



Broadcasting and Distribution **Credentials**



www.acquisory.com

Celebrating 15 Years of Learning & Growth

About Our Firm

- ✓ **Acquisory** was incorporated in 2010, by highly credentialed and experienced professionals, bringing in more than 25+ years of individual experience and a cumulative experience of 300+ years.
- ✓ The management team among themselves represent extensive experience in specialized services across M&A Advisory, Investment Banking, Asset Management and Operations & Risk Consulting.

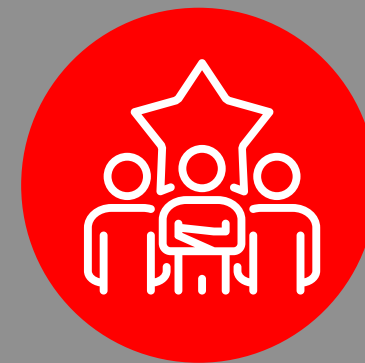
We help clients through the entire business continuum from identification of the problem, to solution, to implementation.



Established in
2010



Services spanning
entire deal continuum



250+
professionals



300+ man years of
experience of
leadership team



Offices at Delhi-NCR,
Mumbai , Bengaluru
& Dubai (UAE)

Our Expertise: Broadcasting & Distribution



DIGITAL ADDRESSABLE
SYSTEMS



INTERCONNECTION
REGULATION



LCN AND
LANDING PAGE



PRE-SIGNAL &
TECHNICAL AUDITS



DEALS AND
FACT SHEET ASSESSMENT



PACKAGE COMPOSITION
& AGREEMENT REVIEW



TARIFF ORDER



SCHEMES &
DISCOUNT OFFERS



SMS & CAS



AUDIT MANUAL



IPTV - INTERNET
PROTOCOL TELEVISION

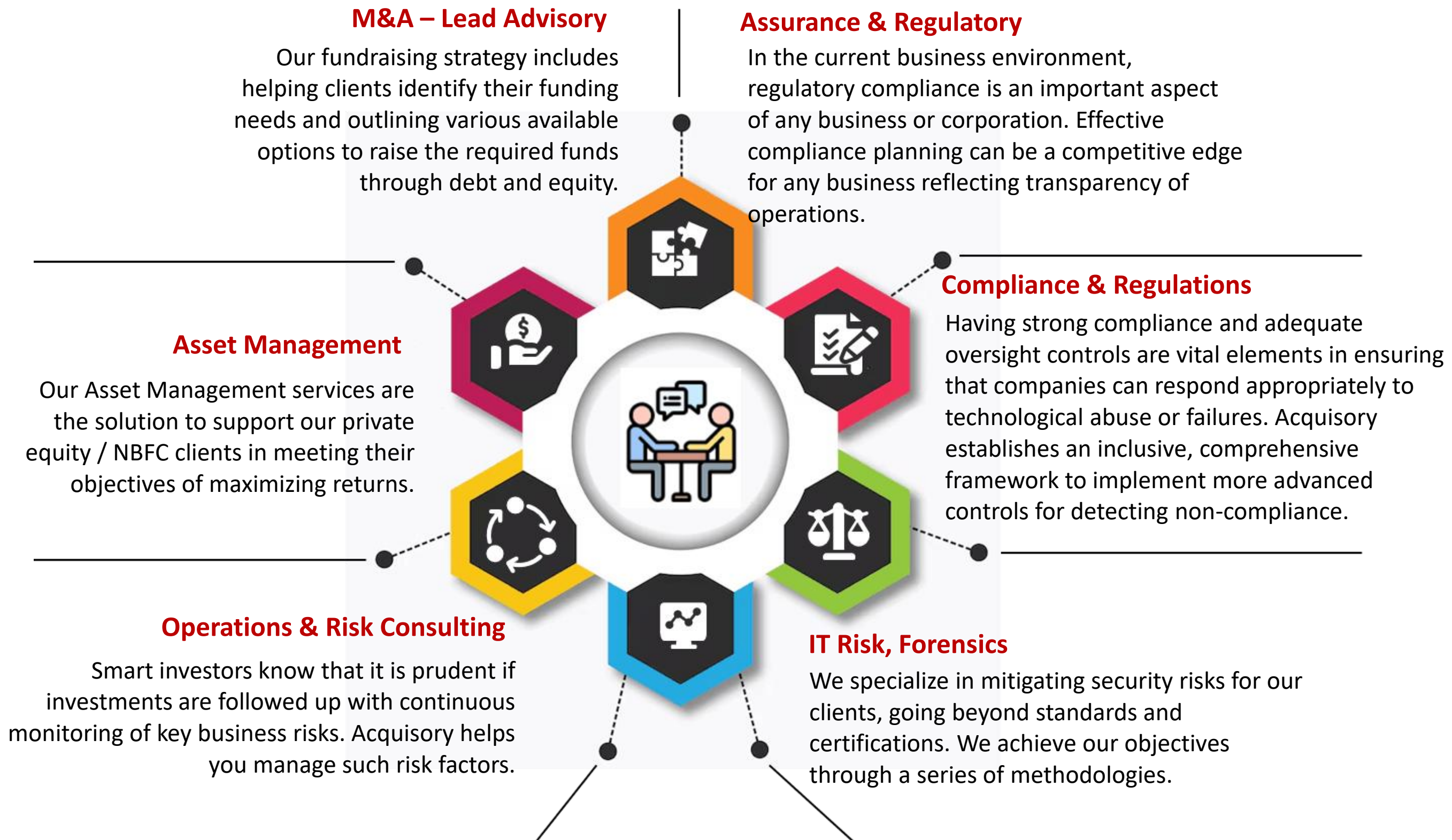


MONTHLY SUBSCRIBER
REPORT (MSR)

