

EVERY FTV VIEWER IS A POTENTIAL TRAVELER TO YOUR COUNTRY.  
Three-month global campaign will reach 56 million TRAVELERS.

## Promote Tourism On FashionTV



# International Tourism Campaign on FTV

*Objective: To reach a maximum number of global TRAVELERS  
and attract them to your destination.*

1. FTV is distributed to 875 million viewers worldwide (350 million households).
2. Estimated number of POTENTIAL TRAVELERS reached on FTV:
  - ◆ One-month global campaign = 41 million
  - ◆ Two-month global campaign = 50 million
  - ◆ Three-month global campaign = 56 million
3. FTV is the perfect medium to deliver a significant amount of impacts on a quality target audience around the globe.

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# Key Reasons that Make FTV a Perfect Environment for Destination and Tourism Marketing

1. A **TARGETED PROMOTIONAL OPPORTUNITY** and a cost-efficient delivery of **UPSCALE** and **TRAVEL** loving audiences globally or across selected territories.
2. **UNIVERSAL** and **INTERNATIONAL** feel of the channel with **RELEVANT** programming content combining **FASHION** and **TRAVEL**. Program series focusing on **fashionable metropolis, models' travel, jet-setting, luxury shopping, etc.**
3. High visual quality of broadcast on FTV HD channels offers a perfect environment for promoting destinations and guarantees a **SUPERIOR VISUAL EXPERIENCE** which naturally succeeds to **INSTANTLY STIMULATE TRAVEL INTENTIONS**.
4. FTV viewership and popularity in **7 million PUBLIC PLACES** across the globe (hotels, clubs, airports) is a tremendous potential for generating interest for your destination with wide consumer public.
5. FTV's long-term expertise in a promotion of tourism. Successful portfolio with boards of tourism.

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# Why is FTV the Ideal Medium for Destination Marketing?

## 1. “Synergy of Target Groups: “FTV VIEWERS = TRAVELERS”

FTV channels have global presence with viewers who are defined as “Young with Money”. They over-index on key lifestyle and retail categories - education, age, luxury, shopping, travel. (See slides 16-20).

- ◆ TRAVELERS: The target group for tourism industry are people with significant disposable incomes who are willing to explore new destinations and know how to enjoy the life.
- ◆ FTV: This is exactly our audience! FTV viewer demographic fits the international traveler’s profile. FTV attracts an **upmarket** audience of globetrotters and **trendsetters**.

*“FashionTV can deliver client messages to the right audiences in an incredibly fashionable way.”*





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## FTV Delivers The Perfect Traveler

1. FTV viewers are early adopters and opinion leaders with high income. They enjoy exploring new and emerging destinations.
2. FTV viewers are frequent TRAVELERS with 11.5 business flights and 3.5 private flights a year on average (15% more than viewers of CNN or Euronews).
3. FTV viewers fly internationally with average of 5,5 flights a year (26% more than viewers of CNN and Euronews).
4. FashionTV viewers travel extensively for business & pleasure and spend on average 19 nights in a hotel per year (See chart on slide 20)

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# Why is FTV the Ideal Medium for Destination Marketing?

**2. “Uncluttered advertising environment of FTV allows for a noticeable destination positioning and successful awareness strategies.”**

- ◆ Tourism: Competition in promoting international destinations and countries is extremely intense as everyone battles for a market share.
- ◆ FTV: Offers a niche upscale environment and is the only international channel that has a worldwide HD presence. Combination of SD and HD environments is ideal for creative marketing strategies that will enhance your destination’s position and brand awareness with the desired audience in a SUPERIOR VISUAL EXPERIENCE.

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***“FashionTV is a visual experience. So is the reason behind attracting TRAVELERS to your destination.”***



## Why is FTV the Ideal Medium for Destination Marketing?

### 3. *“FTV viewership in 7 million public places is a unique promotional opportunity with a significant positive impact on ROI.”*

- ◆ TV is nowadays widely watched in public places, such as hotels, cafés, gyms, airports.
- ◆ FTV is the most popular channel broadcasted in 7 million public places and hot spots worldwide. Exposure to the additional audience at public places will allow your tourism campaign to gain a competitive advantage and shall generate additional arrivals and interest in the promoted destination.

