



## TV TODAY PROFITS DROP



TV Today saw a 6.35% revenue drop and saw the revenues at Rs 211.63 crore for the quarter ended 30th September. Total income was at Rs 223.43 crore from Rs 240.31 crore. Expenses jumped 11% to Rs 196.52 crore from Rs 177.18 crore on the back 13% increase in employee benefits expense to Rs 82.04 crore from Rs 72.74 crore.

Net profit saw a drop at Rs 19.72 crore, a 58% drop from Rs 46.98 crore in the previous fiscal.

For fiscal 2022, the company's net profit was Rs 182 crore on revenue of Rs 930 crore, against Rs 132 crore and Rs 783 crore, respectively, for the corresponding period previous fiscal

## ALTBALAJI SEES INCREASED SUBSCRIPTION REVENUE

ALTBalaji's direct subscription revenue stood at Rs 5 crore in Q2 FY23. The company sold 6.1 lakh subscriptions (including 3.2 lakh renewals) during the six months ending September 30, 2022. This excludes subscribers on partner apps.



Currently, ALTBalaji's engagement time stands at 53+ mins, with watch time at 16.4 billion minutes. Video views stand at 1.4 billion cumulative to date.

"The business from subscription is expected to retain the momentum as per current run rates for the balance 6 months considering a strong content library in place with 93 shows and 18 movies which includes multiple seasons of hit shows," the company statement read.

Balaji Telefilms' group revenue is at Rs 283 crore in H1 FY23. They had a loss of Rs 35 crore in H1 FY23.

## ZEE SEES SURGE IN REVENUES



Zee has seen a growth in revenue at Rs 2028.4 crore for the quarter ending 30th September against Rs 1978.8 crore in the same quarter of the previous fiscal.

Advertising revenue was at Rs 1012.8 and subscription revenue at Rs 821.9

The company's advertising revenue from the international business was at Rs 51.8 crore.

Operating profit was at Rs 297.3 crore from Rs 412.1 crore. Net profit dropped 58.3% to Rs 112.8.

The company's video streaming platform ZEE5 registered a growth of 28% to end the quarter with revenue of Rs 167.1 crore compared to Rs 130.5 crore in Q2 FY22.

## SUN TV HAS RS 400 CRORE PROFIT



## SUN Network

Sun TV'S revenue stood at Rs 796.43 crore. The total income of the network for the quarter stood at Rs 882.54 crore and advertising revenue was recorded as Rs 342.53 crore. EBITDA for the quarter was marginally up at Rs 524.78 crore.

The network's profit before taxes for the current quarter also was marginally higher by 1.23% to Rs 534.09 crore. The profit after taxes for the current quarter stood higher by 1.88% at Rs 400.71 crore compared to the previous quarter ended September 30, 2021. ■

**SATELLITE & Cable TV**

**... You Know What You Are Doing But Nobody Else Does**

**ADVERTISE NOW !**

Contact: Mob.: +91-7021850198  
Email: scat.sales@nm-india.com