



EARNINGS RELEASE: Q2 2010-11

October 26 2010

ibn18 BROADCAST LIMITED

(Listed Subsidiary of Network18)

- I. ibn18 consolidated quarter revenues at Rs 189 cr, up 39% yoy; fourth straight quarter of profitability, operating profit of Rs 2 cr in Q2 FY11 against a loss of Rs 37 cr in Q2 FY10
- II. Rapid growth uptrend at Viacom18 continues revenue growth of 36% (Q2 FY11 over Q2 FY10) driving an operating profit of Rs 22 cr up sharply from a loss of Rs 38 cr in Q2 FY10
 - Q2 FY11 revenues of Rs 272 cr (against Rs 199 cr in Q2 FY10)
 - Operating profit of Rs 22 cr driven by growth of advertising revenues; PAT profit of Rs 14 cr (against a loss of Rs 42 cr in Q2 FY10)
 - Colors continued its strong performance in the GEC space; MTV and Nick remained market leaders in the youth and kids genre
- III. In the General News Operations, CNN IBN maintained its leadership position; strong ratings growth traction at IBN7. Ratings leadership results in revenue growth of 28% (Q2 FY11 over Q2 FY10)
 - Q2 FY11 revenues of Rs 52 cr (against Rs 40 cr in Q2 FY10)
 - Operating losses reduce substantially to Rs 7 cr (against a loss of Rs 17 cr in Q2 FY10)
 - CNN IBN sustained its position as the channel of choice for English audiences with a market leading 29% share
 - IBN7 continues strong ratings performance, sustained break out from mid tier channels towards the top 3
- IV. ibn Lokmat continues its rapid growth trajectory revenue increase of 35% over Q2 FY10
- V. SUN18 launched operations during the quarter to good response from the distribution industry; current year revenues likely to show market linked growth over last year, more meaningful upside to pan-out during the next financial year





ibn18 Broadcast Limited Consolidated Financial Performance for the Quarter Ended 30th September, 2010 (Rs Cr)

Particulars	ibn18 - Standalone				ibn18 – Consolidated	ibn18 – Consolidated	
	Q2 2010-11	Q2 2010-11	Q2 2010-11	Q2 2010-11	Q2 2009-10	Q1 2010-11	
	100%	50%	50%				
INCOME							
Income from Operations	52	136	2	189	136	173	
TOTAL	52	136	2	189	136	173	
EXPENDITURE							
Production, administrative and other costs	39	116	3	158	145	139	
Personnel expenses	19	9	1	30	29	29	
TOTAL	59	125	4	187	174	168	
EBITDA	(7)	11	(2)	2	(37)	5	
EBITDA Margin	-13%	8%		1%	-28%	3%	
Other income	4	0	0	4	1	1	
Depreciation	3	1	1	5	5	5	
Interest and financial charges	11	1	0	12	11	10	
PROFIT BEFORE TAX AND EXCEPTIONAL ITEMS	(17)	9	(3)	(12)	(53)	(9)	
Exceptional income	0	0	0	0	0	0	
Exceptional expense (Impairment of ibn18 M)	0	0	0	0	30	0	
Profit/(Loss) before tax & ESOP	(17)	9	(3)	(12)	(83)	(9)	
Provision for taxes (Fringe benefit tax)	0	2	0	2	(1)	2	
ESOP Cost	0	0		0	1	0	
Profit/(Loss) after tax before associate loss	(17)	7	(3)	(13)	(82)	(11)	

 $^{1.\} ibn18\ Consolidated'\ includes\ 100\%\ of\ ibn18\ Standalone\ and\ 50\%\ share\ of\ Viacom18\ and\ 50\%\ share\ of\ IBN\ Lokmat\ accounted\ for\ line-by-line\ in\ the\ JV\ method$

^{2.} Consolidated figure may not match the sum of ibn18 Standalone, 50% of Viacom18 and 50% of IBN Lokmat on account of immaterial subsidiaries not shown above.

^{3.} Viacom18 numbers include its subsidiaries





Viacom18 Financial Performance for the Quarter Ended 30th September, 2010 (Rs Cr)

Particulars	Q2 2010-11	Q2 2009-10	Q1 2010-11	FY 2009-10	
INCOME					
Income from Operations	272	199	238	834	
TOTAL	272	199	238	834	
EXPENDITURE					
Production, administrative and other costs	232	217	195	781	
Personnel expenses	18	21	17	84	
TOTAL	250	238	212	865	
EBITDA	22	(38)	27	(31)	
EBITDA Margin	8%	-19%	11%	-4%	
Other income	0	1	0	2	
Depreciation	2	2	2	8	
Interest and financial charges	2	2	0	6	
Profit/(Loss) before tax & ESOP	18	(42)	25	(43)	
Provision for taxes (Fringe benefit tax)	4	(0)	4	0	
Profit/(Loss) after tax carried to balance sheet	14	(42)	20	(43)	





ibn18 Broadcast Limited Standalone Financial Performance for the Quarter Ended 30th September, 2010 (Rs Cr)

