

A single dandelion seed head is shown in profile, with its long, thin stem curving upwards. The seed head is dark and textured, and the feathery pappus is white and wispy. The background is a solid blue sky.

A NEW VISION IS BLOOMING

ZEE 4.0 - ANNUAL REPORT 2020-21

Zee Entertainment
Enterprises Limited

Transformation stems from the natural evolution of every living being. Inside each of us lies a distinctive desire to do something more than the norm, out of the ordinary. This nature of existence flows from people to businesses, leading them from old path to new, creating opportunities for themselves and for the rest of the world.

Media and Entertainment landscape is not untouched by this phenomenon. From consumer behaviour to consumer experiences, the industry has evolved in all shapes and forms over the last few decades. Today, we are seeing a paradigm shift in the consumption and delivery of entertainment. In this new realm, the alchemy of the consumer experience is one that blends content creation, delivery, and monetization in a seamless manner. This hyper-competitive, digitally accelerated environment demands a unique strategic vision. We at ZEE are preparing to step into this future with a sharper and synergised version, transforming into ZEE 4.0 - a future-ready organisation to gain competitive advantage. ZEE 4.0 is designed around enhanced customer centricity with levers for capitalizing on immense growth opportunities and driving higher profitability.

The 5G pillars - **Governance, Granularity, Growth, Goodwill and Gusto**, form the cornerstone of ZEE 4.0, sharpening our abilities to capture the emerging opportunities across markets, to transform ZEE into South Asia's leading Media & Entertainment Company. The strategic vision is woven around the 5G pillars with an aim to redefine entertainment for consumers, maximize value for shareholders, enhance opportunities for employees, deliver innovation to our partners and take purposeful steps for the society at large.

With ZEE 4.0, we are transforming our creative potential into meaningful action, building a strong foundation of business growth and positive societal change.



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CONSOLIDATED

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Forward-looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements - written and oral - that we periodically make contain forward looking statements that set out anticipated results based on the management's plans and assumptions. We have tried, wherever possible, to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievements of results are subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward looking statement, whether as a result of new information, future events or otherwise.



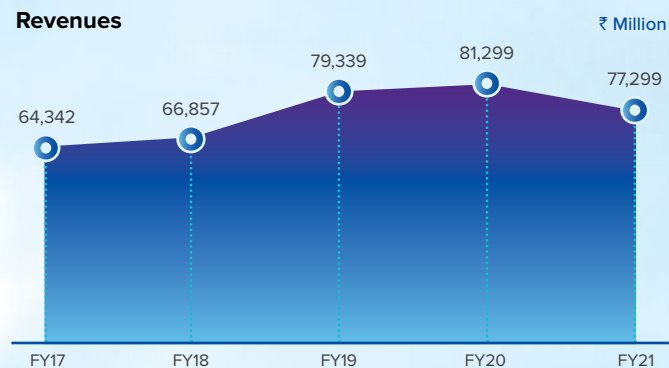
View Annual and Quarterly financials:

<https://www.zee.com/investors/investor-financials/>

KEY PERFORMANCE INDICATORS

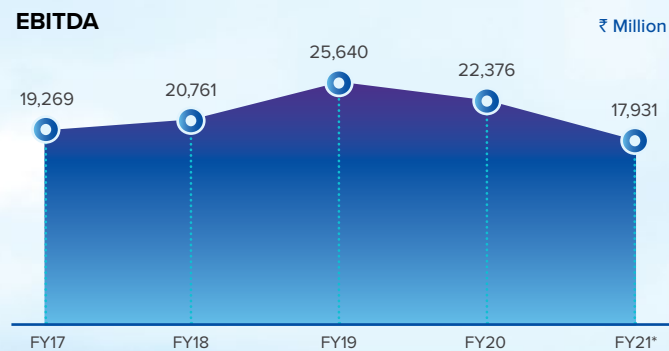
GROWING STEADILY

Revenues



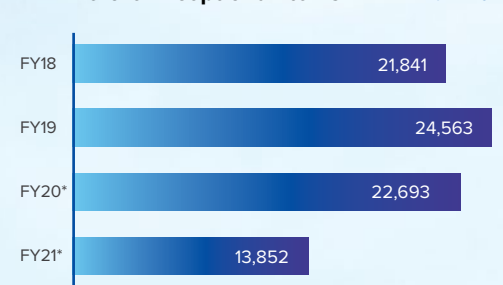
During FY21, ZEEL's revenues declined by 4.9% YoY. On a like to like basis (excluding revenue on account of one-time content syndication deal of ₹ 5,512 mn) revenues declined by 11.7%. The outbreak of COVID-19 severely impacted the advertising revenues in the first half of FY21 leading to a 19.9% YoY decline. Subscription revenues on the other hand grew modestly by 5.2% YoY, after seeing a strong growth in FY20.

