

SELL

TP: INR 165.00
▼ 2.4%

Zee Entertainment

Z IN

Too much optimism all around; downgrade to SELL

We downgrade Zee Entertainment (Zee) from Hold to SELL. Even though Zee will benefit from compulsory digitisation and hence higher subscription revenue, we are negative on the stock given (a) the muted outlook on advertising revenue due to poor macro conditions and limited pricing power, (b) rising content costs which more than offset gains from better ad ratings, (c) growing regional competition and (d) continued underperformance in the sports business. We expect EBITDA margin compression in coming quarters.

- ➔ **GRPs volatile – difficult to quantify or time the impact on earnings:** Our study of ratings market share swings over the last 13 quarters for Zee’s flagship Hindi channel reveals that: (a) growth in advertising revenue is more a function of macro fundamentals rather than ratings, (b) advertisers decide ad rates based on the overall performance of a broadcaster across genres, and (c) the success of reality shows/sports tournaments can skew short-term ad growth numbers. Hence, over-optimism on Zee’s earnings led by the recent improvement in ratings is unwarranted.
- ➔ **Increasing content costs to strain EBITDA margins:** Zee’s “original” programming hours have begun to increase (up 3hrs this quarter to ~27.5hrs), in line with management’s guidance of reaching 33-34 hours by the year end. This will result in an increase in content costs and hence put pressure on margins.
- ➔ **Sports business still in investment phase; regional businesses facing competition:** In the sports segment, we think Zee is likely to notch up losses higher than the management’s full-year guidance of Rs 650mn–700mn due to continued investments in the business. Further, Zee is facing higher competition in key regional markets (Bengali and Marathi) and this could worsen once the TV18-ETV deal is closed.
- ➔ **Downgrade to SELL with TP of Rs 165/sh:** Factoring in fundamental risks to earnings in FY13/FY14, we downgrade the stock to SELL. Valuations (25x FY13E and 21x FY14E EPS) too appear rich in the light of weak growth outlook.

Financial Highlights

Y/E 31 Mar	FY10A	FY11A	FY12A	FY13E	FY14E
Revenue (INR mln)	21,998	30,136	30,406	34,108	38,107
EBITDA (INR mln)	6,135	8,266	7,396	8,702	10,470
Adjusted net profit (INR mln)	6,361	5,879	5,892	6,711	7,910
Adjusted EPS (INR)	6.5	5.8	6.1	7.0	8.2
Adjusted EPS growth (%)	10.4	(10.4)	5.8	13.9	17.9
DPS (INR)	1.7	1.7	1.5	1.7	2.1
ROIC (%)	15.8	22.0	23.2	23.9	25.7
Adjusted ROAE (%)	17.6	17.0	18.1	18.0	18.1
Adjusted P/E (x)	20.3	21.3	20.6	24.2	20.5
EV/EBITDA (x)	19.7	13.3	14.9	17.0	13.7
P/BV (x)	3.4	3.9	3.6	4.0	3.4

Source: Company, Bloomberg, RCML Research



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PRICE CLOSE (11 Sep 12)
INR 169.05

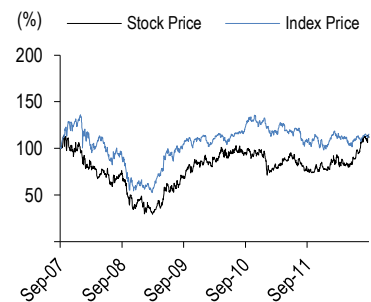
MARKET CAP
INR 162,574 mln
USD 2,936 mln

