

## Faster ad recovery, digital ramp-up key ahead...

Sun TV's Q2FY21 numbers were below our expectations as subscription revenue, although maintaining growth momentum, was lower than anticipated while ad revenue recovery was slower. Ad revenues at ₹ 245 crore, were down 27.3% YoY, as ad spend by corporates is yet to pick up fully post lockdown. Subscription revenues continued to remain strong with growth of 13.7% YoY at ₹ 427 crore. Ex-IPL revenue fell 8.1% YoY to ₹ 711.2 crore. EBITDA was ₹ 502 crore, up 7.1% YoY due to lower cost of sales while margin of 66.4% was along expected lines. Consequently, reported PAT was at ₹ 345.9 crore, down 5.6% YoY.

### Ad recovery slower than expected

Ad revenues, hit by Covid-19 led lockdown in Q1, recovered partially post relaxations in lockdown and resumption of fresh content on GECs. The management maintained their stance that ad revenue in FY21E as a whole will de-grow ~15%. During the current quarter, ad revenue in October was 80%+ of pre-Covid level and festive season witnessed uptick in ad inventory. Ad revenues in festive season are similar YoY with FMCG being the largest contributor (65%+), followed by e-commerce, auto, consumer durables, etc. Currently, retail advertisers contribute only 5% of ad mix vs. 33% earlier and rebound in ad spend across all segments will be the key. Going ahead, given the challenging ad scenario, we build in -3.3% CAGR in TV ad revenues in FY20-22E to ₹ 1250 crore, with ~25% fall in ad revenues in FY21E followed by ~25% growth in FY22E on a depressed base.

### Subscription growth continues; SunNXT traction a monitorable

Subscription revenue has been a key solace for Sun TV and the growth momentum continued in Q2FY21. Cable revenues were up ~16% YoY to ₹ 195 crore while DTH revenues were at ₹ 232 crore, up ~12% YoY. The company guided for double digit growth in subscription revenues over the next year with SunNXT being the fastest growing segment. We expect subscription revenue growth of ~11.6% CAGR (FY20-22E) to ₹ 1946 crore. The management indicated that additional investment in SunNXT and release of OTT originals is likely in FY22E. SunNXT ramp-up and revenue growth will be key monitorables.

### Valuation & Outlook

The subdued ad outlook in the near term affects growth prospects of Sun TV. Flagship channel saw dip in viewership post lockdown that does not bode well from ad rates/volume point of view. IPL profitability will also take a hit due to shift of venue, reduced sponsorship, etc. Hence, we downgrade the stock to HOLD. We would turn constructive when we witness SunNXT ramp-up, viewership share increase coupled with sustained ad recovery. We value Sun TV at 12x FY22E EPS to arrive at revised target price of ₹ 480.



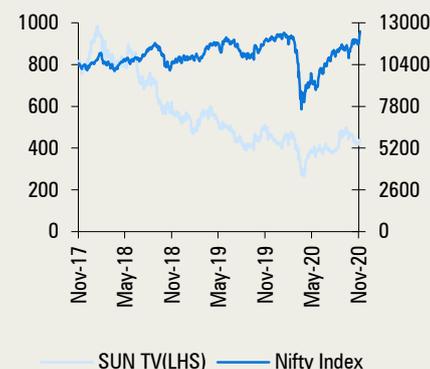
#### Particulars

Particular	Amount
Market Capitalisation	₹ 17457.7 Crore
Total Debt (FY20)	₹ 0 Crore
Cash & Inv. (FY20)	₹ 2676.1 Crore
EV	₹ 14781.7 Crore
52 week H/L	520/ 260
Equity capital	197.0
Face value	5.0

#### Key Highlights

- On subscription growth was ~14% while ad revenue was yet to recover reporting ~27% de-growth
- We downgrade to HOLD rating (vs. BUY earlier) with TP of ₹ 480/share (12x FY22E EPS).

#### Price Chart



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#### Key Financial Summary

(Year-end March)	FY18	FY19	FY20	FY21E	FY22E	CAGR (FY20-22E)
Net Sales (₹ crore)	2,963.0	3,782.5	3,519.9	3,241.1	3,893.1	5.2
EBITDA (₹ crore)	2,003.8	2,606.7	2,275.9	2,081.6	2,487.7	4.6
Net Profit (₹ crore)	1,135.0	1,433.3	1,385.2	1,425.3	1,573.6	6.6
EPS (₹)	28.8	36.4	35.1	36.2	39.9	
P/E (x)	15.4	12.2	12.6	12.2	11.1	
Price / Book (x)	3.7	3.2	3.0	2.7	2.4	
EV/EBITDA (x)	7.8	5.7	6.5	6.6	5.3	
RoCE (%)	35.5	38.5	31.2	29.2	28.9	
RoE (%)	24.2	25.9	24.2	22.1	21.9	

