

FashionTV Banner Initiatives



FashionTV

◆ **FashionTV** is a global and the biggest fashion lifestyle program broadcasting the latest news and information to over 440 million households and 7 million public places worldwide. As the only global 24/7 television network focused exclusively on fashion, beauty, trends and style. And only TV equivalent to fashion print products (Vogue, Elle, Cosmopolitan, L' Officiel)

◆ **FashionTV** is a New Media leader, with a highly trafficked and expansive digital reach that includes YouTube channels (*299 million views in 1 year*), fashiontv.com (*12 mil visitors per year*), a Facebook page (*2+ million fans*) and more. In top 30 pages on Google+ with 2+ million followers.

◆ **FashionTV** represents Chic style, dynamic attitude, fresh and hip music, fashiontv symbolizes fashion in its true sense. Celebrities, models, designers fashionistas and trendsetters. We get the first the newest trends and share them with our audience.

◆ **FashionTV** viewers are considered the most luxurious, glamorous and fashion-oriented target group among all media consumers, who not only love to watch the fashionable lifestyle on TV, but they also enjoy living it.



FashionTV is offering the opportunity of Advertising free Fashion Cocktails through banners on New Media Websites FashionTVs YouTube

The Banners can show quotes such as ‘win a free cocktail’ providing a strong initiative for clients to come to the bars and clubs and are linked to the bars and clubs participating or scanned via QR Codes

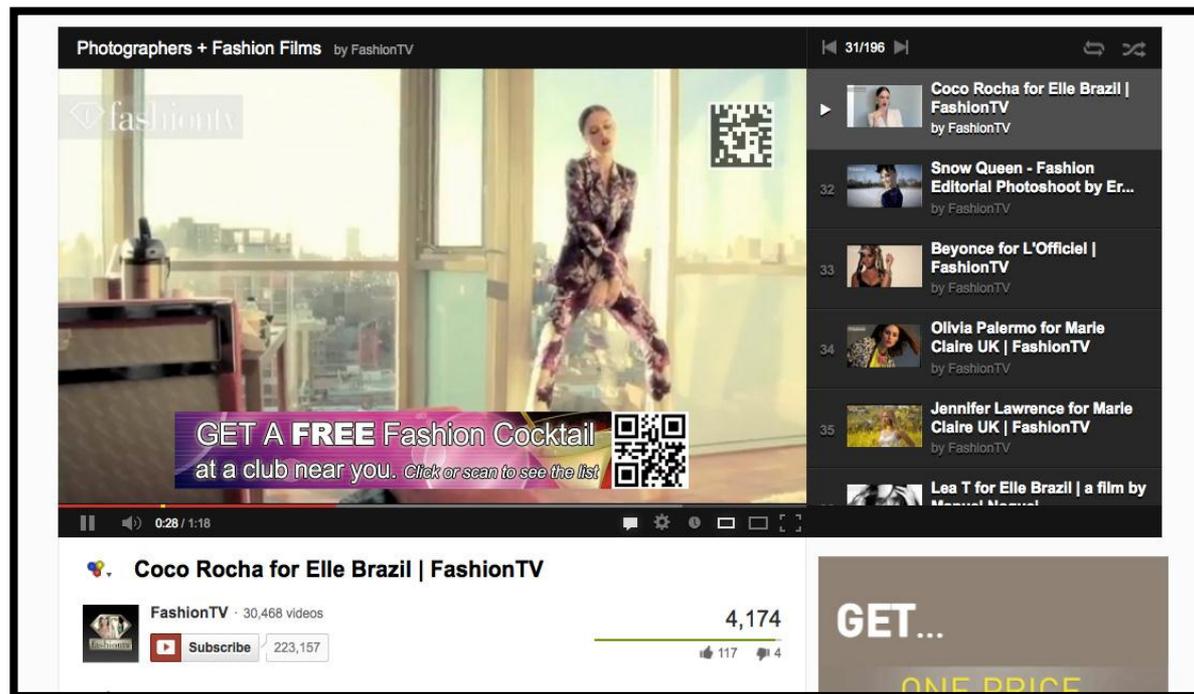
Banner Offer



YouTube Banner Targeting

FashionTV can target the banners to specific states in the e.g. United States on YouTube either clickable to the bars participating or scanned via QR Code

