



- Multy - Format Trilingual Programming
- Islandwide Reach
- Highest Rated Programmes In Sri Lanka
- News and Information
- Knowledge Through Entertainment



INDEPENDENT TELEVISION NETWORK LTD.



YOUR FAMILY CHANNEL

# INDEPENDENT TELEVISION NETWORK LTD.



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CHAIRMAN / CHIEF EXECUTIVE OFFICER

THE PIONEER IN TELEVISION IN SRI LANKA BECOMES NUMBER ONE TELEVISION!

The daily and hourly news bulletins which reported latest action at the war front during humanitarian operations attracted more and more sympathy of people towards the humanitarian operations conducted by the government and the security forces.

Fulfilling the aspirations of the Sri Lankans the Independent Television Network, popularly known as ITN commenced its transmission on 13th April 1979, allowing Sri Lankans to experience the novelty and marvel of television for the first time. The importance given to radio, newspaper, theatre and cinema for entertainment, information and education started shifting towards television, with this advent.

From the very early stages, ITN was able to present its viewership with a lineup of programmes consisting of high standards. Over the years the ITN developed itself to become the most powerful television and broadcasting network of the country, having the most powerful transmission capacity allowing the widest coverage within entire Sri Lanka. On the other hand ITN has achieved the number one position with its telecast and broadcast network which is rich enough with three television channels (ITN, Vasantham TV and Prime TV) and three FM radio channels (Lakhanda, Vasantham FM and Prime Radio) serving Sinhala, Tamil and English speaking communities in Sri Lanka respectively. All Sri Lankan communities are

equally thought of and are equally served keeping in with their taste and expectations.

ITN has earned its recognition and reputation as the family channel and it dominates over fifteen other competitive TV channels in Sri Lanka surpassing all of them in popularity. For a number of years ITN has maintained its position as the number one TV channel and the most popular TV channel, which position has been confirmed with such annual awards. Further ITN could maintain the corporate identity by winning the most prestigious National Business Excellence Awards organised by the National Chamber of Commerce for four consecutive years 2006, 2007, 2008 and 2009 and SLIM Brand Excellence Awards 2009 for the Service Brand of the Year.

Today after thirty years of its existence, ITN has developed itself to be a fully fledged television network serving the people of Sri Lanka with the widest range of entertaining programmes of music, drama, movie etc. and educational programmes, news bulletins and current affairs. In all its programmes ITN maintains the dignity of family and it honours and sticks to Sri Lankan cultural, social and religious values.

In 2008/2009 ITN could be proud of for the service it had rendered to the humanitarian mission conducted by the government and subsequently to the massive development programmes launched by the government by making the minds of the people of the country ready and supportive for such movements by educating them with correct and true facts supported by valuable visuals. For example, the daily and hourly news bulletins which reported latest action at the war front during humanitarian operations attracted more and more sympathy of people towards the humanitarian operations conducted by the government and the security forces.

In principle, the success story of ITN mainly lies on the social consciousness, social awareness and social relevance of its performing trade and on the commitment of the loyal workforce. Today ITN is the most prominent TV Network in Sri Lanka which dreams of its expansion in the near future to extend its coverage to all our neighbouring countries who had been maintaining long lasting cultural and social relations, sharing our own Asian culture within territorial modifications and diversities. ■