

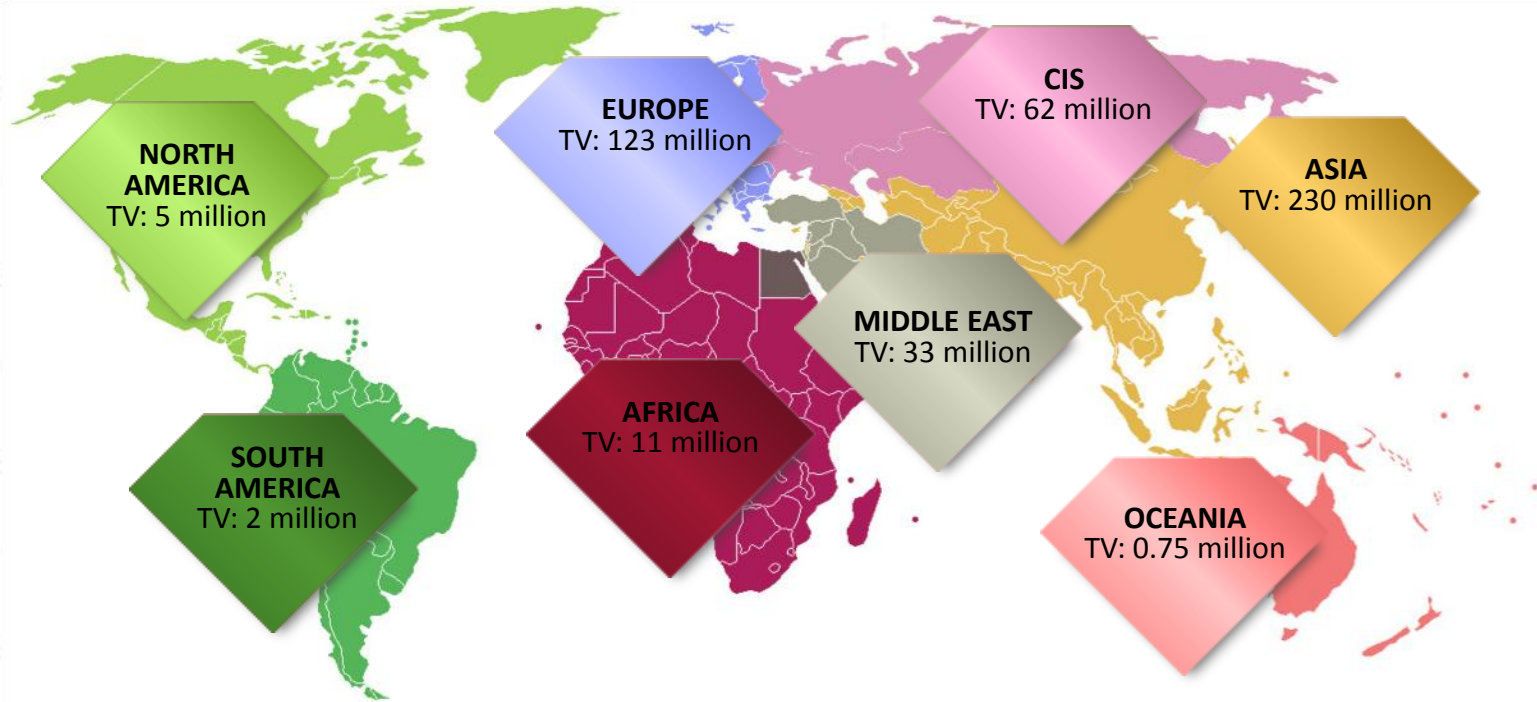
**FASHIONTV 4K CONTENT**

**4K**

**f.**

**2015**

# FashionTV Distribution Number of Households



# Customer Profile



- **FashionTV is a Fashion and lifestyle program broadcasting the latest news and information.**
- **A global 24/7 television network focused exclusively on fashion, beauty, trends, celebrities and style.**
- **Language(s): English**
- **Target audience: Age: 21 – 44 (61%), 45 – 54 (23%), 55+ (16%)**
- **Education: degree or equivalent 62% , below degree 38%.**
- **Target Audience: Well-off, technophile, globetrotters, trendy and ad aware. Early adopters, opinion leaders, models, fashion stars and fashion professionals.**
- **Broadcast hours per day: 24/7**

# FashionTV 4K Content



**4K**  
**ULTRA HD**

FashionTV is the leader in the market, producing the main Fashion weeks in 4K content .

