

Industry Focus

7 November 2008 | 24 pages

Media Buzz

Theme: Impact of DTH on Broadcasting Business

- DTH: A high-growth market** — With the launch of Big TV (Reliance Communication) and Digital TV (Bharti Airtel), 5-6 large players are now aggressively trying to gain market share. We expect this to result in high DTH market growth — from ~8m currently to ~21m households in India by FY12E. Leading broadcasters like ZEEL and Sun TV Network should be key beneficiaries of the strong growth in this segment.
- Content costs are about half of DTH players' revenues...** — Our discussions with industry players indicate that content cost is ~55% of subscription revenues for DTH players, and is expected to decline to ~45% of revenues as the “sliding scale” mechanism kicks in. This provides a significant revenue stream for broadcasters.
- ...equate to high-margin revenue for broadcasters** — From a broadcaster's point of view, rolling out the same content on DTH does not involve any meaningful costs and the margins in DTH-related revenues are high (~80-90% of revenues). Our analysis suggests significant operating leverage for leading broadcasters. Broadcasters under the analogue cable regime get paid for only c10-15% of total subscribers due to under-declaration. DTH expansion in India would result in a higher pay-revenue share for broadcasters.
- Noteworthy this month: 1) UTV's open offer support ends...** — The open offer provided downside support over the past few months. UTV should now trade in line with the rest of the sector.
- ...2) Star Plus ratings recover** — Ratings of Hindi GEC leader improve MoM.

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Figure 1. Indian Media Coverage Universe

Company Name	RIC Code	CIR Rating (US\$m)	M cap (Rs)	CMP (Rs)	TP (Rs)	P/E (x)		EV/EBITDA (x)		EV/Sales(x)	
						FY09E	FY10E	FY09E	FY10E	FY09E	FY10E
Broadcasting											
Sun TV	SUTV.BO	1M	1,212	147	185	13.3	11.8	7.5	6.4	5.1	4.4
Zee Entertainment	ZEE.BO	1M	1,311	144	185	15.2	11.7	9.8	8.3	2.8	2.4
Movies/Gaming											
UTV Software	UTVS.BO	3H	197	274	450	14.9	9.1	24.1	7.0	1.5	1.0
Print Media											
HT Media	HTML.BO	3H	369	75	72	19.7	14.1	9.6	7.9	1.2	1.1
Jagran Prakashan	JAGP.BO	1H	320	51	69	18.4	13.1	9.1	6.3	1.6	1.4

Source: Powered by dataCentral

See Appendix A-1 for Analyst Certification and important disclosures.

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Theme: Impact of DTH on Broadcasting

DTH market expected to grow at a fast pace

New players, greater competition to result in expansion in the DTH market

The DTH market is expected to grow at a fast pace and various sources (including FICCI-PWC India Media & Entertainment Report, 2008) indicate that India should have ~25m DTH subscribers by 2012. With new cash-rich players such as Bharti Airtel and Reliance Communication (Big TV) launching services, we expect sustained growth going forward. The ramp-up plans of various players are as follows:

Figure 2. Ramp-up Plans of DTH Players

Dish TV	Dish TV has garnered a total registered customer base of 4.4m. 431,253 new subscribers added in October 2008
TataSky	Looking at a minimum of 8m connections by FY12 from the current 2m subscribers in direct-to-home (DTH) space
SunDirect	Sun Direct announced 1m DTH subscribers in 200 days - only from the four Southern states. The company is targeting 3m subs by year end
Big TV (Reliance Communications)	Big TV announced on Oct 20 that it had reached 0.5m subscribers within 2 months of launch. It plans to add ~0.4m subscribers every month with an on-ground infrastructure spanning 6,500 towns. The company is targeting 5m subscribers within the first year of operations
Digital TV (Bharti Airtel)	Digital TV will be initially available in 62 cities across the country through 21,000 retail points (including Airtel relationship centres). According to press articles, the company aims to capture 20% of the net additions of DTH subscribers this year

Source: Company Releases, Press reports

Videocon has yet to launch services. DD Direct, the DTH arm of Doordarshan, has ~3.5m subscribers, according to press reports.

India's broadcasting industry is set for a structural change, driven by DTH

India's broadcasting industry is set for a structural change, driven by DTH. Significant revenue is likely to shift toward broadcasters. In the analogue cable environment, revenues from only 10-15% of subscribers flow to broadcasters because of the lack of addresses of consumer households, which has resulted in gross under-reporting by local cable operators. As DTH expands in India, it should result in a larger number of declarations and higher pay revenues for broadcasters.

Our DTH model: We choose to be conservative

Operators remain confident that ARPU increase would be more pronounced as value-added services kick in

Our pay-revenue model for the Indian market indicates ~21m DTH subscribers by 2012. We assume an ARPU of Rs180 in 2009 and an increase of ~10% per annum for the next three years, followed by 5% pa until 2015. Operators remain confident that the increase would be more pronounced as value-added services kick in. Given the nascent stage of the industry, we prefer being conservative in both subscriber and ARPU forecasts.

Our key assumptions are:

- 3% pa increase in the number of TV households over 2009-15E;
- 5% pa increase in the number of Cable TV households over 2009-15E;
- 23% pa increase in the number of DTH households over 2009-15E;
- Non-DTH digital TV households will equal the number of DTH households in 2015. This has been done in line with the global trend of digital doing better than DTH. However, given the kind of difference in investment in DTH and non-DTH digital segments in India, we will continue to monitor this trend. DTH has got a disproportionate amount of investment in the Indian context. We would not be surprised if it continues to lead the non-DTH digital segment over the long term; and

- A 10% yoy increase in ARPUs for the next 3 years and then a 5% yoy increase until 2015. Discussions with DTH operators indicate that they believe the increase should be much higher given the increasing proportion of value-added services, but we choose to be conservative and await further data points.

Figure 3. Indian Pay-revenue Model

	2009E	2012E	2015E
No. of HHs (m)	224	237	252
No. of TV HHs (m)	129	144	154
TV Penetration	58%	61%	61%
No. of C&S HHs (m)	81	98	109
Penetration as % of TV HHs	63%	68%	71%
No. of Analog HHs (m)	68	61	53
Penetration as % of C&S HH	84%	62%	48%
No. of Digital HHs (m)	12.5	37.0	56.4
Penetration as % of C&S HH	16%	38%	52%
No. of DTH HHs (m)	8.1	20.6	27.9
Penetration as % of C&S HH	10%	21%	26%
No. of non-DTH digital HH	4.4	16.4	28.5
Penetration as % of C&S HH	5%	17%	26%
ARPU - DTH	180.0	208.4	241.2
3 year CAGR		5%	5%
DTH market size (Rs. m)	13,122	45,191	77,208
3-year CAGR		51%	20%

Source: Citi Investment Research estimates

What is the broadcaster's pie?

We estimate content costs are ~55% of subscription revenues and are expected to decline to ~45% of revenues

We have tried to estimate the broadcasters' pie of DTH revenues. We estimate content costs are ~55% of subscription revenues and are expected to decline to ~45% of revenues as the "sliding scale" mechanism kicks in. This provides a significant revenue stream (more importantly, hugely profitable) for broadcasters going forward. Assuming that content costs (or broadcaster's revenues) are 45% of DTH market gross revenues in 2009 and fall to 36% in 2012 and 30% in 2015, we still have broadcasters' revenues increasing ~4x over 2009-15.

Expect broadcasters' revenues to increase by ~4x over FY09-15 as DTH grows

Figure 4. Indian Broadcasters' Revenues from DTH Opportunity

	2009E	2012E	2015E
DTH market size (Rs. m)	13,122	45,191	77,208
Content costs (broadcasters revenues)	45%	36%	30%
Broadcaster's revenues (Rs. m)	5,905	16,269	23,162

Source: Citi Investment Research estimates

There are lots of moving parts. We have used estimates with the idea of highlighting broadcasters' high leverage to DTH.

We are currently assuming broadcasters' revenue (major part of cost of content for DTH players) as 45% of gross DTH revenues, considering net ARPUs at ~80% of gross ARPUs.

Significant operating leverage in play

DTH-related revenues for broadcasters are largely incremental. Our discussions with ZEEL and Sun TV indicate that these will mostly flow to the bottom line. To understand the operating leverage, we have tried to simulate a media company in the table below. We have made the following assumptions:

- In 2009, 50% of revenues are from advertising, 45% from analog cable and 5% from DTH;
- Advertising revenues grow at 12% per annum over 2009-12 and 10% per annum over 2012-15;
- The company's pay revenues (analog, DTH and non-DTH digital) move exactly in line with the market; and
- 5% inflation in analog ARPUs going forward.

Even if core margins from existing businesses decline from 25% to 22% over FY09-12, the broadcaster's margin would expand by ~400bps as high-margin digital pay revenues kick in

Figure 5. P&L of a Broadcaster — High Operating Leverage

P&L of a broadcaster	2009E	2012E	2015E
Advertising revenues	50	70	93
Analog Subscription revenues	45	47	47
DTH Subscription revenues	5	14	20
Non-DTH digital Subscription revenues	-	11	20
Total revenues	100	142	180
Margins on advertising + analog revenues (largely current business)	25%	22%	20%
Margins on DTH Subscription revenues	80%	80%	80%
Margins on Digital Subscription revenues	80%	80%	80%
EBITDA on advertising + analog revenues	24	26	28
EBITDA on DTH Subscription revenues	4	11	16
EBITDA on Digital Subscription revenue	-	9	16
Total EBITDA	28	45	60
EBITDA margin (%)	27.8%	32.1%	33.2%

Source: Citi Investment Research estimates

Despite core margins (advertising + analog subscription) declining from 25% to 22% over 2009-12, the company is able to report a margin expansion of ~400bps due to a sharp increase in high-margin digital pay revenues.

Play ZEEL and Sun TV for leverage to DTH

ZEEL and Sun TV Network remain the key plays on the “leverage to DTH” theme, in our view. ZEEL already has a run rate of ~Rs250m per quarter on DTH revenues, while Sun TV has a run rate of ~Rs150m per quarter. With a sharp increase in the number of DTH subscribers over the next year, we expect ZEEL's DTH revenues to increase to Rs1.9bn and Sun's to Rs1.3bn in FY10E.

