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South Asian Zee TV targets US in new effort

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March 23, 2009

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SAN FRANCISCO: Zee TV USA has enlisted EthnikPR to expand its outreach in North America. The firm was selected after a competitive search.

The South Asian entertainment network plans to target the 3.2 million South Asians living in the US, in addition to potential advertisers, in order to grow the network as it marks 10 years of broadcasting in the country, said Vibha Chopra VP of marketing for Zee TV's North America division.

“We're trying to make Zee TV the Telemundo of the South Asian community,” said Vijay Chattha, founder of EthnikPR. “We want people think of Zee TV whenever they think of South Asian content, the way they think of Telemundo when thinking about content for the Hispanic community.”

For b-to-b audiences, it will position Zee TV as a South Asian content leader in the US, promoting its subscriber numbers and the income demographics of its viewers. In particular, statistics indicate that South Asians have a high disposable income, Chattha added.

The outreach will target advertising trades, business media, and TV press.

“For consumers, our message is that we want to bring India to the doorsteps of South Asians living here,” Chopra added. South Asian American media and other mainstream publications will be targeted as part of that consumer outreach. The network also plans to experiment with social media to draw crowds outside of its typical audience: females over the age of 25.

“The biggest opportunity is the sector is growing,” Chopra said. “Interest in Indian and Bollywood content is picking up worldwide – even outside of the South Asian communities.”

Chopra said that Zee TV spoke with several firms during its search for a PR firm, but she declined to provide more specifics.

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