand = LT Foods Americas
Target Market = Food



LT Foods Americas



Pre-Test



Post-Test

Source: Ipsos Connect | Zee TV Advertising Effectiveness Study
Statistically significant lift at 95% confidence level relative to pre-test

- Q. How would you describe your overall opinion of each of these brands?
- Q. How likely are you to recommend each of these to a friend, family member, or colleague asking about [category]?
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Charting the Course: with our Programming,
Event and Social Media engagements

Zee Spotlight



Premiering the Best of Cinema & Shows

BIGGEST
BOLLYWOOD
BLOCKBUSTERS



BEST OF REALITY,
DRAMA AND
SUSPENSE



Join the musical journey of 'Sa Re Ga Ma Pa' as we return for a new season! Witness unparalleled talent and unforgettable performances, leading to musical greatness. Tune in to Zee TV every Saturday and Sunday at 9 PM



Two years ago, a dance talent hunt show made history, and now we're gearing up for an even more spectacular Season 2 of CANADA DANCING SUPERSTAR! Get ready for more talent, better performances, and an unforgettable experience.

An opportunity for Dance lovers to showcase their moves from the comfort of their homes across CANADA and compete in this talent hunt.

With brand awareness & engagement at the heart of the show, Season 1 already created the buzz and left viewers craving for more.

Season 2 will be bigger better and will go a longer way to capture peoples' hearts in Canada.



12th Nov 2023 -14th Jan 2024



2023 WOMEN NOW DURGA PUJA

SAN JOSE HISTORY PARK

20-22ND OCTOBER, 2023

Durga Puja Shines in the USA: Embracing Tradition & Unity.

A vibrant celebration unites the Indian diaspora and diverse communities. A cultural blend of devotion, music, and feasting marks this cross-border festival.

Zee will organize a three day-long event at the heart of Silicon Valley, California, with color, food, entertainment, and unique & fun decorations.



Social Media Brand Integrations

ZeeNorthAmericas



ShopRite, McDonald's, St. Jude, AARP, Shan Foods International, Canadian Superstore, UMAS, Sankara...


Catalyzing Brand Success Through Integrated Social Media Promotions




ZEETV & AARP
Present

GROWING UP AND OLDER IN A NEW ZINDAGI

Friday
6.00 pm ET/ 3.00 pm PT



Hosted by
Omi Vaidya



ZEETV





PRESENTS

ACTS OF KINDNESS STORIES FROM THE ASIAN INDIAN COMMUNITY

SUNDAY 20TH DECEMBER 7:30 PM ET | REPEAT TELECAST SATURDAY 26TH DECEMBER 1 PM ET

PRESENTED BY
OMI VAIDYA

Desi's for St. Jude

Saturday, April 6th
Dream Hotel, Downtown
7 pm - 10pm

with Guest of Honor
R. Madhavan

A **ZEETV** initiative
Finding cures. Saving Children.

