

## PRESS RELEASE

### **Dish TV India and C21Media Collaborate to launch Content India, which aims to Position India as a Global Content Powerhouse**

**India, 17 December 2024-** Recognizing the immense potential of India's entertainment industry to lead on the global stage, Dish TV India is taking a transformative step with the launch of Content India 2025.

This landmark initiative – produced in partnership with UK-based C21Media - will address the need to strengthen India's content ecosystem by fostering cross-border collaborations, encouraging innovation, and showcasing the country's unmatched capabilities in production, post-production, and content creation.

Slated for April 1-3, 2025, the three-day summit will pave the way for the full-fledged Content India 2026 event. Modeled on globally successful formats of partner company C21Media's Content London and Content Americas, the event will combine a marketplace, conferences, and networking opportunities to bring together key stakeholders, including creators, producers, distributors, platforms, and channels.

With Content India, Dish TV India, a leading content aggregator and distributor will be instrumental in crafting a platform that not only showcases Indian content to the world but also attracts global players to explore opportunities in India.

**Mr. Manoj Dobhal, CEO & Executive Director, Dish TV India, said,** "The Indian entertainment industry is at a critical juncture, with its content resonating like never before across international audiences. Content India 2025 is our effort to empower Indian creators and bring global opportunities closer to home. By fostering innovation and collaboration, we aim to position India as a global content powerhouse and pave the way for sustainable growth in the industry."

With its robust ecosystem spanning 582+ channels, 21 OTT apps, and advanced technology platforms, Dish TV India is uniquely equipped to spearhead this initiative. Content India 2025 will create an unparalleled platform for collaboration, learning, and market expansion, ensuring that Indian creators are equipped to tap into the ever-evolving global content landscape.

**David Jenkinson, C21's editor-in-chief and managing director, said,** "India's entertainment industry holds immense potential to lead the global content landscape with its creativity and innovation. Partnering with Dish TV India for Content India allows us to bring together the best minds in the industry, fostering collaborations that drive meaningful growth and unlock new opportunities for content creators on an international scale."

This initiative underscores Dish TV India's commitment to driving the next wave of growth and innovation in the entertainment 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](http://www.dishd2h.com)

**About C21Media**

C21Media is the market-leading supplier of information and events for the global content business. For more information visit [www.c21media.net](http://www.c21media.net)

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