Sony Pictures Networks India Pvt. Ltd: Fact Sheet

Year of Launch	October 1995 (25th year of operations)
Parent Company	SPN is an indirect wholly-owned subsidiary of Sony Corporation, Japan.
Broadcast Formats	Standard Definition and High Definition formats
Businesses	General Entertainment, Sports, Movies, Factual entertainment, Regional, Film production, Kids, Digital and Music
Distribution reach	170 million households in over 8000 towns across India Over 700 million viewers across India
International Presence	• Available in 167 countries with 16 feeds • Distributed in over 70 countries
Key Management	• **Managing Director & CEO**: N.P. Singh • **CFO:** Nitin Nadkarni • **General Counsel**: Ashok Nambissan • **Chief Revenue Officer** (Network Sales and International Business) – Rohit Gupta • **Chief Revenue Officer** (Distribution & Sports Business) – Rajesh Kaul
Channel Break-up	
General Entertainment Channels (GEC's) - Hindi **5 channels**	1. Sony Entertainment Television: SET & SET HD – Flagship Hindi GEC with cross interest programming 2. Sony SAB & Sony SAB HD – India's first family oriented humour entertainment channels 3. Sony PAL – archival content from SET and SAB
Regional Channels – Bengali **Marathi** **(2 channels)**	1. Sony AATH – SPN's premium Bangla entertainment channel. 2. Sony Marathi – SPN's Marathi general entertainment channel.

General Entertainment Channels (GEC's) – English **(2 channels)**	1. AXN and AXN HD – Edge of the seat, explosive action and adventure programming
Sports Channels **(10 channels)**	1. SONY SIX, SONY SIX HD 2. SONY ESPN, SONY ESPN HD 3. SONY TEN Sports – (SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD)
Movies – Hindi Channels **(4 channels)**	1. Sony MAX and Sony MAX HD – provide movie buffs the best of Hindi Cinema 2. Sony MAX 2 – brings alive yesteryear Hindi cinema 3. Sony WAH – FTA channel for Rural audiences
Movies – English Channels **(2 channels)**	1. Sony PIX and Sony PIX HD – engages viewers with amazing Hollywood films
Factual Entertainment Channels **(2 channels)**	Sony BBC Earth and Sony BBC Earth HD - award-winning factual programming from BBC
Kids Channels **(1 channel)**	Sony YAY! – A kids entertainment channel with homegrown original content in seven language feeds (English, Hindi, Marathi, Malayalam, Bangla, Tamil and Telugu)
Music Channels **(1 channel)**	Sony MIX - foot-tapping Hindi music channel
Movie Production	SPN Productions works on a co-production level with some of the biggest names in Bollywood.
TV & Digital Production	StudioNEXT an independent business unit of SPN to create original content and IPs for Television and Digital media within India and globally.
Digital (VOD platform)	SonyLIV – the network's OTT platform for LIVE sports, movies, music, short films, original and archival content.
Corporate Social Responsibility	'Ek India Happywala' is its call to action which guides its contribution to society. The 3 impact areas - Environment, Education and Empowerment.

Company Profile

Sony Pictures Networks India (SPN), is one of India's leading media companies that owns, operates and broadcasts a bouquet of television and digital channels. Sony Pictures Networks India is an indirect wholly-owned subsidiary of Sony Corporation, Japan. SPN began its journey two decades ago in 1995. In its 25th year of existence, the company reaches out to over 700 million viewers across India every day. The network telecasts a variety of channels ranging from general entertainment, sports, digital, music and films in both Standard Definition (SD) and High Definition (HD) formats.

General Entertainment (GEC's): Sony Entertainment Television (SET) is the flagship channel of SPN. With a creative and innovative approach, **SET** and **SET HD** have become immensely popular with its cross-interest programming. SPN engages audiences with rib-tickling humour while simultaneously embracing its changing cultural fabric with its family-oriented humour entertainment channel **SAB and SAB HD**. Offering popular content from SET and SAB TV, **Sony PAL** is a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from SPN's content library. **Sony MIX** thrills audiences with foot-tapping Hindi music. **Sony AATH** is the premium Bangla entertainment channel with an eclectic mix of fiction and regionally produced animation programmes. **AXN** and **AXN HD** keep viewers on the edge of their seats with explosive action and adventure programming. **Sony YAY!** the kids entertainment channel, promises to be the destination of unlimited happiness for kids. Bringing BBC's award-winning factual programming to the Indian audience, the network has entered a joint venture with BBC Earth to launch **Sony BBC Earth** and **Sony BBC Earth HD**. With an endeavour to weave bonds of genuine emotions with each life it touches, **Sony Marathi** aims at breaking stereotypes while celebrating the rich cultural fabric of Maharashtra through its innovative and engaging content.