OUR CONSULTING SERVICES



Our Consulting Services



OUR SERVICE OFFERINGS

BROADCASTING & DISTRIBUTION AUDIT



Core Services: Broadcasting & Distribution

OUR FORTE



Digital Revenue
Subscription & Internet
Protocol Television



Subscription
Revenue



Data Analytics
& Automation



Technical Review



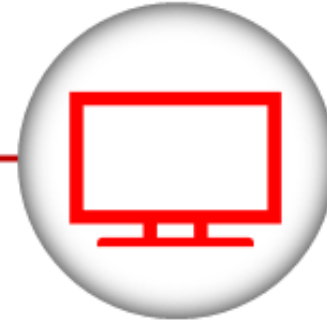
Anti Piracy



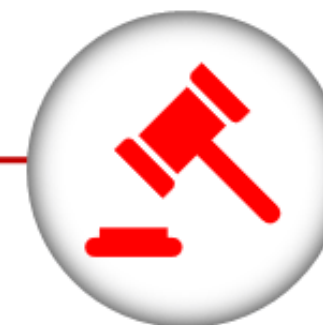
CORE SERVICES



Dynamic Reporting



Television Channel
Distribution

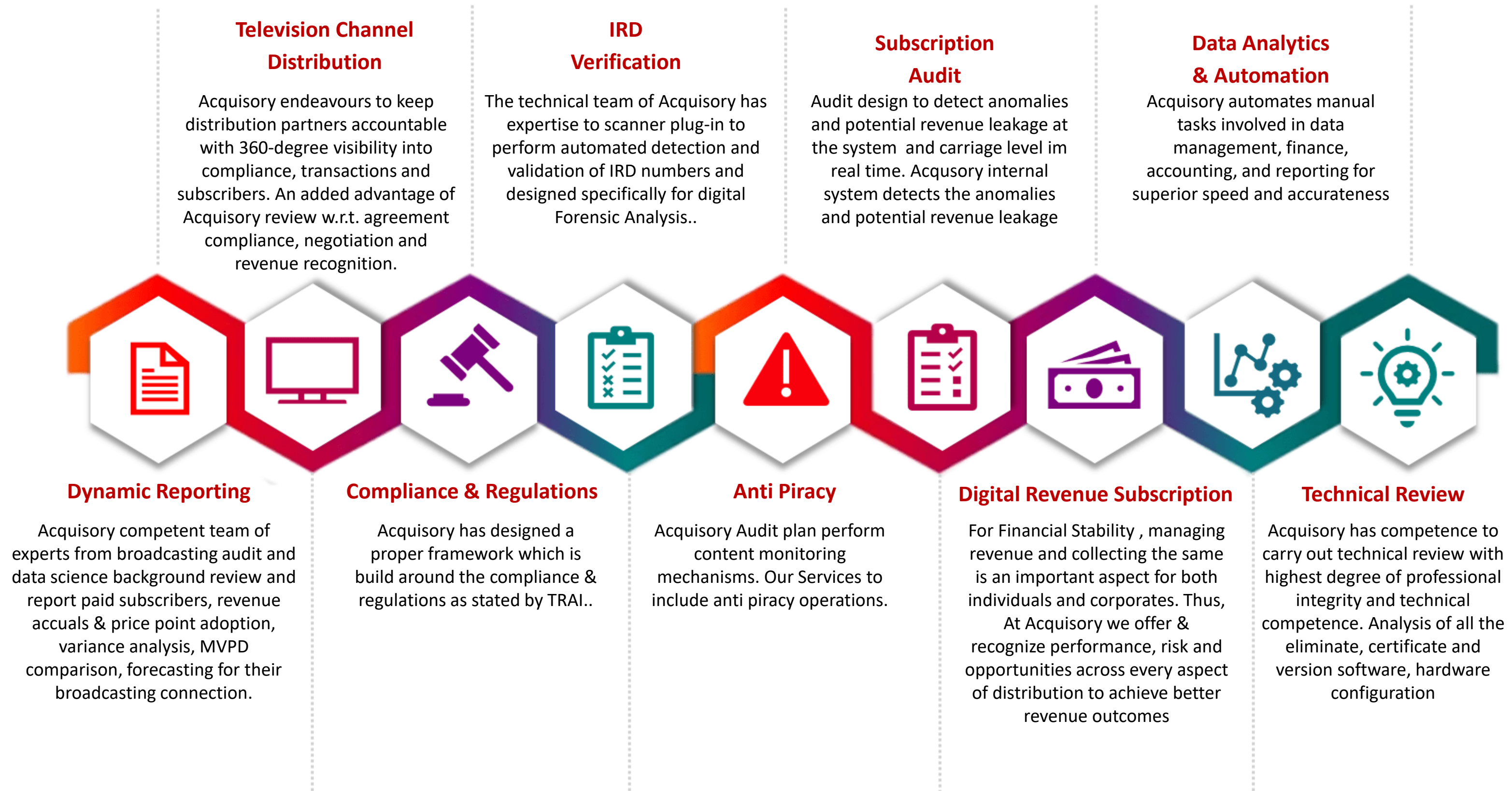


Compliance &
Regulations



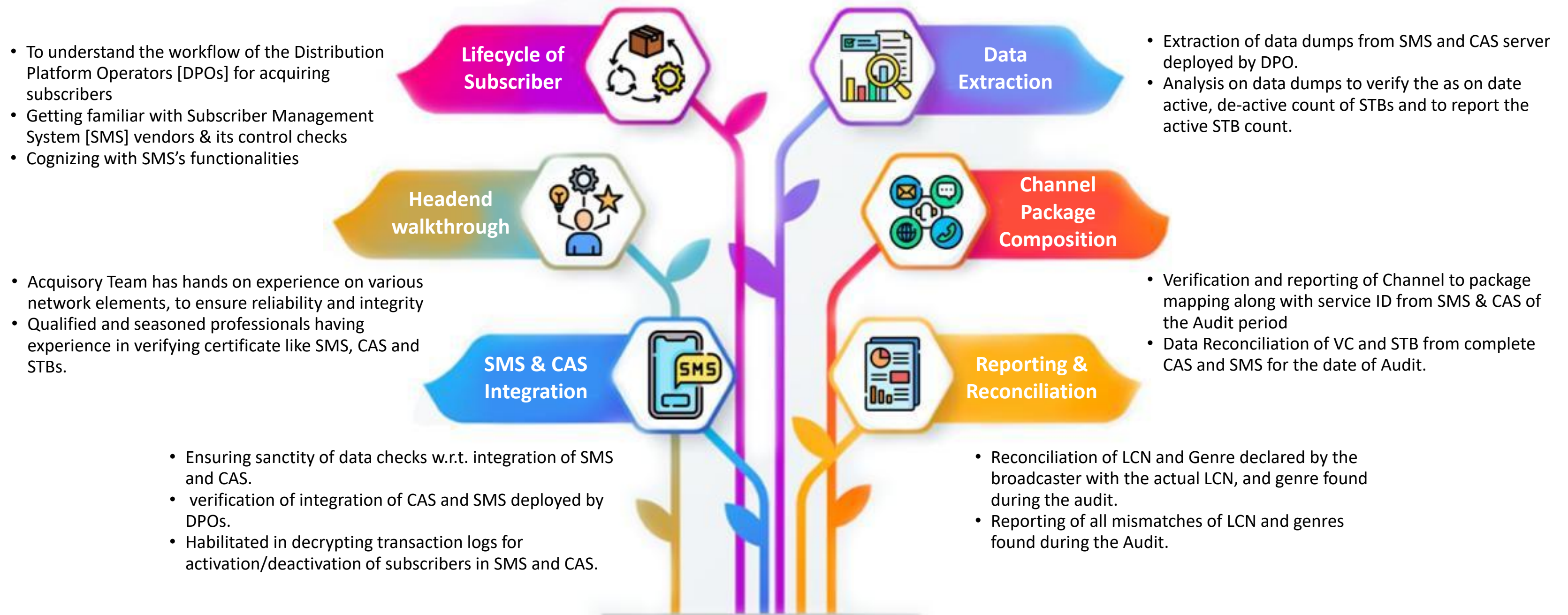
IRD Verification

Core Services: Broadcasting & Distribution



Subscription Audit

Every Distributor of television channels, to conduct a Subscription Audit every year. The Audit shall be of its subscriber management system, conditional access system and other related systems by an Auditor to verify that the monthly subscription reports made available by the distributor to the broadcasters are complete, true and correct, and issue an audit report to this effect to each broadcaster with whom it has entered into an interconnection agreement. Thus, checking of these reports by an Auditor is termed as Subscription Audit.



Data Analytics & Automation

Data analytics automation is the process of using **advanced computer programs and simulations to examine digital information**. Depending on a business' industry, its staff might collect statistical data on customer information, production processes, profitability or performance metrics.

FINANCIAL ANALYTICS

- Financial Statement Ratio analysis
- Debtors' analysis
- Creditor's analysis
- Procurement analysis
- Spend analysis
- Performance dashboard Finance

BUSINESS INTELLIGENCE

- Customer Behavior
- Churn Analysis
- Process Efficiency analysis
- Balanced scorecard
- Segmentation Analysis
- Research Analysis

AUDIT ANALYTICS

- Control analytics
- (TOE analysis for business cycles)
- Fraud analytics
- Revenue Assurance Analytics
- Comparative Analytics

ERP & IT ANALYTICS

- indicative services include
- SOD assessment
- Configuration analysis
- ERP control analysis
- ERP security analysis



Technical Review

Technical Review entails discussions with senior/operational management to understand critical business processes and inherent risks therein, as well as agreed walk-through tests; simulation testing and transaction logs analysis to assess the efficacy of internal controls.

