

## PRESS RELEASE

### DishTV launches Cartoon Network games in partnership with Visiware International

**4<sup>th</sup> May' 2017, New Delhi**– DishTV, Asia's largest direct-to-home (DTH) brand has strengthened their partnership with Visiware International, the leader in games for interactive television to launch Cartoon Network games in partnership with Cartoon Network India, the most loved kids' channel in India.

Cartoon Network TV games, **accessible on channel no. 967 within "PlayZone Active"** on the DishTV platform, offers 8 games branded under the much loved and immensely popular major cartoon characters amongst kids, who lead the Cartoon Network portfolio--Ben10, Powerpuff Girls and Roll No. 21. A variety of games will be available under each of these characters to enhance the player's experience and get them to engage closer with their favorite toons.

**Elated with the promising tie-up, Mr. Arun Kapoor, Chief Executive Officer, DishTV said;** At DishTV, we have always believed in providing the best entertainment to our subscribers. Being India's most trusted DTH brand, we ensure that our subscribers from all age groups get entertained. Keeping this in mind, we are glad to strengthen our partnership with Visiware International to launch a whole new set of Cartoon Network games on our platform. We are delighted with this launch, since this service will offer games with India's favorite characters such as Ben10, Powerpuff Girls, Roll No. 21 and more to mass audiences residing in smaller towns also. This strengthens our portfolio by penetrating not only the larger cities, but also the Tier II-Tier III cities and small towns."

**Frederic Fellague, Chief Operations Officer, Visiware International remarked,** "We are delighted to partner with Cartoon Network India and Dish TV for this product. We are strong believers in partnerships with TV channels and Pay-TV providers to create new kind of interactivity on Set Top Boxes. Our track record in that area is significant internationally and we hope to develop these in the near future."

*Adventure Time*\* with Jake, the old dog Finn and the human boy.



- *Ben 10*\* with Ben Tennyson and his brand new avatar as the feisty 10 year old and his new by-the-book rookie partner.



- *Grim Adventures of Billy & Mandy*\* with the Grim Reaper as their forced best friend.





- **Roll no 21\*** with Kris stranded in a school run by a demon principal.



- **Powerpuff Girls\*** with Blossom, Bubbles and Buttercup, three super-powered little girls,



- **Regular Show\*** with Mordecai and Rigby, the two best of friends.



The games will be rotated on a monthly basis with one game refreshed every month. What more, the player can resume playing at any level using the access code provided at the end of each level on a selection of games. The service is available from May 2017 to all Dish TV subscribers on Channel 967. This service will be available for free preview to all DishTV subscribers for one month post which the service will be charged Rs.40 (including taxes) per month.

Visiware International, whose services have been deployed on 50+ networks worldwide, has for the last 20 years, been developing games for satellite, cable, IPTV and fiber networks as well as connected TV sets and OTT boxes. It's partnership with Cartoon Network will enable Visiware International to put out high quality, premium content that is all set to redefine the casual gaming in interactive television for pay TV operators. Cartoon Network IPs and its much loved characters bring in that extra fun and thrill to gaming, like never before.

*\*TM & © Cartoon Network. (s17)*

#### **About Dish TV India Limited:**

Dish TV is Asia Pacific's largest direct-to-home (DTH) company and part of one of India's biggest media conglomerate – the 'Zee' Group. Dish TV has on its platform more than 615 channels & services including 30 audio channels and over 68 HD channels & services. Dish TV leverages multiple satellite platforms including NSS-6, Asiasat 5, SES-8 and GSAT-15 which makes its total bandwidth capacity equal 846 MHz, amongst the largest held by any DTH player in the country. The Company has a vast distribution network of over 2,272 distributors & over 243,740 dealers that span across 9,431 towns in the country. Dish TV has thirteen 24\* 7 call centres catering to 11 different languages to take care of subscriber requirement at any point in time. For more information on the company, please visit [www.dishtv.in](http://www.dishtv.in)

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