



## NEWS RELEASE

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### **UTV MOVIES INTERNATIONAL REACHES OUT TO CANADIAN MOVIE ENTHUSIASTS THROUGH ATN - ASIAN TELEVISION NETWORK**

*The UTV Movies International channel was launched on July 17<sup>th</sup> 2014*

July 31, 2014: UTV Movies International, the 24 hour Hindi movie destination providing an instant dose of movie entertainment for viewers, is now distributed in Canada by one of the largest licensed television broadcasters - Asian Television Network (ATN). The channel, which draws audiences together to share in the universal passion for Bollywood, is available across key leading platforms in Canada, starting with the launch on Bell Fibe from July 17, 2014.

"UTV Movies has been consistently engaging with audiences in India and internationally. With the UTV Movies International channel launch in Canada, we are further expanding our footprint in the international markets and are extremely excited to work with Canada's largest television broadcaster – Asian Television Network. Canada is a very important market for us as it has a large South Asian diaspora who are looking for fresh and distinctive Hindi movie content," said Nikhil Gandhi, Vice President - Revenue, Media Networks, Disney India.

"We are very pleased to be associated with UTV Movies International," said Dr. Shan Chandrasekar, President and CEO of ATN. "Bollywood is one of the most loved genres in the country and the audiences here have a special connect with Hindi films. ATN has been responsible in bringing a range of specialty channels to the diverse audiences in Canada and UTV Movies International is a great addition to our network." he added.

Over the past 5 years, UTV Movies International has addressed the viewer's approach of looking to television for uninhibited entertainment, instantly gratifying them with a direct experience of the spirit of Bollywood. The channel, currently present in 26 countries, has been engaging with audiences in key regions such as USA, Middle East & Africa along with countries such as Nepal, Malaysia, Australia and New Zealand. UTV Movies International also has a presence in the United Kingdom under the name of UMP Movies.

**About Disney India Media Networks:** The media networks business comprises of a bouquet of eight specialty channels in the Kids, Youth and Movie segments namely Disney Channel, Disney Junior, Disney XD and Hungama TV in the Kids' space, bindass and UTV Stars in the Youth genre and UTV Movies and UTV Action in the Movie segment. It is one of the leading entertainment destinations in India, viewed by more than 100 million viewers each week. The network has been successful at engaging consumers across different geographies by offering quality content that has wide appeal across different segments of audiences including kids, youth and families.

**About UTV Movies International:**

Launched in March 2009, UTV Movies International is a 24-hour Hindi movie channel that brings the passion and flair of Bollywood to the international arena. Through its programming, it upholds the promise of 'Jeeyo Bollywood' - live the Bollywood dream and has a globally expanding reach. Now enhanced with English sub-titles, the channel caters to a wider audience base in the region. UTV Movies International telecasts blockbuster hits such as Barfi, Heroine, Himmatwala, Kai Po Che, Race 2, Luv Shuv Tey Chicken Khurana, Arjun, ABCD and many more.

**About ATN:**

ATN serves Canada's diverse cultural communities with 52 specialty television channels. The Company offers its flagship ATN-HD general interest service, 5 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, Disney 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, V Media and Others.

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