



QYOU Media and Airtel partner to launch The Q India's exciting digital-first content to Airtel Digital TV customers

TORONTO and LOS ANGELES, Dec. 18, 2018 /CNW/ - **QYOU Media** (TSXV:QYOU; OTCQB: QYOUF) today announced that it has partnered Airtel Digital TV, the DTH arm of Bharti Airtel ("Airtel"), to bring The Q India's 24/7 linear stream of digital first content to Indian homes. Airtel Digital TV customers can now enjoy The Q India's exciting content that has been curated from top creators in the region, as part of their monthly DTH pack.

With the average Indian consumer increasingly watching short-form video content on social media platforms like YouTube and Facebook each month, there is growing opportunity to engage customers with short form content on a regular basis. Airtel Digital TV, which reaches over 14 million homes across India, is bringing The Q India to its platform to leverage this trend. The Q India will be available on channel number #125 on Airtel digital TV and will be broadcast in Hindi.

With this partnership, The Q India will continue to expand the viewership reach for its premium content coming from India's leading digital content creators. The Q India is a 24/7 linear service stream of premium curated content that launched in December 2017 and is aimed at Young Indians (20-30 years). The service has established content partnerships that include some of the most watched and influential digital content creators in India, including the popular web-series; [Official Chuckyagiri](#), [What The Folks](#) and Being Indian as well as curated episodes from leading digital programs in India, including: 101 India, Pocket Aces, Comic Wallah and BLUSH.

Sunil Taldar, CEO & Director – DTH, Bharti Airtel said: "We are constantly innovating to add greater value for customers and enhance their TV experience on our platform. We are always working towards bringing new content and relevant programming for our customers. With this partnership with QYOU Media, we aim to bring the growing trend of short form video consumption to homes on their TV."

Sunder Aaron, General Manager and Co-Founder, The Q India comments: "Young Indians have been lacking a general entertainment brand or service that speaks directly to them. Our mission at The Q India is to address this need with a powerfully relevant service proposition that is entirely unique in proposition, programming the best Indian video content from digital creators who are streaming across platforms. We are delighted to join Airtel, and happy that both platform and advertising partners are beginning to recognize the potential The Q India offers them to reach millions of Millennial and Gen Z digital savvy viewers in their sub base who are now able to enjoy India's best digital content through The Q India service."

About QYOU Media

QYOU Media Inc. is a fast-growing global media company that curates and packages premium content from leading digital video creators for multiscreen distribution. Founded and created by industry veterans from Lionsgate, MTV, and CinemaNow, QYOU's millennial and Gen Z-focused products including linear television networks, genre-based series, mobile apps, and video-on-

demand formats reaches more than 300 million people around the world.

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CNW 09:00e 18-DEC-18