



# fashiontv casino







# FASHION TV BRANDED CASINO AREA

I love fashion casino







# CHAMPS ELYSEES

FASHION GAMING MACHINES







# SEVENTH AVENUE

FASHION GAMING MACHINES







# BOND STREET

FASHION SHOW & TABLE GAMES







**fashionTV casino**







# DIAMOND GATE







# FASHION CATWALK







# CAVALLI ROOM

FASHION GAMES & SHOW ROOM







# VERSACE VIP ROOM

EXCLUSIVE MEMBER'S ROOM







# DIAMOND TABLE







# CHIPS & CARDS

















# GAMING MACHINES





casino



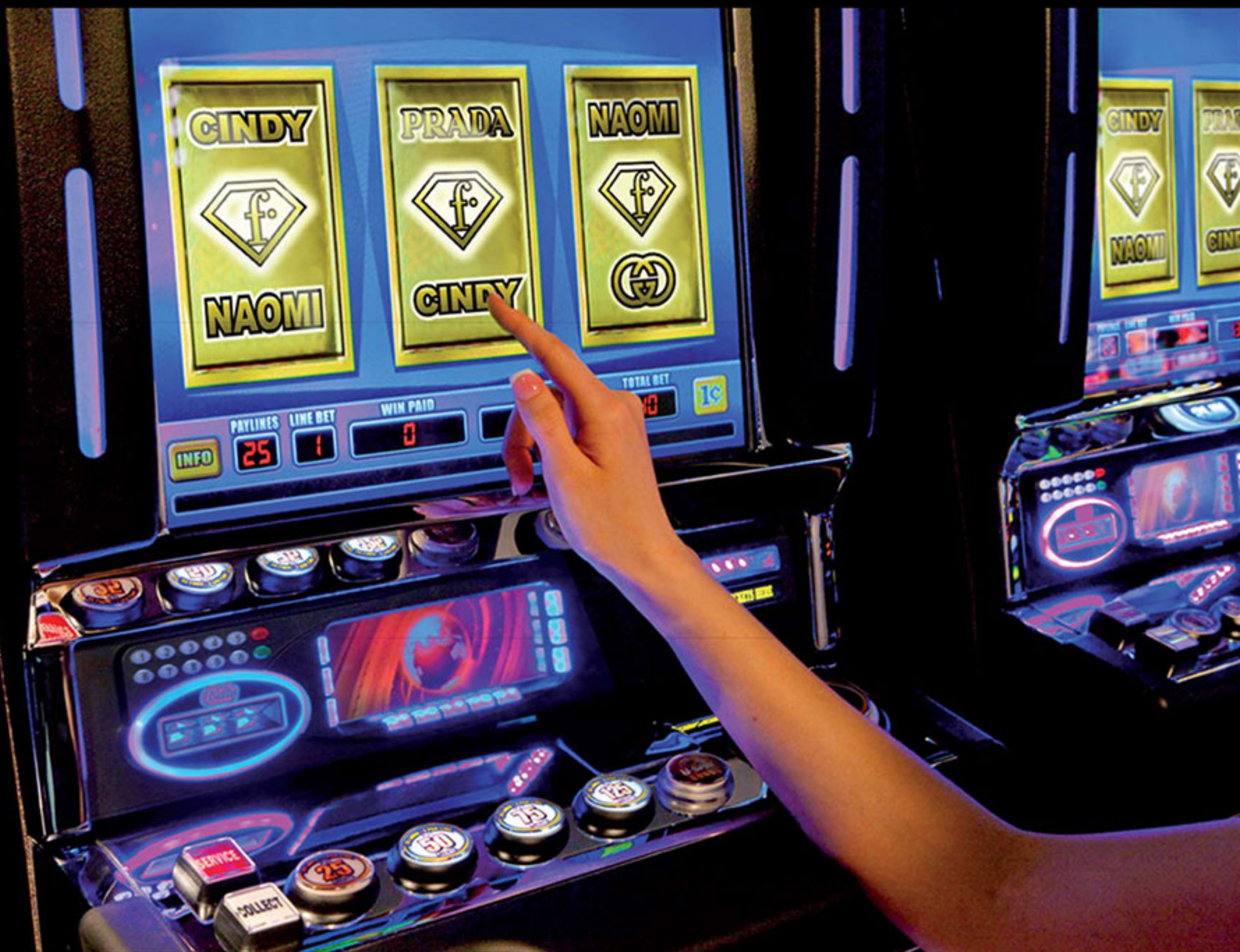




casino











 **fashiontv**

**PLAY 3 COINS**

**PAYLINE**



**INSERT  
BILLS  
BELOW**

**BILLS MUST BE  
INSERTED FACE UP**

WALFUNCTION VOIDS ALL PAYS AND PLAYS

**8888**

**WINNER PAID**

**8888**

**CREDITS**

**25¢**

PAYS ON CENTER LINE ONLY  
ONLY HIGHEST WINNER PAID

**CASH  
CREDIT**

**BET  
ONE  
CREDIT**

**PRESS  
TO  
BUY**



**COINS  
PLAYED**

**1**

**COINS  
PLAYED**

**PLAY  
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CREDITS**





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**CASH  
CREDIT**

**BET  
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CREDIT**

**PRESS  
TO  
BUY**



**COINS  
PLAYED**

**1**  
COINS  
PLAYED

**3  
CREDITS**





 **fashiontv**

**PLAY 3 COINS**

**PAYLINE**



**INSERT  
BILLS  
BELOW**

**BILLS MUST BE  
INSERTED FACE UP**

HALF FUNCTION VOIDS ALL PAYS AND PLAYS

**WINNER PAID**

**88**  
**CREDITS**

**25¢**

PAYS ON CENTER LINE ONLY  
ONLY HIGHEST WINNER PAID

**CASH  
CREDIT**

**BET  
ONE  
CREDIT**

**PRESS  
TO  
BUY**



**COINS  
PLAYED**

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**PLAY  
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CREDITS**