The YouTube channel will show the specific banners on the YouTube videos allocated to the state that it is shown in to target specific viewers



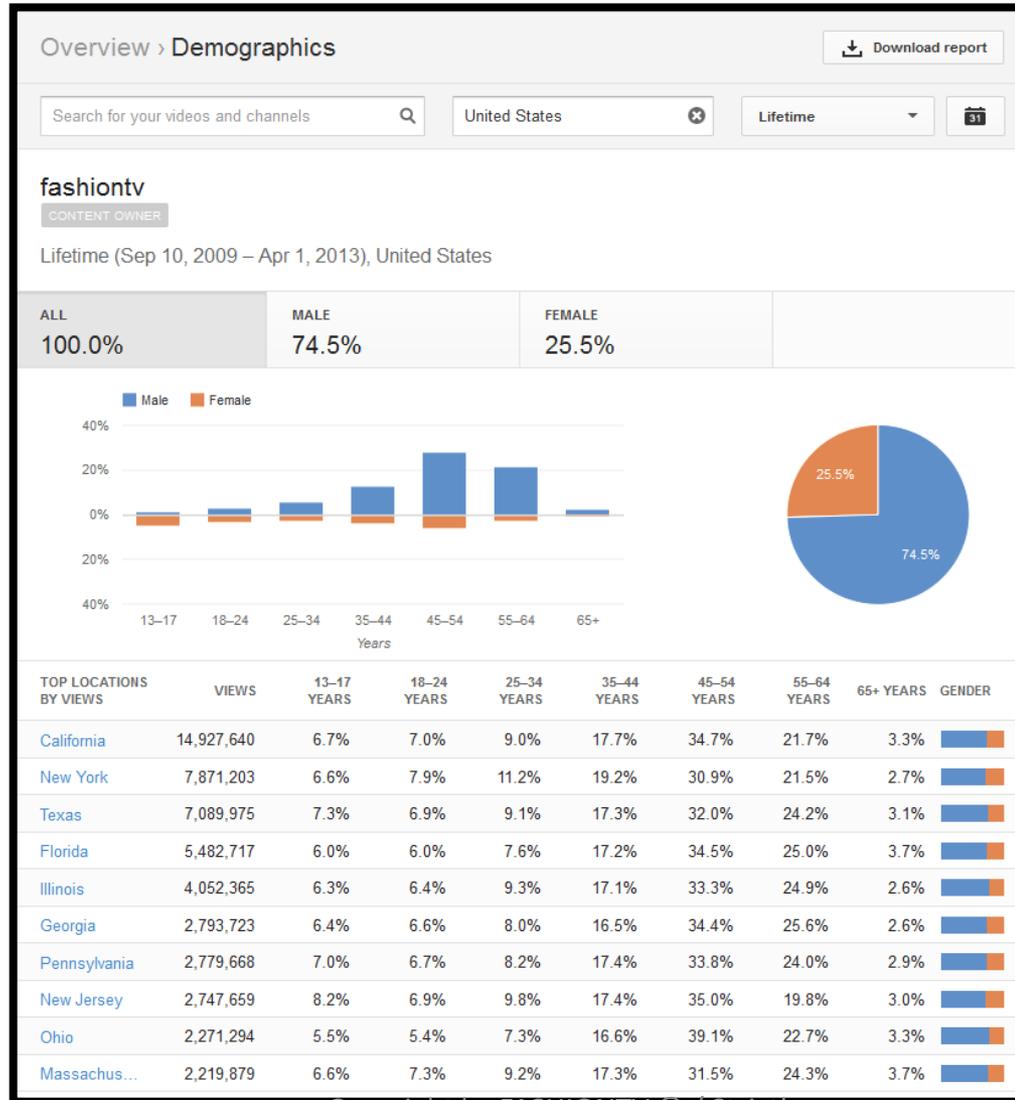
Facebook Banner Targeting

On FashionTV Facebook the banners can be targeted at specific groups, ages, sexes, occupations and other groups