St. Jude Children's Research Hospital

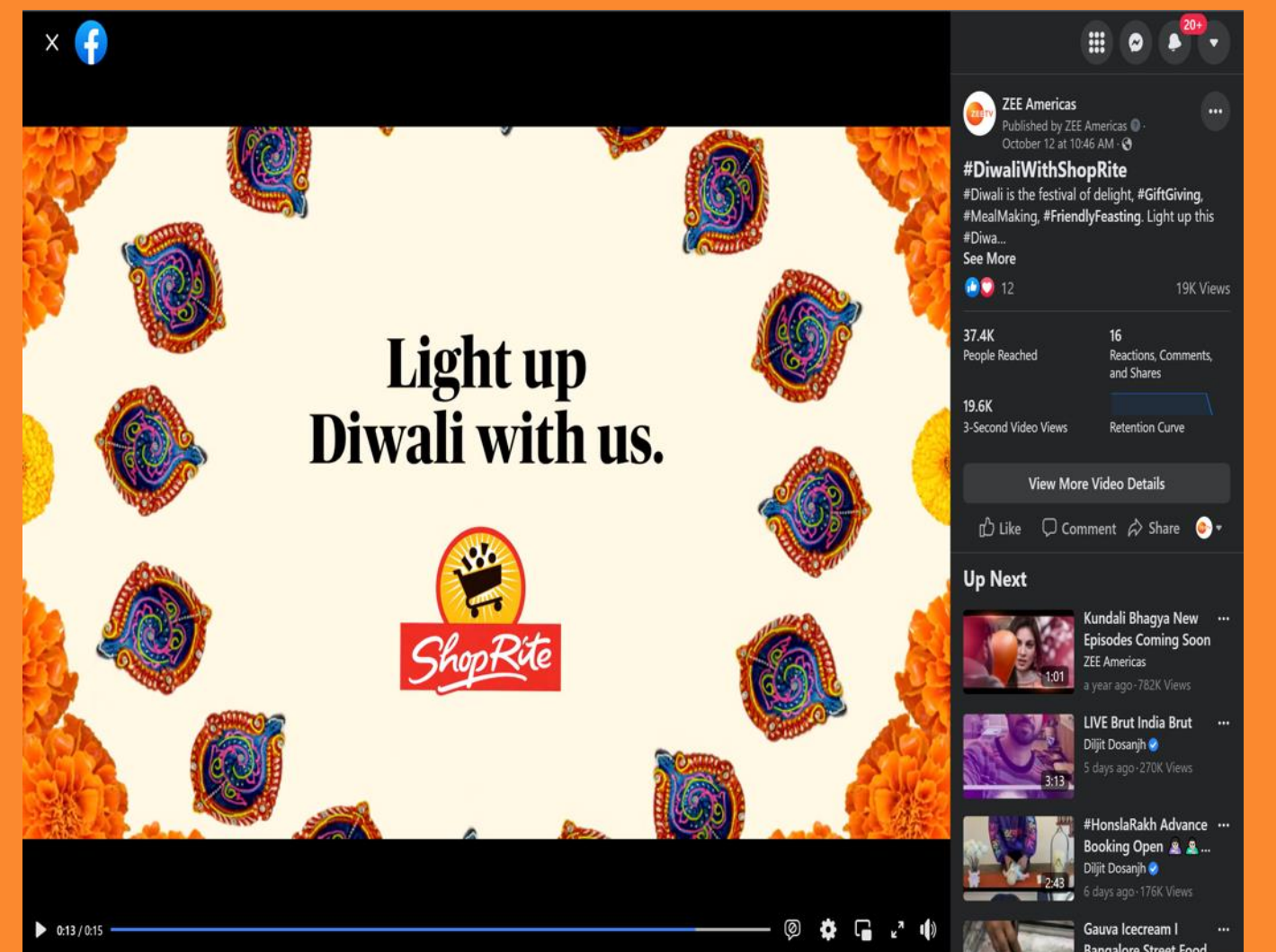
Live Performance by
Internationally acclaimed artist
Vilas Nayak



Hosted by Joya Dass



Showcasing Diverse Brand Integrations: Social Media Highlights



Light up Diwali with us.

ShopRite

#DiwaliWithShopRite
#Diwali is the festival of delight. #GiftGiving. #MealMaking. #FriendlyFeasting. Light up this #Diwa...
See More