EBITDA



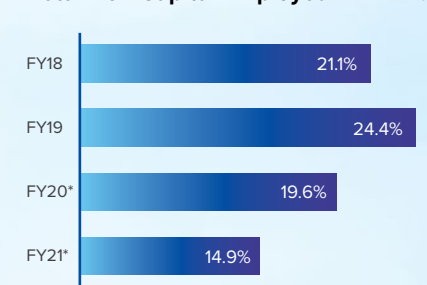
The COVID-19 impact on revenue resulted in a 19.9% decline in EBITDA for the year. As a result, normalized EBITDA margin for the year was at 25.0%. Programming cost for the year declined by 8.2% on a like to like basis as shooting of original programming was halted for few months at the beginning of the year. However, this decline was not able to compensate for the 20% decline in advertising revenue.

PBT Before Exceptional Items



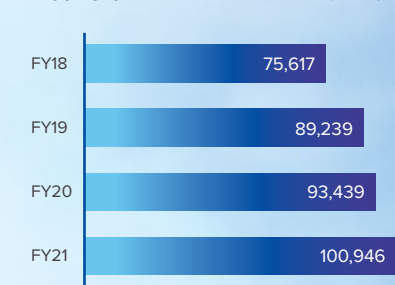
During FY21, Profit before tax declined by 37.9% due to lower EBITDA.

Return on Capital Employed



ZEEL's return on capital employed (ROCE) declined by 470bps YoY to 14.9% during FY21. The decline is largely due to lower EBIT margins which declined from 24.2% in FY20 to 21.3% in FY21.

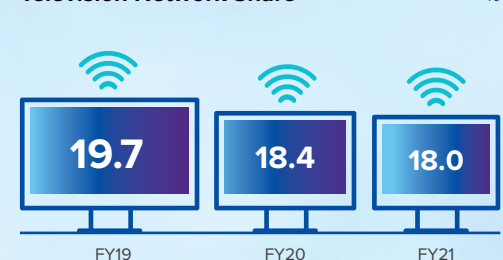
Network



In FY21, ZEEL's network increased by 8%. This is primarily due to profit from operations.

*Note: FY20 excludes one offs in Operating cost (₹ 2,598 mn), Other costs (₹ 3,433 mn) and loss on sale of Investments (₹ 3,835 mn in FVTPL). FY21 excludes one offs for content syndication deal (Revenue of ₹ 5,512mn and operating cost of ₹ 4,730 mn), and Other costs (₹ 812 mn)

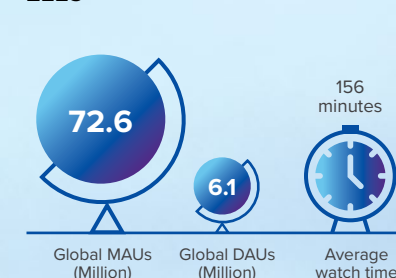
Television Network Share



ZEEL was the #2 non-sports entertainment television network during the year with an all-India viewership share of 18.0%. The network share declined by 40bps during the year due to non-availability of fresh content in the first quarter and weak performance of some of the channels especially in Hindi, Tamil and Marathi markets.

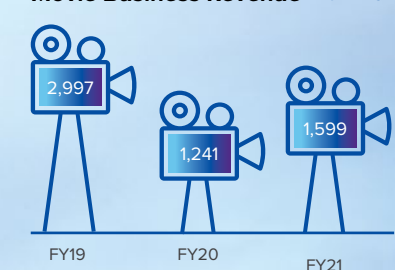
Source: BARC, All India 2+ U+R

ZEEL5



ZEEL5 saw strong growth across all operating metrics on YoY basis. The MAU on the platform was at 72.6 mn at FY21 exit with an average watch time of 156 minutes per viewer per month. ZEEL5 released 75+ original shows and movies during the year and continued to be the biggest publisher of digital original content in India.

