



## ALTBALAJI INCREASES REVENUES



ALTBalaji is driving the fortunes of Balaji and has achieved a 42 per cent growth in subscriptions for FY21. The platform sold a total of 4.7 million subscriptions for the year, compared to ₹ 3.4 million in FY20.

Despite the speedy growth of ALTBalaji, overall financial performance for the year was impacted by the pandemic-led restrictions on the TV and movie business. Balaji Telefilms' consolidated revenue stood at ₹ 293.7 crore for FY21, compared to ₹ 573.6 crore. TV business returned to more normal production in Q4. With 223 hours content produced in the quarter, the company stated in a statement.

“ALTBalaji continues to drive subscription growth and we added 4.7m subscriptions during the year, the highest since our launch four years ago. We have also done strategic content-sharing deals with

two large OTT players to drive creative synergies. We will continue to see strong subscriber additions with over 40 shows greenlit,” Balaji Telefilms managing director Shobha Kapoor said.

Meanwhile, the Board has considered and approved a dividend of ten per cent (₹ 0.20 per share) subject to shareholder approval. It is going to highly focus on maintaining liquidity and balance sheet strength through the year with the current cash and cash equivalent balance at ₹ 144 crore.

## SUN TV PROFITS SURGE



Sun TV Network has had a good run of profit of ₹ 487.86 crore in the quarter ended March 31, 2021, compared to ₹ 245.23 crore for the

quarter ended March 31, 2020.

The consolidated revenue was at ₹ 3,176.79 crores for the year ended 31 March 2021 as against ₹ 3,519.85 crores for the corresponding year ended 31st March 2020. EBITDA for the year ended 31st March 2021 was at ₹ 2,071.38 crores as against ₹ 2,275.92 crores for the previous year ended 31st March 2020. The Profit after taxes (after accounting of share from joint venture) was at ₹ 1,525.24 crores for the year ended March 31, 2021, as against ₹ 1,385.49 crores for the previous year.

The results for the year ended

March 31, 2021, and the quarter ended December 31, 2020, include income from the company's IPL franchise "Sunrisers Hyderabad" for season 2020 of ₹ 254.60 crores and ₹ 209.07 crores respectively (Year ended March 31, 2020, for season 2019 (Partial) of ₹ 244.40 crores) and corresponding costs of ₹ 161.81 crores and ₹ 129.71 crores respectively (Year ended March 31, 2020, for season 2019 (partial) of ₹ 139.29 crores).

Sun TV Network operates satellite television channels across five languages of Tamil, Telugu, Kannada, Malayalam, and Bangla, airs FM radio stations across India, and owns the SunRisers Hyderabad Cricket Franchise of the Indian Premier League and the Digital OTT Platform Sun NXT.

## CHANNELS RECORD MASSIVE REVENUE GROWTH

FICCI -EY Report 2021 estimates that the channels would have generated ₹ 300 - 400 crore of incremental ad revenues in 2020 and will likely grow to ₹ 1000 crore in 2021





After winning MPEG-2 slot bidding last year on June 3, the four broadcasters' free-to-air (FTA) channels made a comeback on DD FreeDish over a year after they pulled out in February 2019.

"Despite the fragmentation of channels, every platform has space, and similarly with electrification across markets, DD Freedish has become a significant part of rural audience lifestyle. Almost all channels were well received, including Anmol, and viewership only surged," shared Ashish Sehgal, Chief Growth Officer - Ad Revenue, Zee Entertainment Enterprises Ltd (ZEEL).

Stating a similar point of view, Sony Pictures Networks India (SPNI) Chief Revenue Officer - Ad Sales and International Business, Rohit Gupta, mentioned that the FTA space is doing exceptionally well. As a result, all the advertisers are keen on spending on this space. "The revenues are not just at par to pre-NTO level, but it has grown much more than that," said Gupta.



According to the FICCI- EY M&E report 2019, DD Freedish revenue crashed when the leading broadcasters removed their channels from the platform. It was estimated that approximately ₹ 1000 crore of advertising was affected.

But when the channels returned to the platform in June last

year, it also witnessed the comeback of the revenue. The report estimates that the channels would have generated ₹ 300-400 crore of incremental advertising revenues in 2020, which will likely increase to ₹ 1000 crore in 2021.

Though some channels witnessed growth in viewership and revenues in the absence of the big four, the overall market saw

a considerable decline. This is because the existing channels were unable to sell the inventory as effectively as they did. As a result, the FTA space grew much more in 2020 after their return

compared to 2019.

As per the report, as of January 2021, DD Free Dish hosted 161 channels, including 91 Doordarshan channels (comprising 51 educational channels launched during the pandemic) and 70 private channels. In 2019, the platform had 104 channels. ■

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