Source: Company, ICICI Direct Research

**Exhibit 1: Variance Analysis**

	Q2FY21	Q2FY21E	Q2FY20	Q1FY21	YoY (%)	QoQ (%)	Comments
Revenue	756.2	793.6	773.9	606.1	-2.3	24.8	Strong subscription growth of ~14% while ad revenue fell ~27%
Other Income	51.6	70.0	72.1	108.6	-28.5	-52.5	
Operating Expenses	100.2	102.7	155.1	67.1	-35.4	49.5	
Employee Expenses	72.4	73.4	74.8	73.1	-3.3	-1.0	
Marketing Expenses	0.0	0.0	0.0	0.0	NA	NA	
Administrative Expenses	71.8	78.7	75.3	49.5	-4.6	45.2	
IPL Franchisee Fees to BCCI	9.7	10.0	0.0	0.0	NA	NA	
EBITDA	502.0	528.9	468.7	416.5	7.1	20.5	
EBITDA Margin (%)	66.4	66.6	60.6	68.7	583 bps	-232 bps	
Depreciation	91.3	98.5	144.4	145.5	-36.8	-37.2	
Interest	1.6	2.5	2.0	1.8	-21.2	-11.9	
Total Tax	114.8	125.5	28.0	95.1	310.4	20.8	
PAT	345.9	372.4	366.5	282.8	-5.6	22.3	

**Key Metrics**

Ad Revenue Growth	-27.3	-25.8	-1.5	-65.8	-2584 bps	3848 bps
Subscription Revenue Growth	13.7	17.2	10.6	17.6	312 bps	-396 bps

Source: Company, ICICI Direct Research

**Exhibit 2: Change in estimates**

₹ Crore)	FY21E			FY22E			Comments
	Old	New	% Change	Old	New	% Change	
Revenue	3,439.7	3,241.1	-5.8	3,998.1	3,893.1	-2.6	Realigned estimates post Q2 Performance
EBITDA	2,242.6	2,081.6	-7.2	2,556.5	2,487.7	-2.7	
EBITDA Margin (%)	65.2	64.2	-97 bps	63.9	63.9	-4 bps	
PAT	1,534.9	1,425.3	-7.1	1,608.6	1,573.6	-2.2	
EPS (₹)	38.9	36.2	-7.1	40.8	39.9	-2.2	

Source: Company, ICICI Direct Research

**Exhibit 3: Assumptions**

(%)	Current			Earlier		Comments
	FY18	FY19	FY20	FY21E	FY22E	
Ad Revenue Growth	12%	9%	-6%	-25%	25%	-15% 20%
Subscription Rev. Growth	18%	16%	18%	12%	11%	14% 10%