TS Recordings

- Verification of TS Recordings and to reconcile with headend TS recordings and VC samples available in CAS and SMS database of DPO.
- Self-equipped team which can yield TS grabs wherever necessary.
- Identification of the number of channels in SD and HD format

Simulation Testing

- Understanding process flow for commands routed through SMS as well as commands executed through CAS
- Self-developed checklists for scheduling feature to execute Fingerprinting (FP)
- Highlighting system capabilities to execute ECM & EMM based FP & OSD, Global also as per regulations



MUX

- Verification of several MUXs installed with individual Transport Stream (TS) configuration capacity.
- Identification of active TS output of each MUX
- Reviewing encryption of TS from MUX
- Comprehensive analysis of MUX's CAS configuration.

Package Composition

- Validating channel list from SMS in accordance with services configured in CAS.
- Verification of channel list available in the packages to identify changes registered in the logs.
- Qualified professionals to identify pseudo channels, if any.

Transaction Logs

- Identification of historical records for at least 24 months from the date of inspection/audit.
- Verification of the attributes for the commands executed to restrict misconduct.

Anti-Piracy

Acquisory proactively fights the growing scale and sophistication of ever-evolving piracy threats including breaches on broadcast systems.



01

Investigation (Field Work)

Co-ordination with respective agency to conduct groundwork/filed investigation to gather the evidences (recordings) for piracy of channels.

02

Conduct Anti-Piracy Raid

- Co-ordination with local police station official and conduct anti-piracy raid at site/location.
- Recording all evidences and seize all equipment at the site / location.

03

Conduct Anti-Piracy Raid

Letter of Authority to be issued to Acquisory for conducting Anti – Piracy raid and confirmation from Broadcaster about the site / location where anti-piracy raid to be executed.

04

Report Submission

Publishing a final report to broadcasters' and submission of evidences to broadcasters', collected during anti-piracy raid.