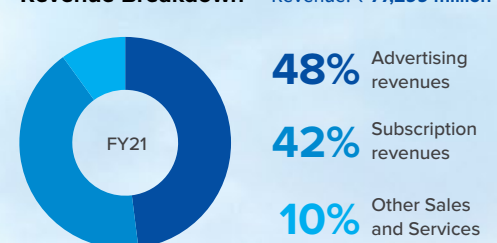
Movie Business Revenue



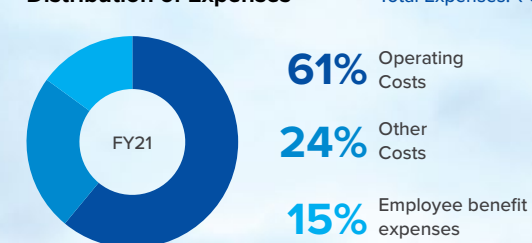
COVID-19 severely impacted the movie business revenue of the company as theatres were shut for most part of the year. Zee Studios produced/acquired/distributed 8 movies during the year, some of which were released in theatres while the rest were launched on digital/PPV platforms.

Note: Revenue of the Movie business is before inter-company elimination

Revenue Breakdown



Distribution of Expenses*





MESSAGE FROM THE MD & CEO



Dear Shareholders,

The last financial year has been a dynamic one for us. A year where we started afresh, penning a brand new chapter in our book. This new chapter, ZEE 4.0, encompasses a new pattern of thoughts, a new wave of emotions, a new connection with our consumers and partners, and a new strategic vision for growth. The Company has been on a transformative journey, and I am glad to share that we have implemented several key steps in line with our 4.0 vision, propelling us on a stronger path to greater success.

The year was also an unpredictable one, challenging the resilience of not only the businesses, but also of us as human beings. It is indeed astonishing to note the amount of resilience that exists in human nature. I can say with conviction that both are bouncing back strongly from the effects of the pandemic. The Media & Entertainment Industry continues to display immense potential, and as an industry leader, ZEE is well-poised to capture these opportunities in India and across the globe.

Turning the ZEE 4.0 vision into reality

I previously shared my vision for ZEE 4.0 with all of you through an Open Letter, and the last year has been spent turning this vision into reality across all aspects of our business. I firmly believe that growth doesn't come from a single action. It is a consequence of persistence, courage and hard work. Having taken a long-term view of the technological and societal changes infringing the Media & Entertainment ecosystem, we embarked on the ZEE 4.0 transformative journey to unveil a new organisation design and a clear-cut growth strategy for the Company.

In line with the 5G approach focusing on Governance, Granularity, Growth, Goodwill and Gusto, we have set the wheels in motion of our 5-year strategy in consultation with a global strategy advisor. For ZEE 4.0, the sky is the limit. The aim is to transform into the largest and most profitable Media & Entertainment company in South Asia. We have set our eyes to become the world's leading global content company from the emerging markets, driven by content leadership based on innovation and creativity.

Our journey to achieve these targets and go beyond, has already begun. Unparalleled efforts have been taken to transform the organization into the ZEE 4.0 version across the 5Gs. We took key steps in the previous year to reconstitute our Board with diverse members and introduced new policies that strengthened our Governance, mitigated the risks and safeguarded our business interests. Additionally, we also took proactive steps to add a deeper layer of Granularity in our reporting and in our communication to shareholders, thereby maintaining a stronger focus on transparency.

A key aspect of our future strategy sprang into action during the year as we unveiled a redesigned organisation structure - an integrated and synergised engine to drive higher Growth and profitability. With customer centricity at the fore, we broke down the vertical walls to create integrated teams for Content, Digital, Revenue, International and Movies. This new structure will enable us to enhance our content creation capabilities across screens, simultaneously ensuring a seamless delivery and monetization mechanism. Content continues to be the core of our business, and

a 'Content First, Cluster Centric' framework will further enhance our cultural connect and deep-rooted storytelling that is a mirror to our consumers' lives across platforms. We are also witnessing exponential growth in the digital ecosystem, led by state of the art technology, immersive viewing experiences and data-backed innovations. To succeed in this environment, we have integrated our digital assets under one roof as we endeavor to strike the right balance between technology, data and talent to capture these growth opportunities. Similarly, becoming a leading global Company requires us to relook at our strategy in the international markets. The global Media & Entertainment landscape is evolving at a faster clip, and we need to not only keep pace with this change, but move faster.