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# Destination & Tourism Promotion on FTV

## „IDEAL STRATEGY“

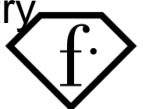
- ◆ Establishment of a creative, compelling, competitive identity reflecting country's **character** and promise of **travel experience**
- ◆ Present the tourism potential and uniqueness of the country by displaying its beauty, stunning scenery, cultural diversity, hospitality

## EXECUTION ON FTV

- ◆ Turning the advertising strategy into a **purposeful, integrated** performance
- ◆ Consistency of core messages targeted to the **right audience**
- ◆ FTV's multimedia platform **ON AIR, ONLINE, ON THE GROUND, ALL THE TIME** has a power to amplify the attractiveness of the country resulting in immediate benefits and raised awareness about its tourism
- ◆ Your country's voice will be heard powerfully and meaningfully in the uncluttered advertising environment of FTV

## EXPECTED RESULTS

- ◆ Increase in tourist **ARRIVALS, LENGHT OF STAY, DISPERSION, REPEAT VISITATION, REVENUES**
- ◆ Establishing or maintaining a long-term, **rich future** of the tourism sector in the country





# Top 5 Reasons To Advertise On FTV

- ◆ FTV offers a high-class, credible, international media environment ideal for leading brands with international presence
- ◆ FTV is watched by audience that is upscale, trendsetting, ad aware and sensitive to chic, technologically advanced products
- ◆ FTV offers efficient and significant reach – 350 million households worldwide and 7 million public places (hotels, airports, salons, etc.)
- ◆ FTV has loyal and interested audience that is more likely to absorb the message due to an uncluttered advertising environment
- ◆ FTV is the only equivalent to hundreds of print products about fashion and lifestyle

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***ESTIMATED MONTHLY REACH ON A TOTAL FTV AUDIENCE:  
GLOBAL = 70 MILLION VIEWERS      PAN-EUROPEAN = 24 MILLION VIEWERS***



# Which Destinations Advertise on FTV?

Advertising campaigns on FTV have been successful for many boards of tourism  
(e.g. Greece, Turkey, Montenegro, Austria, Czech Republic, China)

## CASE STUDY: Ministry of Tourism - Greece

### AIM

- ◆ Attract visitors to Greece from around the world and present a fresh, hip and luxurious picture of the country

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### SOLUTION

- ◆ 12-month ON AIR advertising campaign “The True Experience” with 30” spots 5 x day
- ◆ On Line Banner linked to the official tourism campaign “Visit Greece”

### RESULTS

- ◆ Increase in arrivals and repeat visitations
- ◆ Increase in short-break vacations



# About FashionTV

## FashionTV is:

- ◆ A global leader and pioneer in fashion broadcasting
- ◆ The only TV equivalent to fashion and lifestyle print media
- ◆ Offering original, unbiased and informative programming exclusively dedicated to fashion, beauty, style and entertainment not available on other channels
- ◆ Enjoyed and watched worldwide by upscale audience of high-spenders, globetrotters and opinion-leaders
- ◆ A perfect medium for destination marketing campaigns due to its global distribution, unparalleled reach, universal image and cosmopolitan style