SHARES O/S
961.7 mln

FREE FLOAT
57.2%

3M AVG DAILY VOLUME./VALUE
2.0 mln/ USD 5.6 mln

52 WK HIGH 52 WK LOW
INR 173.10 INR 112.00





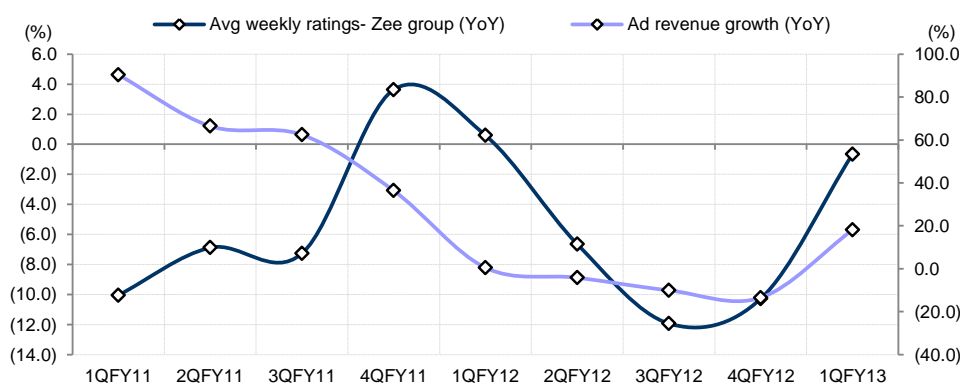
Advertising revenue growth more a function of macro environment than ratings share gain

We studied television ratings (GRPs) across regions for the past three years in general and Zee’s ratings in particular. We tried to analyse whether an improvement in ratings resulted in higher advertising revenues for Zee. The following are our conclusions:

- Ratings are cyclical. Players who lose market share are likely to turn aggressive with steps such as increased programming hours and high-cost content acquisition (movie rights, etc.), which leads to a recovery in their market share. Zee’s ratings share gains in the recent past have also come on the back of high-cost content such as movies (like *Agneepath*) and shows like *Dance India Dance*.
- For Zee, there is a clear dissonance in terms of improvement in weekly ratings and ad revenue growth. This prevents us from being overly optimistic about the recent improvement in Zee’s ratings market share as a weak macro environment could more than offset the ratings share gains.

Zee’s recent ratings improvement may not translate to ad revenue growth

Fig 1 - Ratings v/s Ad revenues YoY



Source: TAM, Company, RCML Research

Pricing power on ad rates questionable – TRAI proposal to limit ad time on clock-hour basis a key risk

According to recent media reports, Hindustan Unilever (HUVR) has pulled out of advertising on the STAR network of channels for over a month now over on the issue of advertising rates. Procter & Gamble (P&G), had also opted out of advertising on the network over the same issue, but has now come to a settlement. P&G has reportedly been off Sony Entertainment Television (SET) too, for eight months now.

While Zee could be a short-term beneficiary of these developments, we think these incidents clearly indicate elasticity in the advertising market where broadcasters, especially those in the Hindi GEC space, are finding it difficult to hike ad rates. TRAI’s recent draft regulations propose to regulate ads on a clock-hour basis from current daily average basis, which would result in decline of prime-time ad inventory. Given the unwillingness of the advertisers to shell out more, there is a clear risk that the decline in prime-time ad inventory may not be compensated by a proportionate increase in ad rates and to this extent, ad revenues could take a beating.

TRAI’s proposals to regulate ads on a clock-hour basis would limit prime-time ad inventory

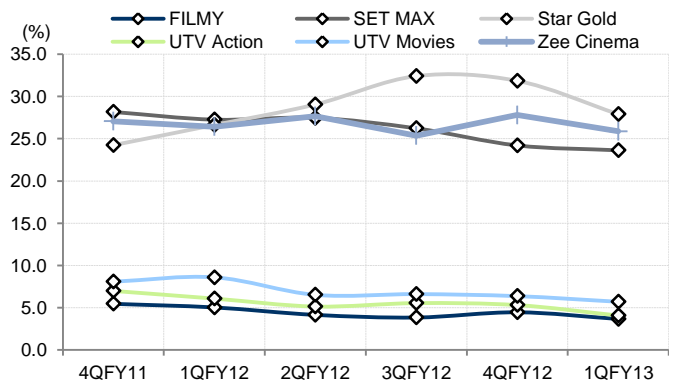


Region-wise GEC market share – Zee losing ground

We note the Zee network market share has been slipping across genres for the past few quarters as competition is intensifying. Zee is at best the No. 2 or 3 player in Bangla, Marathi, Telugu and Kannada, whilst it has failed to gain any meaningful traction in Tamil. The consummation of TV18's acquisition of ETV network could fuel further competition in the regional space as TV18 consolidates its position. We believe that Zee is the most vulnerable to competitive headwinds, owing to its lack of market leadership in most of the regional markets.