Sports: SPN has several sports channels, **SONY SIX, SONY SIX HD, SONY ESPN, SONY ESPN HD, SONY TEN 1, SONY TEN 1 HD, SONY TEN 2, SONY TEN 2 HD, SONY TEN 3, SONY TEN 3 HD**. It has an enviable line-up of marquee sporting action across genres in its portfolio including six international cricket boards: Cricket Australia, England and Wales Cricket Board, Cricket South Africa, Pakistan Cricket Board, Sri Lanka Cricket Board and Cricket Ireland. A premiere destination for football, Sony Pictures Sports Networks has the rights for UEFA EURO 2020, FA Cup, FA Community Shield, Serie A, UEFA Champions League, UEFA Europa League, UEFA Nations League, UEFA Super Cup to name a few. SPSN is also the official broadcaster of one of the biggest sports events of the world, Olympic Games Tokyo 2020 and will telecast the upcoming international multi-sport event this year. The sports network also brings niche sports events like UFC, NBA, World Archery, ATP World Tour, WWE and Formula E to Indian shores to deliver a distinct experience and engage viewers in a multi-sport milieu.

Digital: In 2013**,** SPN launched **SonyLIV** - the premium video-on-demand (VOD) service and has seen success with its original premium content #LoveBytes, Gullak, Tripling, Victoria, Power, The Good Doctor, The Handmaid's Tale, Pitchers and Counterpart to name a few. Apart from archival and regional content, movie premieres, short films, LIVE news and LIVE sports are also a very important facet of the SonyLIV offering and the platform has already reached over 109 million app downloads so far.

Movies: Sony MAX, **Sony MAX 2** and **Sony MAX HD** provide movie buffs with the very best of Hindi cinema. MAX is the destination for world premieres, while MAX HD mirrors the disposition of the Indian viewers who love their movies, appreciate superior and premium quality in their TV viewing experience. MAX 2 caters to the needs of the discerning viewers who appreciate rich Indian cinema that are evergreen and iconic in nature. **Sony WAH** is a FTA movie channel for rural audiences. The network's English movie channels **Sony PIX** and **Sony PIX HD** engage viewers with Hollywood films.

SPN Productions: SPN has successfully ventured into movie production with films like Piku, Azhar, Mubarakan, Poster Boys and Soorma. By working on a co-production model that's driven first and foremost by a strong script, the network reaffirms its belief in quality content.

StudioNEXT: An independent business unit of SPN, StudioNEXT will create original content and IPs for television and digital media within India and globally. This newly formed venture began its journey by co-producing Season 10 of KBC in partnership with Big Synergy. Going forward, StudioNEXT will produce new IPs whilst leveraging the existing ones under SPN media.

Distribution: Sony Pictures Networks distributes the networks television channels across different genres and languages through multiple content delivery platforms. It reaches out to over 170 million households across 8000 towns.

Corporate Social Responsibility (CSR): SPN believes in giving back to the society it operates in; hence 'Ek India Happywala' is its call to action which guides its contribution to society. To create positive change in the society we live in, SPN focuses on 3 impact areas - Environment, Education and Empowerment.

Awards:

The network has been recognised as an employer of choice within and outside the media industry. SPN was awarded the elite title of 'Aon Best Employers India' in the 2017 edition in recognition of SPN's unique workplace culture and exceptional people practices. SPN also featured among the Top 10 companies in Corporate India for employer with Best Health and Wellness Practices for four consecutive years by SHRM & CGP Partners, listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India in 2019. In keeping with its commitment to be an employer of choice and incorporating progressive HR practices, SPN has numerous initiatives to make the company more employee-friendly.