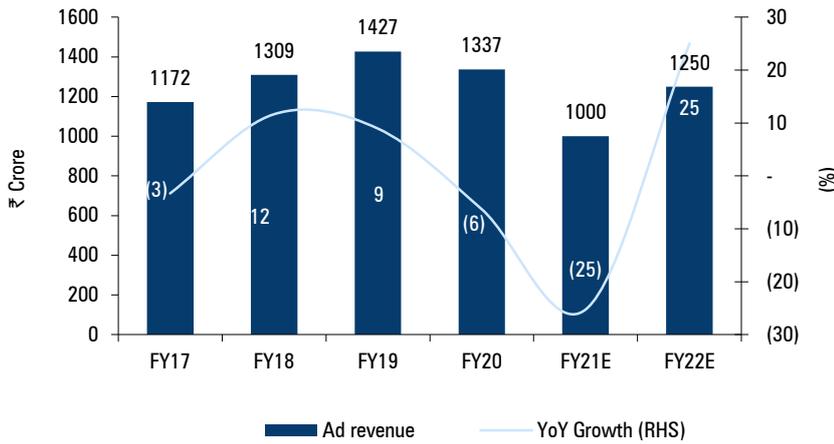
Source: Company, ICICI Direct Research

## Conference Call Highlights

- Subscription growth momentum continues:** The production of TV content was near normal. Subscription revenue was lower QoQ as the company monetised digital rights during Q1. The management addressed the viewership dip saying they are revamping TV content strategy and were holding on to new content due to IPL. They said viewership of newly launched TV shows has increased and all prime time slots grew from 30% to 50%. The company was confident that viewership share will increase to 40-45% in coming weeks. The management also added that post implementation of NTO, already higher priced bouquet saw price correction and resulted in stagnant DTH segment revenues. The management guided subscription (ex-SunNXT) will grow in double digits in the next year. They also added that the Bengali channel is positioned at third place in the respective market with 130 GRPs while work on launch of Marathi channel is in progress. The management expects nil or marginal impact on subscription revenues in case NTO 2.0 is implemented, given the reasonable pricing
- Ad scenario improves QoQ; ad revenue on annual basis will decline:** The management said the ad scenario has recovered partially and ad revenue was at 80%+ of pre-Covid level in October. The management does not expect any meaningful YoY ad growth in FY21E. They also added ad inventory has increased sharply in past two months owing to festive season. The management said festive season revenue is similar YoY and some sectors saw YoY growth in ad spend. FMCG ad spend constitutes 65% of total ad revenue while e-commerce, auto, consumer durables constitute in range of 5-6%. Ad mix has shifted towards national advertisers as they contribute ~95% of ad revenue. Retail advertisers' contribution to ad revenue, which was 33% earlier, is down to 5%. The management said ad minutes are currently at 14 minutes/hour vs. 12 minutes/hour earlier
- SunNXT investment likely to increase in next fiscal; current focus on movies in production:** The management said that SunNXT, OTT arm of the company has an active user base of 18 million and bulk of users on platform are through partnership deals with telecom companies. The company currently has a flat fee revenue model for partnership with other OTTs. However, they are planning to shift to revenues on a per subscriber basis as minimum guarantee user base has been hit. Ad revenue from OTT is a very small amount of total ad pie. They management said investment on content in SunNXT is likely to be in range of ₹ 200 crore annually from next year onwards. Additional expenses will be subscriber acquisition cost, CDN costs, marketing spend, etc. Likely timeline for release of Tamil/ Telugu SunNXT originals is Q1-Q2 of FY22E and production for the same is expected to start in January-February 2021. However, currently the company is focused on eight movies that are currently in production. The combined investment on these eight movies is ₹ 300-400 crore. The production of the films was delayed due to Covid-19 spread. The management said that content in southern market is driven by movies compared to OTT originals
- IPL profitability to dip:** The management said that IPL profitability is expected to dip owing to increased expenses and lower revenues. Shift of venue lead to increased travel and hotel expenses while no tickets sales will dent revenues by ₹ 25-30 crore. Also, title sponsorship money was reduced by ₹ 13 crore
- Other highlights:** i) Revenue breakup: Ad revenue- ₹ 245 crore, pay channel - ₹ 195 crore, DTH revenue- ₹ 427 crore, international - ₹37 crore, IPL revenue- ₹ 45 crore ii) Depreciation - ₹ 22 crore, Amortisation - ₹69 crore iii) Receivables days reduced during the quarter

