

Mediacorp makes major inroads in India via first Tamil content deal with streaming giant ZEE5

Singapore, 18 May 2020 – Landing its largest and highest-profile Indian distribution deal to date, Mediacorp is pleased to announce that 160 hours of its Tamil titles have been sold to ZEE5, in the first foray of its kind with the Mumbai-based streaming service operated by Essel Group via its subsidiary Zee Entertainment Enterprises Limited.

This undertaking underscores Mediacorp's continued commitment to engaging with the extended creative ecosystem, so as to ramp up the recognition and reach of its shows beyond Singapore.

Under the collaboration, three of Mediacorp's drama series, all of which originally aired on its Tamillanguage channel Vasantham and digital destination meWATCH, are now available for free to Indiabased users of ZEE5, India's largest content producer with over 100M downloads on Google Play and 11.4M daily active users as of December 2019.

Jesslyn Wong, Vice President of Content Distribution, Mediacorp said: "We are excited to embark on this endeavour with ZEE5 in proffering our premium Tamil content to consumers in India. ZEE5 audiences will be treated to 160 hours of high-octane quality productions with stellar cast members to match. *Arivaan, Uyire* and *Vettai* boast riveting plots that will surely keep viewers in India entertained during this stay-home period."

Added Ms Wong: "We hope this is the beginning of a commercially fulfilling relationship between our two companies that will ultimately strengthen our mutual standing in a competitive and ever-evolving mediascape."

ZEE5 audiences can anticipate being acquainted with seasons one, two and four of the memorable Mediacorp long-form suspense series *Vettai* (2012 - present), with its electrifying ensemble cast including illustrious A-list actors Vignesh Wadarajan and Gunalan Morgan.

They can also enjoy an entertainment experience courtesy of two other Tamil thrillers: The 54-episode *Uyire* (2019), which explores an enigmatic ex-military officer's explosive past; and the 49-episode *Arivaan* (2019-20), based on a barber with paranormal powers and his pursuit of a mysterious mass murderer. Both *Uyire* and *Arivaan* enjoyed the highest integrated reach amongst viewers in Singapore, when compared to dramas in the same slots in the year of their airing on Vasantham [1].

Aparna Acharekar, Programming Head, ZEE5 India, said: "As India's Entertainment Super-app, we are cognisant of the current situation and have undertaken planned measures to urge consumers to stay indoors by serving them with their daily dose of entertainment across languages."

Added Ms Acharekar: "Our partnership with Mediacorp is one such strategic step towards delivering a series of bespoke Tamil original content for viewers who were devoid of access to fresh content during the ongoing lockdown in India. We will continue to churn out fresh content for a diverse set of audiences who can consume quality entertainment on ZEE5 anytime and across a spectrum of devices."



Media assets, including Mediacorp and ZEE5 logos, series synopses and stills, may be downloaded via this link.

[1] Source: SG-TAM (all rights reserved by IMDA). Integrated: Pre Air up to 30 days+Live+Viewing on Same Day as Live+Timeshift up to 28 days on TV and up to 80 days on Other Screens. Reach Criteria: Minimum one-minute consecutive viewing. Base ('000): People 4+ (2019: 5,253). SG-TAM Data is strictly for internal reference and not for circulation or reproduction without prior written consent from IMDA.

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About ZEE5

ZEE5 is the digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1.25 lakh hours of On Demand Content and 100+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers groundbreaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

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About Mediacorp

Mediacorp is Singapore's largest content creator and national media network, operating six TV channels, 11 radio stations and multiple digital platforms including CNA, Singapore's most used news app, and meWATCH, its digital video platform. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore's broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages weekly and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

The Mediacorp Partner Network brings Mediacorp together with industry-leading brands like ESPN, Edipresse Media, 99.co and VICE to deliver rich content for consumers and effective solutions for advertisers.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards. For more information, please visit Mediacorp.sg.