ZEE is amongst the few Indian companies to establish a strong foothold in the global Media & Entertainment space, and we believe our deep learnings and insights from India will also help us devise a strong local strategy to cater to the audiences across the globe. Amidst this, with all our revenue engines firing together, it is bound to create music to our partners' ears as we enhance the solutions offered to them while parallelly focusing on wallet monetization and user acquisition. The Movies & Music business continues to post a strong performance, and a streamlined operation will certainly lead to a faster decision making process, sharper visibility on the long-term growth of the movie business and capitalising on the monetisation opportunities available across platforms and markets.

The goal for us at ZEE is to not only be widely acknowledged for our business acumen, but also our ability to create positive impact in the community through our noble work. We rolled out our new Corporate Social Responsibility (CSR) Policy with Women Empowerment, Protection and preservation of our Arts, Crafts, Culture, National Heritage & Monuments, Disaster Relief & Recovery, Integrated Rural Development and Initiatives to improve Public Health through food quality as the core focus areas. Like our business, our values are extremely critical to us and significant interventions have already been taken in each of these areas for the overall betterment of the society under the pillar of Goodwill.

Even as we formulate our strategies for the future, ZEE 4.0 is incomplete without its People. At the end of the day, one bets on people more than strategies. In this new phase of ZEE, driving the business with Gusto requires us to foster a stimulating working environment that encourages our people to ideate, collaborate and innovate. Keeping this in mind, we unveiled a transformed team structure with strong leaders at the helm whose collective experience and expertise will be instrumental in achieving our set goals for the future. We also continue to build a strong employee value proposition to attract the best talent and build an equitable workplace for all.

This is just the beginning, the best of ZEE 4.0 is yet to come. The future belongs to us. We are on a firm footing and committed to maximizing our business potential and delivering exceptional value to the viewers, partners and shareholders going forward.

Business continuity in an ambiguous year

The disruption caused by Covid-19 continued to hamper lives, livelihoods and businesses across the globe. While there did emerge a ray of sunshine as we beat the first wave to attain a sense of normalcy, we donned the battle gear once again to fight a more ruthless second wave of infections. Amidst this sentiment, it was commendable to see the relentless passion and agility displayed by our teams. This enabled us to not only maintain business continuity and deliver the best entertainment across our platforms, but it also provided a conducive environment to explore new opportunities.

The COVID-19 pandemic continues to have a calamitous impact on the healthcare infrastructure of the Nation as well, and we remain committed to fighting this pandemic together. In addition to providing essential medical equipment and daily meals for the affected families across states, we also stepped up our efforts to build and donate a Dedicated Covid Health Centre (DCHC) to the Thane Municipal Corporation in Maharashtra.

Amidst this, the safety and well-being of our most valuable asset, our Human Capital continued to be a priority for the Company.

Several measures have been rolled out to support our employees and their families affected by the pandemic. These include a Covid Home Care Support covering various aspects of medical care including

doctor consultations, diagnostic tests and reimbursement for vaccination costs, along with a 24x7 dedicated helpline number and ambulance support.

Out of destruction and chaos rises hope, like a phoenix from the ashes, to soar triumphantly through the air and we are positive that the Nation will emerge out of these grim times very soon.

GOODWILL

Creating Goodwill is important in every human endeavour, but for a business its importance cannot be overemphasised. Given the symbiotic relationship and inextricable connections with society, a business' Goodwill determines its long term success and value creation.

ZEEL has used its massive reach to take up social issues through its stories and reaching out to the audiences with an aim to make a difference in their lives. ZEEL has been at the forefront in the fight against COVID by collaborating with various state governments across the country.

[Read more ▶](#)

GRANULARITY

Granularity in disclosures of business outcomes is crucial to enable a fair assessment of performance with respect to values enshrined and strategy pursued.

ZEEL has always been persistent in communicating objectives, strategy, and progress to all its stakeholders. The Company endeavours to align with best global practises by enhancing disclosure of business KPIs, ESG initiatives and CSR activities.

[Read more ▶](#)

GUSTO

ZEEL owes its tremendous success over the past couple of decades to the zeal, passion, and commitment of its people. Without Gusto it would be impossible to relentlessly pursue the ambitious goals we have set for our organisation.