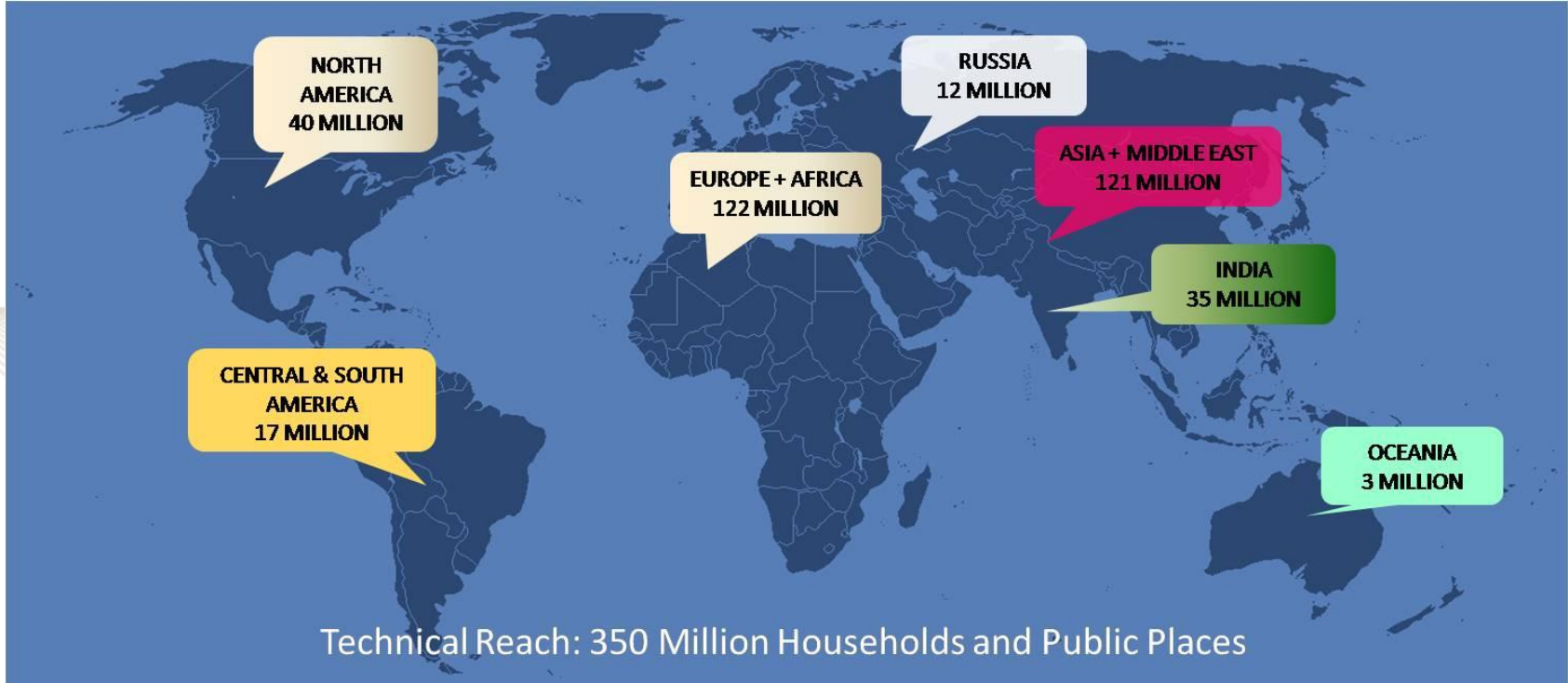
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## Where is FashionTV?

- ◆ Distributed in 193 countries on 5 continents to 350 million households
- ◆ The most popular channel in 7 million public places (e.g. hotels, salons, clubs, bars, gyms)
- ◆ Additional multi-million viewership via new media distribution – IPTV, mobile, VOD, podcasts



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# What Can You See on FashionTV?

**FTV covers the full spectrum of the fashion industry in an original and innovative content:**

- ◆ Fashion shows and program series with a focus on the most famous designers
- ◆ Coverage of Fashion Weeks from over 30 international destinations
- ◆ Professional highlights of fashion models' work and lifestyle
- ◆ Profiles of celebrities, photographers, DJs
- ◆ Travel and lifestyle shows from attractive, fashionable & exotic countries (e.g. Fashionable Destinations)
- ◆ High-profile VIP parties, red carpet events, and "behind-the-scenes footage" from fashion events and much more....