05

FIR Launch

Co-ordination with respective agency to book a FIR in nearby police station for conducting anti-piracy raid, based on the piracy evidences.

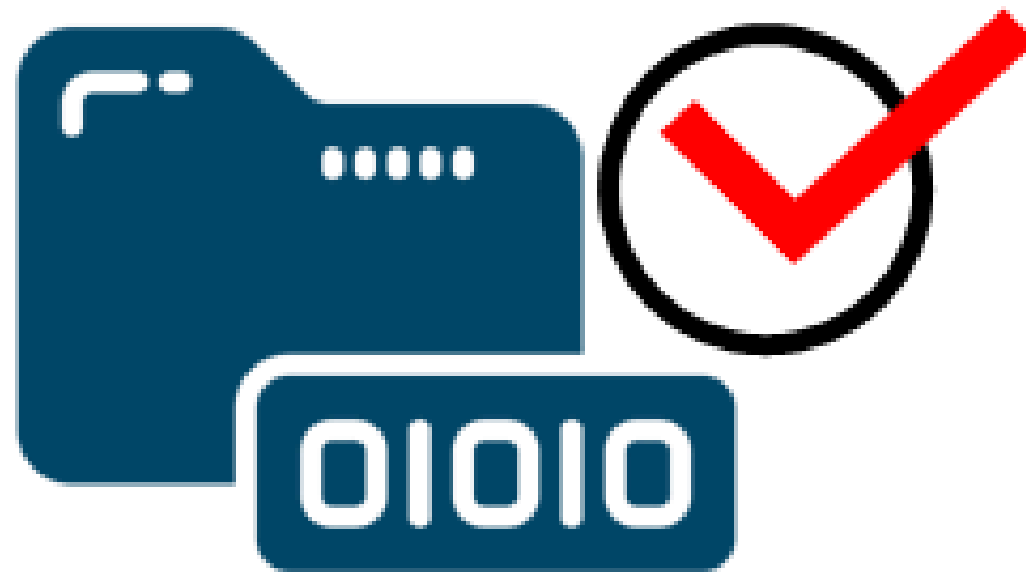
06

Broadcasters' confirmation on closure

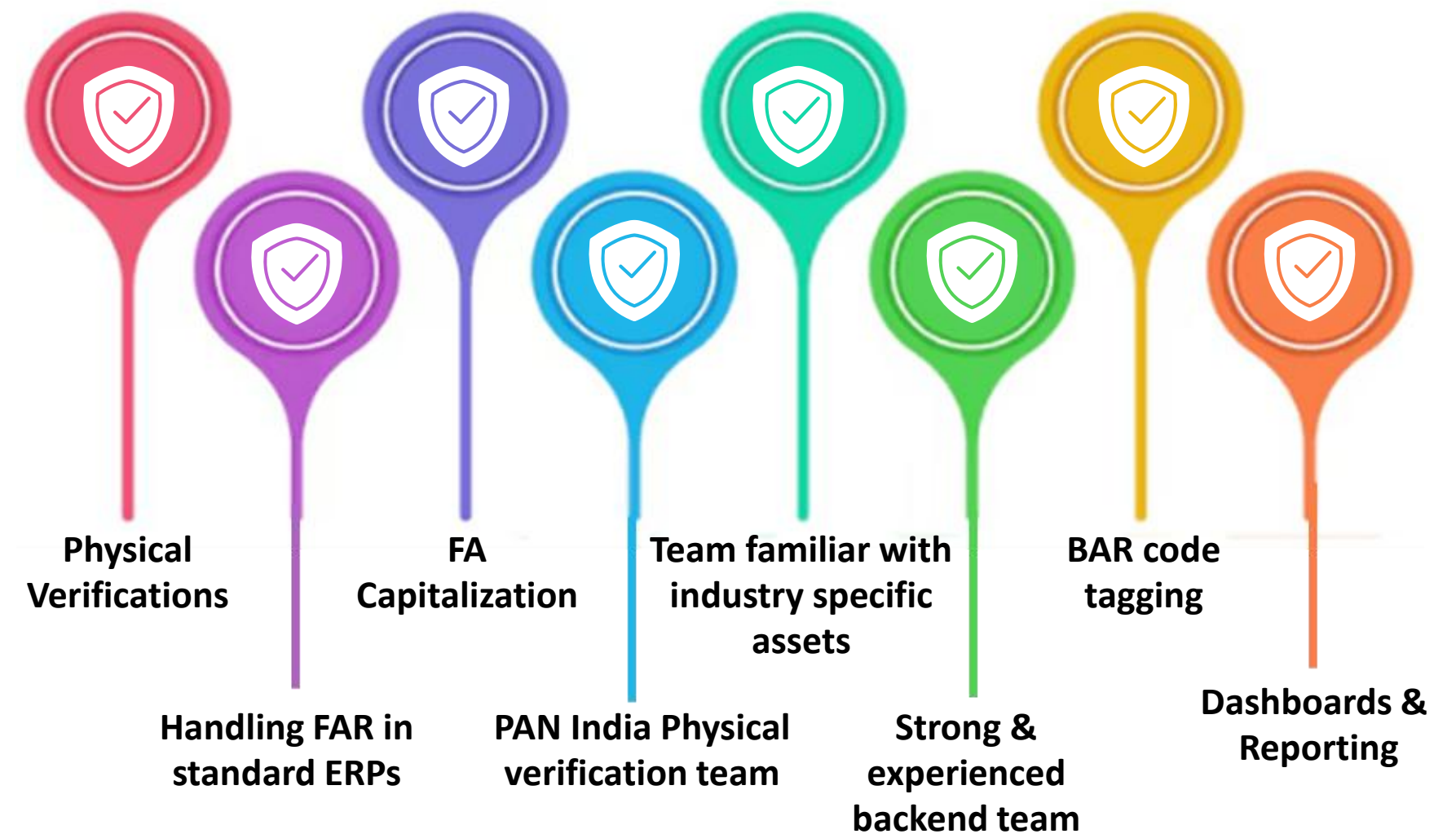
Sending daily status updates to broadcasters for an on-going anti-piracy raid and closing the anti-piracy raid on broadcasters' confirmation.

