

BIGFLIX TO BRING IN PREMIUM ORIGINAL PROGRAMMING ON ITS OTT PLATFORM

Collaborates with Sir Howard Stringer led Atrium TV as its exclusive India Partner

MUMBAI, NOV 2, 2017: Anil D. Ambani led Reliance Entertainment's pioneering OTT Platform, **BIGFLIX** announced its innovative content partnership in **Atrium TV**.

Atrium TV, founded by former Sony Chairman Sir **Howard Stringer** and DRG Chairman **Jeremy Fox** is a new content "commissioning club". **Atrium TV** sources and develops high-end drama series and shares them with Club members, who then decide if they wish to acquire and invest.

Jeremy Fox, CEO of **Atrium TV** said "Reliance Entertainment was our number one choice for partner in India so we are delighted that it has joined the **Atrium TV** commissioning club and that its impressive **BIGFLIX** platform will be the exclusive Indian home to our drama series going forward. Asia is an exciting growth region and within it, India is a dynamic and fast-growing market with a healthy appetite for excellent content. We have known the team at Reliance for some time now and look forward to working together for mutual benefit."

With 3.9 million registrations, **BIGFLIX** is already amongst the leading SVOD (Subscription Video on Demand) provider. **BIGFLIX** has more than 2000 HD movies in Nine Indian languages, including Hindi, Telugu, Tamil, Punjabi, Malayalam, Gujarati, Marathi, Bhojpuri and Bengali. The indigenously developed technology of **BIGFLIX** will deliver a personalized theatre experience to users who can stream and download movies advertisement-free, on any Internet-connected device including personal computers, tablets, smartphones, smart TVs and game consoles.

Amit Khanduja, CEO, **Reliance Entertainment-Digital**, said, "Normally a jury of eminent persons is put together to select the movies to be celebrated as the best works during that year, now imagine if something like this is done at an ideation stage The Atrium collective represents some of the best media minds in OTT space and projects green lit and commissioned by such a team would hit all the right buttons when it comes to consumer engagement. **BIGFLIX** is excited to be part of this group and bring such great content will with international quality to its subscribers in India."

Atrium TV has been launched to create premium, high profile drama content for delivery by regional OTT players and TelCos. Besides **BIGFLIX**, **Atrium TV** includes Viaplay (Nordics), Orange (France), Movistar+ (Spain), Deutsche Telekom (Germany), Iflix (Asia/MENA), Sky (New Zealand), Antenna (Greece), NewFilm (Russia) and Yes TV (Israel) as members.

Atrium TV has set up a slate of new projects including **Quasimodo** from Game of Thrones producer **Frank Doelger**, with Charles Dance and Peter Dinklage attached to executive produce.

Other proposed new series are:

Jerusalem, which will be a ten-part dramatic series about the most inspirational, controversial and fought over city in the world's history. Season one, written by **Russell Rothberg** (previously head of drama development, Universal Television), will take us back to 1000 BCE and the story of King David, a ruler trying to reunite a fractured country while his son attempts to overthrow him.

Perfect People, based on the best-selling book of the same name by **Peter James**, is a shocking contemporary thriller with a storyline about genetic engineering and its consequences.

State of Decays inspired by the international smash hit Microsoft X-Box game of the same name and will be a zombie TV show like no other.

Earlier **Atrium TV** had announced Fandorin, from writer Simon J Ashford (The Musketeers, Robin Hood) and BBC Studios, and One Giant Leap, written by Stephen Kronish.

About Reliance Entertainment

www.relianceentertainment.net

Reliance Group, led by Anil D. Ambani, is among India's major business houses, with a leadership position in telecommunications, power, infrastructure, financial services, and media and entertainment. The Group has over 250 million customers, serving 1 in every 5 Indians and has over 8 million shareholders, amongst the largest in the world.

Reliance Entertainment is the media and entertainment arm of Reliance Group and is engaged in the creation and distribution of content across film, television, digital and gaming platforms. Internationally, Reliance Entertainment has partnered since 2009 with iconic film producer and director, Steven Spielberg, in the formation of DreamWorks Studios, and thereafter, Amblin Partners. This relationship has produced several highly successful films such as The Help, War Horse, Lincoln, The Hundred Foot Journey, The Girl on the Train, Office Christmas Party and A Dog's Purpose. Reliance Entertainment is releasing "Thank You For Your Service" in November 2017 and Steven Spielberg directed "The Post" starring Tom Hanks and Meryl Streep on January 12th, 2018.

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About Sir Howard Stringer

Sir Howard Stringer was born in Wales and moved to the United States in 1965 and began work for CBS. He was drafted into the United States Army, and served as a military policeman in Saigon for ten months in the Vietnam War. Stringer returned to CBS News, where he had a 30-year career, rising to president of CBS's American entertainment operations.

In 1997, Stringer joined Sony to run their American operations and in 2005 became Chairman and CEO of Sony in Japan. In June 2013, Stringer retired as Chairman of the Board and has up until recently served on the Executive Board of the BBC.

About Atrium TV

Atrium TV is an innovative new business specifically created to deliver premium, high profile drama content for delivery by regional OTT players and TelCos.

Atrium TV uniquely positioned as a “commissioning club” - operates from London, New York and Los Angeles, finds and develops suitable projects and shares them with Club members, who then decide if they wish to invest. If they buy into a project, Club members will be able to license the series for their territory and will have the right to exploit it in their local market. Sales in the rest of the world will be handled exclusively by London-based DRG, part of leading international digital entertainment group MTG.

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