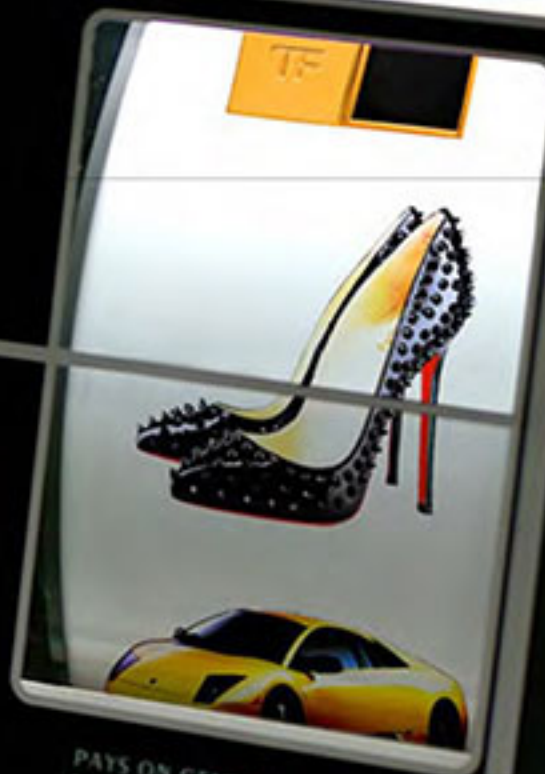




 **fashiontv**

**PLAY 3 COINS**

**PAYLINE**



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CREDITS**





# FASHION & FUN AREAS





# DIAMOND BAR

F COCKTAILS







# LOUNGE





# STUDIO CLUB







# ESCLUSIVE VIP AREAS







# LOVE F CAFE







# FURNITURE COLLECTION





## Diamond Lounge chair







# Flare Table







# 'Yes' Chair







# Diamond Table Set







# White Diamond Booth







# Diamond Table







# Gold Diamond Booth







## Gold Love Seat







# Reception Counter







DINING SET









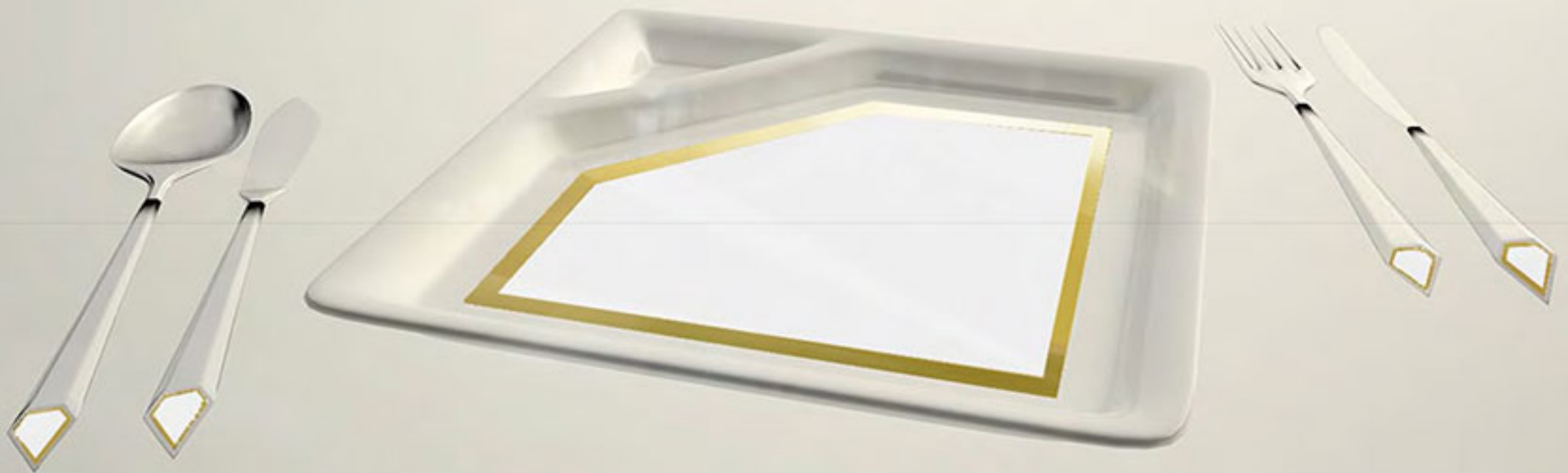
# Diamond Tray







## “Precious” cutlery set







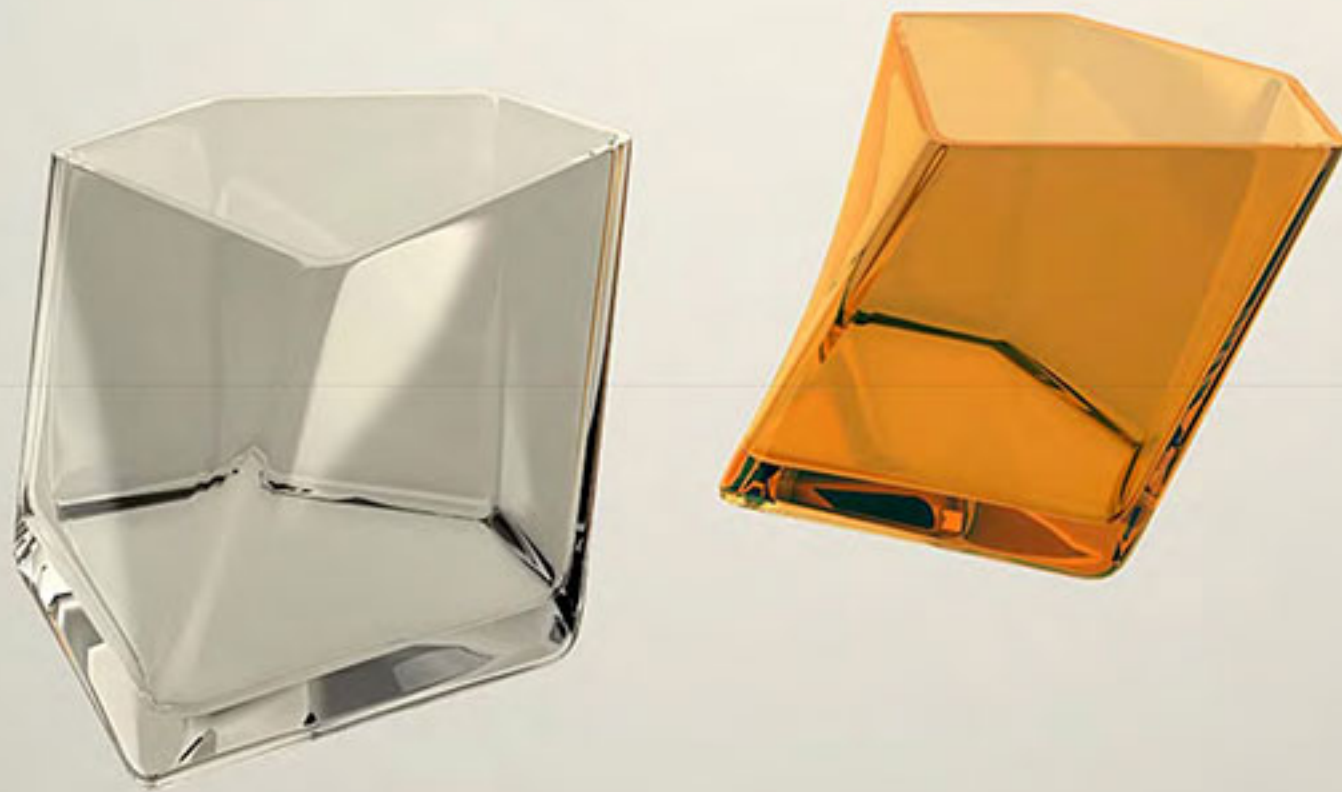
## “Seduce” Martini Glass







# “Crush” Water Glass







# “Entice” Champagne Glass





# INTRODUCTION

- ◆ FashionTV is the biggest fashion medium in the world. As the only global 24/7 TV station focused exclusively on fashion, beauty, trends and style, FTV broadcasts the latest news & information to over 350 million households and 7 million public places worldwide. Recognized as one of the most influential and renowned media brands in the fashion industry.
- ◆ FashionTV is more than a channel, it is a lifestyle. The community of FTV viewers is 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. As a result, FashionTV products and high-profile events are increasingly popular and sought-after by millions of fans around the world. As a result, FashionTV branded products, locations (F Clubs and F Bars) and high-profile events are increasingly popular and sought-after by millions of fans around the world.



# FASHIONTV INTRODUCES F CASINO

## CONCEPT

- ✦ Casino and entertainment industry is always looking for new features and advantages to satisfy the wants and desires of the customers and attract new players
- ✦ Themed casinos were introduced long time ago and are successful in the industry
- ✦ Themed casino areas are based on:

**Historical and Entertainment:** Pyramids, Babylon, Treasure Island, Planet Hollywood

**Geographical locations:** Paris, Bellagio, Venetian

**Sexuality:** Playboy, Hustler

**Sport:** Las Vegas Club

**Music:** Hard Rock

- ✦ There is no casino based on fashion theme, though all casinos have fashion and luxury boutiques and seduce visitors to play and spend money on fashion and luxury products
- ✦ FashionTV had a cooperation with many casinos, for events and other occasions, because of high popularity and interest to FashionTV among casino customers
- ✦ FashionTV made a research which concluded that most of constant casino players would be interested in the fashion-themed casino
- ✦ After the studies and market analysis FashionTV introduces its own concept of F Casino



# THEMED CASINOS MOOD BOARD



CASINO



The ultimate adult playground - classic gaming in a contemporary space with beautiful Bunny croupiers.



# F CASINO MOOD BOARD





# F CASINO CONCEPT

## F Casino Variations:

- ◆ The themed Casino could be developed as a separate project or a themed f floor casino designed inside the existing casino

## Special features of F Casino:

- ◆ fashiontv themed gaming machines (featuring famous models, designers, brands etc)  
fashiontv gaming chips
- ◆ diamond shaped catwalk around the tables and gaming machines
- ◆ photoshoot performance on stage
- ◆ f studio club
- ◆ f style decorations
- ◆ weekly programmes focused on the fashionweek capitals with live broadcasting from famous shows such Victoria's Secret, Dior, Chanel, Cavalli, etc.
- ◆ Every hour a short fashion show along the gaming tables, as well as big events taking place in the studio f club.



# F CASINO CONCEPT

## Special features of F Casino:

- ◆ Every week there is fashionweek in major capitals from New York, London, Paris, Milan, Moscow, Tokyo, Beijing, Shanghai, Singapore etc.
- ◆ Thus the screens and mood of the fashion casino area would change week by week to highlight the different cities, food and other decors can be adjusted to reflect the iconic logos of each fashion city.
- ◆ The croupiers would be good looking (model parameters) tall european young ladies dressed in fashion style look.

## F Casino—Target Clientele

- ◆ From high profile fashion industry professionals(retailers, buyers, models, photographers,etc.) to celebrities, movie stars- to all business and leisure travellers inclined to the trendy and fashionable lifestyle








# CASINO CALENDAR

			2013
Week	Date		Broadcasting Events/Specials
1	04.01.2013	06.01.2013	Top designers Weekend
2	11.01.2013	13.01.2013	Focus on designers weekend
3	18.01.2013	20.01.2013	Behind the scenes Weekend
4	25.01.2013	27.01.2013	Mens Fashion Weeks weekend
5	01.02.2013	03.02.2013	Paris Haute Couture FW weekend
6	08.02.2013	10.02.2013	Vov China Weekend
7	15.02.2013	17.02.2013	Valentine Weekend
8	22.02.2013	24.02.2013	New York Fashion Week Weekend
9	01.03.2013	03.03.2013	London Fashion Week Weekend
10	08.03.2013	10.03.2013	Milan Fashion Week Weekend
11	15.03.2013	17.03.2013	Paris Fashion Week Weekend
12	22.03.2013	24.03.2013	End of Fall 2013 fashion week season weekend
13	29.03.2013	31.03.2013	Photographers weekend
14	05.04.2013	07.04.2013	Fashion Capitals weekend
15	12.04.2013	14.04.2013	Fashion Divas Weekend
16	15.04.2013	14.05.2013	16th anniversary of fashiontv
16	19.04.2013	21.04.2013	Taurus Zodiac weekend
17	26.04.2013	05.05.2013	First Face Countdown, the new Top Models of Fall 2013 collections
19	10.05.2013	12.05.2013	Brazilian Fashion Weeks Weekend
20	17.05.2013	19.05.2013	Gemini Zodiac Weekend
21	24.05.2013	26.05.2013	Cannes Film Festival Weekend
22	31.05.2013	02.06.2013	Cannes Film Festival Weekend
23	07.06.2013	09.06.2013	Grand Prix Monte Carlo Weekend - France 2013
24	14.06.2013	16.06.2013	Film stars fashion weekend
25	21.06.2013	23.06.2013	Cancer Zodiac weekend
26	28.06.2013	30.06.2013	Swimwear Weekend
27	05.07.2013	07.07.2013	Men's Fashion Weeks Spring 2014 weekend
28	08.07.2013	15.08.2013	Summer Party - Best events/ DJ's
28	12.07.2013	14.07.2013	Paris Haute Couture Fall 2013 Weekend
29	19.07.2013	21.07.2013	Leo Zodiac weekend
33	16.08.2013	18.08.2013	Discover the Trends Weekend (Fall 2013)
34	23.08.2013	25.08.2013	Virgo Zodiac weekend
35	30.08.2013	01.09.2013	Now in Stores Weekend
36	06.09.2013	08.09.2013	Back to the City Weekend
37	13.09.2013	15.09.2013	Film stars fashion weekend
38	20.09.2013	22.09.2013	New York Fashion Week Spring 2014 Weekend
39	27.09.2013	29.09.2013	London Fashion Week Spring 2014 Weekend
40	04.10.2013	06.10.2013	Milan Fashion Week Spring 2014 Weekend
41	11.10.2013	13.10.2013	Paris Fashion Week Spring 2014 Weekend
42	18.10.2013	20.10.2013	End of Spring 2014 fashion week season weekend
43	25.10.2013	27.10.2013	Scorpio Zodiac weekend
44	01.11.2013	03.11.2013	Fashion Capitals weekend
45	08.11.2013	10.11.2013	Fashion Divas Weekend
46	15.11.2013	17.11.2013	Victoria's Secret Weekend
47	22.11.2013	24.11.2013	Sagittarius Zodiac weekend
48	25.11.2013	01.12.2013	First Face Countdown
49	06.12.2013	08.12.2013	Brazilian Fashion Weeks Weekend
50	13.12.2013	15.12.2013	Calendars Weekend
51	16.12.2013	31.12.2013	Best of 2013
51	20.12.2013	22.12.2013	Capricorn Zodiac weekend



