

Dish TV and C21Media Collaborate to Launch Content India 2025, Paving the Way for Indian Content on the Global Stage

India, 28th October 2024: Dish TV India Ltd, a pioneer in India's DTH and OTT aggregation landscape, is set to bring the global 'Content' franchise to India for the first time ever with Content India 2025, in collaboration with C21Media. This landmark three-day market and conference, to be held in Mumbai, will connect leading content creators and industry experts from around the world. The initiative aims to foster partnerships and enhance collaboration between India's entertainment industry and global markets.

The inaugural event will take place in April 2026, preceded by an invite-only Content India Summit from April 1 to 3, 2025, which will bring together key figures from both the global and Indian markets to define the mission and objectives for the main event. Content India will follow the successful format of C21Media's international events, including Content Americas, Content Canada, Content London, Content LA, and Content Warsaw. The event will feature a dynamic marketplace, engaging conferences, and networking opportunities to connect creators, producers, distributors, platforms, and channels.

With Content India 2025, Dish TV once again takes the lead in the industry to provide a well-structured platform for content creators, tackling long-standing distribution challenges and ensuring that high-quality content reaches its intended audience. Offering a comprehensive 360-degree platform that includes DTH and OTT aggregation services through Watcho, Dish TV is the first in the industry to embark on this initiative. This move positions Dish TV as a pivotal hub connecting Indian and global creators with audiences around the world.

Manoj Dobhal, CEO & Executive Director of Dish TV India Ltd said, "India's content industry stands at the cusp of global recognition, with unparalleled potential waiting to be realized. At Dish TV, we believe that fostering this ecosystem is not just a goal—it's a commitment to India's creative future. Our partnership with C21Media is a testament to our dedication, aiming to bridge the gap between local and international talent, and unlock opportunities for Indian creators on the world stage."

He added, "With Content India 2025, we are building a platform that empowers storytellers, streamlining their path from vision to global audience. As a leader in content distribution, we are proud to support this exciting journey, ensuring that India's content industry not only grows but thrives globally."

David Jenkinson, C21's editor-in-chief and managing director, stated, "The Indian content sector is prolific and it needs no help from the international community to succeed. However, there is an enormous opportunity to connect key players from the domestic business with those from the global community to bring about next-generation content that works worldwide. There is also a significant tech and post-production community in India and locations that are unrivalled anywhere in the world. We will showcase these at Content India."

"We are delighted to find a partner in Dish TV that is connected and agnostic, and we look forward to doing great things together." **He added.**

Through Content India, Dish TV aims to overcome distribution hurdles, providing creators with a platform to showcase their work. By connecting quality content with the right audiences, Dish TV is committed to shaping the future of content creation and distribution in India and elevating the visibility and impact of creators in the industry.



About Dish TV India Limited

DishTV India Limited is India's leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH Brands), and Watcho (OTT aggregation platform) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. The DishTV India platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 582 channels & services along with 21 popular OTT Apps. The Company has a vast distribution network of over 2,500 distributors & around 150,000 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centres that are spread across 14 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishd2h.com

For media queries, please contact

Hirdesh Agarwal | hirdesh.agarwal@dishd2h.com | DishTV India Ltd