

Brihan Maharashtra Mandal of North America conducted a survey during a 4 week period (Mid October to Mid November, 2006) to assess the interest of the Marathi Community in North America in getting Marathi Channels via Satellite System.

Summary of Findings are as follows:

Scope	<ul style="list-style-type: none"> • 1300 Completed the Survey which was conducted in Mid October-Mid November, 2006
Satellite Subscribers	<ul style="list-style-type: none"> • Of the total 45% are currently subscribers of one/more Satellite Systems, of which 90% subscribe to Dish Network
Willingness to Subscribe to Satellite System	<ul style="list-style-type: none"> • 94% of the non Subscribers are willing to subscribe to a satellite system if a Marathi Channel is available on the satellite system”
Willingness to Subscribe to Marathi Channels	<ul style="list-style-type: none"> • 94% of the total respondents stated that they would “subscribe to Marathi Channels if they are available
Price sensitivity	<ul style="list-style-type: none"> • 75% will be willing to pay over \$10 pm
Advertising	<ul style="list-style-type: none"> • 20% of the respondents are willing to advertise on the Marathi Channel
Choice:	<ul style="list-style-type: none"> • 82% of the respondents have indicated Zee Marathi as the 1st Preference