12 Likes · 19K Views

37.4K People Reached · 16 Reactions, Comments, and Shares

19.6K 3-Second Video Views · Retention Curve

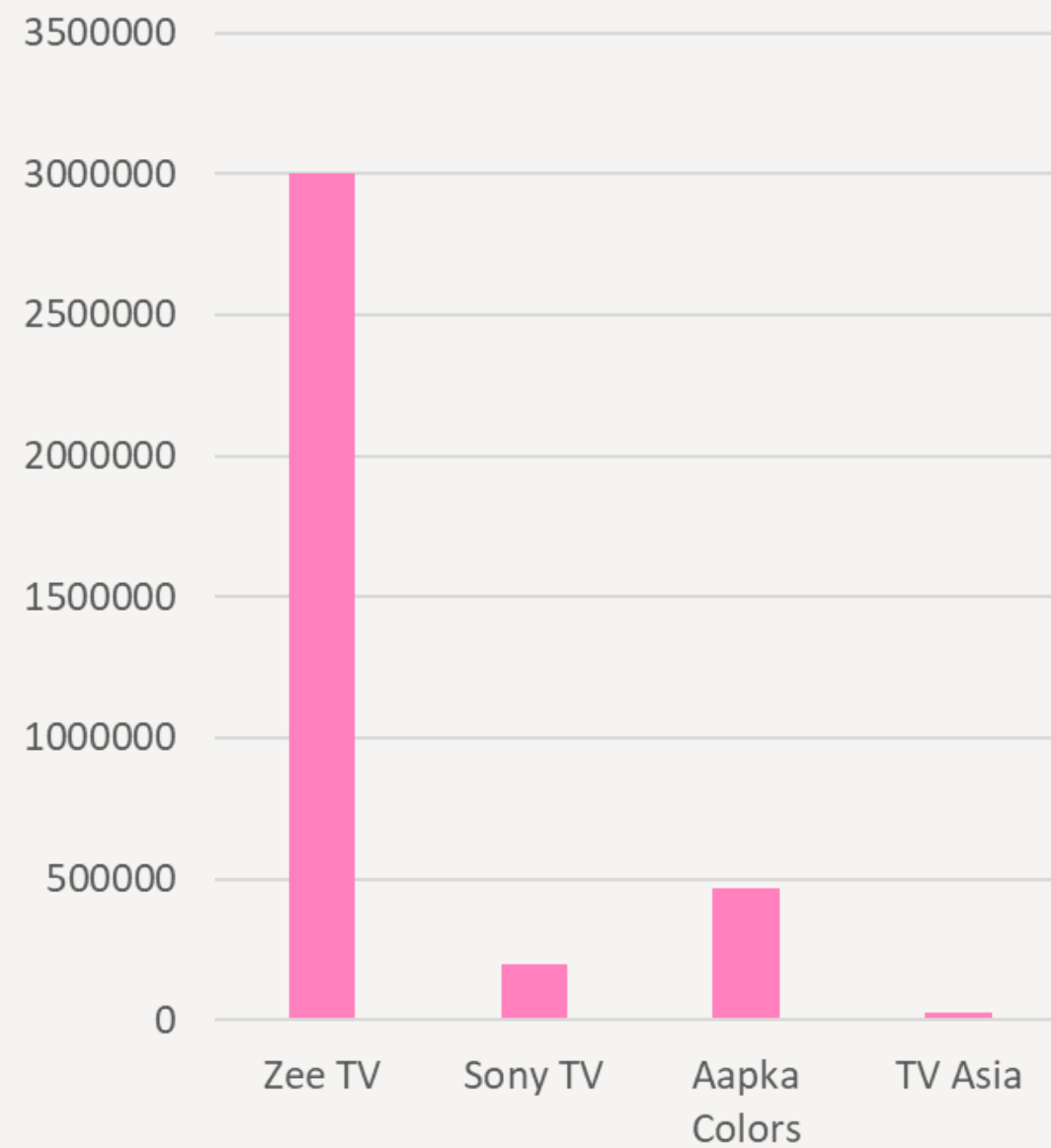
View More Video Details

Up Next

- Kundali Bhagya New Episodes Coming Soon ZEE Americas
- LIVE Brut India Brut Digt Dosanjh
- #HonslaRakh Advance Booking Open Digt Dosanjh
- Gauva Icecream I Rannalore Street Food

Zee TV Social/Digital Media Marketing Delivering Engaging Content and Effective Brand Integrations

Social Media Followers



ZEE AMERICAS Page reach & engagement with followers (000)

