

ZEE PROFITS DIPS



ZEEL has seen a sharp drop and revenue decline of 34.7 per cent the first quarter (Q1) of the financial year (FY)21.

“On the advertising side, our outlook is quite positive. We do expect the growth to be back in the second half of the year. We are targeting growth from the third quarter itself. We have factored in IPL into the same number. I don’t want to comment on what IPL is going to do, what is the industry going to do. It’s a very normal feature now,” Goenka stated in an investors call after declaring Q1 results.

The company executives stated that the recovery has already begun and the advertisers are coming back as consumer spending has started again. ZEEL is seeing improvement in ad revenue on a month-on-month basis.

Goenka also mentioned that FMCG is the largest sector of advertisement that ZEEL gets. Hence, this sector is the first one to start moving for the broadcaster to have any semblance of growth coming back.

ZEEL will not have a major CAPEX overhead. They will be able to have normal run rate on content cost in q2 itself because all channels have started going back to normal production level which was before pre-

COVID. However, the content cost-revenue ratio may go up for this FY given the drop in advertising revenue.

SUN REGISTERS LOWER REVENUES



Sun TV has seen a 44.3 percent y-o-y decrease in consolidated operating revenue for the quarter ended 30 June 2020. The company reported revenue of ₹ 611.51 crore and ₹ 1,110.04 crore in Q1 2021 and Q1 2020 respectively, PAT for Q1 2021 was ₹ 257.11 crore and for Q1 2020 it was ₹ 386.81 crore. EBITDA in Q1 2021 was ₹ 409.11 crore as compared to ₹ 694.95 crore in the corresponding year ago quarter. The company attributes the fall in revenue to the absence of IPL which normally happens during the first quarter and also absence of movie distribution in particular during the COVID2019 quarter. In the corresponding year ago quarter, Sun TV had reported revenue of ₹ 244.39 crores and corresponding costs of ₹ 138.40 crores for its IPL franchisee SunRisers Hyderabad.

Sun TV has mentioned in its earnings release for Q1 2021 that subscription revenue during the quarter under review increased 17.6 percent y-o-y to ₹ 442.25 crore from ₹ 375.95 crore in Q1 2020.

Consolidated total expenditure

in Q1 2021 was 38.8 percent lower y-o-y at ₹ 356.82 crore as compared to ₹ 582.09 crore in the corresponding quarter of the previous year.

DISH TV EXPANDS IN KERALA

Dish TV has introduced new channels, packs, and acquisition offers for viewers in Kerala

The new recharge packs include Joy Malayalam Tamil HD; comprising all popular Malayalam channels with Popular Tamil channels and also include three discovery channels; Animal Planet HD, Discovery HD and TLC HD and Premiere Jumbo HD; comprising all Malayalam with popular English movies, news, sports, infotainment channels.

The company has introduced offers based on the need for multi-lingual content consumption for new as well as existing subscribers and has strengthened its content portfolio in Kerala by adding channels like Zee Keralam HD, & Prive HD and many more south region channels. It also added Kite Victers, an educational channel for students, devoted to broadcasting high quality education programs and infotainment content in Malayalam. To further encourage existing subscribers, special long term schemes have been announced, wherein subscribers can avail one month extra on payment of six months. ■

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