



Fourth Dimension wins ad sales duties for Sathiyam TV

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The deal was stuck in Chennai last week. The account was earlier handled by a local retail agency in Chennai.

Tamil Nadu's general news channel Sathiyam TV has assigned its ad sales duties to Chennai-based agency, Fourth Dimension Media Solutions. The partnership will be to sell ad space on the channel nationally.

The deal was struck last week in Chennai; the account was earlier handled by a local retail agency based in Chennai.

"We are confident about this development and hope this benefits advertisers/clients who have a big appetite for Tamil Nadu as a region," says Shankar B, CEO, Fourth Dimension Media Solutions.

Launched last year, Fourth Dimension Media Solutions also represents New Generation Media Corporation's Puthiya Thalaimurai group of magazines, the 24-hour Tamil news channel Puthiya Thalaimurai TV, and Chennai Live, an English radio station.

Shankar adds, "We have already identified talent to represent this product nationally and there will be a dedicated team to take the brand forward."

The agency recently bagged the duties for V6 News and Krishna TV. It also partnered with the digital outfit, Media2Win.

Isaac Livingstone, managing director, Sathiyam TV, says, "We are happy to have Fourth Dimension joining us in our journey. Sathiyam TV is an unbiased news and current affairs channel with a motto to say 'Yes as Yes and No as No'. We believe that our association with Fourth Dimension will help us reach great heights."

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