

ZEE5 to strengthen its presence in Africa, Middle East and Asia

ZEE5, Zee Entertainment Enterprises Ltd's digital entertainment platform announced a key strategic alliance with Zeasn, one of the leading home digital entertainment service providers. The partnership will make ZEE5 available on millions of Zeasn devices across Asia, the Middle East and Africa.



Available in more than 190 countries, ZEE5 offers multi-lingual content across English, Tamil, Hindi, Malayalam, Telugu, Kannada, Marathi, Bengali, Oriya, Bhojpuri, Gujarati and Punjabi.

ZEE5 comes packed with 1,00,000 hours of On-Demand content, including Movies and TV Shows, Music and Health and Lifestyle videos along with its original shows, across 12 languages.

ZEE5 also has an extensive Live TV offering with 60+ popular Live TV channels, including ZEE network's channels.

With over 2.5 million Zeasn connected device users now being able to watch ZEE5 across any screen of their choice, this partnership further strengthens ZEE5's international reach, while giving Zeasn users access to the largest library of over 1,00,000 hours of language content across genres.

“Asia, Middle East and Africa are among the fastest growing markets in the world for online entertainment content and are key markets for us, given the huge South Asian diaspora, and the universal love for Bollywood content even among the locals there.

“By enabling over 2.5 million Zeasn users to access our unparalleled content library, this partnership further underscores our commitment to bring the best of language entertainment to viewers across devices of their choice,” said Archana Anand, ZEE5 global's chief business officer.

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