# F CASINO CALENDAR

<b>January</b>	Haute Couture Paris, Sao Paolo Fashion Week Men Fashion Milan, Russian New Year	<b>July</b>	Haute Couture Paris, Sao Paolo	
<b>February</b>	New York, London, Valentine day, Chinese New Year	<b>August</b>	St Tropez, Ibiza, Sardinia, Bali	
<b>March</b>	Milan, Paris, Madrid, Beijing, Oscars Hollywood	<b>September</b>	New York, London, Madrid	
<b>April</b>	Tokyo, Seoul, Moscow	<b>October</b>	Milan, Paris, Tokyo	
<b>May</b>	Cannes Film Cote Azur	<b>November</b>	Victoria secrets, Moscow, Beijing	
<b>June</b>	Men Fashion Milan, Music and Fashion for June 21 white nights	<b>December</b>	Pirelli calendar launch, Sports illustrated calendar...best of year, New Year Party	



# CASINO CLIPS ON FASHIONTV

**F88 casino promo 1**

<http://www.youtube.com/watch?v=n4Hq-6yKdnl>

**F88 casino promo 2**

<https://www.youtube.com/watch?v=dkSIJSFHgds>

**Las Vegas | Fashion Destination: Caesar's Palace ft Jessica Pribanic**

<http://www.youtube.com/watch?v=iGgE5AbQipk>

**Casino Royale: Grand Opening Party at Amarone Club - Jakarta Indonesia**

<http://www.youtube.com/watch?v=IQ1cPpQbK0Q>

**Miss FTV Cyprus in Rocks Hotel & Casino 2010**

<http://www.youtube.com/watch?v=bz8xi4bG6Nk>

**Miss FTV @ Rocks Hotel & Casino with Serdar Ortac, Summer 2011**

[http://www.youtube.com/watch?v=Z\\_wfgTqVXnQ](http://www.youtube.com/watch?v=Z_wfgTqVXnQ)

**Miss FashionTV 2012 Model Awards at the Rocks Hotel & Casino in Kyrenia**

<http://www.youtube.com/watch?v=n5KcpUu7t6c>

**Michaela Kocianova at Rocks Hotel & Casino, Kyrenia**

[http://www.youtube.com/watch?v=X\\_D8miXgfGw](http://www.youtube.com/watch?v=X_D8miXgfGw)



# CASINO CLIPS ON FASHIONTV

**FashionTV's I LOVE FASHION Show and Party at Rocks Hotel & Casino Kyrenia**

<http://www.youtube.com/watch?v=2jzTUDgfldc>

**fashiontv | FTV.com - \*PLAYBOY PARTY in Casino**

<http://www.youtube.com/watch?v=u4YoxYgYizM>

**ONE DAY IN CASINO LOUTRAKI - MISS FTV 2006**

<http://www.youtube.com/watch?v=3jOMqrUhlS8>

**FTV PRESENTS LEBANON CONTESTANTS IN CLUB HOTEL**

<http://www.youtube.com/watch?v=LTclYye0EjQ>

**MISS FTV MAROCCO CASINO ATLANTIC PALACE 2006**

<http://www.youtube.com/watch?v=Jq-mbhEV5SI>

**Fashiontv- Midnight Hot @ Casino Palace Romania- fashiontv.com**

<http://www.youtube.com/watch?v=UM23QRaviw8>

**Fashion Destination Bahamas At Wyndham Nassau Resort and Casino**

<http://www.youtube.com/watch?v=Q2HBA-QqkaU>

**CRATOS PREMIUM HOTEL Casino & PORT**

<https://www.youtube.com/watch?v=UHoSCtzGN68>

**Fashiontv | FTV MODEL AWARDS SUMMARY - MONTE-CARLO -**

<https://www.youtube.com/watch?v=zSXtTjKEw-0>



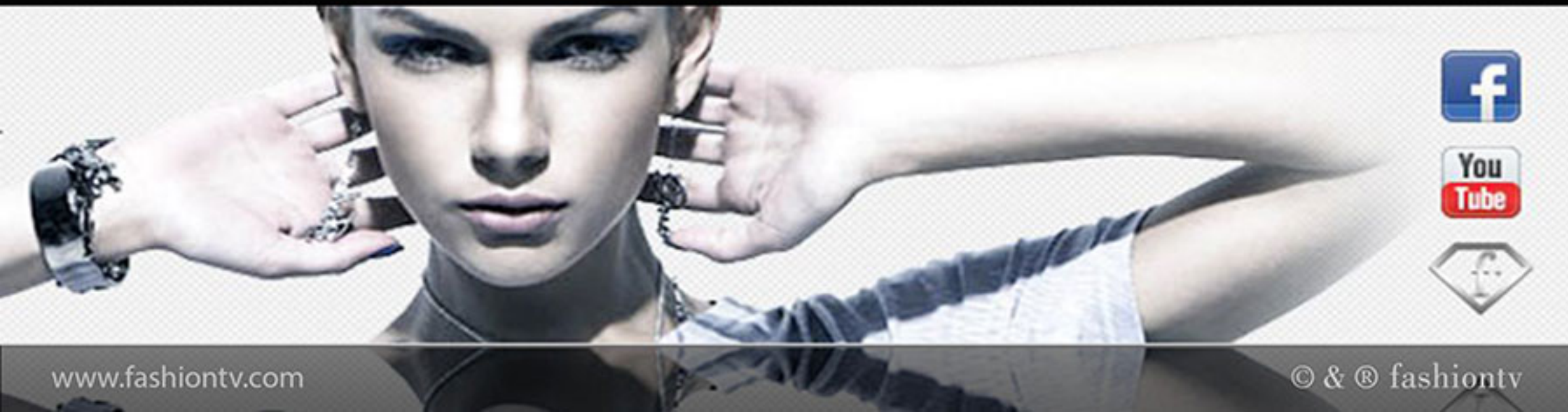
# F Casino Competitive Advantage

- ◆ Qualified market differentiation based on a strong identity of F Brand—is what sets F casinos apart from its competitors and enables the brand to form a strong and lasting emotional bond with all of its clientele and stakeholders. In most cases, choice of a casino is a lifestyle statement, and F Brand is in fact famous for influencing lifestyles. As a result, F Casino represents a distinctive approach to life in its true sense
- ◆ Enhanced image & prestige due to a global power of FashionTV medium—FashionTV generates significant worldwide media exposure for many global brands. This presents an invaluable advantage for airtime promotion of the F Casino brand, resulting in numerous opportunities for creation of effective marketing campaigns and attraction of a wide range of clientele among a worldwide audience of FashionTV
- ◆ Increased recognition among worldwide fan base of potential future clients—Being one of the most recognized and respected brands in the fashion world, followed by millions of fans and viewers who are in fact frequent travelers and high-spenders, will naturally generate interest and curiosity in the F Casino properties, prospectively resulting in high occupancy, loyalty and repeat business, and above average ROI.



# FashionTV

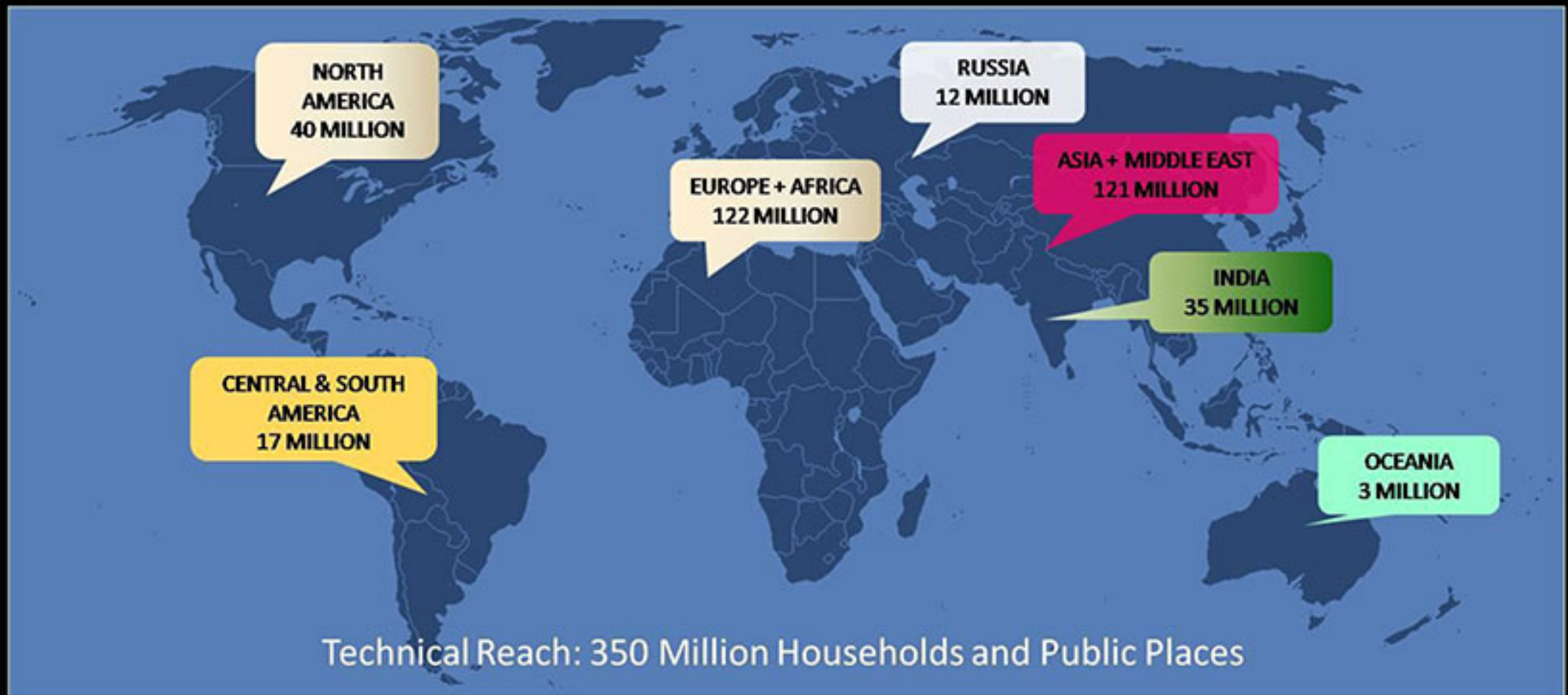
- ◆ **FashionTV** is a global and the biggest fashion lifestyle program broadcasting the latest news and information to over 440 million households and 7 million public places worldwide. As the only global 24/7 television network focused exclusively on fashion, beauty, trends and style. And only TV equivalent 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 1,000,000+ 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.