With a right mix of entrepreneurial spirit, cultural diversity, and an energising organisation culture, ZEEL has continuously strived to make it an attractive place to work for top talent. Last year, we redesigned the organisation structure to achieve the aspirations set in the ZEE 4.0 approach.

[Read more ▶](#)

GROWTH

Growth is the driving force for any business to succeed and achieve its objectives - from satisfying consumers' needs to delivering long-term shareholder value.

Over the past three decades, ZEEL has delivered exemplary growth, expanding from a single channel TV network to India's leading multi-platform content Company. As we speak, ZEEL is increasing investments to lay the foundation for strong growth with a focus on long-term profitability.

[Read more ▶](#)

GOVERNANCE

Governance in essence is protecting interests of varied stakeholders of the business with a focus on long-term value creation. Trusteeship, responsibility, and transparency would be the cornerstones of our governance framework. ZEEL would endeavour to imbibe these principles in every decision and action.

Over the last year, we have strengthened our Board with induction of eminent names in the field of advertising, digital business, finance, and human resources. The Board has designed various policies to strengthen the decision making process, manage risks and balance interests of different stakeholders.

[Read more ▶](#)

ZEE 4.0

The Year gone by

FY21 was an unprecedented year on all counts, and it challenged us at several levels. While we tried our best to ensure normal operations amidst the disruption caused by the pandemic, we couldn't insulate the business from the economic slowdown. During the year, our revenues declined by 4.9%, primarily due to a 19.9% degrowth in advertising revenues. After a massive disruption in the first half which saw our advertising revenues reduce by almost half, there was a sharp rebound in the later part of the year leading to a 6.8% growth in the second half. This shows the resilience of our business and our ability to navigate temporary setbacks created by external factors. The subscription revenue saw a comparable growth of 5.2% during the year, primarily driven by ZEE5. Due to the embargo on change in channel pricing imposed by the court, television subscription revenue growth was impeded. We took measures to reduce discretionary spends to soften the impact of revenue degrowth, however, as the competition in all the segments we operate in remained intense, we did not reduce our investments in content. As a result, EBITDA margin of the Company declined to 25.0% for the year. As stated in our earlier communications, we are entering a phase of focused investments in television, digital and movie production businesses, which will help us to strengthen our positions in each of these verticals. Given the impact of second wave of COVID in the first quarter of FY22, our endeavour is to strike a fine balance between growth and profitability in the current fiscal.

During the year, our television network lost its leadership position, both as a result of lack of original content in the first quarter, as well as weak performance of our channels in Hindi, Marathi and Tamil markets. Our teams are working round the clock to revamp the programming line-ups which should help us bounce back in each of these markets. We continued to expand our broadcast portfolio with the launch of two new channels during the year. The pandemic gave an opportunity to all emerging digital businesses to get a wider audience sampling. Our digital offering, ZEE5, also leveraged this opportunity to grow its user base during the year. As India's biggest producer of digital

exclusive content in the country, ZEE5 scaled up its content library, along with enhancing the consumer experience on the platform. It also continued to expand its presence outside India, which will help us remain relevant in markets which are transitioning to digital. As a result of cinema halls being closed for most of the year, plans of Zee Studios and Zee Music Company, both of which primarily depend on new movie releases, were impacted during the year. Zee Studios launched ZeePlex, a multi-platform pay per view offering, enabling audiences to watch latest movies from the comfort of their homes. Zee Live also launched several digital entertainment IPs while on ground events remained restricted. Despite the challenges faced by us during the year, it is innovations like these that give me the confidence that we will be able to achieve the audacious goals that we have set for ourselves in the near and long-term.

Vote of Thanks

My heart swells with pride to see the support we have received from our teams in this unprecedented year. I would like to thank each member of our ZEE family for their resilient spirit displayed in making ZEE a more agile and responsive institution. This success is yours to rejoice and revel in!

I am also immensely grateful to our consumers, partners and shareholders who walked this new path with us, as we transformed into ZEE 4.0. Our new journey has begun and the direction is upwards, with exponential growth for

the Company. The aim is to enhance our profitability and continue to grow ahead of the industry, capturing all the new opportunities that emerge in an ever-evolving business landscape.

With ZEE 4.0, we are predicting the future by creating it ourselves. Because, the future belongs to those who believe in their dreams and dare to take risks.