Our Cast and Crew are using the highest quality and technology of filming equipment.

We currently produce up to two hours of fresh content each month.

Operating an existing library of 4 K Content.

4K content is available from Milan and Paris Fashion weeks.



# The Content and Format you Desire

**FashionTV 4K offers exclusive content in several options:**

- 4K options range from single clips ranging from 5 to 30 minutes
- Best suited for premium quality
- Programming by theme
- Define your own duration
- Clips can be chosen by category or other metadata put together for a custom-tailored 4K content.
- Delivery in 4K



# Sony Digital Cinema™ 4K



4K Archive samples  
more available upon request



# Available 4K Fashion Shows Fall/Winter 2014/2015



Content	RESOLUTION	DURATION
Milan F/W 14-15 - Alberta Ferretti Show	4096x2160	0:05:00
Milan F/W 14-15 - Costume National Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Daks Show	4096x2160	0:04:00
Milan Men F/W 14-15 - Dsquared2 Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Ermenegildo Zegna Show	4096x2160	0:10:18
Milan Men F/W 14-15 - Fendi Show	4096x2160	0:10:08
Milan Men F/W 14-15 - Ferragamo Full Show	4096x2160	0:08:12
Milan F/W 14-15 - Gucci Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Gucci Show	4096x2160	0:05:00
Milan F/W 14-15 - Max Mara Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Missoni Show	4096x2160	0:05:00
Milan F/W 14-15 - Philipp Plein Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Philipp Plein Show	4096x2160	0:05:00
Milan F/W 14-15 - Roberto Cavalli Show	4096x2160	0:04:00
Milan Men F/W 14-15 - Roberto Cavalli Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Z Zegna Show	4096x2160	0:07:12
Milan Men F/W 14-15 - Antonio Marras Show	4096x2160	0:05:00
Milan F/W 14-15 - Blumarine Show	4096x2160	0:05:00
Milan F/W 14-15 - Byblos Show	4096x2160	0:05:00
Milan S/S 14 - Costume National Show	4096x2160	0:05:00



# Available 4K Fashion Shows Fall/Winter 2014/2015



Content	RESOLUTION	DURATION
Milan Men F/W 14-15 - Dirk Bikkembergs Show	4096x2160	0:04:00
Milan F/W 14-15 - Dolce & Gabbana Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Dolce & Gabbana Show	4096x2160	0:05:00
Milan F/W 13-14 - Dolce & Gabbana Fashion Show	4096x2160	0:05:00
Milan F/W 13-14 - Dsquared2 Fashion Show	4096x2160	0:05:00
Milan Men F/W 13-14 - Emporio Armani Show	4096x2160	0:05:00
Milan Men F/W 14-15 - Ermanno Scervino Show	4096x2160	0:05:00
Milan Men F/W 13-14 - Ermenegildo Zegna Show	4096x2160	0:05:00
Milan S/S 14 - Fendi Show	4096x2160	0:05:00
Milan Men S/S 14 - Fendi Show	4096x2160	0:05:00
Milan Men F/W 13-14 - Fendi Show	4096x2160	0:05:00
Milan S/S 14 - Francesco Scognamiglio Show	4096x2160	0:05:00
Milan S/S 14 - Gucci Show	4096x2160	0:05:00
Milan Men S/S 14 - John Richmond Show	4096x2160	0:05:00
Milan S/S 14 - Max Mara Show	4096x2160	0:05:00
Milan S/S 14 - Missoni	4096x2160	0:05:00
Milan S/S 14 - Roberto Cavalli Show	4096x2160	0:05:00
Milan S/S 14 - Salvatore Ferragamo Show	4096x2160	0:05:00
Milan Men S/S 14 - Salvatore Ferragamo Show	4096x2160	0:05:00
Milan S/S 14 - Spotmax Show	4096x2160	0:05:00