# ABOUT FASHIONTV

- ◆ Distributed in 197 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



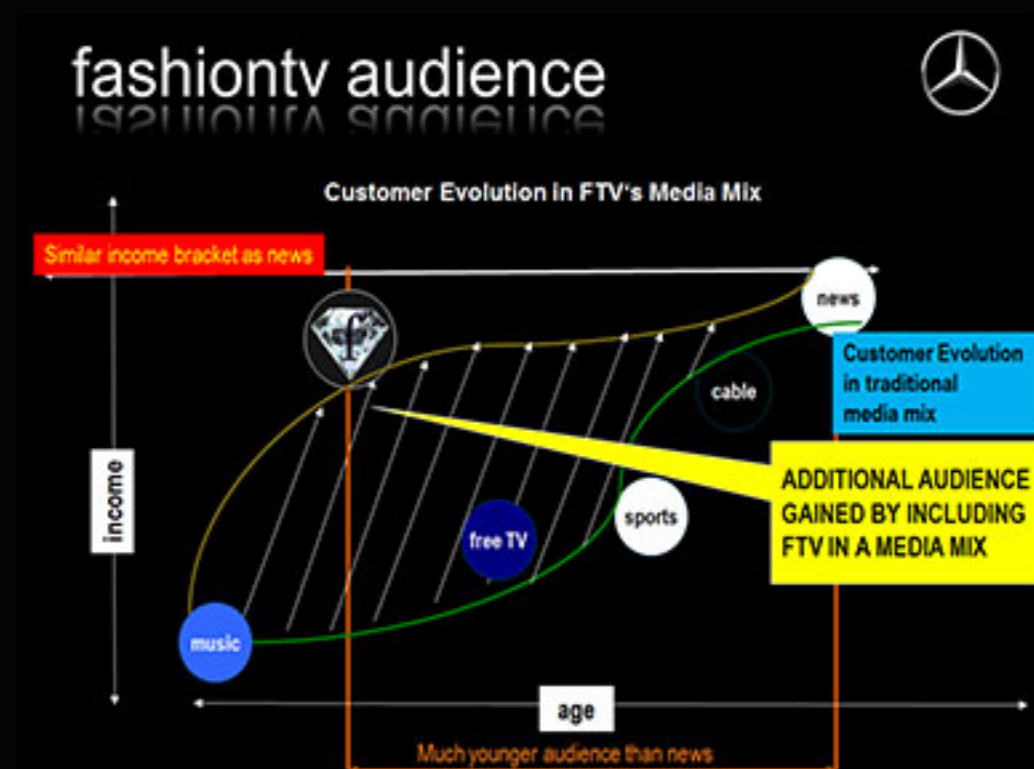


# WHO WATCHES FASHIONTV

- ◆ 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

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





# FASHIONTV PROVIDES UNIQUE SUPPORT

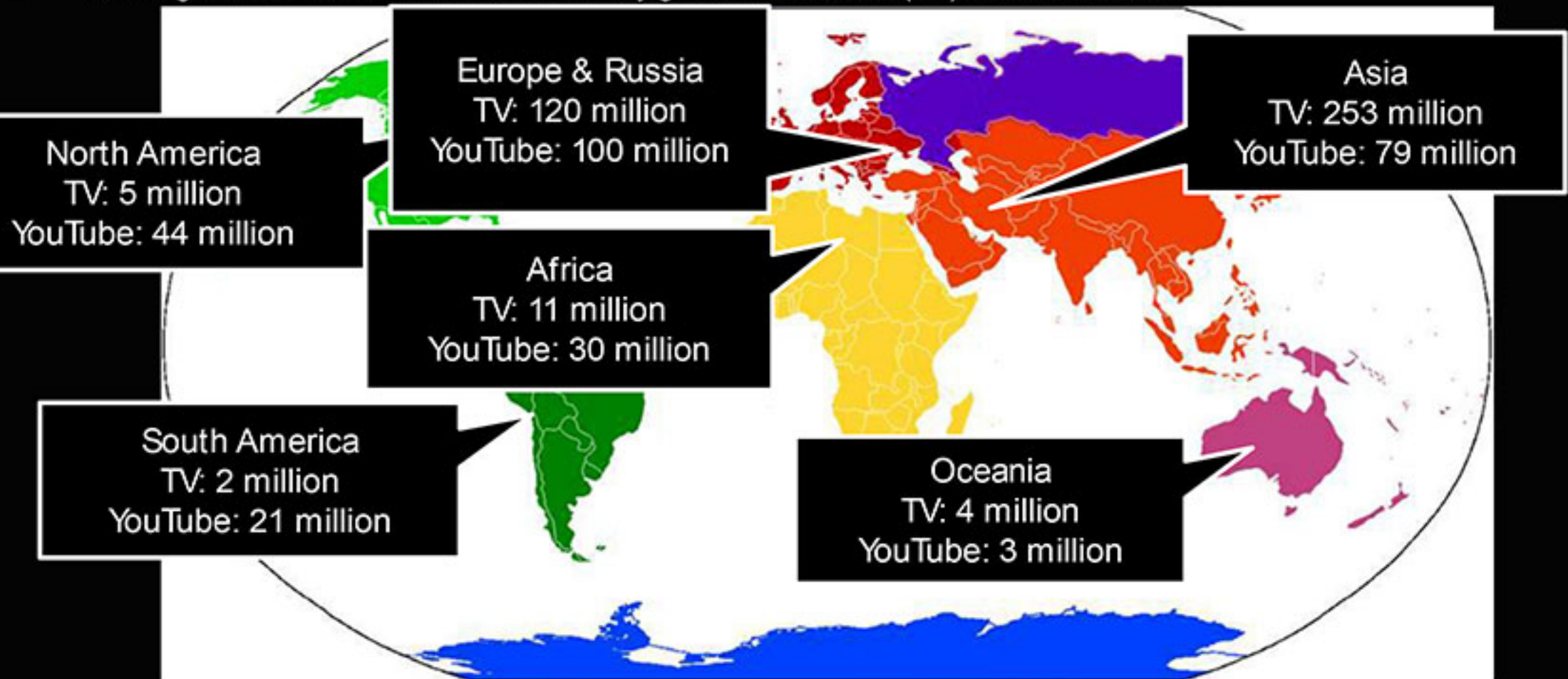
FashionTV's multi-media platform presents an invaluable opportunity and support for efficient endorsement of your film on a global scale:

- ◆ **ON AIR** – on FTV network reaching approximately *56 million viewers* worldwide each month
- ◆ **ONLINE**- on FTV.com (*1 mil visitors per month*), FTV youtube channel (*22 mln views per month*), FTV facebook page (*2 mln fans*)
- ◆ **IN PRINT** - in FTV magazine, channel's own world-class monthly publication
- ◆ **ON GROUND** – at many glamorous FTV events held in prestigious international destinations; e.g. *FParties, FModel Search, FFriday Parties, Miss FTV Parties, First Face Parties, FBar Parties, Fashion Weeks*, etc.



# FashionTV TV Distribution vs New Media Annual Views (January 2012-2013)

- ◆ FashionTV reaches 440 million households using 60 satellites.
- ◆ FashionTV reaches 7 million public places (hotels, bars, restaurants and gyms).
- ◆ FashionTV is number one in fashion new media, having delivered more video views than top 10 fashion magazines.
- ◆ With 299 million of video views in last 12 months, reaching 219 million men and 80 million women.
- ◆ Annual growth of TV viewers is 10%. Monthly growth of YouTube (etc) viewers is 10%.





# New media

FashionTV is a New Media leader, with a highly trafficked and expansive digital reach that includes YouTube channels (25,000,000 views per month), FTV.com (1 mil visitors per month), a Facebook page (2 million fans) and more. In the top 300 media online.