Yours truly,

Punit Goenka



STRATEGY & BUSINESS MODEL

STRATEGY



Strengthen linear business

- Strengthen competitive position in existing markets
- Expand the portfolio to fill white spaces and exploit new opportunities
- Strong focus on advertiser needs with integrated linear and digital ad solutions
- Scale up viewership in international markets with similar social milieu as the Indian market



Scale up digital business

- Build a scaled play by investing in content across all major language markets
- Focus on hybrid SVOD-AVOD model with smart windowing and content monetization strategy
- Leverage TV network strength to propel OTT in international markets



Scale synergistic businesses

- **Movies** - Scale up to become India's leading movie studio; Drive synergy with linear TV and OTT business to counter rising content acquisition costs
- **Music** - Continue expanding music catalogue as a pan-India player through smart acquisitions
- **Live** - Create multi-platform event IPs and drive synergistic benefits of TV and OTT reach

Consumer focus | Diversified content offering | Partnerships | Capability building

STRATEGIC ASSETS



Library

270,000+ hours of library content



Strong brand

Built over 28+ years



Strong regional play

Presence in 10+ languages



People

Extraordinary Together

COMPETITIVE ADVANTAGES

01 Content creation capabilities

Our in-house expertise along with strong partnerships in the content creation, aggregation and distribution eco-system enable us to create and deliver engaging content at a competitive cost. This helps ZEE to expand and strengthen its presence across media verticals.

We produce ~500 hours of content every week

We produce original content in 12 languages

We own the IP rights of all the content we produce

02 Synergies across businesses

We realize significant synergies, in both cost and revenue, due to our presence across markets and platforms. Content created for a market or a platform travels to another with little or no efforts, increasing its economic value. Our diverse presence not only allows us to manage the content creation and acquisition costs better but also enables cross-platform marketing.

All 35 channels in International markets run on content produced for our Indian channels

Digital platform hosts content from TV, Movies, Music and Live Businesses

03 Reach

Our businesses cover the entire spectrum of consumers' entertainment needs across formats, geographies and platforms. This enables us to reach almost every consumer of entertainment content in India and one in ten in rest of the world. This strong reach makes us the default partner for brand building as well as the preferred partner for content creators.

600mn+ individuals reached in India every week

Presence in over 190 countries

3,000+ brands connect with their consumers through our network in India

REVENUE STREAMS

01 Advertising

It is an important revenue stream for our linear and digital businesses. Advertising revenue is primarily driven by reach and viewership of our content. Consumer staples, consumer durables, telecom, auto and e-commerce are our key advertisers.

02 Subscription

Domestic broadcast, international and digital businesses generate subscription revenue. Our content reaches through distribution partners such as DTH and cable companies in case of our linear broadcast business. In digital, subscription revenue comes directly from consumers or through our partnerships with telecom operators and other players in the digital eco-system.

03 Syndication

This primarily relates to licensing of our content (shows, movies etc.) in the international markets or to other broadcasters in India.

04 Theatrical

Revenue from the theatrical release of the movies produced by us.

05 Music licensing

Revenue from the licensing of our music catalogue to music streaming platforms and from any other events/platforms where our music titles are utilized.

06 Others

Movie distribution:

Revenues earned from distribution of movies.

Ticketing and Sponsorships:

Revenues from on-ground events, live shows and theatre.

CREATING VALUE



For audiences

By providing engaging, inspirational and uplifting content to audience's satisfaction.



For advertisers

We offer brand building solutions for our advertisers to reach their consumers through multiple touch-points.



For distribution partners

Our content is an integral part of offering of our distribution partners – cable, DTH and telecom operators.



For talent

Our network provides unparalleled reach to our content partners. We are also instrumental in continuously bringing new talent to the industry.



For shareholders

Through a track record of consistent financial performance and delivering significant shareholder value.



For our people

By providing enriching experience at the work place, work life balance, adequate learning and growth opportunities.



BUSINESS OVERVIEW

With a history of almost three-decades of entertaining consumers in India and around the world, ZEE has crossed several milestones. In this journey, the Company has experienced distinct phases of growth, success, and expansion interspersed with periods of failure and learnings. This journey can be broadly broken into 3 distinct phases – the first phase where ZEE emerged as a brand synonymous to entertainment in India with the world acknowledging its pioneering spirit; the second phase, which began at the start of this century, saw the Company being complacent and playing catch up amidst fierce competition; the third phase lasting till FY20 was the one in which the Company witnessed industry leading growth, expanding its presence across the country and abroad, truly establishing its position as India's leading entertainment content Company.



