



DEN Networks Launches DEN TV+, OTT services for its subscribers

Monday, 27th February 2017: DEN Networks, one of the largest cable MSO in India, has launched its user-friendly online / live streaming platform - DEN TV+ where users can access / watch the content on the go. Exclusively for DEN Cable & Broadband subscribers, it is available for download on all the devices which are on Android and iOS platforms.

Commenting on the launch **Mr SN Sharma, CEO DEN Networks Pvt. Ltd. said,** "We are excited to launch DEN TV+, DEN's very own mobile TV app, where our viewers can now watch TV on their mobiles & tablets. Being a leading distribution platform, the idea is to complement our CATV offering to consumers and make it available for our customers on the move anytime, anywhere. DEN TV+ provides live streaming of 130 TV channels, 2500+ movies and recorded videos including popular shows/serials, devotional content, lifestyle content and much more. The service is currently free of cost as an initial launch offer. We are always exploring newer ways to provide value for money to our viewers and today's evolving technology helps us cater to their changing lifestyle needs."

On-demand entertainment services led by audio and video content are at the cusp of inflection point in India. In line with global trend, there is a marked shift in consumer preferences towards digital media consumption as compared to traditional forms of media which include TV, print press, and radio. Increasing internet penetration and mobile device proliferation and convenience of consuming the content anytime, anywhere are the key drivers for this trend.

Equipped with data saving feature / mode, Den TV+ allows users to manage their data consumption while getting the best video recommendations for their viewing pleasure.

Den TV+ is packed with functionalities ranging from multi-screen viewing, adaptive bitrate, easy controls and many more. In addition, users can view the entire TV guide for the upcoming week and set up reminders for their favorite TV shows. Further, users can browse the app without interrupting watching experience by minimizing the new video player.

The TV channels available on this mobile TV are across genres including movies, general entertainment, news and music in Hindi, English and many regional languages. Some of the channels on the platform are B4U, 9X Jalwa, India TV, Zoom, Aaj Tak, ABP News, BBC World News, ET Now, Times Now, India Today, News Nation, DD News, B4U Music, Mh1, 9XM Music, Aastha, Disha, Divya, Darshan24, Gurbani TV and Sadhna TV. Besides live TV channels, this mobile TV will offer movies like 'Singham', 'Holiday', 'Ragini MMS 2', 'Hate Story', 'Raaz 3' and many more. Additionally, it will offer special content like prank videos,

Key Features

- Exciting content - 130 Live Channels, 2500 movies and 10,000 Hours of Video on Demand (including Movies, Popular Shows/Serials, Devotional Content, Lifestyle Content and much more) in Hindi, English and many regional languages
- Non-Stop News
- Data Saving Feature
- Best Video Recommendations
- Multi-screen Viewing
- Adaptive Bitrate
- Easy Controls



DEN Networks Limited

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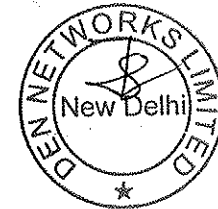
Comedy TV, Kids TV, Prankbaaz, Yoga TV, original mobile series with Priyanka Chopra, and mobile talent discovery platform by Imtiaz Ali.

Den TV+ is the only mobile TV video app from India to offer instant access to Non-Stop News. It intends to add more movies, more music, recipes, jokes, games, fitness videos, DIY Videos, comedy shows, karaoke music, educational videos, sports videos / talk shows, plays, horoscopes, bollywood news and vine in the coming months.

To access the platform, DEN subscribers will need to enter just the VC card number of the Set Top Box (STB). Users will be able to access up to two devices under one unique VC number.

About DEN Networks Limited:

DEN is India's leading cable TV distribution company reaching an estimated 13 million households in over 200 cities across 13 key states in India and is present in Delhi, Uttar Pradesh, Karnataka, Maharashtra, Gujarat, Rajasthan, Haryana, Kerala, West Bengal, Jharkhand, Bihar, Madhya Pradesh and Uttarakhand. DEN has a leading presence across the economically important Hindi Speaking Markets (HSM) belt and has a leading market share in the cities that it operates in.



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