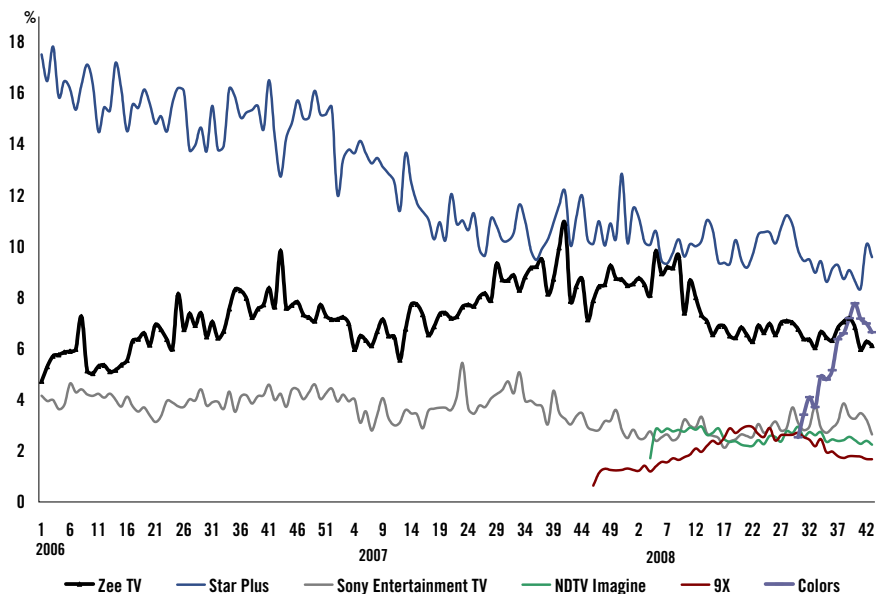
To highlight the leverage, the incremental DTH revenue for ZEEL in FY10E is 11% of ZEEL's FY09 operating profits. For Sun TV it is ~9%.

ZEEL remains our top pick in the India Media space.

Monthly Data Digest

TAM ratings for Oct highlight that general entertainment category leader Star Plus's ratings recovered MoM. Viacom 18's Colors and ZEEL's Zee TV are Nos. 2 and 3 respectively in the GEC space

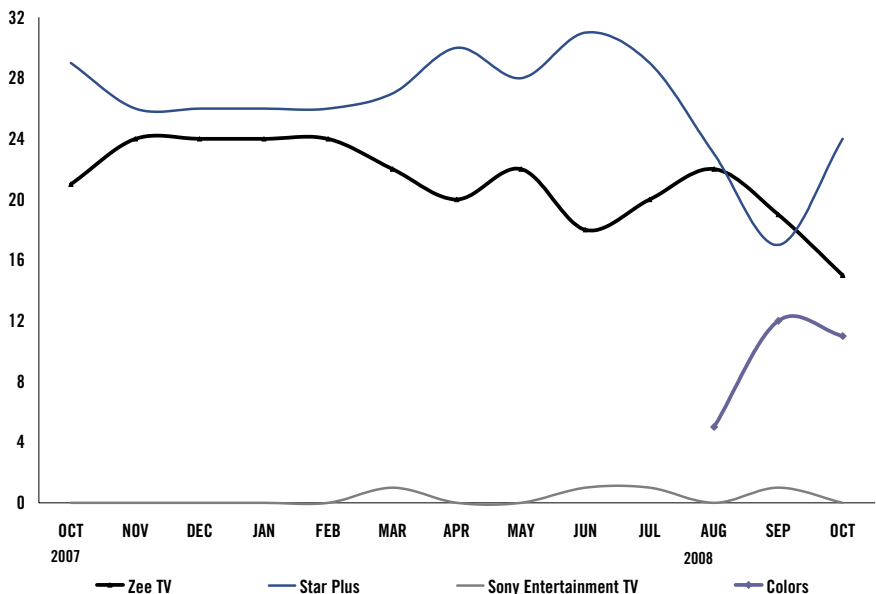
Figure 6. Hindi GEC — Market Share



Source: TAM Media, All Channels, HSM, CS4+, All days, All 24 hours

In terms of number of programs in the top 50, Star Plus had a strong comeback with a number of non-fiction shows

Figure 7. Number of Programs in Top 50



Source: TAM Media, All Channels, HSM, CS4+, All days, All 24 hours; Data of last week of each month is taken

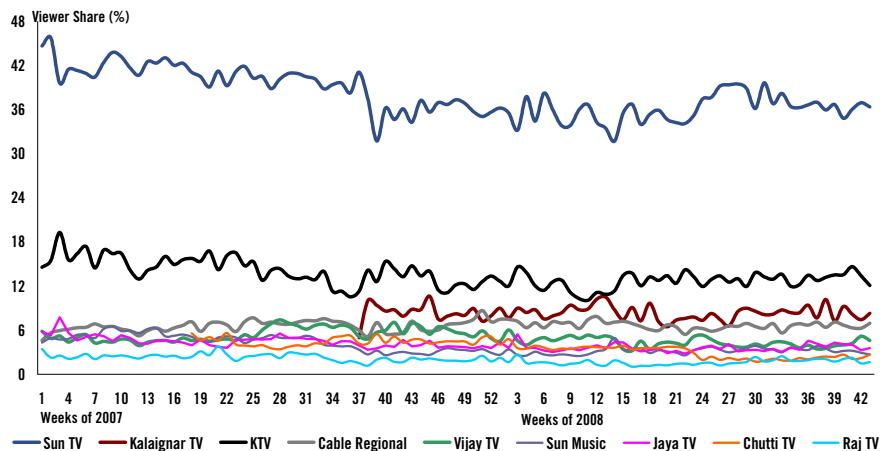
Zee Tamil's launch has not yet led to any significant change in Tamil Nadu

In Tamil Nadu, flagship channel Sun TV has c36% share, whereas nearest rival Kalaaignar TV has only c10% share

Sun TV Network maintains its strong leadership position across 3 of 4 markets where it operates

All Sun TV Network channels have c57% share in the Tamil Nadu market

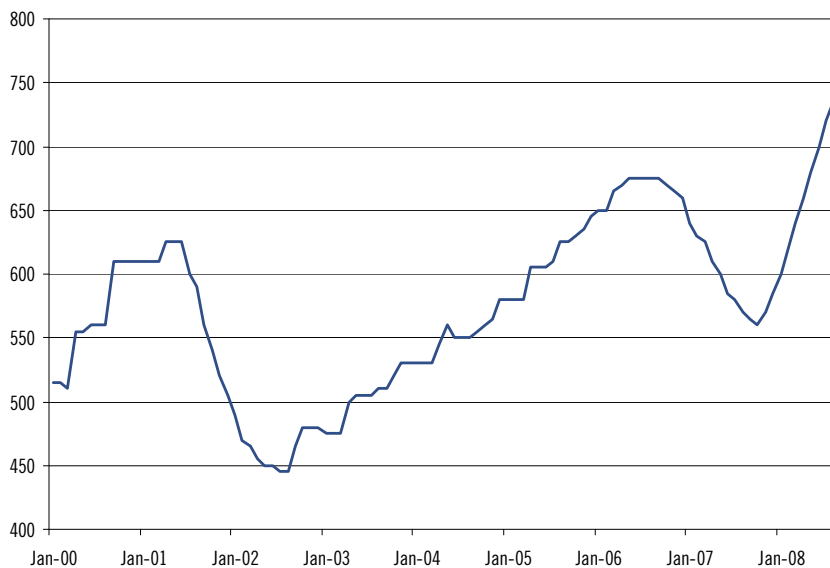
Figure 8. Tamil Nadu Market — Overall Channel Shares (%)



Source: TAM Media, All Channels, C&S 4+; TN Market; All 24 hours

Newsprint prices continue to firm up; we do not expect any softening in the near-to medium-term

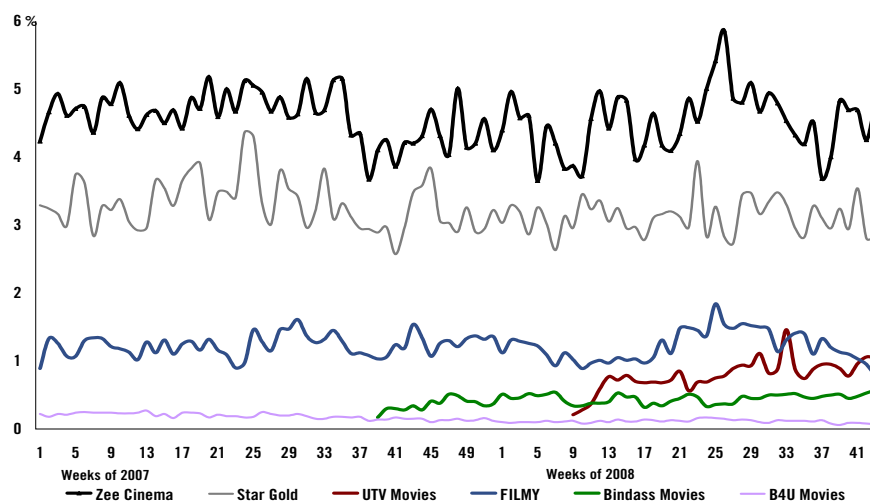
Figure 9. Newsprint Prices



Source: Pulp and Paper Weekly, Citi Investment Research

ZEEL's movie channel, Zee Cinema, is still the leader in the Hindi movie space

Figure 10. Hindi Movie Channels — Overall Channel Shares (%)



Source: TAM Media, All Channels, HSM, CS4+yrs, All 24 hours

Figure 11. Performance of Top Programmes on Hindi GECs

Program	Channel	2007		2008												
		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT		
BALIKA VADHU	Colors													5	5	5
Frequency in Top 50																
Maximum TRP														3.7	6.8	7.5
BIDAYI	Star Plus															
Frequency in Top 50		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Maximum TRP		4.1	4.5	4.8	5.1	5.1	6.1	4.4	5.7	5.2	5.7	5.1	6.6	6.9		
JAI SHRI KRISHNA	Colors														5	5
Frequency in Top 50																
Maximum TRP														4.7	5.1	
MAAYKA	Zee TV															
Frequency in Top 50		4	4	4	4	4	4	4	4	3	4	5	5	4		
Maximum TRP		4.0	4.6	4.6	4.4	5.1	4.6	3.4	4.6	4.1	3.7	3.6	4.6	3.5		
KIS DESH MEIN HAI MERA DIL	Star Plus															
Frequency in Top 50								4	4	4	4	4	4	4	4	4
Maximum TRP								3.4	4.4	4.1	4.8	3.6	4.2	3.6		
KASAMH SE	Zee TV															
Frequency in Top 50		2	4	4	4	4	4	4	4	3	4	4	4	4	4	4
Maximum TRP		3.5	4.2	4.1	4.2	4.5	4.3	3.3	3.8	3.9	3.9	3.5	4.1	3.5		
KYUNKI SAAS BHI KABHI BA	Star Plus															
Frequency in Top 50		4	4	2	4	4	4	4	4	4	4	4	2	2		
Maximum TRP		5.8	5.4	6.3	5.5	5.6	5.7	4.2	5.4	5.0	3.8	3.4	3.6	2.8		
KASTURI	Star Plus															
Frequency in Top 50		3	3	2	3	4	3	4	4	3	3	3				
Maximum TRP		4.3	3.7	3.7	3.8	3.8	3.9	3.3	3.6	3.1	3.6	3.4				
BETIYANN GHAR KI LAKSHMI	Zee TV															
Frequency in Top 50		4	4	4	4	4	4	2	4	3	2	4	3	2		
Maximum TRP		5.0	5.0	5.1	4.2	5.7	4.7	2.9	3.9	3.6	3.5	3.4	3.2	2.9		
SAATH PHERE	Zee TV															
Frequency in Top 50		4	4	4	4	4	4	4	4	3	4	4	4	2		
Maximum TRP		4.6	5.0	5.0	4.5	5.9	5.9	4.0	3.7	3.7	3.8	3.2	4.4	2.7		
KAHAANI GHAR GHAR KI	Star Plus															
Frequency in Top 50		4	4	2	4	4	4	4	4	3	3	2	2			
Maximum TRP		5.7	5.4	5.2	5.0	4.8	4.6	3.4	3.8	3.7	3.6	2.9	3.4			

