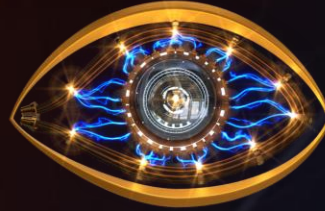


# THE **BAAP** OF REALITY ENTERTAINMENT IS BACK!

THE MOST WATCHED REALITY SHOW IN THE COUNTRY



बिग बॉस



BIGG BOSS



BIGG BOSS

मराठी





**BIGG BOSS**

INDIA'S  
**NO. 1**  
REALITY SHOW  
IS BACK WITH YET ANOTHER  
EXHILARATING  
SEASON!





# BIGG BOSS HINDI S16

PREVIOUS SEASON'S PERFORMANCE

**16.8 BN+**

TOTAL (MINS)  
WATCH TIME



**1.2 BN+** VIEWS

**42 MN+**

VIEWERS



**1.3X**

**1.6X**

**1.2X**



EXPECTED GROWTH IN  
WATCHTIME

**22 BN+**



EXPECTED GROWTH IN  
VIEWS

**2.0 BN+**



EXPECTED GROWTH IN  
VIEWERS

**50 MN+**



**BIGG BOSS**







**BIGG  
BUZZ**

- 15 WEEKS | 15 EPISODES
- EXCLUSIVE ACCESS TO AND INTERACTION WITH BB CONTESTANTS
- CELEBRITY HOST
- EXCITING SEGMENTS
- GUESTS AND FAN INTERVIEWS
- ALL ABOUT THE BIGG BOSS BUZZ!