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**ALL PROGRAMS ARE ACCOMPANIED WITH A TRENDY MUSIC AND PRESENTED IN A HIGHLY CREDIBLE AND BEAUTIFUL ENVIRONMENT**



# Who Watches FashionTV?

- ◆ Quality upmarket audience
- ◆ MEN (64,7%), WOMEN (35,3%)
- ◆ Age: 21-44 years (61%); 45-54 (23%); 55+ (16%)
- ◆ Education: degree or equivalent (62%); below degree (38%)
- ◆ **WELL-OFF**, technophile, **GLOBETROTTERS**, trendy and ad-aware
- ◆ Early adopters, **OPINION LEADERS**, models, fashion stars and fashion professionals

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In comparison to other TV channels, FTV viewers are:

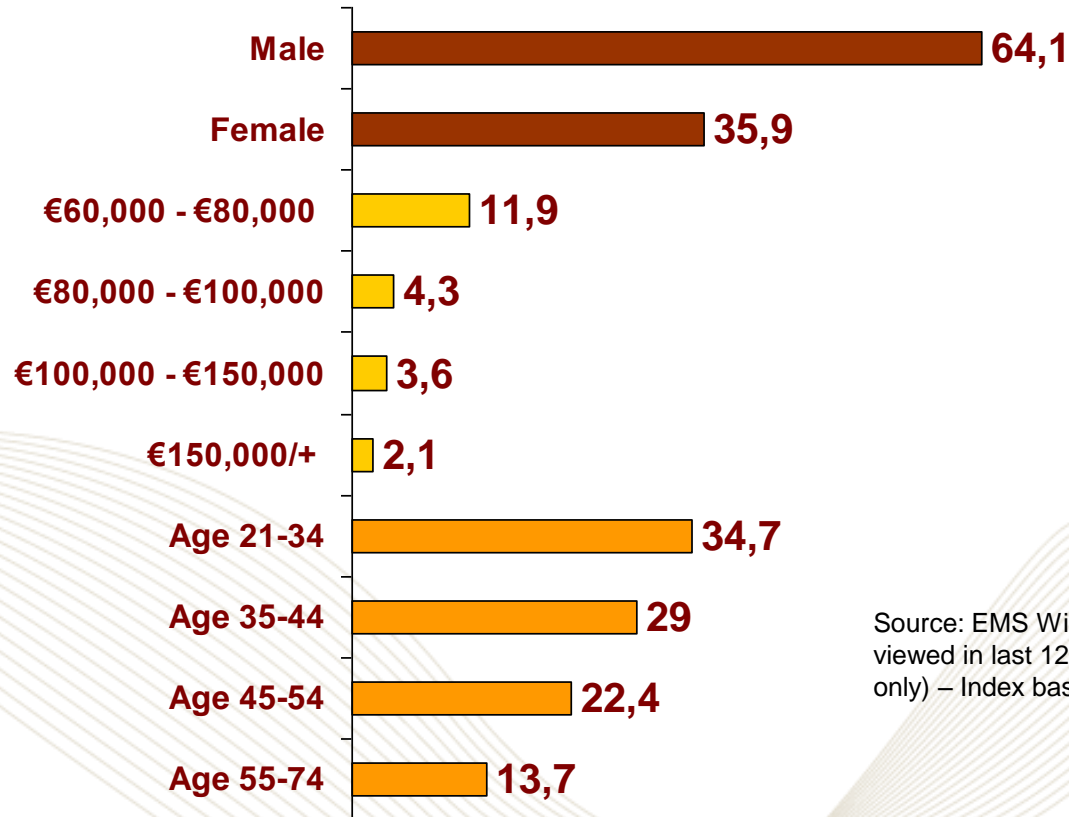
- ◆ More affluent, older and of higher-education than music channel viewers
- ◆ Younger than news channel viewers but fall into a similarly high income bracket
- ◆ Younger than viewer of sports channels but with a higher disposable income



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# Who Watches FashionTV?

