



DIGITAL
LIFE

MEDIA RELEASE

JIO PIONEERS YET ANOTHER REVOLUTION

LAUNCHES INDIA'S FIRST INTERACTIVE SPORTS EXPERIENCE ON JIOTV

CAN BE EXPERIENCED DURING THE ONGOING NIDAHAS TROPHY ON "JIO CRICKET CHANNEL" ON THE JIOTV APP

Mumbai, 9th March 2018: India's popular Live TV App JioTV announced today that it has introduced **India's FIRST interactive sports experience** for consumers watching the ongoing tri-nation Nidahas trophy which is being shown **exclusively on JioTV in India**. With this, JioTV consumers can interact with the game while watching it - A revolution in the Live TV space.

Customers who watch the tri-series can:

1. Customize their viewing experience by selecting from 5 different camera angles
2. Experience audio from stump mic & stadium ambience, giving an immersive feel
3. Choose commentary in a language of their choice - Hindi, English, Tamil, Telugu and Kannada
4. Get access to leading cricket experts and commentators including Zaheer Khan, Ashish Nehra and Gaurav Kapoor
5. View score and other details on demand, on a single click
6. Watch catch-up (past content) in case they have missed a ball or a six

Once again, Jio has put the power of technology in the hands of the consumers, enabling them to challenge status quo. Till date, viewers are fed a single feed with broadcaster controlled video, commentary and score-boarding. With this innovation of digital interactivity, the game-viewing experience will get redefined.

"Interactivity in sports will transform the way sports is consumed in India. Jio continues to deliver the best and most premium content exclusively to its users through the Jio apps. Additionally, we have challenged status quo and redefined the existing user experience, with the help of technology. Jio will continue to bring a superlative consumer experience in the areas of sports, AR, VR, Immersive viewing and more in the coming days," said Mr. Akash Ambani, Director, Jio.

JioTV users need to update to the latest version of the app from relevant app store to get this feature. JioTV, which recently won the prestigious Global Mobile (GLOMO) Award 2018 for the "Best Mobile Video Content", has acquired the exclusive India digital rights for the T20 cricket series Nidahas Trophy - a tri-nation T20 competition being played at Colombo from March 6 to 18, 2018 between host Sri Lanka, Bangladesh and India. JioTV will provide comprehensive coverage of the triangular series, enabling millions in India to access live and catch-up content on their mobile devices. The event coverage on JioTV will commence on match days at 6:25 pm. It will include live and repeat telecast and highlight packages.

About Reliance Jio Infocomm Limited:

Reliance Jio Infocomm Limited ("Jio"), a subsidiary of Reliance Industries Limited ("RIL"), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

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Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

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