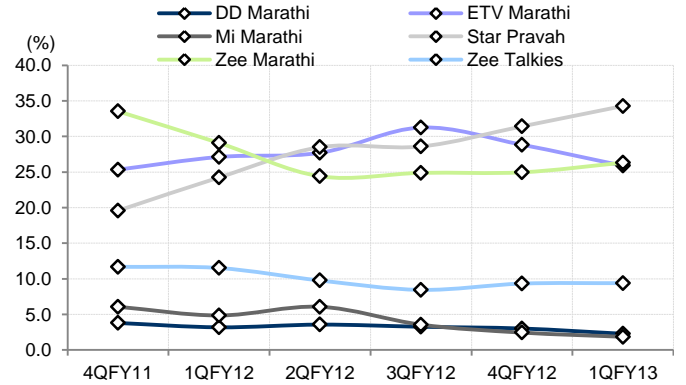
Zee fails to take the lead in most regional markets; TV18-ETV deal to ratchet up competition

Fig 2 - Zee Cinema going steady



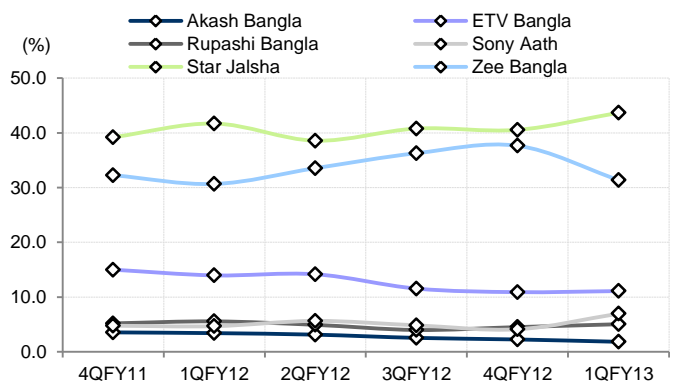
Source: TAM, RCML Research

Fig 3 - Zee Marathi continues to lose ground



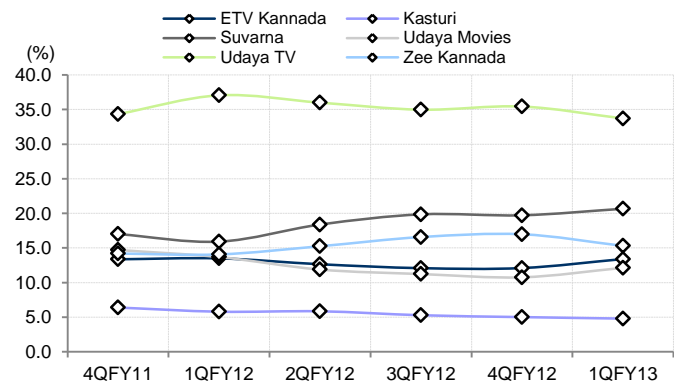
Source: TAM, RCML Research

Fig 4 - Zee Bangla slipping as Star Jalsha breaks away



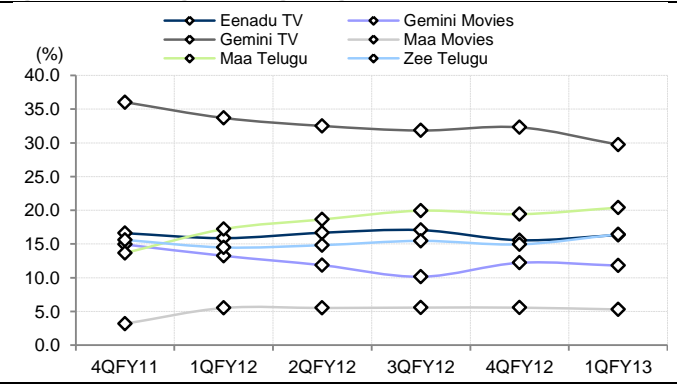
Source: TAM, RCML Research

Fig 5 - Zee Kannada's ratings remain low



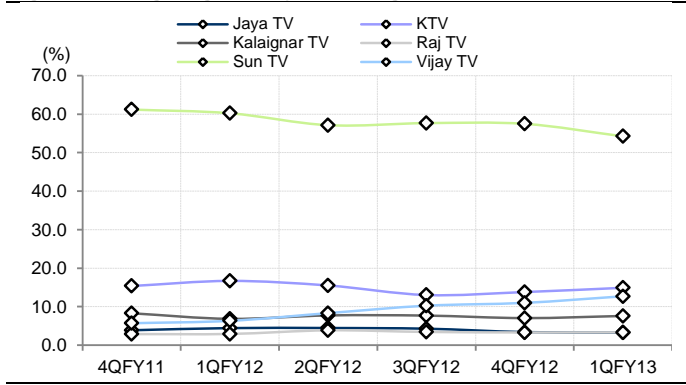
Source: TAM, RCML Research

Fig 6 - Zee Telugu still fighting for the No.3 spot



Source: TAM, RCML Research

Fig 7 - Failing to gain any meaningful traction in Tamil



Source: TAM, RCML Research



Subscription revenue the only sweet spot

Zee should benefit from digitisation in two ways: (a) higher subscription revenues, and (b) lower carriage fees.

Management has indicated that domestic cable is expected to see double-digit growth in FY13 owing to contract renegotiations. However, a meaningful spurt in subscription revenues due to digitisation is likely to occur only in FY14 as the current contracts come up for renewal after a year. In order to attract higher subscription, we believe the content and production quality of channels will have to improve, which means higher investment in technology.

Our interactions with various MSOs indicate that though carriage fees (or tiering fees) have come down by 30-40% at an individual channel level, the overall carriage fee would reduce only by 20-25% as the number of channels being carried too increases. We think Zee, with its wide bouquet of channels, will be able to realise benefits only to this lower extent.

Higher content cost to keep margins under pressure

