



BT TO SUPPORT NDTV'S GLOBAL EXPANSION WITH MEDIA IP NETWORK DEAL

Mr Deepakjit Singh Chatrath, General Manager, Client Management Asia Pacific and EMEA, BT, said, "We are indeed excited about fuelling a certain part of NDTV's global growth plans. This is indeed an excellent opportunity for BT to showcase its network especially in terms of resiliency, security and a round the clock global service. We are confident of building this relationship as a benchmark for today's broadcast industry."

BT presently down links the signal at UK from the PAS 10 satellite, and then carries it over its Media & IP network to BskyB's platform in UK. This also includes bringing the signal to the BT Tower and making it fit for the U.S. viewer and then transporting the signal to the Direct TV platform in Los Angeles for it to be broadcasted over the Direct TV's US platform. BT also takes care of repurposing the formats and other services for the US market.

In terms of implementation, BT already has implemented the carriage of signal to BskyB platform and to Direct TV is planned for launch by end July. Rahul Deshpande, CTO, NDTV, said, "For today's broadcasters the big business goal is globalisation. We have chosen BT as it offers a suite of services such as world class security, end to end network monitoring and water-tight service agreements that have been built into BT's IP network".

BT's Media & Broadcast Media-IP network is the only IP network which can connect the customer to multiple platforms across many countries without getting out of the network.

NDTV has the highest TRP, week after week, for the English news broadcast in India. Arguably the viewership of NDTV in the Indian community is higher any other news broadcaster.

BT's foray to the Media and Broadcast sector has been extremely enriching and predicts strong fortunes in the Asia Pacific (APAC) markets. With this in mind BT has rolled out its Media-IP network in five cities in APAC connecting them to multiple platforms in US and Europe.

About NDTV

For Indians viewer, NDTV is synonymous with fair, fast and accurate reporting. It breaks ground, others follow.

At home, NDTV 24X7 is the market leader, with an unrivalled reputation for excellence. But it also broadcasts across the world. It's the channel of choice for Indians and others who want unbiased and comprehensive news of what's going in the country which has arrived on the global map.

NDTV India, the company's 24-hour Hindi news channel, is respected for its integrity and commitment to real journalism. The Hindi television market has many channels which have turned to tabloid journalism in their race for ratings. NDTV India continues to throw its weight behind real issues and real news.

NDTV Profit, a 24-hour business channel, has quickly established new standards for simple, clear and transparent reporting on the world of business. From the stock market to business headlines to investor advice, this is a winning product. The Business World 2007, survey, has recognized NDTV as India's most respected Media Company.

NDTV has also received plenty of professional recognition.

NDTV produced Star News is the first Indian channel to win an Emmy Award for its work. Its channel, NDTV 24x7 has also been named the Best Cable and Satellite Channel in Asia.

About BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services; local, national and international telecommunications services; higher-value broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2007, BT Group plc's revenue was 20,223 million with profit before taxation of 2,484 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group.

BT Group plc is listed on stock exchanges in London and New York.

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