Source: TAM Media, All Channels, HSM, CS4+, All days, All 24 hours; Data of last week of each month is taken

Box-office performance in Oct was muted with most of the releases performed below expectations

UTV's medium budget films, *A Wednesday* & *Welcome to Sajjanpur*, have done relatively better in the domestic box office

Figure 12. Recent Bollywood Box Office Performance

Film	Week	Total Collection (Rs Mn)	Verdict
Heroes	1	118.8	-
Roadside Romeo	1	36.4	Flop
Karzzzz	2	120.3	Disaster
Hello	3	126.3	Below Average
A Wednesday	8	117.6	Hit
Kidnap	4	239.4	Flop
Rock On!!	9	270.2	Hit
Shoot On Sight	2	6.8	Flop
1920	7	107.2	Average
Welcome To Sajjanpur	6	107.6	Above Average

Source: Boxofficeindia.com; Till week ending Oct 30, 2008

India's newspaper market is dominated by Hindi and regional newspapers

Figure 13. Top 25 Dailies in India (Readership figures in 000s)

Publications	2006 R1	2006 R2	2007 R1	2007 R2	2008 R1
Dainik Jagran	19,071	18,193	17,114	16,502	16,386
Dainik Bhaskar	14,571	13,473	12,514	12,823	12,824
Hindustan	9,724	9,664	9,052	8,551	8,749
Malayala Manorama	9,352	9,140	8,837	8,662	8,613
Amar Ujala	9,894	9,397	8,255	8,075	8,091
Daily Thanthi	10,228	9,316	8,351	7,910	7,565
Rajasthan Patrika	6,309	6,714	6,946	7,402	7,328
Eenadu	7,940	7,589	7,233	6,919	7,106
The Times of India*	7,084	6,919	6,781	6,828	6,792
Ananda Bazar Patrika	6,651	6,846	6,538	6,855	6,779
Lokmat	8,107	7,688	6,874	6,704	6,767
Mathrubhumi	7,647	7,444	6,961	6,665	6,378
Dinakaran	1,417	4,024	5,793	5,045	5,402
Gujarat Samachar	5,911	5,607	5,304	5,008	5,034
Vijay Karnataka	5,463	5,341	4,634	4,482	4,134
Sakal	5,218	4,636	4,098	4,195	4,027
Dinamalar	5,146	4,797	3,969	3,758	3,634
Sandesh	4,240	4,067	3,816	3,591	3,601
Punjab Kesari	4,627	4,308	3,568	3,634	3,548
Divya Bhaskar	3,962	3,534	3,312	3,295	3,544
Hindustan Times*	3,508	3,501	3,331	3,319	3,278
Bartaman	3,239	3,105	2,801	2,978	2,754
Andhra Jyoti	2,394	2,212	2,100	2,377	2,706
Punya Nagari	3,136	2,675	2,371	2,435	2,444
Vaaritha	3,141	2,792	2,392	2,592	2,425

Source: IRS, Company Reports; *English newspapers

News Headlines

- Sun Direct will invest at least Rs30bn over three years beginning fiscal 2010 as part of an ambitious expansion drive. The investment is part of a target to add 2 million subscribers annually; Sun Direct currently has a 3 million target for the current fiscal. — *Mint*
- Media-buying and advertising agencies are a worried lot as overall advertising, across all media, dipping by 10-20% last quarter. Some fear that if the global situation doesn't improve, there could be a renegotiation of prices and 10-15 per cent reduction in TV advertisement tariff. — *Business Standard*
- Four-way DTH war makes subscriber the king. In the Direct to Home (DTH) market, installation charges as low as Rs1,400 and a dirt cheap monthly subscription cost — less than Rs100 — are fast becoming a reality. The number of channels is slated to go from 150 to 400 in a few months. Plus, digital video recorders and high definition (HD) are on their way. — *DNA*
- News Corporation-owned digital-pay TV solutions provider NDS Group has announced investment of \$150m over the next four years in India. — *Business Line*
- Zee News Ltd and Sky B (Bangla) have signed a strategic partnership agreement under which Zee News will handle marketing, advertising, sales and programming initiatives of Sky B's Akaash Bangla, the 24-hour regional infotainment channel in Bengali, against an agreed fee structure. — *Business Line*
- '*Kyunki Saas Bhi Kabhi Bahu Thi*', once the top-rated show on Indian TV, goes off air after the Bombay High Court dismissed its producers' plea for an injunction halting the serial's cancellation. Television content provider Balaji Telefilms Ltd had sought legal remedy last month after Star terminated sourcing and telecasting the eight-year-old soap. — *Reuters*

Price Performance

Figure 14. Indian Media Stocks — Price Performance

		Market Cap US\$ m	Price 6-Nov-08	Performance					
				1W	1M	3M	6M	12M	YTD
Print Media									
HT Media	HTML.BO	369	75	-2%	-29%	-35%	-49%	-64%	-71%
Jagran Prakashan	JAGP.BO	320	51	-2%	-23%	-23%	-41%	-60%	-68%
Deccan Chronicle Holdings	DCHL.BO	220	43	3%	-44%	-62%	-72%	-75%	-82%
Broadcasting and Television									
Zee Entertainment	ZEE.BO	1,311	144	3%	-23%	-31%	-35%	-54%	-55%
Sun TV Network	SUTV.BO	1,212	147	9%	-24%	-41%	-56%	-53%	-64%
Zee News	ZEEN.BO	188	37	2%	5%	-13%	-39%	-35%	-57%
TV18	TVET.BO	186	74	-13%	-53%	-69%	-79%	-85%	-86%
NDTV	NDTV.BO	125	95	-8%	-50%	-75%	-77%	-73%	-80%
Balaji Telefilms	BLTE.BO	90	66	-2%	-49%	-63%	-62%	-77%	-81%
TV Today	TVTO.BO	77	63	2%	0%	-38%	-45%	-61%	-66%
Film making and distribution									
UTV Software	UTVS.BO	197	274	-46%	-63%	-64%	-66%	-61%	-70%
Adlabs	ADLF.BO	170	175	9%	-38%	-67%	-76%	-80%	-88%
Media Infra									
Dish TV	DSTV.BO	150	17	18%	-28%	-51%	-71%	-70%	-84%
Wire & Wireless	WIWI.BO	52	11	30%	-21%	-56%	-74%	-71%	-88%
Radio									
ENIL	ENIL.BO	138	138	-3%	-33%	-53%	-66%	-69%	-79%
Multiplexes									
Inox Leisure	INOL.BO	50	38	0%	-33%	-53%	-67%	-67%	-84%
PVR Cinema	PVRL.BO	48	100	15%	-27%	-45%	-50%	-46%	-72%
Pyramid Saimira	PYSA.BO	31	51	20%	-41%	-68%	-86%	-81%	-90%
Cinemax	CIMA.BO	25	43	5%	-44%	-54%	-63%	-65%	-75%
Internet									
Info Edge	INED.BO	232	405	-5%	-19%	-53%	-59%	-70%	-71%
Northgate	NOTC.BO	50	69	-14%	-46%	-77%	-83%	-88%	-88%
BSE Sensex	.BSESN	-	9,734	8%	-18%	-35%	-44%	-50%	-52%

Source: DataStream

Valuation Matrix

Figure 15. Indian Media — Valuation Comparison Table (Non-rated Stocks)

Company Name	RIC Code	Mkt cap (US\$m)	CMP (INR)	P/E (x)		EV/EBITDA (x)		EV/Sales (x)	
				FY09E	FY10E	FY09E	FY10E	FY09E	FY10E
Deccan Chronicle Hlds	DCHL.BO	220	42.7	3.5	2.9	1.9	1.7	1.0	0.8
Zee News	ZEEN.BO	188	37.3	17.8	12.8	10.1	7.4	1.8	1.4
TV18	TVET.BO	186	74.0	12.1	7.8	4.3	3.0	1.4	1.0
Adlabs	ADLF.BO	170	175.2	7.1	4.7	N.A.	N.A.	N.A.	N.A.
DISHTV	DSTV.BO	150	16.6	-2.0	-3.4	-8.4	-12.6	1.5	1.0
ENIL	ENIL.BO	138	138.0	17.6	7.4	8.4	4.6	1.4	1.1
NDTV	NDTV.BO	125	95.0	N.A.	12.1	N.A.	8.1	1.5	1.0
Balaji Telefilms	BLTE.BO	90	66.1	5.0	4.7	3.3	3.1	1.0	0.9

Source: Company reports and I/B/E/S for NR companies Note: Prices as of 06-Nov-08

