

## PRESS RELEASE

# Dish TV's OTT Platform Watcho Launches 'Watcho Storytellers Conclave' – A Visionary Platform Empowering Filmmakers, Content Creators, and Redefining India's Entertainment Landscape

- *As a first-of-its-kind initiative in India, Dish TV's Watcho is creating new opportunities for both emerging and established content creators*
- *Watcho celebrated the inaugural launch of the 'Watcho Storytellers Conclave' in Kolkata, featuring eminent filmmakers and creators such as Prosenjit Chatterjee, Aniruddha Roy Chowdhury, Prasun Chatterjee, and Indranil Roy Chowdhury, among others*
- *This event is part of a series, with the next editions planned for Hyderabad and Mumbai*

**India, 23 November 2024:** In a transformative move to revolutionize content creation, Watcho, Dish TV's popular OTT aggregation platform, has launched the 'Watcho Storytellers Conclave,' an innovative platform dedicated to empowering filmmakers and content creators across India. This first-of-its-kind initiative addresses the need for level playing field for film makers and content creators, also, creating and opening up new avenues for both emerging and established talent to connect with audiences and share their unique narratives. By providing a welcoming space for diverse artistic expressions, Watcho fosters an environment that encourages creativity and innovation, overcoming traditional barriers to success and enhancing the overall entertainment landscape.

Watcho is a game-changer for emerging filmmakers and creators, offers numerous benefits with even more breakthrough features and opportunities to come. The platform creates new opportunities, charts new roads, and forges new paths for filmmakers and content creators, providing access to a vast audience through Dish TV and Watcho's combined 10 million+ households, along with promotional opportunities across multiple channels for maximum visibility and impact. For viewers, the platform promises a carefully curated selection of diverse content that enriches their experience with fresh, hand-picked programming, making quality entertainment accessible to all.

**Manoj Dobhal, CEO & Executive Director of Dish TV India Ltd, said,** "In a vibrant and diverse nation like India, the creative voices of our filmmakers and artists often remain unheard due to limited avenues and opportunities. With this event, we are pioneering a movement that empowers creators to transcend traditional constraints and connect directly with audiences. Our vision is to cultivate an inclusive platform where every creator can share their unique stories, enhancing visibility and enriching the cultural fabric of our entertainment industry. As we embrace the digital-first era, we foresee a future where every narrative, no matter how unconventional, can resonate with its audience. With Watcho Storytellers Conclave, we are committed to nurturing an ecosystem that celebrates creativity and transforms the entertainment experience for all."

**Mr. Sukhpreet Singh, Corporate Head of Marketing, Dish TV & Watcho, said,** "The Watcho Storytellers Conclave in Kolkata marks a pivotal moment in our commitment to nurturing the next generation of

storytellers. With this event, we are not just providing a platform; we are cultivating a vibrant community where creativity thrives. Today's viewers demand content that resonates with their diverse experiences, and Watcho enables creators to step into the spotlight and share their unique voices."

To commemorate the launch of the visionary platform, Watcho organized a 'Watcho Storyteller Conclave' in Kolkata featuring esteemed filmmakers and creators, including Prosenjit Chatterjee, Aniruddha Roy Chowdhury, Prasun Chatterjee, and Indranil Roy Chowdhury. The event included three sessions, offering valuable insights into the challenges and opportunities within the content creation landscape, while also expressing enthusiasm for the possibilities that the platform will bring to the industry.

The first session focused on 'Masterclass on Crafting Local Stories for Global Audiences,' featuring Indian actor and producer Prosenjit Chatterjee as a panellist. During the discussion, **Prosenjit Chatterjee, National award-winning actor and producer, shared his insights, stating,** "DishTV Watcho is a game-changer for emerging filmmakers and creators. It levels the playing field, making it easier than ever to share your vision with the world. It's going to be a one-stop hub where creativity meets opportunity, and I'm excited to see the future of film and content unfold here. I'm eagerly thrilled for the Watcho Storytellers Conclave on Nov 23rd, where I will meet and chat with the younger generation coming into the industry."

