



HT Media Ltd. and North Base Media launch Mediahack.in

New Delhi – 22nd May, 2015

HT Media Ltd., one of India's top media houses, and North Base Media, an international investment firm, announced the creation of Mediahack.in, an innovative accelerator program aimed at fostering a new generation of digital media companies.

Mediahack.in will identify and support entrepreneurs who want to build leading-edge, original content and advertising-related technology businesses in India. Both HT and NBM's leaders have decades of global and Indian media experience that they will bring, along with extensive connections to pioneering technology and media companies around the world.

Mediahack.in will invite entrepreneurs to apply to participate in the accelerator starting this summer. Successful applicants will spend several months on the program, interacting with each other and leading media and technology thinkers from around the world. They also will receive an initial investment of up to US\$ 100,000 to convert their great ideas into fast growing and world changing businesses.

Talking about the potential of the Indian media market, Mr. Marcus Brauchli, co-founder and managing partner North Base media and former editor of The Washington Post and The Wall Street Journal, said: "Mobile and social platforms are transforming the way billions of people consume news around the world. Nowhere is that more evident than in India, where more than 500 million people will have access to the Internet, many for the first time, in the next few years. We want to help the next generation of entrepreneurs create the platforms, products and technologies that will bring news and information to those new audiences. We are fortunate to have as a partner HT Media, with its deep commitment to news and innovation and its leadership's strong interest in innovation. We hope to provide Media Entrepreneurs in India our expertise so that they can scale up to be global businesses."

Speaking about the launch of mediahack.in, Mr. Rajiv Verma, CEO, HT Media Ltd., said, "Media is one of the most exciting sectors in India today. I am therefore delighted that we at HT in partnership with NBM; are going to provide a platform which will encourage media entrepreneurship in India. NBM with its global expertise will add immensely to this endeavor and provide great learning opportunities for upcoming media entrepreneurs."

At Mediahack.in, HT Media and North Base Media will provide media start-ups with unparalleled access to media networks, mentoring and initial capital so new-age media entrepreneurs can flourish in this digital revolution. You can apply now at www.mediahack.in

For further details please contact – Mr Satyanarayan Olekar (contact@mediahack.in, +91 9818 449 649)

About HT Media Limited:

HT Media is one of the largest media houses in India, with leading brands in Print, Radio, Education and Digital space. On the Digital front it has incubated and scaled up Shine.com, HTCampus.com, Desimartini.com & Digital Quotient.

HT Media is an active investor in the digital space. It has recently invested in Round One, a referral based recruitment platform and acquired Webitude, a social media marketing platform. HT Media has also invested in early stage Digital & Media funds – Blume Ventures (Leading Internet Start-up fund in India) & Tandem Capital (Mobile Start-up fund based in Silicon Valley).

About North Base Media:

North Base Media (NBM) identifies structures and leads early- and growth-stage investments in companies that can become media leaders in emerging markets where profound digital shifts are upending existing media and technology sectors.

Founded by **Marcus Brauchli**, a leading international media entrepreneur who was editor of The Wall Street Journal and The Washington Post, and **Saša Vučinić**, founder of the Media Development Loan Fund, NBM has backed nearly a dozen media businesses and a Latin American media incubator (mediafactory.vc) since starting off two years ago. Some of its investments already have raised second funding rounds at multiples of their previous valuations.