

NEO introduces NEO Cricket channel

Newly launched shows top TRP charts

Mumbai, April 9th, 2008: Enthused by the stupendous success of new shows launched two weeks back i.e. Dial C for Cricket and Sportszone, NEO Sports Broadcast Pvt. Ltd. will introduce a fully cricket dedicated 24x7 television channel branded NEO Cricket from the early hours of Thursday 10th April 2008.

The Company will therefore own and operate two 24x7 sports channels branded NEO Cricket and NEO Sports with NEO Cricket being completely dedicated to cricket events and programs and NEO Sports showcasing a mix of all sports including cricket, football, tennis, golf, motorsport, badminton, beach volleyball and many others.

Mautik Tolia, Creative Director & Head of Programming – NEO, says, “Over the past few months we conducted intensive consumer research which led us to conclude that the viewer is now ready to consume cricket in a whole new way, going beyond just live cricket into the realm of what we call Crickertainment – a blend of cricket and entertainment. That is exactly what NEO Cricket will deliver.”

NEO’s recently launched shows Sportszone & Dial C for Cricket have met with outstanding success occupying the top 3 TRP slots across all sports channels in the genre of sports shows as the following table shows.

TRPs - Top 5 sports shows 23-29 March 2008						
Rank	Channel	Date	Day	Start Time	Programme	TRP
1	Neo Sports	28/03/08	Fri	7:30 PM	SPORTS ZONE	0.62
2	Neo Sports	26/03/08	Wed	11:00 PM	SPORTS ZONE	0.23
3	Neo Sports	28/03/08	Fri	10:02 PM	DIAL C FOR CRICKET	0.22
4	Zee Sports	24/03/08	Mon	10:42 PM	SPORTS PLANET	0.20
5	Neo Sports	26/03/08	Wed	7:34 PM	SPORTS ZONE	0.20

Source: TAM, TG: CS Males SEC A 25yrs+, All India

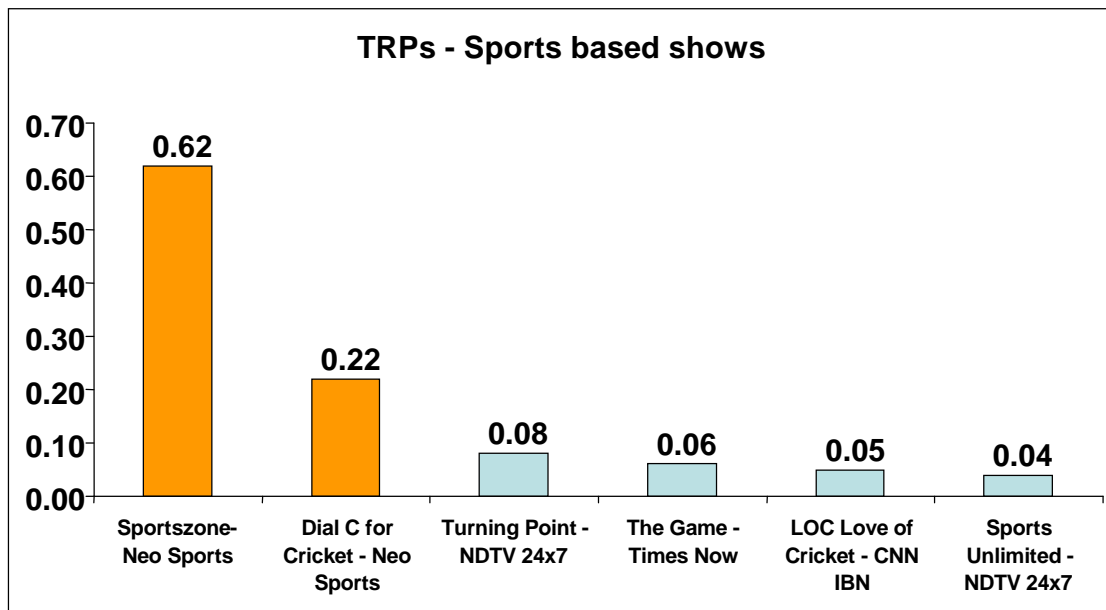
Interestingly, the SEC A viewership of Sportszone and Dial C for Cricket is 100% and 60% respectively higher than SEC ABC viewership clearly indicating that upscale and educated audiences have developed an immediate affinity for Crickertainment.