Our analysis of Zee's numbers shows that the full benefits of revenue growth do not flow to the bottom-line due to the high cost of content – a trend we expect will continue.

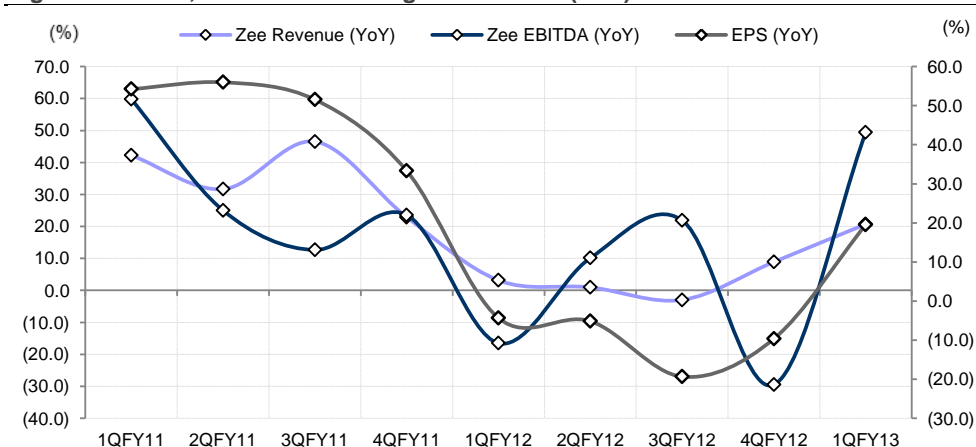
We note that the recent improvement in Zee's ratings for its flagship GEC channel has been led by an increase in original programming hours (up three hours this quarter), as well as the annual telecast of popular show *Dance India Dance*, both of which could lead to higher content costs. Further, given the management's guidance of taking the original programming hours on the Hindi GEC channel up to 33-34 hours, content costs could remain high. In light of this, we are skeptical that ratings share gains would lead to improved EBITDA generation going forward.

Also, Zee's depreciation policy on movies (straight line depreciation over five years – a longstanding accounting policy) means expensive properties like *Agneepath* have a much more lasting impact on earnings as revenues are typically disproportionately high during the initial screenings of the movie, while the costs are spread out over the years. This partly explains the dissonance between EBITDA and EPS growth in Zee's case.

Uptick in subscription due to digitisation likely; May have to improve content and production quality

Recent improvement in ratings came on the back of high-cost content

Fig 8 - Revenue, EBITDA and EPS growth trends (YoY)



Source: Company, RCML Research



Sports business still in investment phase

Zee's record in the sports business over the past couple of years has been quite disappointing. Though sports losses came in lower than expected at Rs 210mn in Q1FY13, we think the bleed will exceed management's full-year guidance of Rs 650mn–700mn due to continued investments in the business and delayed monetisation, as digitisation benefits would occur only in FY14.

