



**BROADCAST  
AUDIENCE  
RESEARCH  
COUNCIL  
INDIA**

### BARC REGISTERS PROFIT

The Broadcast Audience Research Council (BARC) has recorded a profit after tax (PAT) of Rs 20 crore for the financial year 2024, marking a 44% decline from Rs 33.57 crore in FY23 and Rs 85 crore in FY22.

Revenue for the TV ratings agency also saw a marginal dip, falling 0.6% to Rs 319 crore from Rs 323 crore in the previous fiscal. This follows a 60% profit drop in FY23 despite a slight revenue growth of 0.41% that year.

BARC's revenue from service sales increased by 1.62% to Rs 321.16 crore in FY23, compared to Rs 316.05 crore in FY22. Subscription membership fees, however, declined to Rs 0.19 crore from Rs 0.31 crore the previous year.

The organization has also reportedly ordered over 5,000 meters and is working on defining "premium homes," indicating ongoing efforts to enhance its TV measurement capabilities.

### SUN TV PROFIT DROP DESPITE REVENUE GROWTH

Sun TV Network Limited posted a Profit After Tax (PAT) of Rs 398.17 crore for Q2 FY24, down from Rs 456.24 crore in the same quarter last year. The decline reflects rising

operational costs despite a 3.26% growth in revenue, excluding movies and sports, which reached Rs 799.36 crore compared to Rs 774.12 crore in Q2FY23.



Advertising revenue increased by 2.13%, totalling Rs 335.42 crore, up from Rs 328.42 crore in the same period last year. However, the company's EBITDA dropped significantly to Rs 528.98 crore from Rs 716.21 crore in Q2 FY23.

Total income for the quarter fell to Rs 1,064.14 crore from Rs 1,125.08 crore a year ago, reflecting broader financial pressures. Sun TV Network operates across multiple regional languages and platforms, facing a mixed performance in Q2 amid growing operational challenges.

### STAR INDIA INCURS RS 12,548 CRORE LOSS

Star India has reported a standalone net loss of Rs 12,548 crore for FY24, primarily due to a Rs 12,319 crore provision for an "onerous contract" tied to its International Cricket Council (ICC) media rights deal. The media company, which had posted a net profit of Rs 1,465 crore in FY23, disclosed the losses in its regulatory filings.

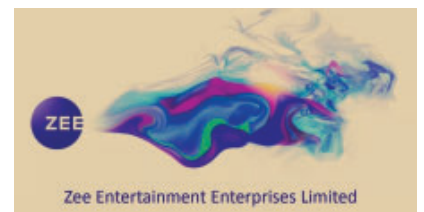


The company acquired the ICC TV and digital rights for \$3 billion for the 2024–2027 period but later sublicensed TV rights to Zee Entertainment. The deal faltered when Zee failed to meet a crucial payment, leading to its withdrawal from the agreement and subsequent legal disputes.

Star India has initiated arbitration proceedings against Zee's parent company at the London Court of International Arbitration, seeking \$940 million in damages. Meanwhile, Zee has contested these claims, with the arbitration process still in its early stages.

The company's merger with Reliance-backed Viacom18 remains underway, with uncertainties surrounding the ICC deal contributing to its substantial financial loss.

### ZEEL BOARD PUSHES FOR HIGHER TARGETS



Zee Entertainment Enterprises Ltd. (ZEEL) has announced elevated performance benchmarks for its MD and CEO, Punit Goenka, as part of his reappointment. According to regulatory filings, the targets include quarterly consolidated revenue and EBITDA outlooks for Q3FY25 onward and a commitment to pay 25% of consolidated net profits as dividends to shareholders.

The board's decision reflects a renewed focus on accountability and financial performance, aiming to align company objectives with shareholder expectations. ■