



B4U Hits a Hat-trick!!!

(B4U Network ascends to the top spot in every genre that it is present in - Hindi Movies, Hindi Music & Bhojpuri Movies)



B4U Network, popularly known for its Bollywood Music and Movie channels, recently launched B4U Kadak as its premium offering in the Hindi Movie Genre & B4U Bhojpuri in the Bhojpuri Movie Genre. Now in a spectacular feat, both the newly launched channels, B4U Kadak and B4U Bhojpuri, along with B4U Music, have been rated No. 1 in their respective genres as per the BARC report of Week 32. Considering that B4U Kadak and B4U Bhojpuri were launched in May this year, the achievement becomes even more significant.

B4U Kadak is a Hindi Movie Channel targeted at Urban and Rural audiences in the HSM market with a bank of popular Bollywood & South Indian dubbed movies with a promise to offer 101 World Television Premieres. Most of these premieres are “Original blockbusters” and “Award Winning Films”. B4U Kadak is leading with a huge margin with 553 million impressions followed by the closest competitors Sony Max at 393 and Star Gold at 358 million impressions respectively. The unique strategy of offering south Indian films (Tamil, Telugu, Kannada, Malayalam) dubbed in Hindi has resulted in an audience experience which is both engaging and rich.

Hindi Movie Channels	Impressions in Millions (week 32, 2019)
B4U KADAK	553
Zee Cinema	397
Sony MAX	393
STAR Gold	358
&pictures	221
Movies OK	217
B4U Movies	204
Sony MAX 2	165
Zee Bollywood	160
Colors Cineplex	148
UTV Action	123
UTV Movies	116

*Source: BARC Week 32 (2019): Impressions in millions in HSM (U+R) on NCCS 2+ ABC



B4U Bhojpuri is a Bhojpuri Movie Channel, and it is a unique offering for the audience with a premium packaging unseen in the Bhojpuri genre. As a content mix, B4U Bhojpuri is offering audiences a mix of devotional songs, festive programming during cultural events like Chhatt, Navratri, Diwali and Holi. There's also the promise of offering 2 WTP's (World Television Premieres) for Bhojpuri audiences every week which is an unmatched offering by any other channel in the HSM market.

Bhojpuri Movie Channels	Impressions in Millions (week 32, 2019)
B4U Bhojpuri	63
Bhojpuri Cinema	58
Big Ganga	46
Bhojpuri Dhamaka DISHUM	13
Dabangg	12

*Source: BARC Week 32 (2019): Impressions in millions in Bihar/Jharkhand (U+R) on NCCS 2+

B4U Music, the flagship channel of B4U Network which has entertained audiences with Bollywood Music Content for the last 20 years, still rules the hearts of the Hindi speaking masses. B4U Music through its melodious content from 90's, 2000's and contemporary mix of songs appeals to the young generation of both urban and rural audiences which has become loyal to the channel because of its right pick and programming. B4U Music has led the category in the past 4-week average as the No.1 music channel in the genre. This week too B4U Music has won the audiences hearts with its offering.

Bhojpuri Movie Channels	Impressions in Millions (week 32, 2019)
B4U Music	50
9XM	46
Mastiii	35
MTV Beats	34
Sony MIX	31
9X Jalwa	25

*Source: BARC Week 32 (2019): Impressions in millions in HSM (U+R) on NCCS 2+

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