



PRASAR BHARATI COLLECTS ₹ 731 CRORES



Prasar Bharati has collected ₹ 731.34 crore from the sale of 57 MPEG-2 slots from the just-concluded third annual and 52nd e-auction. ₹ 594.25 crore was collected from the sale of 53 MPEG-2 slots in March 2020.

The channels have won the slot for a period of one year. The third annual (52nd) e-auction, which tentatively began on 22nd February, was completed on 27th February.

The Hindi movie genre has made the highest bid at ₹ 194.85 crore as a category while the single highest bid from an individual channel has come from the news genre at ₹ 22.05 crore.

Hindi movie channels, which are placed under A bucket, have outshined other genres by paying ₹ 194.85 crore for 15 slots. The average slot price and highest bid price stood at ₹ 12.99 crore and ₹ 13.35 crore respectively. The reserve price for the bucket was ₹ 12 crore.

The news and current affairs channels that come under the C bucket have bid a whopping ₹ 190.3 crore for 11 slots. The average slot price and highest bid price stood at ₹ 17.30 crore and ₹ 22.05 crore respectively. The reserve price for news and current affairs channels was ₹ 7 crore. The huge difference between the reserve and average slot price suggests that there was fierce bidding in this bucket.

The A+ bucket, which is reserved for Hindi GECs, saw channels collectively paying a record ₹ 156.75 crore for 10 slots. The average slot price was ₹ 15.675 crore while the highest bid price was ₹ 16.50 crore. The reserve price for this bucket was ₹ 15 crore. The 10 channels that won the slot in this bucket include ABZY Cool, Azaad, Big Magic, Colors Rishtey, Dangal, Shemaroo TV, Sony Pal, Star Utsav, The Q, and Zee Anmol.

TIMES GROUP INVESTS US\$8 MILLION IN QYOU



THE TIMES GROUP

Times Group will be investing US\$8 million in QYOU Media. The investment is being done through BCI which is the strategic investment arm of Times Group



QYOU Media, led by The Q India, the company's Hindi language youth-oriented channel available to over 700 million homes and devices in India,

The company intends to use the proceeds of the initial \$2 million investment by BCI to build out its Indian operations, including distribution contracts, ad sales, content licensing, and branding efforts. The parties have agreed to consider in good faith further investments of \$2 million in each of 2023 and 2024, as further described below. The parties have agreed that an executive representative of BCI or other Times Group entity will be granted an observer position with the Board of Directors of QYOU Media.

Times Group has 12 television channels, 73 radio stations, 50+ websites and apps, and 5000+ Outdoor sites. Brand Capital International has a pioneering investment model that supports the long-term brand-building efforts for businesses expanding in the Indian market.

Brand Capital International has agreed to purchase 9,025,000 common shares in the capital of QYOU Media at a price of Canadian \$0.28 per share for an aggregate investment of \$2 million (C \$2,527,000). This proposal is subject to prior approval from the Reserve Bank of India by April 23, 2021. ■