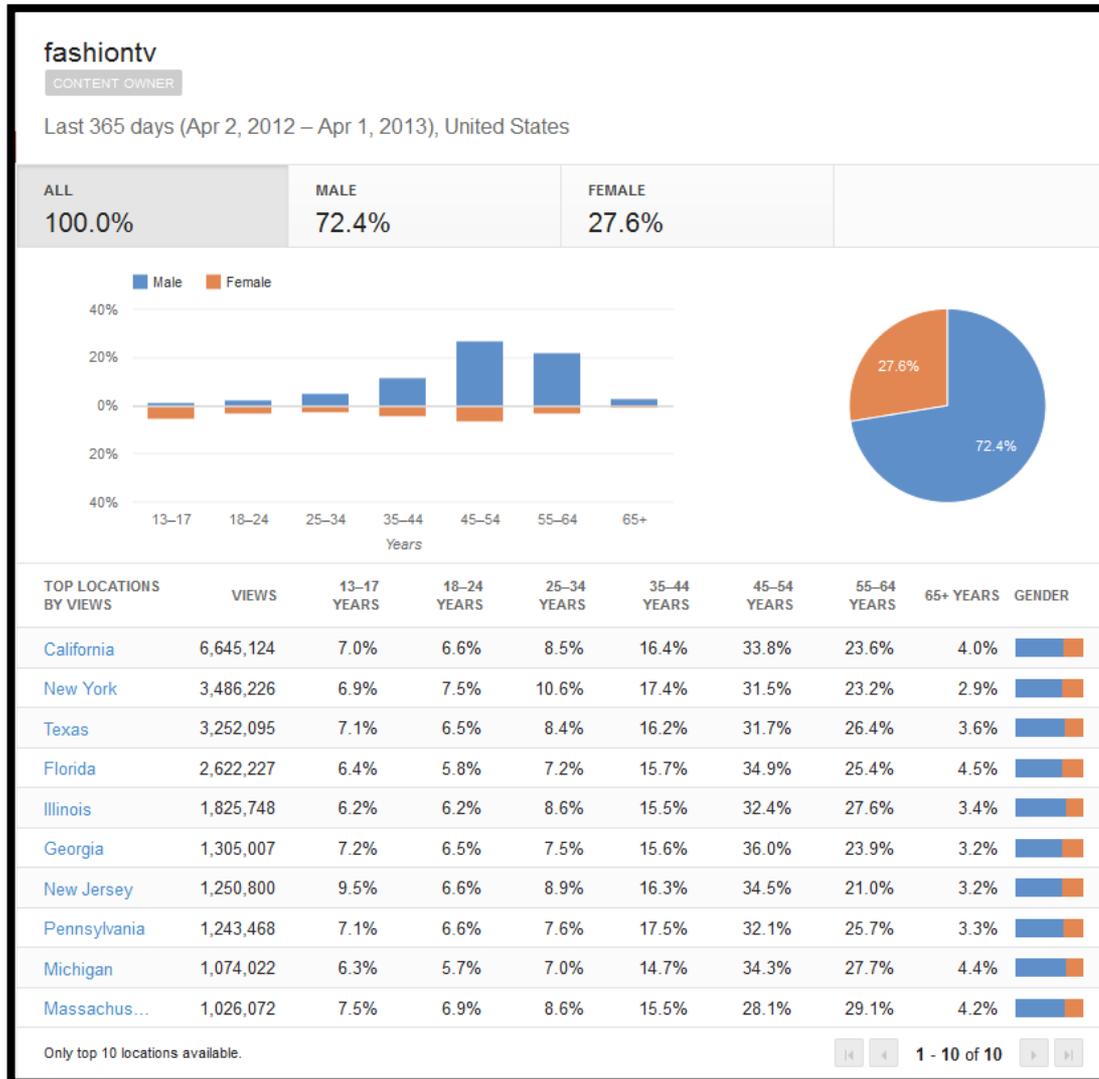
This way the banner can be targeted at an audience it is meant for at the correct age to win a free drink as well as linked to only bars and clubs that are participating in the banner options