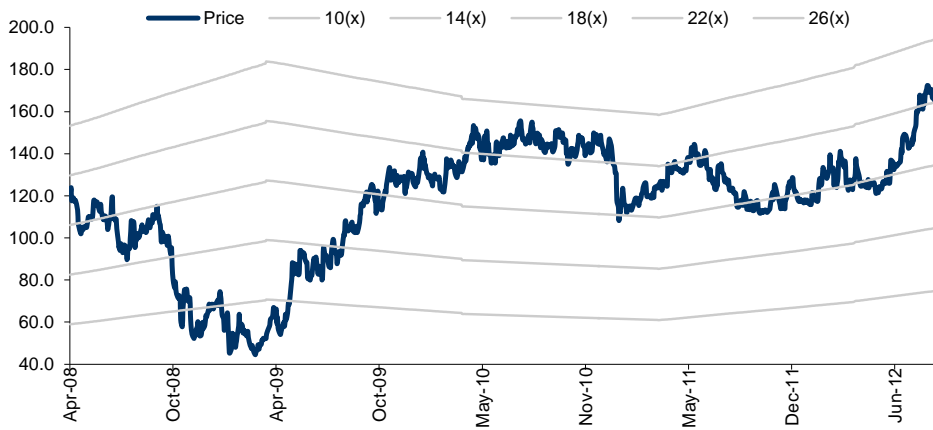
Sports losses could exceed FY13 guidance of Rs 650mn–700mn

Downside risk to current earnings expectations

We see downside risks to consensus EPS expectations given that (a) ad revenues are likely to remain muted as a weak macro (and limited pricing power in ad markets) is likely to more than offset gains in ratings market share, (b) increasing content costs would result in EBITDA margin compression from Q1FY13 levels, and (c) competition is heating up in regional markets while the sports business remains in investment phase. We believe the risk-reward is unfavourable at current valuations (25x FY13E and 21x FY14E EPS) and recommend that investors reduce exposure in the name. We recommend Dish TV as a direct play on the compulsory digitisation theme.

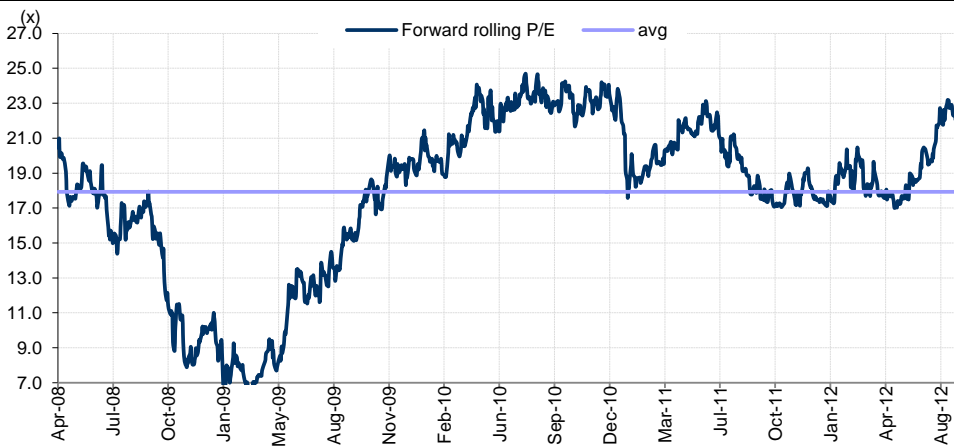
We prefer Dish TV as a direct play on the compulsory digitisation theme

Fig 9 - P/E band (1-year forward)