Fashion TV Viewers – Structure of audience  
All Respondents (21-74 year old)



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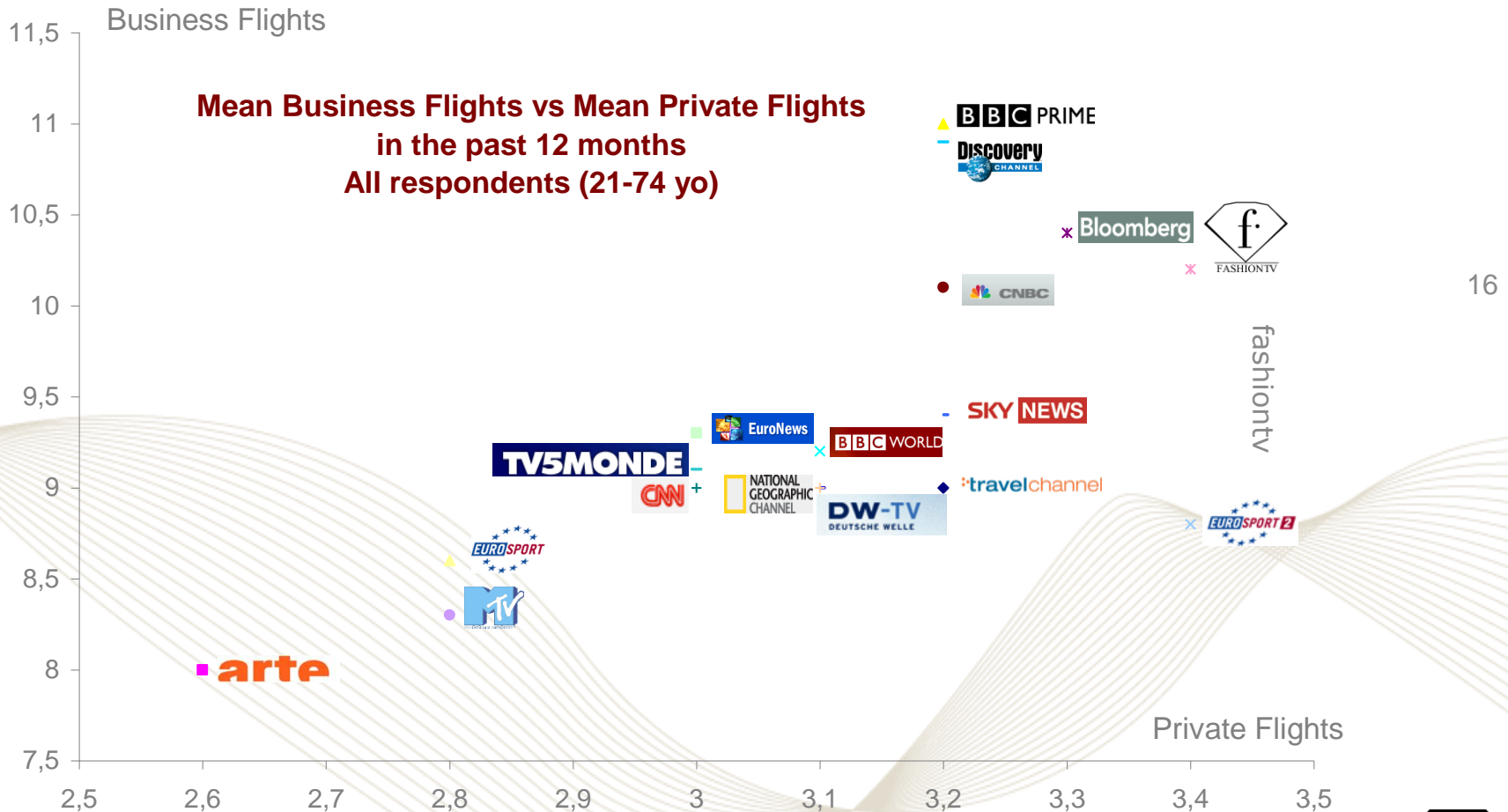
Source: EMS Winter 2007 (incl. CEMS) – Channels viewed in last 12 months – Weight 2006 (12 months only) – Index based on total survey