Unlocking Brand Success

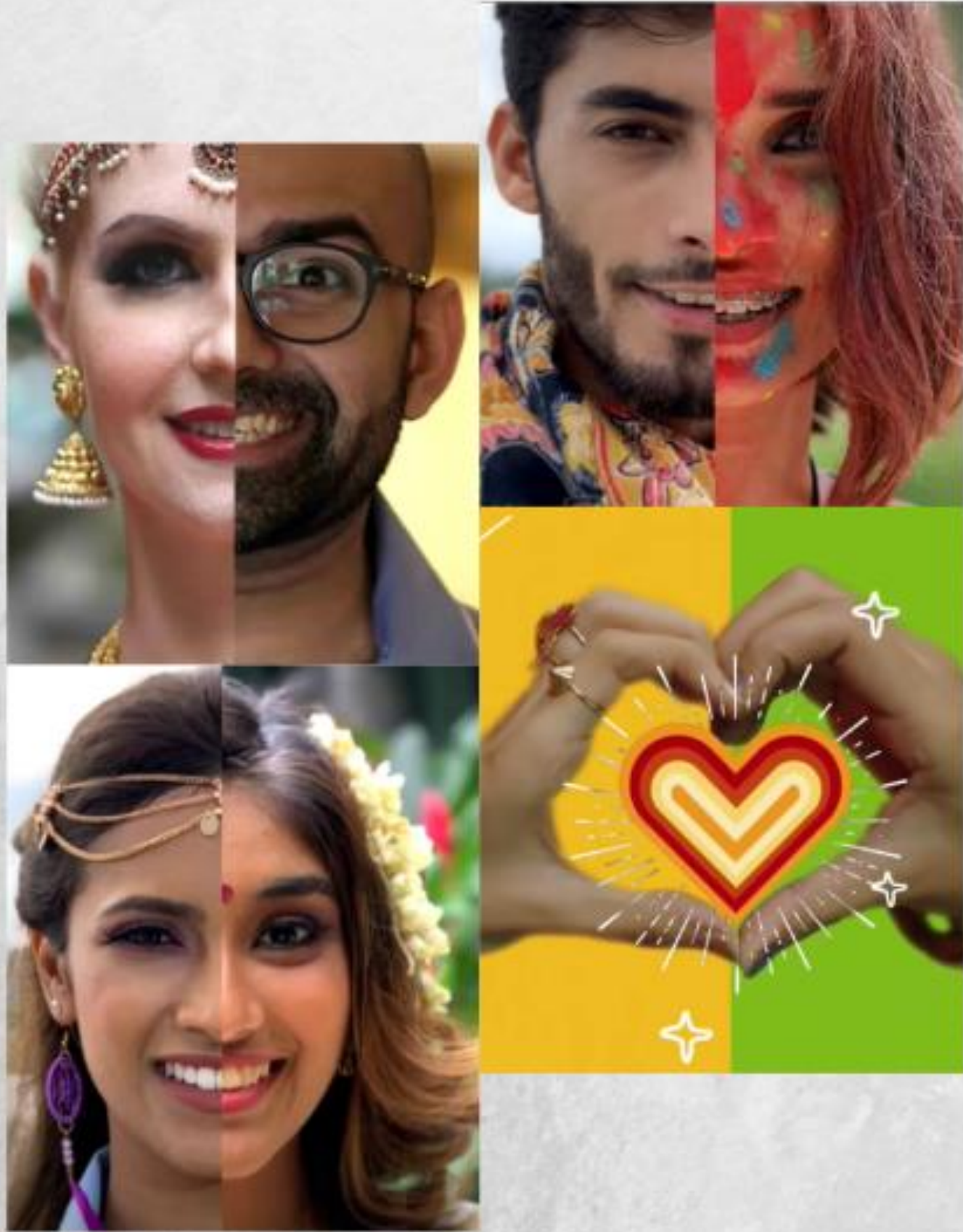


Page Reach: 231.19 Million.
Engagement: 35.1 Million.
Followers: +596.2K.
Minutes Viewed: 605.6 Million.
1-Minute Video Views: 178.5 Million.
3-Second Video Views: 627.1 Million



Video Views: 383.3 Million.
Watch Time: 7.8 Million.
Subscribers: 2.8 Million.
Impressions: 3,386,428,867.