Source: Bloomberg, RCML Research

Fig 10 - Average P/E



Source: Bloomberg, RCML Research

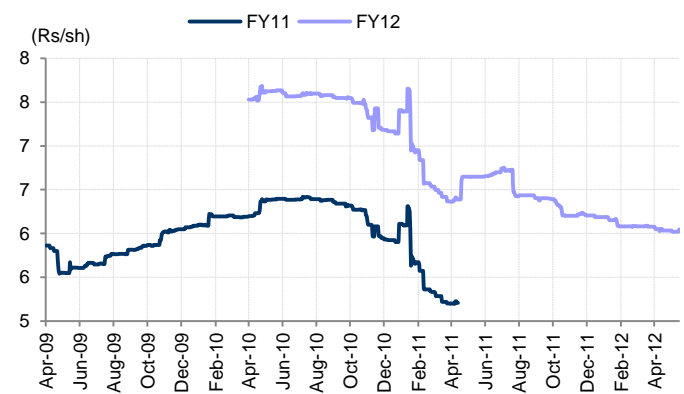


Fig 11 - Religare vs. Consensus

(Rs mn)	FY13			FY14		
	Religare	Consensus	Diff (%)	Religare	Consensus	Diff (%)
Revenue	34,108	34,635	-1.5%	38,107	39,241	-2.9%
EBITDA	8,702	9,064	-4.0%	10,470	10,800	-3.1%
EBITDA Margin	25.5%	26.2%		27.5%	27.5%	
EPS	7	7.1	-1.4%	8.2	8.4	-2.4%

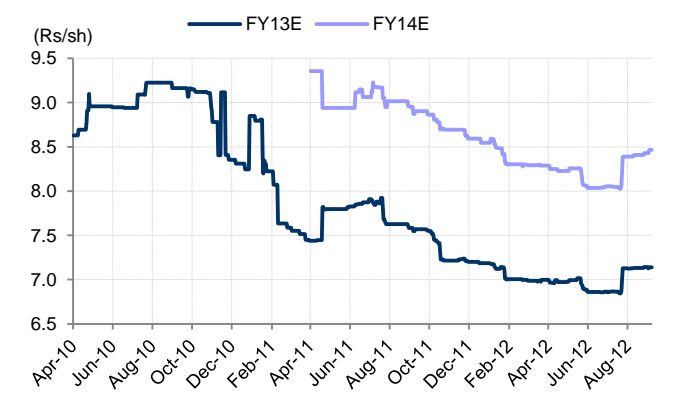
Source: Bloomberg, RCML Research

Fig 12 - Zee's earnings revision for FY11 and FY12



Source: Bloomberg, RCML Research

Fig 13 - Zee's earnings revision for FY13E and FY14E



Source: Bloomberg, RCML Research



Per Share Data

Y/E 31 Mar (INR)	FY10A	FY11A	FY12A	FY13E	FY14E
Reported EPS	6.5	6.0	6.1	7.0	8.2
Adjusted EPS	6.5	5.8	6.1	7.0	8.2
DPS	1.7	1.7	1.5	1.7	2.1
BVPS	39.2	31.6	35.7	42.0	49.1

Valuation Ratios

Y/E 31 Mar (x)	FY10A	FY11A	FY12A	FY13E	FY14E
EV/Sales	5.5	3.6	3.6	4.3	3.8
EV/EBITDA	19.7	13.3	14.9	17.0	13.7
Adjusted P/E	20.3	21.3	20.6	24.2	20.5
P/BV	3.4	3.9	3.6	4.0	3.4

Financial Ratios

Y/E 31 Mar	FY10A	FY11A	FY12A	FY13E	FY14E
Profitability & Return Ratios (%)					
EBITDA margin	27.9	27.4	24.3	25.5	27.5
EBIT margin	26.6	26.5	23.3	24.5	26.5
Adjusted profit margin	28.9	19.5	19.4	19.7	20.8
Adjusted ROAE	17.6	17.0	18.1	18.0	18.1
ROCE	13.4	15.7	15.3	15.7	16.2
YoY Growth (%)					
Revenue	1.0	37.0	0.9	12.2	11.7
EBITDA	11.9	34.7	(10.5)	17.7	20.3
Adjusted EPS	10.4	(10.4)	5.8	13.9	17.9
Invested capital	(18.9)	(34.1)	13.8	15.2	9.8
Working Capital & Liquidity Ratios					
Receivables (days)	116	100	106	105	111
Inventory (days)	2	1	1	1	1
Payables (days)	112	89	97	90	77
Current ratio (x)	2.9	3.0	2.7	3.4	3.8
Quick ratio (x)	2.9	2.9	2.7	3.4	3.8
Turnover & Leverage Ratios (x)					
Gross asset turnover	6.0	8.4	7.8	7.6	7.5
Total asset turnover	0.5	0.7	0.7	0.7	0.7
Net interest coverage ratio	17.6	77.0	142.9	98.6	119.1
Adjusted debt/equity	0.0	0.0	0.0	0.0	0.0