US Lifetime YouTube Views



US Last 365 Days Views



United States YouTube Statistics

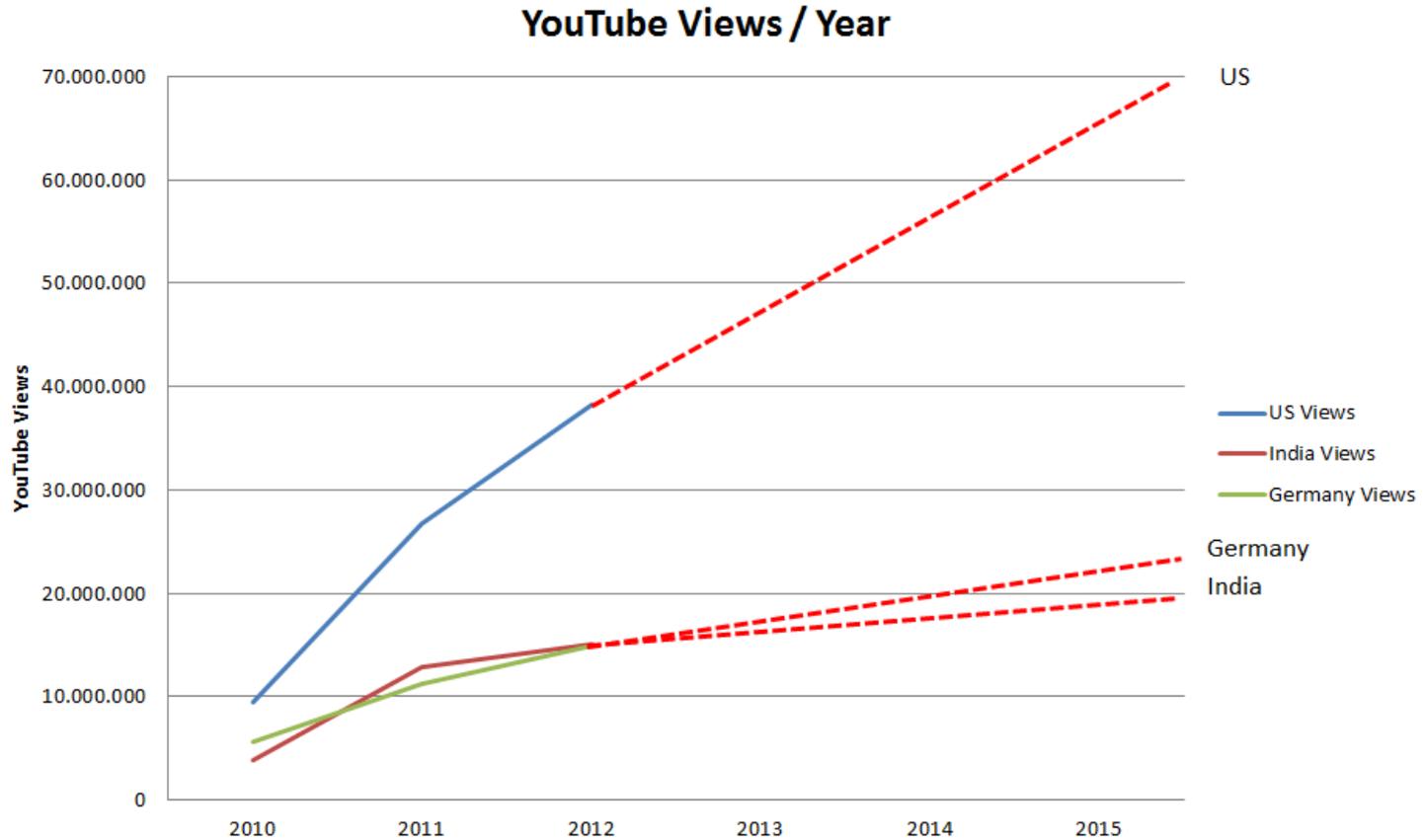
Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
United States	38.121.378	74.8	25,20	313	245.3	16%

Yearly	US	
	Views	Growth
2010	9.417.137	-
2011	26.803.314	184,62%
2012	38.302.786	42,90%

Quarterly	US	
	Views	Growth
2012		
Q1	9.028.276	-
Q2	9.600.866	6,34%
Q3	8.733.879	-9,03%
Q4	10.939.765	25,26%

US YouTube Predictions

YouTube Views US/India/Germany



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