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# FashionTV Viewers: TRAVELERS

 Fashion TV viewers travel for Business & Pleasure

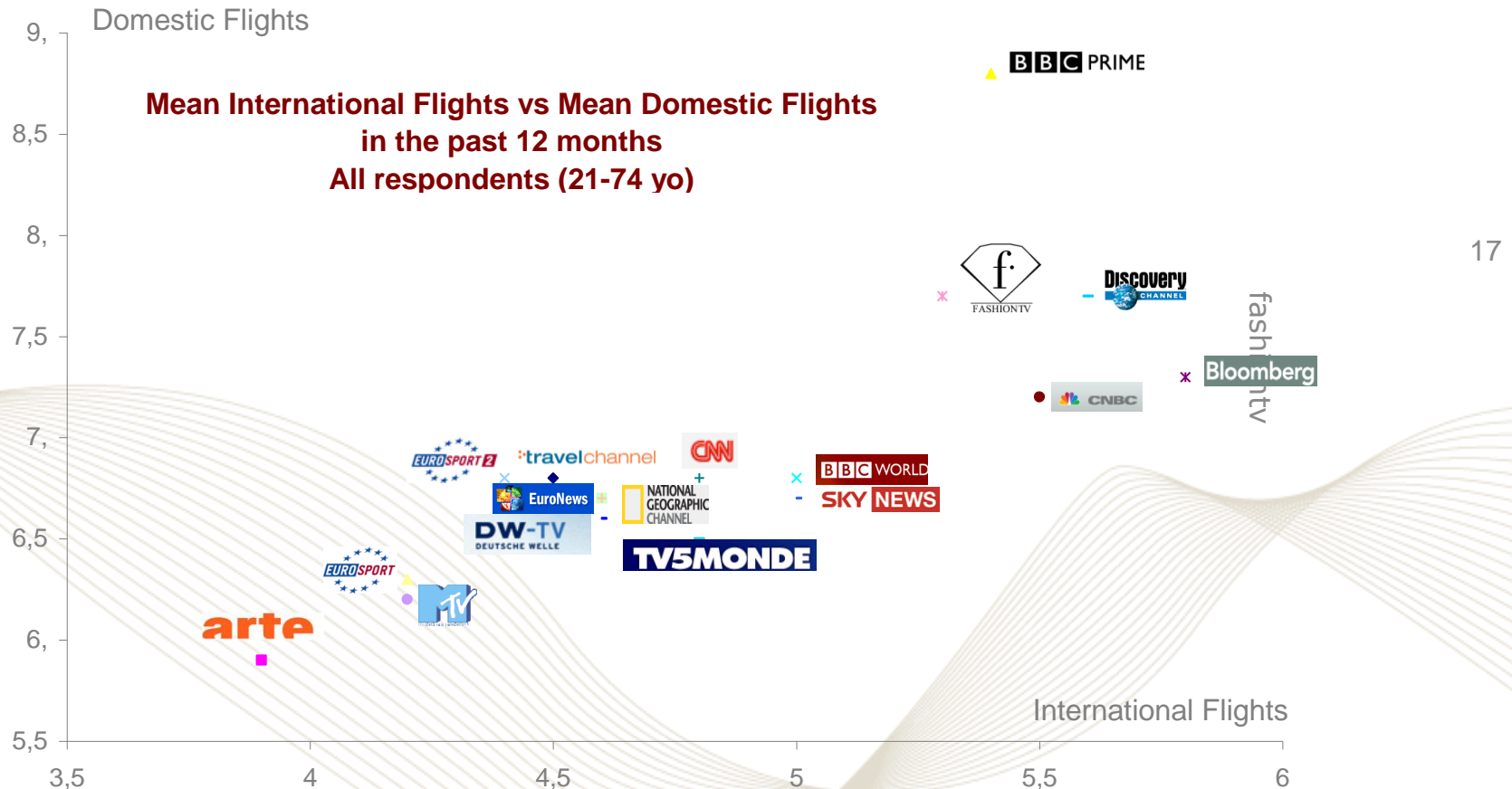




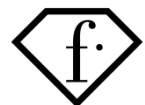
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# FashionTV Viewers: TRAVELERS