The second session, 'Beyond Box Office and OTTs: Emerging Filmmakers Breaking Barriers,' featured Indian film directors Aniruddha Roy Chowdhury and Prasun Chatterjee. In this engaging discussion, **Aniruddha Roy Chowdhury, National award-winning director, shared his perspective, saying,** "I'm really looking forward to the DishTV Watcho Storytellers Conclave which is an incredible event where I will be talking about emerging filmmakers who don't fit into traditional media models such as Box Office, or OTTs. I'm also quite stoked about DishTV bringing such a great platform like Watcho to us where all the young and emerging filmmakers and creators can come together and showcase their work. It's a splendid initiative and I'm excited to see the successes it leads to."

**Prasun Chatterjee, Filmfare award-winning director contributed, adding,** "A revolutionising platform! DishTV Watcho is levelling up the filmmaking and content game in the country. The platform gives opportunity to all the young and upcoming filmmakers, directors, content creators to showcase their films and publish their content. I'm also attending the Watcho Storytellers Conclave on Nov 23 where I'll be talking to the young filmmakers and creators and sharing my experience and insights with them."

The third session, 'The Art of the Title Sequence: A Cinematic Introduction,' featured insights from **Filmfare award-winning director Indranil Roy Chowdhury. During this discussion, he articulated his thoughts, mentioning,** "DishTV Watcho is transforming the landscape for emerging filmmakers and content creators. It's making it easier than ever to showcase your work and reach a wider audience. I'm really looking forward to the Watcho Storytellers Conclave, where I'll get the chance to meet and inspire the next generation of talent in the industry

**Romi Maitei, National Award-Winning Director, added,** "DishTV's Watcho is doing an amazing job with building this platform for all the young filmmakers, creators and empowering them. Watcho Storytellers Conclave is a celebration of just that. I will be there talking about films, filmmaking, and the new platforms like DishTV's Watcho that are emerging for the betterment of the industry. I'm super excited for the initiative and the conclave."

In another session Road to journey from Actor to digital creator, **Megha Prasad, Actor & Digital Creator, added**, “I’m highly excited for the DishTV Watcho’s initiative that they’re doing for the future filmmakers and content creators. I’ll also be present at the Watcho Storytellers Conclave which is an assembly of emerging and aspiring filmmakers & creators. I will be discussing the effective ways of collaborating with people from various creative fields and making it an overall success.”

With Watcho Storytellers Conclave, we aim to not only elevate our brand but also spark meaningful conversations within the film community. The platform seeks to engage with creators to better understand their challenges and aspirations, fostering a collaborative environment where creativity can thrive. By connecting with various organizations and talent, Watcho is committed to nurturing relationships that support and uplift the content creation ecosystem in India.

Through Watcho Storytellers Conclave, Dish TV stands as a trailblazer, championing local talent and diversifying the entertainment ecosystem, setting a new standard in the industry.

#### **About Dish TV India Limited**

DishTV India Limited is India’s leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH Brands), and Watcho (OTT aggregation platform) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. The DishTV India platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 582 channels & services along with 21 popular OTT Apps. The Company has a vast distribution network of over 2,500 distributors & around 150,000 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call-centres that are spread across 14 cities and are equipped to handle customer queries 24X7 in 12 different languages. For more information on the Company, please visit [www.dishd2h.com](http://www.dishd2h.com)

#### **About Watcho:**

Launched in 2019, WATCHO Exclusives offers many original shows, including web series like Aarambh, GillHarry, Joint Account, Manghadant, Aaidh, Explosive, Aarop, Wajah, The Morning Show, Bauchaar-E-Ishq, Gupta Niwas, Jaunpur among others. That’s not all, Watcho also offers Korean Drama and various other international shows. Last year WATCHO forayed into the OTT aggregation business with its signature Rs. 253 per month plan. Featuring 18 popular OTT apps, it is fast becoming the go-to destination for an all-in-one OTT subscription. Watcho also features a unique platform for user-generated content called Swag where people can create their own content and discover their potential. Watcho can be accessed on a variety of devices (including Fire TV Stick, Dish SMRT Hub, D2H Magic devices, Android, and iOS cellphones) or online at [www.WATCHO.com](http://www.WATCHO.com)

#### **For media queries, please contact**

Hirdesh Agarwal | [hirdesh.agarwal@dishd2h.com](mailto:hirdesh.agarwal@dishd2h.com) | DishTV India Ltd