DuPont Analysis

Y/E 31 Mar (%)	FY10A	FY11A	FY12A	FY13E	FY14E
Tax burden (Net income/PBT)	94.4	67.4	70.1	70.8	70.8
Interest burden (PBT/EBIT)	115.2	109.4	118.9	113.2	110.5
EBIT margin (EBIT/Revenue)	26.6	26.5	23.3	24.5	26.5
Asset turnover (Revenue/Avg TA)	46.9	70.1	74.4	74.5	72.8
Leverage (Avg TA/Avg equities)	129.8	124.1	125.4	123.0	119.8
Adjusted ROAE	17.6	17.0	18.1	18.0	18.1



Income Statement

Y/E 31 Mar (INR mln)	FY10A	FY11A	FY12A	FY13E	FY14E
Total revenue	21,998	30,136	30,406	34,108	38,107
EBITDA	6,135	8,266	7,396	8,702	10,470
EBIT	5,849	7,977	7,073	8,370	10,113
Net interest income/(expenses)	(331)	(104)	(50)	(85)	(85)
Other income/(expenses)	1,220	851	1,384	1,194	1,143
Exceptional items	0	0	0	0	0
EBT	6,738	8,725	8,407	9,479	11,172
Income taxes	(572)	(2,671)	(2,500)	(2,844)	(3,352)
Extraordinary items	0	(490)	0	0	0
Min. int./Inc. from associates	195	118	(16)	76	89
Reported net profit	6,361	5,682	5,892	6,711	7,910
Adjustments	0	197	0	0	0
Adjusted net profit	6,361	5,879	5,892	6,711	7,910

Balance Sheet

Y/E 31 Mar (INR mln)	FY10A	FY11A	FY12A	FY13E	FY14E
Accounts payables	5,399	5,315	6,885	5,687	6,043
Other current liabilities	0	0	0	0	0
Provisions	2,441	2,486	1,933	2,640	3,111
Debt funds	1,195	17	58	58	58
Other liabilities	(22)	(119)	(31)	(106)	(196)
Equity capital	978	978	959	959	959
Reserves & surplus	37,322	29,970	33,255	39,277	46,147
Shareholders' fund	38,300	30,948	34,214	40,236	47,105
Total liabilities and equities	47,312	38,647	43,059	48,514	56,122
Cash and cash eq.	5,866	3,858	3,283	5,759	9,955
Accounts receivables	7,488	8,955	8,690	10,915	12,194
Inventories	42	27	31	34	38
Other current assets	10,993	10,187	12,238	11,858	12,567
Investments	3,203	6,964	8,182	8,182	8,182
Net fixed assets	2,080	1,920	2,197	2,465	2,709
CWIP	1,108	399	399	399	399
Intangible assets	16,399	6,144	7,710	8,710	9,710
Deferred tax assets, net	133	192	337	192	192
Other assets	0	0	0	0	175
Total assets	47,312	38,646	43,068	48,514	56,122

Cash Flow Statement

Y/E 31 Mar (INR mln)	FY10A	FY11A	FY12A	FY13E	FY14E
Net income + Depreciation	6,646	6,167	6,214	7,043	8,266
Interest expenses	331	104	50	85	85
Non-cash adjustments	0	0	0	0	0
Changes in working capital	8,563	(774)	(1,959)	(1,244)	(1,637)
Other operating cash flows	(1,611)	(1,170)	(888)	(1,458)	(1,086)
Cash flow from operations	13,929	4,327	3,416	4,426	5,628
Capital expenditures	(328)	0	(600)	(600)	(600)
Change in investments	(1,932)	(3,062)	(360)	0	0
Other investing cash flows	3,425	851	859	1,194	1,143
Cash flow from investing	1,165	(2,210)	(101)	594	543
Equities issued	1,306	0	0	0	0
Debt raised/repaid	(4,562)	(1,596)	(1,499)	0	0
Interest expenses	(331)	(104)	(50)	(85)	(85)
Dividends paid	(1,018)	(2,270)	(1,969)	(1,383)	(1,549)
Other financing cash flows	(6,549)	(156)	(372)	(1,075)	(341)
Cash flow from financing	(11,154)	(4,125)	(3,889)	(2,544)	(1,975)
Changes in cash and cash eq	3,940	(2,009)	(575)	2,476	4,196
Closing cash and cash eq	5,866	3,858	3,283	5,759	9,955

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