**f** Fashion TV viewers are international and domestic TRAVELERS



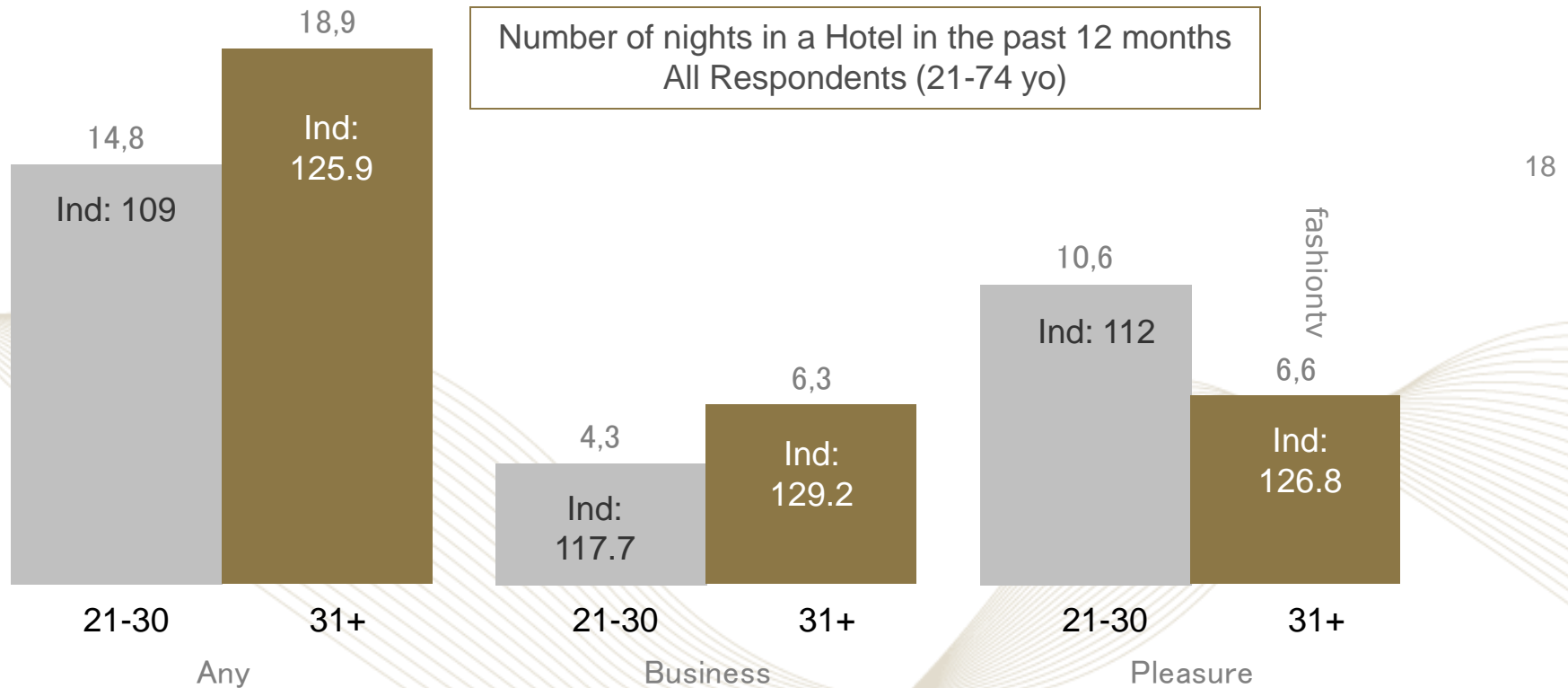
Source: EMS 2007 (incl.CEMS) Winter release / Channels viewed in last 12 months



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# FashionTV Viewers: TRAVELERS

◆ FashionTV viewers travel for Business & Pleasure and spend many nights in hotels



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