# Available 4K Fashion Shows Fall/Winter 2014/2015

Content	RESOLUTION	DURATION
50th Anniversary for The Pirelli Calendar Fashion Event, Milan	4096x2160	0:03:00
Milan F/W 14-15 - Versace Show	4096x2160	0:05:00
Milan S/S 14 - Versace Show	4096x2160	0:05:08
Adidas "The Stan Smith" Party Fashion Event	4096x2160	0:03:00
Milan F/W 14-15 - Alberta Ferretti Designer at Work	4096x2160	0:03:30
Enjoy a Day with Fashion Blogger "Eleonora Carisi" Fashion Diary	4096x2160	0:02:30
Milan F/W 14-15 - Costume National Hair & MakeUp	4096x2160	0:03:00
Milan F/W 14-15 - Costume National Designer At Work	4096x2160	0:04:00
Milan Men F/W 14-15 - Dirk Bikkembergs Backstage	4096x2160	0:03:30
Milan F/W 14-15 - Dirk Bikkembergs Party	4096x2160	0:02:00
Milan F/W 14-15 - Dolce & Gabbana F.People - Edited Version	4096x2160	0:04:00
Milan F/W 14-15 - Dolce & Gabbana F.People	4096x2160	0:04:00
Milan F/W 14-15 - Dsquared2 Backstage	4096x2160	0:32:30
Milan F/W 14-15 - Dsquared2 Hair & MakeUp	4096x2160	0:03:00
Milan F/W 14-15 - Dsquared2 F.People	4096x2160	0:02:00
Milan Men F/W 14-15 - Ermanno Scervino Backstage	4096x2160	0:04:00
Milan Men F/W 14-15 - Ermenegildo Zegna F.People	4096x2160	0:02:30
Milan Men F/W 14-15 - Ermenegildo Zegna Front Row	4096x2160	0:01:30
Milan F/W 14-15 - Etro Backstage	4096x2160	0:05:00
Milan F/W 14-15 - Etro Hair & MakeUp	4096x2160	0:03:00



# Available 4K Fashion Shows Fall/Winter 2014/2015



Content	RESOLUTION	DURATION
Milan F/W 14-15 - Fendi Designer At Work	4096x2160	0:05:00
Milan F/W 14-15 - Giorgio Armani F.People	4096x2160	0:02:30
Milan Men F/W 14-15 - Gucci F.People	4096x2160	0:02:00
La Perla Boutique Opening, Milan 2014	4096x2160	0:02:00
Marella Store Opening, Milan 2014	4096x2160	0:02:00
Milan F/W 14-15 - Max Mara Hair & Make-Up	4096x2160	0:03:00
Milan F/W 14-15 - Max Mara Designer At Work	4096x2160	0:03:00
Milan F/W 14-15 - Philipp Plein Backstage	4096x2160	0:05:00
Milan Men F/W 14-15 - Philipp Plein Backstage	4096x2160	0:02:30
Milan F/W 14-15 - Philipp Plein Designer At Work	4096x2160	0:04:30
Milan F/W 14-15 - PORTS 1961 Hair & MakeUp	4096x2160	0:03:00
Milan F/W 14-15 - Roberto Cavalli Backstage	4096x2160	0:05:00
Milan F/W 14-15 - Roberto Cavalli Designer At Work	4096x2160	0:04:00
Roberto Cavalli Boutique Opening, Milan 2014	4096x2160	0:03:30
Milan F/W 14-15 - Salvatore Ferragamo Backstage	4096x2160	0:05:00
Milan F/W 14-15 - Salvatore Ferragamo Backstage - Edited Version	4096x2160	0:04:00
Milan F/W 14-15 - Salvatore Ferragamo Hair & MakeUp	4096x2160	0:03:00
Milan F/W 14-15 - Francesco Scognamiglio Backstage	4096x2160	0:03:00
STROILI GIOIELLI 2014 BEHIND THE SCENES ADV CAMPAIGN 2014	4096x2160	0:02:00
Milan F/W 14-15 - Versace Hair & MakeUp	4096x2160	0:03:00

# Available 4K Fashion Shows Fall/Winter 2014/2015



Content	RESOLUTION	DURATION
Milan Men F/W 14-15 - Vivienne Westwood Backstage	4096x2160	0:05:00
30th Anniversary Super Studio Special Event - Milan F/W 14-15	4096x2160	0:03:00
Milan F/W 14-15 - Alberta Ferretti Backstage - Edited Ver	4096x2160	0:05:00
Milan F/W 14-15 - Alberta Ferretti Hair & Make Up - Edited Ver	4096x2160	0:03:00
Milan F/W 14-15 - Andrea Incontri F People	4096x2160	0:01:31
Milan Men F/W 14-15 - Costume National Backstage	4096x2160	0:03:30
Milan F/W 14-15 - Byblos F.People	4096x2160	0:02:00
Milan Men F/W 14-15 - Costume National F People	4096x2160	0:02:00
Milan Men F/W 14-15 - Corneliani Backstage	4096x2160	0:03:00
Milan F/W 14-15 - Costume National Backstage	4096x2160	0:05:00
Milan F/W 14-15 - Costume National F People	4096x2160	0:02:30
Milan Men F/W 14-15 - Dsquared2 Backstage	4096x2160	0:05:00
Milan F/W 14-15 - Emporio Armani F.People	4096x2160	0:02:31
Milan Men F/W 14-15 - Etro Backstage	4096x2160	0:04:00
Milan F/W 14-15 - Fausto Puglisi F.People	4096x2160	0:02:00
Milan Men F/W 14-15 - Fendi Backstage	4096x2160	0:05:00
Milan F/W 14-15 - Fendi F.People	4096x2160	0:02:30
Milan F/W 14-15 - Salvatore Ferragamo F.People	4096x2160	0:02:30
Milan F/W 14-15 - Frankie Morello F.People	4096x2160	0:01:30
Milan F/W 14-15 - Gucci F.People	4096x2160	0:03:00