Figure 16. Global Broadcasting Valuations

Company Name	RIC Code	CIR Rating	Mkt cap (US\$m)	CMP (LC)	TP (LC)	P/E (x)		EV/EBITDA (x)		EV/Sales(x)		P/BV (x)		Div. Yield (%)	
						FY09E	FY10E	FY09E	FY10E	FY09E	FY10E	FY09E	FY10E	FY09E	FY10E
AxJP*															
Zee Entertainment	ZEE.BO	1M	1,311	144	185	15.2	11.7	9.6	8.0	2.7	2.3	2.0	1.7	1.4%	1.7%
ASTRO	AAAN.KL	1L	1,266	2.32	3.42	116.0	14.1	5.3	5.2	1.4	1.5	3.2	3.1	5.7%	5.6%
Sun TV Network	SUTV.BO	1M	1,212	147	185	13.3	11.8	7.2	6.0	4.9	4.1	3.3	2.8	2.0%	2.4%
Ten Network Holdings Ltd	TEN.AX	3M	849	1.38	0.90	15.5	16.1	9.0	9.3	1.8	1.8	1.8	1.9	7.6%	6.2%
Sky Network Television Ltd	SKT.NZ	2M	878	3.85	4.00	14.5	13.4	7.3	6.9	2.9	2.7	1.2	1.2	4.0%	4.4%
Europe**															
British Sky Broadcasting Group	BSY.L	1M	11,067	4.05	3.70	13.7	11.5	7.7	6.7	1.6	1.5	38.5	16.0	4.7%	5.3%
Mediaset SpA	MS.MI	3M	6,377	4.25	4.30	10.7	12.7	3.0	3.1	1.5	1.5	2.0	2.1	9.7%	9.7%
Television Francaise 1 SA	TFFP.PA	2H	2,689	9.92	10.00	12.3	13.9	10.2	11.0	1.1	1.1	2.0	2.1	8.6%	8.6%
M6 Metropole Television	MMTP.PA	2H	1,979	12.08	12.33	11.5	12.3	5.3	5.7	1.0	1.1	3.3	3.7	8.3%	8.3%
Telecinco	TL5.MC	3M	1,958	6.25	5.36	7.1	9.2	3.4	4.4	1.2	1.3	2.7	2.5	11.2%	8.7%
ITV PLC	ITV.L	1H	1,851	0.31	0.47	12.9	15.9	8.5	8.3	1.1	1.0	0.5	0.4	0.0%	0.0%
USA (LC = USD)															
DIRECTV Group Inc	DTV.O	1H	23,045	20.76	30.00	11.2	8.2	3.8	3.4	1.0	1.0	3.6	3.2	0.0%	0.0%
Time Warner Cable Inc	TWC.N	1M	17,011	18.86	30.00	16.2	14.2	5.2	5.2	1.9	2.0	0.8	1.2	0.0%	0.0%
Comcast Corp	CMCSK.O	1M	14,084	16.39	26.00	17.1	14.0	5.4	5.2	2.1	2.0	1.2	1.2	0.0%	0.0%
CBS Corp	CBS.N	2M	5,511	8.11	8.00	5.3	6.9	4.6	5.2	0.8	0.9	0.6	0.6	12.9%	13.3%

Source: Powered by DataCentral; Prices as 06-Nov-08; LC = local currency

*LC= INR for Zee TV and Sun TV; AUD for Ten Network; NZD for Sky Network and MYR for ASTRO; **LC = GBP for British Sky Broadcasting and ITV Plc; EUR for others

Figure 17. Regional Print Valuations

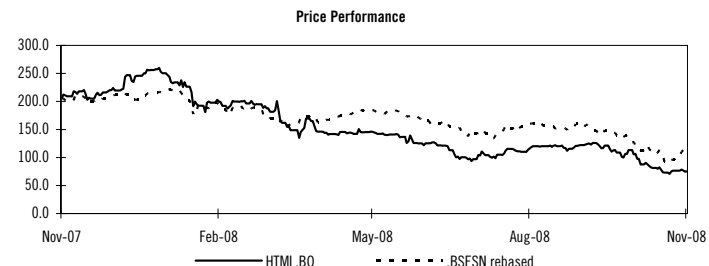
Company Name	RIC Code	CIR Rating	Mkt cap (US\$m)	CMP (LC)	TP (LC)	P/E (x)		EV/EBITDA (x)		EV/Sales(x)		P/BV (x)		Div. Yield (%)	
						FY09E	FY10E	FY09E	FY10E	FY09E	FY10E	FY09E	FY10E	FY09E	FY10E
AxJP (Ex India, ex Aus)*															
Singapore Press	SPRM.SI	1L	3,532	3.33	4.00	11.0	13.1	6.9	7.6	2.9	2.9	2.4	2.4	8.6%	9.5%
Star Publications	STAR.KL	1L	667	3.20	3.60	13.4	16.9	7.3	9.0	2.2	2.1	1.9	1.9	8.4%	7.0%
SCMP Group	0583.HK	3L	520	2.58	2.50	15.8	14.9	6.7	6.3	2.1	2.0	1.8	1.8	5.4%	5.7%
Global Sources	GSOL.O	2L	303	6.49	12.50	9.4	6.6	1.9	0.5	0.4	0.1	1.5	1.2	0.0%	0.0%
Australia (LC = AUD)															
Fairfax Media Ltd	FXJ.AX	1M	1,955	1.94	2.50	8.3	8.6	6.5	6.5	1.8	1.8	0.6	0.6	10.1%	9.7%
APN News & Media Ltd	APN.AX	1M	952	2.92	2.88	9.3	10.0	7.5	7.8	2.0	2.0	1.5	1.5	10.4%	9.4%
West Australian Newspapers	WAN.AX	3M	877	6.30	5.89	11.9	12.9	8.4	9.0	3.6	3.6	13.8	13.7	8.2%	7.8%
SEEK Ltd	SEK.AX	3H	669	3.49	2.74	13.6	13.8	8.6	8.5	4.1	3.7	6.4	5.6	5.2%	5.2%
India (LC = INR)															
HT Media	HTML.BO	3H	369	75	72	19.7	14.1	8.1	6.5	1.0	0.9	1.8	1.6	0.7%	0.8%
Jagran Prakashan	JAGP.BO	1H	320	51	69	18.4	13.1	9.6	7.0	1.7	1.5	2.8	2.6	4.0%	4.9%

Source: Powered by DataCentral; Prices as 06-Nov-08; LC = SGD for Singapore Press, MYR for Star Pub, USD for Global Sources and HKD for SCMP

Company Section

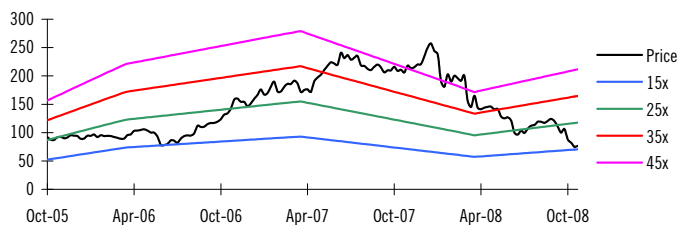
HT Media (HTML.BO)

Hitesh Shah, CFA +91-22-6631-9872 hitesh.b.shah@citi.com	Price (Rs) 74.95 52-week range (Rs) 70.65 - 259.55 Shares outstanding (M) 234 Free float (%) 31 Avg daily volume 12 mths (K,Shrs) 138 Exchange BSE Market cap (USD,M) 369 Enterprise value (USD,M) 295 Fiscal year end 31-Mar Model Updated 22-Oct-2008
Rating 3 (Sell) Risk H (High) Target price (Rs) 72.00 Dividend - next 12 mths (Rs) 0.50 Expected price return (%) 4.8	

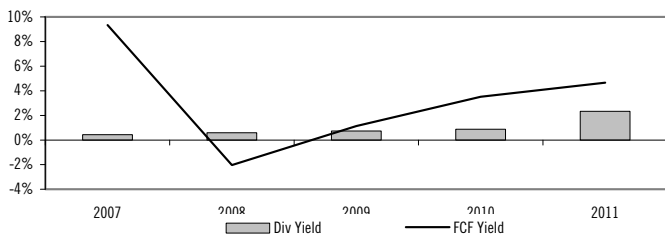


Performance:	3M	6M	12M
Absolute	-35.4%	-48.6%	-63.6%
Relative	-2.6%	-6.9%	-15.8%

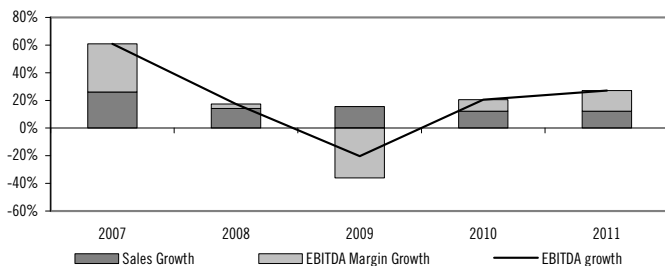
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	15.3	12.1	19.7	14.1	10.5
EV/EBITDA (x)	8.0	6.4	8.1	6.5	4.8
EV/Sales (x)	1.5	1.2	1.0	0.9	0.8
P/FCF (x)	11.7	-53.4	96.1	31.0	23.4
P/BVPS (x)	2.2	1.9	1.8	1.6	1.4
Dividend yield (%)	0.4	0.5	0.7	0.8	2.1

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	4.91	6.20	3.81	5.31	7.15
EPS (reported)	4.91	6.20	3.81	5.31	7.15
BVPS	33.46	39.10	42.34	46.97	52.29
CFPS	8.83	2.78	7.33	6.66	7.29
Cash EPS	6.61	8.11	6.18	8.18	10.18
DPS	0.30	0.40	0.50	0.60	1.60

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	10,393	11,862	13,718	15,394	17,276
Operating Expense	-8,885	-10,073	-12,492	-13,920	-15,259
EBIT	1,507	1,790	1,226	1,475	2,017
EBITDA	1,905	2,236	1,780	2,147	2,728
Adjusted EBITDA	1,905	2,236	1,780	2,147	2,728
Net Interest	-143	-177	-214	-156	-91
Exceptionals	400	407	321	538	573
Pre Tax	1,765	2,019	1,333	1,857	2,499
Taxes	-614	-567	-440	-613	-825
Extraordinary Items	0	0	0	0	0
Minorities	0	0	0	0	0
Reported Net Profit	1,151	1,453	893	1,244	1,674
Adjusted Net Profit	1,151	1,453	893	1,244	1,674

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	195.0	26.2	-38.5	39.3	34.6
Net Income growth	208.7	26.2	-38.5	39.3	34.6
EBITDA growth	60.9	17.4	-20.4	20.6	27.1
Sales Growth	26.2	14.1	15.6	12.2	12.2
Dividend Growth	20.7	33.3	25.0	20.0	166.7

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	2,069	651	1,716	1,560	1,709
Depreciation/amortization	397	447	554	672	711
Net working capital	729	-1,065	375	26	-195
Investing Cash Flow	-1,509	-1,687	1,165	-612	-479
Capex	-566	-979	-1,533	-994	-960
Acquisitions/disposals	0	0	0	0	0
Financing Cash Flow	-290	354	-1,071	-660	-427
Borrowings	-46	488	-938	-500	0
Dividends	-82	-110	-134	-160	-427
Change in cash	270	-682	1,810	288	802