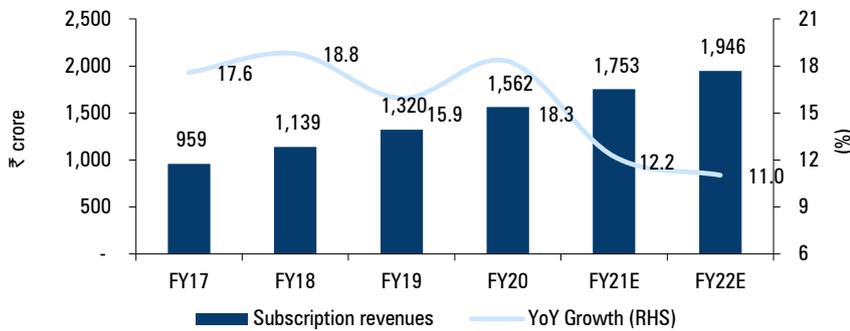
### Story in Charts

Exhibit 4: Ad revenue growth trend



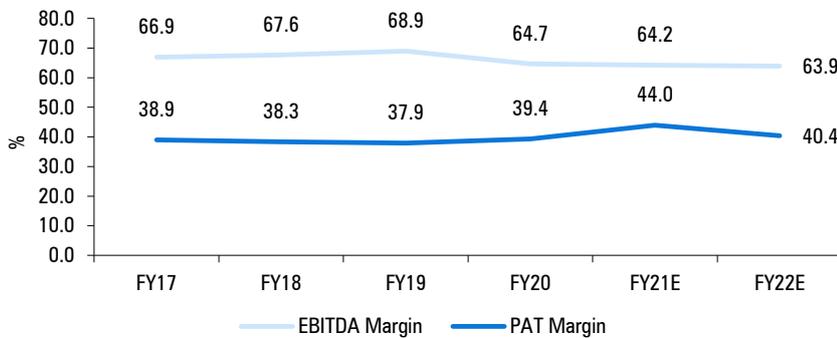
Source: Company, ICICI Direct Research

Exhibit 5: Subscription revenue growth trend



Source: Company, ICICI Direct Research

Exhibit 6: EBITDA and PAT margin



Source: Company, ICICI Direct Research

## Financial summary

Exhibit 7: Profit and loss statement				
	₹ crore			
(Year-end March)	FY19	FY20	FY21E	FY22E
<b>Total operating Income</b>	<b>3,782.5</b>	<b>3,519.9</b>	<b>3,241.1</b>	<b>3,893.1</b>
Growth (%)	27.7	-6.9	-7.9	20.1
Operating Expenses	448.3	526.7	407.6	581.1
Employee Expenses	329.9	323.2	333.6	355.3
Other Expenses	397.7	394.0	418.4	469.0
Total Operating Expenditure	1,175.9	1,243.9	1,159.5	1,405.4
<b>EBITDA</b>	<b>2,606.7</b>	<b>2,275.9</b>	<b>2,081.6</b>	<b>2,487.7</b>
Growth (%)	30.1	-12.7	-8.5	19.5
Depreciation	662.8	700.2	421.3	611.2
Interest	1.7	12.8	7.3	10.0
Other Income	227.1	260.7	270.2	245.0
Exceptional Items	-	-	-	-
PBT	2,169.3	1,823.6	1,923.1	2,111.5
MI/PAT from associates	15.0	(4.5)	(17.0)	(10.0)
Total Tax	751.1	434.0	480.8	527.9
<b>PAT</b>	<b>1,433.3</b>	<b>1,385.2</b>	<b>1,425.3</b>	<b>1,573.6</b>
Growth (%)	26.3	-3.4	2.9	10.4
<b>EPS (₹)</b>	<b>36.4</b>	<b>35.1</b>	<b>36.2</b>	<b>39.9</b>

Source: Company, ICICI Direct Research

Exhibit 8: Cash flow statement				
	₹ crore			
(Year-end March)	FY19	FY20	FY21E	FY22E
Profit after Tax	1,433.3	1,385.2	1,425.3	1,573.6
Add: Depreciation	662.8	700.2	421.3	611.2
Add: Interest Paid	1.7	12.8	7.3	10.0
(Inc)/dec in Current Assets	(96.5)	(242.9)	430.7	(277.2)
Inc/(dec) in CL and Provisions	55.6	61.6	-44.7	104.5
Others	0.0	0.0	0.0	0.0
<b>CF from operating activities</b>	<b>2,056.9</b>	<b>1,916.8</b>	<b>2,240.1</b>	<b>2,022.1</b>
(Inc)/dec in Investments	-645.2	111.4	-150.0	-150.0
(Inc)/dec in Fixed Assets	-588.1	-695.8	-450.0	-500.0
Others	-6.4	-22.0	2.0	0.0
<b>CF from investing activities</b>	<b>-1,239.7</b>	<b>-606.4</b>	<b>-598.0</b>	<b>-650.0</b>
Issue/(Buy back) of Equity	0.0	0.0	0.0	0.0
Inc/(dec) in loan funds	0.0	0.0	0.0	0.0
Dividend paid & dividend tax	-591.1	-1,187.2	-712.3	-831.0
Interest Paid	-1.7	-12.8	-7.3	-10.0
Others	-4.0	-0.4	0.0	0.0
<b>CF from financing activities</b>	<b>-596.8</b>	<b>-1,200.3</b>	<b>-719.6</b>	<b>-841.0</b>
Net Cash flow	220.4	110.2	922.5	531.1
Opening Cash	372.6	593.0	703.2	1,625.6
<b>Closing Cash</b>	<b>593.1</b>	<b>703.2</b>	<b>1,625.6</b>	<b>2,156.7</b>

