



9X Media elevates Clyde D'Souza

- He will now head programming for 9XM along with 9XO -

9X Media Pvt. Ltd, India's largest music network, announced the elevation of Clyde D'Souza, Programming Head 9XO. Starting February 2018, Clyde has been given the additional responsibility of handling Programming for 9XM - India's leading Bollywood music Channel.

Speaking of this development **Mr. Amar Tidke, Chief Programming Officer, 9X Media Pvt Ltd.** said "Clyde has immense knowledge and experience of creating content that appeals to a varied audience specially the youth. His innovative content ideas on 9XO have made the Channel extremely popular among the viewers. Clyde's **elevation** to 9XM will bring fresh programming ideas in the Channel, further strengthening 9XM's popularity and viewership."

Clyde D'Souza is associated with 9XO since the inception of the channel and is responsible for driving major innovations on the Channel such as 9XO Fan wars, 9XO Hook, Tweetdown, 9XO Social Screen, O Bot, Insta Top 10, etc. Under his guidance 9XO has turned into one of the most popular International music channel in India.

Sharing his enthusiasm **Clyde D'Souza, Vice President Programming 9XM & 9XO**, said "9XM has always wowed the viewers with path-breaking content and curation skills. I am extremely pleased to be a part of the team that has made 9XM India's most popular Bollywood music destination. My experience of handling a niche International English music channel will help me to create innovative content that would be appealing to the viewers of 9XM. My current focus will be on introducing content innovations and digital extensions that will further build on the popularity of the Channel."