IRD Verification

The IRD number validation service validates a customer's IRD number, identity and contact information and provides an assessment if it's likely to be correct.



- Physical verification of assets at PAN India Level to match the physical records with books of accounts
- Assess the process for Fixed Asset Register (FAR) updating and reconciliation
- Verify the accuracy of asset categorization and accounting
- Review stock stacking and labelling
- Identify ERP and Non-ERP items
- Tagging and barcoding of fixed assets for easy identification of assets



Compliance & Regulation

System Compliance

- Reviewing complete network design and architecture understanding.
- Overview of 360-degree visibility into compliance, transaction and subscribers.

Agreement Compliance

- The Audit design and Acquisory examination of the documents provides a value-added perspective to enhance financial management, operations and accountability. Acquisory experienced professionals shall provide an insight that will enlighten future aspirations.

Anti Piracy Regulations

- Acquisory to keep a check on the Distribution Platform Auditor- to ensure DPOs are in compliance with the Digital Addressable System [DAS] of the Interconnection Regulations.
- Data Analysis of queries run, CAS and SMS-generated reports of DPO.

TRAI Regulations

- Stringent framework designed which revolves around the regulations as stated by TRAI
- Reporting of non-compliance status information to TRAI as per Interconnection Regulations, 2017 & 2023

Broadcasting Regulations

- Formulation of Audit design as per the formulation & administration of rules, regulations & laws by the Ministry of Information and Broadcasting.

Anti Piracy Regulations

- Technical Audit Structure contains the piracy checks as per schedule III & Schedule X
- Verification of blacklisted VC and STB.



Television Channel Distribution

Distribution channels are the paths that products & services take on their way from the manufacturer or service provider to the end consumer.
Acquisory functions from Scheduling programs, Media Order booking, Traffic Daily Log, Schemes / Offers, Placement / Carriage and Billing.

Deals /Fact Sheet Assessment

Assess & evaluate deal finalization process with operators based on facts.



Agreement Review

Review agreements signed with Operators and compliances thereon compare contracts for renewal cases.



Placement & Carriage

Examine Placement and Carriage charges levied for each operator with relevant explanation..



Schemes & Offers

Validate schemes / promotional offerings by the Operators,



Landing Channel & LCN

Review Landing Channel deals with the Operators as stated on the agreement.



System Review (SMS/CAS/DRM)

Reconcile SMS and CAS/DRM from Commercial and Technical aspects.



Invoicing & Billing

Exhaustive analysis on Invoice generation, offers factors, waivers & adjustment, posting, etc.



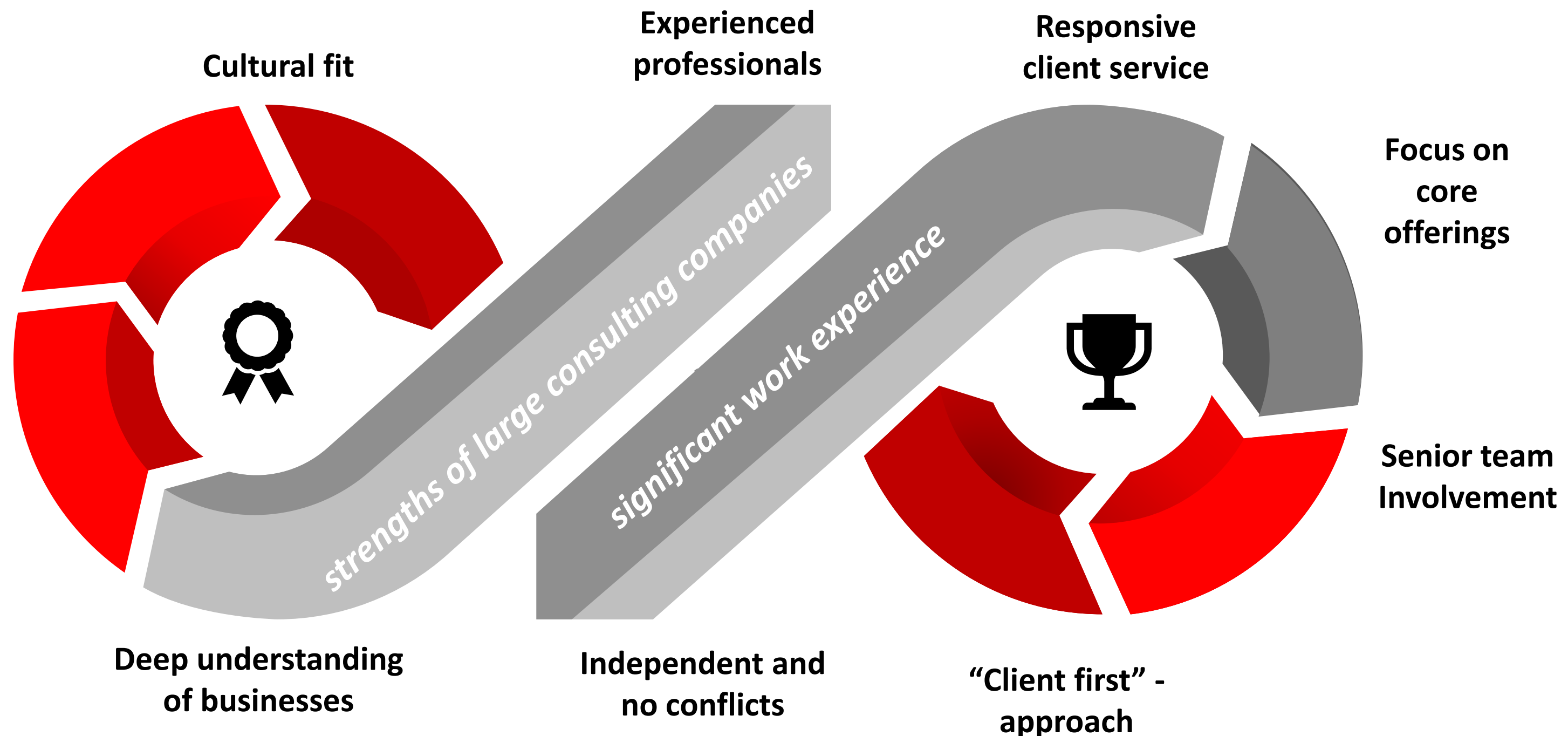
Payment & Collection

Assess payment postings, reversal entries, outstanding and the entire collection process.