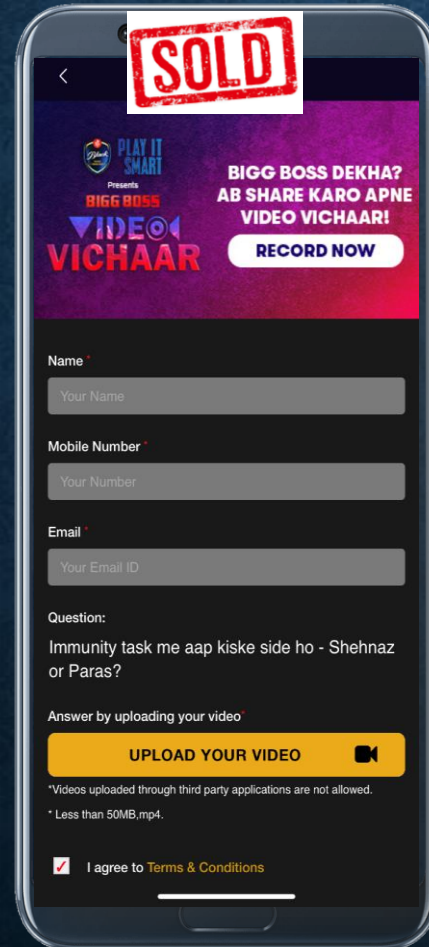
# DIALLING UP INTERACTIVITIES & VOOT EXCLUSIVES TO DRIVE ENGAGEMENT

voot

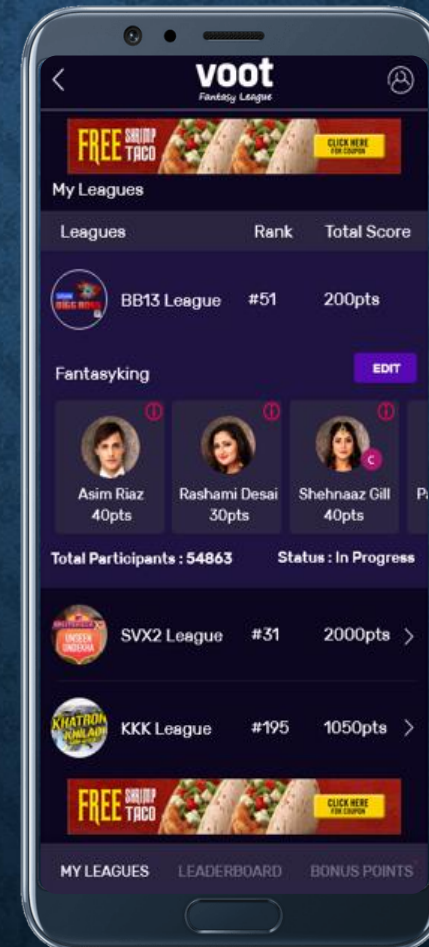
## VOOT PE VOTE



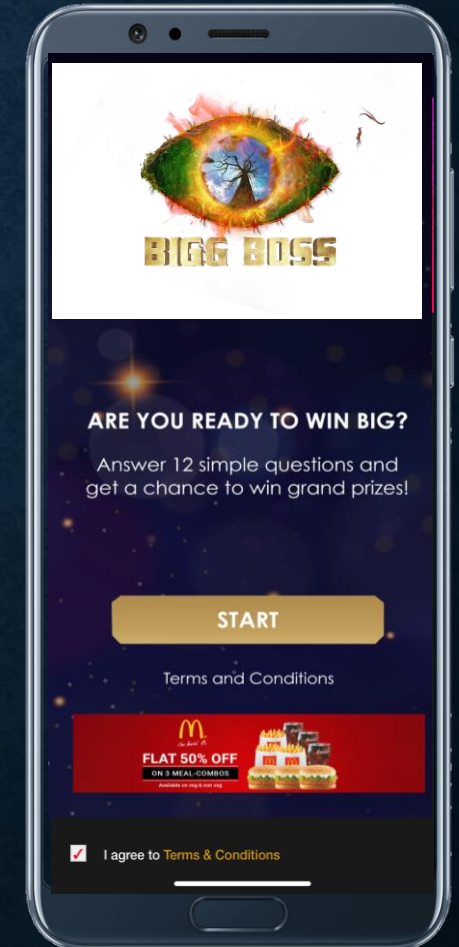
## VIDEO VICHAAR



## FANTASY LEAGUE



## BOSS QUIZ





ಬಿಗ್ ಬಾಸ್