Inspired by the success of these 2 shows, NEO Cricket will launch 8 new Crickertainment shows in April & May taking the total number of custom produced shows to 10 and the total number of weekly custom produced original programming to 33 hours, in addition to nearly 200 days of live cricket in 2008 including at least 4 International cricket series featuring India. With NEO Cricket’s

emphasis on Cricketainment it expects to dominate viewership for custom produced sports shows triggering a shift in sports program viewing.

Says Harish Thawani, Chairman – NEO, "I believe we are making a game changing move in sports broadcasting and have begun to redefine the way sports in general and cricket in particular will be consumed with our thrust towards Cricketainment."

A comparison with leading sports shows on leading news channels immediately proves just how spectacular the early success of NEO's new shows has been.



Source: TAM, TG: CS Males SEC A 25yrs+, 26-29 March, 2008, All India

This is in addition to NEO Sports occupying the Top 10 spots in the last week of March across all sports channels (all events and programmes).

Rank	Channel	Date	Day	Start Time	Programme	TRPs
1	Neo Sports	28/03/08	Fri	14:34	L/T FUTURECUP-08 1 TEST SA/IND	2.65
2	Neo Sports	29/03/08	Sat	9:28	L/T FUTURECUP-08 1 TEST SA/IND	2.41
3	Neo Sports	28/03/08	Fri	12:09	L/T FUTURECUP-08 1 TEST SA/IND	2.02
4	Neo Sports	29/03/08	Sat	12:11	L/T FUTURECUP-08 1 TEST SA/IND	1.85
5	Neo Sports	28/03/08	Fri	9:28	L/T FUTURECUP-08 1 TEST SA/IND	1.76
6	Neo Sports	27/03/08	Thu	15:33	L/T FUTURECUP-08 1 TEST SA/IND	1.44
7	Neo Sports	28/03/08	Fri	14:18	EXTRA COVER	1.18
8	Neo Sports	29/03/08	Sat	14:47	L/T FUTURECUP-08 1 TEST SA/IND	1.04
9	Neo Sports	27/03/08	Thu	9:28	L/T FUTURECUP-08 1 TEST SA/IND	0.93
10	Neo Sports	26/03/08	Wed	9:28	L/T FUTURECUP-08 1 TEST SA/IND	0.90

Source: TAM, TG: CS Males SEC ABC 15yrs+, All India

More about NEO Cricket

NEO Cricket has the exclusive broadcast rights for all international and domestic cricket played in India. It also has exclusive broadcast rights for international cricket played in Bangladesh and Kenya as well as BCCI's offshore cricket series. In 2008 NEO Cricket will broadcast a minimum of 6 International cricket series including 4 featuring India, adding up to nearly 200 days of live cricket.

In addition NEO Cricket will air as many as 10 Cricketainment shows, 4 of which are daily shows such as Dial C for Cricket, Sportszone, Encounter, etc.

More about NEO Sports

NEO Sports holds the exclusive rights to top drawer football (Italian Serie A and Bundesliga), Tennis (WTA Tour & select ATP tournaments), Golf (US PGA Tour), Badminton (IBF Thomas & Uber Cup, BWF Super Series), Beach volleyball (AVP World Series).

Additionally NEO Sports will air a host of leading sports magazine shows.

NEO Sports will also carry live coverage of cricket in Hindi and other regional languages.

Details of new shows to be aired on NEO Cricket

	Shows	Frequency
1	Sportszone	Daily
2	Dial C for Cricket	Daily
3	Baat & Bowl	weekly
4	Jaya He	Bi-weekly
5	Ballebaaz	Bi-weekly
6	The Great Indian Run Chase	Bi-weekly
7	Tour Diary	Bi-weekly
8	Cricket...Tadka Marke	weekly
9	Encounter	Daily
10	Night Cricket	Daily

For further details please contact:

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