In its fourth phase now, termed as ZEE 4.0, the Company has redefined its strategic vision which will help it deliver the next phase of growth. This approach leverages the strong position the Company has established over the years in broadcast segment to help strengthen its position in new businesses. While consumer has always been at the centre of decision making as far as content creation, delivery and monetisation are concerned, the ZEE 4.0 approach will further sharpen this focus. ZEE has continuously endeavoured to enhance its understanding of consumers to create quality content that engages them. The Company has been on a constant transformation journey, expanding its presence across multiple media verticals to serve a continuously evolving audience base.



**LINEAR
BUSINESS**

INDIA
INTERNATIONAL



**DIGITAL
BUSINESS**

ZEE5 INDIA
ZEE5 INTERNATIONAL



**MOVIES &
MUSIC**

ZEE STUDIOS
ZEE MUSIC COMPANY



**LIVE
EVENTS**

ZEE LIVE
ZEE THEATRE

DOMESTIC BROADCAST BUSINESS

Zee's broadcast portfolio of 49 channels caters to the diverse Indian audience across the country. As India's widest language footprint network, Zee connects with its consumers with a high-quality programming mix of engaging fiction shows, innovative reality show formats, popular movies, and curated licensed content. Zee has continuously expanded its presence, leveraging insights from existing markets and customising it for new language markets. This continuous growth enables Zee to reach more than 600mn people on a weekly basis, making it one of the biggest reach platforms in India today. Along with expansion into new markets, Zee has also broadened its content offering, adding new genres to its portfolio. With daily drama shows, non-fiction shows with celebrity judges and exciting talent, blockbuster movies, music channels, lifestyle content, the network offers a wide range of content for its consumers.

This expansion across depth and breadth has led to a diversified portfolio which is not dependent on any one language or genre for viewership share. Zee's success in South markets and movie genre are examples of how the investments Zee has made over a period of time have yielded results. Despite being a late entrant to the South market, the network has grown organically to reach 20% viewership share, becoming a strong player in the region. Zee has become the leader in the movie genre with 25% of the total television movie consumption in India happening on its network. These success stories are reflection of Zee's long-term growth strategy in action.

49

Channels

11

Languages

600_{mn+}

Weekly reach

160_{bn+}

Minutes of weekly time spent

Detailed business review on page 33

INTERNATIONAL BROADCAST BUSINESS

ZEEL's international broadcast portfolio of 35 channels reaches more than 170 countries, taking Indian content across the globe. The business leverages the content library of the parent network to serve Indian and South Asian diaspora around the world. ZEEL was the first Indian M&E company to start overseas operations and over the years has expanded its linear operations in the Americas, Europe, MENA, APAC and Africa regions. With a mix of channels that carry India feed as well as channels that curate local language content in some markets, it is one of the leading global networks in the world today. While Indian content gets traction from South Asian diaspora, foreign language channels with dubbed content helps taking popular Indian shows and movies to audiences in their native languages.

10 Dedicated non-Indian language channels offering content to our audiences in their local languages



Content available in **8** non-Indian languages

Detailed business review on page 37



AMERICA
16 Channels



EUROPE
3 Channels



MENA
5 Channels



APAC
6 Channels



AFRICA
5 Channels

DIGITAL BUSINESS OVERVIEW

ZEE5, our video-on-demand platform, is one of India's leading OTT platforms. It leverages the content creation expertise and the content library of all our businesses, offering one of the most exhaustive Indian content catalogues to the digital consumers. ZEE5 is focussed on creating a strong value proposition for Indian consumers and delivering outstanding user experience. ZEE5 offers original content across multiple Indian languages and genres, one of the biggest Indian movie libraries, catch-up

and live TV, international content, music videos and much more. It aims to serve the diverse content needs of various audience segments in the country and be the go-to destination for digital audience. The platform has a hybrid revenue model offering exclusive digital original content, premium movies, and much more at an affordable price of ₹ 499 per year. TV catch-up content, select movie library, music videos are available for free and are monetised through

advertising. We are also focussed on continually improving user experience through use of technology and product enhancements. ZEE5 also partners extensively with major players in the digital ecosystem to facilitate access to a wider audience base and making it easier for consumers to pay. ZEE5 has been expanding its presence outside India over the past year, and it was recently launched in the US, the largest market for South Asian diaspora.