# New Media Demographics

On both YouTube and Facebook, consumers can be targeted on a segmented basis

Out of the 25 million views every month, 6.5 million (25%) views are generated by women / 70+ million female views a year

They can be targeted separately to women or men for certain commercials that are targeted at genders (gender segmentation)

49% of the female audience are aged 25-54 which can additionally be targeted separately

Additionally different countries can be targeted separately from each other, allowing for adjustments of the advertisements and messages to local consumers

These strategies are not available via TV as consumer segmentation is not controllable BUT via the vast New Media possibilities of FashionTV this is viable and tremendously effective



# YouTube Demographics of FashionTV

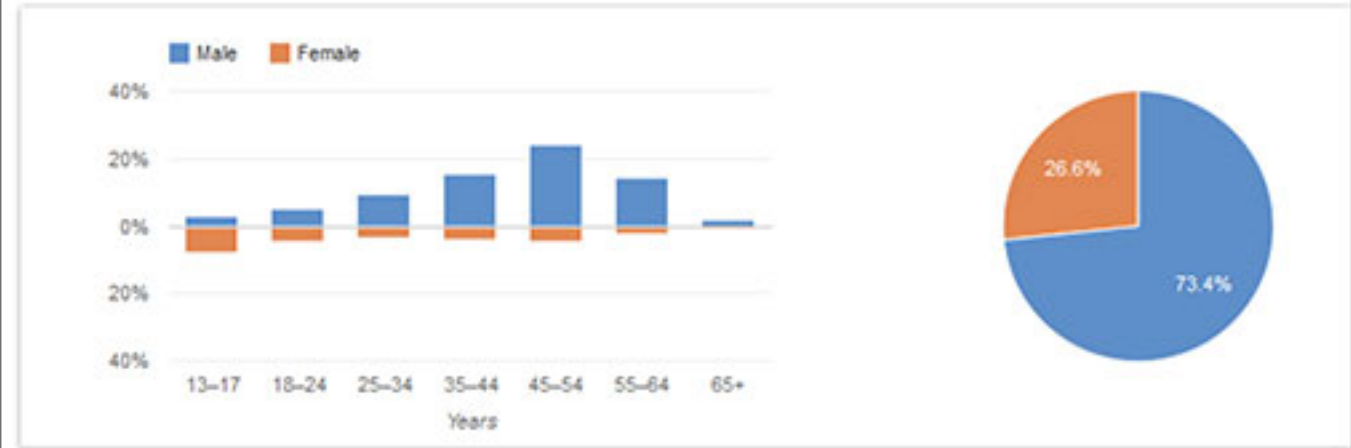
Last 365 Days  
(January  
2012–  
January  
2013)

## All claimed content

fashiontv created: Jun 22, 2007

Last 365 days (Jan 10, 2012 – Jan 8, 2013)

All	Male	Female
100.0%	73.4%	26.6%



Top locations by views	Views	13-17 years	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years	Gender
1. United States	38,241,192	6.3%	6.0%	7.9%	16.2%	34.1%	26.0%	3.6%	
2. India	14,926,086	1.7%	15.9%	25.2%	22.2%	19.2%	13.9%	1.8%	
3. Germany	14,862,694	22.5%	11.7%	10.8%	14.6%	25.7%	12.6%	2.2%	
4. Mexico	9,801,515	20.1%	18.3%	16.0%	18.7%	18.3%	7.5%	1.3%	
5. Indonesia	9,452,265	4.2%	9.0%	21.0%	34.9%	23.0%	6.7%	1.1%	
6. Italy	9,376,850	10.9%	10.1%	12.0%	21.5%	29.1%	14.1%	2.2%	
7. United Kingdom	9,292,496	11.8%	10.7%	12.1%	18.4%	26.0%	18.3%	2.8%	
8. Vietnam	9,106,251	12.1%	20.6%	20.7%	18.1%	21.0%	6.7%	0.9%	
9. Brazil	8,654,797	12.5%	15.5%	14.3%	19.2%	25.5%	10.1%	2.9%	
10. Japan	8,591,405	0.8%	1.5%	4.3%	15.8%	46.7%	29.0%	1.9%	

Only top 10 locations available.

1 - 10 of 10



# FashionTV New Media / YouTube Annual Video Views Top 20 Countries

Country	Annual Views
United States	38.237.727
India	14.934.945
Germany	14.849.026
Mexico	9.797.735
Indonesia	9.462.998
Italy	9.368.876
United Kingdom	9.285.084
Vietnam	9.112.867
Brazil	8.644.553
Japan	8.596.992
Turkey	8.251.403
Saudi Arabia	8.180.611
Thailand	7.946.928
France	6.896.485
Canada	6.340.666
Taiwan	5.591.029
Spain	5.425.443
Poland	5.418.578
Malaysia	5.384.726
Russia	5.103.910



# YouTube Annual Growth for Top 10 Countries 2010, 2011, 2012

	US		India		Germany		Mexico		Indonesia	
	Views	Growth	Views	Growth	Views	Growth	Views	Growth	Views	Growth
2010	9.417.137	-	3.913.753	-	5.673.025	-	2.352.652	-	1.355.756	-
2011	26.803.314	184,62%	12.833.406	227,91%	11.217.373	97,73%	6.549.473	178,39%	7.732.718	470,36%
2012	38.302.786	42,90%	15.116.275	17,79%	14.852.098	32,40%	9.820.935	49,95%	9.637.009	24,63%

	Italy		United Kingdom		Vietnam		Brazil		Japan	
	Views	Growth	Views	Growth	Views	Growth	Views	Growth	Views	Growth
2010	3.306.778	-	2.697.509	-	1.315.532	-	2.138.052	-	2.162.320	-
2011	7.339.380	121,95%	6.630.087	145,79%	4.306.190	227,33%	6.231.875	191,47%	5.748.274	165,84%
2012	9.384.757	27,87%	9.298.409	40,25%	9.223.046	114,18%	8.633.138	38,53%	8.671.582	50,86%



# YouTube Quaterly Growth for Top 20 Countries 2012

	US		India		Germany		Mexico		Indonesia	
2012	Views	Growth	Views	Growth	Views	Growth	Views	Growth	Views	Growth
Q1	9.028.276	-	3.817.965	-	2.773.341	-	2.079.434	-	2.831.158	-
Q2	9.600.866	6,34%	4.473.417	17,17%	3.248.304	17,13%	2.210.707	6,31%	2.763.039	-2,41%
Q3	8.733.879	-9,03%	3.646.211	-18,49%	3.866.484	19,03%	2.468.426	11,66%	1.905.405	-31,04%
Q4	10.939.765	25,26%	3.143.620	-13,78%	4.917.605	27,19%	3.037.405	23,05%	2.113.710	10,93%

	Italy		United Kingdom		Vietnam		Brazil		Japan	
2012	Views	Growth	Views	Growth	Views	Growth	Views	Growth	Views	Growth
Q1	2.002.353	-	1.956.556	-	2.650.956	-	1.557.074	-	2.252.631	-
Q2	2.089.629	4,36%	2.154.694	10,13%	3.051.280	15,10%	1.967.124	26,33%	2.708.457	20,24%
Q3	2.443.150	16,92%	2.318.230	7,59%	1.802.194	-40,94%	2.197.981	11,74%	1.883.694	-30,45%
Q4	2.825.608	15,65%	2.842.019	22,59%	1.701.636	-5,58%	2.887.895	31,39%	1.807.940	-4,02%



# YouTube Quaterly Growth for Top 20 Countries 2012

	Turkey		Saudi Arabia		Thailand		France		Canada	
2012	Views	Growth	Views	Growth	Views	Growth	Views	Growth	Views	Growth
Q1	1.614.005	-	2.152.743	-	1.983.918	-	1.499.607	-	1.473.856	-
Q2	1.681.656	4,19%	2.520.217	17,07%	2.057.046	3,69%	1.596.089	6,43%	1.463.141	-0,73%
Q3	2.252.735	33,96%	1.687.186	-33,05%	1.970.811	-4,19%	1.612.879	1,05%	1.418.466	-3,05%
Q4	2.611.364	15,92%	1.891.633	12,12%	1.998.010	1,38%	2.162.488	34,08%	1.993.619	40,55%

	Taiwan		Spain		Poland		Malaysia		Russia	
2012	Views	Growth	Views	Growth	Views	Growth	Views	Growth	Views	Growth
Q1	1.413.124	-	1.126.948	-	954.835	-	1.628.084	-	1.191.084	-
Q2	1.611.032	14,00%	1.173.393	4,12%	1.011.322	5,92%	1.533.655	-5,80%	1.220.052	2,43%
Q3	1.246.900	-22,60%	1.373.191	17,03%	1.450.754	43,45%	1.057.319	-31,06%	1.143.405	-6,28%
Q4	1.975.738	58,45%	1.745.378	27,10%	1.961.927	35,23%	1.236.970	16,99%	1.548.027	35,39%



# New Media Annual Demographics by Country, Gender and Per Capita

Northern Russia & CIS Region						
Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Georgia	1.427.469	50	50	5	2	85%
Armenia	506.706	54,9	45,1	3	0.7	77%
Lithuania	991.648	43,3	56,7	4	2.3	43%
Moldova	539.858	54,3	45,7	4	1.4	38%
Estonia	336.670	51	49	1	1	35%
Latvia	484.370	50,5	49,5	2	1.6	31%
Ukraine	1.941.600	63,3	36,7	45	14	14%
Azerbaijan	559.172	73,4	26,6	9	5	12%
Russia	5.088.353	70,2	29,8	138	63.4	8%
Belarus	311.579	59,6	40,4	10	4	8%
Kazakhstan	568.950	55,7	44,3	18	8	7%



# Annual by Country, Gender and Per Capita

## Europe

Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Greece	2.901.166	66,4	33,6	11	6	51%
Malta	174.217	57,6	42,4	0,4	0.3	61%
Macedonia [FYROM]	633.647	56,6	43,4	2	1.2	54%
Serbia	1.678.555	61	39	7	3	54%
Israel	2.956.084	63,9	36,1	8	5.2	57%
Cyprus	309.495	56,7	43,3	1	0.6	48%
Portugal	2.554.701	57,8	42,2	11	6	43%
Bulgaria	1.525.196	52,5	47,5	7	3.6	42%
Albania	594.070	61,2	38,8	3	1.4	40%
Romania	3.698.313	53,6	46,4	22	9.6	38%
Slovakia	1.659.154	52,6	47,4	5	4	41%
Slovenia	538.562	49,2	50,8	2	1.4	37%
Switzerland	2.018.783	71,1	28,9	8	6.7	30%
Hungary	2.598.446	55,1	44,9	10	5.9	44%
Italy	9.341.745	71,1	28,9	61	35.8	26%
Croatia	1.027.602	54,7	45,3	4	3.2	32%
Sweden	2.142.742	66,3	33,7	9	8.2	26%
Belgium	1.942.444	66,8	33,2	10	8.1	24%
Austria	1.505.603	64,5	35,5	8	6.6	23%
Norway	1.165.161	61,6	38,4	5	4.4	26%
Denmark	1.282.773	57	43	6	5	26%
Czech Republic	1.892.873	55,9	44,1	10	7.4	25%
Ireland	783.579	64,3	35,7	5	3.6	22%
Netherlands	3.804.093	66	34	17	15.4	25%
Germany	14.798.659	61,6	38,4	81	67.4	22%
Turkey	8.211.044	81,3	18,7	80	35	23%
Poland	5.396.739	54,8	45,2	38	24	23%
Bosnia and Herzegovina	620.863	56,5	43,5	5	2.3	27%
Finland	1.028.297	66,5	33,5	5	4.7	22%
Spain	5.410.677	69,5	30,5	47	31	18%



