



QUESTZ WORLD

Indian Soul. Global Footprints.

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IOI.DESI : INTRODUCTION

Introducing 'India Outside India' (www.ioi.desi), the first-of-its-kind global 24x7 Hindi/English Desi TV channel, brought to you by **Questz World** (a renowned international music company, based in Kolkata), to showcase various aspects of Indians (both from inside and outside of India) – such as Music, Movie, Arts, Entertainment, Devotional, Travel, Drama-Theater, Foods, Crafts, Viral Shows, Kids Shows, etc. It will also feature Indian Classical Music to some great extent. IOI.desi will offer numerous news programs related to India and Indian Diasporas.

IOI.DESI : DETAILS

- It is the first such 24x7 Hindi/English Desi TV channel, which will cast cultural contents from all the countries, to promote Indians and its rich precious heritage to the Indian Diasporas (currently Hindi is the 4th largest language with billions of speakers) living around the world, mainly towards the NRIs.
- IOI.desi is going to offer many special and exclusive programs, created and curated by various top musical artistes, celebrity-personalities and content-companies from India and the NRIs from all other countries.
- It will also have high-quality shows by professional VJs/RJs and other content-creators specialized in the topic of each show. Many programs will be created by various famous production and news companies.
- There will be numerous unique shows, programs, news, live telecast of various events and special-episodes, covering every aspects of India's rich culture, even including lesser-known and neglected fields.
- IOI.desi will be the first hybrid HD media channel, which will cast some programs in the traditional video format and some in the audio format (with visual slideshows, etc.) to cover most of the topics.

IOI.DESI : AVAILABILITIES

IOI.desi TV channel can be experienced from anywhere around the world (free of cost), through any net-enabled device (Mobile, Tablet, Laptop, Desktop, Smart TV, IPTV Box, OTT Device, etc.), such as...

- **Mobile App:** Through the 'IOI.desi Mobile App' (Android and iOS), available for worldwide viewers.
- **Own Website:** Through IOI.desi's website, using the latest 'Adaptive Bitrate Streaming' player.
- **Social Media:** Directly accessible through Facebook, YouTube, Twitter and other social websites.
- **IPTV App:** Through IOI.desi's own Apps for Android TV, Apple TV, Amazon Fire TV, Chromecast, Roku, for managed subscriber-base around the world. It will be available in various OTT Devices also.

IOI.DESI : COLLABORATIONS

IOI.desi is going to collaborate with various types of organizations/authorities to create shows, such as...

- Government's cultural departments, embassies, societies and other related bodies – of major countries.
- Various non-government organizations and institutes (related to different musical/cultural activities).
- Major content production companies of media, arts and entertainment industries around the world will create their shows or take part in it. It will also include popular shows from the past.
- Numerous 'Indian Associations', from around the world, will create their own programs, to target all the 'Non-Resident Indians' (NRIs) in USA, Canada, Europe, Middle-East, Australia, Africa and other countries.

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IOI.DESI : SPONSORSHIPS

IOI.desi will have prime sponsors and advertisers – such as MNCs, Banks, FMCGs, Insurances, Real Estates, Mobile and other companies, etc., from all the major countries. It will also offer advertising and sponsoring opportunities, for media, arts and entertainment companies, artistes and other organizations. Being the first-of-its-kind global 24x7 Hindi/English Desi TV channel, advertising and promoting your esteemed brands in IOI.desi will target all the Indian people, not only just in India, but also in various other countries across different continents around the world. Some of the low-cost introductory offerings (please email to ioi@ioi.desi for the full list) of IOI.desi are...

PAID SLOTS (Free 1 Repeat) (In US Dollars)	15M	30M	60M
Standard Slots	29.99	50.99	83.99
Prime Slots	39.99	67.99	111.99

Minimum Pre-Booking: 5 Slots (+1 Free). 10 Slots (+2 Free). 20 Slots (+5 Free). 30 Slots (+8 Free). **Maximum:** 40 Slots (+12 Free).

ADVTS (Free 1 Repeat) (In US Dollars)	1S	≥10S	≥20S	≥30S	≥45S	≥60S
Standard Slots	0.25	5%	10%	15%	20%	25%
Prime Slots	0.40	5%	10%	15%	20%	25%

Minimum Pre-Booking: 25 Times (5%). 50 Times (10%). 100 Times (15%). 200 Times (20%). 350 Times (25%). 500 Times (30%).

To proceed further by having the 'Telecast Order' and paying for the chosen Services, please contact us any time. Apart from promoting and advertising your reputed brands, IOI.desi also gladly accepts '**Anonymous Donation**' (<https://www.paypal.me/w2n>) of any amount, to help operating this highly-advanced channel-infrastructure.

QUESTZ WORLD : PROFILE

Started in 2006, Questz World slowly became one of the premier music labels around the world, which breathed and lived in the Indian Classical Music, along with many other unique genres. Since the beginning, we have worked closely with numerous senior-most, middle-ranked as well as young and talented classical musicians of India. We have also released several titles in various other genres like Tagore's Songs, Bengali and Hindi Modern Songs, English Songs, Instrumental Music, World Fusion, Theme Compilations, Rare Tracks, etc. Apart from the hundreds of CD/DVD/USB products under Questz World's main label, it fully owns several other brands, such as – InDiscs, Mediya, DiscDigest, Audiya, Readiya, Muser Beings, etc., both in the digital and physical media. From mid-2014, Questz World proudly owns one of the largest digital music distribution networks (operated by any South-Asian music company) across 240 countries or territories worldwide, which is even larger than the previously-largest network by an Indian company. From mid-2017, Questz World extended its network to the vast majority in China, Japan, India (and other Asian countries), Middle-East, Australia and Africa. Questz World also regularly organizes (or gets associated exclusively with) many live stage shows (in India and other countries around the world) on various types, themes, sizes and scales – ranging from Indian Classical Music programs to the Song/Recitation/Dance/Drama based events – featuring top-graded musicians and singers, as well as young and talented artistes of various genres. These programs were featured in various well-known press and media.

REPRESENTATIVE

WWW.QUESTZ.WORLD