# Customizable Programming

**Programming for FashionTV 4K can be personalized.**

Clips can be chosen to feature subjects pertaining local interests, whether they feature:

- Fashion
- Models
- Parties
- Designers

... or a whole host of other FashionTV content.

**You may also order specialized programming based on specific events/themes, such as:**

- Designer
- Show
- Location



PROGRAM NAME	DESCRIPTION	SAMPLE OF PROGRAMS
<b>FASHION</b>	We cover them all, with you in the front row! Fashion weeks show the styles that make the fashion world go round. fashiontv follows the haute couturiers around the world and covers directly the global trends from the fashion metropolises - see it first on fashiontv! Creators like Cavalli, Prada, Tom Ford have become more than just designers. They are global brands! Discover the secrets behind their success.	<ul style="list-style-type: none"> <li>•Fashion Weeks</li> <li>•Backstage</li> <li>•Focus on Designers</li> <li>•Hair &amp; Make-up</li> </ul>
<b>MODELS</b>	You know the face, take a look behind the scenes. Top models like you've never seen them before. Graces on the catwalk or natural beauties also off stage?	<ul style="list-style-type: none"> <li>•Models Awards</li> <li>•First Face</li> <li>•Focus on Top Models</li> <li>•Models Talk</li> </ul>
<b>F MEN</b>	Discover the exciting world of men's fashion. Fashiontv offers you programs featuring the world's top designers and top male models on and off the runway. Experience full shows, exclusive interviews and behind the scenes footage of top male models	<ul style="list-style-type: none"> <li>•Male Models</li> <li>•F Men Talk</li> <li>•Designers</li> <li>•Fashion Week</li> </ul>
<b>F PEOPLE</b>	Fashion beyond the catwalk. How the stars glitter when they come out at night. From the Oscars to Cannes, from gala dinner to VIP Dj gig....	<ul style="list-style-type: none"> <li>•Fashion Events</li> <li>•F Parties</li> <li>•Fashion Destination</li> </ul>



# FashionTV in 4000 pixels

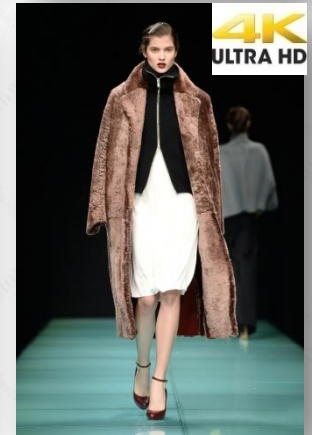
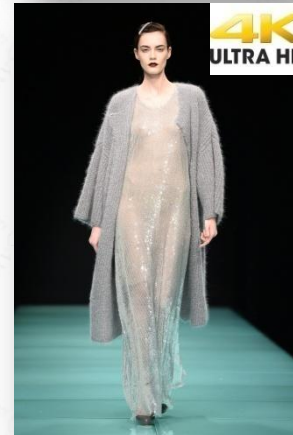
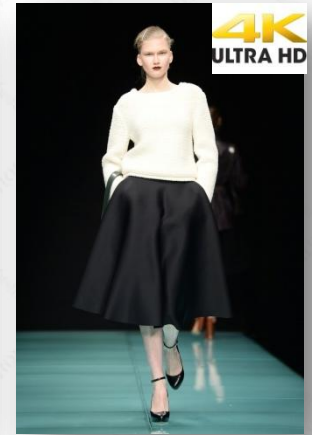
FashionTV is the leader in the market, producing the main Fashion weeks in 4K content .

Our Cast and Crew are using high-tech filming equipment.

We currently produce up to two hours of fresh content each month.

Operating an existing library of 4K Content.

Milano and Paris Fashion weeks are amongst our most popular in 4K



# CONTACT

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