# BIGG BOSS KANNADA S09

PREVIOUS SEASON'S PERFORMANCE

**2.0 BN+**

TOTAL (MINS)  
WATCH TIME



**150 MN+** VIEWS

**8.0 MN+** VIEWERS



**2.8 BN+**

**200 MN+**

**12 MN+**



EXPECTED WATCHTIME



EXPECTED VIEWS



EXPECTED VIEWERS

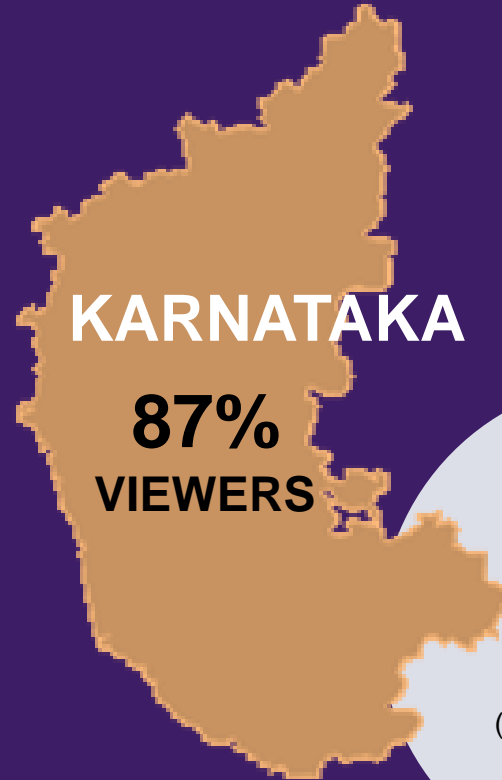
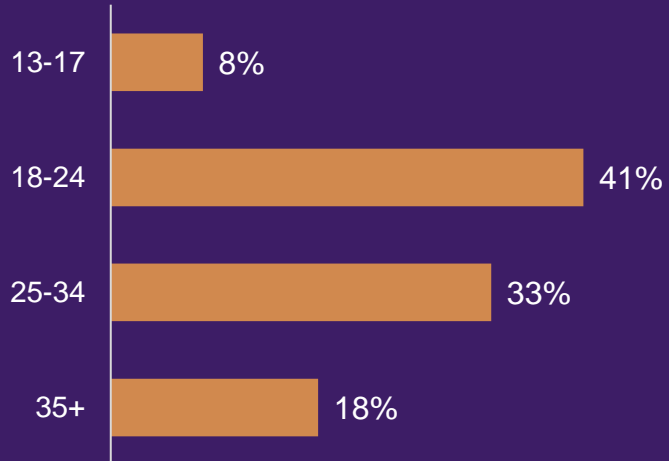