# Annual by Country, Gender and Per Capita

## Asia

Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Singapore	2.562.836	78,9	21,1	5	4	65%
Macau	198.137	72,9	27,1	0,6	0.3	60%
Thailand	7.928.664	74,5	25,5	67	16	50%
Hong Kong	2.592.874	85,4	14,6	7	5.3	49%
Mongolia	279.545	52,6	47,4	3	0.6	45%
Taiwan	5.575.645	88,9	11,1	23	16.7	33%
Malaysia	5.371.993	82,7	17,3	29	18	30%
Vietnam	9.094.976	79,3	20,7	92	31	29%
Indonesia	9.438.130	88,2	11,8	248	55	17%
Sri Lanka	462.230	89,6	10,4	21	3	14%
Pakistan	3.728.892	93,7	6,3	190	29	13%
India	14.901.302	92,2	7,8	1,205	121	12%
Philippines	3.722.015	68,4	31,6	104	33.6	11%
Palestinian Territories	239.262	85,5	14,5	4	2.3	10%
Nepal	454.042	92,5	7,5	30	5.4	8%
Japan	8.577.899	92,2	7,8	127	101	8%
South Korea	2.053.344	88,2	11,8	49	40.3	5%
Bangladesh	282.535	93,4	6,6	161	8	4%

## Oceania

Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Australia	3.914.855	69,7	30,3	22	20	20%
New Zealand	686.074	68,4	31,6	4	3.7	19%



# Annual by Country, Gender and Per Capita

## Middle-East

Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
United Arab Emirates	2.954.031	85,8	14,2	5	3.6	82%
Saudi Arabia	8.160.669	82,8	17,2	27	12.4	66%
Qatar	716.361	88,8	11,2	2	1.6	45%
Kuwait	848.265	88,3	11,7	3	2	44%
Iraq	545.815	93,5	6,5	31	1.5	36%
Oman	510.214	91,1	8,9	3	2.1	25%
Bahrain	229.632	87,8	12,2	1	1	25%
Jordan	505.466	88,2	11,8	7	2.3	22%
Lebanon	336.916	81,4	18,6	4	2.2	16%
Egypt	1.834.745	89,3	10,7	84	21.7	8%
Yemen	168.638	96,6	3,4	25	3.6	5%
Syria	178.250	91,1	8,9	23	5.1	4%

## Africa

Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Mauritius	177.637	70,4	29,6	1	0.5	39%
Tunisia	876.585	66,6	33,4	11	4	21%
Algeria	796.066	82,7	17,3	35	5	19%
Morocco	1.610.153	73,1	26,9	32	16.3	10%
South Africa	483.685	88	12	49	10.3	5%
Sudan	114.482	92,9	7,1	34	6.4	2%



# Annual by Country, Gender and Per Capita

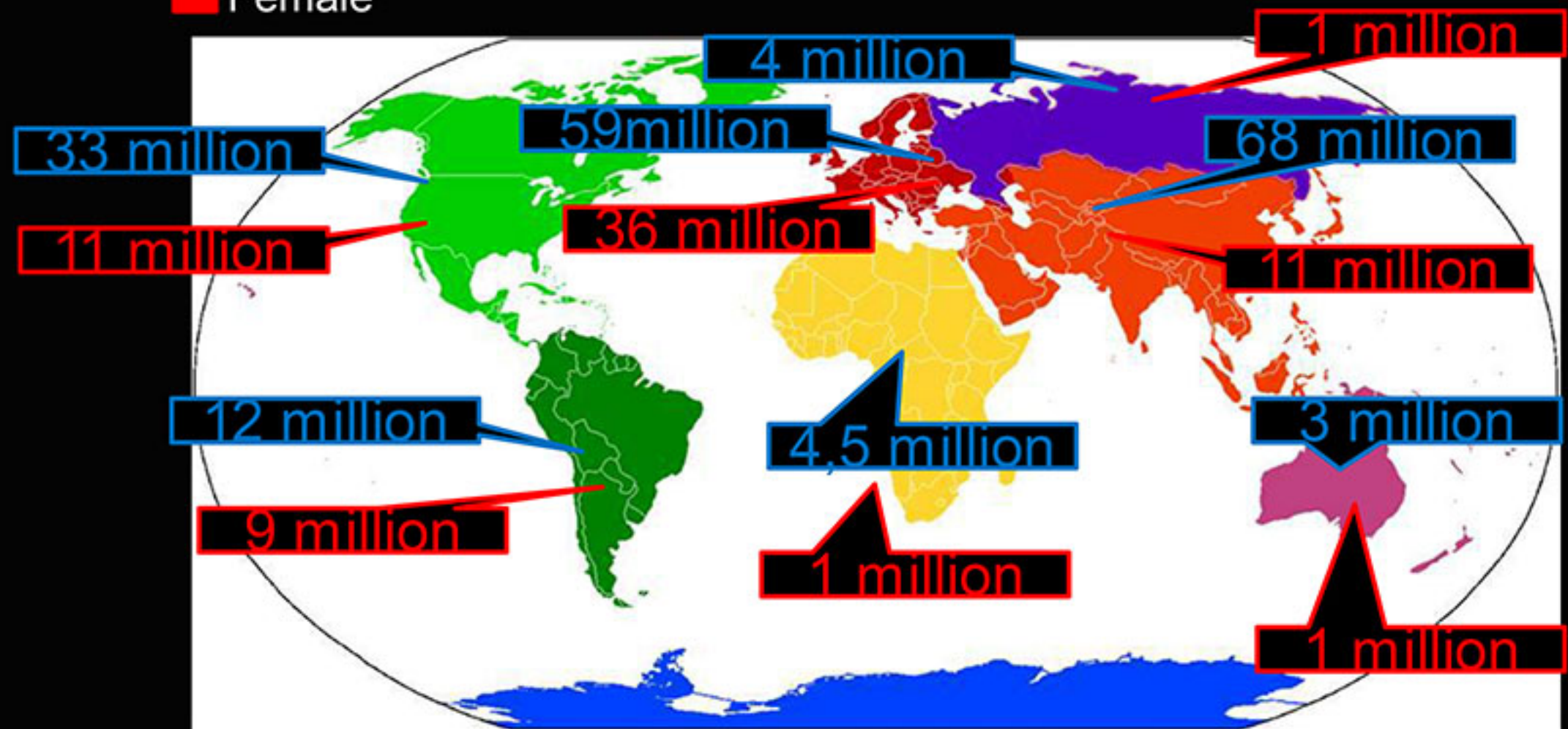
Americas						
Country	Views	male %	female %	Population in millions	Internet Users in millions	Views per internet user
Trinidad and Tobago	204.625	53,6	46,4	1	0.7	30%
Panama	381.728	58,4	41,6	4	1.5	26%
Costa Rica	489.153	71,5	28,5	5	2	25%
Chile	2.224.481	59	41	17	9.1	24%
Mexico	9.770.056	65,3	34,7	115	42	23%
Canada	6.319.928	69,2	30,8	34	27.8	23%
Ecuador	1.020.333	56,7	43,3	15	4.7	22%
Guatemala	319.288	73,5	26,5	14	1.6	20%
El Salvador	219.114	69,8	30,2	6	1	20%
Uruguay	327.285	61,5	38,5	3	1.7	19%
Puerto Rico	299.867	59,4	40,6	4	1.8	17%
United States	38.121.378	74.8	25,20	313	245.3	16%
Peru	1.518.345	57,5	42,5	30	10.7	14%
Argentina	3.294.475	63,1	36,9	42	28	12%
Colombia	2.656.611	58,7	41,3	45	25	11%
Brazil	8.614.811	61,8	38,2	206	81.8	11%
Dominican Republic	395.861	58	42	10	3.5	11%
Venezuela	951.631	63,9	36,1	28	11.1	9%
Bolivia	150.372	76,3	23,7	10	3	5%



# New Media Segmentation per Continent per Gender for last 12 months

Male

Female





# Total Category Subtotals Genders 2012

Cat. 1	Views	Male (ESTIMATE)	Female (ESTIMATE)	Male Views (ESTIMATE)	Female Views (ESTIMATE)
FASHION WEEK	6,287,704	58%	42%	3,646,868	2,640,836
VS	6,203,281	29%	71%	1,798,951	4,404,330
PHOTOGRAPHER NIGHT	4,142,070	85%	15%	3,520,760	621,311
LINGERIE	3,669,685	91%	9%	3,339,413	330,272
SWIM WEAR	2,495,807	89%	11%	2,221,268	274,539
F MEN	2,039,759	75%	25%	1,529,819	509,940
MIDNIGHT HOT	1,808,350	94%	6%	1,699,849	108,501
WORLD FASHION	1,220,667	73%	27%	891,087	329,580
PHOTOGRAPHER DAY	1,167,175	67%	33%	782,007	385,168
BACKSTAGE	1,014,842	32%	68%	324,749	690,093
FBAR PARTIES	1,005,691	85%	15%	854,837	150,854
FASHION EVENT	921,951	60%	40%	553,171	368,780
MODELS	842,657	55%	45%	463,461	379,196
MODEL TALKS	833,205	41%	59%	341,614	491,591
F PEOPLE	620,851	55%	45%	341,468	279,383
RED CARPET	591,289	50%	50%	295,645	295,645
HAUTE COUTURE	517,246	59%	41%	305,175	212,071
FULL SHOW	500,965	59%	41%	295,569	205,396
FIRST LOOK	392,305	48%	52%	188,306	203,999
BRIDAL	363,779	52%	48%	189,165	174,614
FIRST FACE	320,784	38%	62%	121,898	198,886
FASHION DESTINATION	205,692	69%	31%	141,927	63,765
3D	187,842	86%	14%	161,544	26,298
FLASHBACK	123,315	73%	27%	90,020	33,295
DESIGNERS	84,551	55%	45%	46,503	38,048
RUSSIAN	68,132	75%	25%	51,099	17,033
F FLOOR	39,625	88%	12%	34,870	4,755
MODEL AWARDS	24,891	48%	52%	11,948	12,943
FASHION WEEK	6,287,704	58%	42%	3,646,868	2,640,836
VS	6,203,281	29%	71%	1,798,951	4,404,330
PHOTOGRAPHER NIGHT	4,142,070	85%	15%	3,520,760	621,311
LINGERIE	3,669,685	91%	9%	3,339,413	330,272
SWIM WEAR	2,495,807	89%	11%	2,221,268	274,539
F MEN	2,039,759	75%	25%	1,529,819	509,940
<b>TOTAL</b>	<b>37,694,111</b>	<b>67%</b>	<b>33%</b>	<b>24,242,994</b>	<b>13,451,117</b>



# FashionTV on YouTube Lifetime View/ Views per day

## All claimed content

fashiontv created: Jun 22, 2007

Lifetime (Sep 10, 2009 – Jan 9, 2013)

Views

611,215,295

Line chart

Map

Daily stats ▾


























Compare metric ▾



\*Estimated minutes watched data is not available before September 1, 2012.