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	11,852	14,328	14,064	14,950	16,522
Cash & cash equivalent	3,355	2,673	4,483	4,771	5,573
Net fixed assets	3,742	4,620	5,599	5,921	6,170
Total Liabilities	4,013	5,170	4,147	3,949	4,275
Debt	1,650	2,138	1,200	700	700
Shareholders' funds	7,838	9,157	9,917	11,001	12,248
Shareholders' equity	7,838	9,157	9,917	11,001	12,248

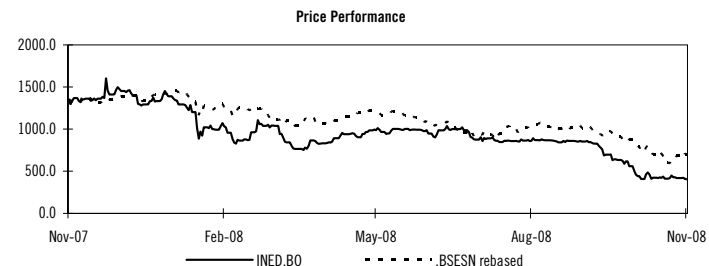
Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	18.3	18.9	13.0	13.9	15.8
Net Margin (%)	11.1	12.2	6.5	8.1	9.7
ROE (%)	15.6	17.1	9.4	11.9	14.4
ROIC (%)	16.8	21.3	11.7	12.0	15.8
Debt to Capital (%)	17.4	18.9	10.8	6.0	5.4
Net Debt / Equity (%)	NetCash	NetCash	NetCash	NetCash	NetCash
Net Debt to EBITDA (%)	NetCash	NetCash	NetCash	NetCash	NetCash
EBITDA / Int. Exp (x)	13.4	12.6	8.3	13.8	30.0
Capex / Sales (%)	5.4	8.3	11.2	6.5	5.6

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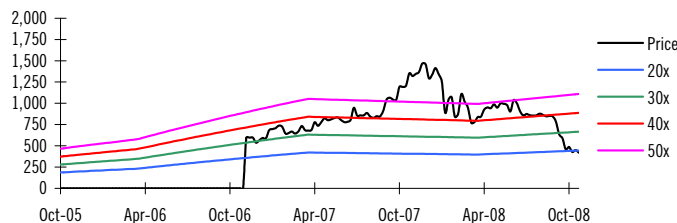
Info Edge (INED.BO)

Jason Brueschke		Price (Rs)	404.55
+852-2501-2482		52-week range (Rs)	404.55 - 1,602.05
jason.brueschke@citi.com		Shares outstanding (M)	27
		Free float (%)	46
Rating	2 (Hold)	Avg daily volume 12 mths (K,Shrs)	28
Risk	H (High)	Exchange	BSE
Target price (Rs)	475.00	Market cap (USD,M)	232
Dividend - next 12 mths (Rs)	1.08	Enterprise value (USD,M)	155
Expected price return (%)	17.4	Fiscal year end	31-Mar
		Model Updated	27-Oct-2008

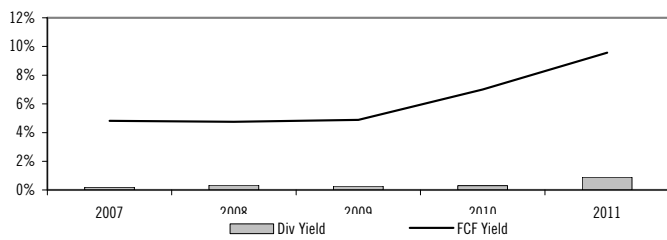


Performance:		3M	6M	12M
Absolute		-53.0%	-59.0%	-70.1%
Relative		-20.1%	-17.3%	-22.2%

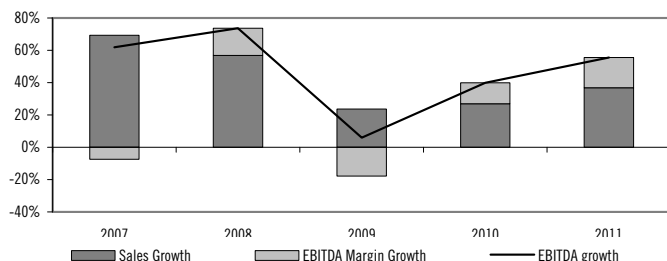
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	35.1	19.2	20.4	17.0	11.2
EV/EBITDA (x)	26.1	13.0	11.4	7.5	4.2
EV/Sales (x)	6.8	3.8	2.8	2.1	1.3
P/FCF (x)	20.8	21.1	20.5	14.3	10.4
P/BVPS (x)	4.5	4.1	3.5	2.9	2.4
Dividend yield (%)	0.2	0.3	0.3	0.3	0.9

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	11.53	21.03	19.85	23.78	36.05
EPS (reported)	11.31	20.33	19.28	23.20	35.31
BVPS	89.19	98.34	116.25	138.03	169.13
CFPS	21.72	31.17	29.65	38.38	49.06
Cash EPS	13.24	22.37	22.65	28.88	43.35
DPS	0.75	1.34	1.08	1.21	3.60

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	1,396	2,189	2,708	3,438	4,705
Operating Expense	-1,077	-1,610	-2,129	-2,653	-3,462
EBIT	319	579	580	785	1,243
EBITDA	365	634	672	940	1,462
Adjusted EBITDA	365	634	672	940	1,462
Net Interest	0	0	0	0	0
Exceptionals	76	207	176	160	196
Pre Tax	395	786	756	945	1,439
Taxes	-124	-231	-229	-312	-475
Extraordinary Items	0	0	0	0	0
Minorities	0	0	0	0	0
Reported Net Profit	271	554	526	633	964
Adjusted Net Profit	276	573	542	649	984

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	80.8	82.5	-5.6	19.8	51.6
Net Income growth	103.7	104.9	-5.1	20.3	52.2
EBITDA growth	62.0	73.7	5.9	39.9	55.5
Sales Growth	69.4	56.9	23.7	26.9	36.9
Dividend Growth	0.0	79.3	-19.6	12.1	197.2

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	520	850	809	1,048	1,339
Depreciation/amortization	46	56	92	155	219
Net working capital	185	158	-30	-89	-123
Investing Cash Flow	-2,047	-592	-137	-115	-86
Capex	-54	-326	-271	-275	-282
Acquisitions/disposals	0	2	0	0	0
Financing Cash Flow	1,621	-24	-43	-35	-39
Borrowings	2	1	0	0	0
Dividends	-19	-24	-43	-35	-39
Change in cash	94	235	630	898	1,214

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	2,842	3,707	4,427	5,302	6,672
Cash & cash equivalent	415	486	990	1,691	2,906
Net fixed assets	104	382	560	680	743
Total Liabilities	708	1,025	1,254	1,534	2,055
Debt	4	4	4	4	4
Shareholders' funds	2,135	2,682	3,173	3,768	4,617
Shareholders' equity	2,135	2,682	3,173	3,768	4,617

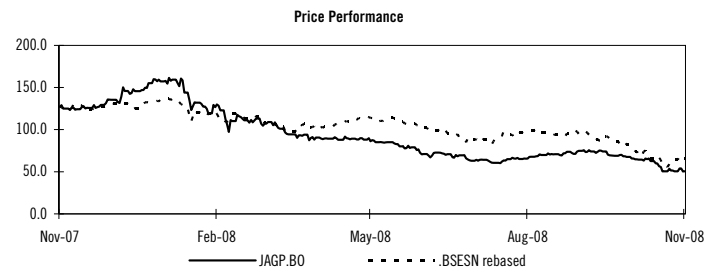
Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	26.2	29.0	24.8	27.3	31.1
Net Margin (%)	19.4	25.3	19.4	18.4	20.5
ROE (%)	22.7	23.0	18.0	18.2	23.0
ROIC (%)	na	na	na	na	na
Debt to Capital (%)	0.2	0.2	0.1	0.1	0.1
Net Debt / Equity (%)	NetCash	NetCash	NetCash	NetCash	NetCash
Net Debt to EBITDA (%)	NetCash	NetCash	NetCash	NetCash	NetCash
EBITDA / Int. Exp (x)	1,405.1	1,626.8	3,325.1	#DIV/0!	#DIV/0!
Capex / Sales (%)	3.8	14.9	10.0	8.0	6.0

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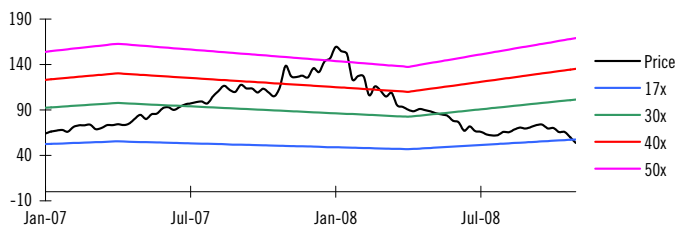
Jagran Prakashan (JAGP.BO)

Hitesh Shah, CFA +91-22-6631-9872 hitesh.b.shah@citi.com	Price (Rs) 50.60 52-week range (Rs) 50.45 - 161.35 Shares outstanding (M) 301 Free float (%) 48 Avg daily volume 12 mths (K,Shrs) 116 Exchange BSE Market cap (USD,M) 320 Enterprise value (USD,M) 302 Fiscal year end 31-Mar Model Updated 24-Oct-2008
Rating 1 (Buy) Risk H (High) Target price (Rs) 69.00 Dividend - next 12 mths (Rs) 2.00 Expected price return (%) 32.7	

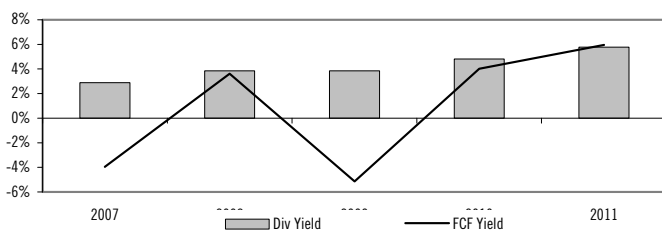


Performance:	3M	6M	12M
Absolute	-23.0%	-41.3%	-60.2%
Relative	9.8%	0.4%	-12.4%

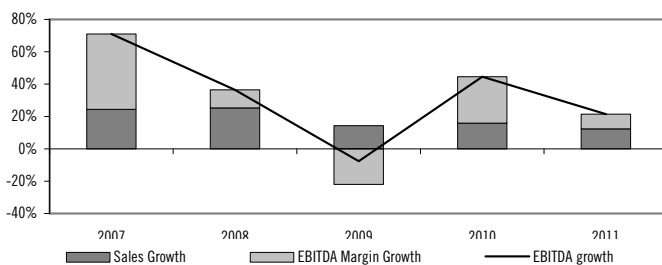
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	20.0	15.5	18.4	13.1	10.6
EV/EBITDA (x)	11.2	8.5	9.6	7.0	5.8
EV/Sales (x)	2.2	1.8	1.7	1.5	1.4
P/FCF (x)	-24.6	27.0	-19.0	24.3	16.4
P/BVPS (x)	3.0	2.8	2.8	2.6	2.4
Dividend yield (%)	3.0	4.0	4.0	4.9	5.9