Stand-alone ibn18 comprises CNN IBN + IBN7

	Particulars	Q2 2010- 11	Q2 2009- 10	Q1 2010- 11	FY 2009- 10
INCOME					
	Income from News operations	52	40	52	210
	TOTAL	52	40	52	210
EX	PENDITURE				
	Production, administrative and other costs	39	40	39	153
	Personnel expenses	19	18	20	69
	TOTAL	59	57	59	222
EB	ITDA	(7)	(17)	(7)	(12)
EB	ITDA Margin	-13%	-41%	-13%	-6%
	Other income	4	1	0	3
	Depreciation	3	4	3	13
	Interest and financial charges	11	10	10	43
	ofit Before Tax And Exceptional ems	(17)	(30)	(19)	(66)
	Exceptional income	0	0	0	52
	Exceptional expense (Impairment of ibn18 M)	0	30	0	66
Profit/(Loss) before tax & ESOP		(17)	(60)	(19)	(80)
Provision for taxes (FBT)		0	(0)	0	0
ESOP Cost		0	1	0	2
Profit/(Loss) after tax carried to balance sheet		(17)	(60)	(19)	(82)





IBN Lokmat Financial Performance for the Quarter Ended 30th September, 2010 (Rs Cr)

	Particulars	Q2 2010-11	Q2 2009-10	Q1 2010-11	FY 2009-10
INCOME					
	Income from News Operations	3	3	4	13
	TOTAL	3	3	4	13
EX	PENDITURE				
	Production, administrative and other costs	5	4	5	20
	Personnel expenses	2	2	2	8
	TOTAL	7	6	7	27
EB	BITDA	(4)	(3)	(3)	(14)
	Other income	0	0	0	0
	Depreciation	1	1	1	4
	Interest and financial charges	1	1	1	3
Profit/(Loss) before tax & ESOP		(6)	(5)	(4)	(21)
Provision for taxes (FBT)		0	0	0	0
Profit/(Loss) after tax carried to balance sheet		(6)	(5)	(4)	(21)

NET DEBT POSITION TABLE

All Values in Rs Cr	Gross Debt		Cash & Equivalents (Liquid Mutual Funds)		Net Debt		Net Debt Net of Working Capital	
	Sep 30, 2010	June 30, 2010	Sep 30, 2010	June 30, 2010	Sep 30, 2010	June 30, 2010	Sep 30, 2010	June 30, 2010
TV18	773	833	200	382	573	451	292	224
IBN18	349	314	266	58	82	256	(229)	93

Note: Numbers are for the consolidated entities



18 18















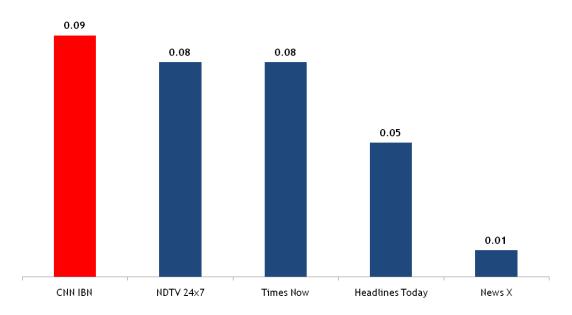






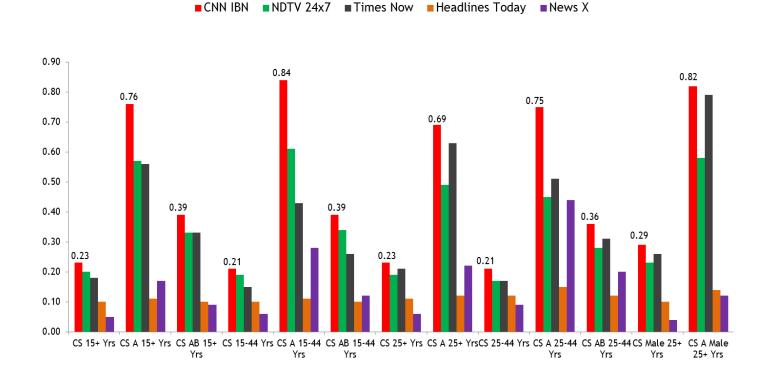
APPENDIX – KEY MARKET SHARE TRENDS

CNN-IBN: INDIA'S NO 1 ENGLISH NEWS CHANNEL



Source: TAM; TG: CS 25+ Yrs; Market: All India; Period: Q2 FY2011, 600-2400, All

AYODHYA VERDICT DAY CLEAR MARKET LEADER ACROSS ALL SEGMENTS ON KEY NEWS DAYS

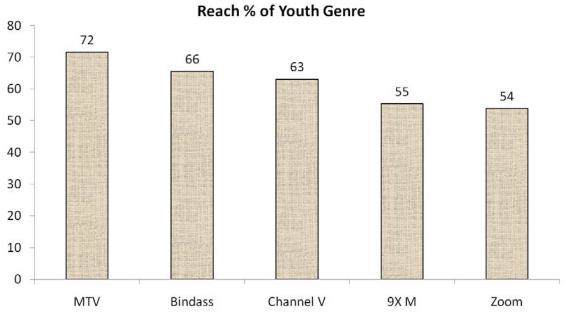


Source: TAM; Market: All India; Period: Wk 40th, 30th Sep'10, 0600-2400, Thursday