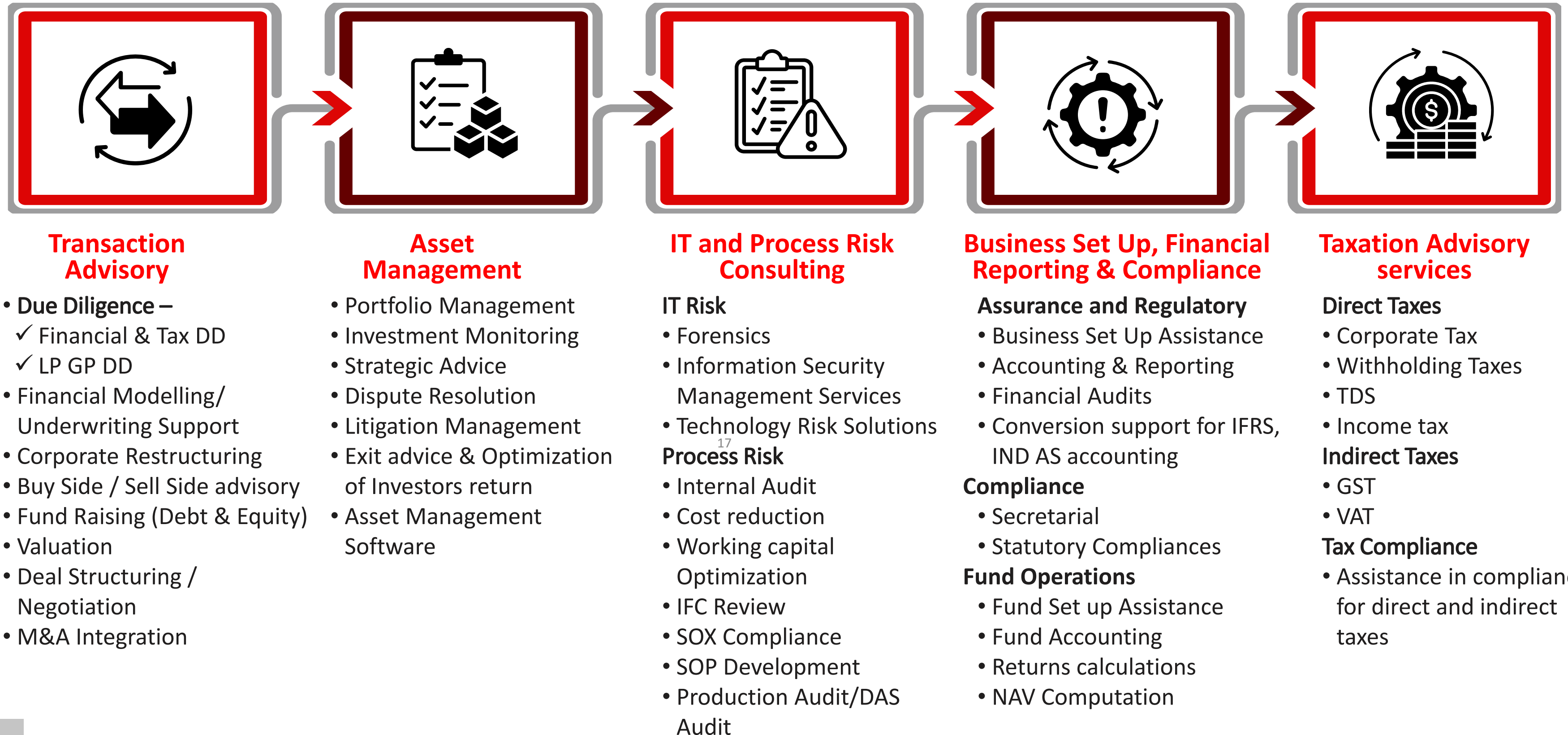


Why Acquisory?

Acquisory fills a unique and valuable position in the market, as depicted below. We bring a unique blend of knowledge and experience to the table which combine the focus, dedication and independence of a boutique firm, with the methodologies & deep skill-sets of the Big 4.



Our Service Portfolio



Our DAS Audit Experience

Acquisory has performed over **300+ DAS (Digital Addressable Systems)** Audits of winning media and production companies like Viacom 18, Zee Entertainment, Disney, Sony, UTV and many more.

