



DEN launches India's first ever 24X7 Music Service in Kanpur! Get to listen to non stop music from an extensive library of songs

Kanpur, 23rd January 2009: Overwhelmed by a huge response following the launch of its world class digital cable TV service, Digitelly, in July 2008, DEN Networks Ltd (DEN), a leading cable network company, with a pan-India footprint, today launched Non-Stop Music service for its esteemed digital subscribers in Kanpur. This interactive service would enable subscribers to choose what they want to listen and hence assure power in the hands of consumers.

Music lovers can now choose from a wide range of ten genres of songs - New Hindi Movie Hits, Old Classics, and Latest English to Old English Classics. What's more, regional Bhojपुरi content is also available assuring local flavour for the consumer. Each genre has an extensive library and at a given point of time; ten songs in each genre are displayed. The playlists are kept fresh with new content. Further more details on each song, like name of the singer, album and music director are also provided. Plus this service guarantees pure music with no advertisements.

Speaking on the occasion, Mr. Anuj Gandhi, CEO, DEN said "DEN has been conceived with a single-minded objective to provide complete digital experience on all counts – more channels and interactive services, high digital quality and more convenience to ensure that Digitelly becomes the preferred choice for consumers for their TV entertainment needs. Keeping in view the changing preferences of Digitelly patrons, we have constantly striven to make our services highly dynamic and receptive."

Mr. Vikas Bali, President, DEN elaborated, "With the introduction of 24X7 music service, digital subscribers would experience for the first time on Indian television a feature which can truly be called "Real Time Interactivity" which by far no player like DTH or any Cable Service Provider can today offer. This is in tune with our promise to deliver wholesome entertainment into homes which is not limited to channels alone, but offer a suite of innovative and engaging interactive services. In true sense, we want our subscribers to experience, *'Life Ke Sabhi Rang Digitelly Ke Sang'*.

Last year, following the launch of Digitelly in Kanpur, consumers have been viewing high quality digital experience along with a host of value added services. DEN which works closely with partners and cable operators ensures enhanced content and service quality to the consumers.

World over, as an underlying technology, digitalization is becoming a growth driver for the future cable distribution. In India too, DEN intends to replicate the same as Digital transmission offers a number of advantages over analogue broadcasting. Deployment of digital cable TV networks help to provide internet and broadband services. Some of the key advantages of digital cable are - Excellent picture quality and sound, consistent picture quality across all channels, interactive electronic programming guide and a capacity to receive more than 1,000 channels. Currently, consumers will be able to watch 165 channels through Digitelly.

About DEN

DEN is a leading cable network company with a pan-Indian footprint. Its vision is to drive digitization and consolidation in the cable distribution system. The company is promoted by Sameer Manchanda, an industry veteran with over 20-years of experience in media & channel distribution with Raghav Bahl (Promoter & Chairman Network18 Group) being the founder member. DEN is lead by CEO, Anuj Gandhi & President S.N. Sharma who have been associated with the distribution industry for more than 10 years. In a short span of one year, DEN has achieved a substantial subscriber base of over 10 million and enjoy over 50% market share in most of the territories. DEN intends to soon launch many more interactive services & applications.