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	2.53	3.26	2.75	3.85	4.76
EPS (reported)	2.53	3.26	2.75	3.85	4.76
BVPS	16.97	17.89	18.35	19.35	20.69
CFPS	2.21	4.32	1.39	4.42	5.83
Cash EPS	3.32	4.37	3.99	5.38	6.41
DPS	1.50	2.00	2.00	2.50	3.00

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	5,982	7,496	8,568	9,927	11,160
Operating Expense	-5,020	-6,195	-7,431	-8,200	-8,999
EBIT	962	1,301	1,138	1,727	2,161
EBITDA	1,199	1,637	1,512	2,187	2,657
Adjusted EBITDA	1,199	1,637	1,512	2,187	2,657
Net Interest	-85	-60	-79	-65	-65
Exceptionals	275	215	176	67	43
Pre Tax	1,152	1,456	1,235	1,729	2,139
Taxes	-389	-476	-407	-571	-706
Extraordinary Items	0	0	0	0	0
Minorities	0	0	0	0	0
Reported Net Profit	763	980	827	1,159	1,433
Adjusted Net Profit	763	980	827	1,159	1,433

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	103.5	28.6	-15.6	40.1	23.7
Net Income growth	141.0	28.5	-15.6	40.1	23.7
EBITDA growth	71.0	36.5	-7.6	44.6	21.5
Sales Growth	24.5	25.3	14.3	15.9	12.4
Dividend Growth	87.5	33.3	0.0	25.0	20.0

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	665	1,301	420	1,329	1,755
Depreciation/amortization	237	336	375	460	496
Net working capital	-160	-6	-685	-287	-196
Investing Cash Flow	-1,095	-574	-1,125	-700	-847
Capex	-1,285	-737	-1,223	-701	-824
Acquisitions/disposals	0	0	0	0	0
Financing Cash Flow	-616	-981	-827	-859	-1,030
Borrowings	-97	-277	-141	0	0
Dividends	-515	-705	-687	-859	-1,030
Change in cash	-1,045	-254	-1,532	-229	-122

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	7,215	7,953	7,680	8,161	8,782
Cash & cash equivalent	2,453	2,200	667	438	316
Net fixed assets	2,645	3,046	3,895	4,136	4,464
Total Liabilities	2,104	2,566	2,153	2,333	2,551
Debt	1,067	791	650	650	650
Shareholders' funds	5,111	5,388	5,528	5,828	6,231
Shareholders' equity	5,111	5,388	5,528	5,828	6,231

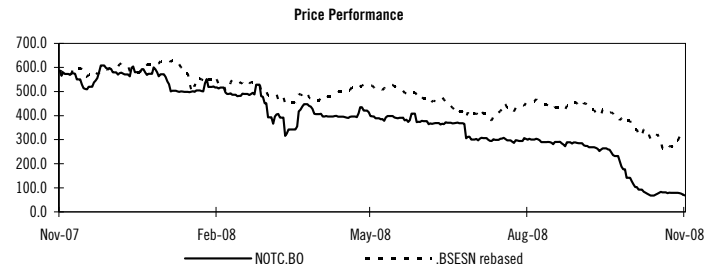
Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	20.0	21.8	17.7	22.0	23.8
Net Margin (%)	12.8	13.1	9.7	11.7	12.8
ROE (%)	15.3	18.7	15.2	20.4	23.8
ROIC (%)	16.4	19.2	13.8	18.3	21.3
Debt to Capital (%)	17.3	12.8	10.5	10.0	9.4
Net Debt / Equity (%)	NetCash	NetCash	NetCash	NetCash	3.6
Net Debt to EBITDA (%)	NetCash	NetCash	NetCash	NetCash	9.7
EBITDA / Int. Exp (x)	14.1	27.4	19.1	33.6	40.9
Capex / Sales (%)	21.5	9.8	14.3	7.1	7.4

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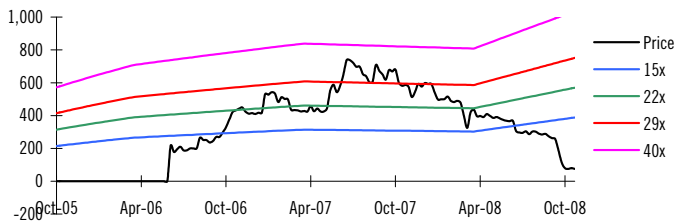
Northgate Tech (NOTC.BO)

Jason Brueschke		Price (Rs)	68.55
+852-2501-2482		52-week range (Rs)	68.45 - 607.80
jason.brueschke@citi.com		Shares outstanding (M)	35
		Free float (%)	67
Rating	1 (Buy)	Avg daily volume 12 mths (K,Shrs)	63
Risk	M (Medium)	Exchange	BSE
Target price (Rs)	105.00	Market cap (USD,M)	50
Dividend - next 12 mths (Rs)	0.00	Enterprise value (USD,M)	40
Expected price return (%)	52.0	Fiscal year end	31-Mar
		Model Updated	3-Nov-2008

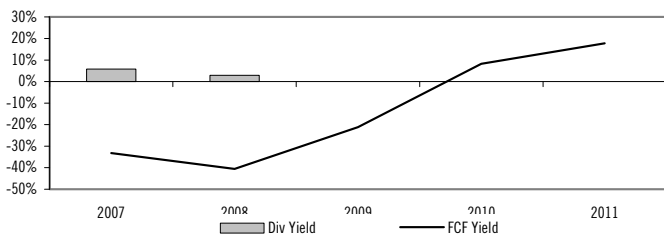


Performance:		3M	6M	12M
Absolute		-77.1%	-82.8%	-88.3%
Relative		-44.3%	-41.0%	-40.5%

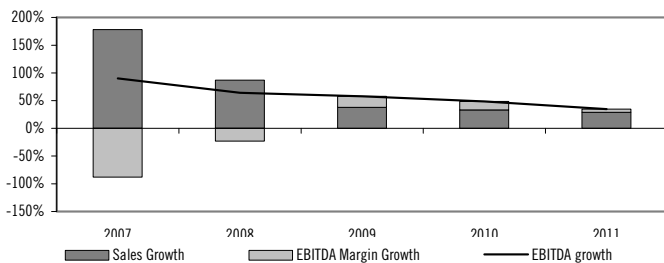
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	3.9	3.3	3.4	2.3	1.8
EV/EBITDA (x)	3.2	1.7	1.3	0.9	0.6
EV/Sales (x)	0.7	0.3	0.3	0.2	0.1
P/FCF (x)	-3.0	-2.4	-4.7	12.0	5.6
P/BVPS (x)	0.9	0.6	0.5	0.4	0.3
Dividend yield (%)	5.8	2.9	0.0	0.0	0.0

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	17.69	20.97	20.21	29.76	38.29
EPS (reported)	17.69	20.97	20.21	29.76	38.29
BVPS	77.48	120.35	141.01	170.71	210.29
CFPS	-8.02	20.68	39.42	61.66	80.12
Cash EPS	19.79	26.12	40.49	60.42	81.19
DPS	4.00	2.00	0.00	0.00	0.00

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	2,946	5,513	7,605	10,138	13,091
Operating Expense	-2,417	-4,711	-6,785	-8,944	-11,546
EBIT	529	802	819	1,194	1,545
EBITDA	597	981	1,548	2,301	3,103
Adjusted EBITDA	597	981	1,548	2,301	3,103
Net Interest	-2	0	-7	0	0
Exceptionals	65	-2	47	0	0
Pre Tax	592	799	860	1,194	1,545
Taxes	-22	-72	-134	-119	-154
Extraordinary Items	0	0	0	0	0
Minorities	4	2	0	0	0
Reported Net Profit	574	728	726	1,075	1,390
Adjusted Net Profit	574	728	726	1,075	1,390

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	90.9	18.5	-3.6	47.3	28.7
Net Income growth	133.7	26.9	-0.4	48.1	29.4
EBITDA growth	90.2	64.2	57.8	48.7	34.8
Sales Growth	178.1	87.1	37.9	33.3	29.1
Dividend Growth	100.0	-50.0	-100.0	na	na

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	-260	719	1,416	2,227	2,909
Depreciation/amortization	68	179	729	1,107	1,558
Net working capital	-867	-274	-172	-75	-193
Investing Cash Flow	-621	-1,745	-1,941	-2,021	-2,464
Capex	-483	-1,692	-1,941	-2,021	-2,464
Acquisitions/disposals	0	0	0	0	0
Financing Cash Flow	1,177	1,091	0	0	0
Borrowings	0	-1	0	0	0
Dividends	-31	-77	0	0	0
Change in cash	293	65	-525	206	446

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	2,805	4,554	5,290	6,409	7,853
Cash & cash equivalent	496	571	46	252	697
Net fixed assets	596	2,083	3,295	4,208	5,114
Total Liabilities	247	327	338	383	436
Debt	0	7	7	7	7
Shareholders' funds	2,559	4,227	4,953	6,028	7,418
Shareholders' equity	2,559	4,195	4,921	5,996	7,386

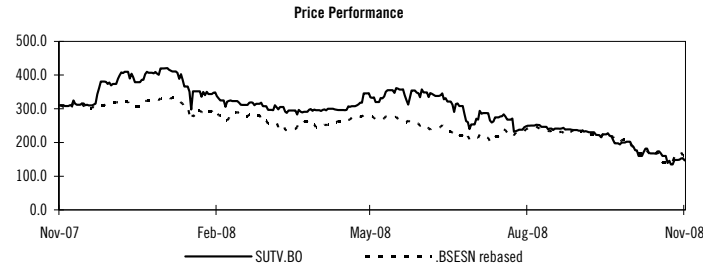
Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	20.3	17.8	20.4	22.7	23.7
Net Margin (%)	19.5	13.2	9.5	10.6	10.6
ROE (%)	33.6	21.6	15.9	19.7	20.8
ROIC (%)	40.7	26.9	16.3	20.4	22.5
Debt to Capital (%)	0.0	0.2	0.1	0.1	0.1
Net Debt / Equity (%)	NetCash	NetCash	NetCash	NetCash	NetCash
Net Debt to EBITDA (%)	NetCash	NetCash	NetCash	NetCash	NetCash
EBITDA / Int. Exp (x)	356.6	2,818.4	224.1	#DIV/0!	#DIV/0!
Capex / Sales (%)	16.4	30.7	25.5	19.9	18.8

