

The New Media Group and Viacom 18 Partner for First Ever Global Channel Release on IPTV

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Global Premiere of Viacom 18's latest channel – 'COLORS'

10/6/2008 -- TOKYO, Japan: The New Media Group K.K., parent of the World On-Demand IPTV platform, today announced with Viacom 18, the launch of their latest channel - 'COLORS' onto the World On-Demand service.

This landmark carriage agreement represents the first ever global launch of a major entertainment channel on IPTV as customers across the globe shall be able to preview COLORS for 1 week at no cost, courtesy Viacom 18 and World On-Demand.

Sumit Ahuja, VP of Sales and Distribution at World On-Demand said: "We're delighted to be the first TV platform in the world to offer COLORS to our subscribers and to help promote this great brand. The enormous success of the channel in India and its ability to draw subscribers from other communities is a testament to the great job Viacom 18 is doing, and it matches the cross-community emphasis that we take in our marketing and its mission. The India content industry in general is producing great stuff of late, and we are really happy to be working with Viacom 18 and other leading media companies to continue to lead this revolution in how we get our favorite TV content."

From October, World On-Demand members will be able to catch up on all of the latest from India's newest entertainment channel through subscribing to one of a number of channel packages that are aimed at specifically at underserved communities around the world. COLORS will be available free for a limited time on the service as part of a global marketing campaign highlighting the new launch.

Commenting on the launch, Sanjev Hiremath, Sr. Vice President, Network Development, Viacom 18 Media Pvt. Ltd., said, "We are glad to partner with The New Media Group to extend COLORS' entire spectrum of emotions to the Indian viewers in Japan, Korea, Taiwan and Australia." He further added, "COLORS has received tremendous response since launch in India and we are confident that its shows like Balika Vadhu, Jai Shri Krishna, Bigg Boss, Mohe Rang De and Jeevan Saathi amongst other will now become household names amongst the Indian diaspora in these markets, soon."

About COLORS - 'COLORS' is Viacom18's (a 50/50 joint venture operation in India between Viacom Inc. (NYSE: VIA, VIA.B) and the Network18 Group) flagship brand in the entertainment space in India. A combination of 'emotions' and 'variety', COLORS launched on 21st July 2008 and is today amongst the top 3 players in the General Entertainment Category. From Fiction shows to Format shows to Reality shows to Blockbuster Movies – the basket contains all 'Jasbaat Ke Rang'. 'COLORS' is dedicated to promoting 'Cohesive viewing', through programmes –Rahe Tera Aashirwaad, Bandhan Saath Janmon Ka, Jai Shri Krishna, Balika Vadhu- Kacchi Umar Ke Pakke Rishtey, Jeevan Saathi, Mohe Rang De, Sajids Superstars, Bigg Boss and Ek Khiladi Ek Hasina amongst others.

About Viacom 18 - Viacom 18 Media Pvt. Ltd. is a 50/50 joint venture operation in India between Viacom Inc. (NYSE: VIA, VIA.B, world's leading entertainment content company, comprising brands like BET, MTV Networks and Paramount Pictures) and the Network 18 Group, (one of India's leading full play media conglomerates with interests in television, internet, filmed entertainment, mobile content & allied businesses, comprising brands like CNBC TV18, CNBC Awaaz,

Newswire 18, moneycontrol.com, CNN-IBN, IBN 7, Homeshop 18 and E18 amongst others). The joint venture includes leading brands across television, film and digital media to build one of India's leading multimedia entertainment powerhouse. Viacom 18 Media Pvt. Ltd. includes the vibrant youth brand - MTV, the fastest growing kids channel - Nick, India's only International Music & Lifestyle channel - Vh1, Studio 18, a new-age motion picture brand that produces, acquires and distributes Hindi films and the recently launched Hindi General Entertainment channel - COLORS. This apart, Viacom 18 also runs Viacom's consumer products business in India. Viacom 18 brings together the unique strengths of two formidable partners, thus forming an entertainment conglomerate that will have a competitive advantage in serving the needs of both viewers and advertisers. For more information on Viacom 18, Viacom or Network 18, log on to www.viacom18.com, www.viacom.com and www.network18online.com respectively.

About The New Media Group, K.K. – TNMG is the leading digital media platform developer and operator in the Asia Pacific and Oceania regions. Partnered with the world's leading media and technology companies, TNMG owns and operates World On-Demand (the region's most comprehensive IPTV platform) and MY-World Communities (a leading portal for the advanced formation and management of online communities and their personal media). TNMG also owns Media PayÔ, an electronic payments gateway for East Asia and Australia that utilizes every electronic wallet and conventional payment method available in those markets from minor branded affinity cards to cash collection at over 45,000 distribution points. Founded by executives in the media, technology, and financial communities, TNMG is headquartered in Tokyo, Japan, and maintains network operations facilities in Japan, Australia, and the U.S., branch offices in Sydney, Australia and Shanghai, China, and a development center in Chennai, India. The team at TNMG invites everyone to visit www.TheNewMediaGroup.net to learn more about what the company is doing. We accept communication in Japanese, English, Mandarin, French, Spanish, Hindi, Tamil, and Urdu.

Robin Pharo
The New Media Group KK
10F Saishou Building
Nishi Gotanda
Shinagawa Ku
Tokyo, Japan

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