



UTV Interactive renews worldwide exclusive digital rights with Speed/Moviebox Records

Mumbai: 11th April, 2011 – UTV Interactive, the new media vertical of UTV has renewed digital rights with Speed/Moviebox Records, the leading music label in India for Punjabi Music Albums. In addition, labels like Spine Records, Silver Streaks and Kizmet Records are now licensed with UTV Interactive. The move raises UTV’s music market share in Punjab to over 60%.

The rights include mobile content services, including CRBT, WAP, SMS, Mobile Radio, Videos on 2G and 3G services as well as all rights for content embedding, internet streaming and even downloads. Moviebox Records has on board with them major artists like Jazzy B, Gurdaas Mann, Satinder Sartaaj, Shazia Manzoor, Bally Jagpal, Nachhattar Gill, Master Saleem and many more with a catalogue size of over 400 albums. In the recently held PTC Music Awards 2011, Moviebox Records won 11 out of the 18 awards.

Business Head - Voice Products, Interactive – UTV, Lavina Tauro said, “Punjabi music listeners have an immensely diverse taste in music, ranging from folk to pop there a partnership with Speed/Moviebox records which has a wide range of artists was a natural fit. We at UTV have always believed in the power of a regional digital catalogue and over the years created a strong hold in the Market. Punjab is a strong market and this continued partnership with Moviebox will help us further strengthen our position here.”

Director, Moviebox Records, Dinesh Auluck said, “We are extremely delighted to continue our partnership with UTV Interactive. Over the last three years we have worked closely with UTV to expand our presence in new mediums that have arisen. UTV’s knowledge of this market is immense and we are sure this partnership will ensure immense growth for both companies”.

About Interactive

Interactive, the digital vertical of UTV, which came into fold in May 2008, addresses the digital space across domains such as business, finance, entertainment (TV, films, music), gadgets and technology cutting across all demographics. Youth will always be the primary target for the company, where strategic focus lies on web-enabled PC and handheld devices. Sourcing out the best content consistently across categories, Interactive has been in the forefront of delivering a first-in-class digital media experience to an increasing technology-savvy audience.

About Speed Records/Moviebox Records

Speed Records/Moviebox Records is the leading music label in Punjab. Company’s main objective is to launch quality and standardized music with the best artistes. Nearly 75% of all the Punjabi performers have cordial relations with the company. Some of the best known



singers and music directors work with Speed Records. A remarkable no. of hit albums has been produced and marketed by Speed in the recent years. They cherish their strong business bond with Moviebox Records (UK), Planet Records (Canada and USA) and Universal music for rest of the world. The company also has a strong presence in the Middle East.

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