April 2022 to September 2023



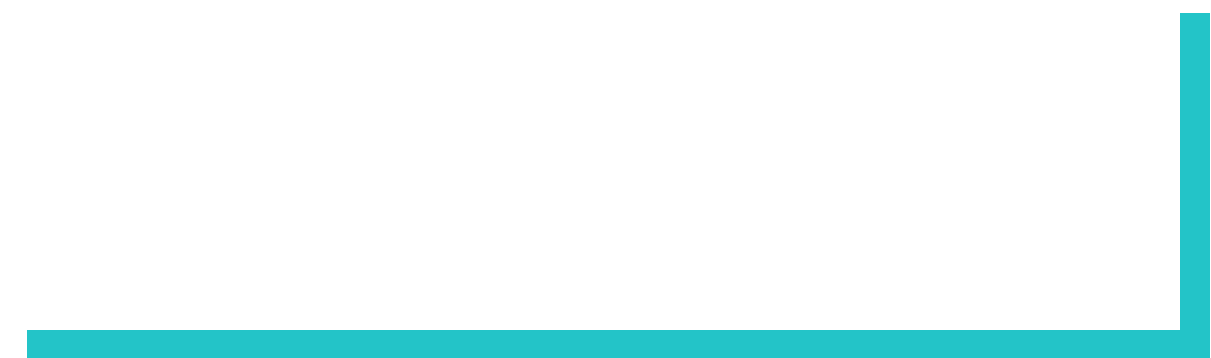
**AN OTT APP THAT ADAPTS WITH YOU
WHEREVER YOU GO GLOBALLY**



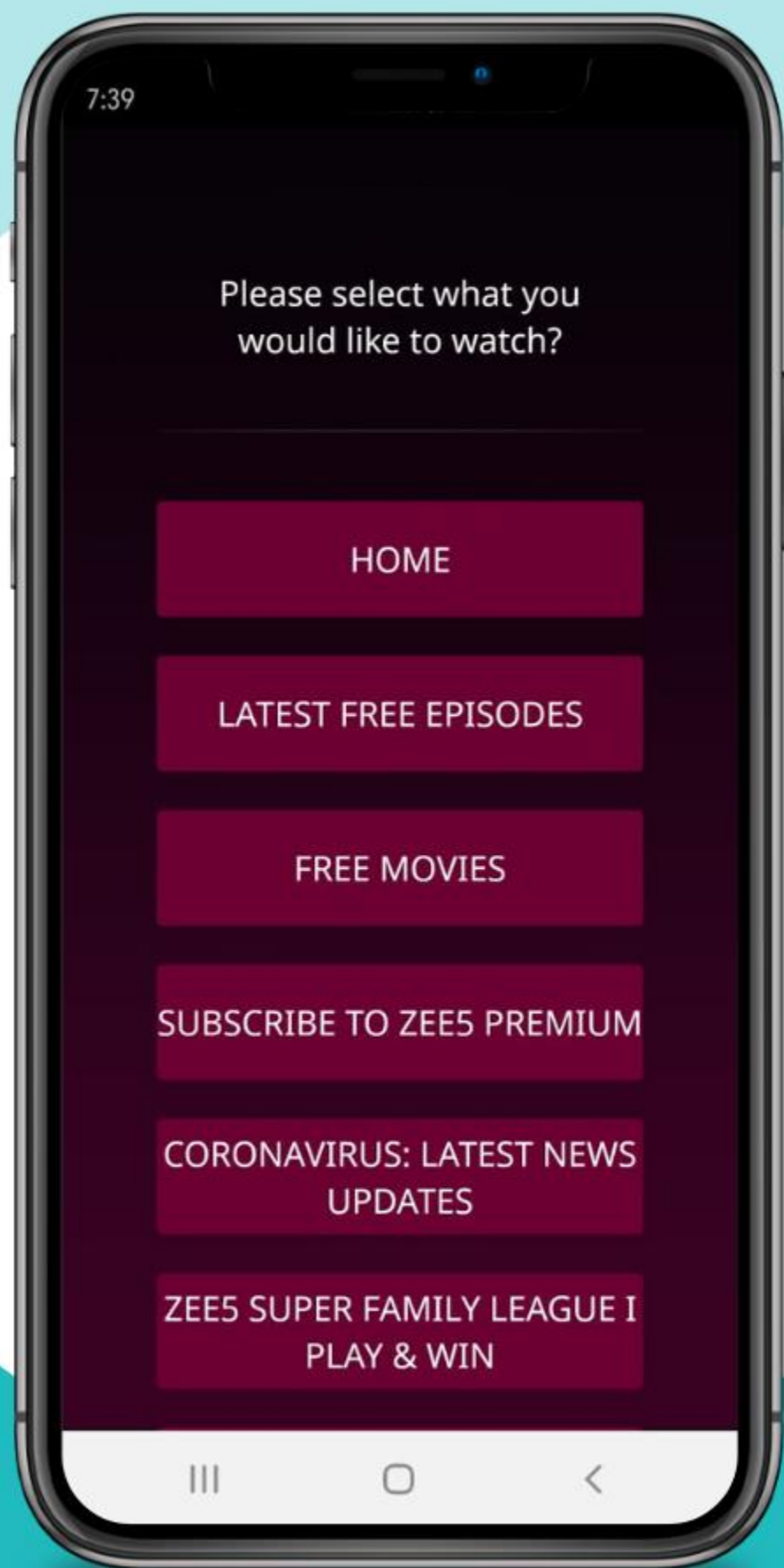
WE BRING TO YOU

World's largest, most comprehensive digital entertainment platform for language content.

THE ONLY OTT PLATFORM THAT OFFERS CONTENT IN 18 LANGUAGES



CONTENT CATALOGUE



200+ Reality shows



150+ Digital Premiere



800+ Shows



4100+ Movies



1000+ Music videos



100+ Original Content



60+ LIVE Channels



36+ Theatre/Plays



25+ NEWS Channels



230 International Movies & Shows



100+ Award shows & Events



230+ Kids Content



40+ Lifestyle Shows

ZEE5 GROWTH STORY

Since the launch in 2018.....