Source: Company, ICICI Direct Research

Exhibit 9: Balance sheet				
	₹ crore			
(Year-end March)	FY19	FY20	FY21E	FY22E
<b>Liabilities</b>				
Equity Capital	197.0	197.0	197.0	197.0
Preference Capital	93.4	93.4	93.4	93.4
Reserve and Surplus	5,236.1	5,433.7	6,146.7	6,889.3
Total Shareholders funds	5,526.5	5,724.1	6,437.1	7,179.8
Total Debt	0.0	0.0	0.0	0.0
Others	116.8	167.4	169.4	169.4
<b>Total Liabilities</b>	<b>5,643.3</b>	<b>5,891.5</b>	<b>6,606.6</b>	<b>7,349.2</b>
<b>Assets</b>				
Gross Block	6,406.3	7,049.1	7,499.1	7,999.1
Less: Acc Depreciation	5,310.3	6,010.5	6,431.9	7,043.1
Net Block	1,096.0	1,038.6	1,067.3	956.0
Capital WIP	13.4	66.3	66.3	66.3
Total Fixed Assets	1,109.3	1,104.9	1,133.6	1,022.3
Investments	731.8	740.9	790.9	840.9
Liquid Investments	2,093.5	1,972.9	2,072.9	2,172.9
Goodwill on Consolidation	4.8	4.8	4.8	4.8
Inventory	0.2	0.0	0.0	0.0
Debtors	1,134.0	1,367.2	971.5	1,166.9
Loans and Advances	170.0	187.1	172.3	207.0
Other Current Assets	261.9	254.6	234.5	281.6
Cash	593.0	703.2	1,625.6	2,156.7
Total Current Assets	2,159.1	2,512.2	3,003.9	3,812.2
Creditors	418.3	541.8	498.9	599.2
Provisions	18.4	22.2	20.5	24.6
Net Current Assets	1,722.4	1,948.2	2,484.5	3,188.4
Other Non Current Assets	99.2	78.1	78.1	78.1
<b>Application of Funds</b>	<b>5,643.3</b>	<b>5,891.5</b>	<b>6,606.6</b>	<b>7,349.2</b>

Source: Company, ICICI Direct Research

Exhibit 10: Key ratios				
	₹ crore			
(Year-end March)	FY19	FY20	FY21E	FY22E
<b>Per share data (₹)</b>				
EPS	36.4	35.1	36.2	39.9
Cash EPS	53.2	52.9	46.9	55.4
BV	140.2	145.3	163.3	182.2
DPS	12.5	25.0	15.0	17.5
Cash Per Share	15.0	17.8	41.3	54.7
<b>Operating Ratios (%)</b>				
EBITDA Margin	68.9	64.7	64.2	63.9
PBT / Total Operating income	51.4	44.8	51.2	48.2
PAT Margin	37.9	39.4	44.0	40.4
Inventory days	0.0	0.0	0.0	0.0
Debtor days	109.4	141.8	109.4	109.4
Creditor days	40.4	56.2	56.2	56.2
<b>Return Ratios (%)</b>				
RoE	25.9	24.2	22.1	21.9
RoCE	38.5	31.2	29.2	28.9
RoIC	68.5	53.0	62.3	67.6
<b>Valuation Ratios (x)</b>				
P/E	12.2	12.6	12.2	11.1
EV / EBITDA	5.7	6.5	6.6	5.3
EV / Net Sales	3.9	4.2	4.2	3.4
Market Cap / Sales	4.6	5.0	5.4	4.5
Price to Book Value	3.2	3.0	2.7	2.4
<b>Solvency Ratios</b>				
Debt/EBITDA	0.0	0.0	0.0	0.0
Debt / Equity	0.0	0.0	0.0	0.0
Current Ratio	2.8	2.9	2.4	2.4
Quick Ratio	2.8	2.9	2.4	2.4

Source: Company, ICICI Direct Research

**Exhibit 11: ICICI Direct Coverage Universe (Media)**

Sector / Company	CMP (₹)	TP (₹)	Rating	M Cap (₹ cr)	EPS (₹)			P/E (x)			EV/EBITDA (x)			RoCE (%)			RoE (%)		
					FY20	FY21E	FY22E	FY20	FY21E	FY22E	FY20	FY21E	FY22E	FY20	FY21E	FY22E	FY20	FY21E	FY22E
PVR	1,284	1,210	Hold	7,082	5.3	-134.7	21.6	241.4	NM	59.4	11.0	-75.3	9.9	8.5	-9.0	10.0	1.8	-71.7	10.4
Sun TV	443	480	Hold	17,458	35.1	36.2	39.9	12.6	12.2	11.1	6.5	6.6	5.3	31.2	29.2	28.9	24.2	22.1	21.9
TV Today	201	240	Hold	1,199	23.4	21.6	30.0	8.6	9.3	6.7	4.9	4.9	3.7	24.7	22.2	24.7	16.0	14.4	18.4
ZEE Ent.	198	195	Hold	19,059	5.5	9.0	17.7	36.2	22.1	11.2	11.1	10.2	6.8	13.9	13.8	20.8	16.7	10.1	15.2

Source: Company, ICICI Direct Research

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Reduce: -15% to -5%;

Sell: < -15%



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