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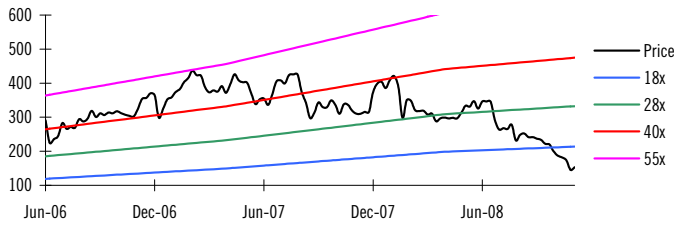
Sun TV Network (SUTV.BO)

Surendra Goyal, CFA +91-22-6631-9870 surendra.goyal@citi.com	Price (Rs) 146.50 52-week range (Rs) 134.95 - 420.65 Shares outstanding (M) 394 Free float (%) 23 Avg daily volume 12 mths (K,Shrs) 273 Exchange BSE Market cap (USD,M) 1,212 Enterprise value (USD,M) 1,088 Fiscal year end 31-Mar Model Updated 7-Nov-2008
Rating 1 (Buy) Risk M (Medium) Target price (Rs) 185.00 Dividend - next 12 mths (Rs) 3.00 Expected price return (%) 27.5	

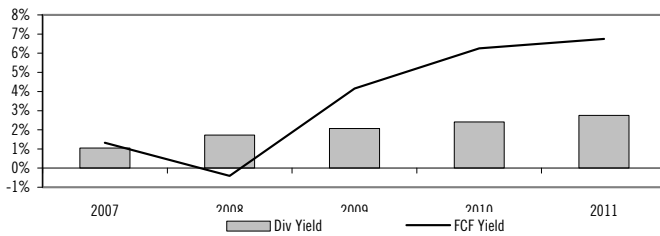


Performance:	3M	6M	12M
Absolute	-41.3%	-56.1%	-52.8%
Relative	-8.4%	-14.4%	-5.0%

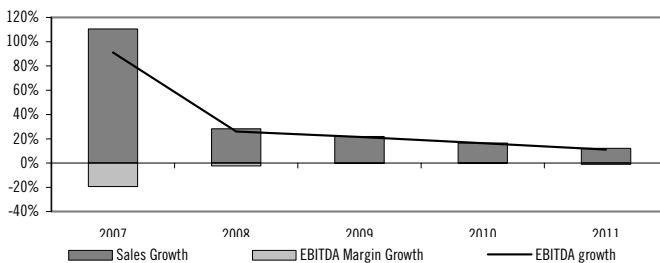
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	23.5	17.7	13.3	11.8	10.7
EV/EBITDA (x)	11.7	8.8	7.2	6.0	5.2
EV/Sales (x)	8.2	6.0	4.9	4.1	3.5
P/FCF (x)	76.4	-244.9	24.3	16.1	15.0
P/BVPS (x)	4.8	4.0	3.3	2.8	2.4
Dividend yield (%)	1.0	1.7	2.0	2.4	2.7

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	6.24	8.29	11.03	12.44	13.68
EPS (reported)	6.24	8.29	11.03	12.44	13.68
BVPS	30.28	36.76	44.28	52.63	61.63
CFPS	9.39	9.92	12.88	15.99	17.57
Cash EPS	9.34	11.43	14.92	16.70	18.44
DPS	1.52	2.50	3.00	3.50	4.00

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	6,780	8,699	10,598	12,347	13,834
Operating Expense	-3,256	-3,963	-4,872	-5,575	-6,326
EBIT	3,524	4,736	5,726	6,773	7,508
EBITDA	4,742	5,975	7,260	8,451	9,385
Adjusted EBITDA	4,742	5,975	7,260	8,451	9,385
Net Interest	-64	-159	-28	0	0
Exceptionals	411	556	845	751	798
Pre Tax	3,871	5,133	6,543	7,524	8,306
Taxes	-1,401	-2,015	-2,290	-2,633	-2,907
Extraordinary Items	0	0	0	0	0
Minorities	-9	148	94	13	-8
Reported Net Profit	2,461	3,267	4,347	4,904	5,391
Adjusted Net Profit	2,461	3,267	4,347	4,904	5,391

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	93.1	32.8	33.1	12.8	9.9
Net Income growth	93.1	32.8	33.1	12.8	9.9
EBITDA growth	91.2	26.0	21.5	16.4	11.1
Sales Growth	110.6	28.3	21.8	16.5	12.0
Dividend Growth	-69.8	64.0	20.0	16.7	14.3

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	3,701	3,909	5,075	6,300	6,924
Depreciation/amortization	1,218	1,239	1,534	1,678	1,877
Net working capital	100	-516	-712	-269	-352
Investing Cash Flow	-2,873	-5,930	-2,712	-2,724	-3,066
Capex	-2,945	-4,145	-2,697	-2,724	-3,066
Acquisitions/disposals	71	-1,785	-15	0	0
Financing Cash Flow	4,935	-176	-1,984	-1,601	-1,852
Borrowings	-1,468	-172	-695	0	0
Dividends	-697	-1,153	-1,383	-1,614	-1,844
Change in cash	5,762	-2,196	378	1,975	2,006

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	14,535	18,301	20,703	24,430	28,349
Cash & cash equivalent	6,494	4,297	4,676	6,650	8,656
Net fixed assets	4,762	7,668	8,832	9,878	11,067
Total Liabilities	2,560	3,211	2,649	3,087	3,458
Debt	867	695	0	0	0
Shareholders' funds	11,975	15,090	18,054	21,344	24,891
Shareholders' equity	11,934	14,486	17,449	20,739	24,286

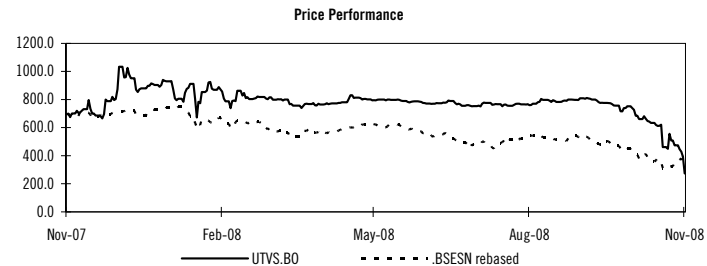
Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	69.9	68.7	68.5	68.4	67.8
Net Margin (%)	36.3	37.6	41.0	39.7	39.0
ROE (%)	32.8	24.7	27.2	25.7	23.9
ROIC (%)	39.5	34.5	32.6	34.1	33.9
Debt to Capital (%)	6.8	4.4	0.0	0.0	0.0
Net Debt / Equity (%)	NetCash	NetCash	NetCash	NetCash	NetCash
Net Debt to EBITDA (%)	NetCash	NetCash	NetCash	NetCash	NetCash
EBITDA / Int. Exp (x)	73.8	37.6	261.2	#DIV/0!	#DIV/0!
Capex / Sales (%)	43.4	47.6	25.4	22.1	22.2

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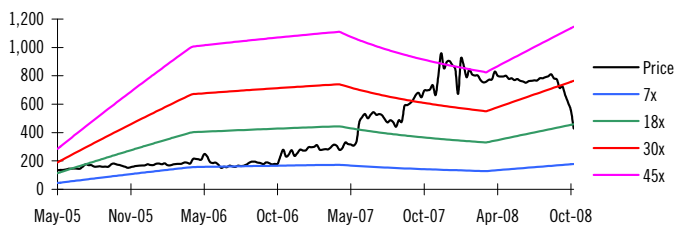
UTV Software (UTVS.BO)

Surendra Goyal, CFA +91-22-6631-9870 surendra.goyal@citi.com	Price (Rs) 274.00 52-week range (Rs) 274.00 - 1,033.45 Shares outstanding (M) 34 Free float (%) 39 Avg daily volume 12 mths (K,Shrs) 134 Exchange BSE Market cap (USD,M) 197 Enterprise value (USD,M) 234 Fiscal year end 31-Mar Model Updated 30-Oct-2008
Rating 3 (Sell) Risk H (High) Target price (Rs) 450.00 Dividend - next 12 mths (Rs) 1.50 Expected price return (%) 67.4	

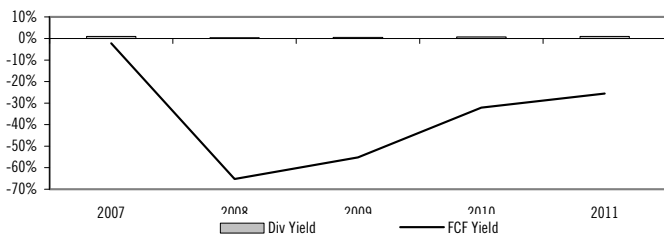


Performance:	3M	6M	12M
Absolute	-63.9%	-65.5%	-60.7%
Relative	-31.1%	-23.8%	-12.8%

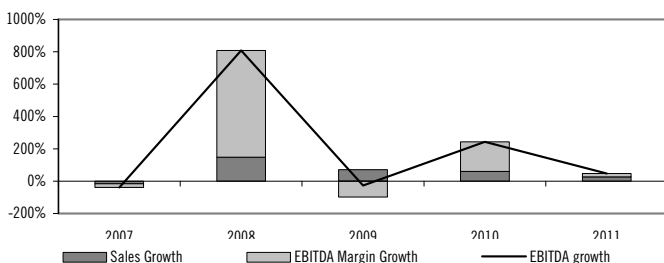
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	12.3	11.1	14.9	9.1	7.0
EV/EBITDA (x)	141.8	17.1	23.1	6.1	4.9
EV/Sales (x)	5.8	2.6	1.5	0.8	0.8
P/FCF (x)	-45.0	-1.6	-1.8	-3.2	-4.0
P/BVPS (x)	3.5	1.5	0.7	0.6	0.5
Dividend yield (%)	0.9	0.4	0.5	0.7	0.9