# FashionTV is the leading Fashion Media Company on YouTube

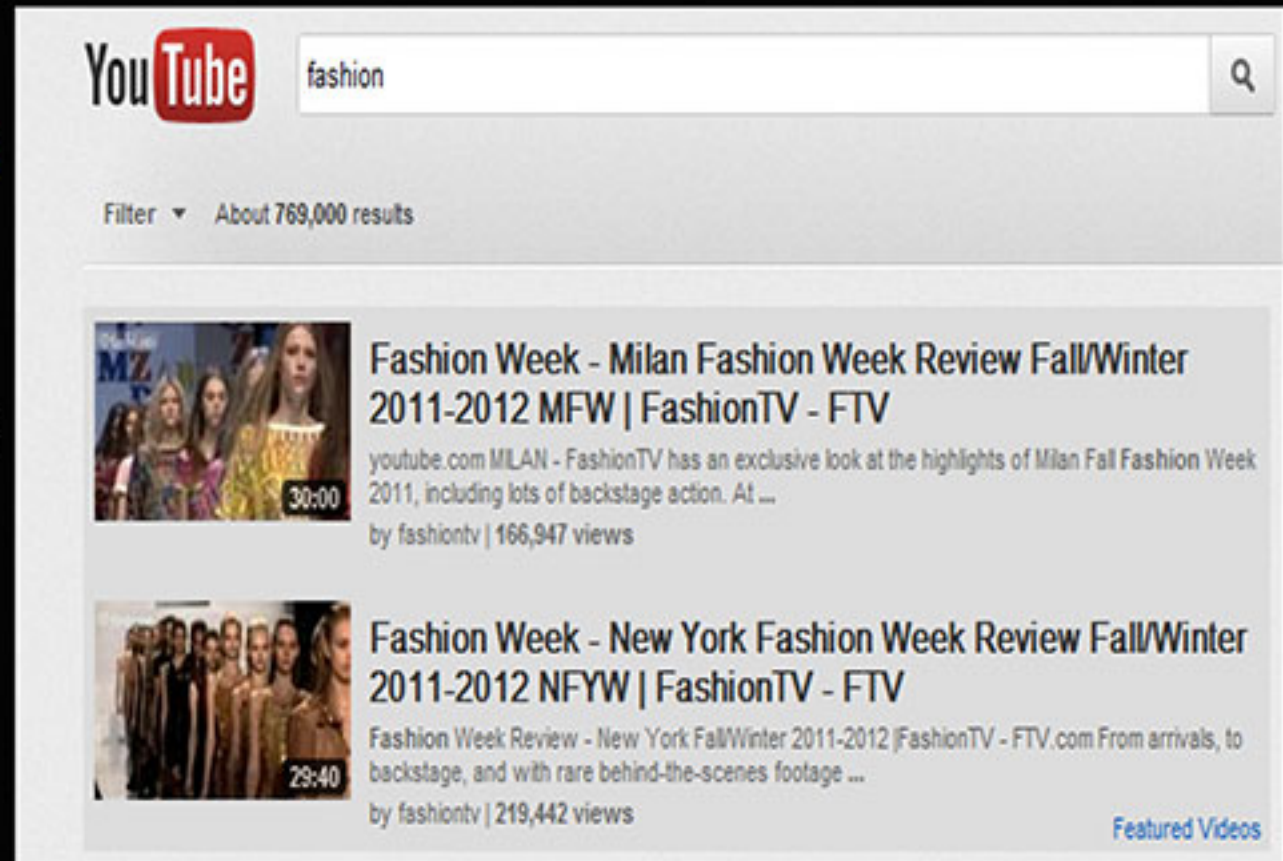
	FashionTV  <a href="#">Subscribe</a>	447.757	611.215.295
	Maxim.com  <a href="#">Subscribe</a>	68,427 subscribers	100,442,678 video views
	Seventeen Magazine  <a href="#">Subscribe</a>	86,079 subscribers	81,828,194 video views
	FHM TV  <a href="#">Subscribe</a>	20,011 subscribers	40,644,161 video views
	Esquire Magazine  <a href="#">Subscribe</a>	9,506 subscribers	12,546,305 video views
	ELLE.com  <a href="#">Subscribe</a>	19,342 subscribers	11,452,783 video views
	Cosmopolitan  <a href="#">Subscribe</a>	9,263 subscribers	8,785,005 video views
	Harper's Bazaar  <a href="#">Subscribe</a>	5,252 subscribers	4,733,645 video views
	InStyle  <a href="#">Subscribe</a>	3,146 subscribers	3,856,215 video views
	GLAMOUR UK  <a href="#">Subscribe</a>	2,176 subscribers	3,602,722 video views
	Vogue.com  <a href="#">Subscribe</a>	10,709 subscribers	2,640,582 video views
	Fashion One  <a href="#">Subscribe</a>	2,814 subscribers	922,865 video views
	World Fashion Channel Official  <a href="#">Subscribe</a>	1,072 subscribers	742,618 video views

**FashionTV subscribers : 447.757** All others sites subscribers: 237.797



# FashionTV on Youtube

When the word ,fashion' is searched on YouTube the first video that appears is of FashionTV



The screenshot shows the YouTube search interface with the search term 'fashion'. It displays 'About 769,000 results'. The top two featured videos are from FashionTV: 'Fashion Week - Milan Fashion Week Review Fall/Winter 2011-2012 MFW | FashionTV - FTV' and 'Fashion Week - New York Fashion Week Review Fall/Winter 2011-2012 NYFW | FashionTV - FTV'. Both videos are by 'fashiontv' and have high view counts (166,947 and 219,442 respectively).

Keyword Search	Global Monthly Searches	FashionTV Rank
Fashion shows	1,500,000	1
Fashion week	1,220,000	1
Fashionweek	823,000	1
Fashion	552,600	1
Fashion trends	550,000	1
Fashion models	301,000	1



# New Media -



2 Million likes on  
Facebook

38,205 are  
talking about it

Growth over last  
12 months is  
400K+ likes

<http://www.facebook.com/FTV>

#### Countries?

236,982	India
115,801	Indonesia
98,304	Philippines
83,648	Romania
80,419	Iran
72,777	United States of America
67,969	Pakistan
60,340	Georgia
58,542	Poland
57,240	Serbia
47,078	Vietnam
41,348	Mexico
40,756	Bulgaria
39,408	Macedonia
38,288	Thailand
34,049	United Kingdom
30,425	Albania
29,883	Tunisia
29,130	Turkey
28,744	Egypt

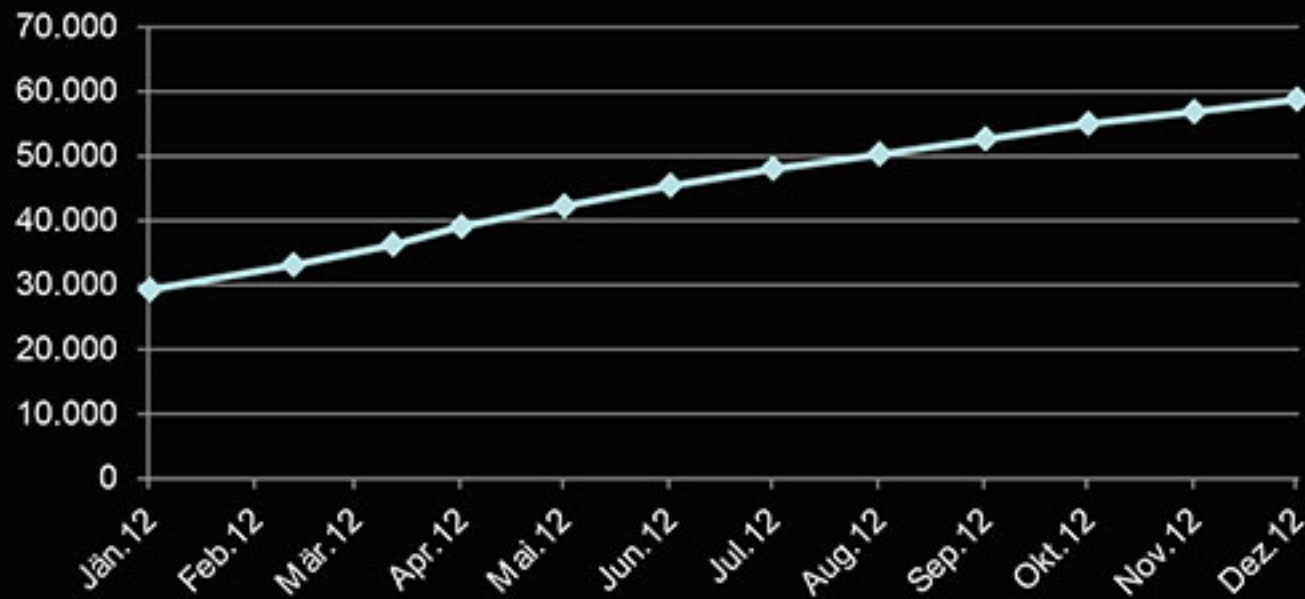




# FashionTV on



## Total Followers



 Follow

Every day thousands of our followers receive the last updates about our recent events via Twitter. Number of readers grows by 110+ followers/day in average based on statistics 2012.