Over
300+
DAS Audits Delivered



TEAM STRUCTURE & QUALITY ASSESSMENT

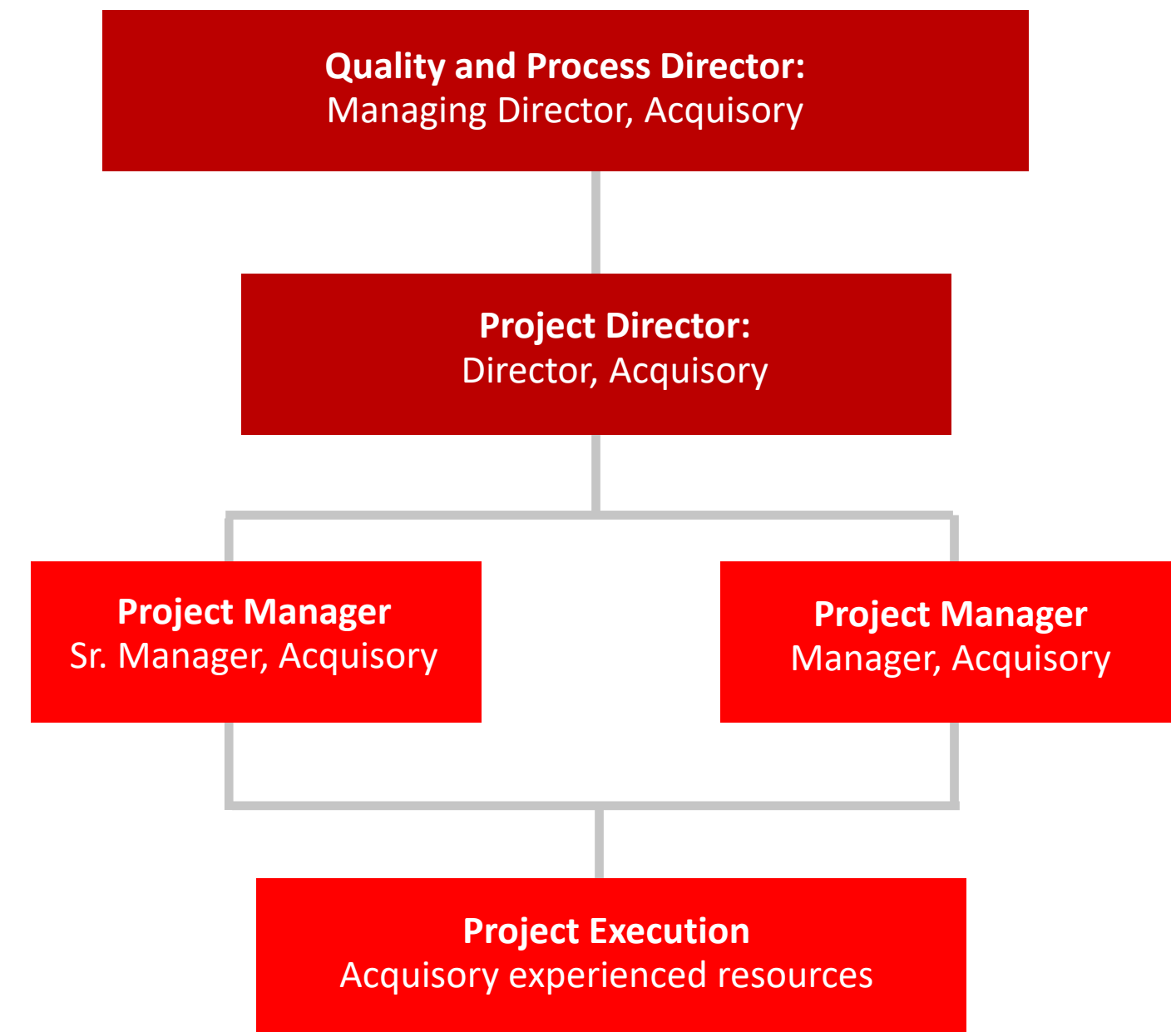


Illustrative Team Structure

We propose to use an experienced team of resources in order to bring together Industry expertise, consulting expertise, and process expertise.
The team will endeavor to remain in constant touch with the client to provide them regular updates.