ZEE5 SVOD Premium content destination

ZEE5 premium, the SVOD offering of the platform, provides a wide range of digital original shows, blockbuster movies, direct-to-digital movie premieres across multiple Indian languages. The platform has been curated keeping in mind the taste and preferences of the Indian audiences. As the largest publisher of Indian language digital exclusive content, it aims to become the first choice of entertainment for Indian consumers seeking quality content.

150+ web series | **2800+** movies | **Direct-to-digital** premieres

ZEE5 AVOD Anytime, Anywhere Entertainment

ZEE5 offers consumers a vast catalogue of TV shows - 500+ hours of fresh content every week and some of the most popular shows of the past. A 1,000+ movie library means that consumers have plenty of options to choose from. ZEE5 is also a top destination for live news with more than 70+ channels. All this content is available in more than 10 languages, making ZEE5 a pan-India platform.

1,000+ shows and movies | **75 live** TV news channels | **12** languages



ZEE5 now available in US

In June this year, ZEE5 was launched in the US, the biggest market for South Asian diaspora. Zee has been present in this market for over two decades, bringing the best of Indian entertainment content through its TV channels. With ZEE5, we now look to offer audiences access to a much wider choice of TV and digital exclusive content.

ZEE

MOVIES & MUSIC

ZEE STUDIOS

LAUNCHED ZEEPLEX,
a pay per view movie platform,
during the year

RELEASED 8 MOVIES
across **3 languages**

Zee Studios, the integrated movies vertical of Zee, has emerged as a one-stop destination for production, promotions, advertising & distribution of films across India and the overseas markets. The studio has been focused on films aimed at pairing content with powerful performers and developing concept driven films. It has also established a strong presence in the Marathi, Punjabi, Kannada, Telugu and other regional markets with a string of successful movies over the last few years. The studio leverages the cross-platform strengths and institutional learnings of the parent network which help in achieving better monetisation of its assets.

Zee Studios is an important ally for the broadcast, digital and music businesses, all of which depend on acquisition of various movie rights. The studio aims to scale up its yearly movie output to 35-40 releases across languages and budgets.

During the year, Zee Studios launched ZeePlex, India's first multi-Platform PPV service, which enables audience to watch some of the latest movies from the comfort of their homes through their DTH connection or on ZEE5. With theatres closed due to the pandemic, the studio released Radhe, one of the biggest movies of the year, on ZeePlex.

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ZEE MUSIC CO.

2ND MOST SUBSCRIBED
Indian music channel on YouTube

PAN-INDIA MUSIC LABEL
with presence across **10+ language**

41 BILLION VIDEO VIEWS
on YouTube, **growth of ~45% YoY**

Zee Music Company (ZMC) is India's fastest growing music label and the only one with a pan-India reach. It has acquired an expansive catalogue of music rights, across languages, to become the second most 'listened to' Indian music label in a short period of time. The label's catalogue now consists of over 7,500 songs across 11 languages and has an unparalleled reach. With over 75mn subscribers, ZMC is the second most subscribed Indian music channel on YouTube, generating over 4bn video views a month. ZMC's growth has been driven by its aggressive acquisition strategy with a 50% plus market share in all new Hindi film releases.



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LIVE BUSINESS

ZEELIVE

ZEETHEATRE



ARTH - A CULTURAL FEST,
Online event featuring
20+ speakers



SUPERMOON LIVE TO HOME
a virtual version of its Supermoon event,
featuring 50+ artists

Zee LIVE is ZEEL's entertainment offering for the consumers in the live events space with a focus on creating IP for music, stand up comic, theatre, culture, food, and education events. It aims to be the gateway to the world for Indian live experiences, while simultaneously bringing the best concepts from around the globe to India. Live events help the Company and its advertising clients reach out directly to the consumers. Zee LIVE has already created 3 properties – Supermoon, Arth and ZEE Educare, and it is experimenting with different formats to establish a competitive position in the live events space, which has significant headroom for growth in India. Zee LIVE plans to create a host of properties targeted at audience of diverse interests and age groups. With restrictions on on-ground live events during the year, Zee LIVE launched virtual live events leveraging network's digital and satellite footprint.