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	22.34	24.68	18.34	30.20	38.88
EPS (reported)	21.63	25.01	18.34	30.20	38.88
BVPS	79.20	184.04	399.61	472.21	509.25
CFPS	18.10	-165.07	-127.20	-71.06	-50.73
Cash EPS	23.14	26.68	19.60	32.07	40.98
DPS	2.50	1.00	1.50	2.00	2.50

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	1,749	4,342	7,433	11,941	15,068
Operating Expense	-1,709	-3,733	-7,010	-10,396	-12,765
EBIT	40	608	423	1,545	2,302
EBITDA	71	647	472	1,619	2,386
Adjusted EBITDA	71	647	472	1,619	2,386
Net Interest	-16	-60	-220	-145	-120
Exceptionals	283	116	300	250	250
Pre Tax	307	664	503	1,650	2,433
Taxes	163	113	456	-63	-384
Extraordinary Items	-15	8	0	0	0
Minorities	-7	-200	-249	-387	-504
Reported Net Profit	449	584	710	1,200	1,545
Adjusted Net Profit	463	577	710	1,200	1,545

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	375.7	10.5	-25.7	64.7	28.7
Net income growth	215.4	30.2	21.6	68.9	28.7
EBITDA growth	-38.5	808.3	-27.1	243.2	47.4
Sales Growth	-16.1	148.2	71.2	60.6	26.2
Dividend Growth	na	-60.0	50.0	33.3	25.0

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	375	-3,856	-4,926	-2,823	-2,015
Depreciation/amortization	31	39	49	74	84
Net working capital	49	-4,554	-5,934	-4,485	-4,147
Investing Cash Flow	-472	-73	-826	-604	-709
Capex	-501	-243	-826	-604	-709
Acquisitions/disposals	0	0	0	0	0
Financing Cash Flow	701	3,966	8,572	2,923	-110
Borrowings	622	1,060	-1,000	-500	0
Dividends	-65	-40	-58	-88	-110
Change in cash	604	37	2,821	-504	-2,835

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	4,469	10,652	21,515	28,279	31,781
Cash & cash equivalent	685	714	3,535	3,031	196
Net fixed assets	877	1,081	1,858	2,388	3,014
Total Liabilities	2,581	5,082	5,414	7,168	8,731
Debt	1,637	2,697	1,697	1,197	1,197
Shareholders' funds	1,887	5,570	16,101	21,111	23,050
Shareholders' equity	1,813	4,572	13,665	18,288	19,722

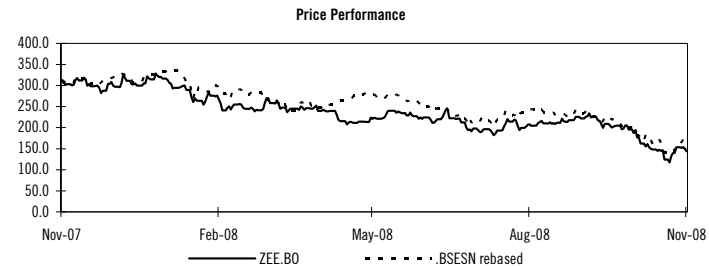
Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	4.1	14.9	6.3	13.6	15.8
Net Margin (%)	25.6	13.5	9.6	10.0	10.3
ROE (%)	28.5	18.3	7.8	7.5	8.1
ROIC (%)	8.7	14.7	8.3	9.0	9.0
Debt to Capital (%)	46.5	32.6	9.5	5.4	4.9
Net Debt / Equity (%)	50.5	35.6	NetCash	NetCash	4.3
Net Debt to EBITDA (%)	1,336.6	306.4	NetCash	NetCash	42.0
EBITDA / Int. Exp (x)	4.4	10.8	2.1	11.2	19.9
Capex / Sales (%)	28.7	5.6	11.1	5.1	4.7

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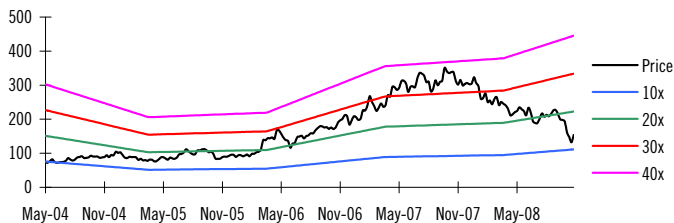
Zee Entertainment (ZEE.BO)

Surendra Goyal, CFA		Price (Rs)	143.85
+91-22-6631-9870		52-week range (Rs)	117.65 - 328.30
surendra.goyal@citi.com		Shares outstanding (M)	434
		Free float (%)	59
Rating	1 (Buy)	Avg daily volume 12 mths (K,Shrs)	1,494
Risk	M (Medium)	Exchange	BSE
Target price (Rs)	185.00	Market cap (USD,M)	1,311
Dividend - next 12 mths (Rs)	2.00	Enterprise value (USD,M)	1,323
Expected price return (%)	27.4	Fiscal year end	31-Mar
		Model Updated	21-Oct-2008

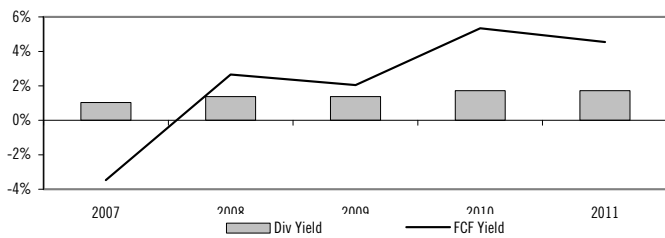


Performance:		3M	6M	12M
Absolute		-30.7%	-34.8%	-53.9%
Relative		2.1%	6.9%	-6.1%

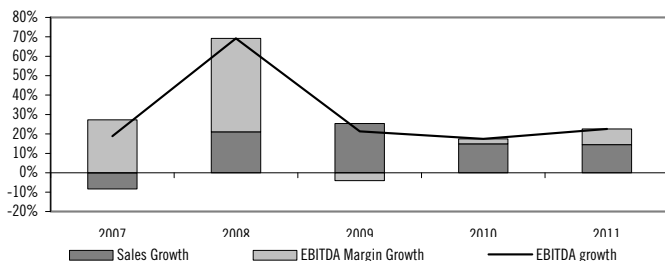
Forward PE Band Chart



Yields



Operating Growth



Valuation Ratios	2007	2008	2009E	2010E	2011E
P/E (x)	26.3	16.2	15.2	11.7	9.5
EV/EBITDA (x)	19.7	11.6	9.6	8.0	6.4
EV/Sales (x)	4.2	3.4	2.7	2.3	2.0
P/FCF (x)	-28.5	37.2	48.5	18.5	21.8
P/BVPS (x)	2.4	2.2	2.0	1.7	1.5
Dividend yield (%)	1.0	1.4	1.4	1.7	1.7

Per Share (Rs)	2007	2008	2009E	2010E	2011E
EPS (adjusted)	5.48	8.90	9.47	12.27	15.18
EPS (reported)	5.48	8.84	9.47	12.27	15.18
BVPS	60.38	65.99	73.12	82.45	94.70
CFPS	-0.25	6.17	6.88	12.68	11.97
Cash EPS	5.90	9.38	10.05	12.94	15.95
DPS	1.50	2.00	2.00	2.50	2.50

Profit & Loss (Rs,M)	2007	2008	2009E	2010E	2011E
Net sales	15,159	18,354	23,016	26,451	30,284
Operating Expense	-12,139	-13,163	-16,690	-19,020	-21,155
EBIT	3,019	5,191	6,327	7,431	9,130
EBITDA	3,204	5,423	6,577	7,722	9,463
Adjusted EBITDA	3,204	5,423	6,577	7,722	9,463
Net Interest	-334	-516	-910	-495	-385
Exceptionals	747	1,138	900	1,000	1,000
Pre Tax	3,432	5,813	6,317	7,936	9,745
Taxes	-999	-1,627	-1,978	-2,385	-2,929
Extraordinary Items	0	-26	0	0	0
Minorities	-58	-328	-233	-233	-233
Reported Net Profit	2,375	3,833	4,106	5,318	6,583
Adjusted Net Profit	2,375	3,858	4,106	5,318	6,583

Growth Rates (%)	2007	2008	2009E	2010E	2011E
EPS (adjusted) growth	6.5	62.4	6.4	29.5	23.8
Net Income growth	10.9	61.4	7.1	29.5	23.8
EBITDA growth	18.9	69.3	21.3	17.4	22.5
Sales Growth	-8.4	21.1	25.4	14.9	14.5
Dividend Growth	42.4	33.5	-0.1	25.0	0.0

Cash Flow (Rs,M)	2007	2008	2009E	2010E	2011E
Operating Cash Flow	-108	2,674	2,981	5,498	5,188
Depreciation/amortization	185	232	250	291	333
Net working capital	-2,798	-1,551	-1,608	-344	-1,960
Investing Cash Flow	-1,250	-1,132	-1,693	-2,135	-2,325
Capex	-2,078	-997	-1,694	-2,135	-2,325
Acquisitions/disposals	0	0	0	0	0
Financing Cash Flow	1,146	-792	-115	-2,503	-2,503
Borrowings	-1,676	640	1,134	-1,000	-1,000
Dividends	-763	-1,018	-1,017	-1,271	-1,271
Change in cash	-212	750	1,172	859	360

Balance Sheet (Rs,M)	2007	2008	2009E	2010E	2011E
Total Assets	35,332	39,872	45,874	50,123	55,777
Cash & cash equivalent	1,196	1,946	3,119	3,977	4,337
Net fixed assets	14,841	15,605	17,049	18,894	20,886
Total Liabilities	8,332	10,144	13,056	13,258	13,600
Debt	3,226	3,866	5,000	4,000	3,000
Shareholders' funds	27,000	29,728	32,818	36,865	42,177
Shareholders' equity	26,181	28,611	31,701	35,748	41,060

Profitability/Solvency Ratios	2007	2008	2009E	2010E	2011E
EBITDA Margin (%)	21.1	29.5	28.6	29.2	31.2
Net Margin (%)	15.7	20.9	17.8	20.1	21.7
ROE (%)	10.0	14.0	13.6	15.8	17.1
ROIC (%)	8.2	12.7	14.2	15.1	17.0
Debt to Capital (%)	10.7	11.5	13.2	9.8	6.6
Net Debt / Equity (%)	7.5	6.5	5.7	0.1	NetCash
Net Debt to EBITDA (%)	63.4	35.4	28.6	0.3	NetCash
EBITDA / Int. Exp (x)	9.6	10.5	7.2	15.6	24.6
Capex / Sales (%)	13.7	5.4	7.4	8.1	7.7

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Appendix A-1

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