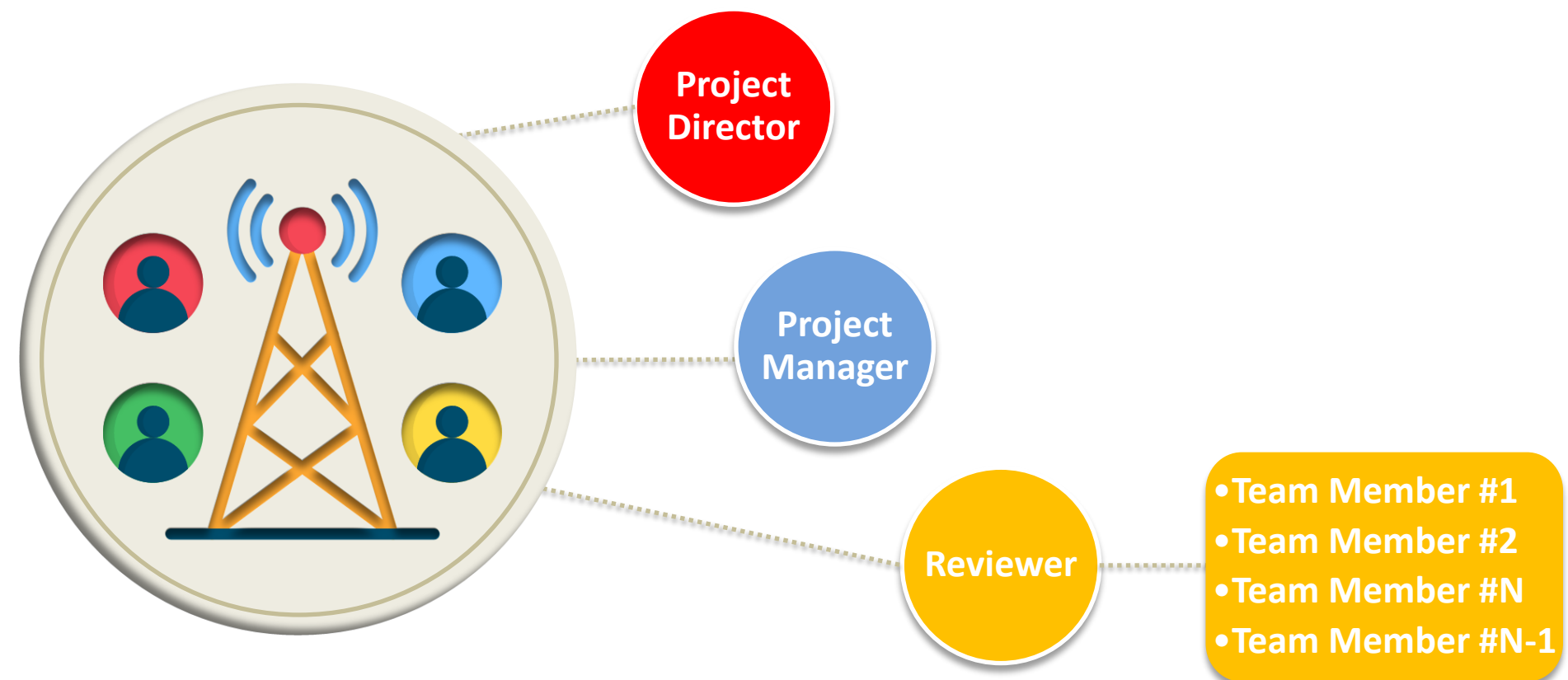


Team Structure & Quality Assessment Mechanism



Quality Assessment Mechanism

Approach to performance improvement that integrates client/partners and leverages opportunities created by upstream and downstream linkages with a focus on creating value and achieving the satisfaction of intermediate and final deliverables. The Mechanism constitutes an objective, independent evaluation and acts as the information sought with quality improvements for the client/partners.



Acquisory Internal Review Mechanism – Quality & Deliverables



Awards & Certifications



**Venture Intelligence Ranking –
2024-25**



**Indian Achievers Forum
Award 2022**



**Best M&A Advisory Firm -
2018**



**Due Diligence Experts -
2014**



**M&A Advisory Firm of
the year 2013**



ISO 9001:2015



ISO/IEC 27001:2022



Select Clientele



Select Clientele



Highly Credentialed Team



Sumchit Anand

Qualification - CA
Experience - 30+ Years
Registered Valuer- IBBI



Krishan Goyal

Qualification - CA
Experience – 20+ Years
Registered Valuer- IBBI



Kinnari Gandhi

Qualification – CA
Experience – 20+ Years



Rajarshi Datta

Qualification - MA (Econ.)
Experience - 20+ Years



Varun Kohli

Qualification - CA
Experience - 18+ Years



Benoy Varghese

Qualification: MBA
Experience: 20+ Years



Puneet Batra

Qualification - CA
Experience - 17+ Years



Ranjit Vishwakarma

Qualification: MBA
Experience: 15+ Years

Highly Credentialed Team



Ketan Jain

Qualification- MBA Finance
Experience – 10+ Years



Ankit Patel

Qualification – B. Com
Experience – 10+ Years



Sunny Gupta

Qualification – BAF
Experience – 8+ Years



Abhishek Shukla

Qualification – BCOM
Experience – 5+ Years



Mayuresh Rane

Qualification – MCOM
Experience – 5+ Years



Ashish Dubey

Qualification – B.Com
Experience – 5+ Years

Media & Entertainment - **Ranjit Vishwakarma**



Ranjit Vishwakarma

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Ranjit is a Seasoned Professional with 15+ years of experience in Business Consulting and Risk Assurance Services in Media & Entertainment, and Manufacturing domains with a focus on Revenue Assurance, Billing, Systems and Process Audit, Process Re-engineering, and Data Analytics. Ranjit is the Manager at Acquisory's Mumbai base.

Having done his post-graduation in Financial Management from NMIMS University, his expertise includes solutions in Movie Productions, Broadcasting, Over-the-top (OTT), and Media Distribution.

Ranjit has conducted Digital Addressable System (DAS) audits since 2015 for Big4 companies and other notable firms. He has worked on an array of production shoot audits, internal audits, process validations, and risk assessments across industry sectors, gaining functional experience, and understanding business nuances and operating risks. Some of his marquee clients include India's leading production houses, the world's best OTT player, and the leading Broadcasters, MSOs, and DTH players.

Ranjit has worked in a Big4 consulting in the Risk Assurance domain in the Media & Entertainment industry, where he helped the firm to set a new solution i.e Production Shoot Monitoring. He not only introduced the product into the firm but also trained resources, handled clients independently, and helped the management in liaising with big names in the industry using his contacts.

Media & Entertainment – Ketan Jain



Ketan Jain

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Ketan is a seasoned professional with over 10 years of experience in business consulting and risk assurance services within the media and entertainment, as well as manufacturing sectors. His areas of expertise include revenue assurance, media audits, systems audits, Internal Financial Controls (IFC) testing, internal audits, and data analytics. Ketan serves as a manager at Acquisory's Mumbai office.

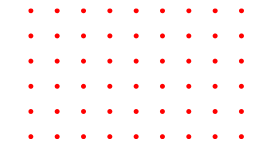
He holds a postgraduate degree in Financial Management from D.Y. Patil University and specializes in risk advisory engagements and media - DAS audits in accordance with TRAI regulations for multiple Multi-System Operators (MSOs).

Ketan has successfully managed audits for prominent MSOs, including Hathway, GTPL, DL GTPL, Den Network, and Arasu, among others. Additionally, he has overseen projects focused on internal audits, IFC testing, operational risk audits, media audits, application control reviews, and compliance assessments.

His portfolio includes conducting internal audits for a diverse range of clients across various sectors, such as AGC Networks (telecom), TOTO India (sanitary manufacturing), MTC (heavy metal scrap), and major broadcasters for DAS audits. He has also managed compliance audits in line with IRDAI guidelines for TATA AIA.

He has also partnered with leading broadcasters, including Star India, IndiaCast, Culver Max for DAS Audit as per regulation and RIO.

Our Offices



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