Dish TV India announces launch of the second edition of India's largest M&E/ broadcasting industry hackathon with 'Dish-a-thon 2020'

~A 48-hour long hackathon will offer cash price and scope to work with Dish TV India~

India, May 19, 2020: After the stupendous success of M&E Industry's first ever hackathon, Dish TV India, India's leading DTH Company is all set to hold second season of hackathon ***'Dish-a-thon 2020'*** with a promise to make it bigger & better. The unique, 48 hours long, hackathon is aimed at inviting disruptive ideas with participation of young innovators/disruptors/ startups/students/ developers across India. Dish TV India is credited with organizing M&E/ broadcasting industry's first hackathon in 2018 which received overwhelming response in Bangalore & Delhi NCR.

For Dish-a-thon 2020, registration is currently open and the last day to submit entries is May 30th, 2020. To ensure safety and wellbeing of participants amid Covid-19, Dish-a-thon 2020 will be conducted through virtual event and participants will be allowed to present their solutions through video/webinar.

On the launch of 'Dish-a-thon 2020', **Mr. Anil Dua, Executive Director & Group CEO, Dish TV India Limited, said**, "The amazing response and innovative ideas received during Dish-a-thon 2018 gave us the motivation to organize Dish-a-thon 2020 in a bigger avatar. We, at Dish TV with our DTH brands Dish/d2h and our new OTT brand Watcho, always look at ways to enhance the content consumption experience for our customers and technology plays a huge role in it. The first Dish-a-thon had garnered huge participation and a lot of praise from the M&E/broadcasting industry owing to its unique format and approach, providing a platform to the young and promising techies. This year, with the change in format from on-ground to online, I am sure the competition will be tougher, taking the fun and frenzy even higher."

Speaking on the initiative **Mr. Sukhpreet Singh, Corporate Head – Marketing, DishTV & Watcho, Dish TV India Limited, said**, "We are excited and proud to bring the second season of Dish-a-thon 2020. Our commitment to promote innovation and provide a platform to emerging talent continues with second season Dish-a-thon. To enhance TV viewing experience and drive digital transformation, Dish-a-thon 2020 will not only be cognizant of today's technological advancement, but also ignite imagination and creativity to come up with some interesting futuristic ideas for M&E/ broadcasting industry. Like previous season, we look forward to receiving overwhelming response this time too."

Dish-a-thon 2020 is open for individual team of developers and startups. DishTV along with IncubateIND will be shortlisting 40 teams for a 48-hour open-format grand finale, which will be a combination of virtual event between 12-14 June 2020. During the event, participants will get an opportunity to interact with industry experts and work with mentors to co-create and co-develop new solution and technology. The winners will be recognized through certifications and cash rewards and will also stand a chance to start a strategic engagement with DishTV.

Please visit *dish-a-thon* for further details.

YouTube Link - https://www.youtube.com/watch?v=dImu0KHxYnc
Registration Link - https://incubateind.com/dishathon2020/

About Dish TV India Limited:

Dish TV India Limited is India's leading direct-to-home (DTH) Company and owns multiple individual brands like Dish TV, Zing and d2h under its umbrella. The company benefits from multiple satellite platforms including SES-8, GSAT-15, and ST-2 and has a bandwidth capacity of 1278 MHz, the largest held by any DTH player in the country. Dish TV India Limited has on its platform more than 700 channels & services including 31 audio channels and 71 HD channels & services. The Company has a vast distribution network of over 3,700 distributors & around 400,000 dealers that span across 9,400 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centers that are spread across 22 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit www.dishtv.in

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