



## Scripps' sights still set on India

**Scripps Networks Interactive** is determined to launch in India despite the recent collapse of a US\$55m deal with NDTV Group, and has already begun conversations with new potential partners.

Scripps, which runs a bouquet of US lifestyle channels including HGTV, Fine Living Network and Food Network, looked set to take a 69% stake in New Delhi Television subsidiary NDTV Lifestyle - which runs entertainment network NDTV Good Times - after coming to an agreement last November.

The deal, which would have seen Scripps putting US\$55m into the joint venture, valuing it at around US\$80m, was due to be completed this year, but fell through earlier this month.

Scripps Networks International president Greg Moyer told C21: "Ultimately there were some important issues we couldn't agree on and that caused the deal to collapse. I'm not really going to describe in any great detail how things fell apart, but obviously we're disappointed that we couldn't finish the deal.

"We have great respect for NDTV as an organisation, and the people at Good Times are just stellar, so it's with great disappointment that we weren't able to complete the deal. That said, Scripps Networks is still very committed to India and we are certainly aiming to find a way to enter the market, and have already begun conversations with a number of potential parties to help expedite that process."

Moyer declined to set a timetable for when the company might look to enter the marketplace, but did not rule out the possibility that a new deal might be done before the year-end.

"We're moving quickly to have conversations about the Indian marketplace and are optimistic that we will be able to find somebody to enter the market," he said. "We'll move as quickly but as carefully as we need to, to make sure that we don't rush into a deal that isn't appropriate.

"But we're moving. It's top of mind. We're undaunted in our sense of opportunity here - we hit a couple of speed bumps, but I think we'll recover fairly quickly. We're in to win."

Adam Benzine  
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