# HIGHEST VIEWER CONTRIBUTION FROM KARNATAKA FOR BIGG BOSS S8

Gender Split



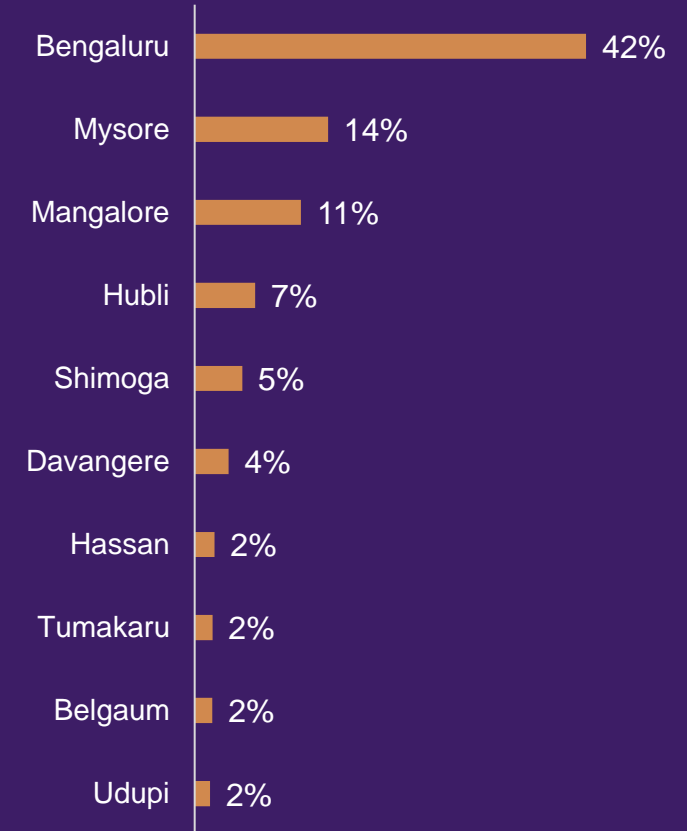
Age Split



Viewers Zone Split

South 93%  
Rest (North + West + East) 7%

Top 10 Cities Contribution (within Karnataka)- Viewers split







# BIGG BOSS MARATHI S04

## PREVIOUS SEASON'S PERFORMANCE

**1.50 BN+**

TOTAL (MINS)  
WATCH TIME



**100 MN+**

VIEWS

**5.0 MN+**

VIEWERS

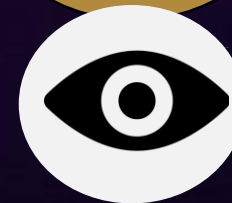


**2.1 BN+**



EXPECTED WATCHTIME

**140 MN+**



EXPECTED VIEWS

**8 MN+**



EXPECTED VIEWERS



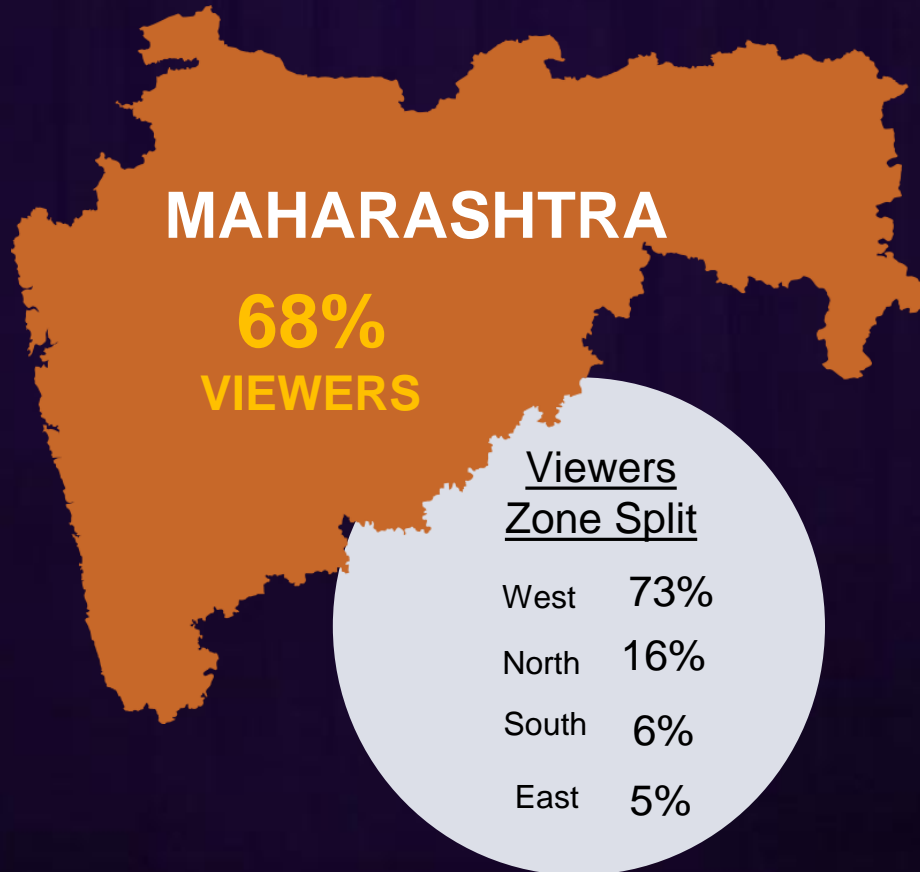
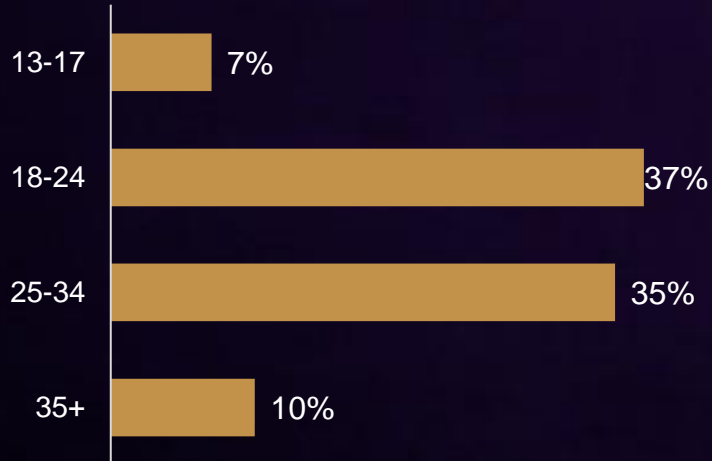