<https://twitter.com/#!/FashionTV>

## Our famous followers



Roberto Cavalli



Nina Garcia



Isabeli Fontana

## Our famous followers among big brands



# COSMOPOLITAN

more than 37.000  
followers



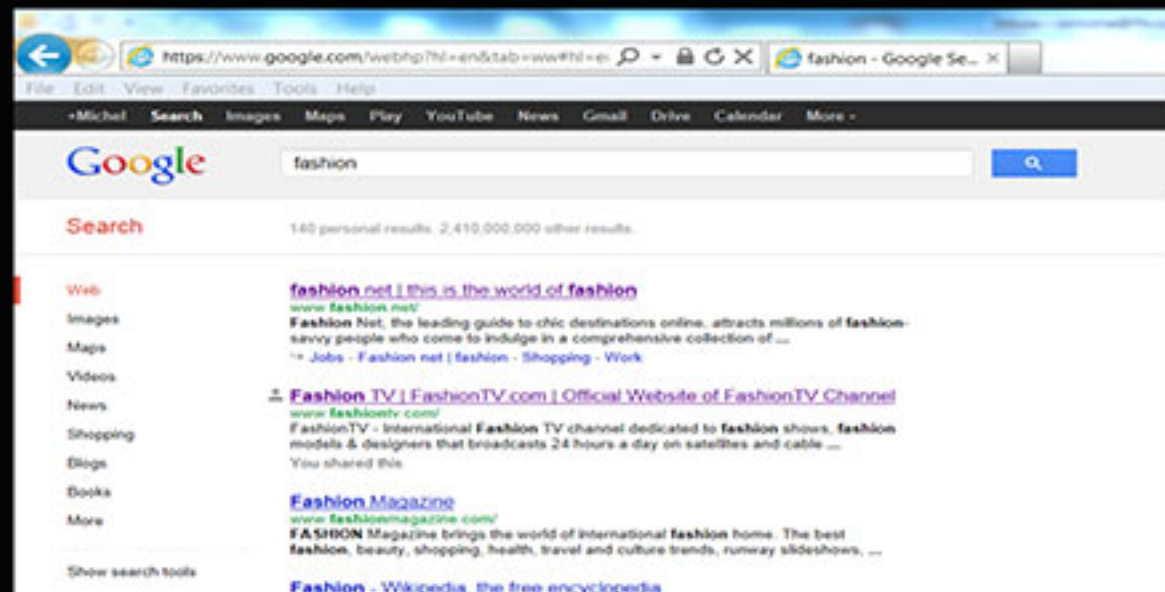
# FashionTV on Fashiontv.com &



Official FTV website is in Top 2 Google search based on the search word "Fashion". In May alone 37 million people Google searched it.

Based on this, FTV is the most credible source for fashion and fashion related searches on Google. Google itself ranks FashionTV as second of the best according to the searches.

<http://www.fashiontv.com/>



Search Keyword	Global Monthly Searches	FashionTV Rank
Fashion	37,200,000	2
Ftv	3,350,000	1
Fashiontv	246,000	1



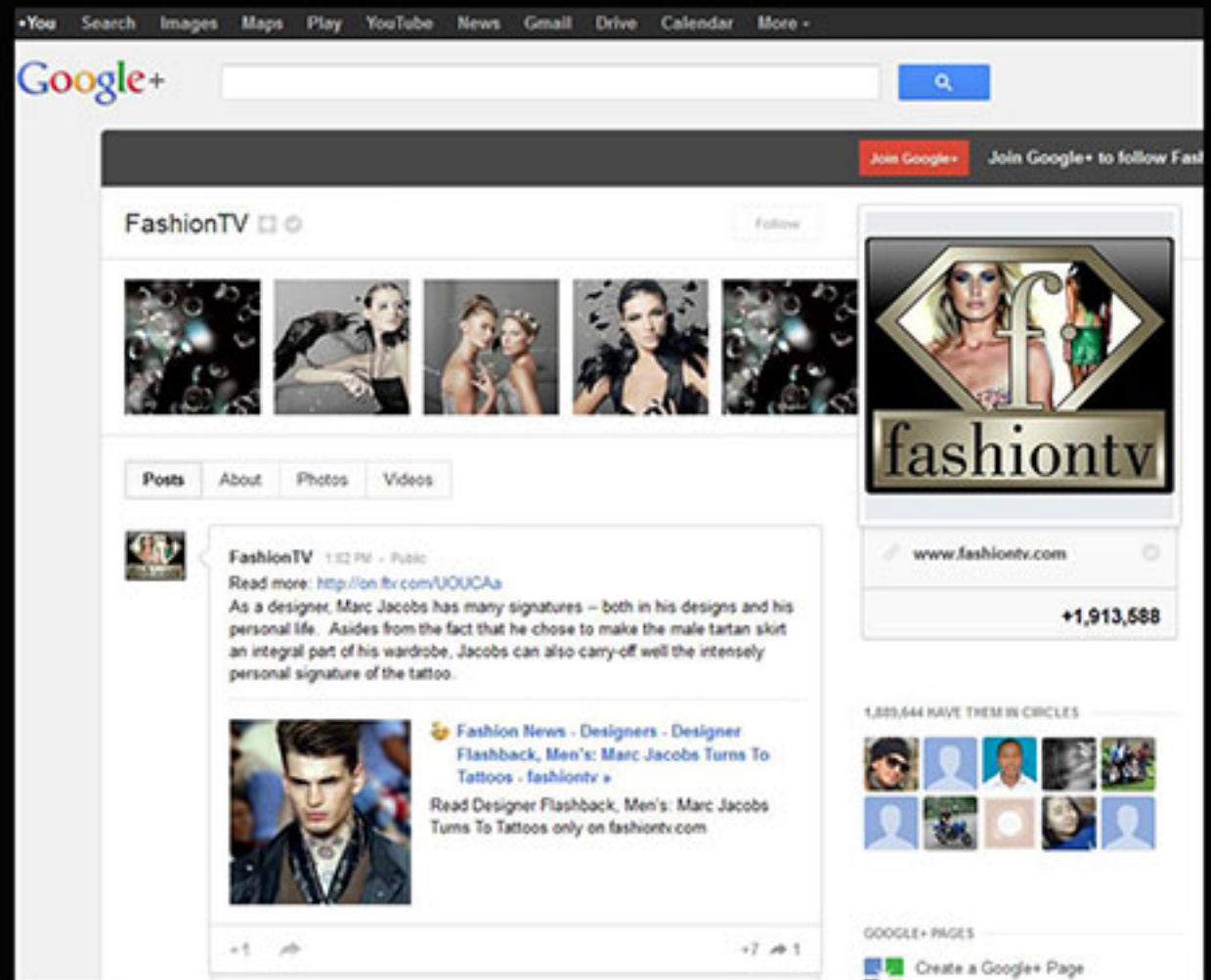
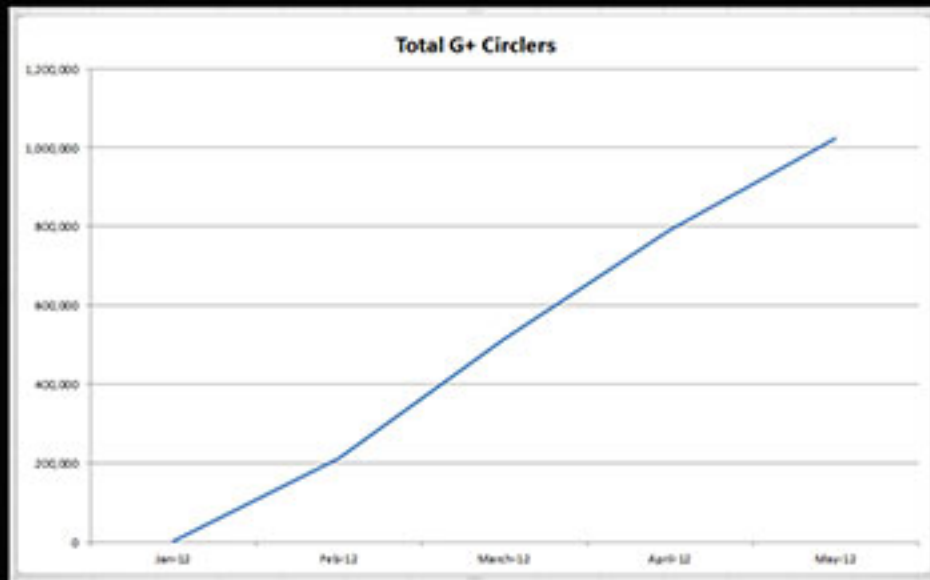
# FashionTV on



FTV Google+ page has been joined by more than 1.9+ million users, growing over 100,000 a month.

It is number 24 most popular G+ sites worldwide.

The page provides plenty of links to interesting articles and videos connected with fashion industry.





# Social tools vk.com - Russian speakers

<http://vk.com/fashiontv>

**Fashiontv on vk.com has more than 106,783 Russian speaking fans.**

**Leading countries are:**



**Russia**



**Ukraine**



**Kazakhstan**



**Belarus**

**FashionTV's Russian speaking audience is strongly fashion oriented with 90% of female audience in the age of 15-35.**

**Available tools on FashionTV vk are:**

Official community

**FashionTV**  
I see it first on FashionTV

About the company: FashionTV – это единственный международный круглосуточный телевизионный канал, посвященный исключительно моде, красоте и стилю. Аудитория FashionTV составляет более чем 350 млн телезрителей и транслируется в 7 млн общественных мест по всему...  
Expand text...

Website: <http://www.FashionTV.com>  
Founding date: 16 April 1995

1383 posts

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**Photo albums**



## More Information about FashionTV Distribution and New Media

You can download full presentation [here](#)