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## **Network Profile**

**ZEE TV was the FIRST South Asian Channel to launch in the US as well as the first to launch in high definition. It is also the only Nielsen rated South Asian Channel in the USA. ZEE TV is the leading provider of South Asian content in the US that brings innovative and ground breaking programming to its viewers of over 700,000 households. ZEE TV is a paid premium channel available on all major media providers— DISH, Direct TV, Time Warner Cable, Comcast, Cablevision, COX, Charter, and RCN, among many others in the USA.**

### **Age Groups**

Median Age                      **55**

### **Household Income**

Median Income                **\$90K**

### **Education**

Graduated College            **71%**

### **Gender**

Male                                **50%**

Female                              **50%**

### **Featured Programs**

Pavrita Rishta

Punar Vivaah

SRGMP Singing Superstar

DID

Ticket To Bollywood

Zee Cine Awards

Zee Rishtey Awards