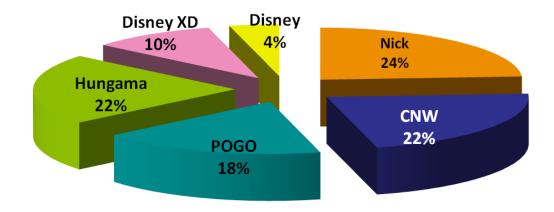
MTV: INDIA'S NO 1 YOUTH BRAND



Source: TAM; TG: CS, 15-24 AB; Market: HSM; Period: Q2 FY2011

Launched several new shows during the quarter including MF101 (a Fantasy Reality show),
 Girls Night Out (a Horror Reality show) & Making the Cut – Season 2 (a Fashion Reality show)

NICK: INDIA'S NO 1 KIDS CHANNEL



Source: TAM; Market: HSM; TG: CS 4-14 ABC; Period: Q2 FY2011, Time: 0700-2200Hrs.

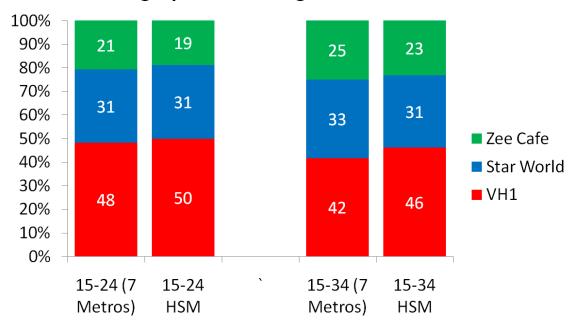
Nick dominates the highly contested kids category as the no. 1 player with 24% share in
 HSM markets share (growth of 6% over Q2 FY10)





VH1: INDIA'S ENGLISH ENTERTAINMENT LEADER

Category Share % - English Entertainment



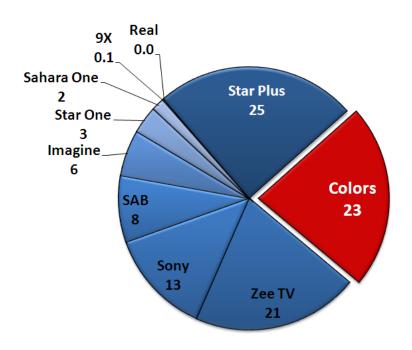
Source: TAM; Market: 7 Metros & HSM; TG: 15-24, 15-34; Period: Q2 FY2011





COLORS - INDIA'S LEADING GENERAL ENTERTAINMENT CHOICE

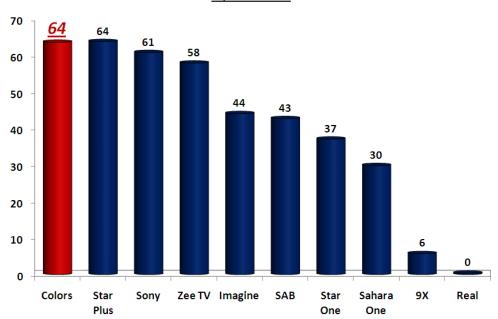
<u>Average Weekly All Day Prime Time Share %</u> - Q2 FY 2010-11



Source: TAM; Market: Hindi Speaking Markets; TG: CS 4+; Q2 FY2011

HIGHEST REACH AMONGST ALL GECs

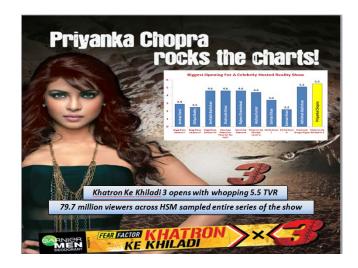
<u>Average Weekly Reach %</u> - Q2 FY 2010-11







STRONG PERFORMANCE BY REALITY SHOWS











INVESTOR COMMUNICATION:

IBN18's ongoing investor communication endeavors to adopt best international practices and the quarterly investor updates are designed to regularly provide detailed information to investors. Each update covers information pertaining to the reporting period under review. If you would like to get a sequential and continued perspective on the company this report should be read along with the updates sent out earlier. The previous updates can be accessed on request from the contact person mentioned below, or from the company's website www.network18online.com. This update covers the company's financial performance for Q2 FY 2010-11.

For further information on Business and Operations contact:

Haresh Chawla, Group CEO, Network18 Tel # 022-40019186; Fax # 022-66618984 e-mail: haresh.chawla@network18online.com

For further information on financials contact: **R D S Bawa**, **Group CFO**, **Network18**Tel # 0120-4341700; Fax # 0120-4324110; e-mail: rds.bawa@network18online.com

Further information on the company is available on its website www.network18online.com