# HIGHEST VIEWER CONTRIBUTION BY MAHARASHTRA FOR BIGG BOSS MARATHI S03

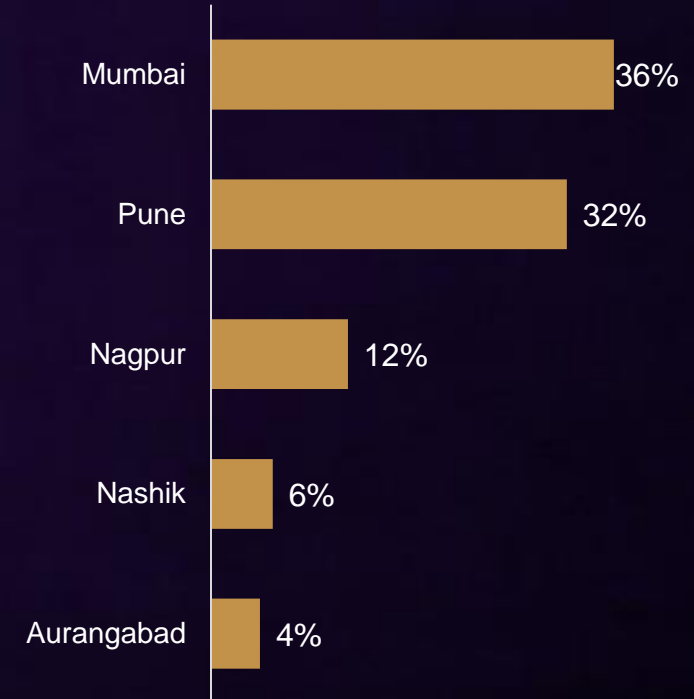
Gender Split



Age Split



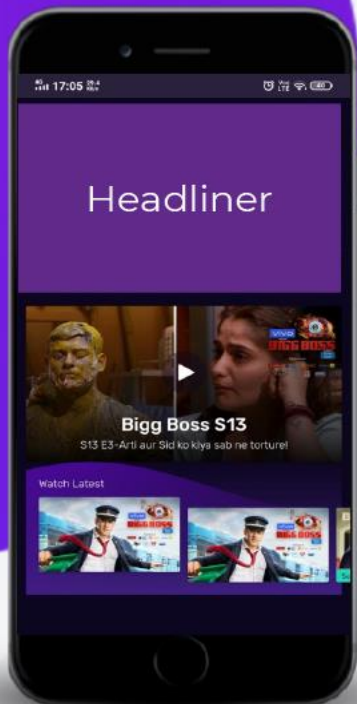
Top 5 Cities  
(within Maharashtra)-  
Viewers split



# INVENTORY SOLUTIONS

BUILD AWARENESS AND CONSIDERATION

## HEADLINER



## ON DECK PIP



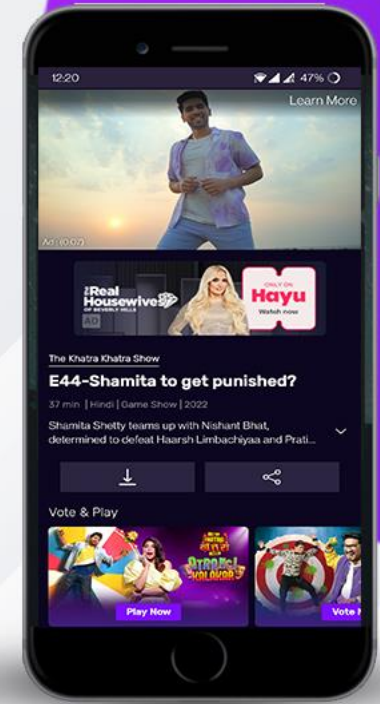
## VIDEO INVENTORY



## VIDEO OVERLAY ADS



## ROTATIONAL BANNER





**GO BIG ON**



THE CONTENT OF THIS PRESENTATION IS PROPRIETARY WORK OF VIACOM18 AND STRICTLY CONFIDENTIAL AND PRIVILEGED. ANY USE, ANY FORM OF REPRODUCTION, DISSEMINATION, COPYING, DISCLOSURE, MODIFICATION, DISTRIBUTION AND/OR PUBLICATION OF ANY PORTION HEREOF IS STRICTLY PROHIBITED AND MAY BE UNLAWFUL. © VIACOM 18 MEDIA PVT. LTD., 2022