BBC gets Proximity to handle TV Licensing's direct marketing

According to the sources, Proximity London has been appointed, subject to contract, to a new BBC contract to handle TV Licensing's direct marketing, printing and fulfilment services for the UK pub caster for the next five years. It is said that the contract will apply to the main direct marketing activity conducted by TV Licensing, which will also include reminder letters and licence distribution apart from fulfilment of digital communications, which are increasingly used to help lower the cost of collection.

The re-appointment concludes a rigorous procurement process that had began in May 2009. BBC head of sales and marketing for TV Licensing Peter Kirk the contract will save the BBC £20 million over the five-year term. Proximity, which bid with Orchestra Group Ltd. as their print services provider, will continue to work alongside a number of agencies contracted by the BBC to deliver integrated communications services for TV Licensing. These include AMV BBDO (advertising), Fishburn Hedges Boys Williams Ltd (public relations) and PHD (media planning).

Holland is partner country for Frames

FICCI has tied up with Holland as the partner country for its upcoming annual media and entertainment conference Frames 2010, to be held in Mumbai from 16 -18 March. This partnership has happened primarily through the ME-India platform, a collaboration of 14 companies of the Dutch M&E industry and Dutch Ministry of Economic Affairs, which focuses on stimulating and expanding the creative industry of Holland and India alike. All of the participants of the ME-India delegation come from different backgrounds from the Dutch Media and Entertainment sector. They all see the possibilities India has to offer and they come to the FCCI Frames to expand their (already existing) network or to offer their products and services. The delegation includes such film directors, Martin Lagestee, San Fu Maltha and Dutch actress Victoria Koblenko. Ficci will facilitate interaction of the Dutch delegation with Indian companies in their field of interest.

Dish TV ends rights issue with Rs. 9 bn cash

Dish TV is now finally sitting on a cash pile of Rs. 9 billion following the completion of the third tranche of its rights issue. The Essel Group-promoted direct-to-home (DTH) company has raised Rs 4.16 billion in the third and final tranche. Dish TV had earlier raised Rs 7.24 billion in two tranches. As per the records, earlier Dish TV had received a funding of $100 million from US-based Apollo Management, through a GDR (Global Depositary Receipt) issue. Dish TV MD, Jawahar Goel informed that this cash pile has come from rights issue and GDR and the funds will be used for customer acquisitions. The promoters' holding in Dish TV is 68 per cent, while Apollo has 11 per cent. With this funding in place, market leader Dish TV will be aggressively ramping up its subscriber base.

TAM Ratings (28 Feb 2010 to 6 March 2010) Top 10

Channel	Date	Day	Start Time	Programme	TVR
Star Plus	3-Mar-10	Wed	9:30 PM	YEH RISHTA KYA KEHLATA HAI	5.6
Zee TV	28-Feb-10	Sun	8:00 PM	ZEE RISHTEY AWARDS 2010	5.3
Zee TV	3-Mar-10	Wed	9:01 PM	PAVITRA RISHTA	4.5
Star Plus	1-Mar-10	Mon	9:00 PM	BIDAYI	4.5
Colors	2-Mar-10	Tue	10:00 PM	UTTARAN	4.2
NDTV Imagine	6-Mar-10	Sat	9:00 PM	RAHUL DULHANIYA LE-SUBH VIVAH	4.2
Colors	4-Mar-10	Thu	8:00 PM	BALIKA VADHU	3.8
Colors	3-Mar-10	Wed	10:31 PM	NA AANA IS DES LAADO	3.8
Zee TV	2-Mar-10	Tue	7:30 PM	CHHOTI BAHU	3.2
Zee TV	2-Mar-10	Tue	8:01 PM	JHANSI KI RANI	3.1