REACH

190+ MARKETS

MONTHLY ACTIVE USERS

6.08 MILLION

AVERAGE TIME SPENT

37 MINUTES

MONTHLY VIDEO VIEWS

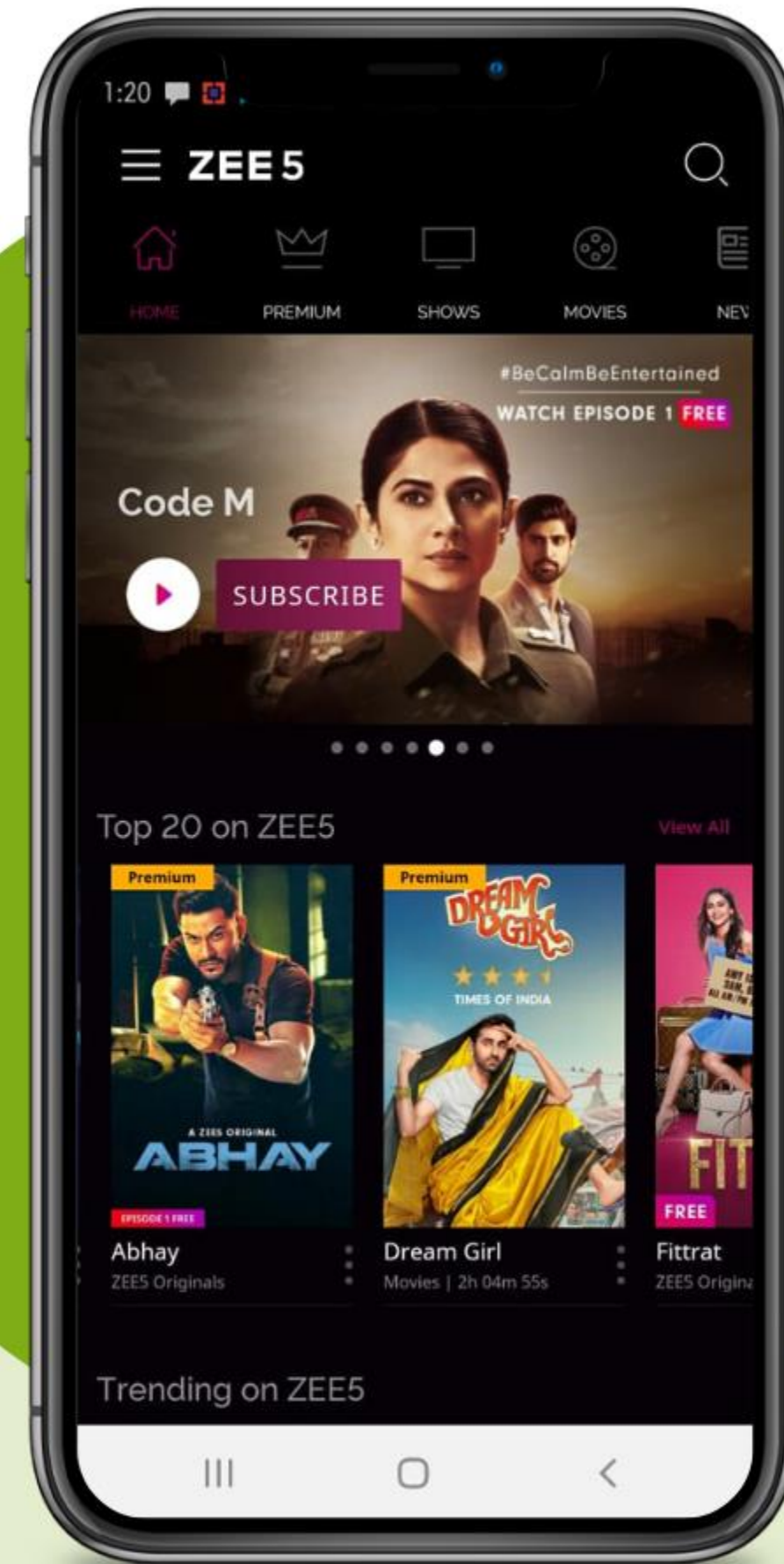
197 MILLION

DAILY ACTIVE USERS

0.50 MILLION

INSTALLS TILL DATE

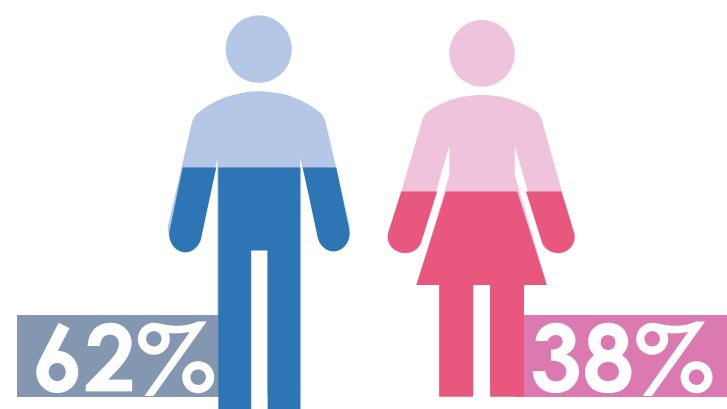
30 MILLION



AUDIENCE PROFILE

ACROSS APAC | MENA | EUROPE | C & C | USA

GENDER SPLIT



AGE GROUP

74% AUDIENCE

between 18-34 years

- 18-24 : 35%
- 25-34 : 39%
- 35-44 : 15%
- 45+ : 11%





Thank You

