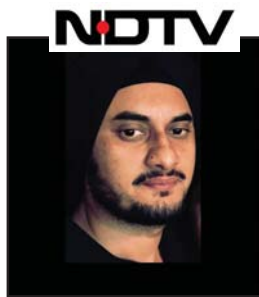




MANDEEP SINGH JOINS NDTV AS FINANCE HEAD



MANDEEP SINGH

Post Adani takeover NDTV has been hiring across the board. Mandeep Singh, who recently stepped down as Bennett

Coleman's Vice President, has joined NDTV as Revenue Head - TV Network.

Mandeep comes with 21 years' executive experience with leading media corporations, including The Walt Disney Co, UTV, Zee, Times Television Network, and BCCL Response (Times of India Group).

Singh was associated with B4U Network as their Country Manager & COO before joining BCCL as Vice President. He has also served as Executive Director with The Walt Disney Company and was leading the revenue function for 13 years.

DD FREE DISH GETS RS 10.62 CRORE

India Daily Live has bagged a slot on the DD Free Dish for Rs 10.62 crore. According to the sources, the channel was the only participant in the September 12th auction.

Prasar Bharati invited applications



platform for the period between September 9, 2023 and March 31, 2024 through the 72nd online e-auction process.

The reserve price for News & Current Affairs (Hindi) that falls under Bucket C is Rs 10.57 crore

Prasar Bharati has invited applications for allotment of vacant MPEG-2 slots of DD FreeDish DTH platform for the period from September 9, 2023 to March 31, 2024. The slots will be allotted through 72nd online e-auction process to be tentatively held on September 12, 2023.

Prasar Bharati said that the e-auction will be conducted in accordance with e-auction methodology for allotment of DD Freedish slots to private channels. The pubcaster has categorised TV channels in different buckets based on the genres/language of the channel.

The reserve price for Bucket A+ which comprises All GEC (Hindi) Channels is Rs 14.17 crore. The Bucket A which includes All Movie (Hindi) and teleshopping channels (all languages) has a reserve price of Rs 12.81 crore.

Bucket B, which comprises Music (Hindi) Channels, Sports (Hindi) Channels, and all channels of Bhojpuri language has a reserve price of Rs 11.24 crore. The reserve price for News & Current Affairs (Hindi) that fall under Bucket C is Rs 10.57 crore.

The reserve price for Bucket D

for the allotment of vacant MPEG-2 slots of the DD Free Dish D T H

which has All other remaining Genre of Hindi, devotional/spritual/ ayush/ all genres of Marathi, Punjabi, and Urdu channels is Rs 8.52 crore. Bucket R1 which has all channels in languages not covered above has a base price of Rs 1.62 crore.

PARAMOUNT REVENUE DECLINE



Paramount Global has reported a 2% drop in its total revenue in

the second quarter of calendar year 2023 at \$7.6 billion but has realised a gain of \$168 million from dilution of its stake in Viacom18 from 49% to 13%.

The amount of \$168 million mentioned in the financial statement "reflects a gain recognized on our retained interest in Viacom18 following the discontinuance of equity method accounting resulting from the dilution of our interest from 49% to 13%", the company said.

Paramount's stake in Viacom18 reduced to 13% from 49% after the latter received investment from Reliance Industries Ltd and Bodhi Tree Systems.

For the quarter ending June 30, 2023, Paramount Global recorded an adjusted OIBDA (operating income before depreciation and amortization) of \$606 million.

Paramount+, SVOD service of Paramount Global, reported a revenue growth of 47% while its total DTC ad revenue increased by 21%, and global viewing hours on Paramount+ and Pluto TV, ad-supported streaming service, were up 35% year-over-year, the report said. ■