



## NEWS RELEASE

---

FOR IMMEDIATE RELEASE

### **ATN to launch 5 Channels in collaboration with India's largest Broadcaster-DOORDARSHAN in Canada**

**May 01, 2013:** Asian Television Network International Limited (ATN) (TSX-SAT), Canada's largest South Asian Broadcaster, is pleased to announce the launch of 5 Canadian channels in collaboration with India's largest Terrestrial Broadcaster **Doordarshan**, popularly known as DD.

**Doordarshan** is India's most Powerful Broadcaster, a division of Prasar Bharati and is one of the largest broadcasting organizations in the World in terms of the infrastructure of studios and transmitters and is a Multi-Billion Dollar organization.

ATN has signed Licensing Agreements with DD under which it has been granted exclusive rights to the five television services, namely **DD India, DD News, DD Bharati, DD Urdu and DD Sports**.

**ATN-DD India:** DD India is an Indian satellite television channel which is marketed towards Indian audiences living abroad, and offers an update on the social, cultural, and political aspects of India. The channel features original programming, such as dramas, comedy-series, talk shows, documentaries, and re-runs of popular TV shows from other Indian television channels. The programming on this channel continues to be done in a manner to enable it to meet its primary objective of providing a window to the world especially for the Indian diaspora to witness the Indian social, cultural, political and economic scene.

**ATN-DD News:** The DD-News channel is India's only 24 hours terrestrial news channel which telecasts over 16 hours of live news bulletins daily in Hindi and English. News Headlines, News updates, breaking news on the scroller are regular features on this channel. DD News also carries Stock and Commodities indices throughout the day in an automated delivery mode, accessing information from NSE & BSE and leading commodity exchanges like NCDEX, MCX, etc.

**ATN-DD Bharati:** acts as a Cultural Heritage of India. Besides programmes on adventure, quiz contests, fine arts/paintings, crafts and designs, cartoons, talent hunts, etc., it also telecasts *MERI BAAT* an hour-long phone-in 'live' show with young people. Programmes emphasizing on a healthy life style and focusing on prevention rather than cure, both in our traditional and modern forms of medicine are the highlight of the channel.

**ATN-DD Urdu:** is a general interest Urdu channel encapsulating heritage, culture, literature, information, education & societal issues specific to the Urdu speaking audience.

**ATN-DD Sports:** DD Sports is India's only free-to-air sports channel and provides coverage to various international and domestic sports including Cricket, Football, Hockey, Tennis, Archery, Athletics, Kabaddi, Swimming, Badminton, Wrestling, Kho-kho and other indigenous games. The channel also covers events organized by different Sports Federations and Association in India.

"India is the World's largest democracy and has a population of over a Billion People. We are delighted to be associated with the launch of India's Official National Broadcaster Doordarshan which is similar to the BBC in the UK and CBC in Canada" said Dr. Shan Chandrasekar President and CEO of ATN, "We have aggressive plans to add substantial value to our Diaspora and enhance our strong Customer base on Cable, Satellite and Credible distributors across Canada" he added.

"I am delighted that Asian Television Network (ATN), Canada is going to launch five channels of Doordarshan, the national television service of India, in Canada. This is yet another significant step taken by ATN to connect the vibrant Indian diaspora in Canada with news, culture and sports from their motherland, India. It fulfills a long felt need and demand among Indo-Canadians to view Doordarshan's programmes" said Honorable Mrs. Preeti Saran, Consul-General of India in Toronto. "This important development would not have been possible without the pioneer leadership of its President & CEO Dr. Shan Chandrasekar, a truly global Indo-Canadian, who has been an important bridge builder between India and Canada" she added.

Doordarshan enjoys the widest reach with 48 million TV Households and also enjoys 62% penetration in A, B & C category Cable & Satellite homes in India.

"In Canada, Indians form one of the most respected and professionally accomplished communities who have kept their cultural roots intact while adapting to Canada and we have been striving to connect with the international audience rapidly. It gives me immense pleasure to announce our relationship with ATN for meeting this objective by distributing five of our main channels in Canada" said Shri Tripurari Sharan, Director General, Doordarshan. "Both ATN and DD have walked the extra mile in making this happen and I hope that this effort will help strengthen the feeling of togetherness through Doordarshan channels which are rich in cultural values, art, music, dance, entertainment and depict the crucible of culture, India has been for millennia" he added.

In addition to the existing subscriber base, with the launch of these new channels, ATN expects to gain new subscribers through Cable, Satellite & IPTV platforms across Canada. It is ATN's intention to have its compelling content distributed to all authenticated subscribers through VOD, SVOD, Tablets and mobile platforms across Canada.

About ATN - Asian Television Network International Limited:

ATN serves Canada's diverse cultural communities with 44 specialty television channels. The Company offers its flagship ATN-HD general interest service, 4 Bollywood movie channels and a variety of channels that include 3 sports Channels, 3 news Channels, 3 music Channels, 3 lifestyle Channels, 3 Chinese Channels, 6 Punjabi channels, and several regional language channels. ATN operates a South Asian Radio Service on Satellite Radio across The United States and Canada. Some ATN content is also available on any Bell mobile phone that supports video. ATN has programming alliances with leading international broadcasters like Star Network (News Corp), Sony Entertainment Television, Viacom, Times Television Network, B4U Network, NDTV and many more. ATN channels are available on various Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Cogeco Cable, and Others.

We rely on safe harbour provision.

For more information please visit [www.asiantelevision.com](http://www.asiantelevision.com) or contact...

Pramod Israni  
*Vice President – Marketing*  
Asian Television Network International Limited  
330 Cochrane Drive  
Markham, Ontario L3R 8E4  
Canada

Tel: 905-948-8199

Email: [pramod@asiantelevision.com](mailto:pramod@asiantelevision.com)